



2019 International Opportunities for Youth Employment Conference

Making markets work for the youth 17 – 18 October 2019 Bamako, Mali

Dear friends,

Welcome to the 2019 International Opportunities for Youth Employment Conference. We are looking forward to an exciting first edition.

Themed Making Markets work for Youth, organised by SNV, in consortium with ICCO, WASTE and APEJ through the European Union; the key objective of the conference is to create a platform to dialogue between the young people in the region, policy makers, donors and the private sector on opportunities for youth employment, job creation and its impact on economic prosperity.

Several speakers, donors, senior government officials and private sector players, will share their experiences, expertise and vision to make markets work for youth. We will also get to interact and hear inspiring voices from OYE youth. They will tell about their experiences and transformational journey since they joined of the OYE project. Please see the comprehensive agenda for more information (www.snv.org/2019OYE-IC).

The Opportunities for Youth Employment (OYE) approach was first used during OYE project in Mozambique, Rwanda and Tanzania in partnership with Mastercard Foundation and SDC. To date OYE has provided (self-) employment for more than 25,000 young people (with 40% young women) between 2013-2018. Currently we are using the methodology in several other countries, including Mali, Niger and Ethiopia, with several new projects lined up for

implementation in new countries in Sub-Saharan Africa. We will be glad to share what we are learning, what works and does not work in youth employment space since we have started using our OYE approach in 2013.

We look forward to interacting with you in the coming days - hearing your experience and your contribution. Your active participation can contribute and lead to an engaging, fruitful deliberations and fun filled event.

With very best wishes,

Tom Derksen
Managing Director, Energy and Youth

2019 OYE International Conference

SNV's Opportunity for Youth Employment (OYE) approach acts as the missing link between disadvantaged young people and labour markets - our experience has shown that even in fragile contexts such as the Sahel, market-based approaches coupled with youth ownership can be a very effective approach. Attendees at the International Opportunity for Youth Employment Conference will get an overview of the specific youth employment approaches that SNV has been implementing for the past 6 years in a number of countries in Sub Saharan Africa, including in Mali, where SNV is implementing the EJOM project in partnership with ICCO, WASTE and APEJ funded by the EU-TF. Come, learn and share with fellow development practitioners and young people from various countries across sub-Saharan Africa.

The EJOM project is made possible by:



Ministry of Foreign Affairs of the Netherlands



Conference Agenda

Day 1: Thursday October 17, 2019

8.30 – 9.30 hrs	Arrivals and registration			
9.00 hrs	Welcome Remarks and Introduction	Master of Ceremony: Dédé Faconam d'Almeida, say Célia		
9.00 – 10.30hrs	Keynote address & Opening Plenary <i>Market-based Youth employment initiatives In Sub Saharan Africa</i>	<p>Speakers:</p> <ul style="list-style-type: none"> • Mme Djire Mariame Diallo, Mayor of the Commune • Harm Duiker, country director Mali, SNV Video EJOM project • Kudakwashe Dhliwayo, youth entrepreneur, Zimbabwe • Adbou Karimou Maiga, secretary-general National Youth Council • Tom Derksen, SNV Global Managing Director Energy and Youth • Musical intermezzo by Master SOUMI (Rappeur/Slameur) • Mr. Bart Ouvry, Ambassador EU, delegation of the European Union • Mr. Jolke Oppewal, Ambassador of the Kingdom of the Netherlands <p>Key note speaker: Me Jean Claude Sidibe, Minister of Employment and Vocational Training</p>		
10.30 – 11.30hrs	Youth Marketplace and coffee <i>Display of youth entrepreneurship, innovation and improved socio-economic perspectives</i>	<p>Introduction by Célia D'Almeida, provides introduction to the youth market-place</p> <p><i>Ten youth from across Africa will present their products and journey</i></p> <ul style="list-style-type: none"> • Néné Diarra (Agri-business) • Mariam O. Tangara (Agri-business) • Niamoye Traore (Agri-business) • Boubacar Diarra (Agri-business) • Aminata Kane (Agri-business) • Birama Kone (Horticulture) • Coumba Konare (Agroalimentaire) • Bintou Samake (Horticulture) • Kudakwashe Dhliwayo - Zimbabwe • Patrick Sikalinda - Zambia 		
11.30 – 12.00hrs	Plenary session Boosting Youth Access to Labour Markets	<p>Introduction by moderator Alfousseni Sidibé</p> <p>Speaker: Mr Moussadeck Bally, owner of a hotel chain in the Sahel region, Seasoned Businessman</p> <p>Including 11.50 – 12.00 Q&A from the audience</p>		
12.00 – 13.00hrs	Youth round table discussions <i>Voice of the future</i>	<p><i>Youth aspirations and market opportunities introduction by Alfousseni Sidibé</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • Seynabou Dieng Traore, Founder and CEO of Maya LLC, Mali • Mahamadoun Abdoulaye Traore, Co-founder and Managing Director of Sanuva -treatment company of waste, Mali • Sidi Dagnoko, founder and general manager of Spirit Communication, Mali • Moussa Sow, promoter and CEO of the Boubou Sow school complex, Mali • Kudakwashe Dhliwayo - SNV Zimbabwe • Patrick Sikalinda - Zambia • Mohamed Bakari - OYE Tanzania alumni <p>Moderator gives summary of key challenges and opportunities</p>		
13.00 – 14.00hrs	Lunch break and networking			
14.00 – 15.30hrs	Plenary sessions and round table discussions <i>Bridgign the gap between youth and labour markets</i>	<p>"The stakes and challenges of vocational training and integration of young people"</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms Coudy Dia, International technical assistant of the training and integration programme , LuxDev • Ms Madina Dembélé Sissoko National, National Director of vocational Training <table border="0"> <tr> <td> <p>Session 1: Gender equality: conditions for reducing in-equalities in the labour market between young women and young men.</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Roy van der Drift, SNV • Jacqueline Terrillon, SNV </td> <td> <p>Session 2: Complementarity of public and private sector players/stakeholders in promoting and realizing youth inclusive market systems development</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Alfousseni Sidibé, moderator in Mali • Yeshiwork, Tewodros, SNV </td> </tr> </table>	<p>Session 1: Gender equality: conditions for reducing in-equalities in the labour market between young women and young men.</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Roy van der Drift, SNV • Jacqueline Terrillon, SNV 	<p>Session 2: Complementarity of public and private sector players/stakeholders in promoting and realizing youth inclusive market systems development</p> <p>Moderators:</p> <ul style="list-style-type: none"> • Alfousseni Sidibé, moderator in Mali • Yeshiwork, Tewodros, SNV
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15.30 – 16.00hrs	Coffee break and networking			
16.00 – 17.00hrs	Business Plan Pitches <i>Youth from across Africa will present their business plan to a panel jury</i>	<p>Moderator: Georges Akibode, Network Facilitator, AgriProFocus</p> <p>Youth from Mali:</p> <ul style="list-style-type: none"> • Alou Diarra, Horticulture, Mali • Néné Diarra, Agro-business, Mali • Fatoumata Toure, say Mama, packaging and distribution, Mali • Ibrahim Check Ly, Papaya processing, Mali <p>Youth from other countries:</p> <ul style="list-style-type: none"> • Kudakwashe Dhliwayo - Zimbabwe • Patrick Sikalinda - Zambia <p>Feedback from the jury</p>		
17.30hrs	Closing remarks <i>Impressions of day 1</i>	Speaker: Hibaq Dougsiyeh, Communications & Business Development Officer, SNV USA		
18.30 – 21.30hrs	Dinner with cultural dance entertainment			



Day 2: Friday October 18, 2019

8:45 – 9:00hrs	Recap of day 1 by Alfousseni Sidibé		
9.00 – 10:00hrs	Plenary session <i>Funding the future - creating mechanisms to boost/grow the youth entrepreneurship in the Sahel Region</i>	Speaker: <ul style="list-style-type: none"> • Corine Salinas – International Aid/Cooperation Officer – Programme Manager Fonds fiduciaire d'urgence pour l'Afrique/ Emergency Trust Fund for stability in Africa, European Union • Hamidou Dicko, General Director of the National Guarantee Fund for the Private Sector 	
10.00 – 10.30hrs	Plenary session <i>Youth access to finance</i>	Moderator: Cloffas Nyagumbo, SNV Zimbabwe Speakers: Yetnayet Girmaw, agriculture sector leader Ethiopia, SNV - Youth access to finance – the facts Other speakers: <ul style="list-style-type: none"> • Mohamed Bakari, OYE alumnus, Tanzania • Mariam O. Tangara, Agri-entrepreneur, Mali • Hassim Alphagalo, Agri-entrepreneur, Mali 	
10.30 – 11.00hrs	Break	Networking and coffee break	
11.00 – 12.30hrs	Breakout Sessions	Session 1: How can young people themselves generate and create access to finance? Moderators: <ul style="list-style-type: none"> • Alfousseni Sidibé, SNV Mali • Emma Long'udu, SNV Tanzania 	Session 2: Access through diversification - Linking formal and informal financial markets Moderators: <ul style="list-style-type: none"> • Alassane Konate, SNV Mali • Yetnayet Girmaw, SNV Ethiopia
12.30 – 13.00hrs	Plenary session	Reporting back on parallel sessions	
13.00 – 14.00hrs	Lunch break		
14.00 – 15.00hrs	Closing ceremony	Master of Ceremony: Célia D'Almeida Speakers: <ul style="list-style-type: none"> • Laouali Satta, project manager EJOM project, SNV in Mali • Kudakwashe Dhliwayo - SNV Zimbabwe • Mohamed Yahya Taleb Ibrahim, President of the National Youth Council, Mauritania • Jean Muthamia-Mwenda, Global Youth Coordinator, SNV • Mr. Bart Ouvry, Ambassador of the EU, Delegation of the European Union 	
	Closing remarks	Me Jean Claude Sidibe, Minister of Employment and Vocational Training	
15.00hrs	Closing Performance	Master SOUMI (Rappeur/Slameur)	





About the Value Chain Development and Youth Employment in Mali (EJOM) project

Made possible by the European Union with co-funding by the Netherlands embassy in Mali, the consortium (ICCO, WASTE, APEJ and SNV) stimulates economic development and stability by creating (self)- employment opportunities in the horticulture, waste management, agri-business and handi-craft sectors in the Koulikoro, Kayes, Gao regions and Bamako. The consortium partners select young people and provide training on life and business skills as well as good horticultural practices. We also develop horticulture value chains and agribusiness SMEs, to grow local employment and business opportunities. Until mid-2021, the project will train 8,620 young people, including 2,586 women and 1,293 returnees and create 6,472 jobs.



About Opportunities for Youth Employment

SNV's Opportunities for Youth Employment (OYE) uses a market-based approach to go beyond training to match young people to meaningful employment opportunities.

The challenge

In many developing countries more than half of young people do not have a job or are underemployed. Not using the capabilities of young people hampers economic growth and may lead to social instability.

Our product

We help young people to find meaningful employment by leveraging our network of companies in agriculture, energy and WASH to provide vocational training, on-the-job learning, and concrete employment opportunities. We help young people to fulfil their entrepreneurial aspirations by developing their skills and knowledge through training, facilitating access to money, and by coaching them in leadership and business skills.

Our Opportunities for Youth Employment approach consists of the following elements:

- Push: We train young people on basis business, life and leadership skills.
- Match: We match youth with practical skills training opportunities and apprenticeships.
- Pull: We guide trained young people towards employment options. We support them to access credit through peer savings and lending associations

Our results

We have a strong track record of developing and delivering sustainable and effective youth unemployment solutions. The OYE approach is currently used in project in seven countries, with more on the way. More than 25,000 young people have enrolled in one of our youth employment projects.

For all the latest information and speaker profiles:
www.snv.org/2019OYE-IC

Implementing consortium partners:

