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WITH

D4.1. PROTOTYPING REPORT

Project title	WITH: Boosting Women Entrepreneurship Education In Tourism and Hospitality in Sub-Saharan Africa
Work Package	4: WITH Knowledge Networks
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1. INTRODUCTION

In Sub-Saharan Africa, young women are under-represented in Vocational Education and Training (VET), have higher rates of unemployment and non-employment, education or training (NEET) and face additional barriers to labour market entry. These women often lack the soft skills needed to succeed as entrepreneurs.

The WITH project aims to strengthen the personal, social and entrepreneurial skills of young women who will contribute to the creation of a new generation of climate and sustainability conscious women intrapreneurs, entrepreneurs and business owners in sustainable tourism and hospitality in Sub-Saharan Africa (South Africa, Uganda and Malawi).

The activities in WP4 were successfully carried out to ensure the effective implementation of the WITH Training Pathway. CCSEV developed a comprehensive guideline for the WITH local pilots that provided an overview of the required actions, recommendations for the candidate selection process and details of the training modules to be delivered. This guideline is included as an annexe at the end of this deliverable.

Under T4.1 (Definition of the WITH prototyping roadmap), the CCSEV, together with AWIEF, GWLF, EQUIP, INCOMA and CESIE, defined a structured roadmap to guide the delivery of the WITH training. This plan included a number of practical activities, online masterclasses delivered by experts, in person visits to local companies and businesses in SSA countries, face-to-face meetings with women entrepreneurs, virtual meetings with businesses, women entrepreneurs and mentors. Subsequently, T4.2 (Preparatory steps and selection of beneficiaries) focused on the selection of beneficiaries on the basis of pre-established criteria detailed in the guidelines shared with the partners, as well as on the administrative, promotional and logistical preparations defined in the same document. Finally, T4.3 (WITH Local Pilots in SSA countries) piloted the WITH Training Pathway in SSA countries, benefiting more than 60 young women who received certificates and skills passes upon completion. Feedback from beneficiaries was systematically collected and analysed by INCOMA.



2. WITH LOCAL PILOTS

This section provides a comprehensive overview of the local implementation of the WITH pilot training in South Africa, Uganda and Malawi, highlighting key elements such as the trainers involved, session formats and participants engagement and profiles. It describes how these components were integrated to ensure the successful delivery of the programme and achievement of its objectives in the three countries.

2.1. Selection of trainers

Following a train-the-trainer methodology, the Capacity Building Programme (WP3) provided the necessary knowledge, strategies and tips on how to implement the WITH Training Pathway through a series of virtual workshops and synchronous and asynchronous capacity building activities.

The trainers for the local pilot programmes were carefully selected on the basis of their expertise and experience in the tourism and hospitality sector, and following some recommendations and instructions of the European partners. **Four trainers were selected in South Africa and five in Uganda. In Malawi, the 10 modules were divided among five external trainers and three trainers from the Equip team.** With extensive experience in the tourism, hospitality and Vocational Education and Training (VET) sectors, they played a key role in enriching the overall learning experience. All trainers who delivered the WITH local pilots successfully completed the Capacity Building Programme for Trainers, which took place in May 2024.

2.2. Training modality

Flexibility was one of the premises taken into account when designing the guidelines for the implementation of the WITH Local Pilots, as the training modality could vary according to local circumstances and challenges, with each country adapting its approach based on factors such as Internet accessibility, availability of trainers and trainees, and logistical and geographical constraints. Below is a description of the modality chosen by each African partner, the reasons for this choice and additional information about the training in their respective countries.

In South Africa, the training took place over eight weeks, from September to November 2024. Due to local conditions and the wide geographical reach of the programme, **the training was delivered 100% virtually.** The training sessions were conducted **via Zoom** to ensure access for all young women beneficiaries. Each live session represented one module of the WITH Training Pathway. **Each session lasted 4-5 hours.**

With regards to **Uganda**, the training format was determined by GWLF (Gift Women Link Foundation), who managed **all sessions in person** according to specific circumstances such as



Internet access, availability of trainers and trainees, and geographical constraints, including transport challenges. This flexible approach enabled the programme to be delivered effectively despite logistical difficulties. In the case of Uganda, **the local pilot lasted from 7 October to 23 November 2024, around seven weeks.**

In **Malawi**, Equip Consulting Group designed **the training to run for five weeks from 18 September to 17 October 2024** and developed a comprehensive schedule that was shared with trainers and participants. However, adjustments were made to the original timetable to accommodate the trainers' schedules, ensuring that the quality of the training remained unaffected.

The chosen modality was **hybrid**. The platform used to deliver the online sessions was Zoom, selected for its accessibility to participants and trainers. Three modules were delivered in a hybrid format, while the rest were delivered online, with an average attendance of 15 to 18 participants per session. Training sessions included presentations, readings, group work, case studies, and discussions to encourage active learning. Tools like Kahoot and Mentimeter, along with breakout rooms, boosted engagement and knowledge retention. Field visits to local sites in Malawi (Kaliso Art Centre in Lilongwe and Max & Sherry Dine and Lounge in Blantyre) added practical, hands-on learning experiences.

2.3. Profile of beneficiaries

South Africa selected young women business owners and aspiring entrepreneurs/ intrapreneurs with a keen interest in the tourism and hospitality sector. They ranged in age from 19 to 35. Some beneficiaries were current business owners in tourism or hospitality, while others had established businesses in various sectors (cosmetics, oil and gas, business consulting). **The total number of trainees in South Africa was 22.**

Beneficiaries came from a variety of educational backgrounds, including high school diplomas, certificates and undergraduate degrees in areas such as financial management, public relations, marketing, accounting, tourism, catering, hospitality management and sustainability. The recruitment strategy targeted all provinces in South Africa to ensure a broad and diverse pool of candidates for the training programme.

Similarly, in Uganda, the programme targeted young women aged 18-35, although some older candidates were considered if their profile matched the selection criteria. This approach ensured inclusivity and provided opportunities for participants with relevant experience and potential. The selection process aimed to identify individuals who could benefit the most from the training while contributing to the overall objectives of the programme and the project. **The total number of trainees in Uganda was 20.**



The programme's selection process in Malawi was thorough and followed the project's established criteria. It started with a Google application form and a call for applications shared on Equip's Facebook and LinkedIn pages. To maximise reach, the call was also sent to key stakeholders, including VET institutions, tourism entrepreneurs, and the Department of Tourism, who had been engaged earlier through consultations and the WITH Project Information Session in May. The application window ran from 28 August to 6 September, attracting 105 applications. Using a structured selection matrix evaluating age, education, tourism experience, and entrepreneurial interest, 34 applicants were shortlisted. After interviews from 10 to 12 September, **in Malawi 28 young women from the tourism and hospitality sectors with promising entrepreneurial potential were selected.** A WhatsApp group was created to support communication, networking, and resource sharing among participants. It is important to highlight that some of the selected beneficiaries did not complete the course 100%, but more than 20 young women successfully completed the course, so the initial indicators were exceeded in this country as well.

3. IMPLEMENTATION

The development of the WITH Local Pilots in South Africa, Uganda and Malawi followed a structured timeline, ensuring an effective learning experience tailored to the needs of young women entrepreneurs in the tourism and hospitality sectors. The programme curriculum, designed to foster both personal and professional growth, was structured in ten modules in the three countries.

WITH Local Pilot in South Africa:

- **Timeline:** The pilot lasted 8 weeks, from September to November 2024.
- **Content & Methodology:** The training included 10 modules, covering topics like personal growth, sustainable tourism, project planning, online marketing, financial management, risk management, collaboration, digital skills, wellbeing, and sustainability values.
- **Delivery:** Live online sessions via Zoom, with trainers presenting content through theory, exercises, examples, and case studies. Beneficiaries actively participated through feedback, insights, and Q&A to foster an interactive learning environment.
- **Materials:** Training resources included presentations, reading materials, case studies, and practical exercises. All materials and session recordings were accessible on the [Knowledge Virtual Centre](#) for further learning.

WITH Local Pilot in Uganda:

- **Timeline:** From 7 October to 23 November 2024, around seven weeks.
- **Content & Methodology:** The training programme was structured into 10 modules, each covering a specific topic as outlined in the established criteria. The training was flexible and



allowed for the modules to be customised. The sessions combined theoretical content with practical exercises, case studies and interactive discussions to enhance learning and encourage active participation.

- **Delivery:** The training was delivered 100% in person. A practical training session was organised on Vocational Skills for Sustainability in Tourism and Hospitality, as part of the Uganda Pilot Training, held at the Gift Women Link Foundation in December 2024, Kasese, Uganda. Also, it included joint activities such as in-person visits to local hotels and tourism businesses in Kasese, Uganda; face-to-face meetings with female hotel entrepreneurs and business owners in Kasese; and brief virtual networking sessions with businesses.
- **Materials:** Participants were provided with training materials to ensure smooth delivery, including presentations, manuals, online resources, handbooks, water, lunch as well as pencils and pens.

WITH Local Pilot in Malawi:

- **Timeline:** The process began with identifying and confirming trainers in April and May 2024, followed by a call for applications on August 28th. After a selection process from September 10th to 12th, 28 participants were chosen and notified by September 13th. Training sessions officially started on September 18th and concluded on October 17th.
- **Content & Methodology:** The 10 modules provided a solid foundation for the personal and professional growth of young women entrepreneurs in tourism and hospitality. Key themes included personal development, resilience, self-awareness and sustainable tourism practices. Participants gained practical skills in project planning, online marketing and financial management. They also learned strategies for dealing with uncertainty and managing risk, while improving teamwork, communication and digital collaboration. The programme emphasised the importance of well-being, critical thinking and sustainability in decision-making. This comprehensive approach aimed to prepare participants for long-term success in their businesses.
- **Delivery:** The sessions used a mix of hybrid and online formats. As mentioned above, the delivery of the training in Malawi included field visits to local sites in Malawi such as Kaliso Art Centre in Lilongwe and Max & Sherry Dine and Lounge in Blantyre.
- **Materials:** All trainers developed PowerPoint presentations as basic training materials and guides, based on the relevant manuals for each module. To enhance the training experience, they incorporated resources, including online case studies, videos, interactive games, personal anecdotes and testimonials.

A key innovation of the WITH programme was its unique approach to entrepreneurship education, based on three core pillars: gender, thematic focus and relevance. Recognising the gender disparities in vocational training and business performance among women in Sub-Saharan Africa



(SSA), the programme aimed to equip participants with the soft skills essential for success. In addition, tourism was identified as a sector with considerable growth potential, but facing significant human resource challenges, making the training highly relevant. The programme also sought to foster collaboration with key labour market stakeholders, including entrepreneurs, business owners and policymakers, to ensure that skills development was aligned with industry needs.

4. EVALUATION

The evaluation and quality assurance process for the WITH Local Pilots in South Africa, Uganda and Malawi highlighted the impact of the programme on participants' personal and professional development, while also identifying areas for improvement to enhance future trainings.

In South Africa, the training programme was highly successful, with beneficiaries expressing satisfaction with both the quality of the training and the opportunity to participate. In their feedback, participants highlighted the significant knowledge and insights they gained, which they felt would support their professional development as young entrepreneurs. They also appreciated the facilitation of the sessions and found the content and materials very informative. Survey results indicated that 65% of the beneficiaries strongly agreed that the training had enhanced their self-confidence and improved their skills.

In Uganda, the evaluation highlighted the programme's strong commitment to education, skills development and sustainability initiatives aimed at fostering local entrepreneurship and economic growth. The collaborative approach with local stakeholders ensured that the programme's solutions were closely aligned with community needs. To increase impact, the evaluation identified opportunities for growth, such as increasing opportunities for community input and feedback, strengthening monitoring and evaluation frameworks to assess long-term outcomes, and deepening partnerships with local governments to support scalability and long-term sustainability of the project.

In Malawi, participants expressed strong appreciation for the opportunity, emphasising its positive influence on their skills and confidence. The post-training questionnaire revealed that all 19 respondents found the training content to be clear and useful, with 68% agreeing and 32% strongly agreeing on its effectiveness. Furthermore, 89% of participants reported a significant improvement in their skills and self-confidence after completing the program. More than half of the participants reported high satisfaction with the training, praising the relevance of the content, the engaging delivery and the development of practical skills. Many valued the networking opportunities provided and suggested incorporating more interactive tasks to reinforce learning. Additionally, some participants recommended increasing the frequency of training sessions to better support aspiring female entrepreneurs in launching and managing their businesses. The overall feedback underscored the training's practical value, with several participants expressing interest in future sessions and



proposing an expansion to a broader audience.

The evaluation process strongly affirmed the outstanding success and impact of the training, highlighting its role in empowering communities and driving meaningful skill development. The programme's positive influence on participants' personal and professional growth was evident, with lasting potential for economic resilience in the Sub-Saharan Africa countries (South Africa, Uganda and Malawi). By embracing the insights gained, Project WITH can further amplify its impact, fostering sustainable entrepreneurship, strengthening local ecosystems, and contributing to long-term prosperity.

5. MAIN RESULTS AND IMPACT ACHIEVED

The WITH Local Pilots successfully provided participants with valuable entrepreneurial skills and fostered both personal and professional growth, particularly for young women in the tourism and hospitality sector. The hybrid and online formats in Malawi ensured accessibility, while practical field visits enriched the learning experience by providing real-world insights. Similarly, in Uganda, the training played a crucial role in tackling unemployment by promoting self-employment opportunities and empowering a new generation of women entrepreneurs. In South Africa, the training materials and content proved to be highly informative and valuable. The accessibility of the Knowledge Virtual Centre will ensure that these resources remain available to the public, ensuring a lasting and sustainable impact for future generations.

The initiative reinforced the key objectives of the WITH project, emphasising collaboration, capacity building and the development of an entrepreneurial mindset. Going forward, sustained engagement and support will be critical to ensure long-term impact. In line with the project's sustainability strategy, the Consortium is committed to maintaining the WITH domain and website for at least five years beyond the implementation period, ensuring continued access to training materials and resources.

The WITH Knowledge Virtual Centre will serve as a central hub for all the developed Open Educational Resources in the lifetime of the project, supporting entrepreneurship education tailored to the tourism and hospitality industry. By strengthening partnerships, increasing access to relevant materials and maintaining a commitment to inclusivity, the programme aims to continue creating sustainable opportunities for young women in the sector.



6. ANNEXE

The WITH Local Pilot Guidelines provided the African partners (South Africa, Uganda and Malawi) with a comprehensive and descriptive overview of how to implement the WITH Local Pilots in their respective countries.

This annexe includes:

- The definition of the WITH prototyping roadmap, outlining the strategic steps and timeline for the development of the WITH training to ensure that the process is aligned with the project objectives.
- Preparatory activities to be carried out to set up the pilot programmes, including establishing selection criteria, identifying potential beneficiaries and conducting initial outreach to ensure suitable candidates are selected for the local pilots.
- A brief guide to the implementation of local pilots in Sub-Saharan Africa, including recommendations, indicators to be achieved, and materials such as certificates and skills passes that need to be produced and delivered at the end of the training. Also key information to assess feedback and impact.
- Tips for the candidate selection process. This document provides guidelines and best practices for selecting beneficiaries, including eligibility criteria, assessment methods and recommendations to ensure a fair and effective selection process.
- A detailed outline of the training modules developed for the project, specifying the content, learning objectives and the number of hours allocated to each module in order to provide a comprehensive learning experience.



WITH LOCAL PILOTS - GUIDELINES

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Introduction

Project Title: **Boosting Women Entrepreneurship Education In Tourism and Hospitality in Sub-Saharan Africa (WITH)**

WITH Project Objectives

The WP4 will focus on the objectives 1 and 3, specifically:

1. To **empower young women on the soft skills and personal and social competences to succeed as intrapreneurs, entrepreneurs and business owners in the tourism and hospitality industry.**
2. To support VET trainers and educators in updating their knowledge and practices aligned with labour market needs and international practices.
3. To introduce, **promote and raise awareness on the concept of sustainable tourism and hospitality** as part of VET programmes **to skill future professionals, intrapreneurs, entrepreneurs and business owners to be agents for sustainable development in SSA countries.**
4. To boost the definition of demand-oriented and competence-based VET pathways and increase experiential learning opportunities through reinforced links between public and private institutions active in the field of VET.

WITH Project Impact

SHORT and MEDIUM term impact

WITH project seeks to produce an impact on the specific target group (young women 18-35 years) by increasing the sense of entrepreneurship, improving knowledge on how to use digital technologies to communicate and collaborate safely, boosting confident, critical and responsible use of technologies, increasing resilience, motivation to face challenges and improving problem solving and creative thinking skills.

LONG term impact

Implementing the WITH training the project aims to increase awareness regarding the opportunities that the tourism and hospitality sector offers, extending local and international networks and enhancing access to international mentors and role models.



WP4: WITH Knowledge Networks

Task 4.1 - Definition of the WITH prototyping roadmap

- **AWIEF, GWLF and EQUIP will define** (with the support from CCSEV, INCOMA and CESIE) **their plan and approach to deliver the WITH training.**
- **They will agree on a number of practical activities** (including joint activities and virtual exchanges).

According to the Application Form and the joint activities proposed in the design of the WITH Training, **these practical activities could be:**

- Online masterclasses delivered by experts and women entrepreneurs from EU and SSA countries.
- In person visits to local companies or businesses in the tourism and hospitality sectors in SSA countries.
- In person meetings with women entrepreneurs and business owners in SSA countries.
- Virtual meetings and/ or virtual networking actions with businesses, women entrepreneurs and mentors.
- Blended labs for developing business ideas and/ or business ideas competitions.
- Guest lectures by industry experts
- Group project presentations
- Peer mentoring and support network (facilitated by women if possible)

Each WITH training will include around 20 hours of practical activities. The above-mentioned activities are suggestions that could be implemented during the WITH Local Pilots. It will be very valuable to take into consideration the involvement of women in these activities in order to promote the empowerment of trainees to succeed as young women entrepreneurs and business owners in the tourism and hospitality industry.

- **AWIEF, GWLF and EQUIP will inform about the practical activities they consider more suitable to include in their training** as a part of the design and methodology according to their local context.

Deadline 26th August 2024



Task 4.2 - Preparatory steps and selection of beneficiaries

- **Promotion of WITH Trainings**

AWIEF, GWLF and EQUIP will promote the WITH training using their own website and social media and the project's website and social media too. It is recommended to prepare electronic newsletters to inform their stakeholders and potential beneficiaries about the training and also, the elaboration of news to upload to the WITH website linking it to the social media. The promotion could be also carried out through calls or in-person meetings.

Evidence: it is necessary to save all proofs about the dissemination activities such as screenshots in the website, social media and pdf. document in case of the electronic newsletter or news.

Deadline: from the receipt of the guidelines to the end of the WITH training.

- **Selection of the final beneficiaries**

The selection of final beneficiaries will be conducted by the following basic criteria.

Participant Profile

1. **Demographics:**

- **Gender:** female.
- **Age:** primarily 18-35 years old, but older women may be considered based on their alignment with other criteria.
- **Origin:** from Sub-Saharan African countries (South Africa, Malawi and Uganda)

2. **Accessibility:**

- **Internet Access:** Participants must have reliable access to the internet for the online and hybrid activities.

Participant Interest

1. **Sector Interest:**

- A demonstrated interest in the tourism and hospitality sector. This can be indicated by previous work experience, studies, or a strong expressed desire to enter the sector.

2. **Skills Development:**

- A strong interest in developing soft skills, personal and social competencies, and business acumen, particularly in the context of entrepreneurship and intrapreneurship within the tourism and hospitality industry.

3. **Sustainable Tourism:**

- A keen interest in learning about and promoting sustainable tourism practices. This includes an interest in understanding and applying sustainable and ethical business practices in the tourism and hospitality sector.



Participant competencies

1. Entrepreneurial Mindset:

- Participants should exhibit a mindset oriented towards entrepreneurship. This includes qualities such as creativity, resilience, problem-solving skills, and a proactive approach to identifying and capitalising on business opportunities in tourism and hospitality.

2. Digital Literacy:

- Given the focus on improving digital skills for communication and collaboration, participants should either possess basic digital literacy or show a strong willingness to develop these skills.

3. Motivation and Commitment:

- High levels of motivation and commitment to complete the entire training program, including both theoretical and practical components. This can be assessed through a motivational letter or a personal statement during the application process.

4. Community and Network Building:

- An interest in building networks and engaging in community activities within the tourism and hospitality sectors. This aligns with the project's goal of extending local and international networks and enhancing access to mentors and role models.

Deadline 16th September 2024

- **Administrative and logistical activities**

AWIEF, GWLF and EQUIP will organise all sessions of the WITH training and be responsible for the preparatory steps and logistical arrangements in their local context.

List of administrative and logistical tasks that will vary depending on the selected modality and the activities carried out.

- Promotion of the WITH Training
- Marketing and outreach should involve local media engagement and partnerships with local organisations to broaden reach.
- Creation of posts, newsletters, news and articles to disseminate the training, different sessions/ visits or activities.
- Selection of participants and also, invitation of speakers/ guest invitees/ entrepreneurs or business owners participating in the sessions
- Ensure effective participant communication by notifying selected participants, providing detailed training information, and maintaining regular follow-up.
- Choice of venue or platform to implement the training.
- Organisation of each session and oversee of the preparation of content and presentations.
- Provide technical support for online and hybrid sessions, including IT troubleshooting and platform testing.
- Organisation of practical activities, e.g. the arrangements of visits, etc.
- Preparation of the certificate and skill pass of each participant that has completed the

- course successfully.
- A feedback mechanism should be established, including pre- and post-training surveys and continuous feedback collection.
- Regular coordination meetings with trainers to ensure the good execution of the training and provide regular feedback to the Lead Partner about the progress.

Evidence: it will be necessary to save all proofs about the logistical and administrative activities carried out to prove the good preparation and execution of the training and the incurred costs.

Deadline: from the receipt of the guidelines to the end of the WITH training.

- **WITH Training: General Information**

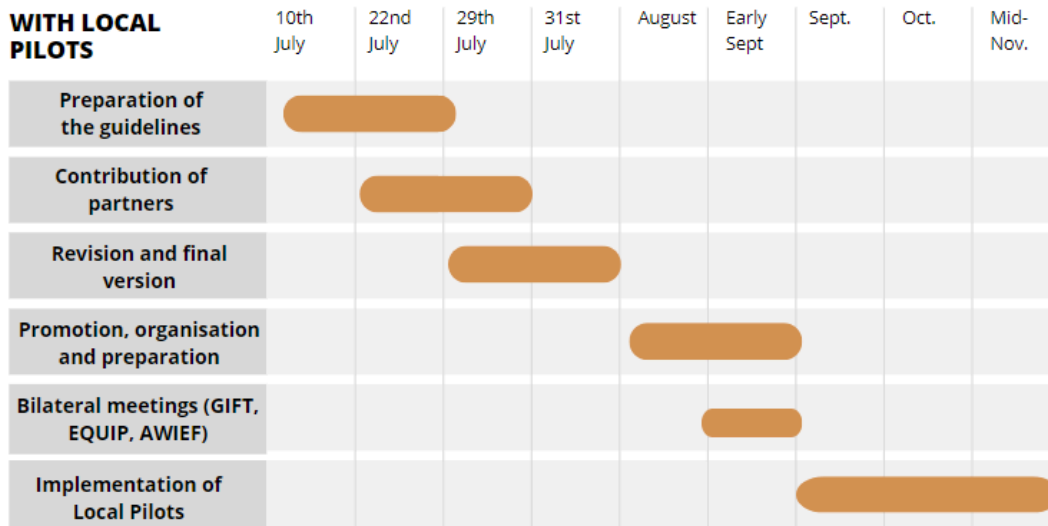
WITH TRAINING	
Context:	<p>Young women in Sub-Saharan African countries face additional obstacles to enter the labour market and often choose the route to self-employment. Around 50% of the women who are in the labour force but not working in agriculture are entrepreneurs. Entrepreneurship has the potential to mitigate youth unemployment and the lack of opportunities for young women.</p> <p>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.</p> <p>Women’s tourism entrepreneurship is held back by a lack of access to technology, information, business skills, education and training.</p> <p>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.</p>
Objectives:	<p>Coinciding with one of the main project’s objectives, the WITH training aims to empower young women on the soft skills and personal and social competences to succeed as intrapreneurs, entrepreneurs and business owners in the tourism and hospitality industry in the Sub-Saharan African countries.</p> <p>Also, it seeks to alleviate unemployment, give opportunities to self-employment and create a new generation of women to thrive in the tourism and hospitality industry, driving sustainable</p>

	development and economic growth in the Sub-Saharan African region.
Beneficiaries:	<p>Particularly, young women from Sub-Saharan African countries between 18-35 years.</p> <p>Exceptionally, young women of 35 years and older could be considered if their profile is according to the rest of the established criteria.</p>
Number of trainees:	At least 50 young women (total) . A pool of 16/ 17 beneficiaries per country (South Africa, Malawi and Uganda)
Modality:	<p>In person/ Online/ Hybrid.</p> <p>The modality of the 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 distances in the country that hinder the organisation of a pool of people or transport problems.</p> <p>Partners need to justify the selected modality and provide proofs according to the choice.</p> <p>Exceptionally, at least one practical activity must be implemented physically per partner.</p>
Content:	<p>The WITH training will include 10 learning modules lasting 87 hours in total (67 hours of lessons and 20 hours of practical activities). The breakdown of hours per module can be consulted on annexe II. Moreover, the entire content for trainers and learners can be found in the developed handbook for trainers and learners, respectively. Both, available on the WITH website freely.</p> <ol style="list-style-type: none"> 1. Personal Growth and Motivation (7 hours) 2. Foundation of Sustainable Tourism and Hospitality (5 hours) 3. Initiative and Project Planning (7 hours) 4. Online Marketing for Sustainable Tourism (7 hours) 5. Financial Management for Sustainable Tourism and Hospitality (12 hours) 6. Dealing with Uncertainty and Risk Management (6 hours) 7. Effective Collaboration and Communication (7 hours) 8. Digital Skills and Online Collaboration (6 hours) 9. Wellbeing and Self-Care (4 hours) 10. Critical Thinking and Sustainability Values (6 hours) <p>Joint activities (20 hours)</p>



Duration:	The WITH Training includes 10 modules and lasts 67 hours . It will have complementary sessions including practical activities (around 20 hours) . <u>The total working hours will be 87 hours approx.</u>
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- **Timeline for the WITH Training preparation and implementation**





Task 4.3 - WITH Local Pilots in SSA countries

- **AWIEF, GWLF and EQUIP will pilot-test the training pathway in SSA countries by delivering it to at least 50 young women (total)** with guidance and support from CCSEV, INCOMA and CESIE.
- **AWIEF, GWLF and EQUIP will prepare the WITH Certificates and skill pass** supported by CCSEV, INCOMA and CESIE under the leadership of the Seville Chamber.

WITH Certificate: young women that successfully complete the WITH Training will be awarded a certificate of attendance issued by the WITH Consortium. A template will be provided to the African partners following the design of the Capacity-Building certificate.

Skill pass: a document containing a detailed description of the topics and content covered by the training (e.g., learning outcomes), specific information about practical activities organised and attended (e.g., masterclasses, visits or competitions), as well as personal achievements.

Young women participating in the WITH training will be invited to provide written or spoken statements (e.g., testimonials) to illustrate the impact of WITH Training.

Reminder. Feedback from the beneficiaries will be collected according to the E&QA strategy (WP5). **AWIEF, GWLF and EQUIP will be in charge of collecting the feedback from their participants.**

Evidence: depending on the chosen modality for the Training and the implemented activities.

In person: photos, short video/s, presentations, list of attendees of each session and a brief report including the main results and impact achieved.

Online/ Hybrid: photos, recordings, screenshots, presentations, electronic list of attendees of each session and a brief report including the main results and impact achieved. **In case that this modality has been selected the African partners will provide the link of each session to the rest of the partners so they are able to join the sessions.**

Each implemented activity of the Training will need to be evidenced by proofs.

Deadline: 15th November 2024



ANNEXES

ANNEXE I: Selection process

Find below some suggestions to create the assessment form and guide the selection process of the beneficiaries for the WITH Training.

1. Application Form:

- Collect detailed information about the applicants' background, interests, and motivations.

2. Supporting Documents:

- Require submission of a resume, a letter of motivation, and any relevant certificates or proof of previous work/ volunteer experience in the sector.

3. Interviews:

- Conduct interviews to assess the applicants' suitability based on the above criteria. This can be done virtually to accommodate different locations.

4. Evaluation:

- Use a scoring system to evaluate each candidate's alignment with the profile and interest criteria. This can include scoring categories such as entrepreneurial mindset, digital literacy, motivation, and relevance of previous experience.

ANNEXE II: WITH Training Modules (including breakdown of hours per module)

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 1: Personal Growth and Motivation	7 hours	1,5 hr	From Self-Esteem to Business Success: African Women in Hospitality	INCOMA	INCOMA
		2h	Personal Empowerment Workshop	INCOMA	
		1,5 hr	Inspirational Mentorship Session	INCOMA	
		2h	Goal Visualisation Workshop	INCOMA	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 2: Foundation of Sustainable Tourism and Hospitality	5 hours	40 min	Introduction to Sustainable Tourism and Key Principles of Sustainable Tourism	CCSEV	CCSEV
		1 hr	Examples of Sustainable Tourism Initiatives	CCSEV	
		1 hr	Real-life Examples of Ethical Dilemmas in Tourism	CCSEV	
		80 min	Group Work - Analysing Scenarios	CCSEV	
		1 hr	Presentation of the Analysis, Recap of the Module and Q&A	CCSEV	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 3: Initiative and Project Planning	7 hours	30 min	Short lecture: Importance of initiative and being proactive in the tourism and hospitality industry	EQUIP	CESIE
		1 hr	Case study analysis: Facilitator shares two case studies and analyses them to show initiative, problem solving and proactivity in the tourism and hospitality industry	EQUIP	
		30 min	Problem solving: Each individual participant picks an issue or problem they have observed in the tourism sector in their home country. Propose an initiative they can undertake as a solution to the problem.	EQUIP	
		1 hr	Interactive lecture: Project planning and management. Project Life Cycle illustration	EQUIP	
		45 min	Group Work: Participants work in groups of two, pick an initiative from the previous exercise and break it down into strategic objectives and project activities.	EQUIP	
		1 hr	Project management tools: Business Plan, Budget, Work Plan, Stakeholder analysis	EQUIP	
		2 hr	Individual work: Create a brief business plan with a budget and a work plan (the work plan should include proposals for stakeholder engagement) for the initiative proposed in the problem solving assignment	EQUIP	
		15 min	Conclusion	EQUIP	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 4: Online Marketing for Sustainable Tourism	7 hours	1 hr	Introduction to Online Marketing for Sustainable Tourism	CCSEV	CCSEV
		2 hr	Interactive Workshop - Online Marketing Strategies	CCSEV	
		1 hr	Case Studies - Successful Online Marketing Campaigns	CCSEV	
		2 hr	Practical Activity - Developing an Online Marketing Plan	CCSEV	
		1 hr	Creating and Managing Online Marketing Campaigns	CCSEV	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 5: Financial Management for Sustainable Tourism and Hospitality	12 hours	1 hr	Participative Lecture: Introduction to Basic Accounting	GWLF	CCSEV
		2 hr	Interactive Session: Budgeting for Sound Management and Investment	GWLF	
		1 hr	Participative lecture: Marketing and Advertising for Core and Side Business	GWLF	
		3 hr	Group work: Business Plan Basics - Profit and Loss, Cash Flow Projection, Risk and Uncertainty	GWLF	
		2 hr	Group work: Costing, Pricing, Taxation Methods	GWLF	
		3 hr	Case study: Managing Events	GWLF	



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MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 6: Dealing with Uncertainty and Risk Management	6 hours	1 hr	Introduction to Risk and Uncertainty in Tourism and Hospitality	CESIE	CESIE
		1 hr	Basics of Risk Management: Understanding the Context	CESIE	
		1 hr	Group Work: Identify the Risk	CESIE	
		1,5 hr	Workshop: Analyse and Evaluate Risk	CESIE	
		1 hr	Assignment: develop a risk implementation plan	CESIE	
		30 min	Conclusion and reflection	CESIE	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 7: Effective Collaboration and Communication	7 hours	1 hr	Presentation/ Introduction to Communication, Key principles Video lesson: Two short clips showing excellent and poor verbal and non-verbal communication in a business setting	EQUIP	CESIE
		1 hr	Group discussion: assign scenarios to groups related to communication challenges for them to discuss how effective communication can sort those challenges, then share their findings	EQUIP	
		30 min	Short Lecture on Business Communication	EQUIP	
		1,5 hr	Business Pitch: in Groups, Prepare Short Speeches Appropriate for Negotiation Scenarios with Clients and Investors in the Tourism Sector	EQUIP	
		2 hr	Case studies and simulation: interactive presentation of key conflict resolution concepts, analysis of real-life scenarios and simulation of conflict resolution in a business setting.	EQUIP	
		1 hr	Team building: Collaborative problem solving where groups come up with a creative solution to a business problem they are presented with. This to be followed by an open discussion on the importance of teamwork.	EQUIP	



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MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 8: Digital Skills and Online Collaboration	6 hours	1 hr	Masterclass: Introduction to Netiquette and key principles. Short case studies on good and poor netiquette	AWIEF	INCOMA
		1,5 hr	Group workshop: Practice good netiquette in different online forums	AWIEF	
		1 hr	Presentation/ participatory lecture on digital sustainability	AWIEF	
		1 hr	Group workshop (1-2-4 All method): Sharing & building ideas on sustainability project design concept	AWIEF	
		1,5 hr	Group project: Choose one digital technology/ tool and design a sustainability strategy	AWIEF	



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MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 9: Wellbeing and Self-Care	4 hours	1 hr	Resilience Building for Women Entrepreneurs	INCOMA	INCOMA
		2 hr	Cultural Wellness Practices for Women Leaders	INCOMA	
		1 hr	Sustainable Leadership: Balancing Business and Wellbeing	INCOMA	

MODULE	Duration (hours)	Hr	Activities	Responsible partner	Leading
Module 10: Critical Thinking and Sustainability Values	6 hours	30 min	Introduction to Critical Thinking and Sustainability Values	CESIE	CESIE
		1 hr	Cultivating Critical Thinking	CESIE	
		1 hr	Ethical Dilemmas pt.1	CESIE	
		1,5 hr	Critical Thinking through Case Studies: Tourism in Botswana	CESIE	
		1,5 hr	Ethical Dilemmas pt.2	CESIE	
		30 min	Conclusion and Reflection	CESIE	