



Food and Agriculture Organization  
of the United Nations



# AFRICAN YOUTH AGRIPRENEURS

## PLATFORM PROFILE

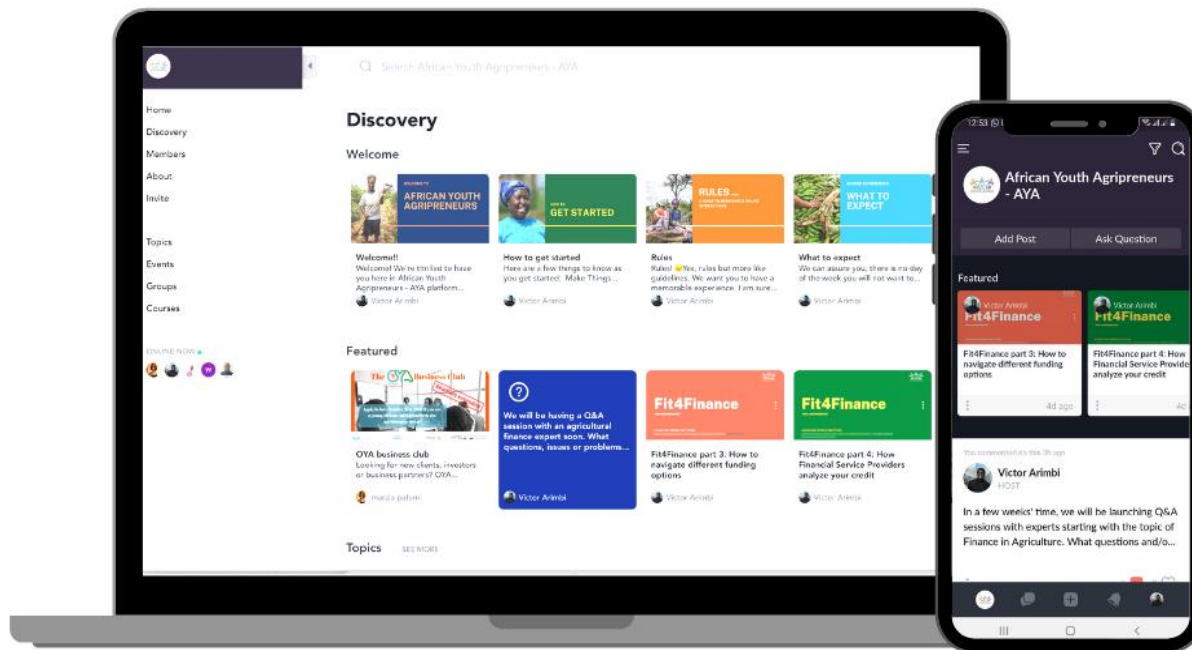
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Victor Arimbi - AYA Community Manager



## Background

## AYA PLATFORM PROFILE



**WWW.AYAPLATFORM.ORG**

### The **African Youth Agripreneurs (AYA)** platform

- is an **online community** designed to enable networking, learning and sharing for individual young agripreneurs and rural youth organizations.
- is **supported by FAO** and was launched in August 2021 in collaboration with the Eastern Africa Farmers Federation (EAFF).
- **responds to youth demands** for access to networking, learning and mentorship opportunities.
- contributes to the overall objective of fostering **meaningful youth engagement in agri-food systems**.



## Why does AYA exist?

### ***"Enabling growth and sustainability of youth-led agribusiness across Africa"***

- Provide a **safe space** for **rural youth agripreneurs** to:
  - share knowledge and opportunities
  - network and engage in peer-to-peer learning
  - participate in thematic dialogues
  - access online courses, mentorship, coaching and do-it-yourself innovation toolkits on agribusiness and related topics
  - as a result, grow their ventures and create decent jobs
- Contribute to diverse advocacy efforts of **young women's involvement in agribusiness**.







## Target Audience

### AYA PLATFORM PROFILE



#### 01 | CORE USER GROUP

- Young farmer champions and associates of rural youth networks/organizations
- Individual agripreneurs and youth groups previously or currently involved in training or other support activities by FAO and partners
- Youth engaged in agribusiness across Africa

#### 02 | EXTENDED COMMUNITY

Young people not directly engaged but potentially interested in the agri-food sector:

- Young rural women and men that are unemployed, underemployed or inactive
- Young migrants, returnees and diaspora youth

## AYA Youth-centered Design

The platform design was informed by preliminary user research.

FAO consulted over 360 young farmers, entrepreneurs and service providers, in partnership with EAFF and youth-led organizations in Kenya, Rwanda and Uganda.

### Ready to go digital? Assessing the digital readiness of young agripreneurs in East Africa

The study provides insights on access to internet, preferred digital tools, attitudes and behaviours with reference to the uptake of digital technologies for agribusiness, e-commerce, online learning and mentoring.

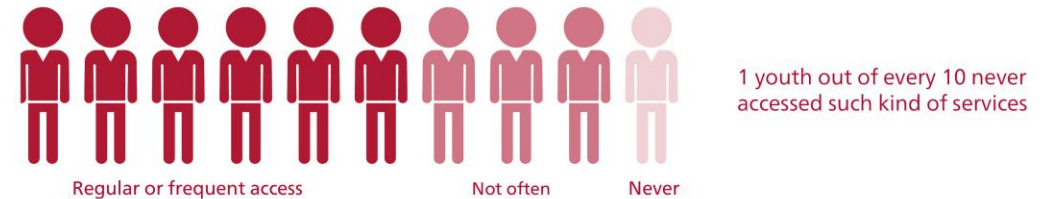
Check the infographic:

### Identikit of East African Youth Agripreneurs in the Digital Space

## BUSINESS SUPPORT SERVICES

### ACCESS TO ONLINE BUSINESS SUPPORT SERVICES

(e-commerce, digital finance, online courses, mentorship/coaching and other professional services)



### PROS AND CONS OF E-COMMERCE PLATFORMS

- Good for price comparison and forecasting
- Useful to reach urban or international customers
- High subscription fees
- Registration cumbersome and time consuming
- Local customer base more easily interacts on channels like Facebook and WhatsApp



Source: FAO, 2022. Identikit of the East African youth agripreneur in the digital space



## Value Proposition



AYA's main proposition is **Community**

Embodying values of:

- **Creativity**
- **Innovation**
- **Growth**
- **Sustainability**
- **Gender equality**
- **Inclusiveness**





## Main Services



**COMMUNITY:** possibility to interact extensively with other youth agripreneurs by sharing information, knowledge, personal experiences on agribusiness and any other activity in the food system. Thematic areas (e.g. on specific value chains) and discussion groups providing a safe space for any community member to be a champion and inspire their peers to engage in agribusiness.



**LEARNING, MENTORSHIP and COACHING:** e-learning courses and curated digital content on agribusiness, access to finance, service providers and other topics of interest. Learning resources can be accessed with little mobile data bundles and offline as well. This feature includes e-mentorship and e-coaching as part of virtual or blended programs.



**DO-IT-YOURSELF INNOVATION:** access to toolkits that encourage youth entrepreneurs to easily adopt or develop innovation and digital technologies to bring their agribusiness to the next level.



## AYA PLATFORM PREVIEW

African Youth Agripreneurs - AYA

Home

Discovery

Members

About

Invite

Topics

Events

ONLINE NOW

Search African Youth Agripreneurs - AYA

60%

Discovery

Manage

Welcome

WELCOME TO

AFRICAN YOUTH AGRIPRENEURS

Welcome!!  
Welcome! We're thrilled to have you here in African Youth Agripreneurs - AYA platform...  
 Victor Arimbi

HOW TO

GET STARTED

How to get started  
Here are a few things to know as you get started: Make Things...  
 Victor Arimbi

RULES ...

A GUIDE TO MEMORABLE ONLINE INTERACTIONS

Rules  
Rules! 🤗 Yes, rules but more like guidelines. We want you to have a memorable experience. I am sure...  
 Victor Arimbi

SHARED EXPERIENCE

WHAT TO EXPECT

What to expect  
We can assure you, there is no day of the week you will not want to...  
 Victor Arimbi

Topics [SEE MORE](#)

TOPIC

Opportunities

Following

TOPIC

Avocado Farming

Following

TOPIC

Banana Farming

Following

TOPIC

Apple Farming

Following

TOPIC

Onion Farming

Following

TOPIC

Calligraphy

Following

Link: [www.ayaplatform.org](http://www.ayaplatform.org)





## AYA Platform Analytics\*

**Members: 2992**

**30% of the total members being women**

**Active members: 2709**

Members who regularly visit the platform and contribute.

**Member retention rate: 38.1%**

Active members coming back to the platform at least once a month.

**Average session duration: 4min 25s**

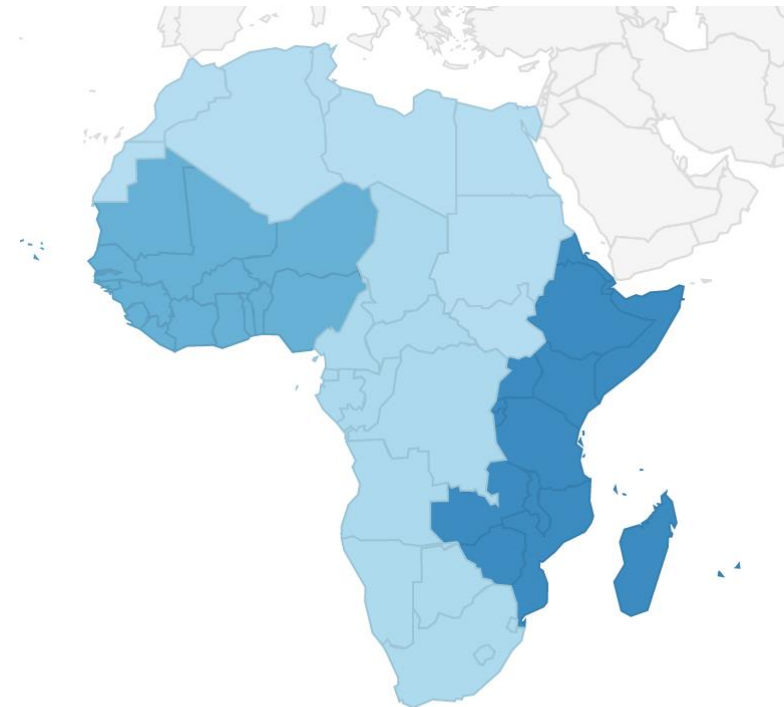
How long each member stays on the platform.

**Member growth rate: 10.6%**

How many new members sign in on a monthly basis.

**Gender engagement rate: 47.67% women | 52.33% men**

AYA Members Geolocation representation : Jan – Nov 2022



8<sup>th</sup> Nov 2022



## Activities on the AYA platform

- [Introductory course on Decent Work for Youth in Agribusiness](#) developed by the FAO Integrated Country Approach (ICA) programme for boosting decent jobs for youth in agribusiness. It aims to empower young agripreneurs to be responsible business leaders that drive more sustainable and inclusive agrifood systems for the future with decent work for all.
- [AYA Ambassador Program](#): the program serves to empower the youth agripreneurs to use the platform as a tool to create and share content of interest to other youth in agribusiness, including their first-hand experiences, learnings, failures and success stories. By inspiring and mobilizing more youth to join the community, AYA Ambassadors will contribute to make agriculture an appealing pursuit among African youth.



## What's next for AYA



The AYA platform can be used as a **tool** to provide any type of support to African youth agripreneurs by FAO and partner youth groups, NGOs, associations, governments, UN (United Nations) agencies, foundations, and others.



The AYA Platform has the potential to be a launchpad of innovation:

- benefiting the youth by empowering them with DIY innovation toolkits or running **virtual or hybrid youth in agribusiness innovation programs**
- Carry out **youth-focused research** from which **insights can be gathered and new initiatives/programs/innovations can be tested and launched.**