Generation Unlimited Trust Fund
United Nations Multi-Partner Trust Fund

<table>
<tr>
<td>Programme Title:

Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN)</td>
<td>Recipient Organization(s):
UNICEF GenU HQ
(All funds to be transferred to Kenyan partners or UNICEF Kenya Country Office and used in Kenya)</td>
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<tr>
<td>Programme Contact:

Nadi Albino
Deputy Director – Partnerships & Innovation
UNICEF Generation Unlimited Global Team
Address: 633 Third Avenue, New York, NY 10017, 23rd floor</td>
<td>Programme Partner(s):
• Government of Kenya (Ministry of Youth, Agriculture, Education, and ICT)
• World Bank
• SNV
• KUZA Biashara Ltd
• County governments</td>
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<tr>
<td>Programme Country:

Kenya</td>
<td>Programme Location (provinces or priority areas):
Counties in Kenya</td>
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<tr>
<td>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 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 country’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</td>
<td>Total Cost of the Programme for year 3:
USD 1,123,597[1]

Breakdown of total funded costs by recipient organization
<table><tr><th>Recipient organization</th><th>GenU Funds</th></tr><tr><td>UNICEF (GenU) HQ[2]</td><td>Total: $3,141,517
Year1: $1,051,838
Year 2: $1,039,587.90
Year 3: $1,050,091</td></tr><tr><td>Cost Recovery 7%</td><td>Total: $219,906</td></tr></table></td>
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[1] *This programme will be a 3 year programme. The funding above is requested for year three of this three year programme and will be used for the results indicated for year three.*

[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.*

develop sustainable livelihoods through regenerative circular agriculture.

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.

The specific objectives of the project will be as follows:

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.
iii. To enhance Agri-nutrition for improved nutrition results.
iv. To establish agribusiness School Centres of Excellence (COE) across Kenya to provide community training hubs.

	Year 1: $73,628 Year 2: $72,772 Year 3: $73,506
TOTAL	Total $3,361,422.05 Year 1: $1,125,466 Year 2: $1,112,359.05 Year 3: $1,123,597

Estimated No. of Beneficiaries in year 3 (across all outcomes)[3]

- **64 School Centers of Excellence (COE)** established for young generations to be inspired, skilled and connected to jobs/ business opportunities (25 in year 2 and 14 in year 1)
- **512 agripreneurs (50% female) incubated and provided** with digital tools to transfer knowledge and connect youth with agrifood industry (112 in year 1, 200 in year 2, and 200 in year 3)
- **51,200 farmers** improved economic livelihoods within a sustainable and climate smart manner. (11,200 in year 1 and 20,000 in year 2 and year 3)
- **10,240 young people** in the school clubs trained on food systems (2,240 in year 1 and 4,000 in year 2 and year 3)
- At least 4,800 youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs, thereof 50% are women and all are from out-of-school settings (1,600 per year)

Start Date:
01 August 2023

End Date:
31 December 2025

Total Duration:
28 months

Outcomes to which the programme contributes:

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

Recipient Organization

UNICEF GenU HQ

[3] *These are the results for three years of the programme. These results will be achieved through contributions from the Netherlands as well as another donor (FMC).*

Deputy Director, Partnerships & Innovation *Signature: _* [redacted] *Name of agency*: UNICEF Generation Unlimited *Date and Seal: January 15, 2025*	
Global Team Director (Nadi Albino, OIC, GenU Director) ***Signature: _____*** [redacted] ***_____*** ***Date: _____ January 15, 2025__***	

I. Overview of GenU in the Country

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 2039[4]. 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 option[5]. 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 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 SNV, and young people. The program is built around the principles of regenerative agriculture models that promote circular economies in

[4] https://www.fao.org/kenya/fao-in-kenya/kenya-at-a-glance/en/

[5] *idem*

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. This PD is active year 3 of the programme. In years 1 and 2, we will have established 39 School **Centers of Excellence (COE)** for young generations to be inspired, skilled and connected to jobs/ business opportunities, incubated 312 **agripreneurs (50% female) provided them** with digital tools to transfer knowledge and connect youth with agrifood industry, trained 6,240 young people in school clubs on food systems, supported 31,200 farmers to achieve improved economic livelihoods within a sustainable and climate smart manner, as well as 3,200 youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs.

The EKYAN programme works with the platform and business model of KUZA Biashara as well as SNV. 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.

With SNV Generation Unlimited targets particularly of out-of-school and unemployed young people (18-35 years), marginalized young people (including persons living with disabilities and young mothers), and formal/informal youth groups operating on a small scale to support them to improve their livelihoods through sustainable and profitable income generating agri-enterprises.

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Summary of Kuza model

1. **Creating digital content on regenerative agriculture and agribusiness management** – Kuza's digital micro-learning platform already 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 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 is set up to serve up to 200 farmers using a "digital toolkit" that enables access to Kuza digital content in rural locations with no electricity/internet. 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.

Under EKYAN, the Kuza model in partnership with other partners such as SNV will be expanded to serve out of school youth, particularly women, and create a cohort of youth. This will produce a pipeline of young people who will grow with knowledge and passion for agriculture and agribusiness, and who will be provided with the skills needed and on-the-job learning opportunities to take advantage of employment and entrepreneurship opportunities in the sector.

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. 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 will 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.

The second component of the program provides youth entrepreneurs with the opportunity to earn a decent livelihood as agri-preneurs, of which 50% are women and all are from out-of-school settings. The project provides them with the necessary skills and opportunities to transition into the labour market (agrifood market) or start their own agri-business. The program will specifically focus on marginalized youth, including persons living with disabilities (PLWD), young and teenage mothers, and other vulnerable populations who face significant barriers to economic activity and education. By offering tailored support and resources, the program supports these young people achieve economic independence and personal development. Trainings will be both technical and entrepreneurial and take place in their rural communities on small scale businesses like poultry, horticulture farming, dairy farming, small scale value addition and aggregation. The trainings will use SNV's Youth Employment and Entrepreneurship curriculum which will be evaluated and adjusted to the needs of the youth throughout the project. An initial assessment of the needs of young people in the targeted counties (Kisumu, Busia, Kirinyaga and Samburu) will decide how to organize the trainings and which topics to include. Then ToTs will be trained on the curriculum and provided with the tools to train their community members. The ToTs, with supervision from the Agribusiness Officers, will train various cohorts of young agri-preneurs who receive 3 to 5 days training per cohort, depending on the needs of the youth and their business case. All entrepreneurs will receive coaching, market linkages and financial linkages throughout the year. The project will facilitate participation of the youth in county agricultural fairs and marketing events to showcase their products and meet with producers, off-takers and service providers. Additionally, young agripreneurs will receive starter kits in collaboration with SMEs and other companies functioning as the market / off takers of products to support stable access to market for the young agripreneurs. In addition to supporting groups with establishing and improving Village Savings and Loan Associations (VSLAs) and accessing Savings And Credit Cooperative Organisation(SACCOs) or banks, the project will pilot the Chomoka platform, a digital saving scheme platform, in one county to assess the viability and interest of young agri-preneurs to use such a platform to enhance their savings and ability to invest in a business.

EKYAN will target out-of-school and unemployed young people (18-35 years), marginalized young people (including persons living with disabilities and young mothers), and formal/informal youth groups operating on a small scale. The program will engage in a design-led landscape assessment to establish a baseline for the approach and key considerations aimed at enhancing outcomes for youth. This assessment will include context mapping and rapid partnership evaluations to identify county-specific partnerships focusing on increasing economic opportunities.

Using County Youth Forums and other county-level organizations in the selected counties, EKYAN will mobilize youth and integrate them into the program's action plans. The consortium will build on a multi-stakeholder engagement strategy, incorporating human-centered design, collaboration, co-creation of solutions, learning, and assessment.

Key methodologies, such as gender analysis and youth participatory action research (YPAR), will be used to assess the strengths and sustainability of programs and youth networks. This will ensure a comprehensive understanding of the unique perspectives, aspirations, and challenges faced by the youth, allowing the program to adapt strategies effectively and engage participants actively.

Private sector partners will be involved in needs analyses, and reviewing the practical relevance of training programs to ensure they meet labour market demands. The private sector will also participate in mentoring and coaching youth entrepreneurs and providing a stable market for the produce of the young agripreneurs.

EKYAN will facilitate forums to connect youth with industry players who can support business growth and provide internships and job opportunities. Private sector partners will be part of Strategic Business Advisory Services, providing ongoing support and advice to youth entrepreneurs, thereby ensuring that the training remains market-relevant and impactful.

The EKYAN program will support access to finance for the young entrepreneurs through multiple channels depending on their level of financial readiness through supporting set up of VSLAs, financial literacy training and starter kits.

IV. Programme Implementation

Kuza plans to **implement in various Counties, such as Kiambu, Murunga and Kirinyaga**. SNV works in Busia, Kirinyaga, Kisumu, Samburu, and possibly other counties.

These Counties are all part of World Bank funded OMFP. 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 REDI 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** 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 COEs, 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 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.

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** jobs 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.
    - **4,000** 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.
    - **200** youth provided with ICT skills.

- **1,600 out** of school young people reached with skills building programs.
- **200 jobs** 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.
  - 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 the partner.
  - **60%** of trained young people received mentoring or were part of an internship.
  - **200 youth** provided with ICT skills.
  - **1,600 out** of school young people reached with skills building programs.
  - **200** jobs 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%

V. Accountability and Governance

The UNICEF Kenya country office will oversee and manage the project. UNICEF Kenya will provide fiduciary oversight with administrative and communication support for the project implementation. Funds transferred to programme partners will be monitored as per UNICEF programme implementation guidelines. Programme oversight, including of fund disbursement/transfer, will be guided by an existing Long-Term Agreement with the UN and Kuza in Kenya under the UN Harmonized Approach to Cash Transfers (HACT). This allows for rigour in the monitoring of results and the tracking of expenditure. The key elements of the mutually agreed LTA set out the purpose and the scope of the work for GYAN. It 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.

We will also set up a high-level technical steering committee, comprising representatives of the Dutch Embassy, KCO, KUZA, SNV and GenU, which will review on a quarterly basis programme progress against the programme implementation plan and respective milestones. It will also ensure that the timeline is

observed, 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.

The UN HACT processes ensure that we maintain the best quality 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. This enables UNICEF country offices to be risk-responsive and promotes national ownership and stewardship of resources.

The UNICEF HACT 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 will work in close partnership with the Kenya Ministry of Education, Ministry of ICT, Innovation & Youth Affairs, Ministry of Agriculture, county government structures, the private sector, UN Resident Coordinator's office 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 will be implemented by Kuza and SNV who will skill the youth agripreneurs under the REDI programme and provide the youth groups and DVH with digital equipment, access to content, and mentorship support. The youth agripreneurs, the youth groups and the Hubs will relate to the farmer groups under the OMFP to facilitate their access to services and market linkages. The location of the DVHs will be identified jointly with the government, prioritizing schools, especially where agriculture school clubs are already in place. As an alternative, other locations within the community will be agreed with the government and the local authorities to maximize the reach to/engagement of young people.

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

The project will also build 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. Sustainability

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

Kuza'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 COEs 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. DVH 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 DVH and leverage these structures to recruit young people and connect with agripreneurs and farmers.

SNV Kenya leads the EKYAN consortium composed of SNV, Proportion Global Kenya and The Association of Startup and SMEs Enablers of Kenya (ASSEK), leveraging its extensive track record and network in the Agri-Food Systems Sector in Kenya. SNV's expertise includes sustainable agri-food production, food security, climate adaptation, nutritious food distribution, market systems development, and individual and institutional capacity strengthening. Proportion Global Kenya specializes in human-centered design as an innovation methodology, which is crucial for developing effective and relevant solutions for youth engagement. The local team in Kenya has a proven track record in training and coaching youth and women on creative problem-solving, innovation, and business incubation. Proportion Global manages an online social learning platform for young entrepreneurs, facilitating continuous learning and mentorship. Their expertise in designing youth- and women-centered entrepreneurship curricula and their innovative approach to problem-solving significantly enhance the program's impact. The Association of Startup and SMEs Enablers of Kenya (ASSEK) represents the interests of organizations within the Kenyan startup and SMEs enablers ecosystem. With access to 45 local innovation hubs across Kenya, ASSEK can deliver comprehensive entrepreneurship curricula to youth and women.

The collaboration between SNV Kenya, Proportion Global, and ASSEK ensures a holistic approach to youth empowerment. By combining SNV's agricultural expertise, Proportion Global's human-centered design and innovation capabilities, and ASSEK's extensive entrepreneurial network, the program can address the diverse needs of youth across different sectors.

The consortium partners will provide comprehensive capacity-building initiatives, including training, mentorship, and access to resources. This will enhance the participants' skills and knowledge, preparing them for successful careers in agriculture and entrepreneurship. Leveraging ASSEK's network, the program will create market-enabling systems that maximize job and entrepreneurship outcomes for youth. The program will also facilitate access to finance through partnerships with local financial institutions and government programs, supporting the growth and sustainability of youth-led enterprises.

The consortium's strategic approach includes developing a customizable youth-led delivery model that can be scaled to other counties. Continuous learning and locally led sustainability systems will be integral to the program, ensuring that its benefits extend beyond the initial implementation phase. New entrepreneurs who benefitted from the program will be able to continue growing and learning through ASSEKs network of SMEs and ongoing activities.

County governments serve as key stakeholders and partners in implementing this project, playing a crucial role in recruitment and support. The project will continue to build upon strong relationships with county governments, ensuring the project goals fit with the strategy of the respective county governments. These partnerships provide critical support and credibility to the programming, ensuring that the youth are

effectively reached and engaged. County government partnerships will also enable bootcamp participants to access essential business development services, such as free business licenses and training from Kenya's government-run Youth Enterprise Development Fund (YEDF) program. This program, developed as part of Kenya's Vision 2030, empowers youth entrepreneurs by providing them with the necessary tools and resources to succeed. The program will closely collaborate with ongoing county projects like NAVCDP, DRIVE, FLOCCA amongst others.

The EKYAN program is designed for long-term sustainability through integration at both county and national levels. At the county level, the program is embedded within the Agriculture and Youth Ministries, aligning with local development agendas and promoting grassroots ownership. Nationally, the program is supported by the Agriculture and State Department for Youth and Creative Economy, ensuring alignment with broader policies and strategies. Strong community partnerships are developed within each county to sustain initiatives beyond the initial funding period. Furthermore, the program explores adoption by national, regional, and local governments to support a larger number of young people. Continuous capacity building for local partners ensures they are equipped to manage and expand the program, thereby securing its impact for the future. EKYAN's sustainability strategy involves the design and development of a customizable youth-led delivery model that enables quick scaling to other counties. This model will incorporate continuous learning and create locally led sustainability systems to enhance the outcomes of the program. We aim to do this by utilizing existing decentralized social and physical infrastructure, like innovation hubs, TVETs and VSLAs. Through training of trainers at these decentralized centers, we strengthen their continuous capacity to train youth in entrepreneurship and actively connect them to value chain stakeholders and financiers. Participants will access online tools to continue engagement with each other and mentors online.

VIII. 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

IX. Monitoring and Evaluation and Reporting

UNICEF/GenU and partners are committed to 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 will be carried out in accordance with program management regulations.

As part of the initial phase, UNICEF/GenU will work with youth, private sector partners and government at national and county levels to develop a clear framework for monitoring and evaluating its impact within the program. A clear implementation plan setting out the responsibilities of the different parties involved in operating the initiative will be outlined as part of the planning phase. As part of the M&E framework there will be a clear set of tools (indicators, questionnaires, surveys) to define, collect and analyze data; guidance manuals; and a simple management information system to store and organize the data so that results can be aggregated and reported clearly, to enable strategic decisions and additional resources. This will involve bringing together expertise in designing practical M&E, learning systems and evidence in youth employment, entrepreneurship, wellbeing, gender, and social inclusion. Routine data will be digitally collected on a quarterly basis through interviews and surveys to track employment, entrepreneurship stages, income ranges, capacities and application of training, with regular data quality assessments to sustain the accuracy and reliability of collected data. Stories of change/success stories will be continuously identified and generated through various engagements with the young people.

At the inception of the project, a **baseline study** will be conducted using a combination of qualitative and quantitative methods to capture the situation of Agriprenuer skills development, and job opportunities in communities. This data will be useful in refining strategies for addressing bottlenecks, informing the concept development for all behavior change related communications, and updating the baselines and targets. Moreover, the baseline study will provide a robust foundation for the rigorous conduct of follow-up assessments to routinely capture progress, conduct of reviews (including mid-term review) and forms the basis for the **project end-of-term evaluation** completion.

Field monitoring visits to program sites will be conducted to assess progress towards the achievement of planned results and to verify outputs from the activities, learn from implementation and take timely corrective action during the period of implementation. As part of these visits, interviews will be conducted with stakeholders. This will be coupled with participatory observations with the provision of direct technical support, and supervision to ensure bottlenecks are timely resolved to enable assurance of the efficient use of resources. UNICEF /GenU will adopt the use of e-tools for monitoring which allows for both staff and partners to report online, even while in the field. This allows for quick action to be taken on any identified issues and ease follow up on actions and documentation of all actions taken.

The UNICEF M&E team will put in place gender-disaggregated data and analysis management, reporting and internal monitoring systems to ensure timely and effective decision making and tracking of project activities and results. The Kenya Country Office team with partners will carry out gender-sensitive project monitoring, oversight, and quality assurance on a regular basis. The systematically collected data will be 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. The project will establish a gender-sensitive monitoring and reporting plan in coordination with the implementing partners to ensure quality assurance, tracking of project results and activities, identification of issues that require course correction, risk management and documentation of best practices that can be replicated or scaled up.

Reporting will be done in line with the GenU Trust Fund Standard Administrative Arrangement. There will be an annual narrative and financial report, and results from this project will be integrated into the consolidated GenU Trust Fund Report that will be issued in May 2025 and May 2026.

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

X. 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.

The program was originally designed for national level implementation, considering that the World Bank is supporting the agripreneurs model in the whole country, and that the government places youth skilling, employment, and entrepreneurship among its top priorities.

Scalability will mainly depend on the availability of resources, it will depend on UNICEF's capacity to mobilize the project capital expenditures, as the Government of Kenya and the World Bank already committed to cover the operating expenditures (Annex V).

XI. Knowledge Management

The programme will foster a culture of learning and continuous improvement, using data-driven insights to refine and enhance the program. This adaptive approach will ensure that the program remains responsive to the evolving needs of participants and the broader community. Findings, lessons learnt, and examples of good practices compiled throughout the year are an asset for scaling and replicating the model and will inform the rollout of GYAN in the rest of Kenya and its replication in other countries in Africa and beyond.

A learning framework with learning priorities will be developed to gather insights on methodology effectiveness, intended and unintended outcomes of project, test assumptions and TOC pathways. The partners will have periodic reflection sessions to reflect on documented evidence and adapt the project where necessary. The TOC will be reviewed at the end of the year to establish whether assumptions and pathways still stand. At the end of the project, EKYAN will conduct an impact study.

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.

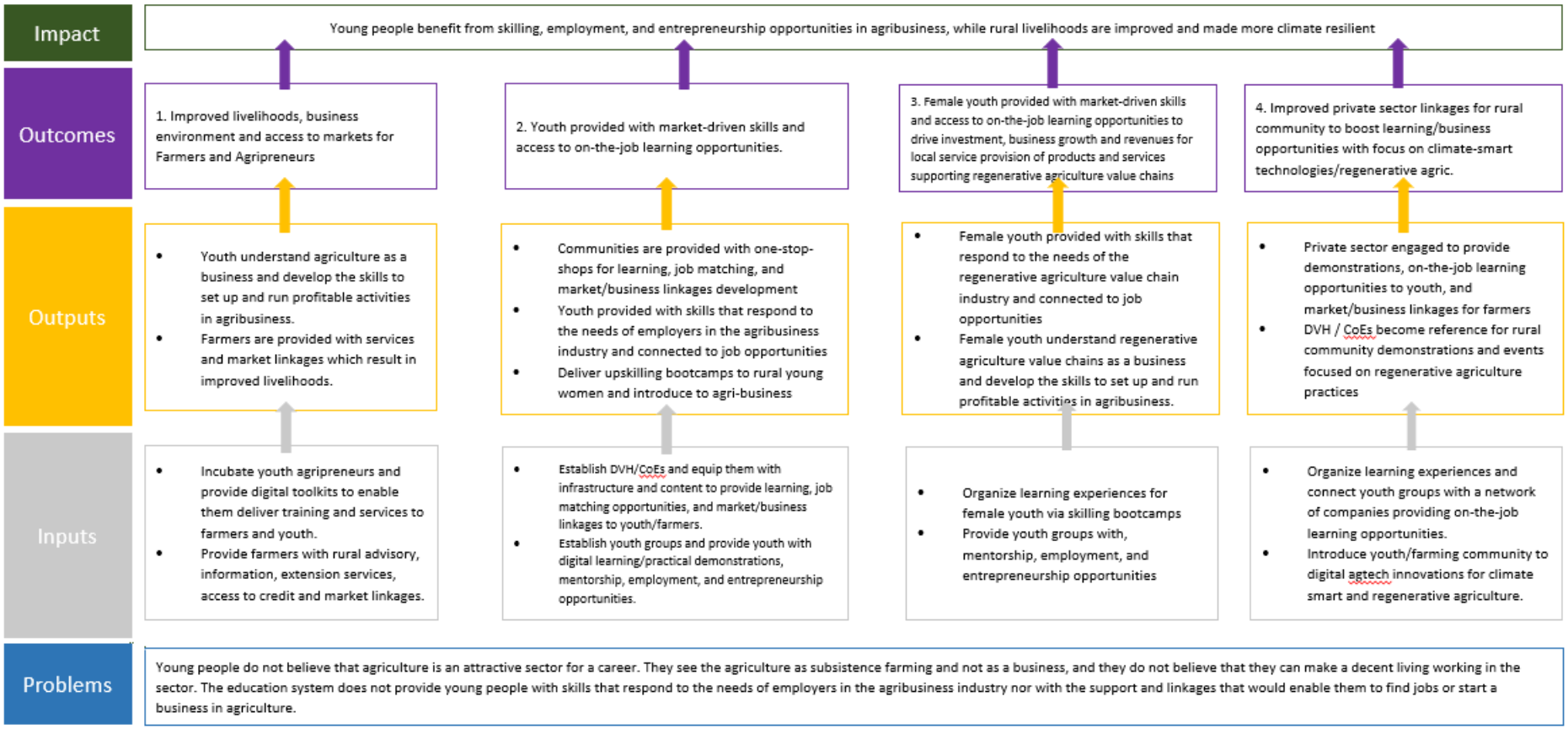
XII. Communication and Visibility

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.

A detailed communication plan will be developed jointly during the inception period.

ANNEX I: THEORY OF CHANGE



ANNEX II: PROGRAMME RESULTS MATRIX

Outcomes/Activities	Targets	Key performance indicators (KPIs)	Means of verification
Outcome 1. Improved livelihoods, business environment and access to markets for Farmers and Youth Agripreneurs	• 20% increase in farmers' net income • 30% increase in youth agripreneurs income •	• # farmers with income increase to target level (men/women) • # agripreneurs with income increase to target level (men/women) •	• Baseline survey • Monthly monitoring of KPIs by project team • KUZA mentorship dashboard • Inventory of services provided to farmers • OneNetwork dashboard for business transactions
1.1 Incubate youth agripreneurs and provide digital toolkits to enable them deliver training and services to farmers and youth.	• 512 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	• # 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.	• 51,2000 of farmers that improved economic livelihoods within a sustainable and climate smart manner.	• # 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	• 10,240 + young people in the school clubs trained on food systems • 4,800 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/SNV models) • 40% of young women and men that found a job after being part of a training supported by GenU (Kuza/SNV models)	• # 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	• Baseline survey • Monthly monitoring of KPIs by project team • KUZA mentorship dashboard • Inventory of topics/content provided at DVH and to youth groups • DVH records
2.1 Establish CoEs and equip them with infrastructure and content to provide learning, job matching opportunities, and market/business linkages to youth/farmers.	• 64 COEs established and functioning	• # of COEs established	
2.2 Establish youth groups and provide youth with digital learning/practical demonstrations, mentorship, employment and entrepreneurship opportunities.	• 512 of youth with ICT skills • 512 job matching or career counselling services established to young people	• # 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	• 4,800 youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs • 50% are women	• # of youth entrepreneurs have the opportunity to earn a decent livelihood as agripreneurs	• Baseline survey • Monthly monitoring of KPIs by project team • SNV Internal systems
3.1 Organize learning experiences for youth (particularly female) via skilling bootcamps	• Skilling activities/ trainings carried out for for 4,800 youth (50% female)	• # of trainings completed • #of youth entrepreneurs attending trainings	

3.2 Provide youth groups with, mentorship, employment, and entrepreneurship opportunities	• 30% increase in youth agripreneurs' net income	• % increase in knowledge after completion of skilling activities • # 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	• 3 Companies providing on-the-job learning or employment opportunities • 10% Farmers adopting regenerative/ climate smart agri practices/ technologies (men/women)	• # 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	• Baseline survey • Monthly monitoring of KPIs by project team • KUZA mentorship dashboard • Inventory of best practices/tech innovations presented by companies • CoE records
4.1 Organize learning experiences and connect youth groups with a network of companies providing on-the-job learning opportunities.	• 3 workshops organized at CoEs/DVH to engage suppliers, buyers and service providers	• # 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.	• 3 events/demonstrations about regenerative agriculture on and off school	• # events/demonstrations about regenerative agriculture • # farmers and youth attending events (men/women) • # Companies providing products/services for regenerative/climate smart agriculture	

ANNEX III: PROGRAMME RISK MANAGEMENT MATRIX

Risks	Risk level (livelihood*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	• 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	• Actively coordinate with key stakeholders • Keenly monitor plans by key stakeholders	• UNICEF; KUZA; SNV Ministry of Education /ICT/Agriculture /Youth
3. County government and other local stakeholders do not collaborate with the programme		Possible	Major	• Sign contracts with schools and county government to establish COEs • Coordinate with central government to facilitate local engagement	UNICEF; KUZA; County Government, SNV Ministry of Education /ICT/Agriculture /Youth
4. Agripreneurs/DVH are not recognized as trainers and links to markets		Possible	Major	• Agripreneurs are linked to farmer groups and private companies	UNICEF; KUZA; WB
5. Low uptake of and enthusiasm by youth		Possible	Major	• Promotion of EKYAN through multiple youth networks/forums/channels • Communication campaign led by champions and influencers, and social media campaigns	UNICEF; KUZA; SNV Ministry of Education and Youth
6. Low uptake of and enthusiasm by farmers		Possible	Major	• Promotion of EKYAN through farmer groups • Build synergies with projects from other donors, international organizations and NGOs	UNICEF; KUZA; WB; SNV
7. Weak motivation and competing priorities for mentors and private sector		Possible	Moderate	• 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 ICT
8. Agripreneurs/Youth/Farmers dropout from programme		Occasional	Moderate	• Ensure there is a pipeline for each category to replace those dropping out • Monitor reasons of dropout	UNICEF; KUZA, SNV
9. Digital toolkit and content not suited for youth groups members		Rare	Moderate	• Adapt relevance of content and delivery modalities by age groups	KUZA
Assumptions: ✓ Continued ownership and leadership of UNICEF, Government of Kenya, and World Bank ✓ Contract with Kuza for programme execution ✓ Memoranda of understanding with County Governments and Schools					

ANNEX IV: BUDGET BY ACTIVITY (USD)

Outcome/Activities	Funding from The Netherlands year 1	Funding from The Netherlands year 2	Funding from The Netherlands year 3	Funding from Other Donor year 1	Funding from Other Donor year 2	Funding from Other Donor year 3	Total
Outcome 1. Improved livelihoods, business environment and access to markets for Farmers and Agripreneurs	$100,000	$100,000	$100,000	$100,000	$100,000	$100,000	$400,000
1.1 Incubate youth agripreneurs and provide digital toolkits to enable them deliver training and services to farmers and youth.	$60,000	$60,000	$60,000	$70,000	$70,000	$70,000	$260,000
1.2 Provide farmers with rural advisory, information, extension services, access to credit and market linkages	$40,000	$40,000	$40,000	$30,000	$30,000	$30,000	$140,000
Outcome 2: Youth are provided with market-driven skills, and access to on-the-job learning opportunities	$291,838	$279,587	$290,091	$173,162	$173,162	$173,162	$917,749
2.1 Establish COEs and equip them with infrastructure and content to provide learning, job matching opportunities, and market/business linkages to youth/farmers	$151,838	$139,587	$150,091	$83,162	$83,162	$83,162	$457,749
2.2 Establish youth groups and provide youth with digital learning/practical demonstrations, mentorship, employment, and entrepreneurship opportunities	$140,000	$140,000	$140,000	$90,000	$90,000	$90,000	$469,000
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	$500,000	$500,000	$500,000	-			$1,00,000
3.1 Organize learning experiences for youth (particularly female) via skilling bootcamps	$300,000	$300,000	$300,000	-			$600,000
3.2 Provide youth groups with, mentorship, employment, and entrepreneurship opportunities	$200,000	$200,000	$200,000	-			$400,000

Outcome 4: School hubs (COEs) provide improved private sector linkages for rural community to boost learning and business opportunities related to regenerative agriculture	$15,000	$15,000	$15,000	$100,000	$100,000	$100,000	$230,000
4.1 Organize learning experiences and connect youth groups with a network of companies providing on-the-job learning opportunities to youth.	$10,000	$10,000	$10,000	$40,000	$40,000	$40,000	$100,000
4.2 Introduce youth/farming community to digital Agtech innovations for climate smart and regenerative agriculture	$5,000	$5,000	$5,000	$60,000	$60,000	$60,000	$120,000
Sub-total	$906,838	894,587	$905,091	$373,162	$373,162	$373,162	$2,547,749
Programme management	$50,000	$50,000	$50,000	$10,000	$10,000	$10,000	$120,000
Monitoring & Evaluation	$50,000	$50,000	$50,000	$10,000	$10,000	$10,000	$120,000
UNICEF operations costs	$45,000	$45,000	$45,000	$20,000	$20,000	$20,000	$130,000
Sub-total admin costs	$145,000	$145,000	$145,000	$40,000	$40,000	$40,000	$370,000
Total programmable amount to be transferred to GenU HQ[6]	$1,051,838	$1,039,587	$1,050,091	$40,514	$40,514	$40,514	$1,677,450
7 % UNICEF HQ recovery cost/ UNICEF +UUSA cost recovery	$72,772	$72,772	$73,506	$46,324	$46,324	$46,324	$239,048
TOTAL transferred to UNICEF from GenU Trust Fund	$1,112,359	$1,112,359	**$1,123,597**	-			-
TOTAL transferred to UNICEF from Additional Donor	-			$500,000	$500,000	$500,000	-
TOTAL transferred to UNICEF	$4,861,422 Year 3: $1,623,597 Year 2: $1,612,359 Year 1: $1,625,466)						

[6] *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.*

ANNEX V: BUDGET BY UNITED NATIONS DEVELOPMENT GROUP (UNDG) CATEGORY

GenU Trust Fund (Netherlands contribution)

UNDG Category	TOTAL	Outcome 1	Outcome 2	Outcome 3	Outcome 4
		$130,000	**$326,838**	**$550,000**	**$45,000**
Staff and Other Personnel Costs					
Supplies, Commodities and Materials					
Equipment, Vehicles and Furniture, including Depreciation					
Contractual Services	**$50,000**	$10,000	$15,000	$15,000	$10,000
Travel					
Transfer and Grants to Counterparts	**$944,587**	$110,000	$312,342	$520,000	$25,000
Other costs	**$45,000**	$10,000	$10,000	$15,000	$10,000
Total programmable amount to be transferred to GenU HQ	**$1,050,091**				
7% UNICEF HQ Recovery cost	**$73,506**				
TOTAL Transferred to UNICEF from GenU Trust Fund	**$1,123,597**				

Other donor (FMC)

UNDG Category	TOTAL	Outcome 1	Outcome 2	Outcome 3	Outcome 4
		$178,162	**$130,000**	**$0**	**$145,514**
Staff and Other Personnel Costs	**$30,000**	$10,000	$10,000		$10,000
Supplies, Commodities and Materials					
Equipment, Vehicles and Furniture, including Depreciation					
Contractual Services	**$195,514**	$85,000	$45,000		$65,514
Travel	**$15,000**	$5,000	$5,000		$5,000
Transfer and Grants to Counterparts	**$193,162**	$73,162	$60,000		$60,000

Other costs	**$20,000**	$5,000	$10,000		$5,000
Total programmable amount to be transferred to UNICEF Kenya	**$413,162**				
Total programmable amount to be transferred to GenU HQ	**$40,514**				
7 % UNICEF HQ recovery cost/ UNICEF +UUSA cost recovery	**$46,324**				
TOTAL Transferred to UNICEF from GenU Trust Fund	**$500,000**				

ANNEX V: WORLD BANK AND GOVERNMENT COMMITTMENT

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

Kenya Country Office
Delta Center, Menengai Road, Upper Hill
P.O. Box 30577
Nairobi

Tel: (254-20) 293 6000
Fax: (254-20) 293 6380 / 381

To Generation Unlimited

On behalf of the World Bank's Agriculture team in Kenya, I would like to thank the leadership team of GenU and Kuza for bringing us up to speed on the GYAN program. The World Bank launched a Digital One Million Farmers Platform in Kenya in 2019 and Kuza's Agripreneur model is a critical aspect of the platform that ensures last mile access of a range of services for farmers in Kenya.

We are glad thatGYAN program is adapting and extending the Agripreneur model to the youth via its place-based intervention using schools as centers of competence. I would want to highlight the following:

1. Based on our experience of working with Kuza and its partners across Kenya and India, we are convinced thatyouth Agripreneurship is the way to deliver last-mile farmer services and be the One stop service delivery model for inputs, credit, and market linkages
2. GYAN's youth Agripreneurship model is strongly aligned with our existing programme investment ofUS$ 450 million across 45 rural counties in Kenya and the US$ 250 million value chain project that the Bank is announcing early 2022.
3. Engaging youth will ensure that there is a longer lasting change in perception about agriculture with young people in Kenya (and across Africa)
4. Place based intervention via schools facilitated by the youth Agripreneurs will help drive the adaption of the latest agricultural practices by the local smallholder farmers leading to long term sustainability

As World Bank we would be delighted to collaborate on this strategic initiative as we believe GYAN is replicable and scalable with long term sustainability and economic impact built in. If the program can secure the Capex funding, partnership with the government to access the school infrastructure, the World Bank would be able to fund theoperating costs towards mobilizing farmers, training them and supporting the Agripreneurs to provide extension services etc.

While this letter cannot be taken as an agreement to fund, the Bank is writing it in the knowledge that it will be used by Generation Unlimited and Kuza in its discussions with other potential funders for the programme to show those organisations that the bank is indeed highly supportive. In addition, the bank would welcome meeting with such potential funders on the basis that they too have a serious intent as regards financing this programme.

Sincerely,

Vutukuru Vinay Kumar
Senior Agriculture Economist

REPUBLIC OF KENYA

MINISTRY OF ICT, INNOVATION AND YOUTH AFFAIRS
Office of the Cabinet Secretary

Telephone: +254-20-4920000/100
Fax: +254-20-3316004
Email: cabinet.secretary@ict.go.ke

Telposta Towers, 10th Floor
P. O. Box 30025-00100
NAIROBI – KENYA

When replying please quote:

Ref: MIIYA/CONF/23/15

Date: 8th December, 2021

Mr. Kevin Frey
Chief Executive Officer
Generation Unlimited
United Nations Children's Fund
633 Third Avenue, New York, NY 10017, 22nd floor
USA

Dear Mr. Frey,

RE: GLOBAL YOUTH AGRICULTURE NETWORK (GYAN)

We thank Generation Unlimited ("GenU") for having developed Global Youth Agriculture Network (**GYAN**). This exciting program will help steer the vision of the President **H.E Uhuru Kenyatta** who recently re-launched the rebranded **4K Clubs** in schools to create awareness and promote a positive mindset towards agriculture among the youth. I have also discussed this with my colleagues the Cabinet Secretaries for Education and Agriculture, Livestock and Fisheries, and they are equally supportive.

The agriculture sector, which received a slightly bigger share of the budget, remains vital to the country's economic recovery strategy. The sector contributes 34% to the GDP. We are cognizant that the challenges within the sector call for increased investments by both the public and private sectors. Kenya's ten-year agricultural growth strategy aims at increasing small-scale farmer incomes, agricultural output and value add and is a key employer of the rural population.

I am pleased to note that GYAN is aligned to both the **Big Four Agenda** and the agricultural growth strategy.

The **place-based approach** centered around schools and powered by agri-prenuers, skilled youth and technology, will inspire young people, create employment and agribusiness opportunities. By combining and scaling the Kuza agri-prenuer model with the government 4K Clubs, GYAN will directly contribute to improving the productivity and income of our smallholder farmers and create a **new ecosystem** which will facilitate the dissemination and uptake of technology to innovate within the sector.

We are aware that the **Kuza Agri-prenuer model** is already successfully rolled out across 29 counties in Kenya in collaboration with our county administration, World Bank NARIGP, KCSAP programs, KALRO, UN WFP, ATO, Agrifin Accelerator, and other partners. Implementing GYAN across Kenya will enable the country to meet its food security targets as well as create sustainable opportunities for youth.

As Government of Kenya, we would be delighted to collaborate with GenU and Kuza on this strategic initiative. We are keen to work with GenU and Kuza to identify schools in each ward that can become centres of excellence and satellite schools. This is on the basis that GenU is able to secure the funding for the capital expenditure for the whole programme and the operating costs for the Agri-prenuers. In due course, my ministry will work out the budget to cover the annual operating costs to fund the school and youth engagement as outlined in the GYAN proposal, in consultation with the Ministries of Agriculture and Education. We note that the modular approach of GYAN makes it easy to replicate and scale across our country and can attract private investors who will find better skilled labor, quality products, and access to the rural farmer networks.

We look forward to your positive consideration to our request for collaboration.

Yours Sincerely

JOE MUCHERU, EGH
CABINET SECRETARY

Copy to: **Prof. George A. O. Magoha, EGH**
Cabinet Secretary
Ministry of Education
NAIROBI

Hon. Peter Munya, MGH
Cabinet Secretary
Ministry of Agriculture, Livestock, and Fisheries
Kilimo House
NAIROBI