

engage participate act



about enpact

The non-profit organisation enpact was founded in August 2013 by Matthias Treutwein and Dr. Sebastian Rubatscher. The goal is to foster horizontal learning and knowledge exchange between young entrepreneurs from different regions. Through various workshops, networking events and mentoring programmes, small enterprises are equipped with the expertise needed to create sustainable jobs in disadvantaged regions and countries.

Three years after the Arab Spring, the reshaping of the political landscape in Egypt and Tunisia is still on-going while the economic situation remains challenging. As a consequence, those in the private sector have found themselves fighting the symptoms, including high unemployment rates. Instead of remaining idle, many young entrepreneurs are taking the challenge into their own hands and are founding new enterprises. These individuals see it as their own responsibility to address the current economic problems in Egypt and Tunisia.

This “do it yourself” attitude is shaping into a promising and pragmatic trend – and its approach is the basis for the initiative “engage – participate – act” by enpact.

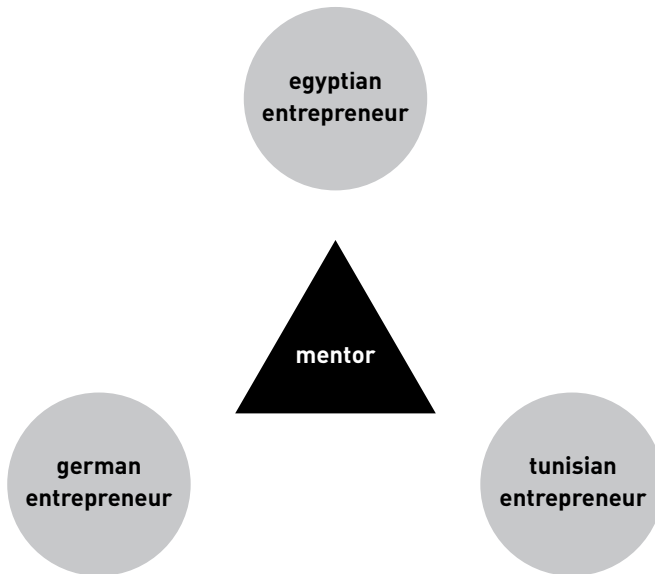
It facilitates on-going exchange between young entrepreneurs from different regions, readies various expertise through renowned mentors and promotes networking through the development of joint business projects – all done to support young entrepreneurs in Egypt and Tunisia in times of widespread unemployment and other economic challenges.

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about the programme



“engage – participate – act” is an extension of the “Class of 2013” initiative that paired individual entrepreneurs with a mentor. While the concept of knowledge-sharing via a mentoring programme is continued, the new initiative is based on the formation of working groups instead of tandem partnerships.

These groups will be accompanied and coached by a renowned mentor

and his/her network. The additional value of this new initiative lies in the emphasis of horizontal learning between entrepreneurs from Egypt, Germany and Tunisia as well as on the development of joint business projects. This modified tactic breaks down barriers between the young entrepreneurs and allows them to learn not only from their mentor, but from each other as well.

about the programme

Based on sectorial backgrounds and thematic issues, the working groups – each consisting of a promising Egyptian, German and Tunisian entrepreneur – will be selected by an international jury.

Their collaboration will be made more robust through several workshops and networking summits in Egypt, Germany and Tunisia.

There, participants will continuously assess their progress and learn about specific entrepreneurial cultures in the countries by visiting various companies and taking part in expert workshops. The aim of “engage – participate – act” is to promote the exchange between entrepreneurs from different regions in order to equip them with the expertise needed to create sustainable jobs.

Target group – young entrepreneurs from Egypt, Germany and Tunisia

The participation is open to all entrepreneurs who are founder and owner of a company in Egypt, Germany and Tunisia and hold the citizenship of one of these three countries. Female applicants and younger applicants are especially encouraged to apply.

One of the most important selection criteria is the potential growth and sustainability of the enterprise. Another important criterion is the ability to work in a team, as special emphasis is placed on the horizontal exchange between the participants in their working groups. Through this collaboration, the project creates significant added value for participants and can serve as the basis for sustainable joint businesses in the future.

Overview of selection criteria

- Focus on growth and scalability of the business model
- Social responsibility and effect on the regional environment
- Innovation and creativity of the business idea
- CV of the candidate
- Proof of successfully implemented business idea
- Financial consistency of the business plan
- Ownership of the enterprise

schedule



Phase I Promotional outreach

The call for applications will be opened and facilitated through existing partners and networks in Egypt, Germany and Tunisia as well as via social and analogue media.

Local project offices will be established for optimal outreach and support for applicants. These offices are designed to ensure a permanent local presence as well as to expand cooperation amongst existing partner organisations.

Eligible participants can tailor their application to specific business subjects and to sector-specific projects. The jury is appointed by experts within the enpact network and will consist of international entrepreneurs and academic experts. Special attention is given to the inclusion of country-specific expertise and the involvement of nationally respected entrepreneurs.

Parallel to the call for applications and the nomination of the jury the pre-selection of interested mentors takes place.

schedule

December 2013- March 2014

- Announcement
- Promotion
- Application

March 2014- May 2014

- Selection of candidates and teams
- Preparations for mentoring

June 2014- December 2014

Mentoring:

- Video Calls
- Meetings
- Webinars
- Get-togethers

Phase II Selection process

Once the participants are selected, the working groups are formed and matched with corresponding mentors. These working groups will then participate in preparatory seminars held by expert trainers in Egypt, Germany and Tunisia.

The goal of these seminars is to explore the group dynamics within the countries and to give participants an opportunity to preliminarily define their own goals and expectations of the programme. After the seminars, the teams are introduced to each other via videoconference to share and discuss their expectations and goals as well as to develop an implementation plan.

The expected outcome is to develop working plans for the groups that will be presented to the respective mentors. Individual cooperation within each group will also be coordinated.

Phase III Mentoring

The preparatory seminars serve as the basis of cooperation between the working groups of entrepreneurs and their mentors.

The mentoring process is customised for each group and its goals. Due to the uniqueness of each group, specific outcomes for each group are expected to differ. While some groups will focus on thematic knowledge sharing, others will streamline their efforts to develop

Workshops & Networking events

- June Berlin
- September Tunis
- November Cairo

December 2014

- Documentation
- Evaluation
- Outlook

concrete joint business projects. In order to support the mentoring progress within the working groups, monthly gatherings will be organised in each country by the national offices. In addition, webinars are held periodically for all participants in cooperation with various universities. The topics are selected according to the needs articulated by the participants to create added value.

The goal of mentoring is to establish sustainable partnerships within the groups beyond the duration of the initiative “engage – participate – act”.

Phase IV Workshops / Summits

In addition to on-going mentoring, the working groups are scheduled to

physically meet three times during the initiative – in Egypt, Germany and Tunisia.

Phase V Evaluation, documentation and outlook 2015

In the fifth and final phase of the project, the outcome and results of the programme “engage – participate – act” are evaluated. In addition, video material produced during the mentoring phase, workshops and summits will be finalised for a documentary film about the initiative.

Finally the participants will be invited to join the enpact alumni network.

are you...

a young entrepreneur from Egypt, Germany or Tunisia?
interested in an international business mentoring programme?

engage
participate
act

Mentoring is fully funded and available in the following sectors:

IT
Services
Agriculture/Food Processing
Logistics
Non-sector specific

Please apply on our website: www.enpact.org/mentoring

The application period for **Egyptian** and **Tunisian** candidates is from **February 1st** until **March 28th** 2014 and for **German** candidates from **February 10th** until **April 11th** 2014.