





Annual General Assembly

'Young and Ready to Move - empowering the new generation in the rural space'

Day 1 and High Level Forum – Report from proceedings

Wednesday and Thursday, 13 – 14 June 2018

'Young and Ready to Move - empowering the new generation in the rural space'

Welcome Panel 09:20-09:50

Moderation:
Mr. Patrick Herlant (EU),
Platform Co-Chair
Mr. Shantanu Mathur
(IFAD), Platform Co-Chair

Guests:

Mr. Stefan Schmitz (BMZ), Deputy Director-General Mr. Edson Mpyisi (AfDB) **Shantanu Mathur** welcomed the AGA participants emphasizing that youth empowerment is high on the agenda. However, he believes, the international community is not dealing with the topic in a cross-sectoral and systematic way. He recommended donors to develop new institutional policies and approaches to directly address youth empowerment, decent employment and vocational training and education.

Stefan Schmitz highlighted that youth as a development topic appeared only a few years ago. Germany put emphasis on rural youth during its G20 presidency in 2017 by launching the Initiative on Rural Youth Employment and developing the Berlin Charter, a joint call for action by science, the private sector and civil society. However, he noted, we continue to face challenges in the rural space with climate change, food insecurity, market access, and migration to urban centres, amongst other issues. At the same time, there are reasons for optimism as the critical issues for youth are being picked up by policy makers, e.g. EU Africa Summit addressed youth empowerment as one of the priorities and the power of young people to innovate and make ambitious contributions. All international organizations here have initiated youth programs, for example, AfDB, IFAD, World Bank and many bilateral agencies. It is very timely to make use of this AGA to discuss pressing issues and learn from each other to keep youth empowerment very high on the development policy and programming agenda.

Edison Mpyisi noted that youth is a priority for the continent since 50% of Africans are under 25 years old, the median age being 18.3. Especially, rural youth is very important, and AfDB appreciates that the Platform had chosen this topic for this year's AGA. He called upon organizations to have youth at the centre of their programmes. The AfDB, for example, works with the ILO to make sure that all AfDB staff is trained to mainstream youth aspects operationally into all of its programmes. Donors and international organizations need to reduce transactions costs in developing these programmes; they must learn and borrow programs from each other, to implement them more quickly. It is also important to involve youth in the development of the programmes. The AfDB is happy to have facilitated youth participation in this AGA. They are keen to learn from each other and to partner with the international community. This is why the Platform network is so important to the AfDB.

Parick Herlant closed the welcoming urging participants to refer to the compendium on Donor Engagement with Rural Youth compiled for the AGA to see what various Platform members are doing. There are many different approaches to youth employment and empowerment. We need massive investments to create the number of jobs needed. Achieving this will depend on many conditions, especially national youth empowerment agendas, international support and coordinated effort.

Keynote speeches

Young Generation of Agriculturalists – Key Priorities from Different Perspectives 09:50 – 10:45

Keynotes by:

PAKISAMA,

a young farmer:

Ms. Nono Sekhoto from
GrowthShoot,

a member of a farmer organisation:

Mr. Lanz Espacio from

a young agripreneur:

Ms. June Syowia from
FarmAction.

Nono Sekhoto has a university background in finance and never imagined returning to the family farm. The farm was facing challenges, such as access to finance and the market, and she decided to support the farm with her expertise. Through the farmers' association, she realized that there are many youths in farming. They needed to organize to have a voice, so she founded a youth branch of the farmers' association.

Nono Sekhoto emphasised the there is no "one size fits all." Farmers may require similar support but not always in the same manner. Emerging farmers need to be fit into a holistic ecosystem, which can only be built by collaborative stakeholder support. Support should be tailored to their role: support for an entrepreneur is different from support for a farm worker. For youth, she recommended enabling success - in the eyes of any youngster, nothing is more attractive than being successful.

Lanz Espacio was still in university when he learned of the policy dialogue of the farmers' movement. After university, he joined PAKISAMA, a national confederation of family farmers to empower small-scale farmers. They are active in lobbying for policies for land reform, access to assets and education. Access to the value chains is difficult, because they are dominated by big players. By joining together, farmers have more advantage. Farmers still need support, training and access to information. Youth can contribute with their specific skill set to further the work and needs of rural communities and farmers.

June Syowia, as an economist, she sees the biggest challenge in scaling up. Agripreneurs need financial sustainability models and donors should replicate successful models to other locations. She emphasised that donors should not just give money, but also skills and continual guidance, especially on financial sustainability. There is no lack of innovation as youth have many creative ideas it is rather the maintenance and scaling up of innovations where support is necessary – innovations as a catalyst for productivity and livelihoods. Youth can be introduced to agriculture and food systems already in school, so that agriculture is seen as a possible employment opportunity.

Overview of donor engagement with rural youth

Compendium on Donor Engagement with Rural Youth – Key Findings

Political priority

Youth empowerment is currently a priority area within the global development agenda, visible through high-level political commitments, particularly towards the issue of employment. Some examples include:

- G20 summit of 2017 (Berlin Charter);
- ILO Global Initiative on Decent Jobs for Youth 2016;
- Abidjan Declaration of the 4th African-Europe Youth Summit 2017;
- ASEAN Young Farmers Declaration 2017 etc.

Platform report on donor engagement with rural youth available here

Presented by consultant **Maria Lee**

Donor strategies

Almost 50% of the Platform members mentioned having a youth policy or youth as a priority in their strategy, but there is still a disconnect between ARD programmes and youth employment programmes. However some organisations have developed tools for example:

- FAO youth employment in agriculture module;
- IFAD guidance note on designing programmes that improve young rural people's livelihoods;
- USAID programme design guide for youth inclusive agriculture and food systems;
- OECD toolkit for youth inclusion (not only rural youth).

Main entry points of how donors engage with rural youth:

They included: skills, inputs, marketing and finance, with less focus placed on sexual and reproductive health or ICTs. There is lots of talk about empowerment (beyond employment) but often interventions are still fragmented and not always reflecting the realities of rural youth.

Common lessons learned

Donors and national governments have to intentionally apply a youth lens into programmes accompanied by budgeting in the national agriculture investment plans.

- What is measured becomes visible, so donors need to collect age disaggregated data and establish data systems and methodologies to track unemployment and impacts of policies on job creation;
- Need for coordination and collaboration especially public and private, for example apprenticeship programmes linked to the private sector;
- ICT solutions still have the issue of connectivity and missing digital literacy and donors need to consider this as more of a priority intervention and not leave it only for the private sector.

Roundtable discussions

Open Roundtable Discussions – Identifying Leverage Points to Better Empower Rural Youth

Audience mostly agreed with keynote speakers and Maria Lee that:

- There is need to support youth engagement and leadership in farmer organisations;
- There is need to build entrepreneurial capacities;
- There is need to provide access to innovations and access to land;
- Donors should go where the youth are, the next AGA should take place in Africa;
- It is surprising that hardly anybody has explicit projects on ICTs in the context of rural youth/agriculture.

Other reactions from the audience included:

- You do not necessarily need a full formal education, but rather specific and practical training. Not everyone will be an entrepreneur, we also need workers on the farm with the adequate training;
- Farmer organisations could be a source of data. They often have profiles of farmers, which include information on age. The remaining challenge is the analysis of data, which could be done in partnership with other organisations;
- In terms of better targeting youth: There are young entrepreneurs, but also poor people who just want a job. Different programmes should focus on different support for different groups. Be clear about whom you include and whom you exclude. This kind of targeting can also be on a territorial level.

Panel discussion

Joint Donor and Youth Think-Tank – Interactive Dialogue on Responses to Youth Aspirations

14:00 – 15:30 Video available on Platform website

Enhanced programmatic reactions of the international community to priorities of the young rural generation.

A dialogue between young agriculturalists and donor representatives:

Mr. James KyewalabyeFounder and Executive
Director of (RASA)

Ms. Fatuma Namutosi Director of Byeffe Foods Company Limited

Mr. Peter NgomaExecutive Chairman of
Lakeshore Agro-Processors
Enterprise

Ms. Meredith McCormack, Program Analyst at USAID

Ms. Pernille BorgboGlobal Youth Adviser at DANIDA

Ms. Mei Y. Kok Youth for Global Goals Coordinator and Partnership Manager at ADB.

James Kyewalabye underlined the disconnect between what the donors and governments intend and what is needed on the ground. To overcome this and make programmes more youth-friendly, policy makers need to engage with young people who are already involved in agriculture. Policymaking should be realistic, operational and forward-looking.

To engage rural youth into policymaking and programme design, James Kyewalabye advocates:

- Capacity building formal and informal training about the policy process;
- Creation of youth friendly spaces for exchange with top level policy makers;
- Leveraging social media to generate a greater youth movement.

Meredith McCormack questioned how donors can best translate into reality their intention to support youth. The 2016 evaluation of the Feed the Future programme showed that the programme was not engaging nor tracking involvement of youth enough. As a result, USAID developed two different guides, one for project design and one for implementing partners under the title "Project Design Guide for Youth-Inclusive Agriculture and Food Systems". For USAID engaging youth means seeing them as an implementing partner, selecting youth for all roles on a project, and setting relevant M&E indicators.

She recommends to feed the future by:

- Collecting more data on what works in engaging youth in agriculture and food systems programs;
- Actively engaging youth throughout the program cycle, including creative outreach and marketing, and by developing transferable basic skills and linking youth to jobs and entrepreneurship opportunities.

Mei Y. Kok works in the Youth for Asia Initiative that ensures that youth empowerment is considered operationally throughout all programmes and projects supported by the ADB. Participation in forums and debates have been instrumental to hear the voices of the youth.

To mainstream youth issues into operations, Mei Y. Kok recommends:

- Treating youth as partners not just beneficiaries;
- Not letting processes bog you down, it doesn't need to be complicated;
- Trusting in success, don't be discouraged from the beginning.

Fatuma Namutosi recounted her motivation to focus on young women in agriculture. Her background and experience led her to question why farmers are poor when they produce the food we all need and eat every day. She returned to farming, focused on valued-added farm outputs, and sought new market opportunities. Under the Feed the Future, she became a partner of USAID and expanded her network. She now works with 5000 farmers. Her business has changed her status as a woman in the community.

For rural women's and adolescent girls' empowerment, Fatuma Namutosi underscores:

- Financial inclusion for young women entrepreneurs;
- Partnerships with consideration of young women-owned businesses;
- Sharing inspirational stories to others (create role models).

Peter Ngoma runs a packaging enterprise and provides a business perspective. He emphasized the importance of applying business-oriented principles in interventions targeting youth, and of systematic training and access to inputs. One avenue is to facilitate internships for university students to support small farmers in the business aspects of their work.

Peter Ngoma's suggestions for enabling agripreneurship and employment are:

- Overcoming high transaction costs to achieve transformation;
- The importance of budgeting. What isn't budgeted doesn't get implemented!
- Ensuring donor flexibility for aligning funding to local context, including cofinancing operational costs of SMEs, and matching grants for capital investment for SMEs.

Pernille Borgbo highlighted Denmark's approach to youth in rural development. All embassies are obliged to screen development portfolios for youth inclusion. They are moving to developing programmes <u>with</u> youth and not <u>for</u> youth, whilst maintaining implementation standards, as they are answerable to their taxpayers' scrutiny. In addition, inter-generational partnerships are absolutely crucial to create mutual respect for the experienced, but also give room for energetic and innovative youngsters to match innovation and reality.

Pernille Borgbo asserted that youth is not a topic, but a group that needs to be engaged. The demographic reality says it all - development must be by and with youth, not only for youth. She especially recommends investments in youths' opportunities — education, jobs and entrepreneurship, sexual and reproductive health and rights.

Breakout working groups

Working Groups on Key Topics for Empowering the Young Rural Generation

PowerPoints available on Platform website

WG 1. Moderation: Lindsay Wallace

Director, Learning and Strategy, MasterCard Foundation Key messages and potential actions of the various working groups:

Working Group 1: Unlocking access to finance and land for the youth. Presenters: Harold Liversage (IFAD) and Norbert Tuyishime (East African Farmers Federation)

Key insights:

- It's not about land property, but tenure security;
- Beyond "cash & ground", what kind of rural society do we want to build;
- · Engaging with traditional leaders is crucial;
- Farming should be profitable.

Potential actions:

- Creating guarantee platforms & de-risking agriculture;
- Leveraging technology & data to de-risk/scale and drive access to cash & ground;
- Reflect on the future of work and the role of disruptive technology.

WG 2. Moderation: Ousmane Djibo

Director of the Sector Project on Agricultural Working Group 2: Rural employment dynamics: empirical evidence and monitoring for impact.

Presenters: Frank Bertelmann (GIZ) and Philipp Heirings (OECD)

Policies and Food Security, GIZ

Key insights:

- Availability and accuracy of data is key;
- Rural employment opportunities lie on better linking ag producers with consumers:
- Each second job in West Africa is related to the food sector.

Potential actions:

- Need for more exchange between development practitioners on experiences
 & lessons learned;
- Food sector will still be a key driver for employment creation in the next 10 years.

WG 3. Moderation: Saskia Hollander

Director of Knowledge Management,INCLUDE/The Broker

Working Group 3. Getting heard: better rural policies with youth.

Presenters: Peter Wobst (FAO) and Noland Peñas (PAKISAMA).

Key insights:

- Include youth from the start;
- Link action to national leadership and capacity development;
- · Raising rural income.

Potential actions:

- Bring different actors together (ministries, private sector etc.);
- Adjust successful solutions to local context;
- Work on inclusiveness

WG 4. Moderation: Edson Mpvisi

Coordinator ENABLE Youth Programme, African Development Bank Working Group 4. Knowing how: skills development and modern ICT.

Presenters: Chris Addison (CTA) and Jean-René Cuzon (AFD)

Key messages:

- ICT content and technology to be appropriate;
- Young people to be part of the solution, locally-based;
- Investment by private sector to match national education systems.

Potential actions:

- ICT content development;
- Technical solutions and work with private sector.

Summary of the day

Harvesting the Collective Wisdom

Closing of the day by harvesting the main insights

Maheder Adimassu

General manager, Maheder food processing PLC

Hernán Manson

Head of Inclusive Agribusiness and Trade, ITC

Where did you see some coherence today?

Maheder Adimassu: Young people are often not encouraged to become a farmer. It is inspiring to see young agripreneurs sharing their stories here.

Hernán Manson: The private sector is the real actor! We need to deal with inclusiveness in a completely new way, we need to think in systems, as many challenges are interlinked, so solutions have to be interlinked too. The question therefore is how can donor agencies put in action the systemic linkages required, and how are we going to be flexible with constant changes in technologies and the job market from one generation to the next?

We need to have bottom up approaches. We need systems that generate the demand of different services. Donors must generate an environment for private actors to integrate themselves. This requires good coordination and a need to establish links between stakeholders.

What where the key realisations from the AGA:

Maheder Adimassu: Youth spend a lot of time in social media, however, we do not always get valuable information over social media. We should change that and use this social media channels to get valuable information out to the youth!

Hernán Manson: Currently we mainly look at isolated projects. Can they be sustainable when they have a beginning and an end? Movements that are started by farmers are maybe more long lasting and sustainable as they are not stuck in this project thinking.

What potential actions can we take now?

Maheder Adimassu: I will create some social media group in Amharic (local language in Ethiopia) to advocate policy and give information in agriculture to young farmers.

Hernán Manson: We need to address the bottom of the pyramid. We need to empower what already exists in rural areas. Therefore, we also have to focus on young girls especially to not leave them behind. The private sector is already focusing on youth and especially girls.

In terms of job creation, we also have to consider the quality of those jobs, and these jobs must be secure. This challenges current models of employment, as we need not only a certain number of jobs but decent livelihoods over a long number of years. How can we do that? We have to focus on capabilities like basic education, technical education or capacities to learn, innovate and adapt. Farmers must be able to self-empower themselves in the future as our world will be constantly changing.

HIGH LEVEL FORUM ON RURAL YOUTH - 14 June 2018

Keynote speech

Mr. Ibrahim Ceesay CAADP Youth Network, Chair

Video available on Platform website

Strategic framing of youth empowerment – What is needed in the future?

Ibrahim Ceesay started his speech by underlining the importance of having a vision of youth empowerment. For instance, there are national development plans, Sustainable Development Goals, Africa's Agenda 2063.

He presented some general and practical recommendations to pave the way for rural youth empowerment: How can donor community and development partners deliver for rural youth?

- Investing strategically in rural youth not only in the agricultural sector, but also beyond (e.g. ecotourism);
- Reducing youth unemployment work in line with commitments of the heads of states and governments in the <u>Malabo Declaration</u> - to reduce youth unemployment by 2% annually;
- Work together in organising a biannual African Rural Youth Forum to create space for young people from rural areas to interact with policy-makers;
- Create a youth advisory group at the GDPRD to mainstream the voices of youth.

Panel discussion 1

Young Farmers and Decent Rural Employment – New Strategies by the International Community **Christoph Kohlmeyer** set the scene by reminding everyone that the Donor Platform was created with the intention and ambition to improve the cooperation for the rural space, and had a very strong advocacy role. Today most donors have more than 50% of their portfolio in rural development, but still

Video available on Platform website

Insights into the main strategies and trends of the Platform members in view of scaling up economic empowerment of rural youth

Moderation:

Mr. Leonard Mizzi (EU), Head of Unit Rural Development, Food Security, Nutrition

Panelists:

Mr. Christoph Kohlmeyer (BMZ), Founding Chair of the Global Donor Platform

Mr. Martin Fregene (AfDB), Director of Agriculture and Agroindustry

Mr. Alexandre Kolev (OECD Development Centre), Head, Social Cohesion Unit

Mr. Anders Aeroe (ITC), Director, Division of Enterprises and Institutions additional funds and portfolios are needed to improve the precarious situation in the rural space.

To address the challenge of millions of young Africans who are looking for work every year, he calls for:

- Intensified cooperation towards the Agenda 2063 Work on all levels: G20, G7, CADEP, NEPAD, AfDB;
- Pan-African institutions to initiate the enhancement of the policy dialogue (speak with the governments, criticize the political economy behind rural economies: why is there nothing for youth?);
- Regional integration, including de-risking private sector investment on the continent;
- Money from the continent to be invested in the continent to create employment opportunities in private sector.

Martin Fregene made the case for agriculture as the best employment option for young people in Africa by noting that, despite the large amounts of agricultural imports by the continent, 62% of its population live in rural areas, more than 2/3 of which depend on agriculture as their livelihoods. Another opportunity is the 400 million hectares of savannah, of which only 10% is used. "Africa is exporting jobs and importing poverty, and this status quo is unacceptable".

Alexandre Kolev highlighted a number of common trends in developing countries in their labour market conditions for rural youth. For example, educational attainment is particularly low, with only 1 out of 5 young persons who have ever attended school, about 40% of young rural workers are underqualified in the jobs they are doing and these jobs are often very vulnerable. He pointed out that there is a mismatch between young people's aspirations and the reality of the rural labour market. Willingness to change jobs is extremely high among rural young people working in agriculture, which constitutes a risk to food security. At the same time, recent OECD analysis shows that youth entrepreneurship can hardly provide decent work for everyone – by and large it is more a safety net than a pathway to a decent work. Only a tiny portion of young people in developing countries succeed as entrepreneurs, and they have a very specific profile: high education, family with experience in entrepreneurship and large social network.

It is time to re-visit some of the current assumptions in the light of the new evidence and look for youth employment solutions elsewhere. There is potential for creating high-value jobs through local value-chains, particularly if they are based on domestic food systems, which also integrate women. For this, it will be important to link rural with urban development and invest in rural infrastructure.

Anders Aeroe shared the experience of the International Trade Centre in integrating youth into their work, which provided the following lessons:

- Agripreneurship is important in all levels of the value-chain. This approach champions coordinated action amongst the different value chain players, fosters public-private partnerships and enables the self-development of young agropreneurs with adapted technologies (e.g. small-scale processing machinery), land, skills and finance;
- Attracting youth to agriculture in cooperation with private sector can help in tackling unemployment;
- Agripreneurship needs be profitable to provide decent incomes to be attractive to people.

Leonard Mizzi concluded this panel by stressing the major financing gap in agribusiness value-chains. Linking the expectations of the young people and scalable solutions is something that donor and IFI community need to address. The major question here is what is stopping bankable projects? Why are financial institutions hesitant to invest, despite of the guaranties we provide?

Panel discussion 2

Panel Discussion: Enhanced Development Effectiveness for Youth Inclusion

Video available on Platform website

Panelists debate on how to increase programmes and strategies to support rural youth

Moderation:

Mr. William Cobbett (Cities Alliance), Director

Panelists:

Ms. Cornelia Richter (IFAD), Vice-PresidentVice President

Ms. Farah Karimi (Oxfam Novib / Netherlands), Executive Director

Ms. Lindsay Wallace (MasterCard Foundation), Director, Learning and Strategy

Mr. Fadel Ndiame (AGRA), Regional Head, West Africa

Ms. Nichola J. Dyer (World Bank Group), Program Manager, Global Agriculture and Food Security Program (GAFSP) William Cobbett opened the discussion by speaking about the demographic dynamics in Africa: the youngest population in the world and the fastest urbanising continent. Both aspects are part of the structural transformation that is currently on the way in Africa. This rural-urban transformation is very badly managed, and "fixing the holes" (with policy) will be challenging. Better understanding of the new demographic reality and leadership in creating and implementing territorial-based policies will be key.

Cornelia Richter reflected on more than 20 years of development cooperation and pointed out that youth has been a neglected topic. Moreover, there are many similarities between the gender and the youth issues. Currently the development community is structurally at the same stage with the youth topic as 30 years ago with the gender topic.

The <u>G20 Rural Youth Employment Initiative</u> demonstrates the sense of urgency to address the demographic challenge, particularly in Africa. There are a few strategic entry points to approach youth unemployment:

- Youth inclusion should be addressed applying systemic approach, not by a programme-based approach;
- Find champions on the national level, then it will trickle down to the mezzo and micro level;
- Revisit impact monitoring system.

Farah Karimi questioned the notion of including the African youth "into the system", which has produced poverty and inequality. She stressed the importance of realising that young people and people living in poverty know what they need. Thus, the major challenge for the international development community is finding ways to "translate" these needs into the social and economic system. She concluded that youth issues cannot be addressed without addressing systemic issues in trade, migration policy, global tax system and inequality (the poor lacking access to key resources). Youth are leaving the rural areas, because these issues lead them into poverty. There is time for strengthening partnerships and systemic change. Without it, the goals of Agenda 2030 will not be achieved.

Lindsay Wallace introduced the new <u>strategy</u> of MasterCard Foundation (MCF), which focuses on youth employment in Sub-Saharan Africa. There are two major fields of work: financial inclusion and education & skills training. She highlighted three key points for youth empowerment:

- Listening to the young people: they need to seat at the table;
- Technology offers opportunities to address many of the long-standing problems, e.g. access to finance, land access;
- Moving beyond silos. .

Nichola J. Dyer introduced the work of the GAFSP, and addressed crucial points for enhancing development effectiveness for youth inclusion:

- Challenging your own confirmation bias ("let us be the agents of reframing");
- Focus on the outcomes: "What is the ultimate outcome that needs to be addressed?";
- Inclusion: "Meet the youth on their turf";
- Partnerships: It is important to work together and view agriculture as a broader system of food production;
- Technology supporting testing of simple technologies, e.g. for the climate sensitive agriculture;
- De-risking the farmers, not the investors: "No farmer, no food, no future".

Fadel Ndiame called for a change in the way business is done, and to focus on a vision of success with underlying principles, values and accountability mechanisms. She offered the following entry points to address youth inclusion:

- Creating value for agriculture: "What is the value for the youth in what we do?";
- Going beyond physical organisations by creating virtual organisations that are more inclusive and efficient;
- Strong leadership from the government: governments need make compromises to orchestrate win-win scenarios in agriculture. it

In the open discussion, the following points were raised:1: How to make access to the mechanisation easy for young people?

- The greatest opportunity now is the advent of mechanisation services: share the tractors! Uber concept to tractors. Use your imagination.
- Public resources should deliver public goods. There is a role for donors to play: How to support local NGOs to engage with international NGOs. It is awful to see the international NGOs engage with the governments more than with local ones.to see the international NGOs engage with the governments more than with local ones.