



Great Ideas Space 2024

Entrepreneurship and Innovation: Promoting food security and Economic Development in Egypt, Iraq and Lebanon

“Entrepreneurship and Innovation: Promoting food security and Economic Development in Egypt, Iraq and Lebanon” is an entrepreneurship training programme for aspiring and established entrepreneurs, leaders, and members of micro, small, and medium enterprises in Egypt, Iraq, and Lebanon. The programme will equip you with the knowledge, skills, and network you need to turn your ideas for a social or for-profit enterprise into a business model that addresses challenges and contribute to building a resilient agricultural sector in the region.

The training programme will run in three phases from **June 2024 – March 2025**.

The programme will be delivered in English. You will receive a UNITAR certificate of completion if you complete the course and meet minimum criteria.

The programme is free for participants and conducted with the full financial support of the Government and the People of Japan.

You can apply to the programme from:

<https://forms.office.com/e/zGvAD9v1Sc>

Eligibility

The programme is open to motivated entrepreneurs and leaders, **both men and women from Egypt, Iraq, and Lebanon**, who are eager to create and implement innovative local solutions to aid the agriculture industry and the broader private sector. Individuals active in the agribusiness are particularly urged to apply.

In order to apply, you must have:

- Good oral and written English skills
- Access to Internet and a computer or a smartphone
- Age (between 18 and 45)

UNITAR will review your application for your:

- Keen passion to learn by doing and highly motivated to contribute to agriculture and economic development in Egypt, Iraq, and Lebanon through self-led projects/enterprises
- Deep interest in entrepreneurship and agribusiness
- Commitment to actively participate throughout the entire duration of the programme

Programme Structure

The programme will run in three phases:

In **Phase 1**, the online programme will provide training to 100 individuals from Egypt, Iraq, and Lebanon, focusing on entrepreneurship and agribusiness. The programme consists of self-paced online modules, interactive peer discussions, assignments, and expert-led webinars from regional and international experts in the field.

Top-performing participants will progress to **Phase 2** of the programme, where you will further design and prototype your business/projects through in-depth training and mentoring. Top-performing participants from Phase 2 will also be invited for **Phase 3** where they will come together for **an in-person workshop in Japan**.



The overall course is designed to encourage you to take action across six areas:

01

Nurture an Entrepreneurial Mindset

You will learn to identify opportunities and mobilize resources to bring a new enterprise to life. You will be exposed to examples of social and commercial enterprises and international best practice, and encouraged to reflect on and develop your entrepreneurial style and capacity.

02

Find a Problem Worth Solving

You will learn the tools and techniques of design thinking and lean start-up to create desirable, feasible, viable and sustainable solutions that solve social needs and problems. Design thinking focuses on building empathy, identifying needs through customer/citizen insights, ideation, prototyping and experimentation.

03

Build a Scalable and Sustainable Enterprise

You will learn to design a business model for your enterprise, identify social needs, evaluate revenue and funding models, and formulate financial projections. You will also learn how to pitch to win funding, donations, and investment.

04

Lead and Manage for Growth

You will learn contemporary theories and practices of leadership. You will appraise your own leadership style and reflect on your competencies and preferences. You will learn to engage stakeholders in building early-stage credibility and driving growth.

05

Craft the Competitive and Risk Strategy

You will learn the tools and techniques to develop competitive and risk-mitigating strategies. You will learn how to appraise the competitive landscape and develop competitive strategies to win while mitigating the risks you are exposed to.

06

Foster Enterprise-wide Innovation

You will learn how to decipher the many types of innovation that lead to competitive advantage and enterprise growth. You will learn innovation management. You will be exposed to international best practice in the design and management of innovation initiatives and programmes.

Learning Objectives

By the end of the programme, you will be able to:

- Identify alternative employment generation and livelihood opportunities within the context of economic downturns and food scarcity
- Recognize the role of entrepreneurship and innovation in stimulating local economies and responding to pressing challenges such as food security
- Explore and apply entrepreneurial tools, techniques and best practices to devise solutions for food security challenges and introduce innovative ideas
- Understand the impact of climate change and adaptive strategies for soil and crop management in the fight against food insecurity
- Analyse value chains and determine priority areas to tackle food insecurity, taking into consideration their expected outcomes, resource utilization and contribution to other economic and gender-equality challenges
- Identify suitable technological solutions, including climate-smart agricultural and aquacultural practices to counter environmental constraints, enhance community resilience and combat food insecurity

Programme Schedule

Note: The dates and topics of the training are subject to change.

The training programme will run in three phases from **June 2024 – March 2025**. You will be expected

Activity	Timeframe
<ul style="list-style-type: none">• Online call for applications• Participant identification and selection• Course launch	June 2024
<u>Phase 1: The Fundamentals of Entrepreneurship, Innovation, and Agribusiness (100 participants)</u> <ul style="list-style-type: none">• Online/asynchronous course• Assignments• Evaluation	July – Oct 2024
<u>Phase 2: Leadership, Strategy and Innovation in Agribusiness (20 participants)</u> <ul style="list-style-type: none">• Online/asynchronous course• Assignments• Video Pitch	Oct 2024 – Dec 2024
<u>Phase 3: Venture Lab (10 participants)</u> <ul style="list-style-type: none">• Online group mentoring sessions• Intensive workshop online or in person (TBC)• Impact evaluation• Graduation	Dec 2024 - March 2025

to dedicate approximately **4 hours per week** to fully take part in the programme.

How to Apply

1. Access the link: <https://forms.office.com/e/zGvAD9v1Sc>
2. Start, complete, and submit your application form

UNITAR will inform you if you are selected to participate in the programme.



About UNITAR

United Nations Institute for Training and Research (UNITAR) was established in 1963 as an autonomous body within the United Nations and is headquartered in Geneva, Switzerland. As a training arm of the United Nations system, UNITAR provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future. UNITAR designs and conducts some 500 different global training activities per year. In 2022, UNITAR trained over 395,000 learners around the world to support their actions for a better future. Our alumni include diplomats and other government officials, non-governmental representatives, and local authorities.

The Division for Prosperity is one of the eight divisions of UNITAR and consists of the Trade and Finance Programme Unit and the Hiroshima Office. We offer cutting-edge training and learning opportunities that promote inclusive and sustainable economic growth.

UNITAR Prosperity has extensive expertise in developing and delivering training on entrepreneurship and leadership in conflict and post-conflict countries. Empowering leaders in marginalized communities for many years, the Division has a unique understanding of the needs of participants as they work towards peace and stability.

Contact

For queries and questions regarding the programme, please contact Mr. Ali Sidki, Regional Coordinator, at gis+eil@unitar.org

500 Trainings

500 different trainings are conducted worldwide each year.

50+ Experience

Established in 1963, UNITAR has more than 50 years of experience in diplomatic training.

395,000
Trained

More than 395,000 participants took part in UNITAR training



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Portfolio

For a digital version of our portfolio:
<https://tinyurl.com/UNITARBeTheChange>

