

Projecto de Apoio ao Comércio (ACOM)
**EU-UNCTAD joint Programme of Support for Angola:
TRAIN FOR TRADE II**

Concept Note

EMPRETEC IMPACT ASSESSMENT WORKSHOP

10 December 2018

Venue to be confirmed, 14:00 – 17:00



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Background information and methodology of the Empretec impact assessment workshop

As part of the activities of the EU-UNCTAD joint Programme of Support for Angola: Train for Trade II – a component of the Trade Support Project (ACOM) financed by the EU, the Entrepreneurship Training Workshop (ETW) is a core element of UNCTAD's Empretec programme. The behavioural approach, which the ETW is based on, aims at developing entrepreneurship as a set of specific competencies and practices that can be observed, recognized, applied and acquired by entrepreneurs on their daily lives.

By fostering participants' motivation and self-confidence, the ETW manages to show entrepreneurs the difference between merely running a business and building a successful growth-oriented enterprise.

The Empretec workshop's experience is a very enriching one and it has a lasting impact on participants. As a unique behavioural training, Empretec's methodology is causally linked to specific outcomes: strengthening entrepreneurial competencies and behaviours improves entrepreneurs' management and thus business performance. These improvements are visible in the form of behavioural changes: after the training the owner starts doing things differently than before.

The purpose of the Empretec impact assessment workshop is to gather *empretecos* (graduates from previous Empretec workshops conducted under the Train for Trade II project) and representatives of partner organizations, share experiences, forge bonds, and run a preliminary survey on how the entrepreneurship development training they undertook might have already shown a positive impact on their business performance. A survey will be administered by the facilitator before the impact assessment workshop, mainly with the participants of the first two ETWs. The workshop will be conducted in Portuguese.

Outputs and goals:

1. Participants will have an opportunity to share their training and post-training experience, link up with other Empretec graduates, and review, under the guidance of an experienced trainer, the main learnings and the key goals they set for themselves during the Empretec workshop.
2. Participants will provide feedback and valuable data about the impact of the Empretec workshop on their business performance, thus enabling the creation of a set of success stories and business-related data proving the effectiveness of the Empretec programme on Angolan entrepreneurs.



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Workshop content

During the 3-hour workshop, *empretec*os will be guided through the 10 Personal Entrepreneurial Competencies (PECs) they learned about during the Empretec workshop and the key goals they set for themselves at the end of the training. Through questionnaires and group dynamics, *empretec*os are encouraged to share and assess their performance as entrepreneurs after the Empretec workshop.

The session will be facilitated by one of the UNCTAD-Empretec International Master Trainers they met during their Empretec training experience. A survey administered before the impact assessment workshop will provide some preliminary data at the group level, that will be used to guide the discussion.

14:00 – 14:20 Introduction by UNCTAD and MINCO

14:20 – 14:40 Presentation of the results of the survey

14:40 – 15:00 Questions and answers session on the survey

15:00 – 16:45 Experience sharing by participants moderated by the UNCTAD-Empretec facilitator

16:45 – 17:00 Wrap-up and concluding remarks

Selection criteria for participants

The identification of about 100 participants, including *empretec*os from Empretec workshops 1 (July-August 2018), 2 (October 2018), 3 and 4 (November-December 2018) and representatives of the partner organizations involved in the Train for Trade II project will be carried out by the UNCTAD National Coordinator, in coordination with the Ministry of Commerce, MINCO and the team of Angolan trainee trainers, who have participated in various capacities during the first four Empretec workshops organized under the Train for Trade II project in 2018.

Logistic information for participants:

The workshop will take place at the premises of venue and room to be confirmed, on Monday, 10 December 2018. The workshop will take place from 14:00 to 17:00 for a maximum of 100 participants (see selection criteria above) and followed by a networking reception.

Facilitator

1) Renato Santos

Mr. Santos is a Brazilian speaker and consultant with international exposure, who has worked for over 24 years with SEBRAE (the Brazilian SME support service), developing consulting and training



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solutions applied in Brazil – he accumulated 19,000+ hours in entrepreneurship training. In Brazil, he also collaborates with organizations such as CNI, BNDES, IEL and others. Abroad, he is a consultant and speaker for the United Nations Conference on Trade and Development (UNCTAD), the International Finance Corporation (IFC) and the World Bank. He is a co-author of the current Brazilian version of Empretec. Besides Brazil, the consultant has also worked in the implementation of Empretec in 23 other countries in America, Europe, Africa, Asia and the Middle East (including BRICS like Russia and India). From 2011 to 2014, **Renato** took a role at the TV reality show "The Apprentice Brazil" (broadcasted in Angola by "TV Record Internacional"), as advisor to anchors João Dória (2011) and Roberto Justus (from 2012 to 2014). More on the trainer's expertise may be found at <http://renatosantos.com>.

Mr. Santos is a business manager with a MD in Finance and an MBA in Marketing, he has published books on market analysis and entrepreneurship in Brazil. One of the main consultant's skills is his entrepreneurial experience: in Brasília, where his career was built, he is a partner to companies working on Logistics & Supply Chain and Food Service, and a board member for ICT companies. In São Paulo, he is an investor and advisor to companies in different spheres and stages, following a period as Executive Director (currently shareholder) of a medical and health industry group.

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