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MPEP SEMINAR SERIES

Exploring Frontiers in Inclusive Market Development

ENGAGING YOUTH IN INCLUSIVE MARKET DEVELOPMENT

WEBINAR CHAT TRANSCRIPT

MAY 29, 2014

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PRESENTER:

Rachel Blum, United States Agency for International Development

David Feige, Making Cents International

Devon McLorg, United States Agency for International Development

WEBINAR CHAT TRANSCRIPT:

Ezra Monasebian: Hello all. Ezra Monasebian US Peace Corps Albania

Steven Werlin 2: Good morning. My name is Steven, and I work for Fonkoze, a microfinance institution in Haiti.

Gloria Kim: Good afternoon from South Africa. My name is Gloria and I'm interning at a microfinance institution called the Small Enterprise Foundation.

Fred SHEMA: Hello all, am Fred Shema from Digital Opportunity Trust Rwanda

Timothy Malcomson: Hi everyone. Tim Malcomson here. I'm the Global Child Protection Advisor for GOAL Ireland.

Sara Benavent: Hi, I am Sara Benavent, working at AYANI BV, and inclusive Finance Firm as Strategic Advisor

Sara Benavent: in Sierra Leone

USAID Microlinks: Hi everyone! THANK YOU ALL for introducing yourselves. If you haven't already, please go ahead and introduce yourself. Let us know where you're joining us from and your organizational affiliation.

Bushra Rahman: Hi, I am Bushra Rahman. I am Communications Specialist and Chief of Communications Unit in UN Human Rights Office in Cambodia

USAID Microlinks: We'll get started in about 10 min

Karen Scheuerer: Hello everyone. I am Karen Scheuerer, the Youth & Volunteerism Specialist at Peace Corps/Washington

Adolfo Ruiz: Good afternoon, Adolfo Ruiz, Samaritan's Purse, connecting from Kampala/Uganda

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Leslie Gardiner: Hi everyone! I am the Market-Led Development Specialist from CHF in Ottawa, Canada.

Mitzi Hanold: Hello I'm Mitzi Hanold from FH working in Washington DC.

Tina Connor: Hi all. Tina Connor - International Relief and Development from Arlington, VA.

Wycliffe Ondoro: Hi, am Wycliffe from Kenya streaming from Netherlands where am taking my study on Rural development and food security. I work with Ministry of Agric. in Kenya. For my study, I intend to research on challenges rural youth face in rice production in Homabay, Kenya.

Peter Van Erum: Hi I'm Peter Van Erum working for Trias, A Belgian NGO and I'm in Uganda

Keira Crawford: Good morning! My name is Keira, I'm working with GSI Haiti. We do development work in a small town in rural Haiti, Fond des Blancs.

Henning Ringholz: Hi, I am Henning Ringholz from GOAL, and Irish NGO

Anne Laesecke: Hi there, I'm Anne from IREX in Washington DC

Elizabeth Johnson: Hi There I am Elizabeth Johnson from Grace Rwanda Canada

Strahinja Mitrovski: Hi there, I'm Strahinja from the USAID Business Enabling Project - Serbia

Paul Sparks: Thanks for the Uganda shout-out. I work here in research with BRAC.

Giuliana Canessa Walker: Good morning, I'm Giuliana Canessa Walker, DCOP from the USAID Asia and Middle East Economic Growth Best Practices project, implemented by Chemonics

Kevin Fath: Good morning! Kevin Fath, Recent RPCV/PMF Finalist/Texas A&M Grad Student

Clara Restrepo: Good morning. I am Clara Restrepo from International Youth Foundation (from Colombia)

George Kegode: Good morning. I am George Kegode based at Northwest Missouri State University, Maryville, MO and volunteer with an organization that rehabilitates street youth in Nakuru, Kenya.

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Clara Restrepo: I do

Mitzi Hanold: I can hear you

Paul Sparks: yep

Anne Laesecke: I can hear

Sarah Hunt: I can

Ezra Monasebian: Yes

George Kegode: I can hear you and the music.

Keira Crawford: I can hear you

Bushra Rahman: I can hear you

Adolfo Ruiz: Yes

Peter Van Erum: I can hear very well

Elizabeth Johnson: Can year you well

Kamran Niazi: Good morning from Pakistan

Strahinja Mitrovski: hear you very well

Elizabeth Johnson: Can hear you well.

Thomas Gayeplu: Hi I can hear you clear now

Clare Ignatowski: Hi! I'm Clare Ignatowski, Senior Advisor for Youth at USAID/Washington, Office of Education. I'll be helping to moderate. Looking forward to hearing from you.

Helen Loftin: Hi - Helen Loftin joining from Canada.

Debbie Cutting: Debbie Cutting joining from Swaziland

Karen Moore: Hello all, I'm Karen Moore from Plan UK.

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Regina Brown: CADRESENEGAL. Dakar

Riaz Nathu: Morning all, Riaz Nathu from Aga Khan Foundation Canada (Ottawa)

Priya Patel: Hello I'm Priya, Youth Programs Enterprise Adviser from VSO International in UK

Joseph Bangnikon: Hi. I am Joseph Bangnikon joining in from OIC International. DC

Clara Restrepo: Clara Restrepo. International Youth Foundation. Senior technical specialist for LAC. Based in Colombia

Kinga Neder: Hi, I'm Kinga Esther from Boston.

Clare Ignatowski: Hello to Rosemary from the USAID Kenya Mission!

Clare Ignatowski: Rosemary, sorry!

Rosemary Wanjala: Hi, am Rosemary Wanjala joining from USAID Kenya - Youth Specialist Education and Youth Office.

Sarah Hunt: Hi, Sarah from Y Care International in London

Fiona MacKenzie: Hi I am Fiona MacKenzie from MEDA's Canadian office in Waterloo

Robyn Stewart: Hello! Robyn Stewart from Cu so International in Ottawa.

Steve Morris: Steve Morris VSO based in Zambia

Scott Depies: Hi I am Scott Depies from DC

Parvati Patil: Parvati Patil from India, Vittana. Used to be with QED prior to Vittana!

Rosemary Wanjala: Hello Clare, happy to meet you again

Severine Deboos: Good morning/afternoon, Severine Deboos, From the International Labour Organization, Geneva

Lisa Thomas: Hi, Lisa Thomas from International Rescue Committee in NYC

Thomas Gayeplu: Hi, am Thomas Gayeplu from ACDI/VOCA joining from Liberia

Salem Helali 2: Salem Helali - Afghanistan - Creative Associates

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Andrea Allen: Greetings all...I'

Munalula Ngenda: Hi, Muna from Dalberg Global Development Advisors joining. Johannesburg

Andrea Allen: I'm Andrea Allen from Michigan State University's Center for Gender in Global Context

Tara Noronha: Hello Tara Noronha from Mercy Corps

Rachel Whitmore: Hi, I'm Rachel Whitmore from FHI 360 in DC

USAID Microlinks: We're going to get started now. THANK YOU all for joining us. If you haven't already, go ahead and introduce yourself in this chat pod.

Michael Tetelman: Hello - Mike Tetelman - EDC

Matthew Marzolo: Hi, I'm Matthew Marzolo from Action for Enterprise

Kelly Doppelhammer: Kelly Doppelhammer from Heifer International in Little Rock

Michael Haines: Michael Haines from USAID Burundi here. Greetings to all colleagues!

Clare Ignatowski: I see we have a robust showing from Africa--that's great! But also from other places such as Albania and Cambodia.

Mieke Vanderschaeghe: Hello, Mieke Vanderschaeghe, consultant on inclusive development from Nicaragua

Robyn Munford: Hi - Robyn Munford from the International Rescue Committee

Francis Davis: Hello, Frank Davis here from USDA FAS Office of Capacity Building and Development in Washington

Steve Morris: Sound is very variable in volume

Robyn Munford: For me too

Parvati Patil: Ditto

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Margie Brand: I am Margie Brand with EcoVentures International. We do a lot of youth development work linked to our market development work, mostly in Africa, but also in Asia, the Middle East and Latin America and the Caribbean.

Clare Ignatowski: USAID Youth in Development Policy (2012) is available on the USAID website. Check it out!

Dominique Diouf: Hi all, I'm Dominique Diouf, from Senegal. I'm working towards promoting inclusive business, youth employment, and sustainable entrepreneurship

Alexandra Baril: Alexandra Baril with World University Service of Canada

Bai Kamara: Morning, Bai Kamara, Program Manager for the Africa region at the International Youth Foundation

Maggie Thomas: Maggie Thomas from Heifer International in Little Rock

Meriem Khadraoui: Meriem Khadraoui with AZMJ based in Falls Church, VA, USA

USAID Microlinks: Great to see such a diversity in regions represented as well as experiences! I hope this will make for an insightful discussion :)

Jhana Harris: Good morning Alternative Sentencing Coordinator - COMET II Jamaica

Edward Millard: Edward Millard from Rainforest Alliance in London, hello to those of you I know

Tanya Hurst: Good Morning, I'm Tanya the Program Manager at International Development Group.

Eric Kwasi Gyenin: Eric Kwasi Gyenin: Volunteer at Vision Fund International. Happy to join you for this important event.

Henry Njako: Henry Njako, Heifer International Tanzania

Shawna Hoffman: Good morning, Shawna, Anna, Steve and Hannah are listening in from the MasterCard Foundation in Toronto.

Damalie Nabalongo: Good Morning, We're Damalie and Andrea with the Canadian Co-operative Association in Ottawa, Canada

Jhana Harris: Should I be hearing something?

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Nigel Motts: Hi. Nigel Motts, MEDA. Thanks for organizing this timely event.

USAID Microlinks: Hi Jhana, you'll see our AV tech private chat you to troubleshoot this issue.

Asha Bobb-Semple: Hi I am Asha Bobb-Semple from the UNDP Country Office in Kingston Jamaica

KDAD AV Tech: My monitor is playing sound... Devon McCorg is currently speaking

KDAD AV Tech: Kindly let us know if you can hear her or not

Jhana Harris: No I am not

Mitzi Hanold: Sound is great. thanks.

Andrea Allen: I can hear well here in Michigan.

KDAD AV Tech: Thanks for responding.

Doreen Njiru: Hi. I can hear her clearly in Nairobi, Kenya

Elebthel Gebrehiwot: Good morning, I am Elebthel Gebrehiwot. Recent graduate from GMU School of Public Policy.

Wycliffe Ondoro: Excellent sound. keep it up

KDAD AV Tech: I'm trying to determine whether or not the seminar should be adjusted ... kindly let us know if you are able to hear Ms. McLorg speaking

KDAD AV Tech: Thank you

Michael Haines: No sound here in Burundi!

Marinho Nhambeto: Greetings from Mozambique

Clara Restrepo: Great sound from Colombia

Katie Deierlein: Hello all. Katie Deierlein from Global Communities in Silver Spring, MD

Gloria Kim: Everything is fine in South Africa

Maggie Thomas: Sounds clear to me

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Sara Benavent: The is on and off in Sierra Leone

KDAD AV Tech: For those who are using the Google Chrome browser, please switch to either Mozilla Firefox, Internet Explorer or Apple Safari

KDAD AV Tech: There are known sound issues with Google Chrome

Berna Oztekin 2: Hi, I am Lisa Lau from Washington DC, working at an international nonprofit called International City Management Association. I'm interested in how we can incorporate youth engagement in our programs.

Sohel Khan: Hello, This is Sohel Khan from Canadian Hunger Foundation connecting from Ottawa

Berna Oztekin 2: Hi everyone, I am

Berna Oztekin 2: Berna

Luc Lapointe: Hola from Cali Colombia

Elizabeth Johnson: I can hear well! Good sound, BC Canada

Patricia DiVecchio: Hello, Patricia from Washington DC

Berna Oztekin 2: And I work at ICMA with Lisa and also interested in how we can integrate youth engagement approach into ICMA programs

KDAD AV Tech: For those just signing in, this is our first presenter, she's about three minutes in. Kindly let us know how your sound quality is. And please introduce yourself and tell us what organization your with!

Edith Bermudez: Hi I can heard really clearly. My organization is Inter-American Foundation

Luc Lapointe: Luc Lapointe from Keen to -- working on post-conflict in Colombia... youth engagement and innovation in job creation

Ann Oden: Hello, Ann Oden from Nigeria

Marinho Nhambeto: Marinho Nhambeto from Mozambique, working for Land O'Lakes International Development. The sound is great!

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Isabelle LeVert-Chiasson: Isabelle LeVert-Chiasson from Ottawa, Canada working with World University Service of Canada (WUSC). We engage Canadian youth through universities and colleges and youth in our overseas programming.

Paul Mcdermott: I am the country desk officer for Morocco, USAID Middle East Bureau. Sound is Lima Charlie.

Jozimo Rocha: Sound is quite good, thanks!

Severine Deboos: Yes!

Clara Restrepo: Yes

Clara Restrepo: Sorry if did not hear...will you be sharing the power points?

Michael Haines: Not sure what you did, but it suddenly came on. Thanks!

Margie Brand: EcoVentures International (EVI) has done market assessments exploring youth employment and self-employment opportunities in over 15 countries, and have included youth at multiple levels of value chain projects targeting youth and adults. We differentiate between beneficiary youth, project staff youth, and youth reps that fall between the two. We use different strategies to work with and include each of these groups.

USAID Microlinks: Hi Clara, the PPT slides will be available during the "knowledge potluck" portion of this seminar. They'll be in the file downloads pod

Kaitlin Butler-Ricketts: Good morning. Kaitlin Butler-Ricketts, Senior Specialist for Agriculture, Climate and Natural Resources at Engility Corporation. Thanks for organizing this!

Katherine Hughes: Hello. I'm Kat, Financial Inclusion Programs Officer at CARE International UK

USAID Microlinks: We will also be emailing everyone with post-event resources about a week following the seminar

Clara Restrepo: Great!

Clare Ignatowski: Thanks for those comments, Margie. Can you give an example of the youth who are either beneficiaries or project staff? Are they advocates?

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Margie Brand: We've found it very effective to train beneficiary youth and/or youth who are not as vulnerable to do components of the assessments, especially at lower levels of the chain. We have however found that it is critically important to have people experienced in market assessments undertake the assessments at higher levels of the value chain and to do the analysis of the data (these are often older youth in project teams or adults). More vulnerable youth and/or less experienced practitioners just 'don't know what they don't know' and analysis can go critically wrong if not done with a strong market development lens. Beneficiary youth can then ground-truth the recommendations that emerge.

Fred SHEMA: Sounding is a big problem here in Rwanda

Dominique Diouf: @Margie Brand: would like to explore opportunities for collaboration with EcoVentures in West Africa (Senegal, Burkina, etc.)

USAID Microlinks: This guide will be available during the knowledge potluck for download

Priya Patel: Great thanks

Clare Ignatowski: Sounds like an excellent approach, Margie!

Jackson Ndera: Hello! My name is Jackson Ndera from Rwanda from DOT Rwanda

Mitzi Hanold: Online experts (or moderators) if there an age definition for "youth" or is it culturally defined?

Margie Brand: In Kenya we are doing a project introducing youth entrepreneurship mindsets and behavior change reaching around just under a million youth per month through targeted media campaigns. We are triangulating messaging through multiple media platforms (comic book cartoons distributed through newspapers and cell phone kiosks, radio cartoon slots, social media campaigns, sms text message campaigns). We use youth in interesting ways in each of these....

Susan Atyang: Susan Atyang and John Musisi - Gender & Youth Coordinator, East Africa Dairy Development Project Uganda - also participating in the webinar - thanks

Helen Loftin: @margie brand, I'd love to explore that facet of project design where youth 'don't know what they don't know'. I think this might be a serious point of vulnerability for youth participating as beneficiaries too.

Wycliffe Ondoro: Despite the potential of rice production and the fact that rice is the second staple crop in Homabay sub-county, it is shocking and quite incredible to see youths expected to be involved in rice production opting out of farming in search of non-existent

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white collar jobs in urban areas due to challenges face in the rural area. Majority of the youths who still stay within the rural area are engaged not at the farm but in non-agricultural activities like “boda boda” business which is most common in the area. The research seeks to study these challenges in relation to rice production and the interventions of participating stakeholders.

Steve Morris: At VSO we are just about to start a further 5 year project Increasing Market Access for the Poor which aims for scale and inclusion. Youth will of course be a major target for inclusion especially in Africa

Josh Neal: So true, Wycliffe

Margie Brand: Regarding youth definitions: We define youth as project staff using the definition of the country, often 34 and other. We define youth beneficiaries by stage of life – are they still dependent on others, are they in a market or social setting where they are more vulnerable because of their age, etc., etc.

Mitzi Hanold: Thanks Margie.

Sara Benavent: Youth in Sierra Leone are people between 18 and 35 years

Milensu Kapaipi: Hello, my name is Milensu Kapaipi with a VCD program in Zambia, looking at the constraints mentioned, would you assign percentages or rank the constraints in any way to inform how to allocate resources or prioritize resources allocated to addressing each constraint?

Sara Benavent: The scope is quit large

Clare Ignatowski: Mitzi, thanks for this question; many are probably wondering that same. There are many definitions of youth out there, but the main underlying principle is that youth is a period in the life span involving transition from childhood to adulthood. At USAID we have not "created" another definition but we consider investments for those between ages of 10-29. Many African countries look at up to age 35. Local definitions are important.

Steve Morris: I really like Margie Brand's definitions

Margie Brand: We find that certain value chains and markets are more conducive to involving youth. We don't just look at how to include younger people, but how to tweak strategies so that markets become more favorable to youth integration into the markets.

Mitzi Hanold: Thanks for clarifying Clare, and Sara!

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Nkurunziza Bernard: Hello! My name is Bernard NKURUNZIZA. An intern in Digital Opportunity Trust (DOT) Rwanda, employed to facilitate ReachUp! and WorkUp!, economic programs provided by DOT to empower and equip youths and females with ICT and business skills in order to search, plan and implement business livelihoods opportunity or use them to get employed! Anyway, I would like to know the approaches you use to access feasibility of involvement of youth in development projects!

Steve Morris: VSO also works on the Mondelez Cocoa-Life project which purports to get more youth involved in the cocoa value chain - encouraging them to see it as a viable income proposition but hasn't achieved much in this area yet so these principles are really useful

Gloria Almeyda: Gloria Almeyda, Georgetown University-Center for Intercultural Education & Development, Washington DC

Wycliffe Ondoro: The value chain development is quite big and i think we may miss a point when we say youths should be included. The problem is the interest and perception that youth have on agriculture. The project should endeavor to analysis youth interest and find ways of addressing this first.

Margie Brand: We have tried to look at how youth can fill gaps in the market, instead of trying to subsidize youth to replace adults. We have found a huge challenge in youth displacing adult jobs. Instead we look at the interesting innovative things (or very basic things) that youth can do to fill gaps so that the overall market works better a fundamental.

Steve Morris: True Wycliffe

Bushra Rahman: This presentation reminds me about the agriculture value chain project in Bangladesh called USAID/PRICE

Wycliffe Ondoro: That is the way to go Margie

Michael Tetelman: It's important of course that we're focusing a lot on the agriculture sector in this event. I wonder how much youth inclusion and value chain approaches differ if one looks at other sectors like tourism, manufacturing, and general services, etc. At EDC, we do considerable work in youth inclusion and value chain development in the agriculture sector but also work with youth in sectors such as technology and manufacturing. Do these different sectors require different types of skill sets and inclusion approaches?

Edith Bermudez: I am no familiar with the Bangladesh USAID/PRICE, I just wonder if it was successful and if maybe this one is based on lesson learned from that one.

Wycliffe Ondoro: Smart issue of concern Michael

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Steve Morris: I expect there are many more opportunities in the value adding - agro-processing in value chains rather than just agricultural production - those areas will grab the youth attention more - it's more visible as a business opportunity

Margie Brand: We never connect youth to businesses in the community by advocating that the businesses should care about youth development (i.e. we do not promote a Corporate Social Responsibility perspective), but rather how youth can fill a gap or need for them (short term or long term) and how our work (i.e. our subsidies) can help decrease the risk of the businesses therefore working with youth to fulfill a particular need.

Jackson Ndera: In Rwanda, Digital Opportunity Trust launched a new program Youth Leading change (LYC) that aims at sensitizing young people to start from their passions skills and strength to build a better future. We do hope that with trainings that DOT provides with us will help us to think big and start there down and grow. But the big challenge we meet as the presenter told is that we have limited resources to start. and Agriculture that we must rely on is facing a big problem of land scarcity, so would you please share with me how there in your countries overcome or are trying to overcome this?

Steve Morris: Let's not also overlook the spin-off industries from thriving value chains - the mechanics needed to maintain processing machinery is just one example - transporters another

Margie Brand: All our work has shown that there are many, many opportunities to support agricultural markets beyond production that are huge opportunities to connect youth to (including basic supply chain management functions and opportunities in input supply)

Susan Atyang: From implementation of East Africa Dairy Development Project phase 1 (2008 -2013), we saw so many youth involved in milk transportation and engagement in animal health service provision and breeding services for dairy cattle

Bushra Rahman: It was one of the bridge projects of Feed the Future. Before the feed the future project started in Bangladesh this project was kind of model. We had horticulture, aquaculture and leather products components with similar approach.

Wycliffe Ondoro: Margie am soon doing a research on challenges youth faces and will share with you my findings on how the land issues is a problem

Nkurunziza Bernard: Bernard NKURUNZIZA: DOT Rwanda, Surely, Old people might want to benefit from each and every potential opportunity, which may limit us from being engaged, also older ones thought youths are not skilled enough! Have you thought this? What do you think about establishing enterprise belonging to youths, giving grants, loans

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to pay back, but these youths should generate ideas, plan and being helped in implementation!

Margie Brand: Well-intentioned projects where youth work to create their own opportunities are good but fall short when they are not connected to linking into growing markets. The lack of resources will create a barrier to any significant change. Looking at linking youth into growing markets in multiple ways is key to real poverty reduction and change.

Wycliffe Ondoro: Nkurunziza that is only practical if the youths are well informed, which to me a big issue is

Steve Morris: Right on Margie

Margie Brand: @Susan Atyang: Great examples of the extra value-added opportunities for youth that address market constraints that I was referring to

Tara Noronha: From Tara from Mercy Corps: How does USAID differentiate between value chains and market systems?

Marinho Nhambeto: Do we have appropriate agricultural development packages that can attract youths to be engaged on agri value chains? It seems like appropriate policy need to be in place...

Edith Bermudez: The case presented if from a project that has going on for several years, can we say it is successful and how they measure their success in the communities that it touch?

Stefanie Fabrico: It's very difficult to hear right now

Jozimo Rocha: One of the concerns that I have is that although supporting services and other activities like transportation and post-harvest are good entry points for youth, in most cases I've seen youth participation on those activities do not actually go beyond simple employment opportunities. Youth don't have the money to invest in transportation or purchase of equipment for post-harvest so you provide services to others, so they only thing that they can do is to get employed by someone else which is fine but not necessarily it's what we're looking for when we talk about youth inclusion in VCs, right? Would you agree with that? Would then employment be an entry point for youth to get capitalized and then look for ways to invest and have further involvement in some VC functions?

Andrea Allen: I don't yet see a "file download pod" on the screen...when will we see it?

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Margie Brand: Re: Difference between value chains and market systems. Feel free to email me at Margie@eco-ventures.org and I can send the latest short paper from USAID which discusses this... it's still in draft.

Wycliffe Ondoro: USAID is a project currently working on youth engagement. How do you incorporate the youths in your project design because what I always see is the project being implemented?

Timothy Malcomson: Whilst understanding the concern of instrumental objectives, working in urban contexts with street populations, we have also included instrumental ... where young people finance their own further educational and vocational opportunities.

Steve Morris: Good question and point Jozimo

Steve Morris: I don't have an answer to that one

Nkurunziza Bernard: Bernard Nkurunziza, DOT Rwanda: I suggest that you can direct and give technical supports to youths in implementing their projects, rather than continuing searching for fully occupied jobs! Also, promotion of volunteering works globally might be helpful! What do you think?

Erin Markel: Good morning everyone. Erin Markel from Market Share Associates. We support innovative economic development and results measurement, including working in youth economic empowerment. @Margie. Very helpful posts! Particularly interested what you mentioned around job displacement. Great to know that you are supporting programs to think about this issue further and operationalize. Are you seeing programs build in these issues of youth and job displacement into their monitoring?

Fred SHEMA: Most of younger people are not well informed on some opportunities around them that can help them to become economically active what do you think should be done to help them?

Priya Patel: Priya from VSO UK - you mentioned that you were Least encouraged by prospects of the younger youth groups - just in the agri value chain or in market development as a whole. And how do you address this given that a lot youth development project engage 18-24 year olds

Steve Morris: Young people will always want to move to where the opportunities (and entertainments) are. If these can be developed in rural areas or secondary centers they may be less inclined to drift to the cities but then cities have always attracted youth the world over

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Margie Brand: We have seen very little thought around how our work creates opportunities for youth that displace adults. In our support to both youth development projects and broader non-youth focused value chain development projects, we promote the lens of finding gaps in the market that youth can fulfill as we then steer away from this high rate of displacement.

Robyn Munford: What have been the experiences of the presenters working with groups of youth vs individual youth, particularly given the push toward scaled programming?

Katherine Hughes: Really interesting findings around 18-24 year olds and the conclusion that they have lower prospects as a result of being more transient. What were some specific examples of this? And is this something that we should be looking to address either through the feedback systems or working with adults to support this age group in a more inclusive way?

Clare Ignatowski: Those commenting on challenges faced by younger youth, what age range are we referring to? Are these youth primarily still in school, and if so, how would activities be different?

Priya Patel: I think younger youth was defined by the speaker as 18-24

Jhana Harris: Very happy for this forum. Very interesting inputs. I am so proud to say that USAID is currently funding a project in Jamaica - COMET II (Community Empowerment and Transformation). Of course youth is a targeted population. We look at skills training and employment. This is also used as a diversion to a life of crime.

Wycliffe Ondoro: The youth between 18-30 years

Susan Atyang: On the Heifer/East Africa Dairy Development Project in Uganda - youth are below 35 years

Andrea Allen: To Whom It May Concern - many thanks, now I see the file downloads.

Susan Atyang: Uganda's constitution considers 18 -35 years

Jhana Harris: We seek to help youth 15-29

Jhana Harris: Help*

NKURUNZIZA Bernard: Bernard NKURUNZIZA, DOT Rwanda: Most of productive youths happen to live in rural areas, which implies that they can't access different opportunities like good education, ICT skills and communication skills, so what do you plan for them? About access to finance, that might not be a stronger problem, I saw that the programs

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delivered by DOT helped many to start from nothing and nowadays they become rich!
How do you understand that?

Robyn Munford: Margie - critical point on avoiding job 'replacement' and one governments are hugely sensitive too. We need to be sure our models are not doing this, or at least be able to explain the value NGOs are bringing e.g. in helping the most marginalized youth participate in value chains where they would normally be excluded,

Jhana Harris: We also engage them in GCC, Social entrepreneurship

Wycliffe Ondoro: But most of rural youths in this age bracket (18-35) Kenya constitution are out of school, searching for jobs.

Margie Brand: We've realized that entrepreneurial mindsets are less about training youth to start a specific business. Instead it is creating a way of thinking and changing behavior that will help youth as they move between employment, self-employment, part time employment, etc., etc. It's this type of mindset and behavior change that we aim at, not a one-off business that youth move into. We try to triangulate messaging about this through multiple local sources (not through training rooms). E.g. through local leaders, through local media, etc.

Nkurunziza Bernard: Sustainability is abroad term, it may include both social, political, economic and historical issues!

Margie Brand: We find that the same entrepreneurial mindsets can be perpetuated for both Ag and non-ag practices. This relates to the point being made by the speaker right now.

Wycliffe Ondoro: Margie Brand I see lot of experience from your talk. You will be resourceful for the success of my research. Please send me your contacts for further discussions.

Steev Lynn: I especially appreciate the comment that we should not be fighting youth's desire to move into more urban, non-ag professions, but rather responding to it

Eric Kwasi Gyenin: Eric Kwasi Gyenin: There seems to be government failure in most of the developing countries on youth involvement in market development against the background that the market is about profitability and not devoting enough space for growth. But, we know that in such situation government must be a major player for a market come back in terms of youth involvement. How do we ensure that moving forward governments will be leaders in such policy.

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Edith Bermudez: There are several Youth groups in the communities that can be evolve in the co-creation of projects but they are no included because the projects are design by adults.

Wycliffe Ondoro: That is where the problem is Edith.

Susan Atyang: Edith, does co-creation = involvement?

Margie Brand: Co-creation with you: (i) Youth beneficiaries can be part of ground-trothing applicable strategies – whether in projects targeting youth or any projects more broadly. By the nature of places we work, youth are often 30-50% of beneficiaries anyway, so they should be intentionally included in feedback loops to the project. (ii) Youth can be mentored more intentionally as project staff who are particularly used to consider innovative strategies in reaching and changing behavior of youth.

Jozimo Rocha: This is a question to Microlinks colleagues. Yesterday I participated in webinar Unlocking Smallholder Assets: Warehouse Receipts and ICT Confirmation and I was not able to download the docs, is there a way to access them at this point? Thanks!

Isabelle LeVert-Chiasson: Youth migration is not necessarily a bad thing.. It can sometimes offer spaces for youth to redefine themselves outside of the traditional roles (i.e. gender, etc.) that are placed on them. Tracking the impact of youth migration on both themselves and the rural communities can however be difficult.

Nkurunziza Bernard: @ Eric Kwasi Gyenin. that`s the key roots of not involvement of youths in development projects in developing countries! You may be right!

USAID Microlinks: Jozimo I'm sorry you're having trouble downloading the PPT slides. We'll email everyone with post-event resources in a week's time.

Nkurunziza Bernard: What do you think of insufficient skills and location?

Jozimo Rocha: Great, thanks!

Jackson NDERA: Yes Isabelle, Youth migration is not a problem coz i think like moving can be a source to learn about new things

Patricia DiVecchio: Great comments - best yet.

Nkurunziz Bernard: Jackson and Isabelle, youth`s migration reveal the existence of problem(s) somehow!

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Patricia DiVecchio: Treating all people as equals is vital - regardless of age.

Etienne Niyigaba: Age is not that important!! Experience does 'have any relationship with the age!!

Robyn Munford: IRC has been successful using a youth micro franchise model to engage youth in distribution segments of the value chain, with good impact on income and entrepreneurial skills for several thousand youth, as well as replication of the business model by the SMEs who have micro franchised their businesses. Impact evaluation from Kenya will be published later in the year. We're keen to gather data on the business benefits to companies of working with young people through micro franchise or similar models (reduced costs of business, increased profits, market share etc.)

Steve Morris: In a webinar this morning on participatory Market systems development with Practical Action Consulting there was much discussion about who to include in discussions around market mapping and planning appropriate intersections by using a matrix of influence and relevance. While Youth could be high in relevance they are often denied the opportunity to influence - in so many cultures youth just don't have a voice and we need to go to greater efforts to enable their full participation.

Robyn Munford: I'm keen to hear from others using the micro franchise model to share experiences

Margie Brand: Co-creation: Essentially projects need good feedback loops. This goes beyond traditional project assessments and evaluations. Instead it's a way of looking at how monitoring mechanisms can be set up for project staff to know how their strategies are being considered and integrated or are starting to change behaviors. There are many forms that this may take. Co-creation does not only imply inclusion at design phase, but actually through each stage of project implementation. It is key that these feedback loops to the project intentionally integrate many levels of youth.

Jackson NDERA: I do agree with Etienne that age is meaning nothing with experience, coz here in Rwanda young people are doing great things

Robyn Munford: robyn.munford@rescue.org

Nkurunziza Bernard: In fact, lack of competition, traditional culture and leadership styles are the key roots of youth underemployment or unemployment of youths!

Nkurunziza Bernard: Alright Jackson and Etienne! We made and are doing great things! We are confident ourselves!

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Jennefer Sebstad: Many young people are already involved in value chains -- as producers, laborers, transport workers, traders, etc. How do we build on this?

Nkurunziza Bernard: But, let`s have a big eyes and look around, what`s happening?

Isabelle LeVert-Chiasson: Youth out-migration is connected to the complexity of rural economic development ... Rural economic development around the world lacks diversity in opportunities for youth (or all age groups).

Etienne Niyagaba: @Rabyn this is the Experience from Rwanda where many franchisee for communication companies are young people doing their best to earn more money per day!! To mean that companies are selling more due to those young street sellers and even youth involvement in their activities!!

NKURUNZIZA Bernard: Isabelle, you are right! The lack of important things can bring someone else to migrate where s/he can find what s/he wants!

Margie Brand: Input supply opportunities: We`ve been supporting the development and application of material to train input suppliers and agro dealers to set up village agents (youth and others) to form relationships with farmers and become micro suppliers as their agents in local communities. Huge opportunities!

Thessalonika Benny: Can't hear - speak into microphone

Gloria Kim: What about in conflict affected or fragile states where non-state actors have more influence over youth and is therefore outside the reach of the government? How do you work in these contexts?

Nkurunziza Bernard: @Margie, have you implemented such projects in Rwanda? You are likely to find many clients, Rwandan youths are active and don`t neglect and kind if opportunity!

Margie Brand: Recognizing the multiple places where youth (particularly slightly less vulnerable youth) are already involved in markets, a key part is looking at how markets can become even more 'youth-friendly', particularly in terms of looking at gender issues associated with security issues or very low glass ceilings for youth girls.

Clara Restrepo: Can't hear

Rosemary Wanjala: It is important to look at youth population as an opportunity - the farming population is ageing hence the need for more workers on the farms to help feed the future. Efforts need to go beyond mainstreaming, including and approaching the issue from the perspective of youth. An enabling environment -Youth specific policies for

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example revamping of curriculum in agricultural institutions, to help meet the labor demands of the agricultural and other service sectors

Tara Noronha: At Mercy Corps, we promote youth-led labor market research so that young people understand local economic realities, increase confidence in engaging with potential employers, and build social capital/ expand their professional networks

Etienne Niyigaba: Every one is a candidate for any job! Be it male or female!! There are no specialties for girls or men

Steve Morris: If we are dealing with market systems development it is less about targeting a certain number of youths and more about analyzing the way the market works, asking what are the barriers to young people's participation (and so many sub groups within "youth" and trying to address those barriers so that the youth can self-select themselves into the market by taking advantage of the newly opened up opportunities. Clearly this is a very simplified picture and there is a lot more work that needs to be done round it too.

Jackson Ndera: Talking about youth in Rwanda, the government is implementing the policy of engaging youth not only in Value chain born jobs but also being engaged in different handcrafts activities and vocational things. We do hope that, later on we will triumph to an increased number of employed young people.

Eric Kwasi Gyenin: The lack of market development is key to migration so Nkurunziza the ball is in our court how do we ensure that market development is taken serious in our part of the world to create employment and in the final analysis stop migration. These are the facts and this is what we should come together to have a common say.

Isabelle LeVert-Chiasson: Any examples of positive government policies that promote spaces for youth in economic development?

Etienne Niyagaba: Youth are potential energy for any organization and any job!! Example are there such as bank job and industries (agro, food)

Margie Brand: I agree that it's about making markets more 'youth-friendly' so that youth are more easily able to self-select into market opportunities. In this way we are creating a more sustainable system that supports young people on an ongoing basis rather than just a once-off opportunity.

Susan Atyang: Uganda has a youth fund to support youth in their education at tertiary level. It has just began and with time we shall get to know the impact on the youth opportunities

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Nkurunziza Bernard: Eric Kwasi, Is stopping migration, an answer? Or creating opportunities to the population?

Eric Kwasi Gyenin: But Isabelle, governments have fail to replay this role how do we sensitize the for a come back

Steve Morris: We need to get evidence of where they have failed and what actually is required in the policy arena, then we can target proper advocacy at policy change

Nkurunziza Bernard: If people don't have basics or occupation, they can decide on what to do, migration is included in their decision!

Margie Brand: We find that projects tend to focus far too much on individual youth directly rather than how entire market systems (including specific value chains) can be more conducive to integrating youth.

Steve Morris: Margie that is right

Jackson Ndera: @ Isabelle, Rwanda and many stakeholders like DOT saw that technology boost the development and that it can employ a good number of youth people. Today the government is constructing ICT labs to empower youth in ICT skills, and we are experiencing numerous jobs being created using ICT

Isabelle LeVert-Chiasson: @Jackson- thank you for the example!

Etienne NIYIGABA: There are organizations in Rwanda helping young people to get loan and facilitate them to access loan in bank

Helen Loftin: Oops...lost the audio

Margie Brand: I love the current speakers' comments about culturally how no one is ever too old for their family to tell them what to do! We find that setting up networks (such as business and market related networks) that are outside of the traditional family and friends networks (although this social capital remains critically important), are key to reinforcing good behavior for youth and brokering influential market linkages.

Erin Markel: @ Tara. Helpful comment! We also think it is very important to engage youth in the market research process and at other various stages of the project. We have found that it is critical to be strategic about when, where and how to engage youth in this process in order to be empowering for them. We developed a youth continuum that helps projects to decide where it is most appropriate to engage them in the market research process. It starts with a consultative level (young people act as research subjects or data sources), a collaborative level (young people are consulted in the development of research tools

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and/or assist in applying them) and a youth-driven level (young people control or share decision-making authority over the scope and strategy of the research). Has this been your experience too?

Helen Loftin: Ok, back now

Wycliffe Ondoro: Niyigaba good work I hope to share a lot with you.

Nkurunziza Bernard: Alright Jackson! Have you been in other countries to see what's going on? What lessons do you learn from other?

Margie Brand: Not sure if this came through the first time: I love the current speakers' comments about culturally how no one is ever too old for their family to tell them what to do! We find that setting up networks (such as business and market related networks) that are outside of the traditional family and friends networks (although this social capital remains critically important), are key to reinforcing good behavior for youth and brokering influential market linkages.

USAID Microlinks: Thank you all for your thoughtful comments and shared experiences. This was such a rich discussion! We will be wrapping up shortly. Please take a moment to complete our end polls.

Margie Brand: I was sad not to be at the event today in person, but I far enjoyed being in this chat! Thanks to all. Many of you sent direct questions just to me. I'm not sure I'll capture them all before the chat closes. Please feel free to email me on Margie@eco-ventures.org.

Etienne Niyagaba: @wycliffe thank you!! We have the power to transform youth status in our communities

Fred Shema: Thank you Margie

Tara Noronha: Erin - Yes! Level of youth involvement varies due to capacity and context. I like how you have identified and separated the levels.

Clare Ignatowski: Thanks to all for great comments--so many topics that deserve more discussion: migration, co-creation, different needs at different ages, government roles and engagement, etc. , etc. thanks all.

Rosemary Wanjala: When youth are organized, they can help solve their problems. They are able to win the trust and negotiate with their communities to access assets such as land to promote their businesses or enterprises etc. -when the youth show initiative, there is high potential for scalability etc.

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Elizabeth Johnson: Isabelle, one example of government policies that promote youth empowerment is the case of YEGO centers in Rwanda. We are currently working with the Ministry of youth and ICT providing libraries for youth centers and we are now looking in bringing awareness of VC

Andrea Allen: Thank you Margie and others for a very rich conversation indeed!

Wycliffe Ondoro: Thank you guys for an interactive session. It was an educative one indeed. Let the change start with us in whatever positions, no blame games as we are all youths.

Clara Restrepo: Yes. And acknowledge there is not universal youth ...there are youth at different starting points and with different needs

Modibo Traoré: Could you share with us the approach of Yego centers?

Isabelle LeVert-Chiasson: Thank you everyone!

Nkurunziza Bernard: Thank you guys

Tara Noronha: Thanks all!

Mitzi Hanold: Thanks!

Elizabeth Johnson: Send me an email: elizabeth@gracerwanda.org will expand

Etienne Niyigaba: Thank you all

Edith Bermudez: Thank you interesting session!

Bushra Rahman: Thank you everyone

Jhana Harris: Thanks!!! Continue doing what you are doing for young people!!

Elizabeth Johnson: Thank you all!

Mieke Vanderschaeghe: Thanks for interesting chats

Jackson Ndera: Jacksonndera88@gmail.com

Nkurunziza Bernard: I was able to learn a lot from you! Hoping we will meet once again!

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Timothy Malcomson: Thanks everyone ... interesting

Kodjo Abalo: Thank you everyone

USAID Microlinks: Again, thank you everyone! We will leave this room open for a bit. If you haven't already, please take some time to complete these end polls

George Kegode: Thanks

Nkurunziza Bernard: nbernank10@gmail.com. +250788507368. Rwanda

Nazila Vali: Thank you. Where can we get the slides presented please.

Jackson NDERA: Thank you guys, it was amazing to learn from you.

Marinho Nhambeto: Thanks for the insights

Wycliffe Ondoro: Thanks all and may God bless you.

Susan Atyang: Thanks - Heifer Uganda - East Africa Dairy Development Project - funded by the Bill and Melinda Gates foundation. Very insightful chats and presentation.

Fred Shema: shemfred08@gmail.com

KDAD AV Tech: Thanks to everyone for joining. We'll leave the room open for about another 10 minutes so you can check out resources and chat with colleagues.

Eniola Mafe: Thank you from Eniopl Mafe, Niger Delta Partnership Initiative Foundation. eniola.mafe@ndpifoundation.org

Wycliffe Ondoro: Feel free to network wondoro7@gmail.com

Nkurunziza Bernard: Eniola, I will contact you for something!

Susan Atyang: Susan.atyang@heifer.org +256 77 2 394391 Skype Atyangsue

Patricia DiVecchio: Thank you very much for the insightful information. Together great change can happen if we apply our heads and hearts. patricia@internationalpurpose.com

Susan Atyang: john.musisi@heifer.org +256 772 442848 (Gender and Youth Coordinator, Heifer/East Africa Dairy Development Project - Ug) Skype: musisi.john111

Etienne Niyigaba: Me contact freely eniyigaba@dotrust.org

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Nkurunziza Bernard: Elizabeth, thank you for being here! I like your contribution!

Etienne Niyigaba: DOT Rwanda, Facilitator and Employment coach

KDAD AV Tech: Thanks once again to everyone for participating in the webinar. Keep an eye on Microlinks for announcements about June events!

KDAD AV Tech: See you next time!