

**Fund Title\*** MPTF\_00209: UN COVID-19 MPTF  
**Anticipated Start Date\***  
**Duration (In months)\***  
**Anticipated End Date\***  
**Brief Overview\*** The three components of the programme aim to increa

**Comments**  
**Geographical Scope**  
**Participating Organizations and their Implementing Partners**

**Geographical Scope**  
Country  
**Participating Organizations**  
FAO  
UNDP  
UNICEF  
UNWOMEN

**Contacts**  
**Contact Type**  
Project Manager

**Universal Markers**  
**Gender Equality Marker**  
GEM3 - GEWE is the principal objective of the Key Activity

**Fund Specific Markers**  
**Fund Windows**

**Human Rights Based Approach to COVID19 Response**

**Primary Socio-Economic Pillars**

**Concept Note Type**

**Estimated Budget**

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**Budget**  
**Budget Requested**  
**Other Sources**  
**Total**

men and Men in Kenya

se the economic empowerment of youth through the African Youth Marketplace (YOMA) a digita

Name of the Region	Region(s)	Country(ies)
NGOs	Africa	Kenya
	<b>New Entities</b>	<b>Implementing Partners</b>
	Other	The National Treasury Ministry of Public Service and Gender (State Department of Gender) Ministry of Information, Communications and Technology (Youth) Ministry of Education Ministry of Agriculture
Name	e-mail	Position
Zeinabu Khalif	zeinabu.kh alif@one.u n.org	DCO Partnership and Finance
<b>Risk</b>	<b>OECD-DAC</b>	
Low Risk		
<b>Fund Windows</b>		
Window 2: Reduce Social Impact and Promote Economic Response		
<b>HRBA integrated</b>		
Yes		
<b>Pillars</b>		
Pillar 3: Economic Response and Recovery		
<b>Type</b>		
Funding		
<b>Amount</b>		
	\$1,000,000	
	\$2,000,000	
	<b>\$3,000,000</b>	

1-Oct-20  
14  
1-Dec-21

il innovation that

**Additional Telephone Skype**  
**le-mail e**

**Title**

CN\_I. What is the specific need/problem the intervention seeks to address? Summarize the problem. Apply a gender lens to the analysis and description of the problem. Be explicit on who has established the need (plans, national authorities, civil society, UN own analysis, or citizens).

CN\_II. Results expected to be achieved and a clear explanation of tangible results or changes that will be achieved through this collaborative programme Describe the results expected to be achieved and how it contributes to the Covid-19 response and the SDGs. Describe programme approaches, methods, and theory of change, and explain why they are the appropriate response to the problem. Please highlight a) how the solution(s) is data driven (especially on population being targeted) b) if and how it employs any innovative approaches; c) if and how it applies a human rights-based approach and how is it based on the principle of “recover better together” d) if and how the theory of change reflects the Gender Equality Marker score selected in this solution

CN\_III. Catalytic impact and nexus Describe how the intervention is catalytic by mobilizing or augmenting other financial or non-financial resources including from IFIs, foundations, the private sector. Describe how the proposed intervention supports medium to long-term recovery for example by enabling other actors to engage, generates an enabling environment for longer-term development.

CN\_IV. Who will deliver this solution List what Recipient UN Organizations (no less than 2 per concept note) and partners will implement this project and describe their capacities to do so. Include expertise, staff deployed, as well as oversight mechanisms that determine the monitoring and evaluation (M&E) arrangements and responsibilities. Use hyperlinks to relevant sites and the current portfolios of RUNOs so the text is short and to the point.

P\_I. Immediate Socio-Economic Response to COVID19 and its impact

P\_V. Target population



### Text

economies at their core and requires a coordinated response. The pandemic has caused a major socio-economic crisis in the country and disproportionately affected the youth. Since reporting of the first case of COVID 19 in March 2020, the government has taken diverse measures to curb the spread of the pandemic. These include business closures, social distancing, and stay-at-home provisions. The government protocols on COVID-19 to a great extent slowed down the rate of infections among the population but severely affected key economic sectors such as agriculture and tourism which employ millions of Kenyans and are main foreign exchange earners and contributors to the country's GDP. The horticulture industry is hard hit as the importing countries that absorb 70-75% of the produce cancelled orders, resulting in massive loss of employment especially for women who constitute majority of flower farm workers. Due to the COVID-19 pandemic, the country is experiencing fiscal pressure through reduced production, disruption of supply chains, rising unemployment and increase in the number of dependants, among others. A survey conducted by the Kenya Private Sector Alliance, reported that 61% of business are affected by COVID19 restrictions.

Impacts of COVID-19 have disproportionately affected the youth and women as they are the largest group involved in agriculture and the informal economic sectors. Kenya Population and Housing Census report of December 2019 indicated that young people below age of 35 years make up 75.1% of Kenya's population of 47.5 million, with an unemployment rate of 14.2%, more than double that of the general population, of 4.9%. 15% of youth aged 15-35 years are not in education, employment, and training, with a higher percentage being young women due to gender specific constraints (18% compared to 9% of young men).[1] Young women earn approximately 45% less than young men in Kenya (30% less in formal jobs and 40% less in informal jobs) thus worsening their

to reverse the progress made towards achieving the country's priorities and Sustainable Development Goals (SDGs). The pandemic is deepening pre-existing inequalities and exposing vulnerabilities in social, political and economic systems that are amplifying its impact, particularly for youth and women. Despite these challenges, young people, especially young women have been responding to the COVID-19 crisis by volunteering, innovating, promoting social cohesion and sharing positive messaging and advocacy on social media. Women's rights and youth led organizations continue to mobilize and mitigate against GBV, safeguard livelihoods and influence the COVID-19 response. Capitalizing on these efforts—the programme will enable young people to benefit from transformative, inclusive, equitable and sustainable socio-economic systems. The programme will also build on existing youth programmes to address the social impact of COVID-19 by supporting and amplifying the voice and agency of young women and men to prevent and respond to GBV in their communities. To achieve the goal, the programme will focus on three main outcomes:

#### Outcome 1: Increased economic empowerment of youth

Building on the innovative mindset of youth as change agents, UNICEF with its partners is implementing the African Youth Marketplace (YOMA) that will connect young people to volunteer, training and work opportunities in their communities. The African Youth Marketplace is a youth-led digital and 'market generating' innovation that aims to put young people in the driver's seat of their learning and skills development through technology and public-private partnerships. By using technology and public private partnerships, the online marketplace would directly match young people with volunteering opportunities in their communities, apprenticeships, social innovation challenges/boot camps,

build on UNICEF's Prospects project funded by the Dutch government which focuses on developing the secondary level curriculum to prepare young people, including those displaced and in the surrounding host communities, for post-secondary education, training and employment. It will also build on the GenU funding used to support young people using the African Youth Marketplace (YOMA) model to develop skills necessary for the job market and access employment opportunities. A key component of YOMA is to interest impact investment to incentive young people to respond to social and environmental issues and help them develop hard and soft skills in practice in areas such as greening, sustainable agriculture, education, healthcare, housing and others. Furthermore, the model will be linked to the secondary-level Competency Based Curriculum (CBC), the Sustainable Development Goals (SDGs) Partnership Platform, SDG Accelerator Lab and Ajira Centers (housed in the Ministry of ICT, Innovation and Youth Affairs) and other significant innovation, skilling and job matching platforms/schemes.

The programme will also build on FAO-UNIDO regional programme on accelerating job creation for African youths, through agribusiness and entrepreneurship development. The initiative leverages public-private partnerships in agriculture sectors. The programme will also benefit from FAO's established partnerships with key development partners such as Japan, EU and Italy. The programme will have a strong nexus with the private sector through the SDG-Partnerships Platforms's Food and Nutrition Security Window that is co-led by FAO and IFAD and the recently launched Agriculture Sector Network (ASNET). ASNET's primary role is to unite the entire agriculture sector ecosystem and build stronger partnerships and a structured engagement framework with the governments and all strategic partners to improve the policy environment. The

the participating UN agencies – UNICEF, UN-WOMEN and FAO with support from the Office of Human of Rights (OHCHR), UNDP’s Senior Economist and office of Resident Coordinator (RCO). Participating UN agencies have on-going programmes that targets youth and women. UNICEF is the lead of UN wide programme on Generation Unlimited (GEN-U) while UN WOMEN and UNDP have projects dedicated to women empowerment and ending Gender-Based Violence (GBV), building on the Generation Equality Action Coalition on GBV which the Government of Kenya is co-leading, while FAO have agribusiness programme targeting youth and women in urban, peri-urban and rural areas.

There are sufficient technical and over-sight capacities within the UN agencies and the implementing partners to deliver this programme effectively and efficiently.

a) Capacity within UN and its partners for MPTF

UNICEF Kenya will work in close partnership with the Ministry of Education (MoE), Ministry of ICT, Innovation and Youth Affairs, private sector, local partners and other NGOs and CBOs, to implement the proposed activities. The African Youth Marketplace (YOMA) and U-Report are both part of identified scalable investments of GenU in Kenya and UNICEF has strengthened the capacity of GenU in Kenya with GenU specialists placed both in the UNICEF office and in the GenU Secretariat. YOMA will leverage innovative technologies to enhance youth participation and engagement at the national and county levels. Young people will be connected to amplify their voices through U-Report and other digital platforms; in return they will cultivate leadership and mobilize youth at scale for community service, volunteerism and social activism.

social and economic vulnerabilities facing young men and women. The government's immediate action focused on strengthening the health response to contain the spread of COVID-19 and care for the infected including through home based isolation and care. Additional health policy measures such as working from home, travel restrictions, the closure of schools, the suspension of public gatherings, and a nightly curfew have been put in place. The brunt of these measures fall on already vulnerable households in Kenya many of whom depend on farming (for the rural), self-employment and informal wage (for the urban).

As social distancing measures continue to be implemented and schools closed, the risk of physical, psychological, economic and sexual violence against young women and men has increased. Women, girls, boys and men living with disabilities who account for 918,270 of the population are particularly vulnerable at this time because they are more likely to be isolated making it easier for abusers to prey on them and have fewer means to get help. The consequences of violence are aggravated by lockdown policies, the disruption of economic, social and protective networks, sudden changes in family functioning, stress and mental health complications, increased substance abuse and decreased access to services. An increasing number of domestic violence cases, GBV, and child pregnancies have been reported. Additionally, the issuance of Home Based Care and isolation guidelines expected to ease the burden on limited health facilities, and take into account the fact that 78% of Kenya's cases are asymptomatic, has transferred the large share of care to women who do not have the resources (easy access to clean water, PPEs, thermometers etc) required to safely do so.

The government has put in place an inter-agency COVID-19 and Gender Based Violence response plan. State and non-state actors have worked jointly to develop

Young women and men in:

\*Kericho, Migori (high teen pregnancy rates), Turkana (refugee hosting communities), Nairobi (informal settlement) and Kisumu

\* informal settlements

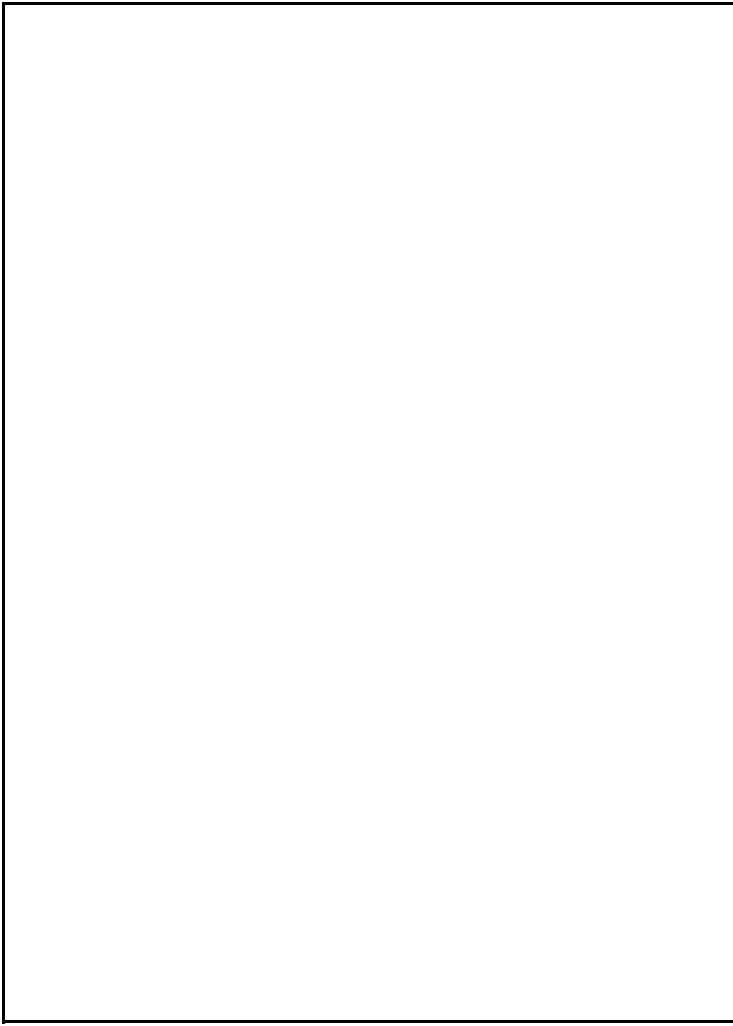
\*refugees

\*young people living with disabilities

\*adolescent mothers

\*survivors of GBV.

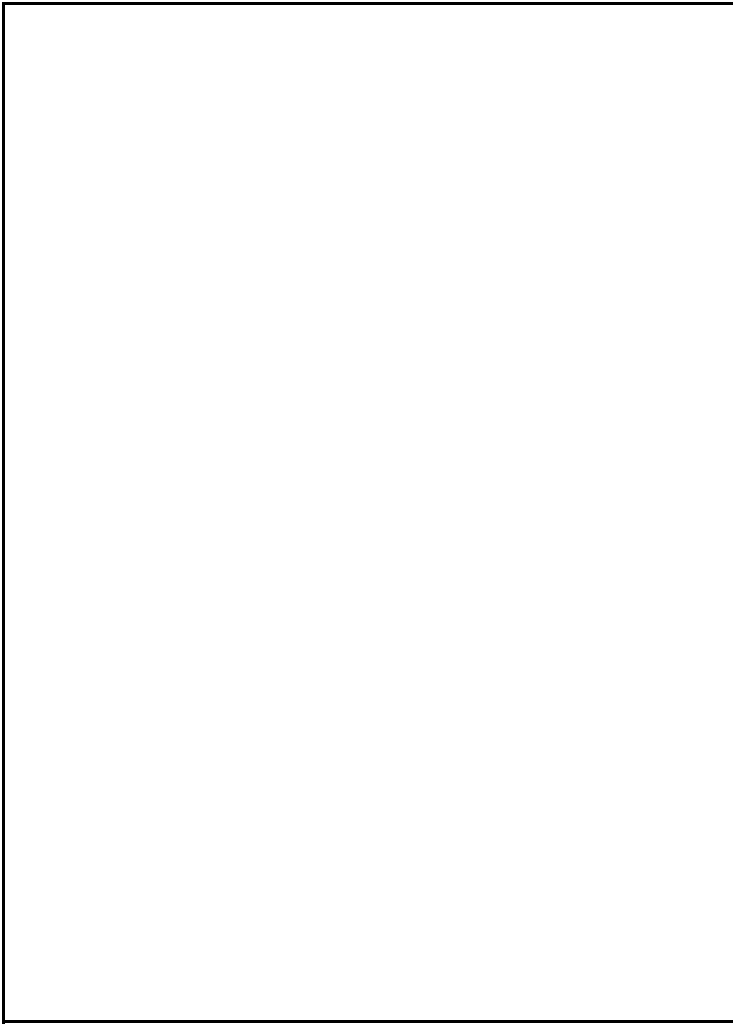
**Comments**

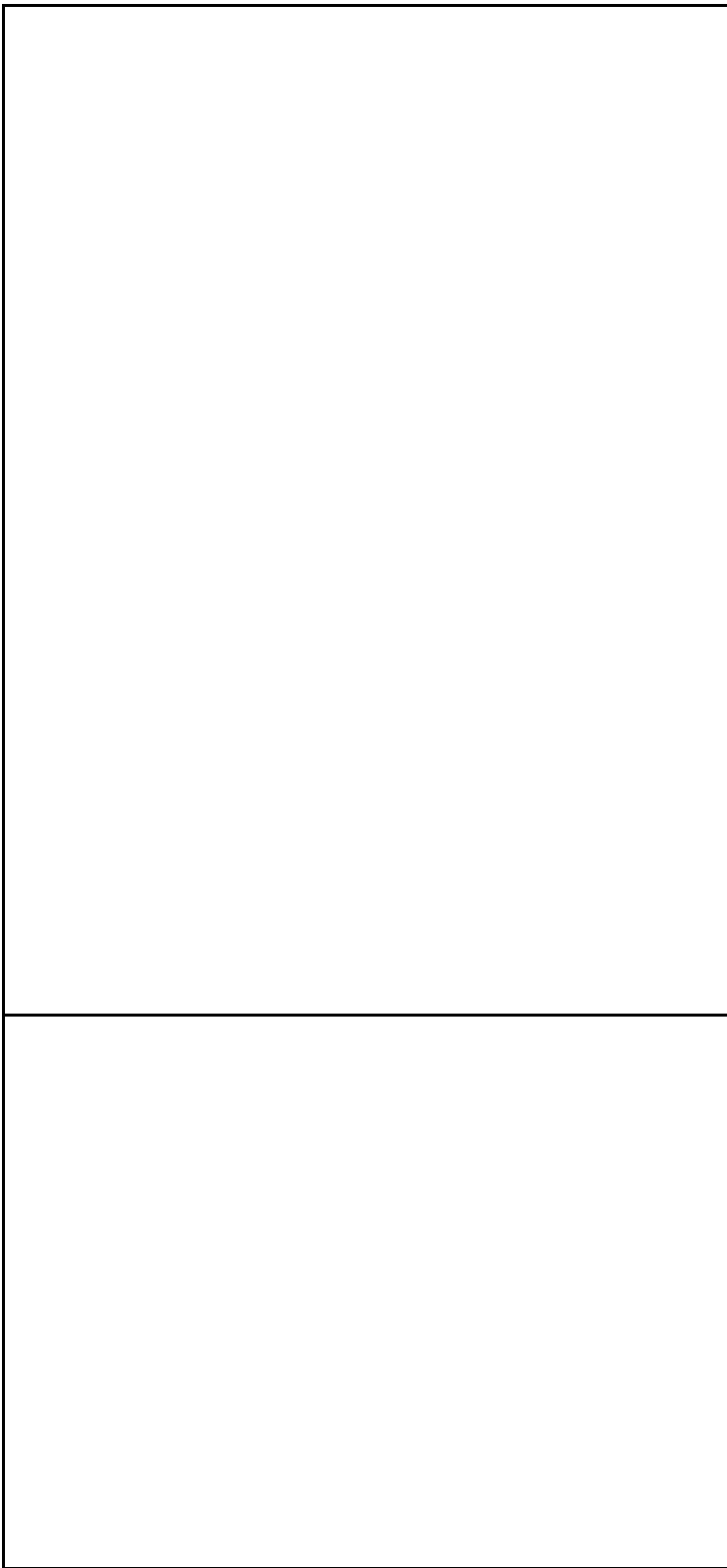


Reviewer 3.

The overall score of the CN is 21. Interventions are well structured and well intergrated with other ongoing programmes. More could be done to integrate HRBA principles.







		<b>Target</b>
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Main Goals

Goal 5. Achieve gender equ

	TARGET_5.2
	TARGET_5.3
	TARGET_5.b

Goal 8. Promote sustained,

	TARGET_8.2
	TARGET_8.3
	TARGET_8.5

Secondary Goals

~~Goal 17. Strengthen the me~~

~~TARGET\_17.16~~

~~TARGET\_17.17~~

~~Contributing Goals~~

~~Goal 13. Take urgent action~~

~~TARGET\_13.1~~

~~TARGET\_13.3~~





## Description

### [Quality and empower all women and girls](#)

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women

### [Inclusive and sustainable economic growth, full and productive employment and decent work](#)

8.2 Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services

8.5 By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value

## ~~Means of implementation and revitalize the Global Partnership for Sustainable Development~~

~~17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries~~

~~17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships~~

## ~~to combat climate change and its impacts<sup>2</sup>~~

~~13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries~~

~~13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning~~







Indicator 1	Indicator
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<p>5.2.1 Proportion of ever-partnered women and girls aged 15 years and older subjected to physical, sexual or psychological violence by a current or former intimate partner in the previous 12 months, by form of violence and by age</p> <p>5.2.2 Proportion of women and girls aged 15 years and older subjected to sexual violence by persons other than an intimate partner in the previous 12 months, by age and place of occurrence</p>	<p>Indicator 1.2.1 Indicator 1.3.1 Indicator 1.3.2 Indicator 2.1.1 Indicator 2.2.1 Indicator 2.2.2 Indicator 3.1.1 Indicator 3.1.2</p>
<p>5.3.1 Proportion of women aged 20-24 years who were married or in a union before age 15 and before age 18</p> <p>5.3.2 Proportion of girls and women aged 15-49 years who have undergone female genital mutilation/cutting, by age</p>	<p>Indicator 1.2.1 Indicator 1.3.1 Indicator 1.3.2 Indicator 2.1.1 Indicator 2.2.1 Indicator 2.2.2 Indicator 3.1.1 Indicator 3.1.2 Indicator 3.2.2</p>
	<p>Indicator 1.2.1 Indicator 1.2.2 Indicator 1.3.1 Indicator 1.3.2 Indicator 1.4.1 Indicator 3.2.1</p>

for all

	<p>Indicator 1.2.1 Indicator 1.2.2 Indicator 1.4.1 Indicator 1.4.2</p>
	<p>Indicator 1.1.1</p>
	<p>Indicator 1.2.1 Indicator 1.2.2 Indicator 1.4.1 Indicator 1.4.2</p>







**Total Estimated % Budget  
allocated per target**

10%

30%

30%

40%

40%

40%









Outcomes					
Outcomes	Output	Description	Indicators		TOTAL (USD)
Outcome 1	Output 1	Name of the outcome			
		Name of the output			
<b>Outcome 1</b>		<b>Young women and men including youth with disabilities in rural areas, informal settlements, refugees and host communities are empowered economically.</b>	Target groups will be young women and men in informal settlements, refugees and surrounding host communities including those living with disabilities, adolescent mothers and survivors of GBV.		
	Output 1.1	National and select county governments have strengthened institutions and policies to support decent employment and entrepreneurship opportunities for young women and men.	Indicator 1.1.1. # of counties supported to develop the youth empowerment policy implementation framework		\$ 89,000
	Output 1.2	Young women and men including those living with disabilities in the targeted counties have increased access to self development opportunities and trainings in agriculture and agribusiness.	Indicator 1.2.1 # of young people completing self development, training and skilling opportunities.		\$ 120,000
	Output 1.3	Young women and men including those with disabilities in the targeted counties have improved access to GBV services	Indicator 1.3.1 # of young people accessing GBV information Indicator 1.3.2 # of young people accessing GBV services		\$ 200,000
	Output 1.4	Increased access to finance, ICT capacities related to business development and integration into markets for existing and emerging agribusinesses and SMEs of vulnerable young women and men.	Indicator 1.4.1. # of youth led agribusinesses and SMEs reporting increase in markets, sales, business linkages, expanded finance options. Indicator 1.4.2 # of agribusinesses and SMEs established by young women and men.		\$ 100,000
				SUB-TOTAL	\$ 509,000
<b>Outcome 2</b>		<b>Youth enhanced civic engagement and participation in decision-making and political processes and institutions</b>			
	Output 2.1	Youth civic engagement in social and political processes strengthened.	Indicator 2.1.1 # of young women and men U-Reporters from target communities who identify as champions and lead innovative community initiatives		\$ 40,000
	Output 2.2	Institutional and community awareness and agency around young people's challenges strengthened and improved access to information on comprehensive sexual reproductive health education, child abuse awareness, human rights education and safe spaces through U-Report and other digital platforms.	Indicator 2.2.1 Proportion of polls and surveys that highlight young people's challenges and issues from target communities Indicator 2.2.2 # of young women and men connected to safe spaces, youth friendly services and youth relevant information through U-Report and other digital platforms		\$ 112,000
				SUB-TOTAL	\$ 152,000
<b>Outcome 3</b>		<b>Young women and men lead the promotion of favorable social norms, attitudes and behaviors to prevent GBV and COVID-19 at community and individual level.</b>			
	Output 3.1	Young women and men are engaged as positive agents of change on prevention of GBV and COVID-19	Indicator 3.1.1 # of young people engaged in promotion of positive behavior change and access to credible information Indicator 3.1.2 # of behavior change initiatives led by young women and men		\$ 120,000
	Output 3.2	Young women and men's social & economic innovations integrated in national and county COVID-19 and GBV responses	Indicator 3.2.1 Proportion of innovations from young people pooled from GenU Youth Challenge, COVID-19 challenge and other youth networks supported to enhance COVID-19 and GBV response in target communities		\$ 150,374
				SUB TOTAL	\$ 270,374
				GRAND TOTAL	\$ 931,374

Manage Indicators (\*) Indicators disaggregated by sex, geographic location, age and disability)

Indicator Title	Description	Baseline Value	Max Value	Outcomes	Outputs
Outcome indicator 1	Proportion of young women and men engaged in economic empowerment activities			Outcome 1	
Output indicator 1.1.1.	# of counties supported to develop the youth empowerment policy implementation framework	Mapping TBC		6 Outcome 1	Output 1.1
Output indicator 1.2.1	# of young people completing self development, training and skilling opportunities	0	1,000	Outcome 1	Output 1.2
Output indicator 1.2.2	# of young people demonstrating improved employment outcomes (e.g. placement in jobs, duration of unemployment, wages, retention, labor productivity)	0	1,000	Outcome 1	Output 1.2
Output indicator 1.3.1	# of young people accessing GBV information	0	2,000	Outcome 1	Output 1.3
Output indicator 1.3.2	# of young people accessing GBV services	0	2,000	Outcome 1	Output 1.3
Output indicator 1.4.1.	# of youth led agribusinesses and SMEs reporting increase in markets, sales, business linkages, expanded finance options	This is being collected		50 Outcome 1	Output 1.4
Output indicator 1.4.2	# of agribusinesses and SMEs established by young women and men	This is being collected		50 Outcome 1	Output 1.4

Outcome indicator 2	# of policies and decision making processes that young men and women influence			Outcome 2	
Output Indicator 2.1.1	# of young women and men U-Reporters from target communities who identify as champions and lead innovative community initiatives	0		400	Output 2.1
Output Indicator 2.2.1	Proportion of polls and surveys that highlight young people's challenges and issues from target communities	0		30%	Output 2.2
Output Indicator 2.2.2	# of young women and men connected to safe spaces, youth friendly services and youth relevant information through U-Report and other digital platforms	0		2,000	Output 2.2
Outcome indicator 3	# of women and men reached with advocacy messages on GBV and COVID-19 prevention			Outcome 3	
Output Indicator 3.1.1	# of young people engaged in promotion of positive behavior change and access to credible information	This is being collected		2,000	Output 3.1
Output Indicator 3.1.2	# of behavior change initiatives led by young women and men	This is being collected		50	Output 3.1
Output Indicator 3.2.1	Proportion of innovations from young people pooled from GenU Youth Challenge, COVID-19 challenge and other youth networks supported to enhance COVID-19 and GBV response in target communities	0		10%	Output 3.2

\* Indicators disaggregated by sex, geographic location, age and disability

**Risk Management**

<b>Event</b>	<b>Category</b>	<b>Level</b>	<b>Likelihood</b>
Severe COVID-19 resurgence and escalation with increased restrictions in Kenya	Social and Environmental	High Medium	Likely
Limited access to technological infrastructure (computer and networking hardware, software, hand held devices and facilities) for target groups due to weather and other factors	Social and Environmental	Low	Likely
Amplified political tension due to elections, having a direct impact on GBV and COVID-19	Political	High Medium	Likely

Impact	Mitigating Measures	Risk Owner
Extensive	Conduct virtual trainings as well as trainings in smaller groups adhering to social distance and COVID 19 safety protocols.	Government
Intermediate	Leverage WiFi hot spot centres and hubs through existing UNICEF Giga schools project and Ajiira centres.	Government
Intermediate	Scenario building and continuous analysis of the political context.	Government

Budget Lines	Fiscal Year
1. Staff and other personnel	
2. Supplies, Commodities, Materials	
3. Equipment, Vehicles, and Furniture, incl. Depreciation	
4. Contractual services	
5. Travel	
6. Transfers and Grants to Counterparts	
7. General Operating and other Direct Costs	
<b>Sub Total Programme Costs</b>	
8. Indirect Support Costs * 7%	
<b>Total</b>	



<b>Description</b>	<b>Agency 1</b> UNICEF	<b>Agency 2</b> UNWomen	<b>Agency 3</b> FAO
	50,000	48,526	60,000
	56,000	5,000	32,000
	10,000	6,542	7,000
	40,000	21,776	30,000
	20,000	9,519	15,000
	172,000	173,551	118,500
	24,000	15,460	16,500
	372,000	280,374	279,000
	28,000	19,626	21,000
	400,000	300,000	300,000

	<b>Total USD</b>
	158,526
	93,000
	23,542
	91,776
	44,519
	464,051
	55,960
	931,374
	68,626
	1,000,000

Checks

<b>Total USD</b>
158,526
93,000
23,542
91,776
44,519
464,051
55,960
931,374
68,626
1,000,000

APPLICANTS WILL BE ASKED TO UPLOAD THIS EXCEL SHEET AS WELL AS ANY OTHER ADDITIONAL DOCUMENTS THEY NEED TO.