



YOUTH

EMPOWERMENT PROGRAM

PROGRAMME

Bintumani International Conference
Center, Freetown, Sierra Leone
21-23 January 2025



YOUTH
EMPOWERMENT
PROGRAM

Empowering youth to lead as resilient
innovators for stronger communities.

MORNING

08:00 AM – 09:30 AM: Registration and Networking

09:30 AM – 10:30 AM: Opening Ceremony

- **Call to Order and Welcome Statement**
Morrison Benjamin Gboyor, Permanent Secretary of MOYA
- **Statements**
Dr. Abdoulie Janneh, Director General and President of AGI Board
Fredrick Ampiah, UNDP Resident Representative in Sierra Leone
Honorable Sheku Ahmed Fantamadi Bangura, Minister of Finance
Honorable Mohamed Bangura, Minister of Youth Affairs
- **Keynote Statement**
Speech by Her Excellency Fatima Maada Bio, the First Lady of Sierra Leone

10:30 AM – 11:00 AM: Group Photo and Coffee Break

11:00 AM – 01:00 PM: SESSION 1: Plenary Session

- **Topic: "Unlocking Youth Potential"**
Challenges and Opportunities for Development in Sierra Leone
- **Session 1: Introduction to Entrepreneurship**
Understanding Entrepreneurship, Identifying Business Opportunities, and Entrepreneurial Mindset
Entrepreneurship as a mean for the reduction of unemployment rate among youth and improvement of standards of living
Entrepreneurship and business development, the importance of Small businesses to the Sierra Leone economy, opportunities for women, youth and minorities.

01:00 PM – 02:00 PM: Lunch Break

AFTERNOON

02:00 PM – 04:00 PM: SESSION 2: Business Development Services

- **Topics Covered**
Starting from Scratch, Business Planning, Market Research, Customer Development
- **Breakout Session 1 (Women Only)**
Empowering Women Entrepreneurs: Unlocking Access to Capital in Sierra Leone
Focus: Discuss innovative funding opportunities, microfinance models, and strategic partnerships to enhance access to capital for female entrepreneurs.

04:00 PM – 05:30 PM: Plenary session

INTERACTIVE WORKSHOP

- **Topic: "Building Resilience in Entrepreneurship: Lessons from Sierra Leonean Success Stories"**
Tell me your story session: Selection of 3 Sierra Leonean success stories of 3 young entrepreneurs who will share their experience, their entrepreneurial journey and how they manage to make grow their business into a successful SME.

05:30 PM – 05:45 PM: Networking, Coffee, Tea



MORNING

09:00 AM – 10:30 AM: Plenary Session

- **Topic Covered**
Innovation for Sustainable Growth: Transforming Ideas into Impact
- Expert-led presentations on leveraging innovation for youth entrepreneurship

10:30 AM – 10:45 AM: Coffee Break**10:45 AM – 12:45 PM:** Breakout Session 2

- **Topic Covered**
Agri-Innovation: Cultivating Solutions for Sustainable Development in Sierra Leone
Focus: Explore modern agri-business models, technological advancements in agriculture, and innovative practices to enhance productivity and sustainability
- **Plenary Session 2: Transformational leadership talks - Leadership Expert**
Topics Covered: leadership skills, tips for success

12:45 PM – 02:00 PM: Lunch Break

AFTERNOON

02:00 PM – 04:00 PM: Plenary Session 3

- **Topic Covered**
Understanding Financial Services and Access to finance for startups.
Access to Loans, Microfinancing, Crowdfunding, and Angel Investment
- **Breakout Session 3**
Green Enterprise: Driving Climate Action Through Entrepreneurship
Focus: Explore green technologies, entrepreneurial approaches to address climate challenges, and strategies for fostering environmentally sustainable practices.

04:00 PM – 04:15 PM: Coffee Break**04:15 PM – 05:30 PM:** Plenary Session

- **Topic Covered**
Youth Entrepreneurs Connect: Sharing Ideas and Building Partnerships

EMPOWERING LEADERS & YOUNG INNOVATORS



MORNING

09:00 AM – 11:00 AM: Plenary Session

- **Session 1: Digital Marketing Fundamentals**
Social Media Marketing
- **Breakout Session 4**
Innovative Solutions: Leveraging Technology and Creativity to Solve Sierra Leone's Challenges
Focus: Highlight technology-driven innovations, digital tools, and creative approaches to solving local socio-economic challenges.

11:00 AM – 11:15 AM: Coffee Break**11:15 AM – 01:15 PM:** Plenary Session

- **Session 2: E-Commerce and Digital Platforms**
Topics Covered: Setting up Online Shops, Mobile Payments, Digital Tools for Business
- **Breakout Session 5**
Meeting Youth Needs: Mapping Priorities for a Brighter Future in Sierra Leone
Focus: A participatory session to identify and address pressing needs for Sierra Leonean youth, including education, skills development, and job creation strategies.

01:15 PM – 02:15 PM: Lunch Break

AFTERNOON

02:15 PM – 03:30 PM: Final Plenary Session

- **Topics Covered**
The Road Ahead: Sustaining Impact Beyond the Program
- Summary of key takeaways, commitments, and future actions.

03:30 PM – 04:00 PM: Closing Ceremony

- **Remarks**
Honorable Mohamed Bangura, Minister of Youth Affairs
- **Vote of Thanks**
AGI Representative

DISTRIBUTION OF CERTIFICATES

04:00 PM – 05:00 PM: Informal Networking and Media Engagement

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