

KNOWLEDGE GIFT TITLE:

Simuka-Phakama - Green enterPRIZE Innovation Challenge

COUNTRY(IES) / REGION:

Zimbabwe/ Southern Africa

LEAD ORGANISATION:

International Labour Organization (ILO)

CHALLENGE / PROBLEM

Lack of access to technical and entrepreneurial skills for green jobs, inadequate availability of financial and non-financial services for SMEs, and limited awareness of the potential of a green economy to solve the youth unemployment and informal economy challenges in Zimbabwe.

MAJOR ASSUMPTIONS MADE

By accessing the Simuka-Phakama Green enterPRIZE Innovation Challenge, emerging and established growth-oriented SMEs are equipped to expand their green products and services through a 12-month business development programme supported by BDS providers and financial institutions.

SOLUTION OFFERED

The Simuka-Phakama Green enterPRIZE Innovation Challenge has the scope of creating a platform for green enterprise innovation and development to ensure Zimbabwe thrives by empowering citizens and businesses, particularly women and youth, to drive the creation of green and decent jobs. Solutions offered include a combination of financial and non-financial services for SMEs, including training, mentoring, networking, exposure and business linkages opportunities. In the long term, and in conjunction with the solutions offered under other project components, focused on the development of technical and vocational education and training and SMEs productivity enhancement, the availability of skilled workforce and viability of businesses across all economic sectors will increase, offering a business case for Zimbabwe to go green.

ILLUSTRATION / VISUAL



OUTPUTS CREATED

A national business competition (Simuka-Phakama Green enterPRIZE Innovation Challenge) will identify 75 growth-oriented SMEs from emerging and established enterprises each year. Companies from all economic sectors will gain access to financial and technical services to strengthen their green business value proposition. In addition, 500 runners-up will benefit from training and capacity building services. A network of Zimbabwean BDS providers will train competition entrants and provide coaching and post-challenge technical support to winners and runners-up. Technical and financial partners will expand the range of services offered and increase impact in terms of business sustainability.

INDICATORS / SCALE / IMPACT

- # of Innovation Challenges (3, national/subnational)
- # of business plan submissions received (350)
- # of winners and runners-up receiving financial and non-financial services (75, 50% women)
- # of non-winners receive non-financial BDS (500, 50% women)
- # of green jobs created (1,000)

PARTNERS

PROJECT PARTNERS: International Labour Organization, Government of Zimbabwe, Employers' Confederation of Zimbabwe, Zimbabwe Congress of Trade Unions.
BDS PROVIDERS: Royal Business Consulting Trust, BOOST Fellowship Trust, Fine-Touch Consulting and Empretec Zimbabwe.
FINANCIAL PARTNERS: Zimbabwe Agricultural Development Trust, Stanbic Bank Zimbabwe Limited, FBC Holdings Limited

KEY RECOMMENDATIONS / UNIVERSAL PRINCIPLE

Research shows that winners of business plan competitions result in greater firm entry, higher survival of existing businesses, higher profits & sales, and higher employment. The proposed intervention of targeting young and older firms to stimulate green products, services and business processes and the business competition modality is based on the ILO's experience in running business competitions for growth oriented enterprises across Africa.

REPLICATION POTENTIAL / SUSTAINABILITY

The Innovation Challenge seeks to build the capacities of BDS providers to offer green business services beyond the project scope. The building of corporate relationships will lead to further access to market and financial services for SMEs. The development of green SMEs will encourage other firms to expand their business into green economy sectors. The involvement of Government departments could result in the creation of green incentives and policy instruments.

TOPICAL FOCUS

- MSME segmentation & entrepreneur-centred approaches
- Interplay between financial & non-financial services
- MSME support in digital era
- Entrepreneurial eco-systems & local advisory service providers
- New trends in MSME development

Green

Gender

Fragility

SUB-TOPIC SELECTED What innovations exist and how are we seeing NFS evolving in terms of effectiveness, cost reduction, and scale? (also, Combining training with other support services)

Facilitated by: