

A webinar by the Thematic Working Group on Rural Youth Employment of the Global Donor Platform for Rural Development

Jobs for Youth in the Agrifood Sector: Leveraging Micro and Small Enterprises

CONCEPT NOTE

Monday 4 November 2024, 15.00-16.30 CET

[Zoom registration](#)

1. Background and rationale

The world today is home to the largest generation of young people in history at 1.8 billion people. Close to 90% of these young people live in developing countries, and over half reside in rural areas. Youth, especially rural youth, can be powerful agents of change and key actors to shape the future of agrifood systems, end poverty and achieve food security. To enable this, it is key to promote their access to decent jobs in sustainable food systems and green rural economies.

Due to the rapidly growing youth population in Africa, the creation of jobs has become a major objective in development cooperation. Many development projects have started incorporating a comprehensive and integrated approach for youth employment for both urban and rural areas, which includes promoting job creation, supporting entrepreneurs, and improving employability. Increasingly, many projects aimed at rural economic development address the issue of youth employment (both wage and self-employment). A range of experiences provide lessons on success factors and practical tools.

The [Thematic Working Group on Rural Youth Employment](#) (TWG RYE) was established following the 2018 Annual General Assembly of the Global Donor Platform for Rural Development, which was dedicated to empowering rural youth. The TWG RYE is a platform where donors, governments, international organisations and youth groups exchange their experiences on the most effective ways to create employment opportunities and empower rural youth to productively contribute to and benefit from sustainable rural livelihoods. The group aims to catalyse donor exchange and to advise donors, governments, and civil society organisations on RYE issues. This webinar will present experiences from projects aimed at promoting jobs in the agrifood system for youth in rural, peri-urban, and urban areas.

2. Objective

The webinar will showcase experiences from a range of projects that aim at promoting more and better jobs for youth in the broader agrifood system. Lessons learned and proven tools to support agripreneurs and micro and small enterprises in the downstream activities (processing and trading) of the agrifood sector will be shared. The panel will also discuss the role of different stakeholders in ensuring a youth-inclusive food system transformation. It will be an interactive session enriched by practical experiences from various development partners.

The session will be interactive, featuring practical experiences shared by development partners working in the field. Key lessons from the "HUB-IIT" (Integrating Information Technology) project will highlight support provided to microenterprises involved in agricultural product transformation. The project focuses on mentoring young entrepreneurs—both women and men—to access structured markets and successfully grow their enterprises. Tech-Dev, with its deep expertise in this approach, will present outcomes and lessons from interventions across Senegal, Chad, Mali, and Burkina Faso.

Achievements and lessons learned from the Global Project "[Rural Employment with a Focus on Youth](#)" will be shared. This project has successfully applied an integrated approach to youth employment promotion through a [360-degree AgriJobs](#) view of the needs of young women and men to improve their employment situation in rural areas in Kenya, Burkina Faso, Malawi and Mozambique. Specific aspects around youth-centered business model development and start-up support will be presented, including an overview of ready-to-use knowledge products and a Rural Youth Employment toolbox.

3. Provisional Agenda

| Date | |
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| 15:00 – 15:05 (CET) (5 min) | Welcome and Introduction <ul style="list-style-type: none">- Ji-Yeun Rim, TWG RYE Co-Chair- Genna Tesdall, Director, Young Professionals for Agricultural Development (YPARD), (Moderator) |
| 15:05 – 15:35 (CET) (30 min) | Lessons from global projects <ul style="list-style-type: none">- Jean-Marc Delort, Vice-President, Tech Dev – <i>Support to the development of agribusiness microenterprises in West Africa. Lessons learned from the HUB-IIT project.</i>- Sven Braulik, Advisor, GIZ – <i>Achievements and lessons from the Global Project "Rural Employment with a Focus on Youth"</i> |
| 15:35 – 16:05 (CET) (30 min) | Discussion on policy implications <ul style="list-style-type: none">- Tlotlo Neo Phuduhudu, Managing Director, Native Feeds, Botswana- Hans Muzoora, Market Systems Finance Officer-Center 4 AgLed Growth- Resilience, Environment & Food Security Bureau, USAID- Pilar Santacoloma, Nutrition and Food Systems Officer, FAO |
| 16:05 – 16:25 (CET) (20 min) | Q&A / Open discussion |
| 16:25 – 16:30 (CET) (5 min) | Wrap-up and Closing <ul style="list-style-type: none">- Elisenda Estruch-Puertas, TWG RYE Co-Chair |