

Empowering Entrepreneurship Initiative by enpact

Supported by the



Federal Ministry
for Economic Cooperation
and Development

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

enpact



TUI CARE FOUNDATION

Active in

6 countries

Supporting

330 Businesses

Support per business

up to 9000 Euro

Duration

6 months

Targeted training

over 3 months

Personal mentoring

over 3 months

Fact sheet

About

The Empowering Entrepreneurship Initiative was created to provide direct support for entrepreneurs in emerging markets.

Derived from a number of enpact's portfolio products, the initiative supports young, innovative businesses with a curated combination of mentoring, workshops, network-building and funding.

The Empowering Entrepreneurship Initiative is launching with two programmes in 2020 that are designed to help young businesses cope with the economic challenges brought on by the COVID-19 pandemic.

A total number of **330 businesses** will be supported in 6 countries to provide them with financial support and the training and tools they need to focus on adapting their businesses to the unique struggles arising during the crisis.

About

The financial support each business receives is distributed to the participants for a total of six months. For each team, up to three founders and/or managing directors can be supported.

The Empowering Entrepreneurship Initiative will allow impact to implement a modern solution to development cooperation — one that is focused on sustained economic growth.



Targeted
Training



Up to 9000€ direct
financial support



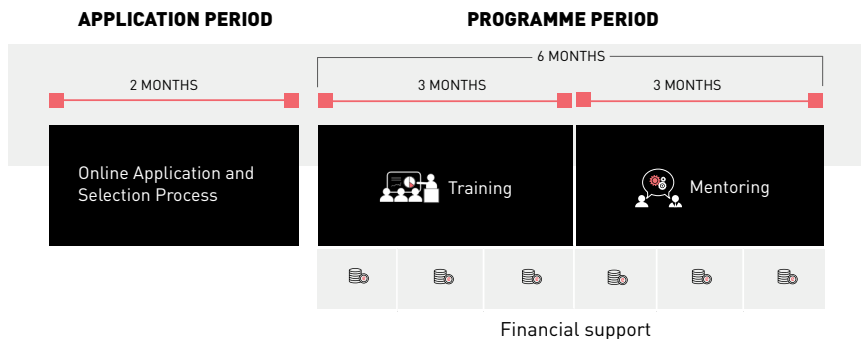
Dedicated
Mentoring

Programme Overview

The Empowering Entrepreneurship Initiative was developed by the non-profit organisation enact e.V.

The initiative is implemented for the first time in the form of two COVID-19 Relief Programmes. **The COVID-19 Relief Programme** is a cross-sector programme for 180 businesses; **The COVID-19 Relief Programme for Tourism**, implemented with the TUI Care Foundation, focuses on 150 businesses in the tourism sector. The two programmes will be implemented in different time frames, in different sizes and with different thematic focuses in the individual project countries.

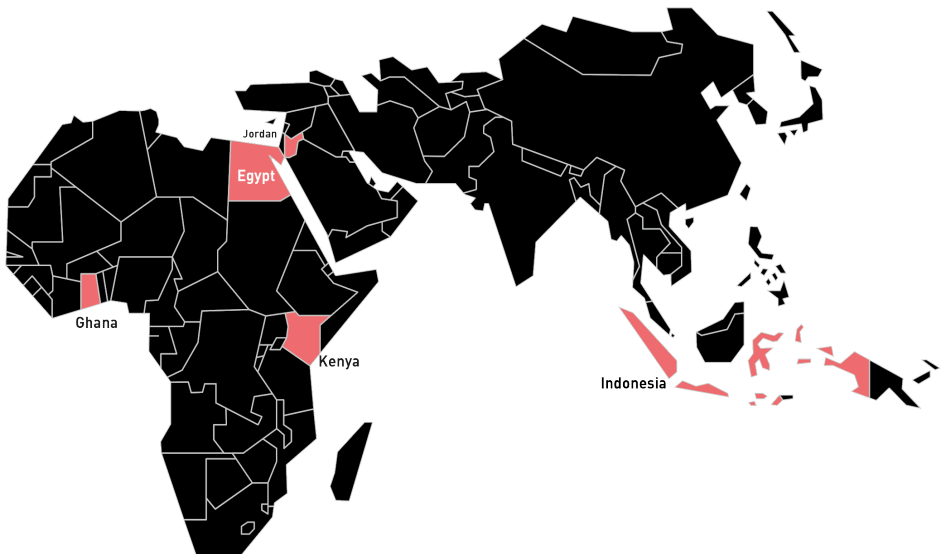
A total of 330 teams of young, innovative businesses in Egypt, Ghana, Jordan, Indonesia, Mexico and Kenya will be supported with a combination of mentoring, workshops, network-building and financial support.



COVID-19 Relief Programme

The COVID-19 Relief Programme provides **180 businesses in Egypt, Ghana, Jordan, Kenya and Indonesia** across all sectors with dedicated mentoring, financial backing of up to 9000 Euros, and business development support.

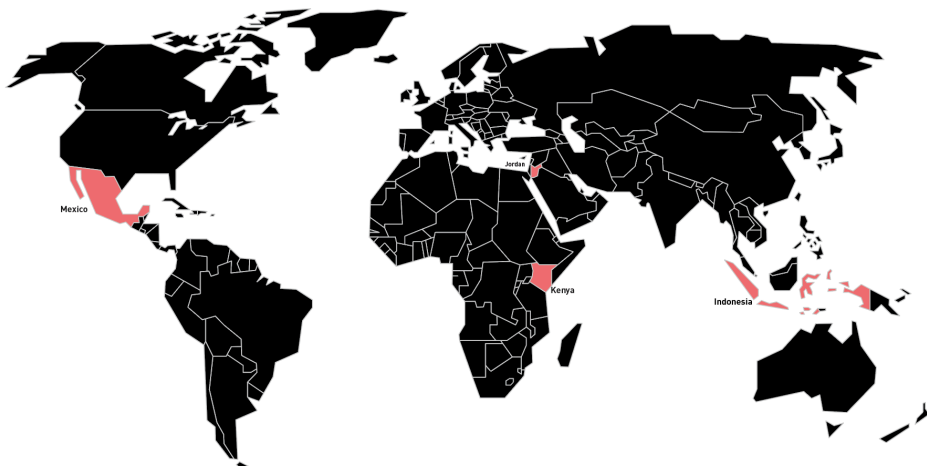
The goal of the programme is to provide young, innovative business from all sectors with a with a curated combination of mentoring, workshops, network-building & funding so that founders and business owners can focus their time and energy on getting back on track.



COVID-19 Relief Programme For Tourism

The COVID-19 Relief Programme for Tourism provides 150 businesses in **Mexico, Jordan, Kenya and Indonesia** in Tourism and Tourism-related sectors with dedicated mentoring, financial backing of up to 9000 Euros, and business development support, in cooperation with the TUI Care Foundation.

The Tourism sector was particularly affected by the restrictions imposed due to the Corona pandemic - with thousands of businesses in the sector losing clients, reducing team size, and even pausing operations. The goal of the programme is to provide innovative tourism businesses with a specialized combination of mentoring, workshops, network-building & funding so that founders and business owners can focus their time and energy on getting back on track.



Partners

SPTA

The Strategic Partnership Technology in Africa (SPTA) is a **network of German Development Cooperation and more than 220 European companies**. Its aim is to initiate public private partnerships in African countries. The network was launched in 2017 by the Federal Ministry for Economic Cooperation and Development and is coordinated by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. For the implementation of projects, the SPTA uses connections within the GIZ, including "Sustainable Development through Tourism". Together with the private sector, tourism is seen as an instrument to achieve positive impacts in BMZ partner countries, for example in the fields of employment promotion or sustainable economic development.

enpact e.V.

The non-profit association enpact is a **leading player in the establishment of start-up networks to promote international development cooperation.**

With a variety of programmes, enpact supports startups in Europe, Africa, Asia, Latin America and the Middle East. The goal is to create a global network of start-up ecosystems and their actors that enables the exchange of ideas, solutions and mutual support.

TUI Care Foundation

The TUI Care Foundation is the corporate foundation of TUI, **the world's leading tourism company.** Since 2016, the foundation has been committed to education, environmental and species protection and economic development in travel destinations. With more than 30 projects in Europe, Africa, Latin America and Asia, the TUI Care Foundation strengthens the livelihood of thousands of people and promotes sustainability and resilience for tourism of the future.

Visual Assets



The Empowering Entrepreneurship Initiative

was developed by enpact e.V. The COVID-19 Relief Programmes are funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). enpact implements the programmes and coordinates the implementation with the Strategic Partnership Technology in Africa (SPTA). The tourism programme is implemented by enpact together with TUI Care Foundation.

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