



**FINAL NARRATIVE REPORT REPORTING PERIOD:
1 JANUARY – 31 DECEMBER 2023**

Programme Title: Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) MPTF Office Project Reference Number: ¹ 00140286	Recipient Organization(s): UNICEF Kenya								
Programme Contact: Mahboob Ahmed Bajwa Deputy Representative – Programmes UNICEF Kenya United Nations Avenue, Gigiri Nairobi, Kenya mabajwa@unicef.org	Programme Partner(s): <ul style="list-style-type: none"> • Government of Kenya (Ministry of Youth, Agriculture, Education, and ICT) • World Bank • Educate! • KUZA Biashara Ltd • County governments 								
Programme Country: Kenya	Programme Location (provinces or priority areas): Kirinyaga, Busia, Kakamega, Kitui, Machakos, Makueni, and Embu.								
Programme Description: The programme is designed to provide young people, especially women, with the necessary skills for employment and entrepreneurship opportunities in agribusiness, while building regenerative agriculture models that promote circular economies in predominantly rural areas. Circular agriculture is helping Kenya to mitigate climate change, elevate its food quality and improve food security, as noted by Ambassador Brouwer from The Netherlands during the launch of a report by the Netherlands Embassy titled “Kenya and the Netherlands working together towards circular agriculture in Kenya” in April 2022. With the agriculture sector in Kenya employing about	Total Cost of the Programme: US\$ 1,125,466 Breakdown of Total Funded Cost by Recipient Organization: <table border="1"> <thead> <tr> <th>Recipient organization</th><th>GenU Funds</th></tr> </thead> <tbody> <tr> <td>UNICEF (GenU) HQ²</td><td>\$1,051,838</td></tr> <tr> <td>Cost Recovery</td><td>\$73,628</td></tr> <tr> <td>TOTAL</td><td>\$1,125,466</td></tr> </tbody> </table>	Recipient organization	GenU Funds	UNICEF (GenU) HQ ²	\$1,051,838	Cost Recovery	\$73,628	TOTAL	\$1,125,466
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¹ The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as “Project ID” on the project’s factsheet page the [MPTF Office GATEWAY](#)

² Funds to be disbursed from GenU HQ to the Kenya Country Office and to a Kenyan vendor for activities in Kenya. Vendor to be onboarded from global level to help alleviate administrative burden from the UNICEF Kenya Country Office. All funds will be used in Kenya.



<p>40% of the population, GenU sees this as a great opportunity to expose young people to the sector and skill young people to build their sustainable livelihoods, boost the cosustainableuntry's GDP, and help Kenya achieve its climate goals. We will ensure the full engagement of young women who are affected most by unfavorable markets, hostile policies, extreme poverty and limited opportunities to develop sustainable livelihoods through regenerative circular agriculture.</p> <p>The goal of the programme is to improve the perception and engagement of young people in agriculture and contribute towards the improvement of economic livelihoods, food systems and nutritional status.</p> <p>The specific objectives of the project will be as follows:</p> <ul style="list-style-type: none"> i.To support young agripreneurs in income generation and improved economic livelihoods; ii.Build young people's employability skills and expose youth entrepreneurs to agri-businesses iii.To provide young people with skills and linkages to decent livelihood opportunities in agriculture; iv.To enhance agri-nutrition for improved nutrition results; v.To establish agribusiness School Centres of Excellence (COE) across Kenya to provide community training hubs. 	<p>Other sources of funding as applicable:</p> <ul style="list-style-type: none"> ▪ Other donors: FMC
<p>Estimated No. of Beneficiaries (across all outcomes)³</p> <ul style="list-style-type: none"> • 14 School Centers of Excellence (COE) established for young generations to be inspired, skilled and connected to jobs/ business opportunities • 112 agripreneurs (50% female) incubated and provided with digital tools to transfer knowledge and connect youth with agrifood industry • 11,200 farmers improved economic livelihoods within a sustainable and climate smart manner. • 2,240 young people in the school clubs trained on food systems • At least 1,600 youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs, thereof 50% are women and all are from out-of-school settings 	<p>Start Date: 01 January 2023</p> <p>End Date: 31 December 2023</p> <p>Total Duration: 12 months</p>

<p>Outcomes to which the programme contributes:</p> <ol style="list-style-type: none"> 1. Young women and men skilled in regenerative circular agricultural practices for improved soil and water quality and sustainable livelihoods. 2. Improved private sector linkages for rural communities to boost skilling/business opportunities with focus on climate-smart technologies/regenerative agriculture. 3. Youth provided with market-driven skills and access to on-the-job learning opportunities to drive investment, business growth and revenues for local service provision of products and services supporting regenerative agriculture value chains
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³ These are the results for year one of the three year programme. The full results are approximately triple the results and are shown below in the document.



Recipient Organization

Name of Representative: **Shaheen Nilofer**

Signature: _____

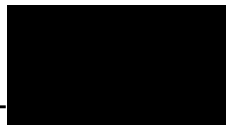


Name of Agency: **UNICEF Kenya Country Office**

Date and Seal: 26.04.2024

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Signature: _____



Date: _____

22 May 2024

List of Acronymsoms

CBC	Competency-Based Curriculum
CE	Citizenship Education
COE	Center of Excellence
EKYAN	Engaging Kenyan Youth in Agriculture and Nutrition
EE	Environmental Education
FAO	Food and Agriculture Organization
GAIN	Global Alliance for Improved Nutrition
GenU	Generation Unlimited
IPs	Implementing Partners
KGGA	Kenya Girl Guides Association
KICD	Kenya Institute of Curriculum Development
KSA	Kenya Scouts Association
MoA	Ministry of Agriculture, Livestock, Fisheries and Co-operatives
MoE	Ministry of Education
MoICT I&YA	Ministry of Information Communications Technology, Innovation & Youth Affairs
MPTF	Multi-Partner Trust Fund
NGO	Non-Government Organization
RA	Rainforest Alliance
SMS	Short Message Service
SDYA	State Department for Youth Affairs
SDG	Sustainable Development Goals
UNICEF	United Nations Children's Fund
UNDP	United Nations Development Programme
UN Women	United Nations Entity for Gender Equality and the Empowerment of Women
YOMA	Youth Agency Marketplace
Yunitok	Youth Unite and Talk

I. Overview of Generation Unlimited (GenU) in Kenya

According to the 2019 Kenya Population and Housing Census, 35.7 million Kenyans (75.1 percent) are under 35 years old. The development of skills for employment, entrepreneurship, and social impact are critical. Although the overall unemployment in Kenya is at 12.7 percent, Youth (15–34 years old), who form 35 percent of the Kenyan population, have the highest unemployment rate of 67 percent. Over one million young people enter the labour market annually without any skills, some having either dropped out of school or completed school and not enrolled in any college (Federation of Kenya Employers (FKE) 2022).

Creativity, talent, information, and communication technology (ICT) are priorities that drive programmes and activities for youth. Despite the availability of numerous youth programmes, there continues to be a mismatch between the skills attained and the skills needed in the labour market, and this disconnect has resulted in high youth unemployment in Kenya.

For young people to participate in the Fourth Industrial Revolution, workforce readiness, soft skills and technical and entrepreneurship skills will be required to support their success. Building on these four skill sets, digital literacy is effectively a prerequisite for employment or starting a business. Without digital skills, young Kenyans will continue to be cut off from a growing number of job and business opportunities, because they feel that their acquired skills do not match labour market requirements. To address this, on the 8th of August 2022 Kenya became the first African country to make coding compulsory in all primary and secondary schools in addition to the outcomes-based curriculum that provides 21st century skills as part of curricula.

Kenya is a Generation Unlimited (GenU) Accelerator country with the GenU Kenya Secretariat previously hosted at the Executive Office of the President (EoP) and discussions ongoing to anchor the GenU Secretariat within the State Department for Youth Affairs and the Creative Economy (SDYACE). Kenya seeks to expand digital solutions and entrepreneurship opportunities to connect 10 million young people to learning, skilling and employment opportunities by 2030.

II. Situation Analysis

Kenya's population has increased significantly (growing from 11 million in 1970 to 39.5 million in 2011) and, at the current rate of growth, it will be reaching 81 million by 2039⁴. Agriculture is the backbone of the Kenyan economy contributing to approximately 33% of Kenya GDP and another 27% of GDP indirectly through linkages with other sectors. The sector accounts for 65% of export earnings, and provides livelihood (employment, income, and food security needs) for more than 80% of the Kenyan population. Agricultural production is considered the main source of money and security for most households in Kenya, and arable land is highly valued and sought after.

The agriculture sector offers excellent opportunities to employ young people and to ensure food security, while combatting climate change. This is especially important at a time when food systems have been heavily disrupted first by COVID and then by the Ukraine war, resulting in severe repercussions on the prices of food and fertilizers, rising inflations and increasing food insecurity. However, the sector remains largely unattractive to youth. Young people have a negative perception about agriculture, as they associate it to subsistence farming, high risk and low income, hence they cannot see it as a profitable business nor as a career option⁵. Moreover, the education system does not prepare youth with the knowledge and skills needed to take advantage of job opportunities in agribusiness.

60-70% of youth in the East African community are unable to attend secondary school due to financial hardship and barriers to access. Of this figure only 1 out of 20 rural girls complete secondary school. This has been further exacerbated by the pandemic, which has deepened inequalities and limited employment opportunities experienced by young people—especially young women and girls. In Kenya alone, women make up between

⁴ <https://www.fao.org/kenya/fao-in-kenya/kenya-at-a-glance/en/>

⁵ *idem*

42% and 65% of the agricultural labour force (World Bank, 2014), in addition to their traditional domestic responsibilities.

To make the agribusiness sector more economically viable and attractive, particularly for female out of school youth, UNICEF's Generation Unlimited has come together with FMC, the governments of Kenya and the Netherlands to implement the **Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN)** programme. Moreover, the World Bank has provided support for the mapping of farmers which is leveraged by the EKYAN programme and has expressed its desire to collaborate further on this initiative.

III. Programme Strategy

Generation Unlimited's **Engaging Kenyan Youth Agripreneurs in Agriculture and Nutrition (EKYAN)** was designed to support skilling, employment, and entrepreneurship for youth in agribusiness, particularly young women. EKYAN is a pilot programme co-created with the UNICEF Kenya Country Office, implementing partners Kuza and Educate!, and young people. The program is built around the principles of regenerative agriculture models that promote circular economies in predominantly rural areas. Leveraging schools as demo centres and low-tech digital infrastructure, the programme is changing the lives of young people in agriculture, getting them to participate and contribute towards improving economic livelihoods, food systems and nutritional status in the country. The pilot, supported by the WB, FMC, the governments of Kenya and the Netherlands, will train more than 10,000 young people on effective food systems. Over 4,800 youth agripreneurs will be provided with the skills and resources to incubate businesses and earn a decent livelihood across the various agriculture value chains. Through these activities, more than 50,000 farmers will be supported to improve their economic livelihoods in a sustainable and climate-smart manner.

"As a mentor to our aspiring agripreneurs, I'm inspired by the vision of the EKYAN program leaders. It's more than just a project; it's a guiding philosophy for our youth's future. By imparting agricultural knowledge to our youth, we're laying the foundation for long-term prosperity. Education is crucial for our advancement, and when schools excel, our entire county benefits. Through EKYAN, we aim to empower youth and farmers, promoting food security and resilient communities. Our partnering schools are equally enthusiastic about this initiative, recognizing its potential to nourish the bodies and minds of young people. This project embodies hope for our future, and as mentors, we're dedicated to supporting our agripreneurs on their journey toward growth and sustainability." - Kelfin Mwambia, County Coordinator & Mentor.

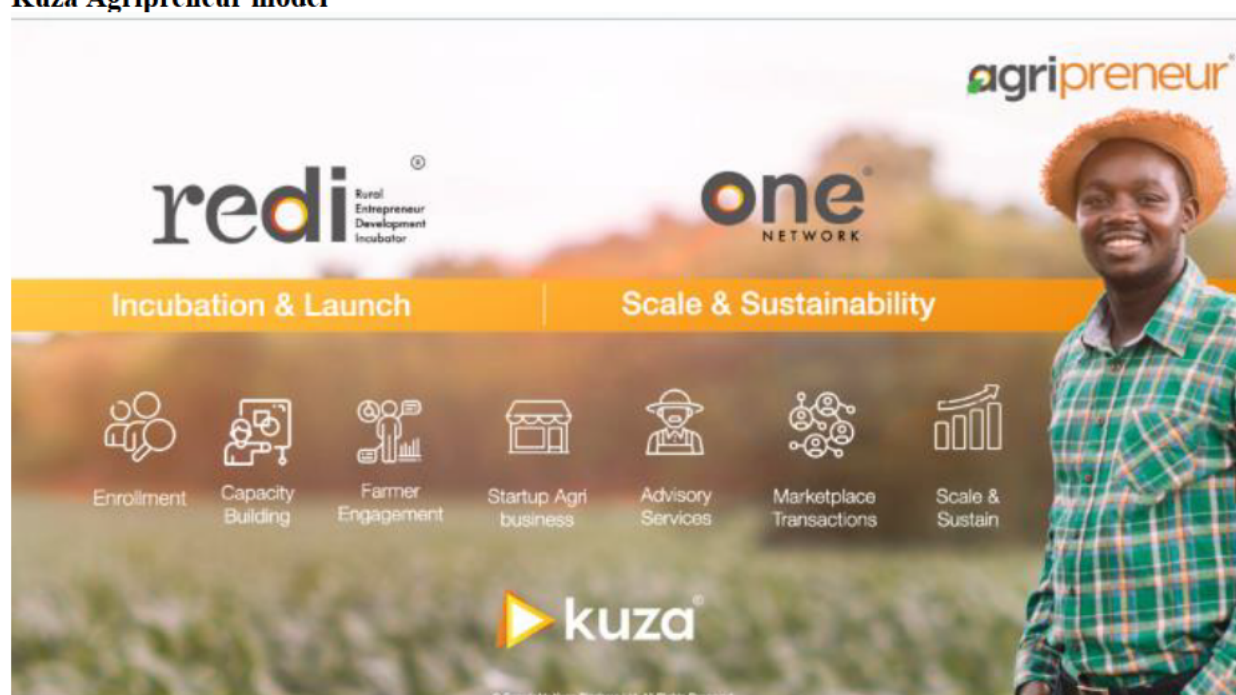
The EKYAN programme works with the platform and business model of KUZA Biashara as well as Educate!. The social enterprise KUZA Biashara has created digital content on regenerative agriculture and agribusiness management which is made available to agri-prenerus on the digital micro-learning platform (Content includes how to improve yield/quality to drive up income, soft skills, life skills, business skills, financial literacy, entrepreneurship skills, employability skills). This content is the basis for the Skilling of young Agripreneurs over a one-year incubation programme in which young people are provided with knowledge, mentorship, and digital equipment to set up a business and provide services to farmers. This enables farmers to drive up income from improved revenue and reduced costs, and in turn generate demand for increased support services by the agripreneurs (e.g., sales of inputs, soil testing, spraying, mechanization services, quality control, etc.). Moreover, farmers are provided with market linkages and access to credit to connect off-takers with agripreneurs and farmers, therefore creating a virtuous cycle of growth among all the actors involved.

Summary of Kuza model

1. **Creating digital content on regenerative agriculture and agribusiness management** – Kuza's digital micro-learning platform includes content on how to improve yield/quality to drive up income, soft skills, life skills, business skills, financial literacy, entrepreneurship skills, employability skills, etc. In Kenya, content already includes 15 agriculture value chains and 5,000 micro-videos in 3 minute formats available in 2 languages, English and Swahili.

2. **Skilling Agripreneurs** – Kuza selects young women and men (20–35-year-old) and trains them as agriculture entrepreneurs during a one-year incubation programme where these young people are provided with knowledge, mentorship, and digital equipment to set up a business and provide services to farmers. Each Agripreneur will provide bundled services to a cohort of 100 smallholder farmers and sustain through commissions serve up to 200 farmers using a “digital toolkit” that enables access to Kuza digital content in rural locations with no electricity/internet (Refer to image depicting the Kuza Agripreneur model). During the incubation period, services to farmers are provided for free. It is important to note that the training considers specific support for female candidates to ensure their success and gender sensitive content given the considerable number of female small shareholder farmers.
3. **Providing Bundled Services to farmers through the Agripreneur network**, in particular:
 - **Extension services** which enable farmers to drive up income from improved revenue and reduced costs, and in turn generate demand for increased support services by the agripreneurs (e.g. sales of inputs, soil testing, spraying, mechanization services, quality control, etc.) who can therefore start making profit through commissions.
 - **Market linkages and access to credit** which draw on Kuza OneNetwork B2B Platform to connect off-takers with agripreneurs and farmers, hence creating a virtuous cycle of growth among all the actors involved. This is especially key for female small shareholder farmers and Agripreneurs in economic empowerment and improving household income and livelihoods overall.

Kuza Agripreneur model



In addition, EKYAN will establish Centres of Excellence (CoEs) within the community that will be used as a one-stop-shop by youth and farmers to receive training, attend demonstrations by the agripreneurs and the private sector, and be connected to employment, services, and business opportunities. The COEs will be preferably established at schools or in other community locations that will enable the broadest reach possible to young people. While providing training and services, the Hubs will focus on promoting digital literacy as well as knowledge and innovations related to climate smart and regenerative agriculture with the objective of making farmers more resilient, and of enabling youth with knowledge and skills to address the main challenges of

modern food systems.



The programme is structured around **3 consistent elements**:

- **INSPIRE** – to promote a better understanding of the importance and value of agri-food systems for healthy people, healthy planet, and healthy economy, and promote a more positive perception among children and youth about work in agriculture.
- **SKILL** – to make sure that young people develop new skills, or upgrade their existing ones, to take advantage of employment and entrepreneurship opportunities that food systems offer. Mentoring, on-the-job, and digital learning will be promoted as means to acquire practical and modern skills to apply in the agribusiness industry.
- **CONNECT** – to ensure that young people are linked to concrete employment and business opportunities providing income and livelihood, hence a positive outcome that will challenge the current negative perception about work in agriculture.

The World Bank programs in Kenya have invested in grouping farmers into Common Interest Groups (CIGs) and Vulnerable and Marginalised Groups (VMGs) with some of them being federated into Farmer Producer Organisations (FPOs). Kuza has been successfully working with the World Bank through their One Million Farmer Platform (OMFP) on the NARIGP and KCSAP projects across 26 counties in Kenya, and buy-in at the county and national levels. The national government is in the process of Scaling Kuza's Agripreneur model nationally.

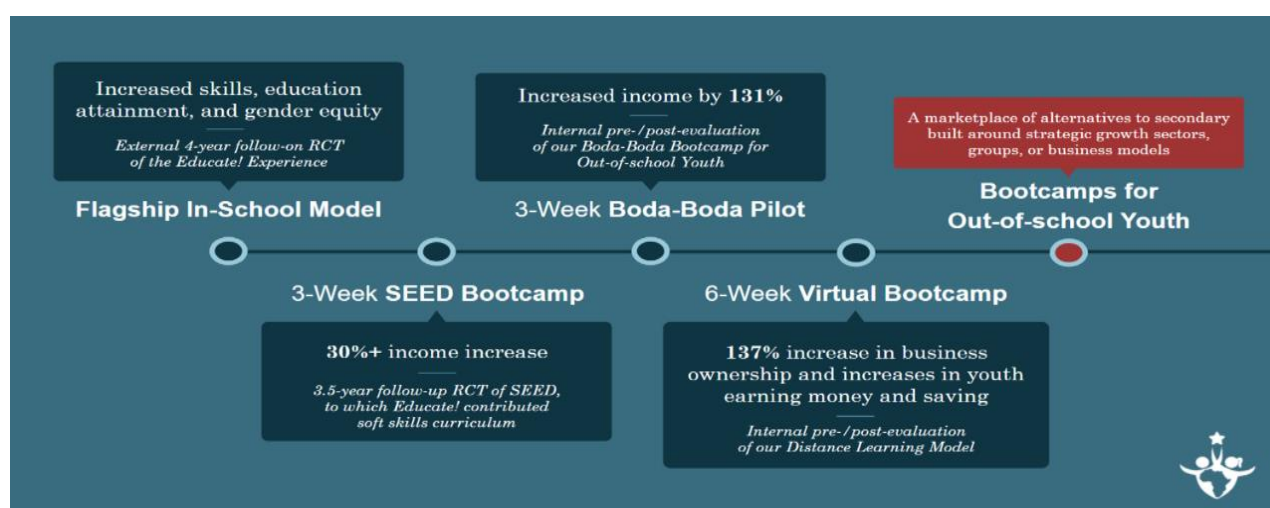
EKYAN program would leverage the existing groups of farmers from CIGs, VMGs, and FPOs through Kuza's existing partnership with the counties and the World Bank to achieve the desired results.

Through EKYAN we strengthen the farmer groups system by creating a pipeline of young people who will ensure sustainability in the long-term and expand the youth Agripreneur support network to provide services and market linkages. This will create a virtuous cycle where the support provided to the farmers will improve their livelihoods and increase the demand for services from the agripreneurs who in turn will increase their income by applying fees for their services. The growth of the local economy will also provide increased employment and entrepreneurship opportunities to young people.

Educate!'s approach recognizes the host of barriers youth face in accessing traditional secondary school. Educate! has set out to build, deliver, and scale an alternative pathway for out-of-school youth unable to access and/or complete secondary school. Its vision is that every young person should receive education and/or skilling after primary school, despite their socio-economic status or barriers to access. Overall, the model aims to equip youth (ages 18 – 35) with the transferable and hard skills they need to transition to productive employment

within local economies, including exposing youth entrepreneurs to agriculture-focused business models.

Thus, with Educate!, EKYAN is also working on the integration and scaling of green entrepreneurial skilling for out of school young women through inclusive market-driven bootcamps. Building on evidence Educate! runs multi-week bootcamps hyper-tailored to the needs of young people in rural agricultural settings focusing on economic growth sectors. The diagram below illustrates the business model for bootcamps that give young women especially in rural areas the entrepreneurial skills, tools, and resources to establish and run micro/cottage businesses in their communities, and also exposing youth to agri-business models, such as agriculture value addition.



This collaboration will skill young women for employment and entrepreneurship within the informal sector as well as in the regenerative circular agriculture sector, grounded in a gender transformative skills strategy.

The EKYAN model specifically targets impact on rural young women and girls in Kenya, who face challenges securing employment or engaging in entrepreneurship due to gender-based barriers and discrimination. The model employs a gender-responsive approach, embedding gender equity through all stages of the programme implementation. Due to individual and national resource constraints, only half of youth in East Africa are attending academic secondary school. Girls and young women, in particular, face unique and greater barriers to success. In rural areas of East Africa, as few as 1 in 20 girls are on track to complete secondary school. Young women, especially those who were unable to complete a traditional secondary education, need the tools to improve their livelihoods and drive development in local communities.

The model delivers impactful skill building experiences to young women, many of whom are young mothers, equips them with the entrepreneurial and employability skills to engage and grow within Kenya's economy and local agricultural sectors.

Educate! defines success as measurable impact on life outcomes for youth. The model is tied to, and directly accountable for, life outcomes, by measuring impact through comprehensive indicators. The indicators examine a young person's ability to:

- Launch their own small business
- Earn an income and increase their earnings over time
- Put aside savings and save towards achieving key life goals

IV. Programme Implementation

On 11 August 2023, International Youth Day, UNICEF, the Government of Kenya and Generation Unlimited

partners launched the Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) project. “The EKYAN programme will provide training, access to employment opportunities and digital literacy as well as knowledge of climate smart and regenerative agriculture with the objective of training young agripreneurs to become more resilient farmers,” said UN Resident Coordinator to Kenya Stephen Jackson. “It will help equip youth with the specialised knowledge and skills needed to address the challenges of modern food systems.”

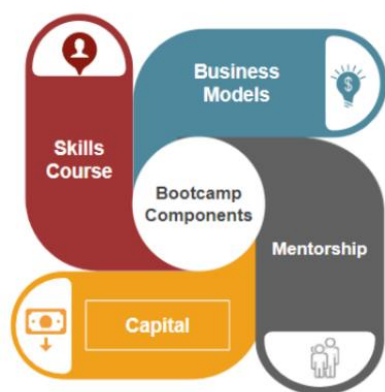
In phase 1, Kuza is implementing the programme **in Kirinyaga and based on the learnings will expand into other counties**, ideally those that are part of the World Bank funded OMFP where Farmers are already organized in VMGs and POs, and agripreneurs are already supporting these groups. **The programme will strengthen the existing system** through the following **activities**:

- **Incubate youth agripreneurs** through Kuza programme and equip them with digital tools and networks to provide services to farmers and connect them to markets.
- **Establish youth groups** that will be formally registered, equipped with digital tools, **provided with mentorship support and connected to employment and entrepreneurship opportunities** through the agripreneurs and their private sector networks.
- **Create Digital Vocational Hubs (DVH)** (otherwise known as Centres of Excellence - CoEs) at schools or other locations within the community to provide a one-stop-shop for skilling and services to youth and farmers. The Hubs will be equipped with digital infrastructure, demonstration plots and content to be used for training, and for connecting youth and farmers to employment and business/market opportunities.
- **Provide bundled services to farmers** including for example extension services, mechanization services, and access to markets and credit.

The new cohort of youth agripreneurs and youth groups, as well as the DVH, will be connected to the existing farmer groups under the OMFP, as well as to a skilled group of service providers and off-takers leveraging Kuza OneNetwork.

This programme has successfully raised additional funding from a private sector organization to complement the Dutch contribution (additional funding of USD 500,000/yr for 3 years). Therefore, the results indicated below will be achieved through the investments from both funding sources.

Educate! implements through its SkillUp approach, using bootcamps to Improve Livelihoods for Out-of-School Girls in rural Kenya for example in Kakamega, Kitui, Machakos, Makueni, Kirinyaga, and Embu. The aim is to support young women to start businesses and secure employment within the agribusiness economy, where 70% of employment is expected in the rural communities. The SkillUp model targets rural young women, delivering the practical skills they need to exercise agency, gain employment, and earn an income and start businesses. Facilitated by trained mentors, the intensive skills-based bootcamps support girls to develop the critical hard and soft skills to build their livelihoods.



The SkillUp Model

- **Skills Course** - Six weeks of skills training focused on acquisition, development, and application of important transferable and business skills
- **Business Models** - Real-world learning through the launch of a “validated business model” (pre-tested business models, such as agricultural value additions, which are feasible for a young person to launch and run)
- **Capital** - Guidance on resource mobilization and savings groups to raise the start-up capital required to grow new businesses
- **Group Mentorship** - Ongoing, individualized support and mentorship provided to youth by an Educate! -trained Mentor

The following guiding principles for phase one (year one) of project implementation were developed:

1. **Integration with Existing Structures:** EKYAN project emphasizes integrating activities into established school curriculum structures like the 4K club and scouting programs, ensuring alignment with existing cultures for sustainability and enrolling new members interested in the program.
2. **Target Demographic Focus:** The project targets youth agripreneurs aged 18 to 35 (with a focus on the younger age group of 18 to 24) as well as youth in schools aged 15-18, ensuring a focused approach to cater to specific age groups.
3. **Target Geographic Focus:** The project primarily targets 14 wards of Kirinyaga County to establish the 14 Centers of Excellence and their 42 Satellite Schools
4. **Inclusive Selection Criteria:** Inclusivity is a key principle, with criteria emphasizing equitable access for males, females, and youths with disabilities. Special needs institutions were also considered, ensuring diversity.
5. **School Levels:** The project targets primary and junior schools with adjacent senior secondary schools, and special needs schools.
6. **Stakeholder Engagement:** Key stakeholders were identified and engaged in the project. Currently, the identified stakeholders include the Ministry of Education, Ministry of Agriculture, Ministry of Youth and Sports Affairs, Ministry of Gender, Culture and Arts, Ministry of Environment and Forestry, Ministry of ICT, and relevant Private Partners such as GAIN.

The programme will be implemented in three phases, with each phase estimated to be one year. The expected results, per phase, are outlined below:

- Phase 1:
 - **14 School Centers of Excellence (COE)** established for young generations to be inspired, skilled and connected to jobs/ business opportunities
 - **112 agripreneurs (50% female) incubated and provided** with digital tools to transfer knowledge and connect youth with agrifood industry
 - **2,240** young people in the school clubs trained on food systems
 - **11,200+** farmers improved economic livelihoods within a sustainable and climate smart manner.
 - At least **1,600** youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs, thereof 50% are women and all are from out of school settings
 - **40%** of young women and men found a job after being part of a training supported by GenU
 - **25%** of women and men start their own enterprise after being part of the training supported by GenU
 - **60%** of trained young people that received mentoring or were part of an internship
 - **112** youth provided with ICT skills
 - **1,712** out of school young people reached with skills building programs.
 - **112** job matching or career counselling services provided to young people
- Phase 2:
 - **25 School Centers of Excellence (COE)** established for young generations to be inspired, skilled and connected to jobs/ business opportunities
 - **200 agripreneurs (50% female) incubated and provided** with digital tools to transfer knowledge and connect youth with agrifood industry
 - **4000** young people in the school clubs trained on food systems
 - **20,000+** farmers improved economic livelihoods within a sustainable and climate smart manner.
 - At least **1,600** youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs, thereof 50% are women and all are from out of school settings

- **40%** of young women and men found a job after being part of a training supported by GenU
- **25%** of women and men start their own enterprise after being part of the training supported by GenU
- **60%** of trained young people received mentoring or were part of an internship
- **112** youth provided with ICT skills
- **112** out of school young people reached with skills building programs.
- **112** job matching or career counselling services provided to young people
- Phase 3:
 - **25 School Centers of Excellence (COE)** established for young generations to be inspired, skilled and connected to jobs/ business opportunities
 - **200 agripreneurs (50% female)** incubated and provided with digital tools to transfer knowledge and connect youth with agrifood industry
 - **4000 young people** in the school clubs trained on food systems
 - **20,000+ farmers** improved economic livelihoods within a sustainable and climate smart manner.
 - **40%** of young women and men found a job after being part of a training supported by GenU
 - **25%** of women and men start their own enterprise after being part of the training supported by the partner
 - **60%** of trained young people received mentoring or were part of an internship
 - **112** youth provided with ICT skills
 - **112** out of school young people reached with skills building programs.
 - **112** job matching or career counselling services provided to young people

The **expected economic impacts (for the first year of the project)** include:

- **Increase in farmers income +20%**
- **Agripreneurs income increase +30%**

The detailed programme results framework and work plan and budget can be found in Annex II and Annex IV.

The following progress within the four outcome areas can be reported:

Outcome 1. Improved livelihoods, business environment and access to markets for Farmers and Youth Agripreneurs

Core activities as part of outcome 1 in phase 1 are the incubation of 112 youth agripreneurs and to provide them with digital toolkits enabling them to deliver training and services to farmers and youth. These youth agripreneurs are providing farmers with rural advisory, information, extension services, access to credit and market linkages. In phase 1, these youth agripreneurs will support 11,200+ farmers to improve economic livelihoods within a sustainable and climate smart manner.

In order to prepare for the selection of youth agripreneurs and their incubation, the project team carried out several field visits, focus group discussions with youth agripreneurs, farmers, as well as held meetings with various stakeholders including Government Officials representing the Ministry of Agriculture, Education, Environment, Youth & Gender.

Engagement with Youth Agripreneurs

The Project team employed a comprehensive methodology to actively involve 20 youth agripreneurs from each of Kirinyaga's 20 wards in shaping the EKYAN project. The process began with targeted outreach, identifying agripreneurs with diverse experiences. Facilitated workshops and collaborative sessions were organized, providing a platform for open discussions. Feedback loops and iterative

consultations ensured continuous refinement of project goals, aligning them with local needs. This participatory approach fostered a sense of ownership among the youth. Through surveys and interviews, the project partners gathered specific insights on challenges and opportunities. The methodology prioritized inclusivity, ensuring the EKYAN project reflects the collective wisdom and aspirations of the local youth & community.

The following insights from youth agripreneurs and farmers have shaped the implementation of the programme:

Youth Agripreneurs

1. High credibility of the programme because of the association with the local government and UNICEF
2. See schools as an oasis of hope as they get access to the school land to learn by doing
3. Potential to get more customers (farmers) and grow their agri business
4. Excited to receive incubation support/mentorship and be part of the National Youth Agripreneur Network
5. Get connected to a network of private sector partners and service providers

Farmers

1. See the EKYAN program as a window of hope for their children/future generations
2. An opportunity to learn and grow with the new agriculture technologies and good practices
3. Possibility to connect with the curated list of private sector partners and their innovative technologies, products and services
4. See Youth Agripreneurs as their go to people to get access to quality inputs, credit, markets
5. Feel responsible to volunteer to support the school program with their skills and expertise

Some impressions from the preparation work with young agripreneurs:



Program team interacting with an Agripreneur, Kirinyaga County at her Farm



Program team interacting with young Agripreneur at his Agrovet in Kirinyaga County



A young boy with Special Needs explaining regenerative agricultural practices



Program team interacting with youth Agripreneurs



Youth agripreneurs participating in the in-person selection interviews

The following criteria were defined for the selection of youth agripreneurs:

1. Minimum of primary level education or experience in agriculture, agribusiness, or a related field, is preferred
2. A resident of the ward/sub-county of operation
3. Past practical experience in agricultural production, agribusiness operation or experience in agricultural training, demonstrating success and sustainable practices will be an added advantage
4. Ability to develop and implement a comprehensive business plan for agricultural ventures and evidence of entrepreneurial traits
5. Demonstrated ability to adopt innovative and sustainable farming techniques.
6. Strong interpersonal and communication skills for building relationships with stakeholders
7. Understanding of local and potential markets for agricultural products. Knowledge of marketing strategies for promoting and selling agricultural produce will be an added advantage
8. Ability to assess and mitigate risks associated with agricultural production and business.
9. Commitment to environmentally friendly and sustainable farming practices.
10. Demonstrated involvement in community initiatives in agriculture/rural development Each Agripreneur engages 100 farmers from their local community while each school enrolls 40 youthful club members on average

Outlook on quarter one in 2024:

A call for applications for youth agripreneurs was carried out in March 2024 and 592 applications were submitted. Thereof, 112 youth agripreneurs were selected at the end of March 2024.

Selected agripreneurs will have access to incubation services and develop business & entrepreneurial skills for leadership development, have access to portable digital kits, as well as a digital marketplace.

They will have personalized access to the digital mentorship platform for Business Development as well as receive coaching through bite sized videos carefully curated by the Mentors. Young agripreneurs will participate in the Kuza Leadership Academy. The Leadership Academy is an MBA inspired executive education program spread over 15 weeks allowing the entrepreneurs to learn at their own pace, practice what they learn (in their day to day business) and work with their Dedicated Coaches to refine their goals & plans for running & growing their business. The design of the program supports the entrepreneurs to Learn, Connect, and Grow on their terms and at their own pace in a personalized learning environment with bite-sized mentorship videos and interactive exercises.

Moreover, youth agripreneurs will receive portable digital kits to engage the smallholder farmer and to provide extension to farmers. A digital marketplace will be available to all agripreneurs to digitally maintain their master data of farmers, suppliers, buyers, and capture all their business transactions and receive auto generated financial statements.

Outcome 2: Youth are provided with market-driven skills, and access to on-the-job learning opportunities

Key activities as part of outcome 2 in phase 1 are to establish 14 CoEs and equip them with infrastructure and content to provide learning, job matching opportunities, and market/business linkages to youth/farmers as well as establish youth groups and provide youth with digital learning/practical demonstrations, mentorship, employment and entrepreneurship opportunities. In phase 1, more than 2,240 young people will be trained on food systems in the school clubs.

As mentioned under outcome 1, the project team carried out several field visits to schools, focus group discussions with youth agripreneurs, farmers, agriculture teachers, head teachers of public and private schools as well as held meetings with various stakeholders including Government Officials representing the Ministry of Agriculture, Education, Environment, Youth & Gender.

Noteworthy findings from the engagements with schools include innovative projects like vertical gardens, regenerative agriculture, and scouting activities fostering environmental awareness. Some schools faced challenges such as student fees, limited land availability, water scarcity, climate variability and security concerns. They however demonstrated resilience willing to leverage on available resources, partnerships and community support to overcome these obstacles.

Alongside, project partners explored potential partnerships with the Kenya Scout Association and other players in the ecosystem. This hands-on approach provided valuable insights into school-based agricultural endeavors, forming the basis for collaborative projects with educational institutions

Moreover, the following insights from public schools and the county government have shaped the implementation of the programme:

Public Schools

1. Recognize the potential of the EKYAN project to address gaps in the transition to the Competency-Based Curriculum (CBC) and envision a brighter future for Young Farmers and 4K club members
2. Committed to do their part of giving the land and letting youth Agripreneurs manage the program
3. Acknowledge the link between nutrition and academic performance in schools and appreciate EKYAN's program design consideration
4. See EKYAN as a support initiative that can contribute to school feeding programs and enhance food security
5. Potential COE Schools are open to the idea of hosting other schools, parents, and partners to facilitate learning and knowledge exchange. The program can bring in a community engagement element that extends beyond parents to include local farmers, agricultural experts, and government agencies collaborating on various agricultural programs and initiatives within the schools

County Government

1. EKYAN program is in alignment with the county integrated development program (CIDP)
2. Program addresses three of the five core strategic pillars of the County's Agriculture and food strategy
3. EKYAN is a livelihood initiative and not just a project and they see this as part of their longer term strategic goal
4. Committed to take active role in co-creation with Kuza and Unicef and provide leadership in getting clearance and alignment with other ministries
5. EKYAN will be aligned with other county programs eg., World Banks NARIGP, NAVCDP, ASDSP2

Overall, the learnings from various stakeholder engagements underscore the importance of adopting a holistic approach to agricultural education for young people, fostering community engagement, and empowering stakeholders at all levels to drive sustainable development in the agriculture sector.

Some impressions from school visits:

	
<p>Kuza Program Team at the Project Farm of St. Luke School for the Deaf</p>	<p>Kuza Program Team at the Faustina Kerugoya Girls High School</p>
	
<p>Demo Plot at a school, Kirinyaga County</p>	<p>Rainwater harvesting plant at a school, Kirinyaga</p>

The methodology for setting up 14 Centers of Excellence across the 14 wards in Kirinyaga County and setting up satellite schools was also determined. Additionally, project partners explore setting up 2 additional schools in 2 additional counties based on lessons and learnings (Busia and possibly another county).

The following criteria for selection of school Centers of Excellence (COE) were identified:

1. Public schools are open to participate
2. Schools that have existing UNICEF programs (Giga school connectivity, Social Policy, Nutrition and Education c)
3. Primary schools with adjacent public secondary schools and secondary schools within proximity to each other and, with land easily accessible to both.
4. Availability of land - approx half to one acre or more
5. School management is open to the idea of young club members from satellite schools visiting COEs to learn and grow
6. Availability of water (natural spring/river water, or groundwater)

7. School management is open to the idea of farmers visiting their school gardens to learn from the demonstration sites

Also, the following criteria for selection of satellite schools was identified:

1. Public schools in the proximity of the COE
2. School management is open to the idea of young club members from their schools visiting COE to learn and grow

Outlook to quarter 1 in 2024:

School Rapid Assessment

In January/ February 2024 a rapid assessment to select the COE schools and satellite centers was carried out. The purpose of the rapid assessment was to identify the status of the ecosystem that the EKYAN project is to be implemented. This is where the schools provide a universalized farm demonstration/ farmer digital training and create an opportunity to improve perspective of future generation on agriculture as a wealth creation pathway. The specific objectives of the assessment include:

- Identify the suitable characteristics of the school to participate in the EKYAN project.
- Assess the readiness of identified institutions to participate in the EKYAN project.
- Identify the institutions to serve as centers of excellence and satellite centers.

The design of the assessment was survey in nature, targeting 56 public Schools (i.e. 49 public primary schools with adjacent Day public Secondary Schools, Five (5) stand-alone public secondary schools and two (2) special schools). The distribution of schools in the County was as shown in the table below.

Table: Distribution of target schools in the county

S/N	Sub-County	Number of Wards	No. of Target Schools	No. of Registered Farmers
1.	Gichugu	5	15	35,636
2.	Kirinyaga Central	4	11	24,300
3.	Ndia	3	8	25,256
4.	Mwea West	4	11	22,518
5.	Mwea East	4	11	25,501
	Total	20	56	133,211

The school were identified by County Agriculture Extension officers in partnership with State Department of Education officials in the County. Some of consideration that were used to select the institutions included: County saturation through even distribution, accessibility of institution to other community/ public activities in their areas, centrality of institution to various wards and availability of land for agriculture practices.

In order to assess readiness of the institution to host a Digital-Enabled Universalized Farmer Field School, an eight (8) assessment parameters instrument was developed and digitized. The parameters rated as shown in the table below.

Table: School readiness characteristics

S/N	School readiness characteristics	Maximum Score
1	Availability of Agriculture Land (AAL)	5
2	Availability of Irrigation Water (AIW)	5
3	Connectivity to Electricity (CTE)	4

4	Connectivity to Internet (CTI)	5
5	Proximity to Tarmac Road (PTR)	5
6	Proximity to Urban Centre (PUC)	5
7	Security of School (SOS)	5
8	Availability of Essential Amenities (AEA)	4
	Total	38

A part from the key parameters, the instrument also collected other essential institution data such as: students' enrollment, staff establishment and number of parents. In collecting this data, apart from numbers the instrument was also interested in the age groups. The main respondent during the survey was the head of the institution, however the enumerator was also required to collect the GPS of the school location and make physical assessment of the parameters. Thus the survey involve actual visits to the institutions. The enumerators were ten young graduates undertaking their internship programme in Kirinyaga Industrial Development Authority.

Out of the approx. 56 schools that were assessed in detail, 14 Centers of Excellence across the 14 wards in Kirinyaga County as well as satellite schools were determined in quarter one of 2024. The programme will leverage 4K clubs and Young Farmers Clubs in schools, which are important platforms to further the programme goals and are recognized by Ministry of Education and Ministry of Agriculture.

Outcome 3. (Female) youth provided with market-driven skills and access to on-the-job learning opportunities to drive investment, business growth and revenues for local service provision of products and services supporting regenerative agriculture value chains

Key component of outcome 3 in phase 1 are entrepreneurial skills bootcamps that promote a better understanding of the potential of agricultural employment and entrepreneurship through hands-on learning in rural communities and exposure to context-specific agri-businesses. As the number of young people seeking employment in Kenya continues to grow and the climate crisis worsens, youth play an important role in leading the way. By improving access to relevant and practical skill-building opportunities that help young people – particularly young women- build livelihoods and become responsible citizens, we can enable them to drive socio-economic development and pave the way for a greener, more sustainable future. The bootcamps target transferable skill development alongside practical and relevant business and entrepreneurial skills. Young people – particularly young women- build transferable skills, such as leadership, collaboration, critical thinking, and creativity, coupled with entrepreneurial and business skills such as opportunity identification, sales and marketing, and financial literacy.

Alongside an evidence-based skills curriculum, bootcamps facilitate interactive hands-on learning coupled with mentorship from a trained youth mentor. With the support of a mentor, participants launch and run a small business, linking youth to local markets, while enabling them to practically apply the transferable and business skills they learn in real-time. Within the EKYAN pilot, young people are trained on selected locally relevant agri-business models and launch agriculture-focused and/or related businesses, such as local honey production, production of organic fertilizers and pesticides, tree nurseries, selling of local vegetables, and more.

Key activities completed as part of outcome 3 are the validation of business models in local contexts before the bootcamp begins, recruitment and mobilization of youth to attend bootcamps, as well as the organization of bootcamps that can serve 1,600 youth agripreneurs, with trainers providing individualized mentorship and feedback on business plans. A user discovery process was carried out in order to shape the programme by engaging youth to gain feedback on the programme and testing some of the business models in the agripreneurship space. Moreover, preparation steps were carried out in order to recruit and onboard trainers for bootcamps from local communities. The majority of trainers will be young people. Additionally, Educate! has been updating and improving its training curriculum based on previous learning. The first 6-weeks bootcamp is scheduled for quarter two in 2024.

Outcome 4: Improved private sector linkages for rural community to boost learning and business opportunities with focus on climate-smart technologies and regenerative agriculture

Key activities of outcome four are to organize learning experiences and connect young groups with a network of companies providing on-the-job learning opportunities and introduce youth/farming community to digital agtech innovations for climate smart and regenerative agriculture.

Project partners have been engaging private sector partners and gathered the following insights from private sector partners:

1. Find schools to be a great central location to engage farmers (parents) and are keen to participate to get their brand/product exposure to potential clients (farmers)
2. Find the COEs as a pathway to permanency where they can regularly conduct their roadshows, product demos
3. See the youth Agripreneurs stationed at the COEs/schools as trust builders and dependable last mile channel partners and their potential in generating sales for their products/solutions
4. Feeling responsible to be part of this exciting movement with the public, philanthropy, and private sectors collaborating to long-term systems change and food security
5. The school initiative as their corporate social responsibility

Further events/demonstrations about regenerative agriculture are planned on and off school as well as workshops at CoEs to engage suppliers, buyers and service providers will be organized in 2024.

Linkage to Nutrition

EKYAN programme is leveraging the UNICEF Kenya Nutrition programme under the collaboration with GAIN (Global Alliance for Improved Nutrition) on the vegetables for all programme. The collaboration will support selection of the vegetable value chains for focus, setup of kitchen gardens, messaging on good diets for schools, farmers, and parents as well as connection to markets. GAIN has an established a network of 5,000 plus small-scale business who will purchase and sell vegetables in select markets around the country and the EKYAN programme will feed into this ecosystem. Concretely this will involve collaboration with nutrition partners such as GAIN and Hellen Keller International (based in Kirinyaga and will inform messaging for nutrition).

V. Accountability

The UNICEF Kenya country office oversees and manages the project. UNICEF Kenya provides fiduciary oversight with administrative and communication support for the project implementation. Funds transferred to programme partners were monitored as per UNICEF programme implementation guidelines. Programme oversight, including fund disbursement/transfer, are guided by the UN Harmonized Approach to Cash Transfers (ezHACT). This allows for rigour in the monitoring of results and the tracking of expenditures. After a sourcing process, Kuza Biashara was awarded with the programme implementation contract which also establishes the terms of the collaboration, general responsibilities of each party, financial reporting and record-keeping, regular progress reporting requirements, confidentiality and privacy, and communications and publicity. A programme cooperation agreement (PCA) was signed with Educate! following a RFP process as per UNICEF procedures.

A technical steering committee comprised of high level representatives from KCO, GenU, and the implementing partners was set up and is meeting on a monthly basis to review programme progress against the programme implementation plan and respective milestones. It also monitors key risks, ensure that resources and expenditures are in line with the agreed budget, steer implementation and any related corrective measures (as necessary) and sign off on deliverables.

Additionally, a high-level steering committee, also comprising representatives of the Dutch Embassy, the other donor, Kenyan government/ county governments and potentially other experts is being set up to ensure

alignment with other initiatives and system strengthening.

The UN HACT processes ensures UNICEF maintains solid accounting and auditing procedures, so partners can feel confident that their funds are delivered correctly to the field in a timely and safe manner and expended appropriately. Since the administration of cash transfers represents a large portion of UNICEF spending as part of managing programme implementation partnerships, accordance with the UNICEF HACT processes is essential.

The UNICEF ezHACT is used for financial accounting and reporting and the Policy and Procedure aims to ensure effective management of risks associated with cash transfers, leading to:

- cost-effective assurance systems to ensure that funds entrusted to UNICEF are used as intended
- transparent processes and oversight of cash transfers at the country, regional and global level
- reduced transaction costs for implementing partners through simplified and harmonized procedures for cash transfers among UNICEF and other United Nations agencies adopting the HACT processes
- strengthened national capacities for the management and accountability of cash transferred.

VI. Recipient Organization(s) and Implementing Partners and the Modality of Engagement

UNICEF works in close partnership with the Ministry of Youth Affairs, Creative Economy and Sports, Ministry of Education, Ministry of Agriculture, county government structures, the private sector, and other development partners, as well as youth/community-based organizations to implement the proposed activities. This will build ownership and sustainable mechanisms to continually skill youth in the agribusiness sector.

The project is implemented by Kuza and Educate!, who skill the youth agripreneurs and provide the youth groups and COEs with digital equipment, access to content, and mentorship support.

UNICEF Kenya office provides administrative and communication support, as well as facilitate coordination with the various government departments. It also consolidates the programme results to compile the programme report.

The project also builds synergies with ongoing projects by other development partners that are focused on boosting youth skilling, employment and entrepreneurship in agriculture and agribusiness, promoting regenerative agriculture, and sharing climate smart and data driven farming practices and technologies.

Finally, the project aims to mobilize local and international private sector to support the project implementation through the sharing of relevant knowledge, technologies and services, and the provision of funds.

VII. Partnerships

Project partners are leveraging its existing partnerships while also forging new ones to ensure private, public, and philanthropic inclusivity in the program. Key stakeholders were identified and engaged in the project.

Government stakeholders: Ministry of Education, Ministry of Agriculture, Ministry of Youth Affairs, Creative Economy and Sports and county governments

Development partners: Rainforest Alliance (RA), the Global Alliance for Improved Nutrition (GAIN), Hellen Keller Foundation, Kenya Scouts Association (KSA), Kenya Girl Guides Association (KGGA),



Joint field mission to Kirinyaga with GAIN and Helen Keller Foundation exploring partnership opportunities

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VIII. Sustainability

Youth employment and entrepreneurship in agriculture and agribusiness remain a top priority for Kenya and for the whole African continent.

The programme's agripreneurs model is already self-sustained, as after the first-year of incubation the agripreneurs receive a commission paid by the farmers for the services received. For the incubation phase, EKYAN will cover the costs of the youth agripreneurs.

The COE model will be sustained by leveraging existing structures such as the farmer groups established under OMFP and government resources invested in agriculture clubs for youth, as well as skilling, employment, and entrepreneurship for youth in agriculture. The COEs will also be sustained through linkages with the private sector that will be established by the project. COE learning will be based on progressive content and digital technologies and will reflect the skills and needs of private sector in the agribusiness industry. This will provide incentives to companies to support the COE and leverage these structures to recruit young people and connect with agripreneurs and farmers.

Educate!'s bootcamps for out-of-school female youth are built on a strong foundation of evidence. An external randomized control trial of Educate!'s in-school model implemented in Uganda for over 10 years found significant long-term improvement in skills, educational attainment, family planning, and gender equity outcomes. For example, four years later, young women saw a 25% increase in university enrollment, 21% less likelihood of having a child, and an 18% decrease in the likelihood of inter-partner violence. In addition, a randomized control trial evaluating a 3-week bootcamp Educate! ran in partnership with a former World Bank Chief Economist resulted in a 30% income boost for youth 3.5 years later. This evidence is currently being leveraged to inform Educate!'s new model for out-of-school female youth.

Educate! has a strong record since its inception in 2009. Educate! continues to work in preparing youth in Africa with the skills to succeed in today's economy. Over the last decade, they have tackled youth unemployment by partnering with schools and governments reaching 200,000 youth with an evidence-based model. Educate!'s commitment to impact has been recognized by institutions, including the World Bank's S4YE, BBC, Forbes, Generation Unlimited, The Brookings Institution, and the Bill & Melinda Gates Foundation as a 2020 Goalkeepers Accelerator.

IX. Risk Management

A set of potential risks that may impact the project is listed below. Risk assessment and mitigation measures are included in Annex III.

1. Inadequate Funds to operationalize the programme
2. Delays in finalization of programme plans and implementation
3. Schools, county government and other local stakeholders do not collaborate with the programme
4. Agripreneurs are not recognized as trainers and linked to markets
5. Low uptake of and enthusiasm by youth
6. Low uptake of and enthusiasm by farmers
7. Weak motivation and competing priorities for mentors and private sector
8. Agripreneurs/Youth/Farmers dropout from programme
9. Digital toolkit and content not suited for club members

X. Monitoring and Evaluation

UNICEF/GenU and partners follow a results-based management approach and routinely organize and conduct programme reviews (at least mid-year reviews and annual year reviews) of progress on results achievements. Regular monitoring of the progress towards expected gender-disaggregated results and the implementation of program activities are carried out in accordance with program management regulations.

As part of the initial phase, UNICEF/GenU worked with implementing partners to develop a clear framework for monitoring and evaluating the implementation and impact of the program. An M&E framework, setting out the metrics to be measured, the processes for data collection, and the responsibilities of the different parties involved in operating the initiative, has been developed. Metrics within this are disaggregated by socio-economic data including gender.

A baseline data collection was carried out using a combination of qualitative and quantitative methods to understand the situation of schools, agri-markets and value chains, agriprenuer skills development, and job opportunities in communities. For example, agriprenueurship business models were validated in local contexts and discovery retreats were carried out to inform program design. Moreover, a baseline survey will be carried out before each bootcamp as well as pre/ post learning assessment.

Baseline data was analysed and will provide the foundation for the selection of participating schools. A baseline survey of agripreneurs applying to the programme is being carried out (disaggregation of data based on multiple indicators). Qualitative methods such as in-person interviews with shortlisted candidates are being carried out. This data is useful in refining strategies for implementation including addressing bottlenecks, informing the development of behavior change communications, and updating the baselines and targets. Moreover, the baseline study provides a foundation to routinely capture progress, conduct reviews (including mid-term review) and undertake end-of-project reporting.

Field monitoring visits to program sites will be conducted to assess progress towards the achievement of planned results and verify outputs from the activities, learn from implementation and take timely corrective action during the implementation period.

The Kenya Country Office team will carry out gender-sensitive project monitoring, oversight, and quality assurance on a regular basis. The systematically collected data is analyzed and used to monitor effects on opportunities for the youth. Monitoring of higher-level results (Outcome and Impact levels) will focus on measuring the key deliverables as per the agreed indicators in the Log frame..

UNICEF Kenya Office consolidates all information provided by the implementing partners and ensure that the programme report follows UNICEF programme implementation guidelines and reporting standards.

XI. Innovation and Scalability

The program leverages different innovations including technologies enabling digital learning in off-grid areas, provision of e-extension services and digital mentorship support. All services provided using digital tools will be combined with a human interface and with physical hubs that will work as go-to places for learning, exchanging knowledge and building market/business opportunities.

XII. Knowledge Management

Findings, lessons learnt, and examples of good practices compiled throughout the first year of the project are an asset for scaling and replicating the model and will inform the rollout of EKYAN in the rest of Kenya and its replication in other countries in Africa and beyond. All these findings will contribute to the wider body of knowledge on education, skill development, employment, and engagement opportunities for young people, potentially feeding into policy recommendations at a wider organizational level and for UNICEF initiatives and work by UNICEF partners in other countries and regions. The findings will also inform GenU partners' programmatic work.

UNICEF Kenya office and GenU Secretariat will support communication and dissemination of information. The knowledge assets developed will be disseminated nationally, regionally, and globally using a mix of government structures, private sector partners and civil society.

XIII. Communication and Visibility

All communication and visibility will be in line with UNICEF Brand Guidelines and global communication and visibility parameters. UNICEF will continue to work with the Ministry of Education, Agriculture, ICT, and Youth to ensure visibility of interventions funded by this grant, both through social media and local mainstream media (television, radio, and newspapers).

The overall communication and outreach plan's objective is to ensure all partners are on board with the scope and messaging of the initiative. The plan will outline the messages to be communicated throughout the transformation initiative, identify roles and responsibilities, define communication mechanisms, engagement

tools, and feedback options. This will also include any anticipated change and the anticipated impact on partners and key stakeholders. The principles of the communications strategy will be to build trust among all partners, provide relevant information necessary for the initiative to flourish, report progress or delays in progress so that partners can continue to contribute to the success of the initiative, build credibility with all partners and build materials for advocacy and media (including social media) outlets.

All communication and visibility at the country level have been demonstrated with stories in social media, radio and TV highlighting

The following press release was published on 11 August 2023, International Youth day, when the Government of Kenya and GenU partners launched the EKYAN programme: [New Green Entrepreneur and Agriculture Initiatives Launched to Augment Livelihoods for Youth \(unicef.org\)](#)

The following project description is available on the GenU website: [Engaging Kenyan Youth in Agriculture and Nutrition \(EKYAN\) | Generation Unlimited](#)

The EKYAN programme aligns with UNICEF/GenU's new signature initiative: **The Green Rising**. The initiative aims to mobilize millions of young people around the climate crisis and includes green skilling and entrepreneurship as a critical component.

In November 2023, the Canadian Minister for International Development, Mr. Ahmed Hussen, visited Kirinyaga County and interacted with the youth agri-preneurs enrolled in the EKYAN program. The field visit highlighted the use of modern agricultural techniques using technology by young people who had fully embraced agriculture as a career option for economic development. EKYAN aligns with Canada's international assistance policy that focuses on youth and women empowerment.

"I am grateful for the opportunity to come and see how young people are embracing agriculture as a path for career option for economic development and I commend Kirinyaga County Government in partnership with other players for their initiative in leveraging agriculture as a source of economic prosperity and development for the community," added Hussen.

The Minister interacted with the youth agri-preneurs as they showcased what they have achieved through integration of digital technology in agriculture to increase production, provide extension services to farmers as well as create market linkages for themselves and other farmers.





This Canadian visit is highlighted as an example of the interest that the EKYAN programme is drawing from other potential partners.

TABLE 1: THEORY OF CHANGE

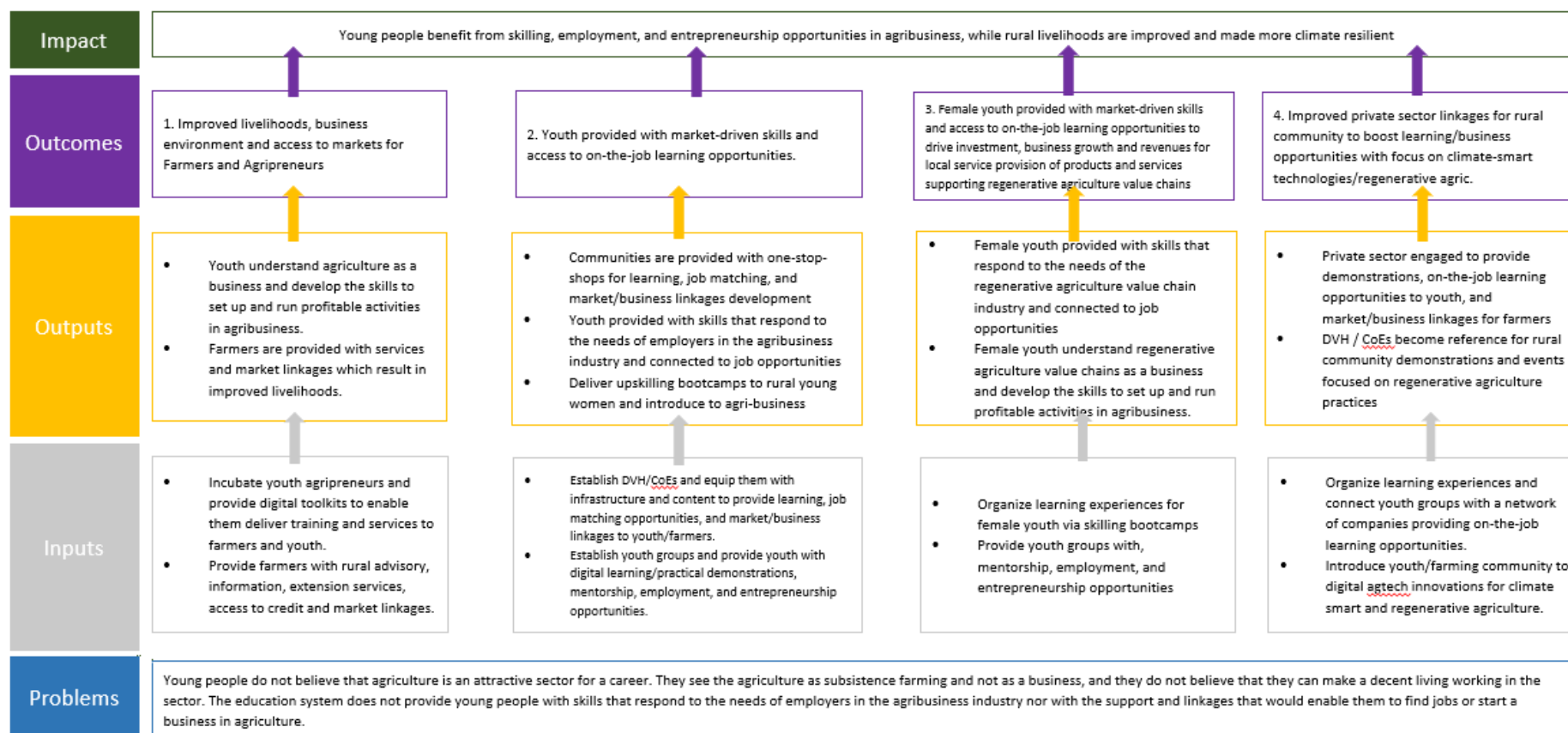




Table 2: PROGRAMME RESULTS MATRIX

Outcomes/Activities	Targets	Key performance indicators (KPIs)	Summary of update
Outcome 1. Improved livelihoods, business environment and access to markets for Farmers and Youth Agripreneurs	<ul style="list-style-type: none"> • 20% increase in farmers' net income • 30% increase in youth agripreneurs income • 	<ul style="list-style-type: none"> • # farmers with income increase to target level (men/women) • # agripreneurs with income increase to target level (men/women) 	<ul style="list-style-type: none"> • 20 youth agripreneurs from each of Kirinyaga's 20 wards were involved in shaping the EKYAN project • Several field visits, focus group discussions with youth agripreneurs, farmers, as well as held meetings with various stakeholders including Government Officials representing the Ministry of Agriculture, Education, Environment, Youth & Gender. • More than 500 applications were received from youth agripreneurs • 255 youth agripreneurs were selected after in person interviews in Q2 in 2024
1.1 Incubate youth agripreneurs and provide digital toolkits to enable them deliver training and services to farmers and youth.	<ul style="list-style-type: none"> • 112 youth agripreneurs incubated and provided with digital tools to transfer knowledge and connect youth with agrifood industry • 25% of young women and men that started their own enterprise after being part of the training 	<ul style="list-style-type: none"> • # of youth agripreneurs incubated and provided with digital tools to transfer knowledge and connect youth with agrifood industry • % of agripreneurs i.e. young people (men/women) who started their own enterprise after being part of a training supported by GenU • % of young women and men that started their own enterprise after being part of the training supported by the partner 	
1.2 Provide farmers with rural advisory, information, extension services, access to credit and market linkages.	<ul style="list-style-type: none"> • 11,200 of farmers that improved economic livelihoods within a sustainable and climate smart manner. 	<ul style="list-style-type: none"> • # of farmers that improved economic livelihoods within a sustainable and climate smart manner. 	
Outcome 2: Youth are provided with market-driven skills, and access to on-the-job learning opportunities	<ul style="list-style-type: none"> • 2,240+ young people in the school clubs trained on food systems • 1,712 of out of school young people reached with skill building programmes • 60% of trained young people that received mentoring or were part of an internship (Kuza/Educate models) • 40% of young women and men that found a job after being part of a training supported by GenU (Kuza/ Educate models) 	<ul style="list-style-type: none"> • # of young people in the school clubs trained on food systems • # out of school young people (men/women) reached with skills building programs. • % of trained young people that received mentoring or were part of an internship • % young people (men/women) that found a job after being part of a training supported by GenU 	<ul style="list-style-type: none"> • several field visits to schools, focus group discussions with youth agripreneurs, farmers, agriculture teachers, head teachers of public and private schools as well as held meetings with various stakeholders including Government Officials representing the Ministry of Agriculture, Education, Environment, Youth & Gender. • Rapid assessment of more than 50 schools was carried out • 14 Centers of Excellence were selected in Q2 in 2024
2.1 Establish CoEs and equip them with infrastructure and content to provide learning, job matching opportunities, and market/business linkages to youth/farmers.	<ul style="list-style-type: none"> • 14 COEs established and functioning 	<ul style="list-style-type: none"> • # of COEs established 	
2.2 Establish youth groups and provide youth with digital learning/practical demonstrations, mentorship, employment and entrepreneurship opportunities.	<ul style="list-style-type: none"> 112 of youth with ICT skills 112 job matching or career counselling services established to young people 	<ul style="list-style-type: none"> # of youth with ICT skills # of job matching or career counselling services established to young people • 	
Outcome 3. Female youth provided with market-driven skills and access to on-the-job learning opportunities to drive investment, business growth and revenues for local service provision of products and services supporting regenerative agriculture value chains	<ul style="list-style-type: none"> • 1,600 youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs <ul style="list-style-type: none"> • 50% are women • 1,600 out of school 	<ul style="list-style-type: none"> • # of youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs 	<ul style="list-style-type: none"> • User discovery process was carried out • Youth trainers for bootcamps were recruited and trained



3.1 Organize learning experiences for youth (particularly female) via skilling bootcamps	<ul style="list-style-type: none"> • Skilling bootcamps conducted 1,600 youth (50% female) 	<ul style="list-style-type: none"> • # of bootcamps completed • #of youth entrepreneurs attending bootcamps 	<ul style="list-style-type: none"> • selected locally relevant agri-business models such as local honey production, production of organic fertilizers and pesticides, tree nurseries, selling of local vegetables, and more were tested
3.2 Provide youth groups with, mentorship, employment, and entrepreneurship opportunities	<ul style="list-style-type: none"> • 30% increase in youth agripreneurs' net income 	<ul style="list-style-type: none"> • % increase in knowledge after completion of skilling bootcamps • # agripreneurs with income increase to target level (men/women) • # business transactions • Value of business transactions 	
Outcome 4: Improved private sector linkages for rural community to boost learning and business opportunities with focus on climate-smart technologies and regenerative agriculture	<ul style="list-style-type: none"> • 3 Companies providing on-the-job learning or employment opportunities • 10% Farmers adopting regenerative/ climate smart agri practices/ technologies (men/women) 	<ul style="list-style-type: none"> • # of companies engaged • # companies providing on-the-job learning or employment opportunities to youth • % farmers converting to regenerative agriculture/climate smart/data driven farming practices and technologies • Income trends for farmers adopting regenerative ag/climate practices 	<ul style="list-style-type: none"> • Engagements with private sector companies were carried out and valuable insights gathered • Further events/demonstrations about regenerative agriculture are planned on and off school as well as workshops at CoEs to engage suppliers, buyers and service providers in 2024.
4.1 Organize learning experiences and connect youth groups with a network of companies providing on-the-job learning opportunities.	<ul style="list-style-type: none"> • 3 workshops organized at CoEs/DVH to engage suppliers, buyers and service providers 	<ul style="list-style-type: none"> • # events organized at DVH involving private sector • # participants to events organized at DVH (men, women) 	
4.2 Introduce youth/farming community to digital agtech innovations for climate smart and regenerative agriculture.	<ul style="list-style-type: none"> • 3 events/demonstrations about regenerative agriculture on and off school 	<ul style="list-style-type: none"> • # events/demonstrations about regenerative agriculture • # farmers and youth attending events (men/women) • # Companies providing products/services for regenerative/climate smart agriculture 	



TABLE 3: PROGRAMME RISK MANAGEMENT MATRIX

Risks	Risk level (likelihood*impact) Very High High Medium Low	Likelihood Probable Possible Occasional Rare	Impact Critical Major Moderate Minor	Mitigating Measures	Responsible Institution
1. Inadequate Funds to operationalize the programme		Probable	Major	<ul style="list-style-type: none"> Advocate for resource allocation from the Government of Kenya, development partners and private sector 	UNICEF/GenU
2. Delays in finalization of programme plans and implementation		Probable	Moderate	<ul style="list-style-type: none"> Actively coordinate with key stakeholders Keenly monitor plans by key stakeholders 	UNICEF; KUZA; Educate!; Ministry of Education /ICT/Agriculture /Youth
3. County government and other local stakeholders do not collaborate with the programme		Possible	Major	<ul style="list-style-type: none"> Sign contracts with schools and county government to establish DVH Coordinate with central government to facilitate local engagement 	UNICEF; KUZA; County Government, Educate!; Ministry of Education, Ministry of Agriculture /Youth
4. Agripreneurs/DVH are not recognized as trainers and links to markets		Possible	Major	<ul style="list-style-type: none"> Agripreneurs are linked to farmer groups and private companies 	UNICEF; KUZA; WB
5. Low uptake of and enthusiasm by youth		Possible	Major	<ul style="list-style-type: none"> Promotion of GYAN through multiple youth networks/forums/channels Communication campaign led by champions and influencers, and social media campaigns 	UNICEF; KUZA; Educate!; Ministry of Education and Youth, county government
6. Low uptake of and enthusiasm by farmers		Possible	Major	<ul style="list-style-type: none"> Promotion of GYAN through farmer groups Build synergies with projects from other donors, international organizations and NGOs 	UNICEF; KUZA; County governments, Educate!
7. Weak motivation and competing priorities for mentors and private sector		Possible	Moderate	<ul style="list-style-type: none"> Monitoring of mentors by KUZA Promotion of GYAN through multiple private sector channels (i.e., industry associations, chamber of commerce, private sector networks etc) 	UNICEF; KUZA; Ministry of Agriculture and County government
8. Agripreneurs/Youth/Farmers dropout from programme		Occasional	Moderate	<ul style="list-style-type: none"> Ensure there is a pipeline for each category to replace those dropping out Monitor reasons of dropout 	UNICEF; KUZA, Educate!
9. Digital toolkit and content not suited for youth groups members		Rare	Moderate	<ul style="list-style-type: none"> Adapt relevance of content and delivery modalities by age groups 	KUZA
Assumptions: ✓ Continued ownership and leadership of UNICEF, Government of Kenya ✓ Memoranda of understanding with County Governments and Schools					