CBED

COMMUNITY-BASED ENTERPRISE DEVELOPMENT FOR PROBLEM SOLVING AND ENTREPRENEURSHIP THROUGH INNOVATION

Community-Based Enterprise Development (C-BED)
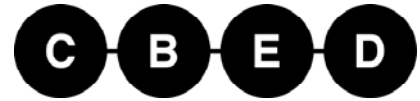for Problem Solving and Entrepreneurship through Innovation

Training Guide

ILO Enterprise Department
Decent Work Team - Bangkok

● OVERVIEW OF THE PROGRAMME

○ About C-BED

Community-Based Enterprise Development (C-BED) is a low cost, innovative training programme designed by the International Labour Organization (ILO) to support skills development and empowerment in local communities for improvements in livelihoods, productivity and working conditions.

As an approach to training, C-BED is unique in that the programme is built around peer-to-peer, activity based learning methods with no role for teachers, experts, or external consultants specialised in the skill area. Instead, C-BED participants work together through a series of activities and discussions guided only by simple step-by-step instructions in the training manual. New knowledge, skills and competencies are developed through the interactions between participants and sharing of existing local knowledge and experience. In this way the programme is a low cost, sustainable option for any organization or community.

The C-BED programme is structured around two core training packages designed to develop competencies for business start-up and operation through a focus on marketing, financial management, and action planning. These are the C-BED for Aspiring Entrepreneurs and C-BED for Small Business Operators. Additionally, a growing suite of tools to strengthen business competencies and enhance skills for specific sectors is in continual development. These packages can be implemented as either stand-alone trainings or integrated in modular format into existing programs.

○ About the EI training:

This Entrepreneurship and Innovation (EI) training builds on the key principles of the innovative process to develop the competencies needed to come up with innovative ideas. The emphasis is not on coming up with the best innovative idea but on supporting business owners to develop the skills to come up with innovative ideas through the use of an innovative process.

During the training participants will work together to discuss known innovations, the innovative process and share personal examples, and complete a full innovative process with a personal case. Learning will occur through the sharing of knowledge and experiences among participants so that ideas can be evaluated from different perspectives and advantage can be taken of lessons learned in the local context.

The EI training is designed for individuals that have existing enterprises, particularly those that have been recently established or those that have identified problems. Participants do not need knowledge on innovation in business before they join the training. Entrepreneurs that have followed other C-BED training curricula can also follow this training. The training can also be used as standalone. Within the manual you will find reference to the other training curricula when relevant.

After C-BED training, participants will better understand how to innovate through an innovative process, and how to use the tools presented to spend time on innovating within their businesses. Participants will have a new skill set and confidence to think creatively, come up with innovative ideas and test these with people in and outside their business.

◯ Message to the Group

At the end of this C-BED training you will have a clear plan for the practical steps you can take to start or improve your business. Your understanding of the basic principles of doing business will be much stronger and you will have begun relationships with others in your community that can potentially support or cooperate with you to achieve mutual success in the future.

The style of this training is different to traditional education approaches. There will be no teacher, trainer or expert to assist you. Instead, you will work together as a team to follow the simple step-by-step instructions for discussions and activities in your training guide. Because there is no group leader, all group members should take a turn reading the information and instructions out loud to the group, and all group members share responsibility for monitoring time. In this new style of training, we will learn from each other by sharing ideas and opinions, skills, knowledge and experience. For this to work, all group members must participate in discussions.

Before and after the training you will be asked to complete a survey to understand the impact of the training. This information will be kept confidential and is used to improve the training materials and organization of future programs. Some trainees may also be contacted in the future after 3, 6 or 12 months for another survey to learn about your business plans.

The instructions in the training guide are easy to follow and suggested timing for each step is provided. Look out for these signs:
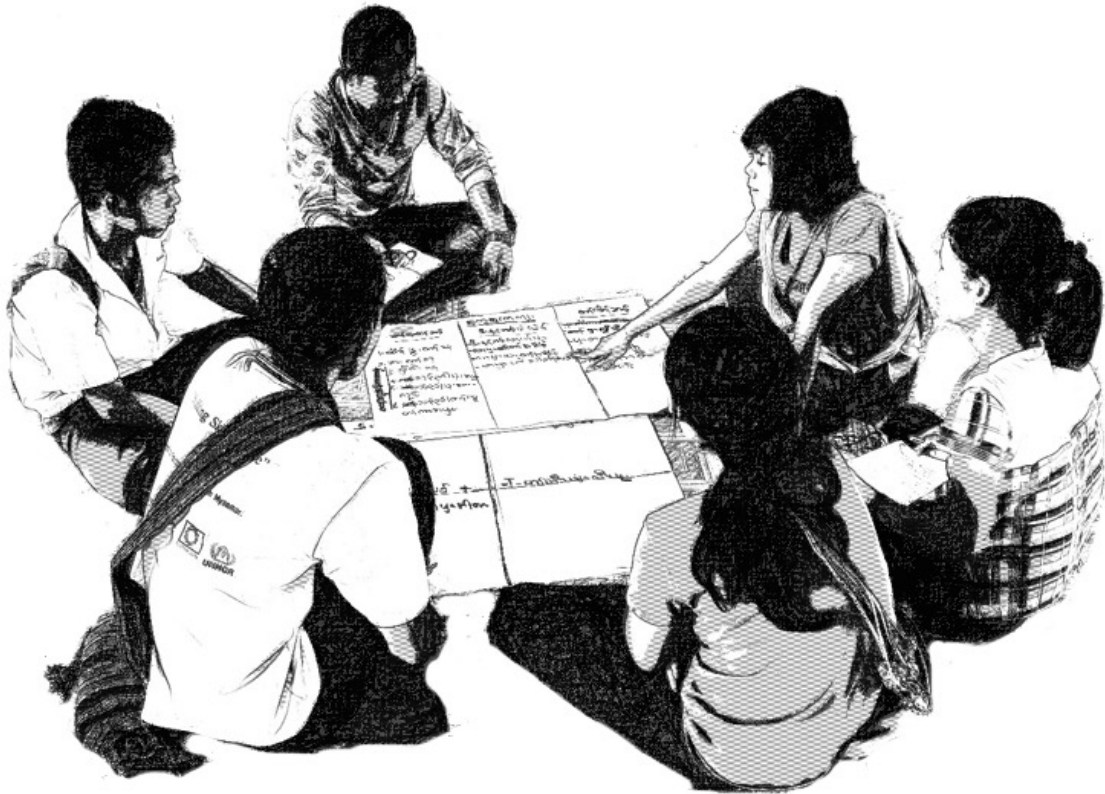
○ **Follow the signs**

 This sign indicates that there is a time to finalize the activity
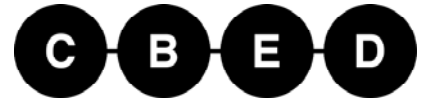
 This sign indicates background information to be read to the group

 This sign indicates group discussion

 This sign indicates that the activity is beginning and that step-by-step instructions need to be read out loud to the group and followed sequentially

○ Getting Started

Before you begin the training, follow the simple steps below to get organized.

- Fill out the pre-training survey. Ask the organizers if you don't have a copy or have not already filled it in.
- Organize into small groups of 5-7. The organizers will guide you in how best to do this.
- Identify one group member to volunteer to start the training as 'Group Reader'. The 'Group Reader's' role is to read the information and activity instructions out loud to the group. Any group member with basic literacy can be the 'Group Reader' and you should aim to share this role among group members throughout the training.

All group members are responsible for monitoring time but one group member should be nominated for each session to remind the group when the suggested time for a step has been reached. You do not strictly need to follow the suggested timing but you will need to manage your time for the total training. If one activity lasts longer than the suggested timing, try to save time in other activities to keep the balance.

All group members will receive the same training guide. Individual work can be completed in these guides as well as group work. Groups may also like to complete activities together on flipchart paper if available.

◯ Table of contents

○ **Learning process**

15 min   ● **Introduction**

30 min   ● **What is innovation**

40 min   ● **Creative thinking**

35min   ● **Problem definition**

30 min

● **Create ideas**

30 min

● **Filter**

10 min

● **Pilot**

15 min

● **Action plan**