



KENYA

Opportunities for **Youth in Africa**

Accelerating job creation and entrepreneurship in agriculture and agribusiness in Kenya

Developed jointly by the United Nations Industrial Development Organization (UNIDO) and the Food and Agriculture Organization of the United Nations (FAO), in collaboration with the African Union Commission (AUC), the Opportunities for Youth in Africa (OYA) programme answers to a dedicated call for accelerating efforts in the area of job creation for African youth, especially through agribusiness and entrepreneurship development.

The multi-level approach (continental, sub-regional, national) reflects the need for a concerted effort between public institutions and the private sector on capacity development, access to resources, improved coordination and linkages, and knowledge generation and dissemination.

OYA works towards removing access barriers for young entrepreneurs by developing activities at the micro, meso and macro levels through OYA's areas of intervention:



Capacity Building

Increasing employment opportunities through skills development



Incubation services

Developing successful and innovative business models & products



Market access

Creating B2B opportunities to eliminate market access barriers



Access to Finance

Increasing financial literacy and networking with investors and business angels



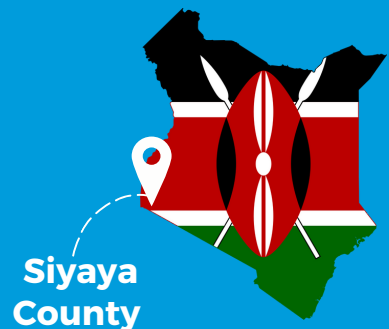
Inclusive value chains

Encouraging PPP in value chains with high job creation potential for youth



Policy support

Fostering competitiveness through enhanced youth policies and strategies



Siyaya County

Duration

2020-2024

Value Chains



Groundnuts



Fishing

KEY TARGETS

- 3'000 youth engaged
- At least 100 MSMEs created
- 5 financial institutions supported
- 6 policy dialogues
- 50% young women beneficiaries

Ministries of Agriculture, Livestock and Fisheries; of ICT Innovation and Youth Affairs; Government parastatals; Meso-level institutions; Private sector



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Country Action Plan

An OYA baseline study revealed that, in the field of agriculture and agribusiness, issues that have contributed to youth not finding employment include inadequate access to land as in most cases land is still owned and controlled by parents, inadequate access to credit and appropriate technologies, poor non-inclusive markets, inadequate skills to participate in lucrative nodes of the agricultural value chains, and non-inclusive policies that deter interest.

Main challenges

- Limited access to markets
- Limited productivity and value addition
- Limited access to training, information, technologies
- Most young people find agriculture unattractive
- Limited access to climate smart innovation
- Limited access to adapted financial services
- Limited access to land

Main opportunities

- Available ICT infrastructures
- Strong research institutions in climate smart agriculture
- Increasing demand for food & market opportunities
- Youthful, educated population
- High potential for agro-processing & value addition
- Natural resources diversity
- Enabling policy environment for youth development

In Kenya, OYA aims to strengthen awareness on alternative forms of opportunities in agriculture such as marketing, value addition and service provision with the use of technology; with a view to entice youths to join and avoid over-reliance on land-based production. More capacity building and empowerment of youth organizations also go a long way in assisting the youth to participate in economic and political issues that affect youth employment.

The OYA programme in Kenya, will serve as an overarching framework for coordinating and streamlining youth in agribusiness interventions.

The county of Siaya has been selected for the pilot phase of the programme and other counties will be added as the programme expands.

Why Siaya county?

Siaya selection was based on pre-assessments that demonstrated:

- 1 million Kenyans live in Siaya
- 61% are under the age of 25
- Ca. 72 % reside in the rural area
- Unemployment rates are reaching 53 %
- Agriculture and livestock offer about 61% of all employment opportunities
- 2059 Km² of land are arable, in majority used for peasantry agriculture
- The average farm size is 0.8 - 2 ha with limited mechanization



In September 2021, the OYA programme was included in the self starter Programme for Country Partnership (PCP) that was jointly signed by UNIDO and Kenya's government.

Outcome 1. Employability (on- and off-farm) and self-employment capabilities of youths in agriculture and agribusiness are enhanced

Outcome 2. Existing and emerging youth-led agribusinesses and SMEs in agriculture have increased access to finance and are better integrated into local, regional and international markets

Outcome 3. Agricultural value chains and agri-food systems that create decent employment and self-employment opportunities for youths are strengthened

Outcome 4. Policy, institutional and programmatic frameworks are strengthened at national, sub-regional and continental levels to support decent youth employment creation and entrepreneurship development

Development Objective: Increased decent employment and self-employment opportunities in agriculture (on- and off-farm) and agribusiness for young women and men in rural, peri-urban, and urban areas.



Gender Mainstreaming

Gender equality and women empowerment have a significant positive impact on sustained economic growth and sustainable industrial development, which are drivers of poverty reduction and social integration. As such, OYA ensures that women, who play a significant role in agricultural production in Kenya, benefit equally as men from investments in agriculture. Gender is factored in the selection of beneficiaries and some social dynamics, such as land ownership, are viewed through a gender lens.

Women account for:



75%
of our partner institutions' leaders

50%
of the engaged young agripreneurs



Innovation & Digitalization

Digitalization also impacts agriculture and agribusiness, through smart agriculture, which increases productivity and resource efficiency at all levels of the value chains, from farming to transformation, marketing and export.

Therefore, OYA promotes innovation and digitalization by strengthening young entrepreneurs' capacity to use innovative solutions and digital tools.

Environmental sustainability

OYA encourages new approaches to sustainable consumption and production to ensure sustainable use and management of natural resources along agricultural value chains. Moreover, the promotion of green jobs and the introduction of circular economy practices (circularity) are mainstreamed in the value chain support.

OYA empowers smallholder farmers to shift towards a more reliable, profitable and sustainable sources of protein for livestock production using the black soldier fly larvae. It provides an opportunity to reduce food waste and strengthen circular economy. Expanding local production of feed inputs also reduces importation, with attendant positive impacts in terms of transport-related greenhouse gas emissions.

Strong partnerships with

- 2** Ministries
- 2** Existing initiatives
- 4** Meso-level organizations

Public-Private Partnerships for Sustainability

Strongly anchored in an integrated public private partnership approach, OYA responds to the need for a concerted effort between public institutions and the private sector on capacity development, inclusive access to economic opportunities and resources, improved coordination and linkages, and knowledge generation and dissemination.

+3,000

youth to be engaged in OYA platform

+500

youth engaged

700

podcast listeners
- episodes with entrepreneurs based in Kenya

2

meso-level institutions supported



Capacity Building

247 young agripreneurs from selected value chains in Ghana and Kenya were included in the expanded pilot of FAO's **Massive Open Online Course (MOOC) on agripreneurship for Africa**. This pilot tested the MOOC's impact on agripreneurial self-efficacy, agripreneurial planning, agripreneurial action, and business practices. With a focus on peer-to-peer learning and exchange between the trainees from different countries, the training also adopted an active learning approach where the trainers acted as facilitators to the exchange between the trainees.

OYA interactive seminar on "Agri-Preneurship: Key challenges, opportunities and concrete solutions for the youth" gathered 79 participants (65% women) from eight countries to facilitate an effective promotion of entrepreneurial capacity building and knowledge sharing. The seminar highlighted the need to encourage and support young women and men from rural and urban areas across the African continent in agriculture and agribusiness, emphasizing the importance of their contribution.

Collaborating with OYA, we were able to give [young agripreneurs] skills to run their organization. It was important at an individual level but even at a national level as [beneficiaries] were able to create jobs, hence impacting even more young people around us.



Dorcas Owinoh
Director of Programme,
LakeHub



Incubation Services

OYA IDEA App connected 28 young Kenyan entrepreneurs (33% women) with mentors from all over the world to accelerate the growth of new entrepreneurial communities whilst facilitating access to financing by organizing Venture Capitalist pitch sessions. The incubated agribusinesses are expected to generate more than 200 jobs within two years.

To ensure sustainability, members of two local incubation centers in Zambia were trained and became incubation managers of IDEA App in the country.

OYA IDEA App has been life changing, the platform brings holistic and well detailed business processes for our entrepreneurs [...] It made my work as an incubation manager smooth.



Calvin Jodisi
ASENTI Africa Incubation Center



Market Access

OYA Executive e-marketing course equipped 20 young entrepreneurs (75% women) from Ghana, Kenya and Zambia with tools and analytical techniques that helped them strengthen and expand their businesses. The beneficiaries improved the visibility of their business on social networks and deepened their knowledge of the digital environment, hence facilitating the reach of customers and dramatically increasing sales.

The training also included the training of trainers for 2 Kenyan institutions (Asenti and Lakehub), so it can be duplicated and reach more beneficiaries.



OYA Business Club for Young Entrepreneurs offers opportunities to 56 young entrepreneurs to deepen their networks and access new markets / business opportunities, while benefitting from a range of capacity-building events. Connected to more than 6,000 decision-makers from Africa and worldwide, beneficiaries have access to a unique market place to promote their products and services.



Access to Finance

OYA offers **acceleration opportunities** for youth-led agribusinesses. Every incubation training ends with pitching sessions during which agripreneurs put in practice the knowledge they acquired and present their startups to potential investors and / or mentors.

I learnt that my campaign story needs to be relevant, short, interesting and relatable to my audience...I learnt that, to gain success, I need a great story, feasible amount and tangible deadlines, not too short or too long during my campaigns.



Jael Awuor
Uwezo Fish Farm

OYA Crowdfunding programme equipped 50 young entrepreneurs (44% women) with the best tools to develop powerful marketing campaigns and create impact videos. They will have higher chances in bridging the investment gap.



94 beneficiaries (48 % women) of the **Financial inclusion and digital literacy workshops** organized in Kenya learnt how to use digital marketing tools and technologies to expand their profitability. Financial service providers also presented them with the range of financial products while enhancing their offer based on participants' feedbacks and concerns.



OYA is developing **training and investor readiness sessions** that will equip entrepreneurs with the knowledge and skills to access financing. Throughout the programme, beneficiaries will get familiar with accounting softwares, pitch decks and financial models. OYA will identify potential investors for each startup accelerator and organize a pitching event as well as one on one investor readiness sessions to effectively raise funds.

Local meso-level institutions will also be trained to ensure the replicability and viability of the activity.



Developing Inclusive Value Chains

In collaboration with UNIDO's EU funded programme "Competitiveness and trade for selected value chains (MarkUp)", which aims to contribute to increasing the value of both extra and intra-regional agricultural exports in selected horticulture sub sectors, OYA selected **2 priority value chains** that carry a high potential for development in the Siaya county:

- Fishing is the most significant agricultural activity in Siaya
- Groundnut high demand offers an opportunity to engage the youth in this untapped value chain.



OYA **youth in agribusiness platform** will enable youth-to-youth and business-to-business linkages to strengthen the agribusiness ecosystem for young entrepreneurs. 152 groups have already been profiled and more than 3,000 youth will be included by the end of the year. Such platforms facilitate networking, sharing of best practices and experiences, but also engagement in policy-making process.



Policy Support

The **ICA (Integrated Country Approach) programme** is geared towards sustainable policy change and places emphasis on strengthening the capacities of national institutions responsible for agriculture and labour to promote decent rural employment, including through private-public partnerships and multi-stakeholder mechanisms. The approach aims in particular at enhancing the employment content of national strategies, policies and programmes for agricultural and rural development in order to optimize the contribution of the sector to improve the quantity as well as the quality of rural jobs.

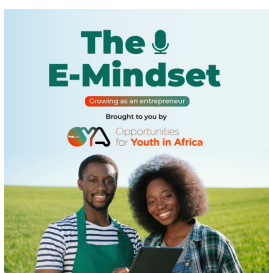


OYA was endorsed by the highest governmental level as it was explicitly cited in **UNIDO's Partnership Country Programme (PCP)** document which was signed by Kenya's President in 2021.

OYA regional project document was also **signed by Kenya's Ministry of Agriculture Cabinet Secretary** as a commitment to co-implementing the programme. Government counterparts participated in the national workshop where the Country Action Plan (CAP) of Kenya was presented and endorsed.



Outreach activities



OYA Entrepreneurial Mindset Podcast celebrates successful young African entrepreneurs and their journeys that will inspire other young African entrepreneurs who will identify with shared experiences. Nine episodes have been recorded, of which seven have already been published and reached +1,300 listeners. Two episodes feature guests based in Kenya: Dorcas Owinoh from Lakehub and Mélanie Keita from Melanin Kapital.

The OYA programme also raises awareness about the importance of youth employment and entrepreneurship promotion, as well as about its successful initiatives in multiple **global and regional fora**.

- The **2021 African Summit on Entrepreneurship and Innovation**, organized by ASENTI Kenya, was attended by 300 youth from across Africa (among which 65 % of women).
- Two speakers from the **2022 Women Leadership Forum** in Austria were OYA partners based in Kenya.
- Other conferences, workshops or masterclasses powered by OYA included participants from Kenya.



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