



From
the People of Japan

Great Ideas Space 2022:

Entrepreneurship for Public Health and COVID-19 Recovery in Egypt, Iraq, and Lebanon

“Great Ideas Space 2022: Entrepreneurship for Public Health and COVID-19 Recovery in Egypt, Iraq, and Lebanon” is an entrepreneurship training programme for aspiring and established entrepreneurs, leaders, and members of micro, small, and medium enterprises (MSMEs) in Egypt, Iraq, and Lebanon. The programme will equip you with the knowledge, skills, and network you need to turn your ideas for a social or for-profit enterprise into a business model that addresses challenges from the COVID-19 pandemic and contribute to building a resilient health sector in the region.

The training programme will run in two phases from **September 2022 – March 2023**.

The programme will be delivered in English. You will receive a UNITAR certificate of completion if you complete the course and meet minimum criteria.

The programme is free for participants and conducted with the full financial support of the Government and the People of Japan.

You can apply to the programme from:
<https://apply.unitar.org/prog/great-ideas-space-2022/>



Eligibility

The programme is open to **entrepreneurs, leaders, and members of micro, small, and medium enterprises (MSMEs) – both women and men – in Egypt, Iraq, and Lebanon** who are motivated to develop and bring to life innovative local solutions to the COVID-19 pandemic. Participants in public health and health sectors are highly encouraged to apply.

In order to apply, you must have:

- Good oral and written English skills
- Access to Internet and a computer or smartphone

UNITAR will review your application for your:

- Keen passion to learn by doing and highly motivated to contribute to COVID-19 recovery in Egypt, Iraq, and Lebanon through self-led projects/enterprises
- Deep interest in entrepreneurship and public health
- Commitment to actively engage in the programme for its entire duration, including traveling in/outside the country to attend in-person trainings
- Age (between 18 and 45)

Programme Structure

The programme will run in two phases:

In **Phase 1**, the online programme will train 180 participants from Egypt, Iraq, and Lebanon on key topics in entrepreneurship and public health. You will complete self-paced online courses, peer-to-peer discussions, assignments, and webinars by regional and international experts in the field.

Top-performing participants will progress to **Phase 2** of the programme, where you will further design and prototype your business/projects through in-depth training and mentoring. Phase 2 participants will also be **invited to come together for an in-person workshop in the Middle East or in Japan in early 2023**. In-person activities are subject to change depending on the COVID-19 situation.



The overall course is designed to encourage you to take action across six areas:

01

Nurture an Entrepreneurial Mindset

You will learn to identify opportunities and mobilize resources to bring a new enterprise to life. You will be exposed to examples of social and commercial enterprises and international best practice, and encouraged to reflect on and develop your entrepreneurial style and capacity.

02

Find a Problem Worth Solving

You will learn the tools and techniques of design thinking and lean start-up to create desirable, feasible, viable and sustainable solutions that solve social needs and problems. Design thinking focuses on building empathy, identifying needs through customer/citizen insights, ideation, prototyping and experimentation.

03

Build a Scalable and Sustainable Enterprise

You will learn to design a business model for your enterprise, identify social needs, evaluate revenue and funding models, and formulate financial projections. You will also learn how to pitch to win funding, donations, and investment.

04

Lead and Manage for Growth

You will learn contemporary theories and practices of leadership. You will appraise your own leadership style and reflect on your competencies and preferences. You will learn to engage stakeholders in building early-stage credibility and driving growth.

05

Craft the Competitive and Risk Strategy

You will learn the tools and techniques to develop competitive and risk-mitigating strategies. You will learn how to appraise the competitive landscape and develop competitive strategies to win while mitigating the risks you are exposed to.

06

Foster Enterprise-wide Innovation

You will learn how to decipher the many types of innovation that lead to competitive advantage and enterprise growth. You will learn innovation management. You will be exposed to international best practice in the design and management of innovation initiatives and programmes.

Learning Objectives

By the end of the programme, you will be able to:

- Understand the key trends in public health and identify challenges and opportunities in the field for entrepreneurs.
- Use design-thinking to identify needs/issues and plan a project/enterprise that strategically, sustainably, and inclusively address COVID-19.
- Show self-awareness, curiosity, strategic thinking, teamwork, and sensitivity to society's needs, use contemporary leadership and management practices and communicate effectively.
- Promote gender equality using existing opportunities and overcoming challenges.
- Discuss the key components of the Sustainable Development Goals (SDGs).

Programme Schedule

Note: The dates and topics of the training are subject to change.

The training programme will run in two phases from **September 2022 – March 2023**. You will be expected to dedicate approximately **4 hours per week** to fully take part in the programme.

Activity	Timeframe
<ul style="list-style-type: none">• Online call for applications• Participant identification and selection• Course launch	July – September 2022
<u>Phase 1: The Fundamentals of Entrepreneurship, Innovation, and Public Health (180 participants)</u> <ul style="list-style-type: none">• Online/asynchronous course• Video pitch• Evaluation• Certification of completion	September – November 2022
<u>Phase 2: Leadership, Strategy and Innovation in Public Health (30 participants)</u> <ul style="list-style-type: none">• Online/asynchronous course• Regional and/or Japan-based workshop• Project work• Impact evaluation• Graduation	November 2022 – March 2023

How to Apply

1. Access the link: <https://apply.unitar.org/prog/great-ideas-space-2022/>
2. Create a SurveyMonkey Apply account (if you do not have one already)
3. Complete the Eligibility Criteria Survey
4. Start, complete, and submit your application form

UNITAR will inform you if you are selected to participate in the programme.

About UNITAR

United Nations Institute for Training and Research (UNITAR) was established in 1963 as an autonomous body within the United Nations and is headquartered in Geneva, Switzerland. As a training arm of the United Nations system, UNITAR provides innovative learning solutions to individuals, organizations and institutions to enhance global decision-making and support country-level action for shaping a better future. UNITAR designs and conducts some 500 different global training activities per year for more than 133,000 participants. Our alumni include diplomats and other government officials, non-governmental representatives, and local authorities.

The Division for Prosperity is one of the eight divisions of UNITAR and consists of the Trade and Finance Programme Unit and the Hiroshima Office. We offer cutting-edge training and learning opportunities that promote inclusive and sustainable economic growth.

UNITAR Prosperity has extensive expertise in developing and delivering training on entrepreneurship and leadership in conflict and post-conflict countries. Empowering leaders in marginalized communities for many years, the Division has a unique understanding of the needs of participants as they work towards peace and stability.

Contact

For queries and questions regarding the programme, please contact Ms. Hikari Nakajima, Training Officer, at hikari.nakajima@unitar.org

500 Trainings

500 different trainings are conducted worldwide each year.

50+ Experience

Established in 1963, UNITAR has more than 50 years of experience in diplomatic training.

80,000 Trained

More than 80,000 participants took part in UNITAR training.