



**Young, agripreneur and successful.
Youth organisations are paving the way!**

INTRODUCTORY STORY – smartphone version

Youth.Net.Works!

Empowering Youth Organisations in the Agribusiness Sector.

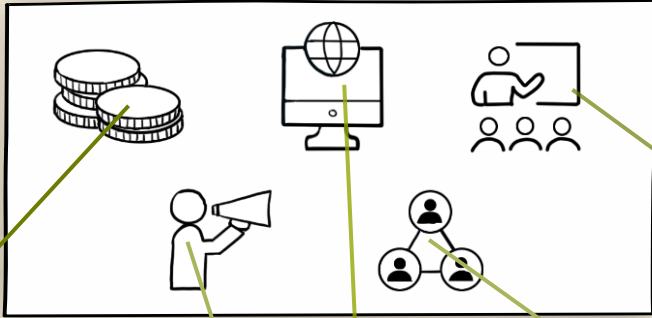


Hello!
I am coach Mary.
I will guide you today.

Welcome to the **Youth.Net.Works!** **introduction**

YOU will learn:

- the benefits of rural youth organisations!
- how rural youth organisations can be empowered!
- how to develop YOUR youth organisation!



Hello everyone,
I am glad you joined!

Find some **ideas** how rural youth organisations can address **challenges** & **support** their members.

Members increase their income:

- Members support each other & **negotiate** as a team!
- Youth organisations can provide **access to markets and finance!**
- Youth organisations support members to **grow their agribusiness!**

Youth organisations support **job matching, mentoring & career guidance.**

Members find **employment opportunities** in the agribusiness sector!

Advocacy: Youth organisations have a **loud voice!**

A **jointly communicated interest** is heard by the government!

Youth organisations provide **skills and information on business opportunities!**

They organise **trainings** & connect members to **networks** and trainers!

Youth organisations push **innovation, technology and digital services!**

Agribusiness becomes **attractive** for young people!

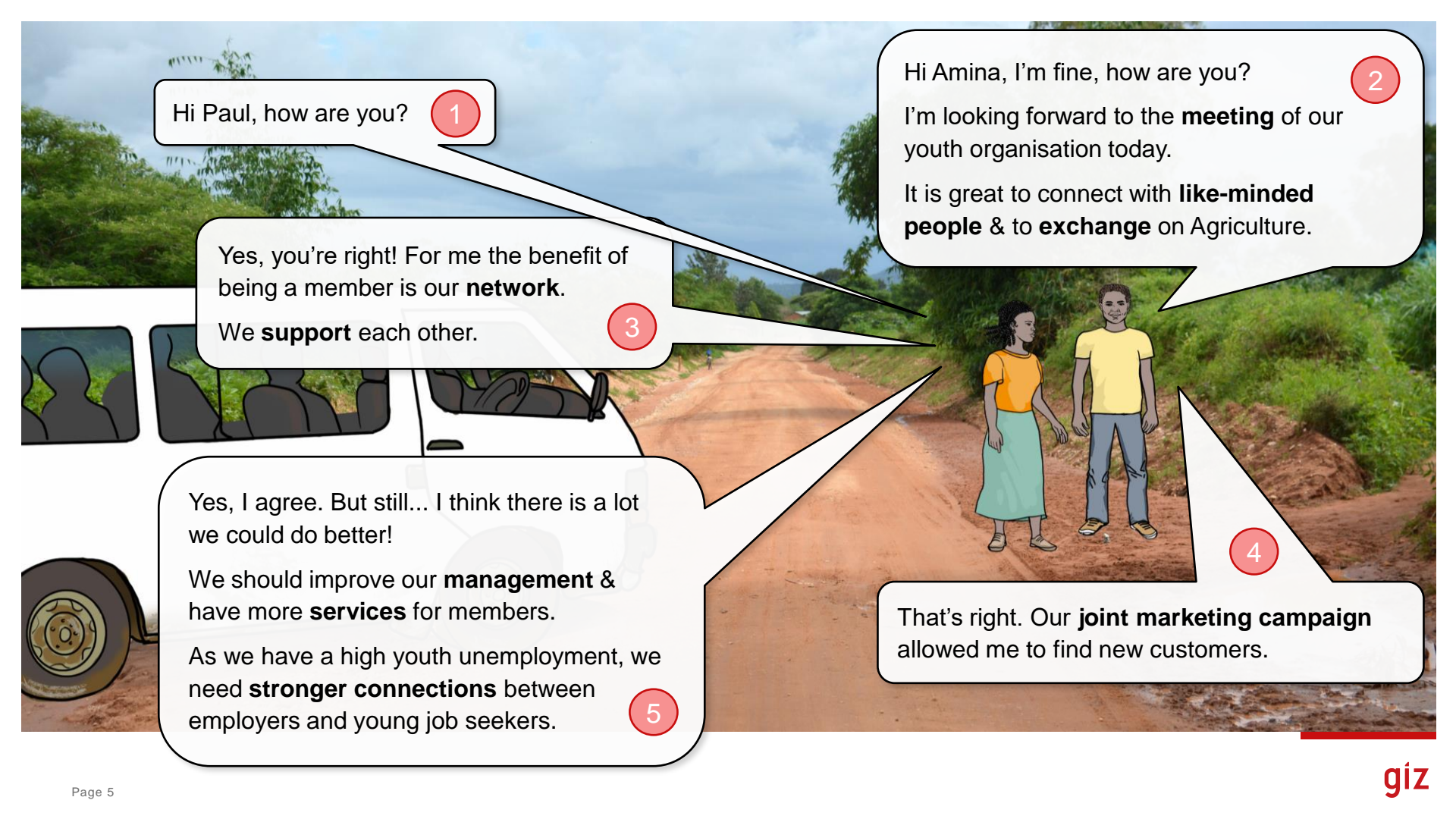
Are you interested and do you want to learn more about my work?

As a coach, I use a tool called **Youth.Net.Works!**, developed by GIZ together with youth organisations in rural Kenya.

Now, let's go to the field!

We meet **Amina, Paul & their youth organisation.**





Hi Paul, how are you? 1

Yes, you're right! For me the benefit of being a member is our **network**.

We **support** each other. 3

Yes, I agree. But still... I think there is a lot we could do better!

We should improve our **management** & have more **services** for members.

As we have a high youth unemployment, we need **stronger connections** between employers and young job seekers. 5

Hi Amina, I'm fine, how are you? 2

I'm looking forward to the **meeting** of our youth organisation today.

It is great to connect with **like-minded people** & to **exchange** on Agriculture.



That's right. Our **joint marketing campaign** allowed me to find new customers. 4

On their way to the meeting, Amina and Paul listen to a **radio show** in which Coach Mary presents her training for youth organisations...





“Good Morning and welcome to this episode of our ChangeMaker Radio Show.”

“I'm very happy that we have **Mary** with us here today. Mary is a **coach** who works with agribusiness youth organisations to reach their full potential. Welcome Mary, why don't you tell us a bit more about yourself?”

“Hi to everyone listening out there. I'm 38 now and for the past five years I've been working as coach in the area of **Agribusiness Youth Organisations**. I'm helping these organisations to **grow and become more professional**. You wonder why I do that?

- I grew up on my family's farm and I have always been helping out in the field. As I became older, it got more and more difficult to keep the farming business viable as we were mainly doing maize. But I was lucky that I was able to join a Youth Organisation in my district.

- Thanks to the **support the organisation offered to me**, I managed to set our farm on a new track. I successfully started poultry farming as our new business. The organisation offered me **trainings**, helped me find a **small loan** to buy chicken and equipment and connected me to **traders**. I could also inspire myself from the business model other young poultry farmers had developed successfully. I did not repeat the same mistakes. They also showed me how to handle the business from a **financial** side and slowly increase my income.”



“So, becoming member of a Youth Organisation turned out to be such an important decision for you and your family?”

“Absolutely, it helped us a lot! My sister still runs the poultry farm today, whereas I decided to go a different path: I want to support other young farmers and agripreneurs to enjoy similar successes like I had. That’s why I became a coach! I know how youth organisations can work efficiently, and what they can offer to their members.”

“I know we have many Youth Organisations among our listeners today. What's your **advice** to them?”

“First of all, make sure that your Youth Organisation has a **clear idea** on what it is it's supposed to **achieve**.

- What is it you want to reach next year, plus some realistic ideas on **how you get there**.

You can use campaigns and events to work on your reputation and to attract more members. Also training programmes can help to improve skills amongst your members. Of course, there is much more you can do, but it all depends in which direction your organization wants to go and what **services** your members need most.”



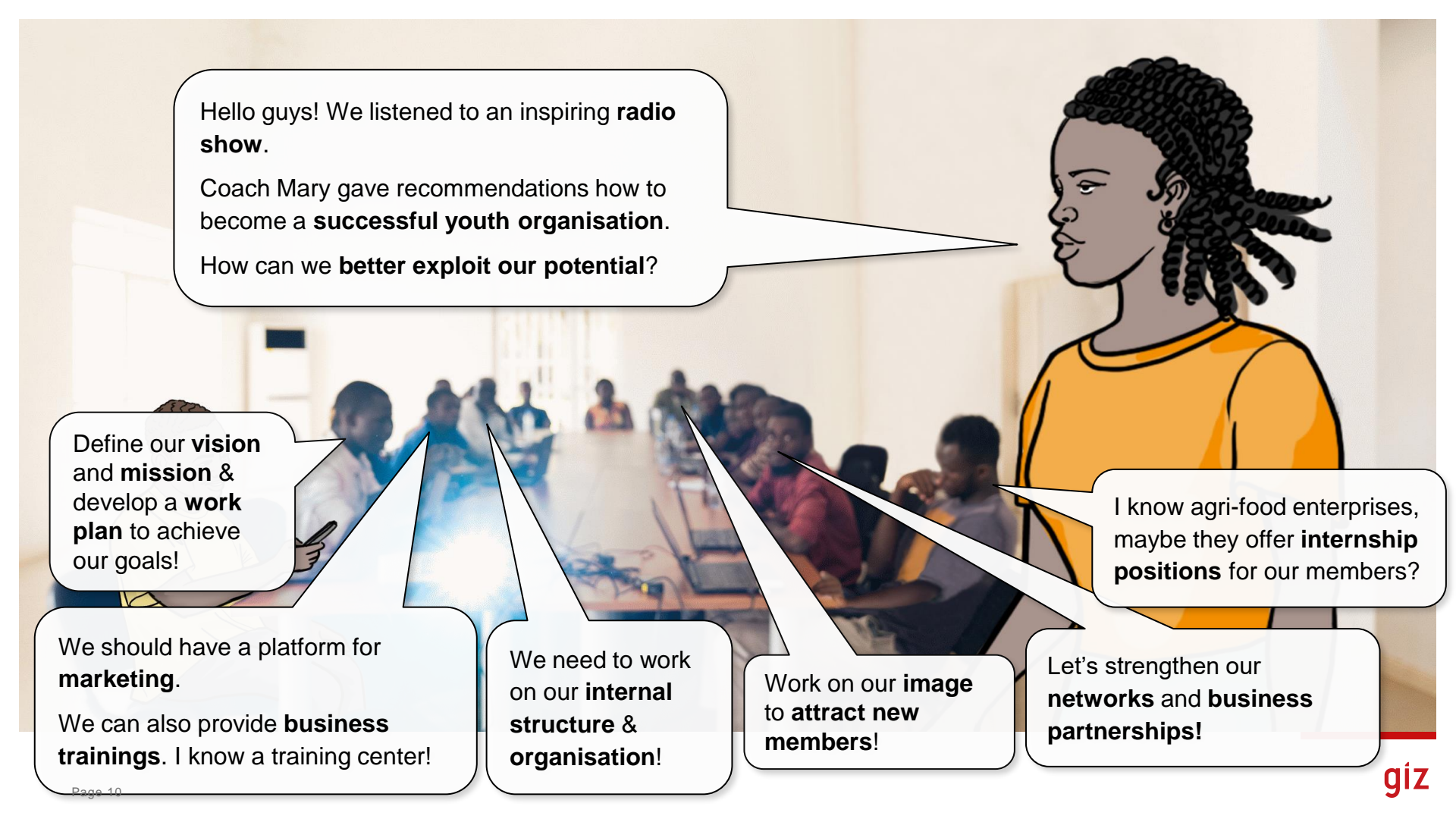
“Great! How do our listeners now get there - and what's your role?”

“My role as a coach is to **offer** your Youth organization **support** during the development process. I help you to see your situation clearly, how well are you organized and how happy are your members with the benefits? We discuss the necessary changes and **identify next steps and actions**.
You decide where you want to go. And I help you to find the right way.”

“Sounds like you really pass on your experience! What's your take-home message to our listeners?”

“Well, being member of an agribusiness Youth Organisation is a great way to **learn from your peers' experiences**, and **together you can achieve so much more!** Do not hesitate to contact me, I'd love to support your youth organisation!”

“Thank you, Mary, for joining us today! And to all our young listeners: Thank you for being part of today's ChangeMaker Radio Show, have great day!”



Hello guys! We listened to an inspiring **radio show**.

Coach Mary gave recommendations how to become a **successful youth organisation**.

How can we **better exploit our potential**?

Define our **vision** and **mission** & develop a **work plan** to achieve our goals!

We should have a platform for **marketing**.

We can also provide **business trainings**. I know a training center!

We need to work on our **internal structure & organisation**!

Work on our **image** to **attract new members**!

I know agri-food enterprises, maybe they offer **internship positions** for our members?

Let's strengthen our **networks** and **business partnerships**!

1

Hello Mary, we are Paul and Amina. We listened to your inspiring *Changemaker* radio show! We are motivated to **empower our youth organisation.**

3

Yes, we already collected some ideas and goals in the group.

5

We are looking forward to **meet you!** See you next Friday in our community building!

2

Hello Paul and Amina, thank you for your call! Do you have any **ideas** what you want to achieve?

6

Great, see you next week, bye!

4

That sounds good! I will support you to make the best out of **your youth organisation.** What about a **meeting**? I can visit you and tell you more about how I work. I will also bring the **Youth.Net.Works!-Tool**. It will help me on our journey.

Hello everyone!
I am glad we meet today to
empower your **youth**
organisation.

Let's have a look at the **process** we
will work on together for the next
months!

I will **assist** you in the process, but
you are in the **lead**!



4. Review of the empowerment process

What **has been achieved** so far?

- Did you **implement** the planned **activities**?
- Did you **create a network** & are you still in **contact**?
- What did you **learn**?
- How did your members **benefit**?

3. Improve your organisation & management

With workshops we will look at **your strategy** and develop an **annual plan**.

We will talk about **gender**, roles and **tasks of members**.

As a team you will distribute **tasks** and **responsibilities** to strengthen your internal management.



1. Analyse your youth organisation!

We will have a look at **documents and information**.

We will talk about where you see **your youth organisation in five years** & the activities you need to get there.

As a team you can be creative, dream about your future and **realize your goals!**

2. Get in contact with relevant stakeholders!

What is **going on** around your youth organisation?

- Are there any **interesting organisations or service providers**? How can you collaborate?
- Do you have contacts with your **local government**?

As a team you can brainstorm, get to know new people and **create your professional network**.

After each empowerment cycle, **you decide**, if you want to **take another round** to achieve more!



One year later...

*One year after contacting coach Mary, the youth organisation plans an event to present its **achievements** as well as its **further plans**.*

*Overall, the **youth organisation** has been **strengthened**.*

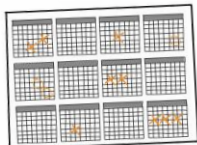
***Members** have benefited from **new services**, expanded their **agribusiness** & increased their **income**.*

Our new **mentoring program** for **poultry agripreneurs!**

Experienced members help newcomers developing business and market linkages!

The members discuss what they want to present during the event:

THIS YEAR



YO! WELCOME TO OUR OPEN DAY!

Let's mention our good **working relationship** with the **local Government!**

They took up our ideas for their new program for youth in agribusiness!

Monthly meetings help to have a say in sector politics.

Our new **t-shirts** with the organisation's **logo!**

Looks professional and is easy to recognize! And our new **banner!**

Our **matching platform!**

Employers and job seekers in the agri-food sector can connect for **jobs and internships.**

Still growing, the event will promote it!

Our new **WhatsApp group!**

For old and new members, to **stay in touch**, receive **information**, and for **joint selling** to our new business partner **Supermercado.**



If **you** like to unfold the potentials of **your** youth organization, I recommend:

- Start today, stay **organised, creative** and **motivated**.

I wish you all the best!



**Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH**

Registered offices
Bonn and Eschborn

Dag-Hammarskjöld-Weg 1–5
65760 Eschborn, Germany
T +49 61 96 79 - 0
F +49 61 96 79 - 11 15

E info@giz.de
I www.giz.de

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Author/Responsible:

Global Project „Employment in rural areas with focus on youth“
Nadine Guenther, Daria Hasse, Bonn, Germany

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sweetwater visuelle kommunikation, Darmstadt, Germany

Illustration:

Alexia Papadopoulos, Basel, Switzerland

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Dirk Ostermeier

URL links:

<https://www.snrd-africa.net/youth-net-works-empowering-youth-organisations-as-change-makers-in-the-agribusiness-sector/>

GIZ is responsible for the content of this publication.