

# 360° AGRIJOBS APPROACH

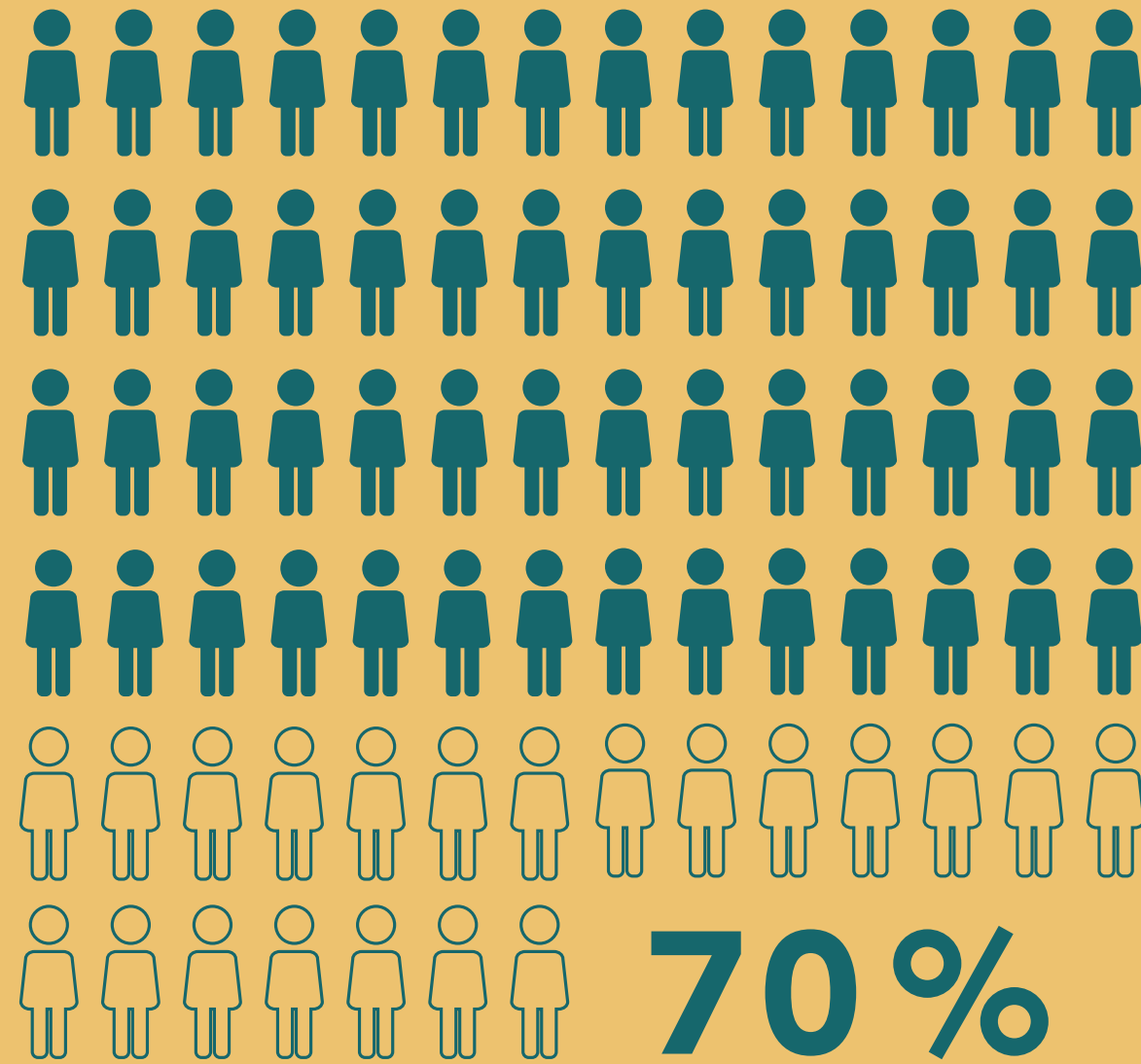
## RESULTS LEARNINGS RECOMMENDATIONS



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# THE 360° AGRIJOBS APPROACH RESPONDS TO THE YOUTH BULGE IN AFRICA

The largest generation of youth is currently growing up in Africa. They need more and better jobs for decent livelihoods.



of Sub-Saharan Africans are under the age of 30



**25 Mio.**  
youth enter the work force every year



**2 | 3**

are employed in the agri-food sector



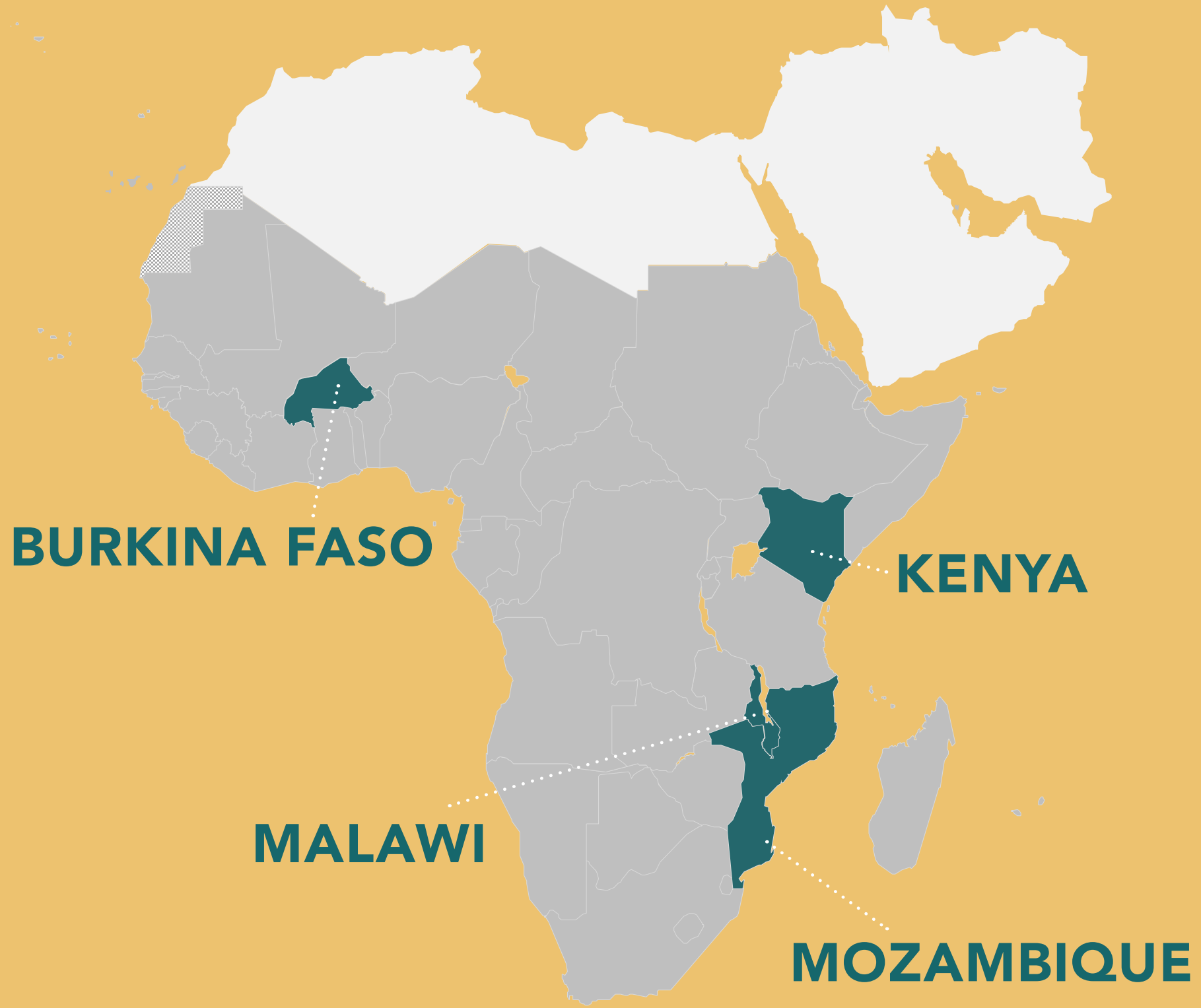
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# THE 360° AGRIJOBS APPROACH IS FLEXIBLE & ADAPTABLE

The approach was developed and implemented by the **Global Project *Employment in Rural Areas with Focus on Youth.***

The global project responded to market volatility, particularly driven by inflation, that emerged as a major obstacle for agripreneurs in all regions.

In Burkina Faso, ongoing **political instability**, exacerbated security concerns and hampered the ability to implement projects effectively, but flexibility of the approach allowed for adaptation.



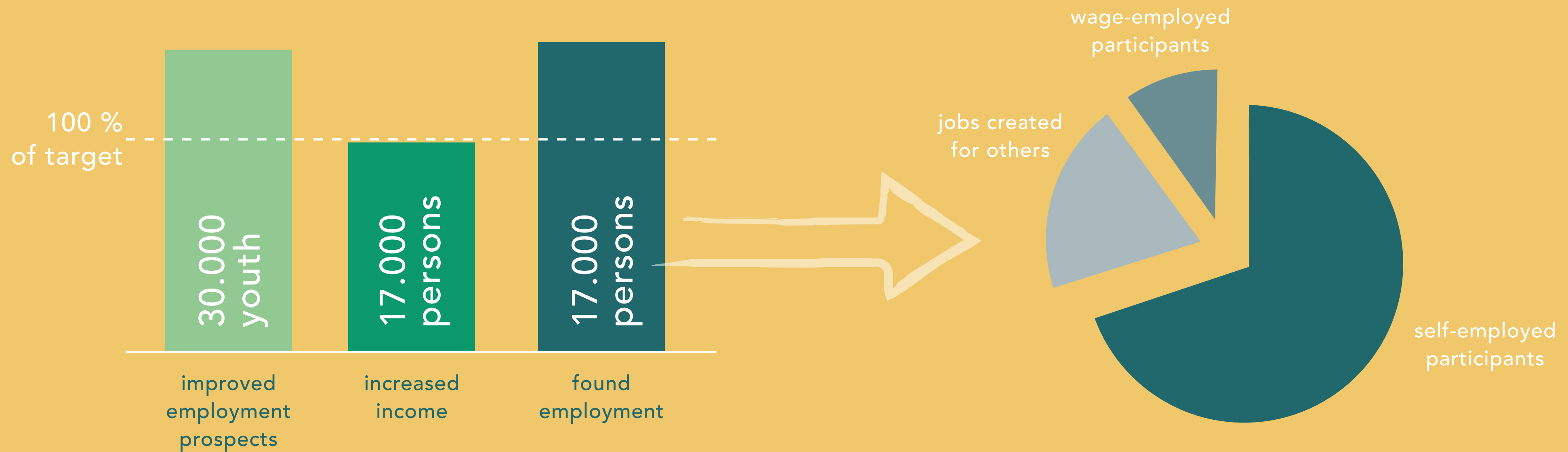
 01/2018 – 12/2024  
 € 40,4 Mio. (3,9 Mio. € by Norway)



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# THE 360° AGRIJOBS APPROACH WORKS

The project has partially **overachieved its targets**, creating more employment opportunities than expected.



More results on our dashboard.



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# THE 360° AGRIJOBS APPROACH TAKES A HOLISTIC VIEW ON ALL ASPECTS OF THE LABOUR MARKET



matching  
formats



short  
courses



micro-  
enterprises



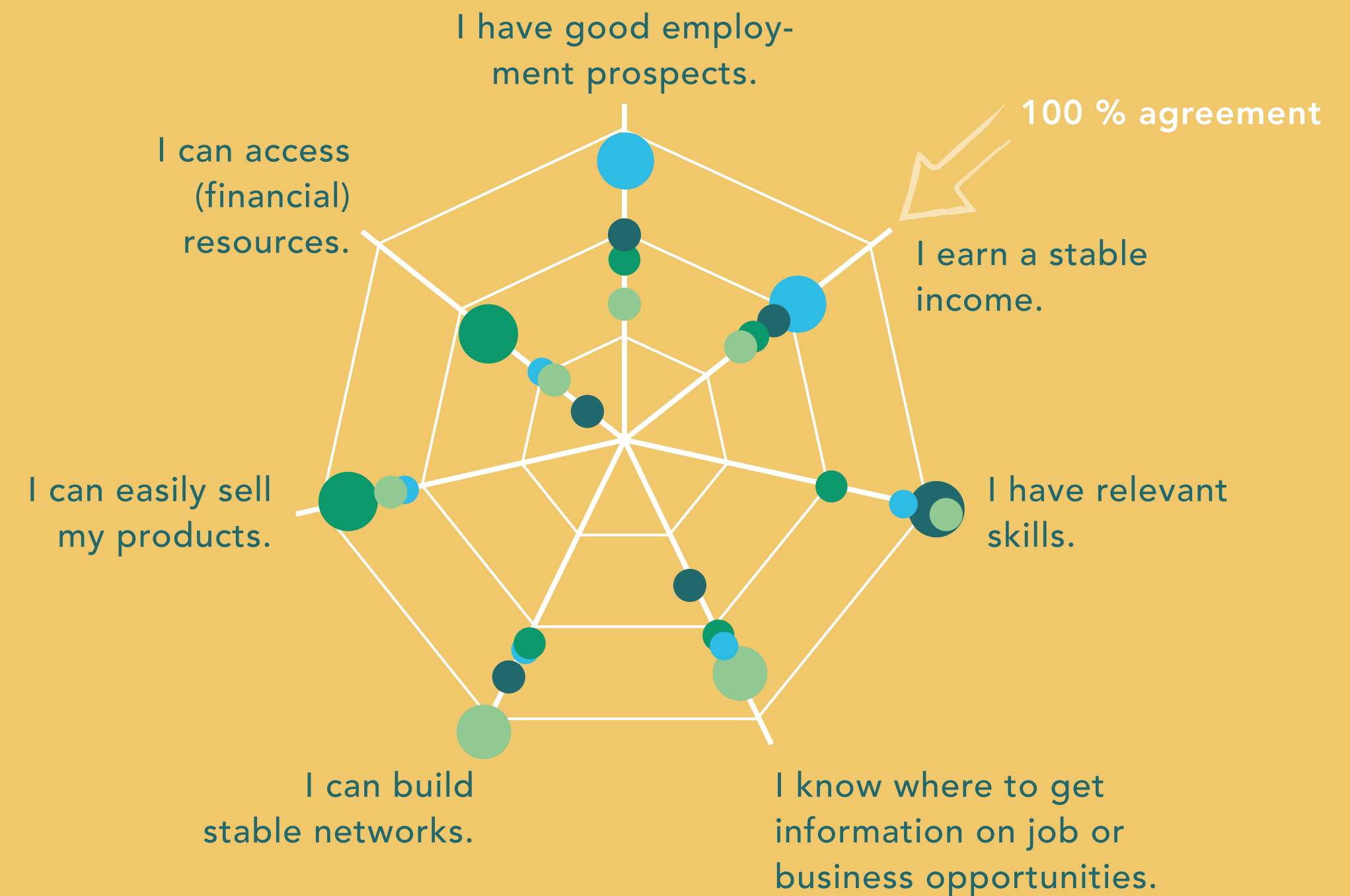
youth  
organizations

The activities complement each other. You do the training and then some have the opportunity to do internships, and then there are also career days and fairs.



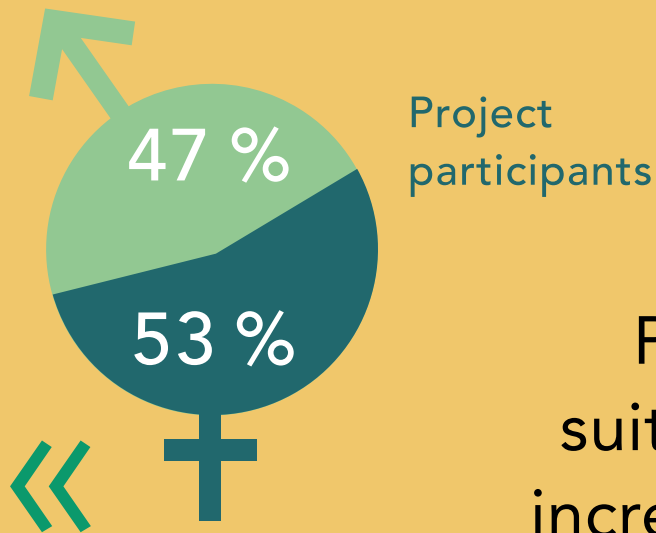
By integrating the four pillars, the approach unfolds its full effect.

● MSME + Start-ups ● training participants ● contract farmers ● job fair visitors



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# WOMEN BENEFIT EQUALLY



« We were given examples of girls who were doing well because of participating in the trainings.

Promoting business models suitable for all genders, women increased business management, agricultural skills and financial literacy. Consequently having better access to finance, higher savings and reinvestment, contributing to **economic independence**.

Some women report increased involvement in **household decision-making**.

» I used to handle everything independently without involving my wife. Now, we work together to plan and make decisions regarding the business.

## REACH

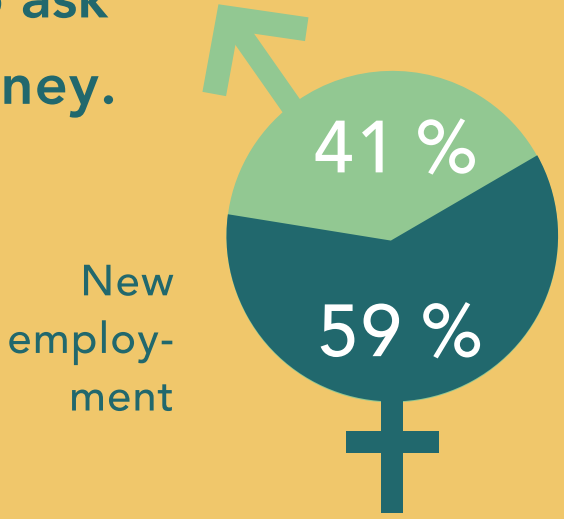
## BENEFIT

## EMPOWER

**Activities are adapted to women's needs** allowing them to have time for chores and care-work: e.g. through offering childcare, shorter training hours and short distance to travel.



» **The project equipped me with skills that helped me become financially stable.**  
I no longer have to ask my parents for money.



However, persistent cultural norms, limit access to land, and traditional domestic responsibilities continue to **hinder full empowerment**.

Motherhood is a challenge that hinders many from attending training as most of their time is dedicated to children and household chores.



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# DIGITAL TOOLS ARE EFFECTIVE & ATTRACTIVE – BUT BEWARE THE DIGITAL DIVIDE

« The use of smart projector kits for training sessions ensured that young agripreneurs received high-quality, relevant training.

Digital tools allow us to promote our products, improve the visibility of our businesses and ensure that our actions are traceable.

Using digital tools like WhatsApp groups, social media and apps for training dissemination, career guidance, and job opportunities ensured that information was **easily accessible and engaging, keeping youth involved and informed.**

However, while digital tools can bridge geographic gaps, they do not close the digital divide among rural youth, which is influenced by factors such as education, age, and gender.

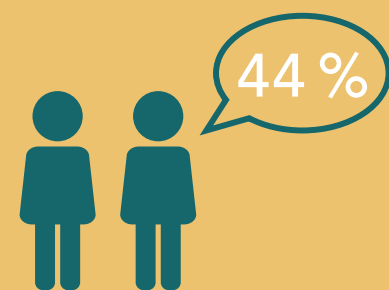
The project reacted to the digital divide by:

- offering digital literacy training
- using apps for basic phones
- broadcasting radio shows
- creating physical spaces for accessing digital formats
- including digital content into presence trainings
- organizing blended and hybrid matching formats

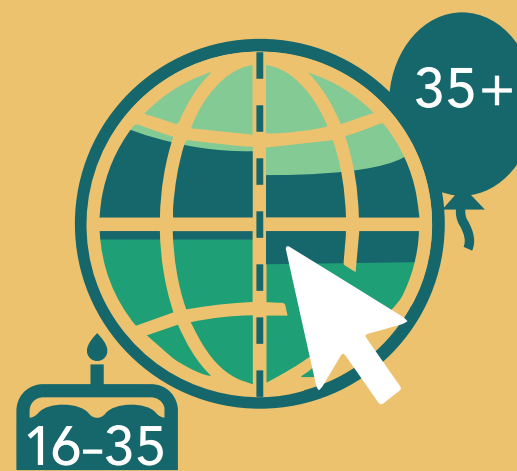
» The digital platforms helped saving costs and time. If some of us physically attended the trainings, we could have spent too much money.



Over half of the youth search for job opportunities online.



How often do you access the internet?



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# THE FOUR PILLARS OF THE 360° AGRIJOB APPROACH

It addresses the needs of the youth and empowers them by creating new employment opportunities.



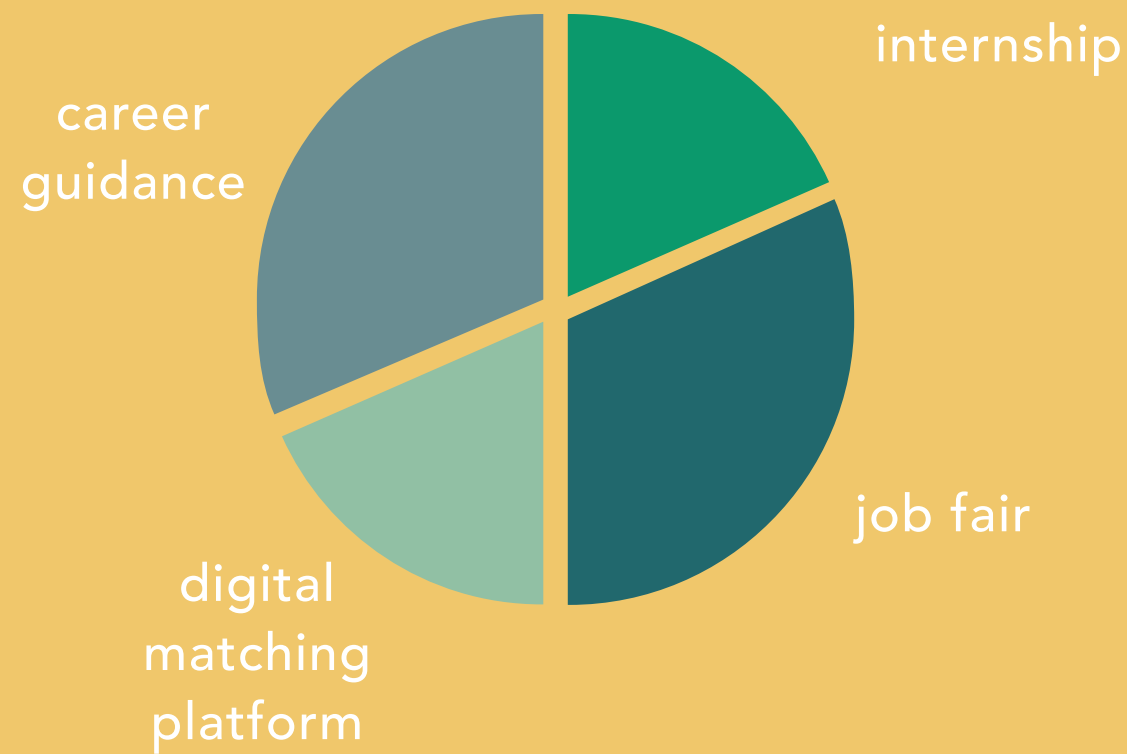
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**19.200**  
matching participants



**85 %**  
confirm improved  
employment  
prospects



Matching has  
given us contacts  
and customers  
to sell our products.  
«

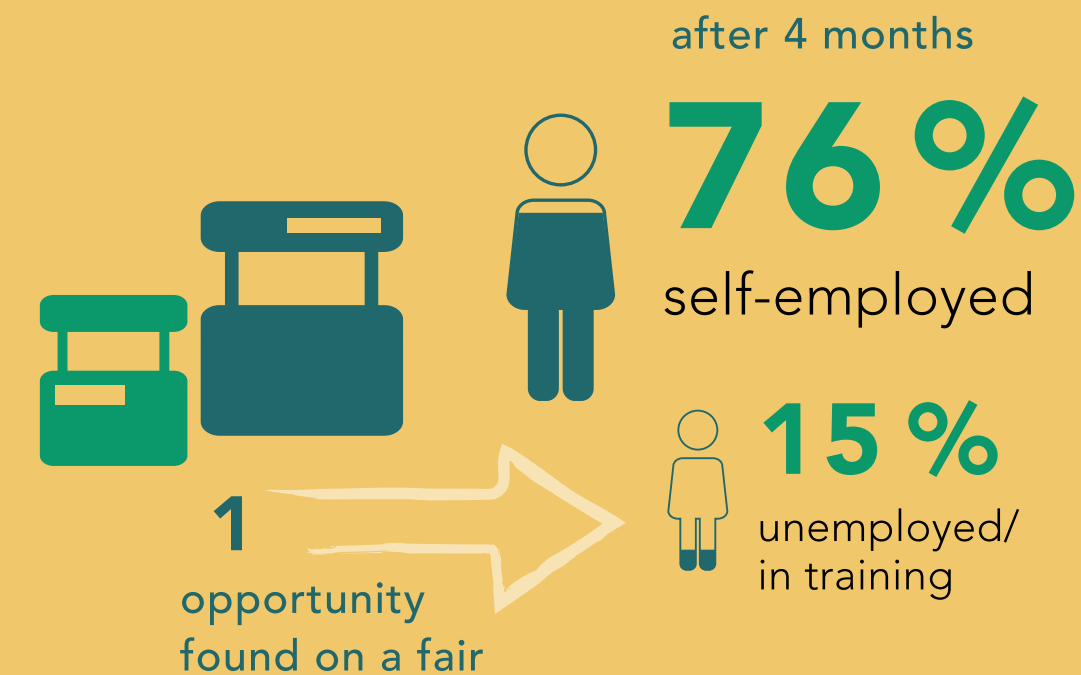


# MATCHING FORMATS DELIVER IMPORTANT INFORMATION ON JOB & BUSINESS OPPORTUNITIES & CREATE NETWORKS

We have taken part in  
digital matching through  
WhatsApp groups, where  
we receive information  
on job opportunities.



Anyone who has found an opportunity at the job fair in Kenya has a significantly higher probability of being successfully self-employed four months later.



» The organized fairs  
are the only space to  
publicize opportunities.

## Relevance of matching formats for youth

- + set foot on the labour market
- + create business networks
- + find markets
- + identify business opportunities
- directly match job seekers with employers

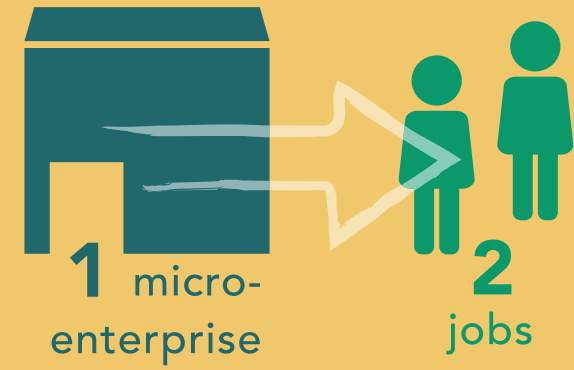


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2.200

MSMEs & supported founders



81% confirm improved employment prospects

79% created or expanded their business & increase income significantly

# MICROENTERPRISES GROW, CREATING NEW JOBS & INCOME FOR YOUTH

I now know that I don't have to wait for opportunities to reach me, but I should be the one searching for them.

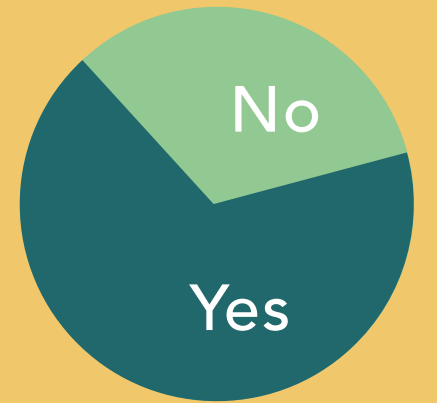
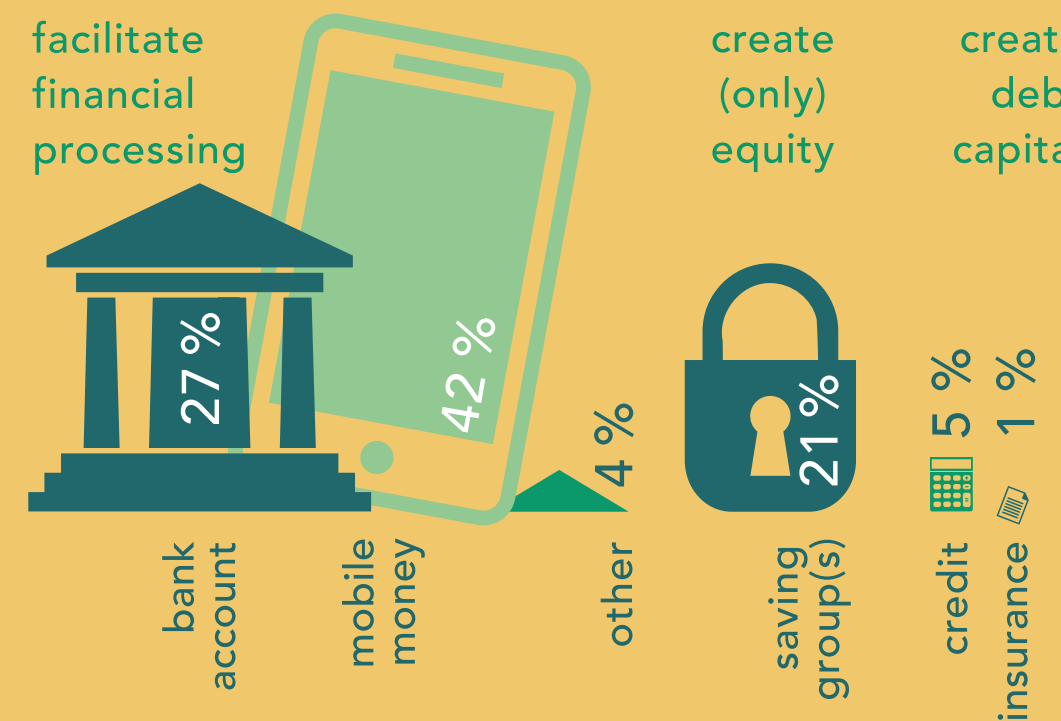


# LIMITED ACCESS TO CAPITAL CREATES A CEILING FOR THE ACCELERATION OF BUSINESS DEVELOPMENT

There are **much too few financial products** suitable for youth in agri-business on the market. The project compensated this lack of funding through seed capital for some champions and qualified the youth in financial literacy.

» I need funds to acquire a large space to expand production. With a motor pump or tractor, I could cultivate up to 10 hectares.

Which financial services have you used in the past year?



Access to financial services in the past 3 years



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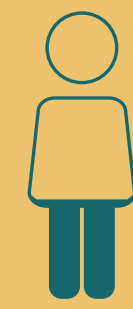
**17.500**  
trainees



**74 %**  
confirm improved  
employment prospects



**92 %**  
confirm relevance  
of the training



**43 %**  
increased their  
income



## SHORT- COURSES DELIVER HIGHLY RELEVANT KNOWLEDGE & SKILLS

Practical business management and personal initiative trainings are most relevant. As a result, the training content was widely adopted, improving business operations, and contributing to a more pro-active approach to business management.

Now, I am proactive,  
inventing new products to  
satisfy our customers.



In the past, we would do a lot  
without proper knowledge  
and planning. Now, we can plan our  
agricultural activities effectively.

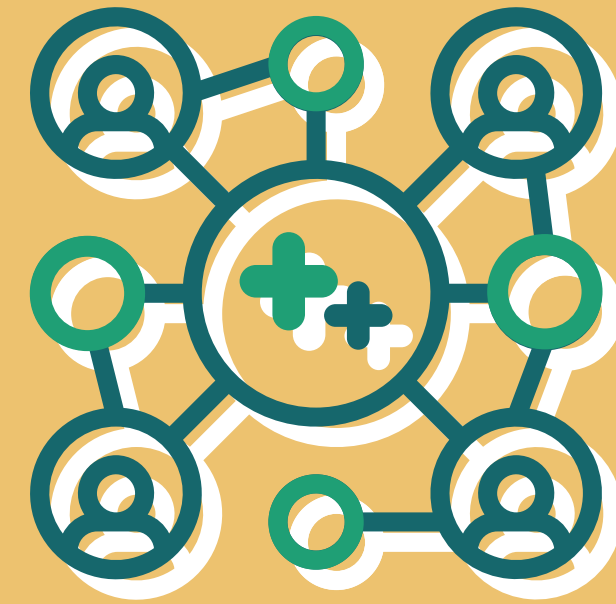


## TRAINEES NEED GUIDANCE, COACHING & MENTORING TO START THEIR CAREERS

They are still giving us support on the ground as they still walk with us on this journey and guide us. Their mentorship counts.



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We buy the seed at a cheaper price as compared to when we are buying the seed individually.

**Youth organizations** play a vital role in helping young people **taking things into their own hands**. They enhance their ability to **grow businesses and access market opportunities** by:

## EFFECTIVE YOUTH ORGANIZATIONS ARE A KEY ACTOR IN AN EMPLOYMENT-CONDUCTIVE ECOSYSTEM

**New communication tools enable the youth to run the organization, communicate in a professional manner, have a database, business opportunities and contacts.**



+ pool resources & produce

+ organize trainings

+ offer high-quality services

+ giving networking opportunities

+ providing information

+ gain bargaining power



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# SUSTAINABILITY IN IMPLEMENTING COUNTRIES IS PROMISING

## TARGET GROUP LEVEL

⊕ gained lasting skills in business development and financial literacy, contributing to the long-term viability of their enterprises.

⊖ bureaucratic hurdles and limited financial resources hinder sustainability. Community engagement helps maintain momentum, but on-going support is required to ensure access to markets and resources.

## POLITICAL PARTNERS

⊕ most assured to implement the approach, and partners have already shown efforts to integrate elements into existing structures.

⊖ financial and human resource constraints hinder full integration.

## IMPLEMENTING PARTNERS

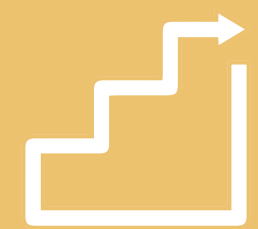
⊕ adopted critical components of the approach. Various began adopting a more holistic approach to youth employment.

⊖ the lack of monitoring systems for training institutions hinder on-going coaching and mentoring of trainees.



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# RECOMMENDATIONS TO GERMAN DEVELOPMENT COOPERATION OF EVALUATIVE STUDY



## THE 360° AGRIJOBS APPROACH

Continue expanding and integrating training programs to reach more rural youths and university graduates.

Incorporate a graduation scheme that adds business development stages to cluster project support services.

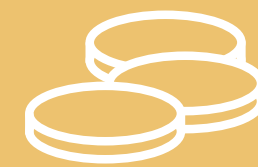


## EMPLOYMENT CONDUCTIVE ECOSYSTEM

Invest in upgrading training facilities, rural infrastructure and resources to support training and rural businesses.

Encourage the integration of youths trained in current projects into ongoing initiatives.

Establish networks and associations for ongoing mentorship, support, and resource sharing.



## ACCESS TO FINANCE

Collaborate with financial institutions to develop tailored financial products for youth agripreneurs and MSMEs.

Develop youth-focused financial products and policies, including microloans and group savings schemes, and further address barriers to financial inclusion.



## DIGITALIZATION

Encourage adoption of new technologies and innovations, and integrate digital tools into training and support programs, extending the use of online matching platforms.

Further increase digital literacy of target group and of partners.



## FEMALE EMPOWERMENT

Continue to focus on gender-specific programs to counter societal discouragement and empower female agripreneurs through targeted training and support networks.



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## Note on the Methodology & Sources

This publication combines results from quantitative and qualitative results-based monitoring and findings from an evaluative study. While the results-based monitoring was carried out collaboratively by the project team, including GIZ and partner institutions, the final evaluation was conducted independently by Mainlevel Consulting.

The results-based monitoring gathered quantitative and qualitative data from a sample representing 76 % of all project beneficiaries. The sample was stratified by activity and partnership type, with a total sample size of over 5,000 individuals. Most participants were surveyed twice: before their involvement (baseline) and approximately six months afterwards (tracer). The results shown are as of September 2024.

The evaluation was conducted decentralized by a local evaluator per country, while the evaluation matrix, data collection tools, methods, and report structure were designed centrally for all four countries. The evaluators conducted 77 key informant interviews with project partners and GIZ staff, along with 132 focus group discussions and quantitative interviews involving 636 participants from the target group. The collected data was analysed using contribution analysis, criteria-based analysis, and target group segmentation.

Published by: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH  
Registered offices: Bonn and Eschborn, Germany

Author: Lukas Marx  
Design: Ina Hengstler

On behalf of: German Federal Ministry for Economic Cooperation and Development (BMZ)

October 2024



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