

Shell Live*WIRE*

Title	Shell Live <i>WIRE</i>
Coverage	International
Organization/ enterprise	Global Youth Entrepreneurship Programme
Topic	Entrepreneurship development
Target group and outreach	Young people from 16 to 30 years of age who are thinking of starting their own businesses
Purpose	Shell Live <i>WIRE</i> is a Shell global community initiative to encourage young people and those to whom they turn for advice and guidance to see starting a business as a desirable and viable career option. It was launched in 1998 following the success of Shell Live <i>WIRE</i> UK. Working through local enterprise development organizations and partnerships with schools, universities, governments, other corporations and community programmes, Live <i>WIRE</i> delivers practical support to young people as they develop the skills needed to plan, launch and manage new business enterprises.
Key features	<p>(1) Offers several services for young people, including one-to-one mentoring</p> <p>(2) Allows young people to work through the various aspects of their business planning and operation</p> <p>(3) Works through and in partnership with a wide range of local and national public and private actors</p>
Strategy and approach	<p>The aim of the initiative is to provide some or all of the following services in each country programme:</p> <ul style="list-style-type: none"> • Essential Business Kit provided free to all callers, tailored to their specific business idea • One-to-one advice through a national network of local business advisers and young business mentors • An interactive web service and idea exchange <p>The Essential Business Kit can include:</p> <ul style="list-style-type: none"> • 2 booklets: 'Market Research for the First Time' and 'Writing Your First Business Plan' • A detailed Business Opportunity Profile on a business idea • Contact details for a Live<i>WIRE</i> coordinator in the local area <p>The Shell Live<i>WIRE</i> website provides:</p> <ul style="list-style-type: none"> • Help and support to develop business ideas • Access to hundreds of pages of useful business information • The Big Trip - which helps people to map out their career path and discover if they have what it takes to be an entrepreneur • Unlock Your Potential - an interactive learning section, which helps people develop business ideas and test their commitment before taking things further • Be Your Own Boss - an online library with customized information

based on five core business areas: General Management, Sales and Marketing, Finance and Funding, Business Planning and Personnel

- Shell LiveWIRE Young Entrepreneur Of The Year Awards - with cash prizes and the title Shell LiveWIRE Young Entrepreneur of the Year
- Discussion forum - to enable young entrepreneurs to share business experiences, including asking for or giving advice to others in the same situation
- Finance Action Planner - a financial modeling tool which helps users to develop their financial skills and produce a range of financial forecasts and reports

Shell LiveWIRE International:

Shell LiveWIRE International works to promote the spirit of enterprise in young people around the world. Each of the international programmes is tailored to meet the needs and culture of the young people and the local situation. Even the programme name is tailored because it is important that the name resonates well in the local situation. For example, in Arabic speaking countries the programme is known as Intilaaqah. The programmes are all delivered in the first language of the youth and utilize a mix of workshops, training programmes and IT tools. Currently the programmes are delivered in eleven languages. Working through local enterprise development organizations, colleges and universities, governments, other corporations and community programmes, LiveWIRE delivers practical support to those young people as they develop the skills needed to plan, launch and manage new business enterprises.

LiveWIRE schemes operate hand in hand with local and national government to facilitate delivery of economic and social inclusion programmes.

A selection of examples from the LiveWIRE Global Network

Brazil:

The founding partners for "Iniciativa Jovem" are Shell Brazil and Dialog, an economic regeneration agency specializing in the Santa Maria district of Rio de Janeiro. The programme was launched in 2001 and concentrates on working with disadvantaged young people in the Favela of Santa Maria. It has a centre where young people can congregate and receive information, training, attend workshops and also benefit from some business incubator space. A Learning Village concept, which gives access to e-learning tools and e-mentors, has also been developed and introduced. Iniciativa Jovem has received a UNESCO commendation award.

Chile:

In 1989 "Savia Nueva" - LiveWIRE Chile -, was launched in the Santiago region, and in 1991 it was extended to the Valparaiso region. Aimed at 18 to 25 year olds, Savia Nueva helps to transform ideas into viable business plans. Entrants receive advice and support from the Union of Christian Entrepreneurs and LiveWIRE staff. After three months of planning an executive committee of Shell executives and the Union of Christian Entrepreneurs award cash prizes for the best plans.

Netherlands:

The LiveWIRE Netherlands scheme began in 1996 as a partnership of Shell Nederland B.V., Syntens, (the Government Agency specializing in encouraging and supporting new businesses that use and apply technology), Radio 538 (a commercial radio station which raises

	<p>awareness of enterprise and promotes the LiveWIRE role models), BDO (an international accountancy and business consultancy company which provides specialized coaching) and the Dutch Government's Department of Economic Affairs. The programme targets 18-28 year olds and aims to raise awareness about the importance of enterprise and to help young entrepreneurs start up their own businesses by providing information, training and free counseling.</p> <p>Oman:</p> <p>The launch of Intilaaqah, - LiveWIRE Oman - in 1996, was intended to assist the Omani government towards their aim to diversify the economy away from reliance on oil and to reduce unemployment amongst young Omanis. Intilaaqah targets young unemployed Omanis and encourages them to turn to self-employment. Once they have formulated their business ideas, Intilaaqah offers a programme of training and counseling through a network of volunteer counselors. The best business plans that are submitted after the training are rewarded with trophies and cash prizes.</p> <p>Pakistan:</p> <p>The programme in Pakistan is known as "Tameer" which is the Urdu verb for "to build". Following a feasibility study in 2002 the programme was launched in Islamabad, and through its operational partnership with SMEDA and Roteract has spread throughout Pakistan. The programme material was localized by the University of Karachi and access to finance came with the SME Bank, both programme partners. Tameer is governed by an independent Board of Trustees and managed by Shell Pakistan.</p> <p>Singapore:</p> <p>LiveWIRE was launched in Singapore in 2000 in partnership with the Institute of Technical Education (ITE), the ITE Alumni Association and the Singapore Press Holdings Chinese Newspaper. The programme helps young Singaporeans by providing an outreach and business training programme with access to incubation facilities through ITE, a mentoring programme with the ITE Alumni and an annual awards celebration. The programme won a quality award from the Singapore Government in 2005.</p> <p>South Africa:</p> <p>LiveWIRE South Africa was launched in 1995. It was developed to help young people understand the importance of enterprise, start their own businesses, reward successful young entrepreneurs and improve performance of youth enterprise. LiveWIRE South Africa has four programmes to stimulate young people's interest in enterprise: Business Idea Generation Programme (workshops), Business Skills Training Programme (five day intensive programme), Business Mentorship and Business Awards (rewarding business owned by young persons between 18-30, operating for three more years).</p>
Partners	<p>LiveWIRE schemes are resourced on a country by country basis by the local Shell company together with local business partners and government agencies.</p>
Major achievements	<p>Shell LiveWIRE celebrated 25 years of development and operations in 2007. It is operating in 23 countries with four more in the planning stage.</p> <p>The Shell LiveWIRE Service has enabled inter alia:</p> <ul style="list-style-type: none"> • Over 1 million young people to explore starting their own businesses since 1982 • Over 10,000 young people in Pakistan to receive business skills

	<p>training in 2006</p> <ul style="list-style-type: none"> • Over 20,000 young people in the United Kingdom to consider starting up in business every year • Over 1,000 youths in the Niger Delta basin to receive business skills training • The creation of a LiveWIRE exclusive business network in Brunei • 529 businesses through the Shell LiveWIRE UK regional competitions over the last six years have created over 1,400 additional jobs and have a combined turnover of over £42 million • Up to 16 per cent of all enquirers each year to start a business • An average of 2-3 new jobs created by each new business start-up • 65 per cent of new start-ups to still be trading 4 years later • Over 300 export businesses to break into over 35 markets worldwide <p>Shell LiveWIRE International:</p> <p>The LiveWIRE programme continues to expand internationally in countries where there is a local Shell company doing business. To ensure long term viability, each proposed new scheme first undergoes a comprehensive feasibility study by Project North East. For a launch to take place, the scheme must have secured financial backing from the local Shell company and from one or more independent sponsors, as well as official government endorsement.</p> <p>In 2007 the Global LiveWIRE network encompassed programmes in Abu Dhabi, Argentina, Brazil, Brunei, Chile, China, Egypt, Indonesia, Iran, Ireland, Libya, the Netherlands, Mauritius, Nigeria, Oman, Pakistan, Qatar, Singapore, South Africa, Sri Lanka, Syria and the United Kingdom.</p> <p>The long-term success of LiveWIRE and the support it has received from businesses, communities and government has enabled the development of a programme framework and menu which can be adapted for countries around the world.</p>
Additional information	
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Internet links	<p>http://www.shell-livewire.com (follow links to country sites.)</p> <p>http://www.pne.org</p>

Source: Shell LiveWIRE