



Food and Agriculture
Organization of the
United Nations

RURAL EMPLOYMENT

Integrated Country Approach (ICA)

for boosting decent jobs for youth in the agri-food system

Third phase (2019–2022)



The issue:

INCREASING NUMBERS OF RURAL YOUTH ENTERING THE WORKFORCE

The **high and growing number of youth** in developing economies represents an enormous potential and should be harnessed as a demographic dividend.

Young women and men can be catalysts for economic growth, innovation and sustainable development in rural economies, but only if they have access to decent work.

Yet, youth are three times as likely as adults to be unemployed, and are overrepresented among the most **vulnerable categories of workers**. Especially in rural areas, their transition to decent work is hindered by the lack of gainful job opportunities, as well as by the limited access of youth to productive resources, advisory and financial services, training, markets and information.

FAO's response:

HARNESSING THE AGRI-FOOD SECTOR POTENTIAL FOR YOUTH EMPLOYMENT

The **development of sustainable agriculture and food value chains** has the potential to create profitable entrepreneurship and wage employment opportunities for youth in both farm and off-farm value-adding activities. Further, boosting youth employment in agricultural value chains is key to rejuvenating and modernizing the sector.

Since 2011, **FAO's Integrated Country Approach (ICA) for boosting decent jobs for youth in the agri-food system** has been implemented in three successive phases. It is currently active in Guatemala, Kenya, Rwanda, Senegal and Uganda (2019–2022).

QUICK FACTS

- Youth (15-24) reached **1.2 billion**, or 16 percent of the world's population (31 percent for the 15-35 age range).
- In Africa, **14 million** youth enter the job market annually.
- In sub-Saharan Africa, nearly **67 percent** of employed youth live in conditions of poverty.
- Young people are **twice** as likely as adults to be in temporary employment, while more than **95 percent** of youth in developing countries work in the informal economy.
- Rural youth are **40 percent** more likely to be in casual wage work without a contract compared to urban youth.
- In 2019, **38 million** international migrants were below the age of 20 years, or one seventh of the global international migrant stock.

MAIN OBJECTIVE

The ICA programme supports countries in adopting and implementing **youth-inclusive and employment-centred agri-food system development policies, strategies and programmes**. In so doing policy coherence is promoted among agriculture and agribusiness, trade, climate change, migration, employment and social protection policies.

WHAT MAKES ICA AN INTEGRATED APPROACH?

- Mobilizes several **FAO's core functions in synergy**, including knowledge generation, policy and normative support, technical advice and capacity development, partnerships, as well as advocacy and communication.
- Has a **multilevel scope**. At country level, the ICA focuses on capacity development and technical support, with the objective of inducing policy change. At global and regional level, ICA contributes to developing and sharing knowledge, lessons learnt and good practices, as well as to advocating for more attention to youth needs in regional and global agri-food related initiatives.
- Looks at **both the demand and supply sides** in the rural labour markets, as well as at improving the **connectivity** between the two, through digital innovations and multi-stakeholder partnerships. It aims to increase the employability and entrepreneurship capacity of rural young women and men on the one hand, and promote youth-inclusive food system development on the other hand.
- Places a strong emphasis on job creation – **more jobs for youth!**, but also on the quality of jobs in the sector – **better jobs!** Gender equality and environmental sustainability are cross-cutting issues.

MAIN AREAS OF WORK



Knowledge generation to support youth-inclusive agri-food system development;



Awareness raising and capacity development of national institutions, including youth organizations, for youth-inclusive and employment-centred planning;



Policy and programmatic technical assistance to accompany ongoing national initiatives on promoting youth employment in agro-food systems;



Piloting of **innovative approaches** for skills development, mentoring and incubation, **financial and digital inclusion**, and **youth-centred public-private partnerships along the value chain**.

About the programme:

Countries:

Guatemala, Kenya, Rwanda, Senegal, Uganda

Duration:

2019–2022

Budget:

USD 5.3 Million

Resource partner:

Swedish International Development Cooperation Agency (Sida)

ICA PRIORITIES BY COUNTRY

In **SENEGAL** (ICA country since 2014)

- In collaboration with the Ministry of Youth, in particular with the Agence Nationale pour la Promotion de l'Emploi des Jeunes (ANPEJ), consolidate the MIJA platforms model, which is a network of rural hubs for training, incubation and agribusiness support. Strengthen the MIJA training package with agribusiness elements, and train at least 100 additional youth, including return migrants.
- Continue to advocate for a dedicated strategy on rural youth employment, within the National Employment Policy.
- Support existing youth groups and networks to boost their contribution to responsible investments, including the established Réseau Africain pour la promotion de l'entrepreneuriat agricole (RAPEA network).

See also: ICA Senegal Rapid Context Analysis at www.fao.org/3/ca7411fr/ca7411fr.pdf



In **UGANDA** (ICA country since 2014)

- In collaboration with the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF) and a multi-stakeholder Technical Working Group (TWG), support the implementation of the National Strategy for Youth Employment in Agriculture (NSYEA). Map ongoing NSYEA-related interventions to assess progress and support needs.
- Generate knowledge on youth opportunities in the coffee value chain and rural youth financial inclusion.
- Accompany MAAIF to replicate and upscale the Youth Inspiring Youth in Agriculture (YIYA) initiative, launched in the previous ICA phase, with the aim to identify additional Youth Champions in the agricultural sector.
- Continue to support existing youth groups and networks like the Young Farmers Champions Network (YOFCHAN) and the Young Farmers Federation of Uganda (UNYFA).

See also: ICA Uganda Rapid Context Analysis at www.fao.org/3/ca5739en/ca5739en.pdf

In **GUATEMALA** (ICA country since 2014)

- In collaboration with the Ministry of Economy (MINECO) and linked to the implementation of the new Entrepreneurship Law, support capacity development and coaching of around 40 established rural youth-led enterprises in selected western departments. Focus on business management, market linkages, innovation and value addition. Assess the main typologies of youth-friendly agri-business models and design a support package accordingly.
- Generate knowledge on rural youth financial inclusion, followed by technical assistance to pilot innovations.
- Enhance the use of ICTs for accessing information and marketing, starting from the Chisparural.GT platform.
- Support youth networks like the Red Nacional de Juventud Rural or the Asociación de Desarrollo Integral de Jóvenes Emprendedores (ADIJE).

See also: ICA Guatemala Rapid Context Analysis at www.fao.org/3/ca8062es/CA8062ES.pdf

In **KENYA** (ICA country since 2019)

- In collaboration with the Ministry of Agriculture Livestock and Fisheries (MoALF), support the implementation of the Kenya Youth in Agribusiness Strategy with youth-centred value chain support in the counties of Siaya and Kakamega.
- Support the rollout of the 47 Champions initiative to identify young women and men role models in the agri-food system, in partnership with Ministry of Public Services, Youth and Gender Affairs (MoPSYGA), Kenya Climate Innovation Centre (KCIC), Youth Enterprise Development Fund (YEDF), and the Council of Governors.
- Generate knowledge on rural youth financial inclusion, youth opportunities in selected value chains, and rural youth's information and communication ecosystems.
- Strengthen existing youth-in-agribusiness associations and networks at the county level.

See also: ICA Kenya Rapid Context Analysis at www.fao.org/3/ca7341en/CA7341EN.pdf

In **RWANDA** (ICA country since 2019)

- In collaboration with the Ministry of Agriculture and Animal Resources (MINAGRI), support the development of a Youth in Agribusiness Strategy.
- Generate knowledge on youth opportunities in the horticultural sector and provide technical support and capacity development for youth to access them.
- Collaborate with other FAO initiatives aiming at boosting youth access to agri-finance in Rwanda, such as the ongoing design of a Technical Assistance Facility for Youth (TAFY).
- Strengthen the capacities of the Rwandan Youth in Agribusiness Forum (RYAF) and other youth networks to facilitate youth participation in agri-food value chains and policy dialogue.

See also: ICA Rwanda Rapid Context Analysis at www.fao.org/3/ca7717en/CA7717EN.pdf



Beneficiaries



- Agricultural line ministries and other institutions involved in agri-food strategic planning
- Rural youth networks and youth-in-agribusiness organizations
- Young opportunity-driven agripreneurs that face challenges to fulfil their aspirations
- Rural young women and men (15–35 years old) that are unemployed, underemployed or inactive, and interested in engaging in the agri-food sector
- Special attention is given to the specific situations and challenges of young migrants and returnees, young women and youth below 18 (but above the legal working age).

PARTNERSHIPS

Ministries of agriculture, labour, economy and youth; financial institutions; youth, workers and producers' organizations, such as the Eastern African Farmers Federation (EAFF); the private sector; development organizations such as the International Labour Organization (ILO), the United Nations Industrial Development Organization (UNIDO); the Inter Agency Network for Youth Development (IANYS); the International Fund for Agricultural Development (IFAD); the International Organization for Migration (IOM).



EXPECTED RESULTS OF ICA THIRD PHASE

- All 5 countries adopt and/or implement strategies for decent jobs for youth in agri-food systems
- All 5 countries are equipped with field-tested tools and models for skills development, mentoring and incubation, financial and digital inclusion, and / or youth-centred public-private partnerships
- At least 1 rural youth network or youth-in-agribusiness organization in each country is empowered to participate in policy dialogue and /or effectively support its members in agribusiness
- At least 1 500 youth (of which 50 percent are young women) directly benefit from capacity building and access to employment and entrepreneurship support

SDG CONTRIBUTION



IN PARTICULAR ICA CONTRIBUTES TO THE FOLLOWING SDG 8 TARGETS:

- 8.3 Promote development-oriented policies** that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro, small- and medium-sized enterprises, including through access to financial services.
- 8.5 By 2030, achieve full and productive employment and decent work for all women and men**, including for young people and persons with disabilities, and equal pay for work of equal value.

ONLINE RESOURCES

FAO ICA webpage

www.fao.org/rural-employment/work-areas/youth-employment/ica-programme

Decent Rural Employment (DRE) Toolbox

www.fao.org/rural-employment/toolbox

DRE Policy database

www.fao.org/rural-employment/policies

FAO Rural employment, decent work and migration e-Learning Courses

<https://elearning.fao.org/course/index.php?categoryid=81>

CONTACTS

Peter Wobst

Senior Economist, Economic and Social Development Stream
email: peter.wobst@fao.org

Ileana Grandelis

ICA Coordinator, Economic and Social Development Stream
email: ileana.grandelis@fao.org

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