



## BUSINESS FACILITATION SNAPSHOT

### WHAT IS BUSINESS FACILITATION?

Business Facilitation is one of World Vision's economic development project models.

Its goal is to improve the well-being of children from poor families by helping caregivers to increase household income through the development of profitable, sustainable small businesses.

The 'BF' project model responds to common constraints faced by business owners in developing contexts:

1. *Internal* barriers relating to an individual's lack of business competencies to start/run a business; and
2. *External* barriers relating to the local business environment in which all businesses operate.

### HOW DOES IT WORK?

World Vision engages a Business Facilitator/s to help business owners in the target community to overcome business development constraints via three interventions:

- (i) Supporting a group of business owners (typically called a Community Business Council) to collectively create an enabling local business environment;
- (ii) Training business owners to build their own business competencies (i.e. skills, knowledge and attitudes);
- (iii) Coaching business owners in applying competencies and accessing productive networks and resources.

Ideally these are delivered over a four to five year period.

Supplementary interventions can also be conducted to meet local business environment needs, e.g. enabling access to finance through a partnership with a microfinance provider.

### WHO DOES IT SUPPORT?

Business Facilitation supports existing and potential owners of micro-enterprises in World Vision target areas who express a need for business development support.

By helping this target group to strengthen or start their business, they will be able to better provide for their families.

### WHERE IS IT APPLIED?

The BF project model has been implemented in Kenya, Indonesia and Lebanon, and new projects are currently being developed. It is best suited to areas where:

- employment opportunities are lacking, so business development critical is for income generation;
- there is a diversity of business types;
- business owners lack business competencies and networks, but want to strengthen them;
- the business community wants to work together to overcome business environment constraints.

#### Business Facilitation Project Results

A BF Monitoring and Evaluation framework is available to measure project outputs, outcomes and impacts.

Anticipated results for a 5-year 'BF' project - based on one Business Facilitator for a target group of 500 business owners - are:

- At least 1 Community Business Council is formed.
- 500 business owners engage in CBC activities.
- 400 business owners participate in:
  - training to gain new business competencies;
  - coaching to strengthen competencies and access productive networks and resources.
- 90% report applying at least 3 new competencies to running their business.
- 5 local business environment priorities are pursued.
- 4 local business environment goals are achieved.
- 70% of target business owners report running their business is 'significantly enabled' by improvements to the local business environment.
- 70% of target business owners report an increase of profit of >30%.
- 70% of target business owners report being able to provide essential items for their for their children.

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