



RESPONSIBLE CITIZENSHIP

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OUR WHY

Sierra Leone is a beautiful country with immense potential for growth. It boasts an enviable landscape, a variety of beaches, and the largest natural harbour in Africa. It is home to approximately 8.5 million people, with 39.4% of its population between the ages of 15-35 years, about 80% below 35 years, and about 3.2% being unemployed or under-employed. It is also reported that about 86% of Sierra Leone's workforce is in the informal sector.

Sierra Leone has a checkered history that resulted in slow development and a loss of some of its cultural elements, particularly among the youth. This history has led to the adoption of unsocial behaviours, that are being passed on to the next generation and worsening, such as theft, destruction of public property, chronic bribery and corruption, a sense of entitlement, poor hygiene, violence and unsafe driving. These behaviours suggest low morale, little or no dignity or respect for oneself and others, loss of identity and sense of belonging, poor mental well-being, distrust and insufficient consideration for fellow citizens.

Sierra Leone's workforce is also a cause for concern. Employers observe that majority of employees at all levels lack skills in critical thinking, etiquette, problem solving, time management, relationship management, and effective communication.



OUR APPROACH

The Elba Foundation seeks to partner with the Government of Sierra Leone, local and international organisations, individuals and communities to address some of these challenges.

Our mission is to nurture leaders to embody responsible citizenship, through learning, civic engagement, and the preservation of culture.

Our objectives are:

- Learning - to improve the competencies of Sierra Leone's workforce, entrepreneurs, job seekers, students and pupils
- Civic engagement - to increase awareness of citizens' rights and responsibilities, and encourage their active exercise
- Preservation of culture - to foster a strong sense of identity belonging by preserving and promoting Sierra Leone's rich cultural heritage and traditional practices



We work, guided by the following Values:

- LIFELONG LEARNING
- RESPONSIBLE CITIZENSHIP
- DIVERSITY, EQUALITY AND INCLUSION
- DIGNITY
- CULTURAL HERITAGE
- RESPECT

OUR WORK

Some of our short to medium-term interventions are as follows:

OUR BEAM PROGRAM

Our Beam Program is designed to nurture leaders to embody responsible citizenship.

For someone to Beam, they have to be a ray of light in their community and provide support to others. They should:

- Act professionally
- Have a collective mindset
- Have the ability to make critical decisions and solve problems
- Manage relationships
- Possess essential skills, such as Digital, Reading, Financial literacy, Attention to detail, Entrepreneurship, First Responder, and Job search

We would use training events, visual & audio content, and guided conversations to achieve this. We would work with partners to develop content, train trainers and facilitators, and ensure we are inclusive in our selection of participants.

LEARNING

Our learning programs would include:

- Development of Talent pools for essential occupations that would support the Government's employment strategy.
- Adult Literacy
- Development and delivery of productivity and life skills courses



OUR WORK



CIVIC ENGAGEMENT

- We would organise engaging conversations with diverse groups to discuss the rights and responsibilities of citizens and issues affecting development, and to gauge citizens' knowledge about Sierra Leone
- We would shine a light on Sierra Leoneans globally or post-humously
- We would develop evidence-based campaigns to disseminate information or advocate for various causes

PRESERVATION OF CULTURE

- We would curate events to celebrate our various cultures, and improve citizens' knowledge of our history and traditions
- We would conduct research on our cultures and traditions, and use the appropriate method to preserve them

In the medium to long-term, we would:

1. Build a cultural village in Lokomasama, Port Loko district, which would include a learning centre, market, accommodation, event space and exhibition centre
2. Develop a website to showcase Sierra Leone's different cultures, sell products made in Sierra Leone and by Sierra Leoneans globally, and give virtual tours
3. Establish Beam College to deliver relevant accredited courses.

OUR TRACK RECORD

Some of our pro bono work:

EMPLOYEE OF CHOICE

This course was designed in 2016 by JobSearch, the Human Resources firm within the Elba Group, and is delivered free of charge to job seekers. The modules are The Job Application Process, Business Etiquette, Business Ethics and Digital Skills.

AFRICA LITERACY PROJECT

The Africa Literacy Project pilot commenced in 2020, as a partnership among JobSearch, Platform Capital, Freetown City Council and Africell. It entailed delivering literacy courses to 250 market women, 125 youth and 125 persons with disabilities using Cell-Ed's technology through WhatsApp.

NATIONAL YOUTH EMPLOYMENT AND ENTREPRENEURSHIP FAIR (NYEEF)

In 2022 and 2023, The Elba Group supported the Government of Sierra Leone by providing pro bono services to conceptualise and organise NYEEF which brought together over 600 youth participants each year to meet employers, network and learn over multiple days.

BREAKFAST FOR WOMEN IN BUSINESS

In 2023, Elba invited 100 women in business to a breakfast meeting to discuss harnessing collaboration for business growth.

DIGITAL HER CONFERENCE

In 2024, Elba's Digital Her Conference brought over 300 participants online to hear about the government's digital agenda and how it can improve the business environment, and to learn about digital tools for employment and entrepreneurship.





HOW CAN YOU SUPPORT?

MAKE A FINANCIAL DONATION

A financial contribution would allow us to pay for some of the resources required to get our work done. Please let us know if you would like to discuss our budget.

DONATE A SERVICE

We are in need of web development, architecture, advisory, content development, facilitation, (grant) proposal writing, communication, graphic design and program management services.

PURCHASE A PRODUCT OR SERVICE FROM ELBA OR JOBSEARCH

We provide human resources services, deliver training courses to entrepreneurs and employees, sell gift baskets with locally made products and provide business support services to entrepreneurs. A portion of our profits each year will be allocated to The Elba Foundation. You can support our work by purchasing a product or service.



WHY US?

SHARED VALUES

If you believe in responsible citizenship, lifelong learning and in respecting and including others regardless of our differences, then you would love working with us.

HONESTY

We are honest and transparent, and will keep you updated on our progress, including any challenges we may be facing.

OUR CREATIVITY

We don't believe in doing things in the same way as everybody else. We are innovative in our approach, and provide our audiences and beneficiaries with unique experiences.

COLLECTIVE ACTION

We believe in working with the beneficiaries, and individuals and organisations with shared interests, from inception to completion. We collect relevant data and form partnerships to deliver effective solutions.

A circular inset image showing a woman in traditional attire, including a headwrap and a patterned shawl, writing on a document with a pen. The background is a light-colored wall with some papers pinned to it.

CONTACT US

We would love to hear from you. Please contact us using any of the details provided below.

Phone

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