

Youth Thematic Working Group Meeting
October 30th, 2018
15:00 CET (1 h)

Summary of discussion

Participants:

Emanuela Benini (Italian Agency for Development Cooperation), Meredith McCormack USAID), Edson Mpyisi (AfDB), Keron Bascombe (Tech4Agri)

For the Platform secretariat: Jedi Bukachi, Oliver Hanschke

Minutes: Oliver Hanschke

Agenda:

1. Welcome and round of introduction
2. Youth Workspace on GDPRD website
3. Outreach strategy for engaging the youth networks (Sharing of ideas)
4. Follow-up report, shared by Emanuela Benini and Edson Mpyisi on 12/10
5. AOB

1. Welcome and outlook

After the Board's decision to establish a workstream on Rural Youth, the call was intended to develop consensus on the next steps and looking at the different roles in this process. After a brief welcome and introduction round, Jedi Bukachi introduced Oliver Hanschke as the new workstream coordinator on part of the Secretariat.

2. Youth Workspace on the Global Donor Platform's website

The new workspace will be window to the workstream's activities and products on the Global Donor Platform's website. The new workstream will be hosted on the Global Donor platform's website, alongside the other workstreams that are already operating. The workstream will generally follow the example of other workstreams, e.g.

- Two-step introduction/overview: brief overview and a full introduction page with background information and further links, including further information on 'Membership and Governance', 'Mission statement', Work Plan, Meetings and Contacts
- Events/Conferences
- Publications: this section will hold the Compendium on "Donor Engagement with Rural Youth", that has been released prior to AGA 2108. Relevant publications of donors will be added.

Target audiences: The definition of target audiences requires further attention by the group. The new workspace should not be 'capsuled' and reflect only the workstream's views and activities, but

instead clearly resonate with the particular set-up with 50% donor and 50% youth representation. As a result, it will not be sufficient to address only other donors or agripreneurs but also include youth organisations from both within and beyond the Platform's wider environment.

Responsibilities: The Secretariat is administrator of the new workspace. Oliver Hanschke, as rural youth workstream coordinator on part of the Secretariat, will migrate already existing data from AGA 2018 to the new structure and indicate where content is missing.

Discussion:

Emanuela Benini emphasized that the workspace should be easy (intuitively) to use. The wording and tonality should not be too technical and too overwhelming. Putting the right key words rather than too much text is also be considered favourable for search machine optimization (SMO). Edson Mpyisi pointed out that new categories may be added later when it turns out that the target audiences have demands that are not yet met. As linking up with other youth initiatives is integral to the workstream, the workspace should also offer a possibility for other youth organisations to liaise and have some sort of link/profile on the Global Donor platform website. Details should be clarified at a later stage

Action points:

- The Secretariat begins to set up the basic structure over the next months and commissions a graphic designer to develop an icon for the workstream
- EdsonMpyisi and the other participants send relevant publications to Oliver Hanschke/Secretariat to be included in publications section. They will also send links and information on ongoing donor programmes with respect to youth, so that they can also be added to the website.

3. Outreach strategy for engaging youth networks (Sharing of ideas)

Meredith McCormack proposed to send out the concept note to all Board members; unless an organisation expresses the interest to participate in the workstream, the workstream should start working based on the current set-up.

Emanuela Benini reported that ILO wanted to be put in contact once the workstream is in place. She will send an e-mail with information on the current status of development to ILO and 'cc' the Secretariat. Emanuela will also contact relevant Rome-based organisations, who may be interested in joining the workstream, and make them aware that the workstream will be set up.

Oliver Hanschke (Secretariat) reported about the Secretariat's informal encounter with representatives of different youth organisations at the Committee for Food Security (CFS 45) in Rome in October 2018. On the occasion of side event devoted to empowering rural youth, contacts were made with representatives of 4-H from various countries, who expressed interest in learning more and possibly getting engaged with the Platform later. After CFS 45, the Secretariat received a number of requests by youth organisations which showed interest to actively participate in the new workstream.

It was agreed, that new participants/groups will not be actively contacted and invited in the initializing phase but only when the workstream can present concrete ideas and activities to work on.

Having one or two attractive activities, e.g. the organisation of a side event or the work on knowledge products, will make it easier for others to liaise with the workstream. The workstream will gain more formation and stronger exposure when more groups are actively involved and when they contribute.

There was consensus that criteria for participation will have to be defined.

Action points:

- The Secretariat approaches the individuals or groups that have already been active in AGA 2018 and inform them about the new workstream.
- Emanuela Benini responds to ILO and gives an update on the current status of the workstream.

4. Follow-up report

Work plan:

It was agreed that a work plan in form of a simple road map should be formulated. Workplans of other Global Donor Platform workstreams will be consulted for inspiration. For the Secretariat, Oliver Hanschke will provide samples of work plans. Edson Mpyisi offered to draw up a first draft of a work plan to be shared with the workstream. This work plan will take into account the first six to 12 months and focus on up to three key activities.

As Edson Mpyisi pointed out, on longer term the workstream must be correlated with the Platform's Strategic Plan 2016-2020 and contain outputs, activities to achieve output as well as responsibilities.

First topics/activities:

It was suggested to identify first ideas for activities on basis of the compendium "Donor Engagement with Rural Youth", which lists key objectives of further engagement. The following themes and questions appeared to the participants as very promising for further investigation by the workstream:

- "Making agriculture more attractive for youth."
- "How can funds be strategically used to support rural development and empowerment of rural youth?"
- "How can collaboration between public and private sectors better support rural youth?"

Planning around such initial activities would allow to understand and agree on how the workstream is going to operate and communicate.

Several participants - Keron Bacombe, Emanuela Benini and Edson Mpyisi – emphasized that the opinion of the youth will be essential. There is no "one fits all program", but the voice of the youth is important to address the issues that are most relevant to them (Emanuela Benini).

Action points:

- Oliver Hanschke/Secretariat will provide sample of work plans from other Global Donor Platform workstreams.
- Edson Mpyisi draft a work plan (3-6 pages) based on 2-3 initial activities of the workstream.

5. Any other business

Secretariat:

The Global Donor Platform's work on the rural youth was featured in the *Impakter*, a cutting-edge e-magazine dedicated to delivering high-quality articles and interviews that relate current global events with sustainable development practices (<https://impakter.com/tag/global-donor-platform-for-rural-development/>). The *impakter* is closely cooperating with the GFAR secretariat.

Emanuela Benini:

Emanuela Benini reported that she considered to participate at the ILO Youth Platform in Dakar, Senegal on 13-15 November 2015 on invitation by ILO.

Action points:

- Oliver Hanschke/Secretariat will provide a list of all youth representatives that have approached the Secretariat with regard to the new workstream.