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WITH

D6.6 Sustainability Plan

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Work Package	WP6: Dissemination, Exploitation & Sustainability
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INDEX

1. Introduction	3
2. WITH Sustainability Strategy	3
2.1 Development of similar projects	4
2.2 Preservation of WITH platform and its materials	5
2.3 Identification of potential local opportunities	9
2.4 Women trainees to follow entrepreneurship	9
2.5 Linking to the United Nations Sustainable Development Goals	9



1. Introduction

WITH: Boosting Women Entrepreneurship Education in Tourism and Hospitality in Sub-Saharan Africa, co-funded by the European Union, is a project implemented by a consortium of African and European organisations: **Africa Women Innovation and Entrepreneurship Forum - AWIEF** (South Africa); **Seville Official Chamber of Commerce, Industry, Services and Shipping** (Spain); **International Consulting and Mobility Agency - INCOMA** (Spain); **Centro Studi e Iniziative Europeo - CESIE** (Italy); **Equip Consulting Group** (Malawi); and **Gift Women Link Foundation** (Uganda).

WITH is a two-year initiative that aims to skill and empower a new generation of climate and sustainability conscious women intrapreneurs, entrepreneurs and business owners to succeed in the tourism and hospitality industry in Sub-Saharan Africa.

2. WITH Sustainability Strategy

One of the project objectives is to define, develop and review a comprehensive sustainability strategy, which will focus on ensuring that project results and deliverables continue to be available and used beyond the implementation period in the Consortium countries and beyond. This document will detail which project results, materials, tools and resources will be maintained and preserved for the long term. Some initial approaches have been identified to achieve the outcome:

- Developing and implementing similar projects for the future or seeking funding opportunities for related initiatives. The Consortium partners will continue to enhance the established mentorship network to further enhance the long-term impact, linking young African women with experienced women entrepreneurs in the tourism and hospitality sectors. This network provides continuous guidance and support, helping new entrepreneurs navigate challenges and scale their businesses, strengthening the sustainability of the project by ensuring that participants have access to local role models and resources.
- Ensuring that all materials, training documents, and references are preserved on the WITH platform over a period of five years. This way, other African organisations can use the acquired knowledge and tools to design and carry out future projects.
- Identifying potential opportunities in the countries where the project's outcomes can be used. For example, trainers/ Consortium organisations already trained under the WITH Project can continue to apply their skills locally thinking about how the project can be reused in the future to meet national needs.



- Continuing to encourage young women trainees to start their own businesses is another valuable strategy. The experience and knowledge they have gained can be used to create new businesses in the tourism and hospitality sector.
- An essential component of sustainability is ensuring that young women entrepreneurs have access to financial resources to develop their businesses. To support this, the partnerships will continue to work with microfinance institutions, banks and development funds to provide valuable opportunities for entrepreneurs to identify and access appropriate sources of finance.
- **WITH Knowledge network**

The WITH Knowledge network could grow by building on existing relationships and partnerships in SSA countries. These existing links will help strengthen the network's reach and impact. By leveraging these collaborations, the network could expand its resources and opportunities.

2.1 Development of similar projects

Designing and developing similar future programs and/or initiatives can be an effective approach to ensure sustainability for the WITH project. There will always be a need for entrepreneurs and SMEs to find effective and long-lasting solutions to challenges present in Sub-Saharan Africa.

The platform ([WITH Knowledge Virtual Centre](#)) created in the framework of the project could inspire other organisations and entrepreneurs to design similar project/ intervention concepts, which will further provide sustainable solutions and create a positive impact in the local and wider communities.

The WITH Final Publication covering all the project's results and impacts targets institutions active in VET and in the labour market as well as policy and decision makers providing evidence-based recommendations to promote the entrepreneurial mindset of young women according to the results from the WITH Training in Sub-Saharan Africa countries. This publication and the previous ones published on the news' section on the website devoted to the WITH over the lifetime of the Project could contribute positively to the promotion of new initiatives and policies in the SSA countries, as well as the WITH good practice supporting to the adoption of the WITH Training by other institutions at a local and national level.



2.2 Preservation of WITH platform and its materials

The WITH Knowledge Virtual Centre is the project's online platform created by the Consortium Partners. This platform is designed to contain the material, tools and resources related to the Local Pilot training for entrepreneurship education in tourism and hospitality. The Knowledge Virtual Centre provides a flexible learning environment, whereby participants/ trainees can create their profile, log in and have access to the training content, at their own convenience.

Maintaining and preserving the WITH Knowledge Virtual Centre, and all its materials and resources would be a very important approach to achieve sustainability. The training content and Knowledge Virtual Centre platform will have open access (upon registration) to the public, including aspiring and/or established entrepreneurs, African organisations, trainers and instructors in the VET sector, and other related stakeholders within the tourism and hospitality industry. Applying this approach over a period of five years will ensure that the project's results and impact can be used to draw learning outcomes and use the acquired knowledge to design and implement future projects.

To continue raising visibility of the programme, the partner countries will disseminate the results as widely as possible after the end of the project. The advocacy campaigns that have been implemented have featured the success stories of young women who have benefited from the WITH programme, highlighting their achievements in the tourism and hospitality sector. These campaigns have inspired other young women and highlighted the importance of supporting women-led entrepreneurship in the industry.

Long maintenance and exploitation of WITH materials

Materials that will be maintained	When (timeline)	How (tools/ resources)	By Whom (Roles)
Designed templates to identify good practices and inspiring case studies	Over a period of five years after the project's implementation	Available on the WITH Website	All the partners, with INCOMA as the partner in charge of the website, will manage and maintain the website.
Designed templates to address and carry out the consultations to public and private institutions active in VET and in the labour market		Available on the WITH Website	
WITH Training Pathway Design		Available on the WITH Website	

Open Educational Resources and training materials including the Handbook for Learners	Over a period of five years after the project's implementation	Available on the WITH Website	All the partners, with INCOMA as the partner in charge of the website, will manage and maintain the website.
WITH Knowledge Virtual Centre		Through the platform hosted inside the WITH website	
WITH Handbook for Trainers		Available on the WITH Website	
Materials and videos designed for the implementation of WITH Capacity-Building Programme		Through the platform hosted inside the WITH website	
Definition of the WITH prototyping roadmap for the implementation of Local Pilots		Available on the WITH Website	
Evaluation & Quality Assurance tools designed		Available on the WITH Website	
WITH Social Media (Facebook, Twitter, Instagram and LinkedIn)		Available on different platform as follow: Facebook Twitter Instagram LinkedIn	All the partners, with AWIEF as the responsible partner for the social media, will manage the WITH social media presence.



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WITH Website	Over a period of five years after the project's implementation	Available on https://withproject.eu/	All the partners, with INCOMA as the partner in charge of the website, will manage and maintain the website.
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2.3 Identification of potential local opportunities

Another sustainability strategy that can be implemented is identifying potential opportunities within the local countries where the WITH project's outcomes can be used. At the project closure, the project outcomes will be achieved, specifically within the partner countries where the main project activities are implemented. Successful achievement of these project outcomes would pave the way for the stakeholders and general community to identify alternative project opportunities, both within the local communities as well as in neighboring regions and countries.

2.4 Women trainees to follow entrepreneurship

The main objective of the WITH project is to aspire young women to become sustainability and climate conscious women entrepreneurs, intrapreneurs and business owners in tourism and hospitality. At project conclusion the young women would go to set up their new businesses and they would use the acquired knowledge, learnings, and experience gained during the WITH Pilot training. In this manner, the WITH project outcomes would be achieved and maintained for the long-term. This would therefore inspire and empower the next generation young women to become impactful entrepreneurs, intrapreneurs and business owners in the tourism and hospitality sector.

2.5 Linking to the United Nations Sustainable Development Goals

As a project funded by the European Union, WITH aligns its objectives with the broader global development framework, particularly the United Nations Sustainable Development Goals (SDGs). By empowering women entrepreneurs and fostering sustainability in the tourism and hospitality sector, the WITH project directly addresses several key SDGs, ensuring that its impact transcends national and regional borders, contributing to a more inclusive and sustainable future.

SDG 5: Gender Equality

The WITH project strongly supports **SDG 5**, which aims to achieve gender equality and empower all women and girls. The project promotes gender equality and diversity by focusing on the education and empowerment of young women entrepreneurs, providing them with the skills, knowledge, and networks needed to succeed in the tourism and hospitality sectors, traditionally male-dominated industries.

Through its training programmes, WITH equips women with the tools to become business leaders, both as entrepreneurs and intrapreneurs, thereby fostering gender parity in decision-making roles. Moreover, the initiative helps reduce gender disparities in employment and encourages the creation of women-owned businesses, strengthening their economic independence and societal influence.



SDG 8: Decent Work and Economic Growth

WITH is also a key contributor to **SDG 8**, which promotes sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. The project focuses on providing women with entrepreneurial skills and practical experience to start and manage businesses in the tourism sector, a vital industry for many Sub-Saharan economies.

By supporting entrepreneurship and business development, WITH fosters sustainable economic growth in line with local needs and resources. The project also emphasises decent work conditions by ensuring that new businesses uphold ethical labour standards and environmental sustainability.

SDG 13: Climate Action

Tourism and hospitality are industries that must adapt to and mitigate the impacts of climate change, making **SDG 13** (Climate Action) particularly relevant. The WITH project integrates climate-conscious strategies into its training programmes, encouraging women entrepreneurs to adopt sustainable business practices that minimise their environmental footprint.

The project promotes eco-friendly tourism initiatives and supports the creation of businesses that are resilient to climate change impacts. By empowering women to develop climate-conscious enterprises, WITH ensures that its economic contributions do not come at the expense of environmental sustainability.

As part of the SDG 13 Climate Action goal, women entrepreneurs will be also encouraged to establish eco-tourism businesses that focus on preserving local environments and resources. The WITH program will provide specialised training on creating sustainable tourism models that minimise environmental impact while promoting economic growth in their local communities.

SDG Synergies

The alignment of the WITH project with these three SDGs creates synergies that amplify its impact. For example, empowering women in entrepreneurship (SDG 5) leads to the creation of businesses that provide decent work (SDG 8), while sustainable business practices contribute to climate resilience and action (SDG 13). The project's holistic approach ensures that it not only addresses immediate economic and gender equality goals but also fosters long-term sustainability through climate action.