



Impact
that matters

Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) project



Project Background

The current global food supply chain emits a third of the world's greenhouse gases and increasingly places yields at risk due to the effects of climate change. In addition, 75.1% of Kenya's population of 47.5million are below 35 years of age with the youth unemployment rate at 14.2%. Agrifood systems offer a high potential for employment and entrepreneurship to absorb more than 1 million young people entering the labour market annually in Kenya.

However agriculture is yet to fully exploit the potential of young people and remains largely unattractive despite efforts in schools with extracurricular clubs and other investments.

Through the Engaging Kenyan Youth in Agriculture and Nutrition (EKYAN) programme funded by the Government of Netherlands, this partnership will build skills and facilitate access to finance and market opportunities in agripreneurship enabling youth to start a business in agriculture or transition into the job market. At least 3,200 youth entrepreneurs, across Kirinyaga, Kisumu, Busia and Samburu counties, will have the opportunity to earn a decent livelihood as agripreneurs, thereof 50% are women and all are from out of school settings.

This initiative aligns with the UN Sustainable Development Goals addressing youth unemployment and fostering sustainable economic growth through green training and jobs. The agriculture sector presents substantial employment opportunities for young people, contributing significantly to agricultural growth and food security in Kenya.

The EKYAN Partnership

UNICEF Generation Unlimited, will provide expertise in youth economic empowerment, focusing on creating opportunities for young people to engage meaningfully in the workforce. **SNV** will bring its decades of experience in rural development and sustainable agri-food systems, ensuring impactful and resilient agricultural practices.

Proportion Global will leverage on its human-centred design to create relevant, youth-focused training programs, while **ASSEK (Association of Startup and SME Enablers of Kenya)** will connect youth with local innovation hubs and networks, expanding their entrepreneurial reach and support. Together, these organisations will deliver a comprehensive approach to youth empowerment, sustainability, and economic growth.

Donor: UNICEF

Implementor: SNV

Partners: Proportion Global, ASSEK

Project Budget: USD 800,000

Project Location: Busia, Kirinyaga, Kisumu & Samburu

Duration: 10/2024 - 09/2025



Project Objectives

- 1 To develop an evidence-based youth engagement strategy that improves access to learning opportunities for young women and men.
- 2 To enhance youth entrepreneurship and career readiness for agribusiness models and agri-value chains for improved livelihoods and household nutrition.
- 3 To enhance access to functional and sustainable market opportunities and market-enabling systems for young women and men.
- 4 To empower young women and men to become investment-ready through enhanced access to inclusive finance.



Links to market opportunities

The project will facilitate participation of youth in county agricultural fairs and marketing events to showcase their products and meet with producers, off-takers and service providers.

Starter kits for select young agripreneurs will be facilitated in collaboration with SMEs and other companies to support stable access to market for the young agripreneurs.



Entrepreneurial and career readiness

The trainings are based on SNV's Youth Employment and Entrepreneurship curriculum. A total of 30 Trainer of Trainers will be trained on the curriculum and provided with the tools to conduct trainings for 3,200 young people. All entrepreneurs will receive coaching and mentorship support throughout the year.



Youth engagement strategy

The project will create a youth engagement strategy using evidence-based human-centered design and a gender and social inclusion analysis. A needs assessment will guide training and coaching for out-of-school, unemployed youth (18-35), marginalized groups (including young mothers and persons with disabilities), and small-scale formal/informal youth groups.



Access to inclusive finance

Youth will be supported in establishing and improving Village Saving, Loan Associations and accessing SACCOs or banks, the project will pilot the Chomoka platform, a digital saving scheme platform, in one county to assess the viability and interest of young agripreneurs to use such a platform to enhance their savings and ability to invest in a business.

For more Information

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