



Assessing the Impact of the  
ILO Know About Business (KAB)  
Entrepreneurship Education Programme:  
Lessons Learned from the Middle East

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# Presentation Outline

- **ILO KAB Programme in the Middle East**
- **ILO KAB Programme Objectives**
- **Monitoring, Evaluation and Certification**
- **Impact Assessment**
- **Syria Tracer Study**



# ILO KAB Programme in the Middle East

The ILO Regional Office for Arab States has implemented the Know About Business (KAB) programme, a classroom-based entrepreneurship education programme delivered between 80-120 hours, from 2008 to date in 8 Arab countries namely:

❖ **Syria**

❖ **Lebanon**

❖ **Oman**

❖ **Palestine**

❖ **Iraq**

❖ **Saudi Arabia**

❖ **Jordan**

❖ **Yemen**



# ILO KAB Programme Objectives

- Creates **awareness and develops positive attitudes** towards enterprises and self-employment as a career option for **YOUNG** men and women.
- Promotes **ENTREPRENEURIAL** attitudes at the personal level and in the world of business. Helps prepare young men and women to work productively in small and medium-sized enterprises.





# ILO KAB Programme Objectives

- Provide knowledge and basic skills to start and operate a successful and **SUSTAINABLE** enterprise which provides a **DECENT** work environment for its employees. Focus is placed on **GREEN** and **RESPONSIBLE** enterprises
- **FACILITATE** the school to work transition





# Monitoring, Evaluation and Certification

–**MONITORING** of teachers'/trainers' performance to ensure quality and ILO standards are met

- Class visits to monitor teaching/training performance
- Coaching and feedback
- Knowledge and teaching/training techniques assessments (content and games exams)

## –**CERTIFICATION**

- Motivates teachers and improves their performance
- Ensures ILO standards are met
- Expand teacher/trainer base



# Impact Assessment

- **LIGHT-WEIGHT** tools that target youth
  - The pre and post questionnaire to measure changes in attitudes among students
- Focus groups are held to provide a more **FLEXIBLE** format for programme participants to discuss outcomes of interest and how the programme affected them



# Pre-Post Questionnaire

The pre and post questionnaire contains identical questions and aims to measure the **IMPACT** of KAB on students in the following four areas:

- Attitude towards entrepreneurship and **SMEs'** role in society
- Entrepreneurship as a **CAREER** option (attractiveness and desirability)
- **KNOWLEDGE** about SMEs
- Difficulties and **CHALLENGES** related to starting and running an SME

All four areas include 20 statements (5 under each area) to which students agree or disagree on a scale from 1 to 5



# Focus Groups

Focus groups are held with groups of 8-12 participants per group and are based on ILO focus group **STANDARDIZED** questions which allows for the comparison of results across countries and regions

Focus groups are held with:

- KAB students (unemployed, employed and business owners)
- Parents of KAB students
- Employers of KAB students
- KAB trainers/teachers



# KAB in Syria

- Sept 2006: Syrian Ministry of Education and SHABAB, a local NGO, piloted KAB in secondary schools and universities throughout the country.
- An Arabic curriculum was developed and adapted to the Syrian context.
- In 2007-2008, KAB was integrated into the curriculum of vocational secondary schools and intermediate institutes in 5 governorates.
- Between 2006 & 2010, KAB Syria trained nearly 1,000 teachers and reached a total of 66,000 young people.



# KAB Tracer Study in Syria

- In 2010, the Syrian Development Research Centre conducted a tracer study (18 months after the completion of KAB classes) to assess the medium term **IMPACT** of KAB on students of post-secondary vocational intermediate institutes in Syria.
- Baseline survey data from 2008 had been previously collected to assess the immediate impact of the programme.
- Two groups were surveyed and compared: a KAB group and a non-KAB comparison group (drawn from non-KAB schools)
- **QUANTITATIVE** and **QUALITATIVE** research methods were used



# Research Questions

To what extent participating in KAB had an impact on the following outcomes:

- Indicators that are aligned with program objectives: participants' knowledge, skills, mind-set and awareness about the business world
- Other indicators: participants' **INTENTION** to start a business, including steps taken towards starting a business



# Methodology

## QUANTITATIVE

- Implementation of a survey questionnaire with former KAB students (who completed questionnaires at the time of the programme in 2007-2008).
- A comparison group of students who attended similar (matched) schools where KAB was not initially rolled out, and thus did not attend the KAB sessions
- Sample of 871 students (591 female, 280 male) from four governorates: Damascus, Aleppo, Homs & Lattakia



# Methodology

- The high share of female students is an indication of
  - the higher share of women in intermediate institutes
  - The fact that young women are easier to get a hold of
- A large share of the target sample was unreachable
- The analysis involved comparing survey results from the KAB and non-KAB comparison group to identify programme impact and to determine the statistical significance of the observed differences between the two groups



# Methodology

## QUALITATIVE

- 12 focus groups conducted with:
  - Current and former KAB students (business owners, employees, unemployed)
  - KAB teachers / trainers
  - Parents of KAB students
- The focus groups provided a more detailed description of
  - the perceived impact of the KAB programme
  - impressions regarding its implementation
  - the parents' sense of value in allowing their children to participate in entrepreneurship education



# Main Findings

- Participation in KAB had a positive impact on participants' knowledge, skills, and attitudes towards starting a business 18 months after completing the programme
- KAB encouraged young people to be more **AWARE** of self employment as a future career option
- The study found higher **KNOWLEDGE** scores about the functions and operations of sustainable enterprises among KAB participants than their non-KAB counterparts

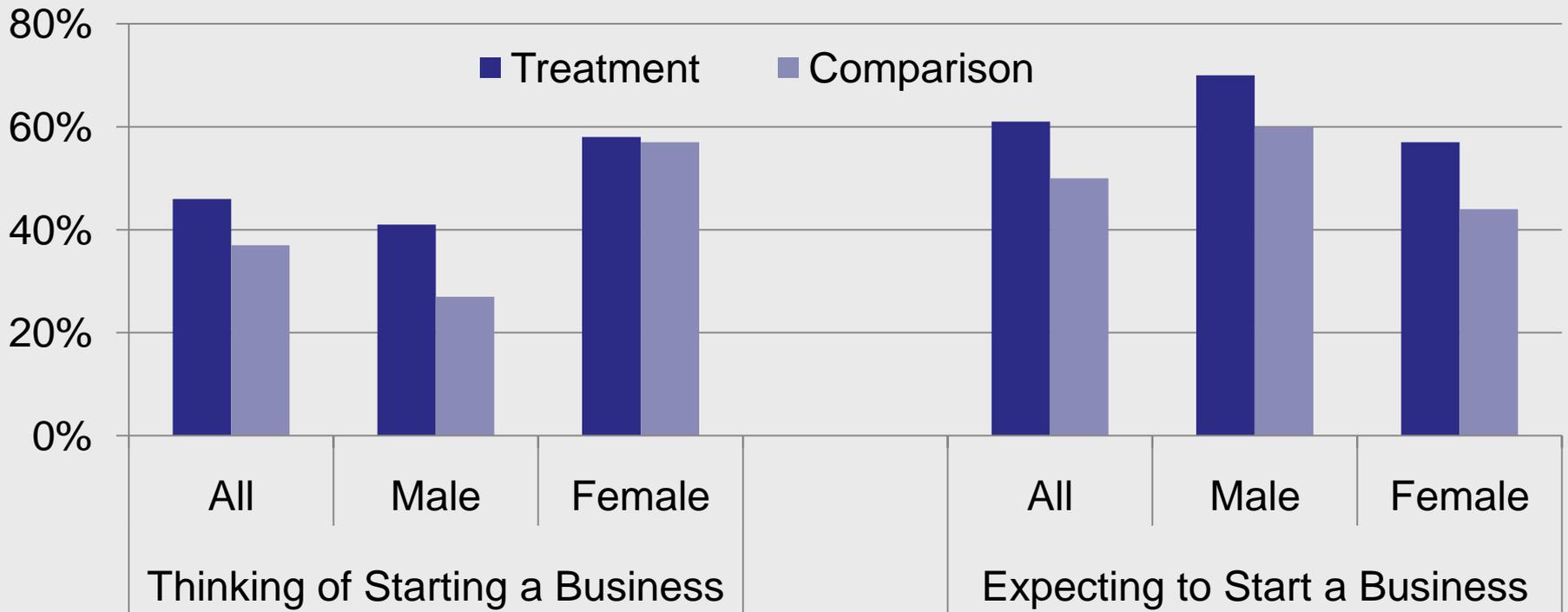


# Main Findings

- KAB participants were more aware that they still need to develop more knowledge and skills, suggesting an evolved understanding of business that appreciates the diverse skill set required.
- When asked about preferred sector of work, KAB participants were less likely to prefer public sector jobs and more likely to prefer the private sector.
- KAB participants were more likely than members of the comparison group to expect to **START** a new business within the following three years



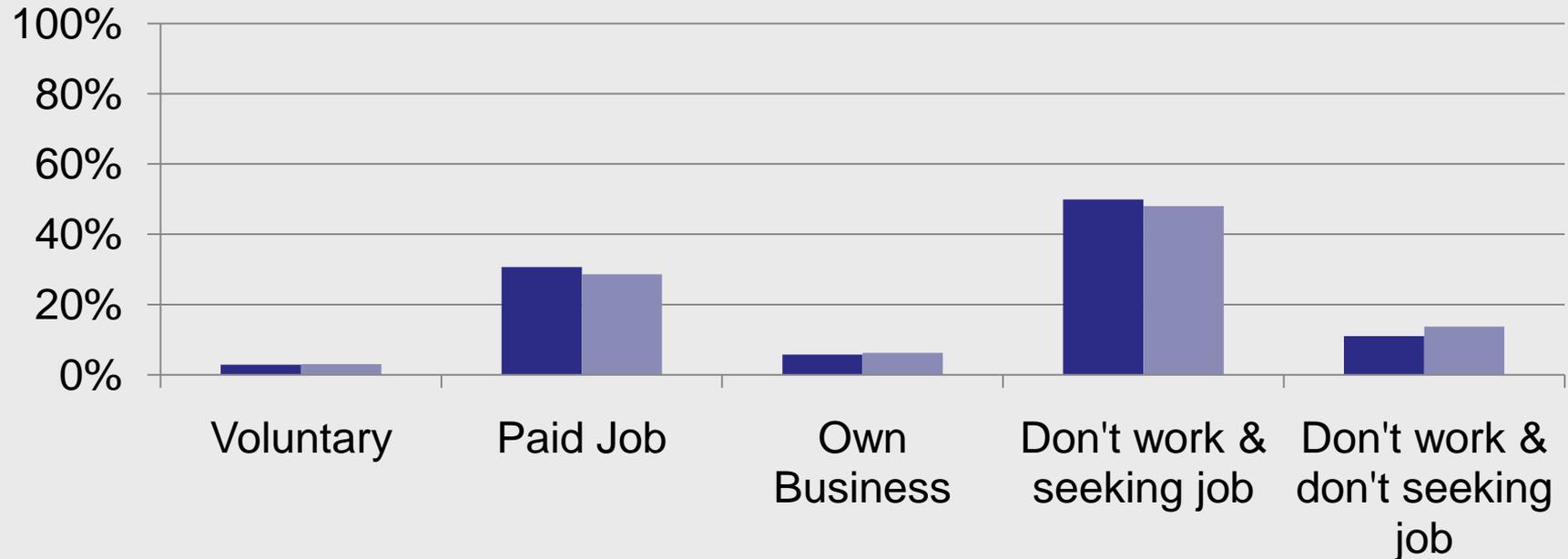
# Main Findings



- KAB increased thinking / expectations about starting a business
- There are gender difference in programme impact



# Main Findings



- No significant difference in labor force outcomes: employment, taking steps to start a business (not shown), private sector work.
  - Note 1: 18 months not much time
  - Note 2: These were not programme objectives. KAB should be combined with access to finance; mentorship, etc.



# Findings - KAB Student Reports

- KAB participants found the programme to be **USEFUL** or very useful in preparing them for starting their own business (**89%**), becoming employees (**82%**), or helping them be prepared to enter the labour market (**80%**)
- KAB participants who were business owners at the time of the survey indicated that the programme helped in **INCREASING** their self-confidence (**48%**) and equipping them with required skills (**30%**)
- Only (**11%**) did not find the programme helpful



Thank you!!