Palestinian Working Woman Society for Development

PROJECT PROGRESS REPORT

PROJECT REPORT DETAILS

PROJECT TIMEFRAME	PROJECT NAME	
October 2022-March 2023 (40 Hours)	**"Vocational Culinary program for Chefs' Development: Economic Opportunities for Palestinian youth"**	

INTRODUCTION

This project took place within PWWSD Economic Empowerment Program, with the aim of helping Palestinians women, and in particular youths (females and males) to find job opportunities. Aspiring chefs are encounter various challenges in building their competencies in order to enter the jobs market, as training facilities in Palestine and courses that teach different cooking techniques are hard to find at reasonable prices. Thus, PWWSD created the Vocational Culinary Program for chefs to bridge this gap. The project aimed at providing Palestinian youth with a passion for cooking with the culinary skills and capacities that would enable them to share their talents with their communities and to advance their careers.

Youth (females and male) with reduced means were selected to participate in the project, with the aim to expand women's presence in the professional culinary industry through providing mentoring opportunities as this project will also help end gender inequalities by allowing women to get a stronger foothold into the industry and access higher-ranking positions which would allow them to create working conditions more favorable to working women.

Overall, the project's culinary training workshops, in conjunction with its marketing training sessions that teach participants how better market themselves and their culinary projects, is so far quite promising; as stemmed from the feedback and assessment made by the participants. This report will go over the project objectives, activities, challenges, and achievements, the analysis of which will allow PWWSD to improve the next stage of the project.

SUMMARY OF ACHIEVEMENTS

The **Overall Objective** of the project is the following: **"Advancing Palestinian youth economic opportunities through capacity building and practical job experience."**

The **Specific Objective** of the project is the following: **"Introducing Palestinian youth (females and males) to international cuisine preparation in order to increase their economic opportunities and empowerment."**

Achievements per result indicator:

Goal: The main goal for this training course was to train the beneficiaries on Italian and oriental food to aid them in developing new products for their businesses.

- **Result (Output)**: The capacities and skills of Palestinian youth (females and males) interested in the hospitality industry have been strengthened, increasing their economic and employment opportunities.

Activities:

1.1. A total of 18 trainees were selected based on potential to advance their career and past experience/education.
1.2. Conduction of a 20-hours Italian cuisine workshop for 18 youth (17 females, 1 male)
1.3. Conduction of a 20-hours Oriental cuisine workshop for 18 youth (17 females, 1 male)
1.4. 8-hours culinary master class by guest chef on international cuisine for 18 youth (17 females and 1 male).
1.5. 20-hours training on marketing principles and mix with focus on food products for the 18 trainees.
1.6. International Cuisine Contest: trainees competed with their best dishes in a 1-day contest where the winner received a prize.
1.7. Media and social media coverage for visibility and awareness on the Culinary School Program and the importance of youth economic empowerment and employment opportunities.

General information:

1. Name of the Trainer Chef: Chef Fidaa Abuhamdiya
   Project: Training of Chefs: Italian and Oriental food
2. Business Background
   All participants are working in food production, the participants work in: small own business, restaurants and housewives.
   They come from Ramallah and Nablus areas.

Date and Period of Training:

Jan - March 2023			
No.	**Date**	**Period (Hours)**	**Activity**
1	21/01/2023	5 hours	Theoretical and Practical training of Italian food, food based on carbs what in Italian call (Primi Piatti: first plates) they are basics. Pasta plane With the main sauces in the Italian kitchen Risotto-Rice Kinds of rice

			Main types and classic risotto in the Italian kitchen
2	28/01/2023	5 hours	Practical training of Italian (secondi piatti: second plates) meat: different types of meet; minced meat, fillet, steak side dishes: potatoes Sweets: Panna cotta
3	04/02/2023	5 hours	Practical training of plates based on fish (secondi piatti: second plates) Participants prepared an italian dished with fish, simple and delicious, the learned a new technique of cleaning small fish sardin, and cook the big fish. Sweets: Italian crostata a typical italian sweet.
4	05/02/2023		Beneficiaries trained how to make Italian salad and dressings: Beneficiaries achieve the technical way for preparing custard; mixing stirring cold and hot ingredients Grilled vegetables Raw vegetable salads Dressings: Red pesto, and green pesto Sweets: fresh tart with fruits and custard Theoretical practice about food safety and food proportions.
5	11/02/2023	5 hours	Beneficiaries learned How to prepare bruschette (Italian open sandwiched), also the combinations of the ingredients and make sandwiches The classical Italian sandwiches like caprese which is mozzarella cheese, tomato and basil. Italian simple sweet: Panna (fresh cream) and strawberry
6	18/02/2023	5 hours	Beneficiaries started oriental food Palestinian bread topped with meat 2 different types with tahini and with tomato. Palestinian moajanat with zaatar and cheese and different tastes.

			They learned about fermentation and the connection between time and the quantity of yeast, they felt the dough and see how can we change the structure of the dough due to the type of fat that we use. cake with Palestinian ingredients: orange cake with turmeric and ginger.
7	25/02/2023	5 hours	Beneficiaries used Palestinian ingredients to prepare meat and chicken. The workshop was mix between different cultures food. kufta with aubergine Beneficiaries prepared different kinds of salads can also use them in the restaurants and for their own businesses. How to make dressings for oriental dishes. also prepared fried sambusek. chicken with zaatar and ends with a very traditional sweets Ghrayeb
8	04/03/2022	5 hours	Beneficiaries cooked a traditional Palestinian food from Gaza Summagiya and Rummania. sweets was a traditional Dahdah from Hebron
9	11/03/2023	5 hours	the workshop ends with kaak and mamoul for Eid and prepared Sayyadieh, to see how can we use fish in oriental dishes also a traditional Palestinian food.
Total hours		**40 hours**	

Place of training: PWWSD Restaurant (Al-Zwada) in Ramallah

Methodology of training: Theoretical and Practical

Pre and post assessment of the trainees

Skill / Capacity	Skills Definition	Scale Level Pre-Training	Scale Level Post-Training
Technical skills	Technical skills of cutting and mixing	1	4
Quality control and management	Including production plans, quality evaluation tests	1	4
Food Safety and Hygiene	Safety and hygienic conditions understanding during processing	2	4

From October 2022, PWWSD started selecting the participants according to a set of criteria included in the published TOR, then a project coordinator was appointed to manage the activities of the project and that to ensure the delivery of quality outputs. The project coordinator has experience in the vocational culinary business overseeing the work at PWWSD's income-generating project where the cooking course also took place, the Zewadeh restaurant at PWWSD office in Ramallah. Then PWWSD team developed a Terms of Reference (ToR) to select the most adequate Trainer of Chefs to deliver the planned trainings. An advertisement on www.jobs.ps was posted and PWWSD received several CVs. PWWSD invited short listed candidates for interviews, and a Trainer of Chefs was selected by PWWSD selection committee based on the criteria set in the ToR. The selected chef (Fidaa Abu-Hamdya) had extensive culinary training both in Palestine and Europe (Italy) as well as experience in teaching and training in other academic and private organizations.

In January 2023, PWWSD started the training for the potential chefs and by March 2023, the training was accomplished.

According to the progress report presented by the chef trainer, 20 hours of intensive hands-on Italian cuisine and another 20 hours on Oriental cuisine had been completed.


The classes were reported to more than meet expectations; recipes were done from scratch using different cooking techniques.


In addition, the participants also received a training on marketing and budgeting concepts from a specialist in marketing, with focus on marketing their products.

The feedback from the participants revealed enthusiasm and showed the benefits, a participant was quoted as saying: "*I learnt how to make Pasta at home, and how to use the raw materials for various purposes, in addition to stick to accurate amounts of the ingredients and how to present the final product in the best package*".

Another participant (she has kitchen as a small project at home) commented*" I learnt how to make new dishes within the Italian cuisine, and how to use the same ingredients for multi purposes, and I encourage PWWSD to continue in implementing similar projects".*

Another feedback from a participant" *I found out the mistakes I used to make and the easy solutions for it, I learnt how to make new quick dishes, and the importance of adding the accurate amounts of the ingredients*".

I addition, a participant was quoted saying as: *I learnt to manage the time in preparing dishes, learnt new dishes in the Italian cuisine, and new tastes to dishes I used to prepare*".

A total of 20 hours of the programme were dedicated to business/marketing strategies taught by PWWSD's in-house marketing specialist. Modules taught included the basics of advertising spots, digital and traditional marketing, marketing mix, positioning and differentiation, and on how to manage small projects and market their own projects/specialty dishes. The in-house marketing specialist spoke on how participants were excited to gain some valuable marketing knowledge, largely for the first time, and their reflections indicated how valuable they found its inclusion in the course.

PROJECT PHASE 1 OVERVIEW

TASK	% DONE	DURATION	NOTES
Selection and induction of trainees	**100%**		
Italian cuisine workshop	**100%**	**20 hours**	
Oriental cuisine workshop	**100%**	**20 hours**	
Culinary masterclass (1 session)	**100%**		

Business management and marketing training (20 hours)	**100%**	**20 hours**	
Contest and announcement of winner	**100%**		
Traditional and social media coverage	**Ongoing**		

BUDGET OVERVIEW

CATEGORY	SPENT	% OF TOTAL	ACCOMPLISHED/ON TRACK	NOTES
Personnel Costs: Financial Manager and Coordinator	**For Financial Manager: $375x6mo=$2250** **For coordinator: $600x6mo=$3600**	**$5850, ~23% of total grant**	**Yes**	
Italian and Sweet cuisine workshop (Trainer fee)	**Trainer fees: $80x20hr=$1600**		**Yes**	
Oriental cuisine workshop (Trainer Fee)	**Trainer fees: $100x20hr=$2000**		**Yes**	
Workshop supplies, materials, ingredients	**$600x3 sessions=$1800**		**Yes**	**This included equipment such as double boilers, fresh vegetables, meat and herbs.**
Trainees' uniforms for workshops	**$20x18 uniforms=$360**		**Yes**	
Culinary Masterclass (Guest chef)	**$1,100**		**Yes**	
Business management and marketing, trainer fees	**$75x20hr=$1500**		**Yes**	**PWWSD in-house expert marketing specialist**
Business training materials	**$80x3sessions=$240**			**Office supplies (pens, notepads, etc.)**
Refreshments	**$100x3sessions=$300**			**Coffee, tea, light snacks when students were not making their own food such as in the business class**
Contest facilitator fees	**$100x1 contest=$100**			
Contest ingredients, materials and supplies	**$600x1 competition=$600**			**Fresh ingredients, kitchen supplies**
Contest outreach (radio spots, social media ads)	**$500x1=$500**			**Both for gaining publicity for the programme itself and boosting the winner's profile for future employers and partners**
Contest prize (Small kitchen equipment and tools)	**$600x1=$600**			**Kitchen kit**
Culinary School Program visibility and outreach for youth economic empowerment awareness				**Including the cold-calls to reach more people with societal significance of these initiatives**
Transportation	**Trainees' transportation (training**			**Trainees' transportation to classes and volunteer hour**

	sessions and contest)- pool: $2520 **Trainees' transportation internship $100x18 =$1800** **PWWSD transportation for project implementation 20$x6 =$120** **Transportation subtotal: $4440**			**locations, PWWSD project implementation transportation (buying supplies, etc.)**
Zewadeh restaurant utilities	**Pool=$2050**			**Including for workshops, training and competition**
Laptop	**$1000x1laptop=$1000**			**Project records keeping**
Office rent utilities	**$100x6mo=$600** **$60x6mo=$360** **Overhead subtotals=$4010**			

TOTAL SPENT **$25000**

Main Findings (As reported by the Trainer):

- The beneficiaries discovered new recipes in Italian and Oriental food.
- Learned Techniques for preparing sweets.
- The beneficiaries learned how to prepare a delicious food without exaggerate with spices, all food was with natural ingredients.
- Some of the beneficiaries added more knowledge about food to use it at home for family.

Recommendations (By the Trainer):

- I recommend them to prepare the recipes and make small portions and sell them in a nice package.
- Some have wide knowledge and good basic skills to produce cake and mamoul, but they have to work on practical marketing.
- I recommend to make an open day to present what they achieve in a good package.

Main improvement and success (As assessed by the Trainer):

- The Beneficiaries became more confident in using the kitchen equipment and the techniques of preparing foodstuffs.
- The trainees increased knowledge in ingredients and raw materials.
- Increased know-how on recycling and using remaining foodstuff to make new products.