



UNDP GROWTH ACCELERATOR SIERRA LEONE PROGRAM BRIEF

About the Growth Accelerator Programme and its Aims

The UNDP-funded Growth Accelerator Programme aims to support up to 55 formal (registered) and informal (unregistered) micro, small and medium enterprises (MSMEs) from anywhere in Sierra Leone to strengthen their **innovative business ideas** in any of the following sectors: Agriculture, Digital Economy, Environment, Affordable Renewable Energy, Education & Health. Implemented by the Catholic Agency for Overseas Development (**CAFOD**) and the Africa Institute for Development & Equity (**AIDE**), the Growth Accelerator will provide training, mentorship and coaching and prepare MSMEs to compete in an Innovation Challenge for a chance to win funding to grow their business ideas.

From a microeconomic perspective, the Project aims to:

- Target 55 MSMEs with innovative ideas, those that come from informal and formal sectors, to strengthen their operations and grow their ideas
- Offer innovation challenge grant to 40 MSMEs
- Build their capacity in core areas of business management and entrepreneurship through trainings, coaching, mentoring, ecosystem events, and exchange learning
- Identify and create—if needed--SME linkages and value-added networks
- A greater focus and improved capacity in 'Sustaining Access to Finance' and moving beyond Access to Finance

From a macroeconomic perspective, the Project aims to:

- Improve Entrepreneurship Innovation in six sectors
- Access to Finance in the sectors
- Government taxation revenue increase as a result of larger and more formal MSME sector
- Improve socioeconomic indicators-- especially jobs
- To align to the strategic impact area "Youth and women's employment and empowerment".
- Align and contribute to the Sierra Leone's Medium-Term National Development Plan (2019-2023) particularly the Clusters – 2: Diversifying the economy and promoting growth; 3: Infrastructure and economic competitiveness with focus on "fostering private sector growth" and 6: Youth employment with focus on "Youth entrepreneurship (employment and empowerment).

It is aligned and contributes to the attainment of the UNDP Country Programme Outcome and Outputs. Specifically, Outcome 4: By 2023, Sierra Leonean, particularly women, youth, adolescents, and children (especially girls), and persons living with disabilities are empowered and benefit from increased social and



economic opportunities; and CPD Output 3.1 - Vulnerable groups (poor women, youth and PWDs) are enabled to gain access to basic and financial services for business development and job creation.

The project is equally aligned with the UNDP Regional programme for Africa (2022-2025) and more specifically contributes to strategic priority 2 – “Prosperity. African citizens (especially women and youth)

benefit from a regionally integrated, structurally transformed, and inclusive economy” particularly on the implementing policies that enable inclusive private sector development

On a global scale, the project directly contributes to the attainment of Sustainable Development Goals (SDGs) 1 (End poverty in all its forms everywhere); 5 (Achieve gender equality and empower all women and girls); 8 (Decent Work and Economic Growth); and 9 (Industry, Innovation, and Infrastructure).

Project Locations

The project is a National project covering all districts. However, MSME recruitment will be done from the six regional recruitment resource centers below:

- Freetown (two resource centers located at CAFOD office and AIDE office)
- Bo
- Kenema
- Makeni
- Port Loko

Implementation will be done utilizing a hub model—using the three implementation hubs below:

- Freetown
- Makeni
- Bo

Timelines and Eligibility

- The Growth Accelerator Program will be at least six months
- The eligibility details are below:

Informal	Formal
<ul style="list-style-type: none"> ▪ Must belong to one of the six (6) Sectors: <ul style="list-style-type: none"> - Agriculture - Education - Health - Environment 	<ul style="list-style-type: none"> ▪ Must belong to one of the six (6) Sectors: <ul style="list-style-type: none"> - Agriculture - Education - Health - Environment



<ul style="list-style-type: none"> - Affordable Renewable Energy - Digital Economy ▪ Must have innovative business model that provides solutions for socio-economic challenges in Sierra Leone ▪ Owner, Manager, Shareholders and any Core or Adopted Family Members, Friends or Close Relatives Must Not be politically associated ▪ Must be for-profitmaking business (Not a CSO/CBO, NGO or Cooperative) ▪ Must not have more than 5 employees ▪ Preference will be given to Women and youth within the age of 18 to 35 ▪ Must be operational for at least a year ▪ The Business Owner Must be able to communicate in Krio and/or English and be literate or semi-literate ▪ The Business Owner Must be a citizen or legal resident of Sierra Leone 	<ul style="list-style-type: none"> - Affordable Renewable Energy - Digital Economy ▪ Must have innovative business model that provides solutions for socio-economic challenges in Sierra Leone ▪ Owner, Manager, Shareholders and any Core or Adopted Family Members, Friends or Close Relatives Must Not be politically associated ▪ The Business Income Turnover Must be in the range of: <ul style="list-style-type: none"> - Small Enterprises – Less than SLE 100,000 - Medium Enterprises – SLE 100,001 and up to 500,000 ▪ Must be registered as Sole Proprietor, Partnership or Corporation ▪ Must have Employee size of: <ul style="list-style-type: none"> - Small Enterprise – Less than 10 Employees - Medium Enterprise – More than 10 Employees and up to 50 Employees ▪ Preference will be given to Women and youth within the age of 18 to 35 ▪ Must be operational for at least a year ▪ The Business Owner Must be able to communicate in Krio and/or English and be literate or semi-literate ▪ The Business Owner Must be a citizen or legal resident of Sierra Leone
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Exclusionary Criteria

Any Enterprise whose products or services are related to any of the following activities will be excluded:

- **Must Not** manufacture, trade or be in the distribution of controversial weapons or their components, including cluster bombs, anti-personnel mines, biological or chemical weapons or nuclear weapons.
- **Must Not** manufacture, trade or be in the distribution of armaments and/or weapons or their components, including military supplies and equipment.
- **Must Not** trade in replica weapons marketed to children.
- **Must Not** manufacture, trade or be in the distribution of tobacco or tobacco products or any illegal drugs substance.



- Must Not involve in the manufacture, trade or be in the distribution of pornography products or activities
- **Must Not** manufacture, trade or be in the distribution of substances subject to international bans or phase-outs, and wildlife or products regulated under the CITES (a multilateral treaty to protect endangered plants and animals).
- **Must Not** trade in gambling including casinos, betting etc. (excluding lotteries with charitable objectives)
- **Must Not** involve in the violation of human rights or complicity in human rights violations
- **Must Not** use forced or compulsory labour including the toleration of child labour.
- **Must Not** involve in human trafficking, including child trafficking.

MSME Recruitment

1. **The application will be open for two weeks**
2. Visit www.growsl.com to view complete the application
3. After the written sections, there will be an option for uploading a video (max. 5 minutes) to explain your innovative business idea. If you do not wish to upload a video, you may complete the written questions instead.
4. For applicants who need more support to complete the application, there are provisions for Regional Hub Resource Centers to be open between 10am to 4pm Monday through Friday--for the project recruitment period:

Freetown	CAFOD 19 Murray Town Road, Congo Cross
	AIDE A51 Byrne Lane Off Wilkinson Road
Port Loko	KADDRO 14 Close 2 SI Lodge
Bombali	Pastoral Center Ernest Bai Koroma Street (Teko Road)
Bo	Counselling and Peace Center Mahei Boima Road (HRS Compound),
Kenema	SEND-SL 8 Morgbeh Street Reservation Road

MSME Selection

MSMEs final selection is completed after the due diligence and MSME assessment stage.

In the due diligence stage, CAFOD and AIDE will perform location and reference checks for the MSME applicant.



In the assessment stage, MSMEs will be assessed, scored, and placed into tiers. These tiers will be determine your capacity level from 1 (poor) to 4 (Best).

Implementation and Project Components

The Growth Accelerator Program will be implemented using the key components below.

- Final Technical Design
- Recruitment of SMEs
- Due Diligence
- Capacity Building (Trainings, Coaching, Mentoring, Knowledge Exchange, and
- Ecosystem events (Pitch nights and Business Clinics)
- Innovation Challenge

Project Contacts

Please email info@growsl.com, or call +232 765 741 60 if you have any questions.

Visit us on Facebook, Twitter and Instagram – Growth Accelerator Sierra Leone

To contact AIDE, please email info@aidesl.org or call +23272260722/+23299883388

To contact CAFOD, please visit www.cafod.uk.org