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WITH

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Work Package	4. WITH Knowledge Network Local Pilot Implementation Report
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Author(s)	Bwambale Rwamanyonyi





1. INTRODUCTION

Brief introduction of the Local Pilot in your country

Gift Women Link Foundation organized a pilot-test the training pathway in Kasese Uganda by delivering it to a pool of at least 20 young women (total) with guidance and support from CCSEV, INCOMA and CESIE.

Young women in Sub-Saharan African countries face additional obstacles to enter the labour market and often choose the route to self-employment. Around 50% of the women who are in the labour force but not working in agriculture are entrepreneurs. Entrepreneurship has the potential to mitigate youth unemployment and the lack of opportunities for young women. Moreover, tourism offers considerable options that do not require heavy start-up financing, which is a factor that tends to be a strong barrier to women entrepreneurship in SSA. Women's tourism entrepreneurship is held back by a lack of access to technology, information, business skills, education and training. Despite being regions where women are more likely to be self-employed, they tend to have less presence than men in the tourism sector due to socioeconomic empowerment, mainly.

The WITH Soft Skills Training program aimed at equipping young women with a comprehensive set of soft skills to enhance their business acumen, foster personal growth, and ensure long-term success. The program focused on developing 10 key entrepreneurial competencies, including project planning, financial management, marketing, leadership, and customer service, while also promoting self-care and sustainability. By providing practical tools, the training aimed to boost confidence, resilience, and the ability to navigate challenges, ultimately empowering participants to thrive in the tourism and hospitality sector.

2. DESCRIPTION

A detailed description of how the activity was implemented, covering key aspects such as trainers, format, and participants.

Successfully, the local pilot interactions within participants in modules and they understood them very well, promised put into practice.

Introduce, promote and raise awareness on the concept of sustainable tourism and hospitality as part of VET programmes to skill future professionals, intrapreneurs and business owners to be agents for sustainable development in SSA

The WITH training included 10 learning modules lasting 65 hours in total. the breakdown of hours per modules can be consulted on annexes' moreover, the entire content for trainers and learner can be found in the developed hand book for the trainers and learners, respectively both, available on



the WITH web site freely.

1. Personal Growth and Motivation
2. Foundation of Sustainable Tourism
3. Initiative and Project Planning
4. Online Marketing for Sustainable Tourism.
5. Financial Management
6. Dealing with Uncertainty and Risk Management
7. Effective Collaboration and Communication
8. Digital Skills and Online Collaboration
9. Wellbeing and Self-Care
10. Critical Thinking and Sustainability Value

2.1. Selection of trainers

Brief description of them: names, qualifications, and roles of the trainers involved.

Following a train-the-trainers methodology covered in CBP, with digital skills and English language, the Knowledge Bootcamp (E3.1) trainers transferred the necessary knowledge, strategies and tips on how to deliver the WITH Training Pathway through a set of virtual workshops and synchronous and asynchronous capacity-building activities.

Trainers

1. **Magwara Jockim**; 4 years as Community social worker holding Bachelors and with extensive knowledge in Project Management, Digital Skills expert, Monitoring and Evaluation, Analytical skills, Mentorship and training most preferably the beneficiary of WITH CBP.
2. **Biira Jemima**; Holding a 2 year Diploma in IT, 8 years in Project planning and management, 4 Months Internship experience as communications Assistant at African Ark college on Management Sciences, support to the development and submission of WITH Project.
3. **Bwambale Mathew Mande**; Holding masters in human resource management, Post Graduate Diploma in human resource management degree in Social Work and Social Administration from Team University Kampala.
4. **Mumbere Ferdinand**; Holding Post Graduate Diploma in project planning and management from Team University, bachelors degree in agriculture entrepreneurship and farm management of Ndejje university, Uganda Advanced certificate of education from Uganda national examination board.
5. **Biira Godyess**, Holding degree in business management and administration from Team University. A business woman with Diploma in Entrepreneurship and Business Development, Community Tourism Activist with Mentorship Skills.



2.2. Course Format

Describe the format (in-person, online, hybrid), duration, and structure of the training sessions.

In-person training the modality of WITH training is up to the local partners in charge of managing according to the specific circumstances and local context such as difficulties to access internet availability of trainers and trainees, long distance in the country that hinder the organisation of a pool of people or transport problems.

2.3. Profile of Participants

General profile of the young women involved (age range, educational background, etc.), number of participants, and any relevant demographic information.

Educated, **20 young women** aged 18-35 years and some older considered when their profiles seemed suitable accordingly to the rest of the established. **(Final list uploaded)**

3. IMPLEMENTATION PROCESS

Outline the steps taken during the activity

In -person masterclass, in person visits to the local business in the tourism and hospitality sector.

The main innovation pursued by WITH lies in its approach to entrepreneurship education based on 3 solid pillars:

♣ **Gender:** Gender inequalities prevail in VET and, moreover, businesses owned by SSA women tend to perform worse. Therefore, despite being more entrepreneurial than women in other parts of the world, SSA women lack a set of soft skills to help them achieve parity.

♣ **Thematic:** Tourism is a source of untapped potential and is set to experience considerable growth in the coming years. In other words, it can be considered a forward-looking economic sector in SSA. However, it faces important challenges related to human resources that should be addressed to realise its full potential.

♣ **Relevance:** Regardless of focusing on non-formal education, WITH pursued the establishment of collaborations with stakeholders active in the labour market (including intrapreneurs, entrepreneurs, business owners, business mentors and companies and businesses), policy and decision-makers, and other education and training institutions, in order to boost skills alignment and offer new opportunities that help match existing gaps in SSA countries.

- Timeline: When did the activity take place? 07/10/2024 - 23/11/2024



- Content and Methodology: Overview of the topics covered and methods used during the training.

Customized to modules were covered as indicated below.

Module 1: Personal Growth and Motivation
Module 2: Foundation of Sustainable Tourism and Hospitality
Module 3: Initiative and Project Planning
Module 4: Online Marketing for Sustainable Tourism
Module 5: Financial Management for Sustainable Tourism and Hospitality
Module 6: Dealing with Uncertainty and Risk Management
Module 7: Effective Collaboration and Communication
Module 8: Digital Skills and Online Collaboration
Module 9: Wellbeing and Self-Care
Module 10: Critical Thinking and Sustainability Values

Practical Activities organized;

In person visits to local hotel and local tourism business in Kasese Uganda; in person meetings with Hotel woman entrepreneur and business owners in Kasese; and short virtual networking actions with businesses.

- Materials Used: Brief description of the materials provided to participants (e.g., presentations, manuals, online resources).

An additional practical training was organized by Dr Florin and Gabriella Staicu on Vocational Skills for Sustainability in Tourism and Hospitality (**PDF Uploaded**) Uganda Pilot Training for Impact Follow up EU WITH project www.withproject.eu at Gift Women Link Foundation in December 2024, Kasese, Uganda.

Participants were supplied with training materials for smooth running and recordings like Hand books, water, lunch, Handouts, pencils and pens.

4. EVALUATION AND QUALITY ASSURANCE

Report on the answers from the survey provided per country, following the questions from the questionnaire.



Survey report submitted. However;

The emphasis on education and skill-building programs stands out as they empower community members for long-term success.

The focus on sustainability initiatives like entrepreneurship could significantly improve community living standards.

Project WITH's commitment to fostering local entrepreneurship and economic growth is particularly impactful.

The collaborative approach involving local stakeholders ensures that Project WITH's solutions are tailored to community needs. *But improvements are needed like,*

- a) Increasing transparency in project planning and decision-making processes would build trust and engagement.
- b) Providing more opportunities for community input and feedback could ensure that Project WITH's initiatives are truly community-driven.
- c) Investing in more robust monitoring and evaluation frameworks would help quantify Project WITH's impact over time.
- d) Strengthening partnerships with local government agencies could facilitate scalability and sustainability of Project WITH's initiatives.

Additional support to enhance the effectiveness of Project WITH

Providing technical training and capacity-building workshops for community members involved in Project WITH initiatives.

Establishing a dedicated outreach team to better communicate Project WITH's impact and engage more stakeholders.

Partnering with local businesses and industry experts to access specialized knowledge and resources.

Setting up a customised pilot Guest House with accommodation, restaurant and a small garden for leisure.

5. CONCLUSIONS

Summarise the outcomes of the activity and outline any follow-up actions

It will be invited to provide written or spoken statements



Also, it seeks to alleviate unemployment, gives opportunity to self-employment and create a new generation of women to thrive in the tourism and hospitality industry

- Impact of the Activity: How did the activity contribute to the overall objectives?

The training effectively highlighted the achievements and ongoing efforts of Project WITH. It underscored the collaborative spirit and commitment to skilling, entrepreneurship, capacity building, competences and mindset change.

Moving forward, continued support and engagement will be vital for sustaining young women (18-35 years); VET trainers, teachers and educators, including those in the field of tourism and hospitality.

- Future Adjustments: What changes, if any, will be made to future iterations of the activity?

The Project sustainability strategy based on principles of:

Ownership and accountability - All Consortium members are responsible for the successful implementation of WITH. Given the focus of the CB-VET initiative, actions have been tailored to answer the needs of SSA institutions and, in that sense, will lead to the empowerment and commitment of SSA institutions towards the use of results beyond the funding period.

Equity and proportionality - Consortium members contribute to project sustainability in a fair manner that will be proportional to their structure and resources, without overlooking the fact that WITH seeks to produce a high-impact in SSA countries. The long-term maintenance and exploitation of WITH should be boosted.

The Consortium should maintain the WITH domain and update the website for 5 years after the project comes to an end. The website maintenance as a one-stop-shop platform where deliverables and other results should be available, during as well as after the project implementation period.

The *WITH Knowledge Virtual Centre* a virtual library of Open Educational Resources and training materials for boosting entrepreneurship education and the entrepreneurial mindset of young women, aligned with the specificities of the tourism and hospitality industry.

6. ANNEXES

Provide some pictures of the implementation and link the content with the folder of evidences per country.



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[Attendance Lists](#)

[Photos](#)

[Videos](#)

[Presentations](#)

[Testimonies](#)

[Training Schedule](#)



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