ReviveLab Cameroon

Phoenix Revival Association

📍 *Cameroon*

DOHA SOLUTIONS PLATFORM

FOR SOCIAL DEVELOPMENT

The Phoenix Revival Association will implement a 12-month skills-empowerment and social-inclusion programme in Cameroon's Central and Littoral Regions (July 2025–July 2026). The initiative addresses persistent youth unemployment, limited access for women and youth to artisanal trades and leadership pathways, and the social marginalisation of vulnerable young people in post-conflict, low-resource settings.

The programme combines training in eight artisanal and technical trades with mentorship and business-incubation support for 35 young participants (aged 18–35; 60% women). Its objectives are to equip youth with market-relevant skills for micro-enterprise creation or formal employment, strengthen leadership and gender equity, and build inclusive value chains linking trained youth to local markets.

From July–September 2025, the project will conduct recruitment, baseline assessments and curriculum development; from October 2025–March 2026, participants will complete weekly trade modules and practical workshops; from April–June 2026, activities will focus on business incubation, mentorship, market linkage and showcasing outputs; in July 2026, the programme will conclude with graduation, evaluation, dissemination of lessons learned and the launch of an alumni network.

Social Development areas addressed
as identified in the Copenhagen Declaration and Doha Political Declaration

Digital transformation; Education; Combatting discrimination; Africa and countries in special situations; Social inclusion; Employment and decent work

SDGs addressed

Aspects of Innovation
- Integrated skills, leadership, and entrepreneurship model
- Gender-inclusive design
- Multi-trade rotation for cross-skill agility
- Built-in "mini-incubator" for prototyping and mentorship
- Civil society–public–private partnership model

Contact point
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Specific Actions & Implementation Timeline

- Launch programme and select participants: Publicly launch the initiative, register 50 applicants, and select 35 youth (60% women) through a competitive process (July 2025).
- Conduct baseline assessment and design curricula: Carry out a baseline survey on skills, employment and income; develop detailed modular curricula across eight trades (August 2025).
- Establish partnerships for mentorship and market linkage: Formalize collaboration with five local artisan enterprises and two micro-finance institutions through MOUs (September 2025).
- Deliver trade-specific training: Provide weekly training sessions (minimum 16 hours per week) across eight trades, with each participant completing at least two modules (October 2025–March 2026).
- Strengthen leadership and civic engagement: Host two peer-leadership workshops for women and youth to build entrepreneurial mindset, gender equity and community engagement (January–March 2026).
- Run business-incubation phase: Support participants in developing prototype products or services; link them with micro-finance or placement opportunities; organize one public exhibition with a target of 300 visitors (April–June 2026).
- Conduct mid-term monitoring and evaluation: Assess competency certification (target 28 participants), micro-enterprise creation (target 9), and employment placements (target 11) (May 2026).
- Complete final evaluation and transition: Hold graduation ceremony, publish report and lessons learned, and launch the alumni network while planning the next cohort (July 2026).

Outcomes

- Education: Participants gain certified artisanal skills through training modules and workshops.
- Employment and decent work: At 28 participants attain certified skills, with approximately 11 youth gain employment and 9 launch micro-enterprises, reducing local unemployment.
- Combatting discrimination: With 60% women participants, the programme strengthens women's inclusion in trades and leadership, including 5 women peer-mentors.
- Social inclusion: Leadership activities and an alumni network foster youth civic engagement, with 35 youth organising at least three community outreach events.

Impact and scalability potential

- Key impact drivers: targeted inclusion of women and youth; multi-trade skills development; integrated entrepreneurship and market-linkage support; partnerships across civil society, local authorities and private actors.
- Key targets & indicators (2025–2026):
  - 35 participants enrolled; ≥80% certification rate.
  - ≥30% employment placement; ≥25% micro-enterprise start-ups.
  - 60% women participants, including 5 peer-mentors.
  - ≥3 community outreach and leadership activities.
  - Average participant income increases ≥50% within six months post-training.
- Scalability/transferability: The model can be replicated across additional regions in Cameroon and adapted for Francophone Africa. The modular "multi-trade + entrepreneurship" structure allows future cohorts to adjust trades to local markets. Partnership templates, curricula, and processes will be consolidated into a replication toolkit to be issued by August 2026.

Doha Solutions Platform – Annex

↗ *Submit to the [Doha Solutions Platform](#)*

✉ *Division for Inclusive Social Development (DISD): **social@un.org***

Issue areas addressed by the Copenhagen Declaration or the Doha Political Declaration
*Text in bold marks the abbreviated name otherwise used to refer to the issue area

- **Poverty eradication**
- Full **employment and decent work**
- Social integration and **social inclusion**
- **Food security** and nutrition
- Physical and mental **health**
- **Digital transformation**
- **Education**
- **Climate action**
- **Disaster reduction**
- **Gender equality** and the empowerment of women and girls
- **Combatting** racism, racial **discrimination**, xenophobia, and related intolerance
- **Basic services:** housing, water and sanitation
- Ensuring safe, orderly, and regular **migration** pathways
- **Financing sustainable development**
- **Data** for Social Development
- Rebuilding **trust in institutions**
- Accelerating development in **Africa and** in **countries in special situations**