

## I-SEED ATYRAU

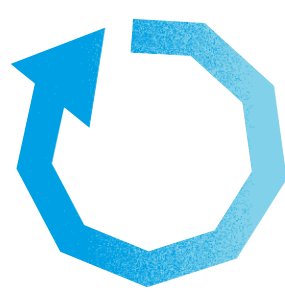
# I-SEED: INNOVATION — SOCIAL ENTREPRENEURSHIP AND EDUCATION



## BRIEF PROJECT INFORMATION

The I-SEED Atyrau project is a part of the Atyrau Youth Development Programme funded by Chevron, which aims to offer young people in Atyrau an innovative and interactive training programme. The project is delivered in partnership with the Atyrau Regional Akimat.

The purpose of the I-SEED Atyrau project is to promote social entrepreneurship and develop entrepreneurial skills among young people in Atyrau. The project expands opportunities for youth employment and helps to develop solutions to problems faced by local communities – and thus contributes to the economic development of Atyrau.



## IMPLEMENTATION PERIOD

June 2017 – June 2019

## TARGET AUDEINCE



**Schoolchildren  
aged 12-16**



**Students and  
young professionals  
aged 16-25**



**Aspiring social  
entrepreneurs**

## PROJECT COMPONENTS



### Educational programme

- ♦ Training for trainers
- ♦ Training on social entrepreneurship and business skills development
- ♦ Workshops on developing and implementing social projects
- ♦ Mentoring programme



### Contests

- ♦ Startup competition for participants aged 16 to 25
- ♦ Competition for the best business idea for participants aged 12 to 16



### Events

- ♦ Master classes with Kazakhstani entrepreneurs and public leaders
- ♦ Networking meetings for social entrepreneurs in Atyrau
- ♦ Business Festival for Schoolchildren



### Informational campaign

- ♦ Research on the social enterprise sector in Atyrau
- ♦ TV project about social entrepreneurs in Atyrau

## MARCH 2018 RESULTS



**36**  
trainers trained



**775**  
young people  
trained



TV and print  
audiences of  
**140,000**



**93%** participants  
noted the high quality  
of the project