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MPEP SEMINAR SERIES | Exploring Frontiers in Inclusive Market Development

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MPEP Seminar # 12

Engaging Youth in Inclusive Market Development

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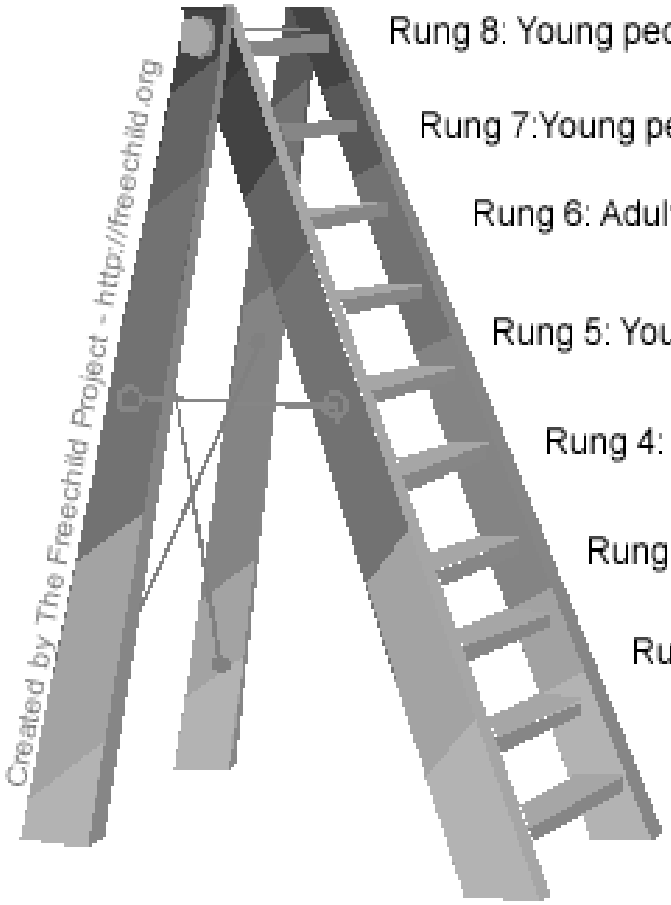
What is Youth Engagement?

"The active, empowered, and intentional partnership with youth as stakeholders, problem solvers, and change agents in their communities."

--Youth Leadership Institute 2009

Roger Hart's Ladder of Young People's Participation



Rung 8: Young people & adults share decision-making

Rung 7:Young people lead & initiate action

Rung 6: Adult-initiated, shared decisions with young people

Rung 5: Young people consulted and informed

Rung 4: Young people assigned and informed

Rung 3: Young people tokenized*

Rung 2: Young people are decoration*

Rung 1: Young people are manipulated*

Note: Hart explains that the last three rungs are *non-participation*

Adapted from Hart, R. (1992). *Children's Participation from Tokenism to Citizenship.* Florence: UNICEF Innocenti Research Centre.

Youth-Inclusive Value Chain Development

Principles and Application Under the Kenya Horticulture Competitiveness Project (KHCP)

Presented by
David Feige, Making Cents International

May 29,2014

Agenda

- Making Cents' Approach to Youth Inclusion
- Inclusive Value Chain Development
- Value Chain Analysis: The KHCP Case
- Lessons Learned

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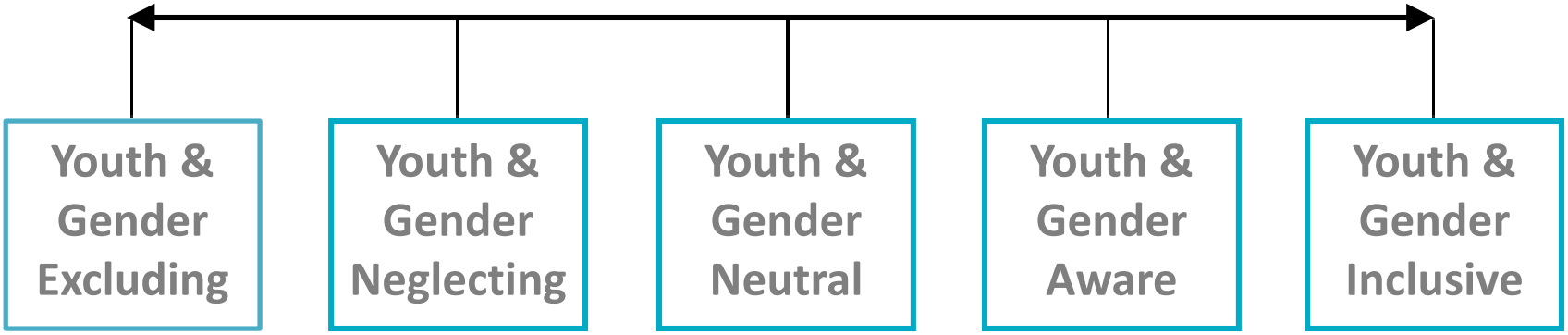
Making Cents' Approach to Youth Inclusion

- Inclusion involves both contribution to the design of, and benefit from the delivery of, project activities
- Inclusion may involve mainstreaming or targeting
- We use an "inclusion continuum"



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Inclusive Value Chain Development

- Not radically different from traditional VCD
- Recognizes that traditional VC analysis is not "inclusive" by nature (youth-specific constraints)
- Rather than asking "How can we include youth?" ask "How can youth inclusion make this VC more efficient and profitable?"
- May take place at selection or determination of and participation in upgrading strategies and activities

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Case Study: KHCP

- KHCP is a USAID-funded agricultural value chain competitiveness project that started in 2010 as part of the Feed the Future initiative

- Focus is on three value chains: Market Vegetables, Sweet Potatoes, and Passion Fruit
- Making Cents was a sub-contractor to Fintrac, responsible for the youth inclusion component

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Current Activities and Potential Entry Points for Youth

Current Activities

- Short-cycle activities requiring small plots of land and little to no up-front investment (flowers, nurseries, baby corn)
- French beans require finance often unavailable to youth

Entry Points

- Activities that reduce post-harvest loss (sorting, grading, drying, packaging, loading)
- Transport from farm to market
- Service provision (spraying, pest management)

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Opportunities and Constraints

Opportunities

- 40% post-harvest loss
- Unwillingness of older farmers to change to more profitable crops
- Average age of farmers (50-60)
- Trend toward parents providing land to youth

Constraints

- Attitudes of VC actors toward youth participation in agriculture
- Lack of assets (land)
- Lack of access to finance
- Fragmented markets are difficult to access
- Unreliability (side-selling, inconsistency)
- Skills/knowledge

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Lessons Learned

- Recognize that not all young people are interested in agriculture
- Importance of instrumental agriculture
- Build young people into project design (co-creation)
- Frame farming as a business
- Identify and promote successes to date
- Getting family buy-in is critical

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Lessons Learned

- Help businesses understand the case for youth inclusion
- Search for opportunities to link to a single buyer
- Focus on mixed groups and older youth groupings over younger youth groupings
- Consider multiple models (youth as entrepreneurs, employees, group members)

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Contribute your ideas now in our Knowledge Potluck

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"Facilitation: How Much Does Context matter?"

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