
UNITAR-BADEA Phase III Coaching & Mentoring Programme (Zambia)

Prosperity

Deadline: 15 Oct 2025

Type:	Course
Location:	Web-based
Date:	3 Nov 2025 to 28 Nov 2025
Duration:	4 Weeks
Programme Area:	Public Finance and Trade
Website:	http://www.unitar.org
Price:	\$0.00
Event Focal Point Email:	pft-elearning@unitar.org
Partnership:	Arab Bank for Economic Development in Africa (BADEA)

BACKGROUND

*This training programme is financially supported by the **Arab Bank for Economic Development in Africa (BADEA)** and is designed for participants who have completed Phases 1 and 2 of BADEA's Agribusiness SME Development Programme in **Zambia**, "**Accelerating Sustainable and Climate-Resilient Livelihoods through the Development of Small and Medium Agribusiness**"*

Enterprises for Women and Youth.”

The BADEA-UNITAR project, “Accelerating Sustainable and Climate-Resilient Livelihoods through the Development of Small and Medium Agribusiness Enterprises for Women and Youth in Zambia,” has successfully equipped 156 women and youth with agribusiness knowledge and planning skills during Phases I and II.

Phase III is a 4-week, fully online coaching and mentoring programme designed to help participants move from business plans to implementation. The programme offers focused lectures, personalised mentoring, and practical assignments to support market readiness, financial preparedness, and the adoption of climate-smart practices. By the end of the programme, participants will have concrete action plans, improved business pitches, and stronger tools to grow viable, resilient agribusinesses.

LEARNING OBJECTIVES

At the end of the course, the participants should be able to:

- Develop a 60–90-day Business Implementation Roadmap that includes at least three priority actions, timelines, and measurable milestones to operationalise their agribusiness plans by the end of Week 1.
- Conduct a mini-market scan and create a Market Engagement Plan that identifies at least two customer segments, two key competitors, and three actionable strategies to expand market reach by the end of Week 2.
- Prepare a basic 3-month Cash-Flow Projection and a 5-slide Pitch Deck that clearly outlines their value proposition, funding needs, and expected returns by the end of Week 3.
- Deliver a 5-minute Business Pitch and submit a Revised Growth Roadmap that integrates at least two sustainability or climate-smart measures and demonstrates readiness for scaling by the end of Week 4.

CONTENT AND STRUCTURE

The programme runs over four consecutive weeks with weekly live sessions, application labs, and mentoring:

- Week 1: From Plans to Action – translate business plans into actionable 60–90-day roadmaps.
- Week 2: Engaging the Market – conduct a mini-market scan and develop a market engagement plan.
- Week 3: Financial Readiness & Pitch Development – prepare a simple cash-flow projection and draft pitch deck.
- Week 4: Pitch Showcase & Growth Planning – present final pitches and integrate sustainability measures.

Key Value: Phase III of the Coaching & Mentoring Programme empowers women and youth agripreneurs in Zambia to move from planning to practical implementation, building on the knowledge acquired in earlier phases. The programme enables Zambian women and youth agripreneurs to:

- Move from planning to action and scale viable agribusinesses.
- Create jobs and strengthen livelihoods.
- Foster climate-resilient and sustainable enterprise growth in Zambia.

METHODOLOGY

The programme combines:

- **Weekly Live Sessions:** Each 2-hour session includes a short lecture, interactive discussion, and a guided application lab.
- **Hands-On Assignments:** Weekly exercises (e.g., action roadmaps, market scans, financial plans, pitch decks) that count toward certification.
- **One-on-One Mentoring:** Personalised weekly coaching to address business-specific challenges.
- **Peer Learning:** Group discussions in breakout rooms and ongoing exchange via WhatsApp or other messaging tools.
- **Digital Resource Hub:** Templates, session recordings, and tools for flexible, self-paced learning.

TARGETED AUDIENCE

The programme is open to women and youth entrepreneurs in Zambia who participated in Phases I and II of the BADEA-UNITAR project. Priority will be given

to applicants who:

- Have a viable agribusiness plan developed during previous phases.
- Are committed to implementing or scaling their enterprise.
- Show potential to create jobs, strengthen livelihoods, and apply climate-smart practices.

ADDITIONAL INFORMATION

Duration: 4 weeks

Delivery Mode: Fully online via Zoom, supported by WhatsApp for communication and feedback

Language: English

Cost: Participation is fully funded by the BADEA-UNITAR partnership

Certification: UNITAR Certificate of Completion (based on active participation and assignment submission)

Application Deadline: October 15, 2025

Selected participants will receive instructions for accessing the online platform and preparing for the programme.