

THE INTERNATIONAL TRADE CENTRE'S READY SALONE

REALIZING **EMPOWERMENT** AND ACCELERATION
IN **DIGITAL** FOR **YOUTH** PROJECT



AT A GLANCE: THE ITC READY-SALONE PROJECT

The READY-Salone project aims to unlock economic opportunities for Sierra Leonean youth and youth-led enterprises in the digital economy.

The project will deliver digital upskilling for young people and young entrepreneurs¹, particularly young women, and will work with business support organizations (BSOs), financial institutions, tech hubs and policymakers to facilitate youth's access to jobs and market opportunities.

¹ Youth is defined as individuals aged 15 to 35.



TARGET COUNTRY
Sierra Leone



DONOR
Korea International Cooperation Agency (KOICA)



GOVERNMENT PARTNERS
Ministry of Youth Affairs and Ministry of Communications, Technology and Innovation



IMPLEMENTATION DURATION
June 2024 to June 2028



BUDGET
USD 9.3 million

KEY TARGETS

REACH
**8 BSOS
& TECH HUBS**

Improving the **SERVICE OFFERINGS** of BSOs and tech hubs

REACH
**10,000
YOUTH**

30% of which are women.

Increase the capacity of youth to use **DIGITAL TECHNOLOGIES** for **WORK, ENTREPRENEURSHIP, & SOCIAL INCLUSION**

REACH
**250
YOUNG ENTREPRENEURS
AND START-UPS**

30% of which are women

Increase the competitiveness of **YOUNG ENTREPRENEURS** through the adoption of **DIGITAL TECHNOLOGIES**

ABOUT ITC

As the joint agency of the United Nations and the World Trade Organization, the International Trade Centre (ITC) is the only multilateral agency fully dedicated to supporting the internationalization of micro, small and medium-sized enterprises. Our work focuses on fostering sustainable development through trade-led growth. To learn more,

[CLICK HERE](#)

ITC'S CORE SERVICES



SMALL BUSINESS

Addressing managerial, strategic and operational needs of small businesses



BUSINESS ECOSYSTEM

Creating a supportive ecosystem working with business support organizations, financial institutions and tech hubs



POLICY

Assisting governments in building a conducive business environment for small businesses



INTELLIGENCE

Promoting evidence-based decision-making through global public goods



OUR APPROACH AND TARGET STAKEHOLDERS

YOUTH

OBJECTIVE:

Equip youth, especially women, to leverage digital technologies for work and inclusion

- ✓ Equip youth with digital skills and increase their awareness of opportunities in the digital economy
- ✓ Strengthen digital and vocational skills among youth, and boost market-focused professional skills of young women

POLICYMAKERS & ADVOCATES

OBJECTIVE

Strengthen national policies and strategies for the digital economy

- ✓ Knowledge exchange between Sierra Leonean and Korean policymakers and startups
- ✓ Boost advocacy skills of youth organizations

YOUTH-LED BUSINESSES & DIGITAL FREELANCERS

OBJECTIVE:

Promote adoption of digital technologies and raise competitiveness of youth-led businesses



'DIGITAL' AS A CHANNEL

- ✓ Establish a network of ITC-certified e-commerce advisors and work with partners to equip young entrepreneurs with skills to access e-commerce opportunities



'DIGITAL' AS A BUSINESS MODEL

- ✓ Support tech startups in establishing resilient business models and connect them to African and Korean investors and partners
- ✓ Upskill digital freelancers to secure paid gigs

BUSINESS AND ENTREPRENEURSHIP SUPPORT ORGANIZATIONS, FINANCIAL INSTITUTIONS & TECH HUBS

OBJECTIVE:

Improve youth service offerings of ecosystem actors

- ✓ Develop a roadmap to support tech entrepreneurship and support its implementation
- ✓ Enhance institutional capacities to deliver digital service offerings to youth and women
- ✓ Expand and strengthen the service offering of the young entrepreneur (Ye!) chapter
- ✓ Build gender-lens portfolio of financial institutions and facilitate women's access to finance