OPPORTUNITIES FOR YOUTH IN AFRICA

Accelerating Job Creation in Agriculture and Agribusiness

PROGRESS REPORT
Second and third quarter of 2021
INTRODUCTION

The “Opportunities for Youth in Africa” (OYA) programme was developed jointly by the United Nations Industrial Development Organization (UNIDO) and the Food and Agriculture Organization of the United Nations (FAO) in response to a dedicated call for accelerating efforts in the area of job creation for African youth, especially through agribusiness and entrepreneurship development. FAO and UNIDO (in collaboration with the African Union Commission (AUC) launched this joint programme at the Seventh Tokyo International Conference on African Development (TICAD7) in Yokohama, Japan, on August 29th, 2019\(^1\).

By joining forces, FAO and UNIDO leverage their respective comparative advantages, technical expertise and best practices in the areas of decent employment creation and entrepreneurship, as well as agriculture and agribusiness value chain development.

The programme proposes an integrated approach for the creation of quality on- and off-farm employment and self-employment opportunities for African youth in agriculture and agribusiness. It highlights the central role of agriculture for Africa’s development, while emphasizing the need for continuous empowerment of African youth to be the engine of this growth. 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. Based on specific criteria, the programme carefully selected six (6) pilot countries: Cabo Verde, Democratic Republic of the Congo (DRC), Ghana, Kenya, Tunisia and Zambia.

The present document describes the different activities that were implemented in 2021.

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STRATEGIC ACHIEVEMENTS

INSTITUTIONAL ARRANGEMENTS AND COORDINATION MECHANISMS

The formulation of the OYA Programme is the result of a joint effort between FAO and UNIDO. The collaboration stemmed from the synergies and respective expertise that both agencies bring to promote youth economic empowerment. The following are some of the key coordination mechanisms that have been put in place to enhance project governance.

Project Management Unit/Coordination Team

The project team very quickly developed a strong coordination arrangement that includes close and effective interagency cooperation that is agile and able to quickly respond to emerging opportunities.

› Weekly steering meetings are organized to discuss country updates, resource mobilization and outreach activities. Any emerging issues and challenges are discussed so that they may be resolved, or allocated relevant support efficiently.
› FAO and UNIDO teams in Brussels offer a continuous support to the OYA programme team at regional and country level in regard to the European Union and European Commission as well as other stakeholders and networks that have a strong presence in Brussels. Regular calls are organized to discuss the strategic approach to adopt at country and regional level.
› In addition, the UNIDO and FAO HQs provide technical backstopping and additional human resources where needed. For instance, UNIDO has contributed two project associates and technical backstopping from a number of technical experts who assist the efforts at country level.

Country Focal Points and National Consultants

A joint collaboration between FAO and UNIDO was established at country level by assigning country focal points who lead day-to-day implementation of the country level activities, working very closely with Government counterparts and other partners. Regular contact between the coordination team and country teams is maintained to ensure that support for the implementation of the inception phase workplan is provided as needed.

Work in each pilot country included:
› Youth employment studies with a focus on agricultural value chains analysis and agri-food business in each country as well as an assessment of the national programmes and priorities, youth profiles and existing complementary programmes;
› A mapping of the country’s existing agri-food-system and youth employment policies, a gap analysis and the identification of opportunities for youth inclusion;
› A mapping of stakeholders to identify potential operational and financial partnerships: national and local institutions, international development agencies, private sector, CSOs;
› Scoping of targeted interventions under OYA and formulation of Country Project Documents based on the consultations workshops with national stakeholders; Resource mobilisation efforts in parallel.

Steering Meetings with all Country Focal Points and the Coordination team

In order to encourage inter-country learning and experience sharing, monthly steering meetings are organized with Country Focal Points, national consultants, the Brussels team and the coordination team to discuss country and regional updates and planned activities for the OYA programme. Each country shares updates on its progress, lessons learnt and where additional support is required. For instance, these steering meetings allowed the coordination team to identify that additional support was needed to boost country-level outreach to EU delegations. Consequently, a workshop was held on 13 November
2020 where the Brussels team provided additional information on EU priorities and effective strategies for engaging with EU delegations in each country leading to further discussions and experience-sharing from each country.

**Knowledge Management**

Although the strategic roadmap identified a series of country-level milestones for resource mobilization, the finalization of baseline assessments and creation of Country Project Documents, each country sequenced the milestones differently. This meant that some countries had stakeholder workshops very early in the inception phase while others were more advanced in donor mappings and outreach etc. The coordination team collected the resources generated by these different milestones in a knowledge management folder accessible to all country teams so that they could benefit from the experience and work done in other countries to streamline their own processes.

![Figure 1: OYA Knowledge Management Folder to boost inter-country synergies and learning](https://drive.google.com/drive/folders/1L8-jYRaGiNZ0lSswk7X_yw1m1QyTLKt3?usp=sharing)

The knowledge management drive is available at the link below: https://drive.google.com/drive/folders/1L8-jYRaGiNZ0lSswk7X_yw1m1QyTLKt3?usp=sharing
RESOURCE MOBILIZATION

Resource Mobilization Roadmap
The Programme aims at mobilizing a total financial contribution of USD 50 million during the period 2020 -2024 for its continental, regional and in-country activities. Thus, UNIDO and FAO have developed a roadmap to assist and harmonize efforts at various levels. The roadmap defines strategic milestones and options to mobilize resources both internally and externally and at the different geographical levels: national, regional, continental and global.

The document provides tools and guidelines on how to target outreach to potential resource partners at global, regional and country levels under the OYA Programme umbrella. Furthermore, it presents funding modality options that can be implemented and their establishment steps once donor funds have been secured.

The roadmap can be accessed via the following link:
https://drive.google.com/file/d/11Z0LxCY_sPQskidq2-lUwuABA2Z9Dwof/view

Resource Mobilization Donor Strategy
In addition to a Resource Mobilization Roadmap, a donor strategic plan was developed and detailed the approach strategy that will be adopted for each mapped donor based on their priorities, thematic and geographic interest and funds availability.

The resource partners have been identified based on their strong partnerships with UNIDO and FAO on similar programmes or their growing interest for youth employment, agriculture and agribusiness as well as the African continent. The identified preliminary resource partners include:

Italy: Discussions have been launched with Italian government representatives. In March 2021, 500,000 EUR were received by UNIDO from the Italian Government to be used by 26th October, 2021 for the inception period to carry out. Additional contributions have also been committed to FAO although that process is ongoing.

European Union: Decent Job creation, agriculture and agribusiness trade development are part of the main goals that the EU is aiming to work on in its joint programme. As a traditional donor of both FAO and UNIDO, the two entities will both jointly lead the engagement with the EU at HQ and country level to strengthen the “Deliver as One UN” principle.

Germany: With its new Government of Germany 2030 strategy, Germany has launched different special initiatives including “Job creation and training”. UNIDO is taking the lead as it has benefited from a financial contribution for two ongoing projects.

Switzerland: Very active in the majority of OYA’s targeted countries, including Ghana, a priority country for the Swiss State Secretariat for Economic Affairs (SECO) and Tunisia, a priority country for Swiss Development Cooperation (SDC), both SECO and SDC will be approached. FAO will take the lead with SDC as its traditional partner while UNIDO will take the lead in engaging with SECO. SDC has communicated that engagement is best conducted at national level.

Japan: Discussions with the Permanent Representative of Japan to UNIDO were initiated in 2020. During these meetings a keen interest in OYA was expressed. It is planned to further explore collaboration opportunities.
Qatar: As a new development donor partner, and due to its growing interest and presence in the African continent, the Qatar Fund for Development is an opportunity to position OYA as a promising programme to help them achieve their goal of decent job creation in Africa. UNIDO is taking the lead on approaching QFFD and will be supported by FAO.

Additional IFIs partners such as African Bank for Development (AfDB), Arab Bank for Economic Development in Africa (BADEA) and Islamic Bank for Development (IsBfD) are also being explored.
STRATEGIC PARTNERSHIPS

In addition to efforts of mobilizing resources at country and regional levels, the OYA programme has engaged in a number of strategic partnerships in support of key goals and activities not just for the inception phase, but also the transition to full implementation. The following represent some of the partners with which the programme has engaged to further the visibility and impact of OYA.

Crans Montana Institute (IUHEI)
The Crans Montana Institute works closely with high-level national and international representatives from the public and private sector to accelerate the formulation and implementation of both public and private policies and programmes. Within this context, a partnership was signed with UNIDO in November 2020 and the Institute provided strong support for the convening of high-level figures to the session organized on the OYA programme during Africa Industrialization Week. The partnership has increased the visibility of the OYA programme among high-level public and private sector officials and next steps are being determined to continue raising the profile of OYA for accelerated resource mobilization.

African Union Youth Programme
Given the endorsement of the OYA Programme by the African Union, the OYA programme has engaged in meetings with the African Union Youth Programme communications team to boost the visibility and impact of the programme. This partnership yielded strong results during Africa Industrialization Week which also coincided with Youth Entrepreneurship Week. The communications teams of the OYA and AUYP collaborated and coordinated their outputs so that each could benefit from the heightened visibility. Discussions are ongoing on how to scale up this communications partnership and continue collaboration into the implementation phase.

Figure 2: Promotional Material Co-created with the African Union Youth Programme

African Diaspora Youth Forum in Europe (ADYFE)
ADYFE focuses on “equipping every youth with knowledge and skills to get jobs that create more jobs”. The ADYFE is the largest Diaspora Entrepreneurship Forum in Europe toward Africa. It is a convener for youth entrepreneurs within the African Diaspora in Europe and has strong synergies to the OYA programme in its efforts to increase access decent employment opportunities, enhancement of entrepreneurship and normative work to promote inclusive sustainable industrial development for all. ADYFE provided support in the preparation of outreach activities such as the ASENTI Conference and the side event during Africa Industrialization Week.
The Diaspora Innovation Days in Africa (DIDA) is a yearly hosted event by ADYFE in order to further connect and increase the dialogue and exchange between the diaspora, development partners and international institutions and organization African stakeholders - especially the private sector and young entrepreneurs - to increase both skills/knowhow and technological exchange between the diaspora and the continent.

*SensX Africa*
SensXAfrica is a venture capital and private equity start up based in Zambia, however, operational in all 6 pilot countries. The SensXAfrica Conference strives to ignite a beacon of entrepreneurship and to empower African entrepreneurs by providing an innovative and technology friendly ecosystem for the time of the conference. This will be accomplished through showcasing African innovation and disruptive business models ready to take on global markets. The collaboration with SensXAfrica could strengthen entrepreneurship ecosystems of the targeted countries, accelerate outreach and support resource mobilization through innovative financing mechanisms. SensXAfrica expressed a strong interest in furthering efforts on the OYA programme particularly in Zambia where it has a strong network.

*Business Club Africa*
One of the goals of the OYA programme is that existing and emerging youth-led agribusinesses and agricultural SMEs have better access to finance and are better integrated into local, regional and international markets. This goal has formed the basis of ongoing discussions with Business Club Africa which organizes the Food & Retail West Africa's 100% online B2B networking and virtual exhibition event and the Business Club Africa business club. This partnership will enable OYA beneficiaries to meet potential buyers and investors with the aim of generating concrete business opportunities, as well as integrating the national, sub-regional, continental and international value chain.

In the short-term, this partnership manifests itself through increased visibility of the OYA programme and FAO and UNIDO’s involvement during the 2021 edition of the Food & Retail West Africa forum. In the long term, the partnership can help to facilitate greater integration of beneficiaries into international markets and access to financial and non-financial support through increased business linkages. To this end, the OYA programme will be piloting a Business Club for Young African Entrepreneurs. More details are available in the Section on Implementation Activities.

*AfriLabs*
AfriLabs was founded in 2011 to build a community around rapidly emerging tech hubs—innovation spaces that serve as meeting points and communities for developers, entrepreneurs, and investors. AfriLabs flagship event, the AfriLabs Annual Gathering provides a unique opportunity for hubs in the
AfriLabs network and other stakeholders in the African tech ecosystem to convene, network, share knowledge around a common theme and build partnerships.

The AfriLabs Annual Gathering was first held in Ghana in 2016, followed by Egypt in 2017, the United Republic of Tanzania in 2018, Ethiopia in 2019, and in 2020 virtually, and they have altogether brought together over 1000 key stakeholders of the African technology, innovation, and entrepreneurial ecosystem from the public and private sectors, to network and share knowledge.

UNIDO has initiated discussions on potential collaboration with AfriLabs and participation of OYA at the Annual Gathering 2021 to be held in Abuja, Nigeria, in October.

Beyond the Annual Gathering, OYA is exploring collaboration on diverse capacity building and training programmes targeting innovation hubs, incubators and entrepreneurs themselves.

**ASENTI**

African Summit on Entrepreneurship and Innovation (ASENTI) is an annual forum that brings SMEs, MMEs, Start-ups and different stakeholders together for an intensive interaction, networking and training on entrepreneurship and innovation from across Africa.

The summit gathers top industrial leaders from Africa and globally to share knowledge on business, Innovation and connect with; African start-ups, policy makers, Health innovators, Agri-tech, Start-ups, Cyber security experts, Fintech companies, media, CMS, investors, Green energy, climate change experts and scholars. ASENTI has been held for the last 6 years in different countries across Africa and due to COVID-19 it is now being held virtually.

ASENTI is a partner of the OYA programme in Kenya and has been promoting its activities and building partnerships within the Kenyan entrepreneurial ecosystem in the agribusiness sector.
CREATING SYNERGIES WITH EXISTING UNIDO & FAO INITIATIVES

In order to leverage the achievements of the existing initiatives focusing on youth employment and entrepreneurship in agribusiness and agriculture, UNIDO has commenced exploring collaboration with its EU funded programme “Competitiveness and trade for selected value chains (MarkUp)” in Kenya. The MarkUp programme aims to contribute to the economic development of the Kenya by increasing the value of both extra and intra-regional agricultural exports in selected horticulture sub sectors. Extensive discussions were held between October and November 2020 in order to identify possible correlative activities that could be implemented within both OYA MarkUp programmes.

Subsequently, the following activities were selected and proposed for further discussion with Activities 2 and 5 prioritized for 2021

**Activity 1:** Value Chain mapping and market analysis + selection of VCs with high job creation potential (youth sensitive)

**Activity 2:** Entrepreneurial Skills development and incubation of youth in selected VCs

**Activity 3:** Organize 2 Agro-bootcamps by youth for youth

**Activity 4:** Organize a Hackathon on agricultural value chains

**Activity 5:** Organize a series of podcast on agri-food-business development with selected experts

The OYA programme teams in the target countries are also leveraging and harmonising interventions with achievements and plans under FAO existing initiatives such as the ICA programme in Kenya and the development of Youth Investment Guidelines created in partnership with the African Union.

In addition, efforts are ongoing to create synergies in Tunisia between OYA and the UNIDO-FAO-UN Women joint programme Promoting Women Empowerment for Inclusive and Sustainable Industrial Development in the MENA Region Phase II (PWE II). Such synergies include offering opportunities under PWE II activities for young women entrepreneurs and preparatory work on value chain development.

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TECHNICAL ACHIEVEMENTS

The following chapter details the milestones in the implementation of the OYA project based on funding received from the Government of Italy in March 2021. The ongoing COVID-19 pandemic led to some delays in the delivery of activities, the details of which are included in the various sections of this chapter. Major activities included, such as:

› Executive E-commerce Training Programme
› Support for Youth Entrepreneurs through local incubator programmes
› Entrepreneurial Mindset Podcast
› Incubation Pilot using the IDEA App
› OYA Business Club for Youth Entrepreneurs

DEVELOPMENT OF OYA COUNTRY-LEVEL INTERVENTIONS

In order to translate the OYA project document to the specific context of each pilot country, Country Project Documents are being developed with an adapted logical framework and country-specific baselines informed by the assessments conducted during the inception phase. Countries conducted in-depth baseline analysis to determine quantitative data that will later be integrated into the joint result-based framework through the Country Project Documents.

To facilitate the process, FAO’s Technical Cooperation Project -TCP (July 2020 – June 2022), supported the recruitment of national consultants to develop national country project documents and national resource mobilization strategies. This activity is explicitly mentioned in the OYA programme’s logical framework as follows:

ACTIVITY 4.12 – Prepare country project document (refine activities, specific work plans and budgets for each country

As such, detailed Project Documents (CPD) are being developed by the country’s task force based on the country assessment that was carried out. It includes a background context presentation, an intervention strategy, a country logical framework and a time planification of activities including identified stakeholder contributions and partnerships. The country budget will be defined based on the selected activities and existing resources (human, material, financial). The country budget planification will be detailed for each activity of the work plan and year of implementation. Due to the delays caused by the COVID-19 pandemic, the CFPs are submitting extension requests to FAO RAF in order to complete the activities by December 2021.

In order to guarantee national ownership of the OYA Programme, country teams have engaged extensively with national partners and stakeholders, seeking their validation through consultations and outreach. The following sections detail progress to date in each pilot country:

Cabo Verde
Status of CPD: Final draft in development

› The Ministries of Industry and Agriculture have been approached by the country focal points and have in turn designated a focal point for the programme.
› A national consultant was hired to conduct the Baseline analysis. The consultant presented a methodology plan and a list of potential value chains which was validated by the National stakeholders
› The Cabo Verde team decided to manage the RM component with an internal Resource and partnership backstopping with the Resident Coordinator’s office.
The team's first RM activity was the organization of a meeting with the EU Delegation in Cabo Verde to present the OYA programme on December 4th, 2020.

An international consultant has developed a Country Project Document that is currently being finalized following a national consultation workshop on August 8th, 2021.

**Democratic Republic of the Congo**

**Status of CPD: Finalized and validated**

- Following the hiring of a national consultant, a number of stakeholder engagements and meetings were organised in order to identify synergies with existing interventions in the DRC including by other UN Entities, AfDB and the EU Delegation in DRC. Based on these consultations, the OYA DRC Project Document has been elaborated.
- The baseline assessment was completed and identified priority geographic regions and value chains to be included in the OYA DRC Project Document.
- A national stakeholder validation workshop was held on July 5th, 2021 during which stakeholders agreed that the OYA programme’s contribution would be to introduce greater coherence to existing interventions on the ground and intervene in geographic areas that are currently underserved by these existing interventions.
- Outreach to donors is based on the developed mapping of potential donors.

**Ghana**

**Status of CPD: Final draft in development**

- After the submission of the work plan and the publishing of the national consultant’s TORs, the selection and recruitment of the national consultant took place in November.
- The national consultant was able to submit a donor mapping report following a working session with FAO and UNIDO colleagues.
- In December, the national consultant submitted the baseline report taking into account the inputs of UNIDO and FAO during its internal presentation.
- A national Stakeholder validation workshop was held on January 14th 2021. In conclusion, stakeholders agreed that the youth have been seen as resources and assets hence there is the need for a multi-sectorial approach in developing and enhancing their special areas of interest. It was also recommended that the country see agribusiness as the new gateway to economic freedom and self-reliance. Conscious efforts therefore would have to be made to invest in the agricultural sector to create lucrative and profitable jobs for the youth instead of depending on government for direct employment.
- Subsequently, the final draft of the CPD is being finalized and is pending national validation workshop.

**Kenya**

**Status of CPD: Final draft in development**

- A baseline study has been finalized with a focus on 2 selected counties (Kisumu and Siaya) and value chains based on synergies with existing FAO and UNIDO programmes.
- As part of the team’s RM activities, FAO team is involved in a joint initiative with UNWOMEN, UNICEF and UNDP for the COVID-19 MPTF. They have submitted the OYA activities as part of their contribution.
- Discussions on synergies with the Kenya component of the MARK-UP programme, financed by the EU, are ongoing.
- UNIDO has integrated OYA into its comprehensive Programme for Country Partnerships (PCP) in close collaboration with the Government in April 2021. This will strengthen the government ownership and enhance partnership building and resource mobilization.
On the basis of the scoping report finalized in May 2021, the National Consultant has been preparing the Country Action Plan in close collaboration with the FPs and OYA Regional Coordination Team. The CPD is expected to be finalized in September 2021.

**Tunisia**

**Status of CPD: Finalized and validated**

- The Country Work Plan (CWP) under the regional FAO TCP was developed and submitted to FAO RAF.
- The focal points decided to split the consultancies between two distinct missions: The first mission was conducted for resource mobilisation specifically and the second mission focussed on the baseline assessment and drafting of the Tunisia project document.
- The resource mobilization expert has produced extensive donor mappings and organized introductory meetings with potential donors including Germany and the EU.
- Stakeholder dialogues including with counterparts on the OYA Tunisia project document ongoing.

**Zambia**

**Status of CPD: Final draft in development**

- After the submission of the CWP, the team organized a national stakeholder workshop on October 8th, 2020 to present the OYA programme.
- A national consultant was recruited to conduct a baseline study based on the developed TORs. The report was shared with UNIDO colleagues for inputs and a meeting was organized to discuss the report and next steps.
- A national validation stakeholder workshop took place successfully on February 2nd, 2021.
- As per RM activities, a list of prioritized potential resource partners was shared. Some of them, such as the EU Delegation, were invited during the first Workshop.
- Additional engagement activities are planned once the CPD development is advanced.
- In collaboration with the FAO’s PPIP programme a joint value chain selection workshop was held on May 27th. After comprehensive discussions 2 priority value chains were selected under the OYA programme, namely: soya beans and aquaculture.
- IPPIP team has finalised the report including OYA decision on VC in June and it has been circulated to the government focal point of OYA after FAO Representative’s clearance.
- IPPIP hired a National Consultant (NC) for an in-depth VC analysis for Soyabeans in July.
- OYA National consultant alongside the FPs have finalized the Country Action Plan that is awaiting national validation as of August 2021.
E-commerce has become a critical part of business sales operations. Doing business online provides opportunities to get connected to promising new value chains, adapt to new market realities and business models, and generate a sustainable income.

The digital e-commerce training program aimed to equip 25 businesses owned by young African entrepreneurs with tools and analytical techniques that will help them strengthen and better expand their business.

- Why opt for e-commerce and what are the exploitable channels.
- Development/updating of e-business model
- Understanding online customers and why is it important to segment them.
- Identification of direct and indirect online competitors.
- Development of action plan to increase online sales.

The course pushes entrepreneurs to audit their current sales and promotion techniques, refine their online positioning and have a better knowledge of their digital environment (customers and competitors) to allow them to reach new customers. If you are serious about making online sales a larger part of your business, the trainers and coaches of this programme will work with you to transform your businesses and increase sales.

The programme was delivered using a selection of techniques, from webinars, online courses through a dedicated online platform, practical activities, group work and coaching sessions between June 15 and September 7th, 2021.

To date, participants have shown very high engagement during the training sessions, and much more in the discussion activities on the training platform. Digital is for them a cost-effective alternative to traditional promotion methods and also to a possible infrastructure which was essential before and which today has been replaced by social networks and websites.

What is expected as a result of the training for the beneficiaries is a better representativeness of their business on social networks and a better knowledge of their digital environment (customers and competitors), this should allow the reach of customers who were once out of reach and dramatically increase sales.

The training also includes the training of trainers from different target countries, so it can be duplicated to make it available in languages other than those available until today. In this regard, 6 future trainers
from Ghana, Kenya and Zambia have joined the course. They will be able to replicate the training in other settings and reach more beneficiaries with the content of the course that will be provided.

**Outcomes to date**
A full assessment of the impacts of the Executive E-Marketing Course will be reported 3 months after the course end date (September 7th, 2021) to assess whether lessons learnt are integrated into the online activities of the trained businesses. However, initial outcomes and feedback confirm the relevance of the programme:

- Rise in followers on Facebook and Instagram: Highest increases were 344% and 199% on Facebook and Instagram respectively while the average increase is 30% for Facebook and 8% for Instagram.
- Increase in volume of posts: One participant increasing posting to 23 posts in a month
- Transfer of Personal Profiles to Business Pages to facilitate online sales
- Wider use of a variety of content types: ‘Why Us?’, testimonials, spotlights on team members, videos and reels etc.
- Integration of social media pages with Whatsapp to facilitate online sales
- Set up of Facebook Shop and Whatsapp Catalogues
- Customers are enquiring about buying products in the comments section of business pages.
ACTIVITIES WITH LOCAL INCUBATORS IN SUPPORT OF YOUNG ENTREPRENEURS

One of OYA’s outcomes focuses on youth entrepreneurship development in the agribusiness sector through technical skills training, incubation services, tackling access barriers to financial support and market as well as the promotion of innovative solutions.

As part of its training, incubation, and acceleration services, the OYA programme plans to collaborate with national organisms including incubators to build a strong network of actors that can provide quality support and training to youth-Led Startups and MSMEs in the Agribusiness sector.

Incubators help entrepreneurs solve some of the problems commonly associated with running a startup by providing workspace, seed funding, mentoring, and training in different sectors. Although each program varies, most startup incubator program offer:

- Comprehensive business training program;
- Information/Educational sessions;
- Industry Mentors; Keynotes
- Networking events.

In 2021, an initial pilot phase will be implemented and scaled up based an evaluation of its results and included as part of the activities formulated by the Country Action Plan. Through these pilot activities, the OYA programme hoped to contribute to the capacity building and growth of existing entrepreneurial support mechanisms by providing specific training of trainers and to beneficiaries, incubation services to a large number of young entrepreneurs, access to mentorship etc. As a result, OYA hopes to guarantee the sustainability and scaling up of its impact by strengthening the local entrepreneurial ecosystem.

To select local incubators that could achieve maximum impact through support from the OYA programme, the following selection criteria were used:

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<tr>
<th>Criteria</th>
<th>Description</th>
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<tr>
<td>Establishment of at least 3 years</td>
<td>The incubator must exist for at least 3 years with referenced activities and entrepreneurs incubated</td>
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<tr>
<td>Training offers</td>
<td>The incubator has a consistent offer of trainings that are mainly delivered by the incubator internal or external staff</td>
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<tr>
<td>Network access events</td>
<td>The incubator organizes at least 2 networking events for beneficiaries with relevant potential partners for the incubees</td>
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<td>An existing incubation programme</td>
<td>The incubator supports selected incubees until the development of a business plan</td>
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<tr>
<td>Mobilized financial resources</td>
<td>The incubator has continuous financial resources or has developed a resource mobilization strategy that ensures financial sustainability beyond programme completion</td>
</tr>
<tr>
<td>Financial Sustainability</td>
<td></td>
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<tr>
<td>Promotion of Innovation, digitalization and sustainability</td>
<td>The incubator encourages innovative and sustainable solution as well as the use of digital tools</td>
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<tr>
<td>Gender inclusiveness</td>
<td>The incubator ensures that young women entrepreneurs are also beneficiaries of the incubator’s activities</td>
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<tr>
<td>Agribusiness Value Chains experience</td>
<td>The incubator has experience in supporting incubees in the agribusiness sector or linked to the development of specific value chains</td>
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Adaptable training modalities: The incubator provides provide physical training spaces and virtual training platforms are used and mastered.

A strong network: The incubator has an established network of young entrepreneurs, national institutions, private sector, international organisms etc.

A defined growth strategy: The incubator must have a defined 3 year perspective of growth and core business development.

**JACARANDA HUB (ZAMBIA)**

Jacaranda Hub’s mandate is to work with pre- and post-startups across Zambia and contribute to a nationwide socio-economic impact and commercial growth through a number of initiatives that support young people with different skills, trainings and linkages to global ecosystem programs.

The “Next Generation National Youth Incubation Challenge” is a programme targeted at youths to prepare them for the next generation work and give them the skills to ideate and develop their own ventures. The programme focuses on capacity building, skills development, investor readiness, innovation and seed funding to deserving ideas.

The Next Generation National Incubation Challenge is scheduled to run all year round with the objective of bringing together business ideas that will be developed to go to market and accelerate.

The NextGen National Incubation Challenge will embody 3 core-values:

› Inclusiveness – Improve community access to technology and knowledge to provide a convening point for like-minded young people to make connections, share ideas and create positive identity. Create a community where individuals have a sense of belonging to inspire and motivate each other as innovators and entrepreneurs. Provide an opportunity for a wholesome youth lifestyle and hope for a better future.

› Innovation – The main goal of the National incubation is to be an enabler of innovators and entrepreneurs in navigating the development of new solutions and build a startup culture in Zambia.

› End User Benefit -Actualization of the value of new product development and adoption in the local environment with a global perspective that will benefit users.

The NextGen programme will be virtual and allow beneficiaries’ access in different regions of Zambia through internet and IT equipment of 25 local training spaces across the country.

**Achievements:**

› Over 500 youth entrepreneurs selected to be enrolled in the programme out of more than 1000 applicants;
› Between 100-200 selected beneficiaries are in agribusiness sectors;
› Over 30 selected incubees are operational in 2 OYA Zambia priority value chains (soya beans and aquaculture);
› Over 50% of selected beneficiaries are young women;
› Beneficiaries are being onboarded to the programme that shall commence in September 2021.

**KOSMOS INNOVATION CENTER (GHANA)**

The Kosmos Innovation Center (KIC) AgriTech Challenge Pro is an acceleration program aimed at equipping existing early-stage teams or AgriTech startups with the right tools, funding and support to bring their business ideas or products to market and prepare them to scale.
The program was developed to create opportunity for teams that are already formed and looking to take their business to the next stage. KIC AgriTech Challenge Pro takes an inclusive approach, offering its services to all agricultural business teams in accordance with KIC’s goal of developing talent and advancing innovation in Ghana. The KIC hub is located in Accra and the physical trainings also happen in Accra.

The KIC AgriTech Challenge Pro is a 5-7 month program. It starts with orientation and business diagnostics, market research, pitches and then an investment announcement and onboarding into the KIC Incubator. There are a series of capacity building sessions, business activities, feedback sessions, industry talks and team-by-team meetings throughout the program.

The program targets young entrepreneurs aged within 20-35 years, majority of whom are first-degree holders. The Pro focuses on existing teams or businesses with 2-4 co-founders. There is a focus on ensuring a sizeable percentage of women-led teams and female entrepreneurs. Teams from across Ghana are encouraged to apply and participate.

Further work with incubators in all pilot countries to replicate and ensure the long-term sustainability of the OYA programme past its implementation phase.

**Achievements:**
- Over 70 young entrepreneurs selected to be enrolled in the programme;
- 35 start ups/business plans selected;
- 100% of beneficiaries are operational in agribusiness and agriculture sectors;
- Over 40% of selected beneficiaries are women.
OYA BUSINESS CLUB FOR YOUNG ENTREPRENEURS

As part of OYA’s planned outcome 2 - existing and emerging youth-led agribusinesses and agricultural SMEs are better integrated into local, regional and international markets - the OYA programme is looking to enable the creation of a business club for youth entrepreneurs from across Africa, including but not limited to the six priority countries (Cabo Verde, Democratic Republic of the Congo, Ghana, Kenya, Tunisia and Zambia). The objective of the club will be to offer opportunities to young entrepreneurs to deepen their networks and access new markets and business opportunities, while benefitting from a range of capacity-building events organised within the context of their membership of the Business Club. This will enable these entrepreneurs to meet potential buyers and investors (and more) in order to generate concrete business opportunities, as well as integrate the national, sub-regional, continental and international value chain. Entrepreneurs will also gain visibility on a large scale and in a targeted manner at the same time.

Following an open call and given its extensive existing business network on the African continent, Business Club Africa was selected as a partner for the implementation of the OYA Business Club. Objectives of the club are summarised in the table below:

<table>
<thead>
<tr>
<th>Specific objectives</th>
<th>Concrete results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young African entrepreneurs are able to benefit from business linkage opportunities through meetings, mentoring opportunities</td>
<td>Membership of one year is provided for up to 50 young entrepreneurs following an application and selection process.</td>
</tr>
<tr>
<td>The capacity of young entrepreneurs on key issues necessary for the rapid development of their businesses is strengthened in the following areas: marketing, communication, external financial mobilization, networking, access to markets, use of NICTs to sell products and services, etc.</td>
<td>Membership of the business club includes access to capacity-building resources including events, masterclasses and regular dissemination of targeted content provided by UNIDO and the vendor.</td>
</tr>
</tbody>
</table>

Preparatory work is currently underway to establish the digital platform and work with local partners to select potential beneficiaries. The memberships are expected to be awarded to young entrepreneurs in October 2021.
THE ENTREPRENEURIAL MINDSET PODCAST

Youth entrepreneurship development through the improvement of entrepreneurial skills such as confidence and resilience provide a springboard to success. To ensure that young African women and men have the necessary skillset that enables them to identify and make the most of opportunities, overcome and learn from setbacks, and succeed in a variety of settings, The Entrepreneurial Mindset Podcast showcases successful African entrepreneurial stories to:

- Raise youth interest in entrepreneurship and agribusiness opportunities in Africa
- Provide insights based on real examples and experiences on specific entrepreneurial topics
- Inspire young men and women by sharing the stories of young successful entrepreneurs
- Foster the entrepreneurial mindset and motivation of youth through a series of specific topics

Since 2005, more than 700,000 podcasts have been created, with over 30 million episodes of content, most of them for free. About a third of those episodes have been created since June of 2018. With the proliferation of smartphones, access to a podcast player has become widespread. 50% or a Reuters Digital News Report survey stated that podcasts are found to provide a deeper understanding of issues than other forms of media. In South Africa and Kenya, Reuters found around 40 percent of the more educated, urban samples to be monthly podcast users.

Podcast consumption is growing in Africa especially amongst the under 35 years old community for the following reasons:

- **Convenience:** They are a simple way to access media. One doesn’t have to actively search or read while engaging with the content.
- **Control:** Digital natives want to be in control and self-schedule. Young people don’t want a broadcast scheduler telling them what to listen to and when.
- **Diversity of content:** Podcasting provides a different tone, more diversity, a range of opinions and voices that better reflect the interests of this generation than the narrow set of perspectives one gets on conventional radio.

Using podcasts as an entrepreneurial mindset training tool will help OYA reach a broader range of potential and existing entrepreneurs by bringing valuable content and eliminating access barriers through diversified diffusion channels. Although a large number of existing podcasts provide entrepreneurial content to listeners, very few are adapted to the African context and the availability of specific content that tackle the agribusiness sector is very limited.

Hence, the "OYA Entrepreneurial Mindset Podcast Series" will provide entrepreneurial content to the targeted beneficiary group of the OYA programme as well as global entrepreneurs interested in the agribusiness sector in Africa. The recording of podcast episodes is currently underway with the planned publication in Q4 of 2021. A selection of the inspirational entrepreneurs being interviewed for the podcast are included below as well as hosts.
Inspirational entrepreneurs interviewed for the podcast

Mara Zhanet Michelo
Mara is a social entrepreneur, business development and project management professional with 15 years professional experience. She is the Founder & CEO at Jacaranda Hub, an organization that aims at developing young people through the provision of collective services, infrastructure and specialized tools and equipment for common use among the young and aspiring MSMEs with growth potential. She is also the administrator at Payment Association of Zambia, the association serves as a joint industry platform from which members who are mainly Digital Finance Service providers are able to collaborate in dealing with various issues of mutual interest including payment systems policy formulation, innovations and the conduct of public/private dialog.

Chidi Nwaogu
Chidi Nwaogu is a tech entrepreneur and software developer. Nwaogu is a co-founder at Publiseer, a digital publisher that has helped over 7,000 underserved African creatives living in low-income and disadvantaged communities to earn above the minimum wage and live above the poverty line from the sales of their creative works. He is also a co-founder at Savvy, a global fellowship program that has equipped over 4,200 passionate individuals from 137 countries, with the necessary knowledge, skills, tools, resources, and community they need to build successful and sustainable impact-driven businesses and succeed as social entrepreneurs. Nwaogu is the winner of the Migration Entrepreneurship Prize, the Africa 35.35 Award for Entrepreneurship, the Young Leaders Award for Media and Entertainment, and the Bizz Business Excellence Award.

John Armah
Dorcas Owinoh

Dorcas Owinoh is the Co-founder and Director of LakeHub, the biggest Kenyan Incubator outside of Nairobi. Dorcas Owinoh was born in Kibera, one of the informal settlements in Kenya. Yet, she was able to become a successful entrepreneur by improving technology access to girls from similar backgrounds. She co-founded LakeHub with her team at university. It is a technology and social innovation hub in Kisumu that supports a community of creatives, programmers, hackers, designers and entrepreneurs; a majority of whom are girls aged between 13 and 19 years old. Dorcas Owinoh is one of Forbes 30 under 30 in 2019 and the European Commission’s Campaign face in Kenya.

Hosts of the podcast

Ms. Fifi Peters, an award-winning journalist

Ms. Maggie Mutesi, Business journalist in BBC Africa
PROVISION OF DIGITAL INCUBATION SERVICES WITH THE IDEA APP

Developed and published in 2016, in collaboration with the University of Massachusetts, the Innovation, Development and Entrepreneurship for All (IDEA) Approach to Youth Employment and Enterprise Development is UNIDO’s methodological framework to address youth employment challenges through small enterprise development. First piloted in Mali with great success, this holistic methodology has been put into practice in multiple projects designed to foster an entrepreneurial culture and facilitate integration into the formal economy through a modular and flexible approach. The five steps of IDEA are: (1) identifying value chains and market opportunities, (2) forging partnerships, (3) incubation services, (4) clusters and networks, (5) sustainable enterprise growth.

The third step pertains to incubation and harbors the core activities of the IDEA approach. However, a full-fledged business incubator - with a comprehensive set of support services - may not be feasible to set up or could take a significant amount of time to establish physically. Therefore, an online incubation platform became evident as an innovative solution of soft incubation, allowing the transfer of business support, coaching, and financial assistance activities to existing institutions.

The IDEA app therefore provides an online programme to connect young entrepreneurs from the six OYA pilot countries with mentors from all over the world to accelerate the growth of new entrepreneurship communities and foster an entrepreneurial culture. As a web-based service, it provides a highly structured and qualitative digital mentoring & incubation experience through all-in-one access to 1-on-1 mentoring, a step-by-step incubation methodology with key definitions, business cases, and data visualizations.

In order to ensure the long-term viability of the approach, in each country of operation, the IDEA Hub is managed through a local incubation center. This means that local incubators are involved both in the running and administration of the programme, but also in connecting young entrepreneurs to mentors and providing the tailored support that reflects the national context within which the entrepreneur intends to set up their business. The first cohort of entrepreneurs from the six pilot countries is expected to be onboarded in Q4, 2021. At the same time, local incubation centers will be trained in their role as Incubation Hub Managers for the IDEA App.
OYA IN REGIONAL AND GLOBAL FORA

One of OYA programme’s objectives is to make youth voices heard in global fora to shed light on their challenges and needs in order to seize employment opportunities. In this regard, a number of high-level international conferences hosted OYA side-events that promoted the richness of diverse and inclusive panels. The following list of side-events were organized and highly attended by young Africans:

Food and Retail West Africa Forum
Food and Retail West Africa was held from February 10-12th, 2021 and was a virtual exhibition and B2B Networking Event organized by Business Club Africa and attended by national and international companies, service providers, retail chains and investors. The OYA programme supported 5 young agripreneurs from Ghana and Cabo Verde with opportunities to extend their networks and access new markets through B2B networking sessions. In addition, three Masterclasses were organized and animated by the OYA programme for attendees of the forum on the following topics:

› Building an Entrepreneurial Bridge between the Continent and Diaspora: The African Diaspora is a significant force in the continent’s development, contributing to its economic growth through business and job creation and by stimulating innovation. The masterclass was therefore for those seeking to strengthen exchanges between the African continent and the diaspora as part of their business operations for greater innovation. This masterclass will discuss some of the enablers and deterrents to African diaspora business linkages. Speakers included investors and experts from the Diaspora and how they have strengthened their linkages and invested in African agribusinesses.

› Leveraging Innovative Finance for Start-ups and SMEs: With access to funding one of the greatest challenges that micro and small businesses face during the start-up and growth phases, this masterclass was animated by a UNIDO expert on access to innovative finance who discussed some of the challenges and opportunities available through different financial solutions and how they can be leveraged to fund a business.

› Innovation in Agribusiness through 4IR Technologies: The Fourth Industrial Revolution has brought fundamental shifts in how food and agricultural products are produced and distributed, creating opportunities to increase yields, lower costs and lower environmental impacts. How do producers screen and prioritise these new technologies? Do these new technologies require new business models? How can they be made accessible to smallholder farmers and the last mile of production? In conversation with an the founder of Farmz2U, a Nigerian agritech company, this masterclass sought to lay out the opportunities for agritech in the African agricultural sector, including beyond the traditional tech hubs of Africa.

ECOSOC Youth Forum Side-Event
This session, organized by UNIDO and FAO aimed to raise awareness and catalyse greater investments for youth employment creation in the agribusiness sector by bringing attention to pan-African initiatives such as OYA.

The rationale of the session was to enhance the understanding of the challenges impeding job creation for young women and men in agriculture and agribusiness in the post COVID-19 crisis era as well as the importance of digitalization as an accelerator to addressing these challenges sustainably. Other objectives include:

› Recognition of the need for significant investments to be made to capitalize on the potential of youth in agribusiness.
› Better comprehension and ability to address the needs and expectations of the young people in business, as well as trends and stakes related to entrepreneurship and self-employment.
› Best practices on how to address the presented challenges, specifically related to post COVID-19 crisis setting.
In the framework of the first meeting of the Preparatory Committee for the Fifth United Nations Conference on the Least Developed Countries (PrepCom1) UNIDO and FAO, in partnership with the African Union Commission, organized the side-event on "How to stimulate youth employment while promoting a sustainable economic recovery of the agriculture and agribusiness sector post Covid-19 that is effective, equitable, and inclusive in Africa’s LDCs" on May 25th, 2021.

The outcomes of these inclusive and broad-based reviews at national, regional and global levels will feed into the work of the Intergovernmental Preparatory Committee (PrepCom), whose mandate is to agree on elements of the new Programme of Action for the LDCs that will then be finalised and adopted by the The Doha LDC5 Conference in January 2022.

The outcomes of the session were as follows:

- Raise awareness on the challenges that African LDCs face to reduce poverty for young women and men through decent employment: Access barriers (training, Market, Financial resources), limited infrastructure, institutional reforms;
- Discuss the untapped potential of LDCs: a growing young population, availability natural resources, opportunity to do “business better- environmentally sustainable”, agricultural value chain development, PPPs;
- Discuss the role of the Government in LDCs and of their development partners and other stakeholders in achieving the SDGs through youth employment and self-employment in the agriculture and agribusiness sector;
- Share best practices on how digital solutions can respond to challenges induced by global crisis such as the global COVID-19 pandemic;
- Showcase best practices and inspiring stories of engaged youth (young entrepreneurs).

In partnership with Youth20 (Y20), G20’s official youth engagement group, UNIDO organized an online workshop on "Opportunities for Youth’s Economic Inclusion in the Agriculture and Agribusiness sector in Africa" on July 5th 2021.

Open exclusively to 30 international delegates of Y20 and livestreamed for 400 members of the Young Ambassadors Society, the workshop called for policy solutions to place youth inclusion at the heart of Africa’s economic resilience and explored ways to channel technological upgrades and financial investments for repositioning agriculture as a secure, rewarding, and innovative sector.

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3 https://www.y20italy.it/
4 https://www.youtube.com/watch?v=zK5yfGykr8
The panel focused on entry points for youth employment and extenuating synergies between agribusiness and digital technologies. Continuing the momentum for inclusive policy dialogue, the workshop is informing the development of the Y20 communique and ensuring visibility of the challenges and opportunities for youth within agriculture - the merits of which will be elemental in representing beneficiaries’ perspectives on development priorities leading up to the G20.

The Agriculture, Innovation and Technology annual conference (AIT2021)

"The OYA programme seeks to promote an ecosystem approach to foster the development of a vibrant African entrepreneurial community so that any young person with a good agribusiness idea can pursue his or her journey as a successful entrepreneur", a statement made by the Director-General of UNIDO, Li Yong during the official opening ceremony AIT 2021 virtual Conference. Other keynote speakers included: The Zambian Ministry of Agriculture, Permanent Secretary, Mr Songowayo Zyambo, Ms Larisa Miller, CEO of Phoenix Global, Dr Ladislus Agbesi - chairperson of Pan-African Business forum and Dr Justina Mutale, founder of Justina Mutale Foundation.

The Agriculture, Innovation and Technology annual conference (AIT2021) was successfully hosted on July 21st-22nd, 2021 with the theme: "Strengthening value chains by utilizing innovative technologies for inclusive economic growth and job creation in agriculture and agribusiness". The Opportunities for Youth in Africa programme powered the event organized by SensXAfrica Ltd in Africa.

The key objectives of the AIT 2021 conference with the OYA programme were:

To contribute to strengthening the visibility and outreach of the OYA programme at the national, regional, and global levels.

› Contribute to the enhancement of on and off-farm employability and self-employment capabilities of youths in agriculture and agribusiness.

› Contribute to ensuring increased access to finance and integration into local, regional, and international markets for existing and emerging youth-led agribusinesses and SMEs in agriculture.

› Enhance the contributions of the global diaspora to advance agriculture and agribusiness development in Africa.

The AIT 2021 conference gathered over 3000 participants, 50+ speakers, exhibitors, and key economic actors, such as Government delegations, policymakers, African leaders, investors, and the private sector from approximately 60 countries. Experts facilitated the interactive panel discussions and capacity-building workshops, including other vital sectors promoting, contributing, and impacting agriculture and agribusiness in Africa.

As part of the AIT 2021 conference, a special empowerment award - IMPACT XChamp was launched. Six young women were carefully selected and announced on the events last day. The IMPACT XChamp award recipients received a 12-month mentorship program facilitated by SensXAfrica Limited.

The launch of the annual AIT conference is dedicated to the economic inclusion of youth in agriculture and agribusiness in collaboration with OYA. The AIT Conference will continue contributing and creating a platform that will allow young African entrepreneurs to share their perspectives, build their capacities, and network with prominent African entrepreneurs and the diaspora. Thus, the conference's motto is: AIT 2021 is not just a conference; it is a movement!
The AIT 2021 conference exceeded its target with attendance. Hopin was the central platform used, with 813 attendees representing 56 countries registered on the AIT 2021 on this specific platform. See the list below:

In addition to the Hopin numbers, 1001 LinkedIn users registered to attend, AIT was broadcasted live on YouTube and Facebook, with 258 attendees via YouTube live, while Facebook live had 4298 for both days. AIT2021 Facebook Event reach was 204,501.

Below is a graphical representation:

**Impact XChamp Award**

The IMPACT XChamp was launched as a particular empowerment segment during the AIT 2021 to empower six youths (young women and men) aged 15 - 35 from OYA,s six pilot countries; Cabo Verde, DR Congo, Ghana, Kenya, Tunisia and Zambia. In addition, the Impact XChamp was to address the challenges that young entrepreneurs in agriculture and agribusiness may face; economic effects of the COVID-19 pandemic, lack of access to knowledge and education, finance, technology and other resources. The goal was to reach six resilient and determined youths who desire to further their education, knowledge, and skills in agriculture to make a sustainable impact in their communities. The objective of the IMPACT XChamp award was to empower the six selected nominees for subsequent adoption into the OYA Champion Network and SensXAfrica fellowship.

The six awardees were chosen using the following criteria; between the ages of 15-35 years, must have been in any of the six countries (Cabo Verde, DR Congo, Ghana, Kenya, Tunisia and Zambia), must have access to the internet, must have basic writing and reading skills English or French, students were encouraged to apply, who were active in any agriculture or agribusiness sub-sector, with a track
record of participating in community engagements, self-nomination or applications were acceptable with sufficient documentation.

SensXAfrica and its partners awarded the IMPACT XChamp awardees a one-year mentorship program, essential know-how coaching, and tech devices for access to attend the training sessions and the opportunity to join the Sensxfellowship and OYA champion network. The IMPACT XChamp award ceremony was conducted before the official closing of the AIT 2021 conference.
COMMUNICATION ACTIVITIES

A key objective of the communications strategy was to increase the visibility of the project but also the level of engagement with the content itself. During the inception phase, communications efforts supported resource mobilization efforts through the development of products that complemented outreach efforts. The following sections represent some of the products produced to support OYA’s outreach efforts.

OYA Branding Identity

The project’s communication strategy included the development of a consistent visual identity for the project through an OYA logo that was connected to a family of logos that represent the various activities that the OYA programme is undertaking. The branding work was implemented in Q2, 2021 and includes the overall OYA programme logo (see figure 3).

![Figure 4: OYA Logos](image)

In addition, a “powered by OYA” logo (see figure 4) was developed to ensure cohesiveness between OYA activities and partnerships with other organisations and partners that were supported by the OYA programme. In this way, the OYA programme was visible on a much larger scale including its emphasis on local and regional partnerships which is coherent with the long-term sustainability strategy of the programme.

![Figure 5: Powered by OYA logos](image)
**OYA Website**

To maximize the visibility of the OYA programme during Africa Industrialization Week, the UNIDO team dedicated time to developing a website that would be shared during the session itself to take advantage of the audience in attendance during the session. The goal of the website was to use storytelling to establish the context and need for the OYA programme. Through a highly visual presentation, the site focuses on the challenges and opportunities that exist in harnessing the potential of a youth workforce and how the UNIDO-FAO partnership has developed a holistic approach to maximize impact.

The website - www.oyaprogramme.org - was developed and launched in November 2020. During its first week, as a result of the communications campaign, the website received over 600 unique visitors.

![Image of OYA Programme Website](image)

*Figure 6: Impressions from the OYA Programme Website*

**OYA Brochure**

In order to further support resource mobilization efforts at country and regional levels, a brochure was developed on the OYA programme that extracts key information from the project document. The brochure frames the OYA programme to align it with the priorities of donors including migration, human security and sustainable transitions.

![Image of OYA Brochure](image)

*Figure 7: Excerpts from the OYA Brochure*
It also gives greater visibility to the programmes theory of change and targets of implementation. Thus far, the brochure has been circulated to the EU Delegation in Cabo Verde, the Italian Government, the Netherlands and the German Government.

The brochure can be accessed on the following link: https://drive.google.com/file/d/1y_-Syp0uroGAixHJ8PMFdxEx_6iz0KBP/view
**OYA BEYOND THE SIX PILOT COUNTRIES**

Although the OYA programme inception phase has focused on six pilot countries, the success of various outreach efforts has meant that additional countries have expressed interest in joining the programme as self-starters, meaning that they would undertake funds mobilisation and the translation of the project into a country project document with the support of UNIDO and FAO as needed.

As a result of various activities held by UNIDO and FAO during the inception phase, a number of countries have expressed an interest to join the OYA programme. Some of these are included below:

- UNIDO’s Agribusiness Department is working to mainstream youth into its technical cooperation activities and held a Webinar on its Youth Module that was presented to all UNIDO field offices in Africa in October 2020. During the webinar, the OYA programme was introduced as best practice, sparking great interest among UNIDO Representatives, specifically concerning integration of already existing and planned youth initiatives in several countries, such as Botswana, Rwanda and Zimbabwe.

- During the briefing on IDDA III to the AG in Vienna, held in November 6th, 2020, the Permanent Mission of Angola in UNIDO asked about the status of implementation of the project above and how Angolan youth could apply or benefit to the project. An email was sent to UNIDO on December 22nd, 2020 requesting further information on OYA.

- **Burkina Faso**: Discussions are ongoing, and the Netherlands has enquired about the OYA programme’s reach in the Sahel region including in Burkina Faso. A proposal to the Green Climate Fund (GCF) was also developed in close consultation with the OYA programme and national counterparts in the Shea value chain.

- **Rwanda** has shown strong interest towards being included as an OYA self-starter beneficiary in addition to the pre-selected pilot countries. Initial follow up discussions were held between the UNIDO Representative in Rwanda and the OYA team to define the way forward after which the UR has shared information on youth related policies and strategies in the country to serve as basis for country’s integration under the OYA programme.

- Additionally, given that UNIDO has started developing an initiative to address the problem of youth migration from **Zimbabwe** to South Africa and Botswana, the UNIDO Country Representative proposed a collaboration with the OYA Programme in proposing solutions to tackle youth migration by enhancing job creation in the country.
CONCLUSION AND NEXT STEPS

During the fourth quarter of 2020, the activities of the inception phase were conducted as planned thanks to the strong mobilization of FAO and UNIDO teams as well as the availability of the regional TCP support to the 6 targeted countries. Indeed, all 6 countries were able to initiate a national dialogue with the relevant governmental counterparts and national stakeholders as well as the development of country actions which will contribute to the fine tuning of OYA’s overall outcomes and outputs.

Moreover, the team was able to build a strategic vision on how to move forward with partnership development in order to ensure a continuous growth of OYA’s achievements at national and regional level.

The side events and international workshops that were organized have enhanced the visibility of the programme and increased the initiative’s ability to develop potential partnerships with diverse stakeholders including bilateral development agencies, the private sector, global accelerators and incubators etc.

To ensure that the pace set in 2020 continues, certain actions need to follow to complete all inception phase goals as well as support the launch of the first operational phase of OYA:

NATIONAL LEVEL

› Strengthen the positioning of OYA as a benchmark response programme for countries to tackle youth employment and the development of the Agriculture and Agri-business sectors.
› Identify relevant operational partners (other programmes, NGOs, TVETs etc.) and low hanging fruits for OYA not to “reinvent the wheel” but rather build on key levers that are identified.
› Strengthen the capacities and offers of national incubators in the agribusiness and transversal training offers
› Build partnerships with potential donors that can contribute to the implementation of the programme.
  The coordination with the regional team is crucial to ensure effectiveness and efficiency.

AT THE REGIONAL AND GLOBAL LEVEL

› Continue to engage with identified (and prioritized) resource partners (EU, Germany, Switzerland, Japan, Qatar) while monitoring and responding to new opportunities as they arise.
› Implement a pilot virtual incubation using the IDEA App developed by UNIDO in partnership with Bridge for Billions. Work with local incubators to develop their capacities to act as incubation hub managers for the IDEA App.
› Further strengthen the partnership with the AU and their constant involvement in OYA activities to strengthen ownership.
› Grow the OYA community by sharing valuable content through social media platforms and participation in high visibility events.
› Finalize institutional arrangements with regards to the modalities for funds sharing in the implementation phase of OYA through potential arrangements such as an Multi Donor Trust Fund (MPTF) or UN-to-UN agreements.