



Food and Agriculture  
Organization of the  
United Nations

RURAL EMPLOYMENT

Integrated Country  
Approach (ICA) for  
boosting decent  
jobs for youth  
in the agrifood  
system

# Baseline Survey Report



Integrated Country Approach (ICA)  
for boosting decent jobs for youth in  
the agrifood system

# Baseline Survey Report

by Hitomi Ho and Ileana Grandelis



Required citation:

Ho, H & Grandelis, I. 2023. *Integrated Country Approach (ICA) for boosting decent jobs for youth in the agrifood system – Baseline Survey Report*. Rome, FAO. <https://doi.org/10.4060/cc7031en>

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ISBN 978-92-5-138001-7

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# Acknowledgements

This report was developed in the context of the FAO project “Integrated Country Approach (ICA) for boosting decent jobs for youth in the agrifood system” (2019–2023), funded by the Swedish International Development Cooperation Agency (Sida), and currently implemented in Guatemala, Kenya, Rwanda, Senegal, and Uganda.

The authors would like to give special thanks to ICA national coordinators and consultants from the FAO country offices for their significant support on data collection and in reviewing this report, namely, Mario Hernández and Nelson Hernández in Guatemala, Rolando Mora Herwig, Andrew Mwaura, Simon Ndungu, and Steven Oketch in Kenya, Caritas Kayilisa and Albert Nsanzimana in Rwanda, Oumar Syll and Mor Tine in Senegal, and Edward Tanyima in Uganda.

The authors would also like to extend their thanks to Peter Wobst, the ICA budget holder, and other members of the Inclusive Rural Transformation and Gender Equality Division (ESP), in particular Benjamin Davis, Marwan Benali and Nicholas Sitko, for their feedback and insights.

Special thanks are also due to Tumwebaze Khamutima and Mawejje Harbert from the Young Farmers Champions Network (YOFCHAN) and the Young Farmers' Federation of Uganda (UNYFA), for the significant support they provided for data collection in Uganda.

Finally, the authors would like to thank all the young entrepreneurs and groups who kindly provided their time and information for this process.

# Abbreviations and acronyms

<b>ADIJE</b>	Asociación de Desarrollo Integral De Jóvenes Emprendedores
<b>AWAN Afrika</b>	African Women Agribusiness Network
<b>BDS</b>	business development services
<b>COOPEVA</b>	Cooperativa Integral de Comercialización Emprendedores del Valle
<b>FAO</b>	Food and Agriculture Organization of the United Nations
<b>GAF</b>	Green Agribusiness Fund
<b>GIZ</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit
<b>ICA</b>	Integrated Country Approach
<b>ICT</b>	information and communication technology
<b>IHP</b>	Initiatives Hors Plateforme
<b>LoA</b>	Letter of Agreement
<b>MIJA</b>	Modèle d'Insertion et d'installation des Jeunes Agripreneurs
<b>M&amp;E</b>	monitoring and evaluation
<b>MTR</b>	mid-term review
<b>OSH</b>	occupational safety and health
<b>PPE</b>	Personal Protective Equipment
<b>PPP</b>	purchasing power parity
<b>RAPEA</b>	Réseau Africain pour la Promotion de l'Entrepreneuriat Agricole
<b>Sd</b>	Standard deviation
<b>Sida</b>	Swedish International Development Cooperation Agency
<b>ToC</b>	theory of change
<b>YOFCHAN</b>	Young Farmers Champions Network
<b>YC</b>	Youth champion
<b>YIYA</b>	Youth Inspiring Youth in Agriculture
<b>UNYFA</b>	Young Farmers' Federation of Uganda
<b>VC</b>	value chain







# Executive summary

Since 2011, the Food and Agriculture Organization of the United Nations (FAO) has implemented the project Integrated Country Approach (ICA) for boosting decent jobs for youth in the agrifood system, during three subsequent phases and in a total of seven countries. **The ICA, which has primarily been funded by the Swedish International Development Cooperation Agency (Sida), is currently in its third phase (2019–2023) and is operating in Guatemala, Kenya, Rwanda, Senegal and Uganda.**

Between 2020 and 2021, as part of the ICA monitoring and evaluation (M&E) efforts, baseline surveys were conducted in all ICA countries with the targeted youth beneficiaries (both individuals and groups) of the project pilot models implemented in the field. This report brings together the information collected across the five ICA countries through the ICA baseline surveys, which have some degree of uniformity but also country specificities due to contextual factors, differences in pilot design and specific challenges emerged during the COVID-19 pandemic.

The information presented in this report has already been used for the design and adjustment of the project strategy in each ICA country and will be key to assessing the project's progress and results. It is now also published as a consolidated report to foster information sharing across countries, highlight common challenges and lessons learned from the data collection process, and possibly inspire other similar youth employment interventions on the basis of the lessons learned from the ICA baselines and the changes that they induced for the overall theory of change (ToC) of the project.

The ICA baseline surveys provide an in-depth understanding of the socioeconomic situation of the beneficiaries of the ICA pilot models before

receiving support, the characteristics of their agribusinesses, as well as of their access to information and communication technology (ICT), finance and training.

Overall, 1 673 youth, of which 703 women, as well as 131 groups, are reflected as respondents in this baseline survey report. The survey was administered to all the youth mapped or pre-identified as potential beneficiaries of the ICA pilot models before the start of the actual support.

Some general features emerged from the country comparisons, namely:

- **The age of the youth** benefiting from ICA pilot models for training and agripreneurship development ranges from 19 to 35 years old, with the average age for men being 28.6 and for women 27.9 years old.
- **The level of education of respondents is not homogenous across the five ICA countries.** In Guatemala and Kenya, the majority have a high school diploma; in Rwanda and Senegal they are in between; while in Uganda, the majority are university graduates.
- **The majority of respondents (60 to 90 percent) are individual entrepreneurs in Guatemala, Rwanda and Uganda,** while in Kenya, a mix of entrepreneurs and cooperative members; and in Senegal, they are a mix of entrepreneurs, unemployed youth and family workers.
- **The vast majority of respondents (88 percent) engage in the production node of the agricultural value chain (VC),** followed by distribution (19 percent), and processing (17 percent). There are respondents who engage in multiple nodes of the VC.

- **The business registration status varies largely by country and gender**, from zero percent in Guatemala for both men and women, to 78 percent for men in Uganda. Except for Guatemala, where no business was registered, the registration rate is higher for male-owned than for female-owned enterprises across countries.
- **Across countries, female-owned enterprises are younger than male-owned ones**, and women have less access to networks and organizations compared to men.
- **On average, men hire more permanent workers than women**: men have on average 5.6 permanent employees and women have 4.3 permanent employees.
- **Women representation is less than half of permanent employees, whereas youth representation is high at over 60 percent of total permanent employees.**
- The average number of temporary or seasonal employees of respondent entrepreneurs is about three times higher than the number of permanent employees.
- **Across countries, men seem to have higher access to training than women.** Commonly received trainings topics are the same for both genders, with crop management being the most common, followed by livestock management in Kenya and record keeping in Rwanda and Uganda.
- **Across ICA countries, the demand for support for financial access and linkages** is consistently high for both men and women.

The report summarizes the **main challenges emerged during data collection and analysis** (i.e. poor internet connectivity among youth, complexity and length of questionnaires and inconsistencies across countries), along with possible ways to overcome those challenges in the future.

Finally, the report concludes with **proposed recommendations for the further implementation of the ICA project and other similar initiatives**. While the report does not respond to a scientific research effort and remains limited to the internal M&E efforts of a given project, some of its insights are considered of potential relevance for other similar initiatives. These include: the need to focus on comprehensive support to youth agripreneurs; the importance of including activities or strategies specifically targeted at young women to fill existing gender gaps; the suggestion to harness organizations and networks to support youth financial inclusion; and the need for complementary actions to support very vulnerable youth, based on the evidence that agripreneurship and champions' oriented initiatives, like the ICA project, tend to target youth with various capacity gaps and aspects of vulnerability but that are already active in agrifood systems and therefore usually not among the most vulnerable, inactive or ultra-poor youth.



## SECTION 1

# Introduction

The youth population (15 to 24 years old) has reached the unprecedented figure of 1.2 billion, accounting for 15 percent of the world's population (or 2.4 billion accounting for 31 percent when adopting the 15 to 35 age range). Almost 85 percent of youth live in the developing regions (UNDESA, 2022). The high number of youth represents an enormous potential and should be harnessed as a demographic dividend. Yet, globally, youth are three times as likely as adults to be unemployed and are overrepresented among the most vulnerable categories of workers.

Since 2011, FAO has implemented the project Integrated Country Approach (ICA)<sup>1</sup> for boosting

decent jobs for youth in the agrifood system. The project assists countries in developing more youth-inclusive and employment-centred agrifood system development policies and programmes. Strong emphasis is placed on job creation and entrepreneurship development, but also on the quality of jobs in the sector. **The ICA, which is mainly financed by the Swedish International Development Cooperation Agency (Sida), is currently in its third phase (2019–2023) and is operating in Guatemala, Kenya, Rwanda, Senegal and Uganda.** The project became operationally active on 31 December 2018, and will end on 30 June 2023. It should be noted that for Guatemala, Senegal and Uganda, this phase of the project was planned as a *consolidation phase* of the previous one (2015–2018), while Kenya and Rwanda were new ICA countries.

The ICA project has established a simple monitoring and evaluation (M&E) system, including beneficiaries' lists, baseline surveys conducted with the main beneficiaries, and activity logs. The information from the baseline surveys, which is presented in this report, has already been used at country level for the design and adjustment of the project strategy and will

<sup>1</sup> The ICA project proposes an integrated approach structured in five main outputs: 1. Inception phase, mappings and priority setting; 2. Knowledge generation for evidence base policy development; 3. Awareness raising and capacity development for youth-inclusive and employment-centred planning; 4. Policy and programme development; and 5. Boosting FAO tools and internal capacity to promote youth employment in agrifood systems in a gender-sensitive manner. The expected outcome is that the targeted countries adopt and implement youth-focused, gender and decent-work-sensitive agrifood systems development policies, strategies and corresponding programmes. A summary of the project strategy in this third phase is available here: <http://www.fao.org/3/cb0278en/cb0278en.pdf>.

be key to assessing the project's progress and results. In particular, a follow-up assessment, including midline survey, individual interviews and focus group discussions, have been implemented in some of the ICA countries about two years after the start of the interventions. The baseline will also inform the final evaluation of the project in its assessment of the responsiveness of the project strategy to the demands of its targeted beneficiaries.

In particular, the baseline surveys were used to collect information on ICA beneficiaries' demographics, employment status, income, skills level, access to finance, markets and Information and Communication Technology (ICT), as well as training and job creation.

This baseline report provides detailed information on target methodologies of ICA's field activities, and a descriptive analysis of the situation and characteristics of youth beneficiaries served by ICA prior to receiving the support of the project. The report brings together the information collected across the five ICA countries through the ICA baselines, which have some degree of uniformity, but also country specificities due to contextual factors, differences in pilot design and specific challenges emerged.

Finally, the report highlights common challenges and lessons learned from the data collection process to possibly inspire other similar youth employment interventions.





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## SECTION 2

# Objectives of the ICA baseline surveys and report

The overall aim of the ICA baseline surveys is to enhance project design based on youth needs and measure the effectiveness of ICA activities. More specifically, the ICA baseline surveys have four specific project-related objectives:

### 1. Enhance project design by assessing youth needs, validating the project's theory of change and responding to it.

Baseline surveys help ICA identify the needs of its youth beneficiaries and inform the project design and its country adaptations to best respond to it. For this purpose, the information presented in this report has already been used for the design and adjustment of the project strategy in each ICA country. It influenced how the specific field country activities were designed and implemented. (See *Section 3 on ICA conceptual approach and ToC.*)

### 2. Serve as a starting point for comparison purposes in subsequent assessment exercises to measure effects or changes induced by ICA on final beneficiaries.

Collected data of the youth individuals and enterprises serve as a starting point for strengthening their businesses and capacities and represent a reference for future assessments of the effects of the project.

### 3. Strengthen and systematize the project's M&E efforts.

Baseline surveys help collect comprehensive data on ICA beneficiaries and generate beneficiaries' databases that serve as a critical information source for the project M&E system, across its design, implementation and evaluation phases. Standardized online surveys allow systematic data collection with less data errors and will enable ICA to scale up data collection in future.

#### 4. Cross-country comparisons of the youth status.

This report represents the first attempt to collect and analyse beneficiaries' data collected from all five ICA countries with a certain degree of uniformity. This activity will enable cross-country comparisons of ICA beneficiaries and help identify their commonalities and differences.

For a broader audience, this report is also expected to stimulate a discussion on targeting strategies of youth agripreneurship interventions on the basis of the ICA case study, including

information on different types of field activities, methodologies for targeting and identifying beneficiary youth and groups, challenges emerged during the process, lessons learned, and information on the actual profile of final beneficiaries resulting from the implemented selection processes.

As regards the direct contribution of the baselines to the project M&E system, it should be noted that the indicators and targets in the original M&E system of the ICA project were chosen to monitor change at a higher policy and programmatic level. *Table 1* lists the main

TABLE 1

#### Main targets of the ICA project by level of results, as per original project document

RESULTS CHAIN	INDICATORS AND TARGETS
<b>Impact</b>	By 2030, youth employment rates, earnings and working conditions in the rural areas are enhanced, leading to reduced poverty and distress migration
<b>Project Outcome:</b> The targeted countries adopt and implement youth-focused, gender and decent-work-sensitive agrifood systems development policies, strategies and corresponding programmes	<p>All targeted countries have a policy or strategy in force, at least partially funded and implemented, which promotes the engagement of youth in agrifood system development</p> <p>All targeted countries have a regular youth-inclusive programmatic coordination mechanism in place to promote the engagement of youth in agrifood system development</p>
<b>Output 1: Inception phase</b>	<p>A set of policy priorities related to youth in agrifood systems is formally agreed (or reconfirmed) with project counterparts</p> <p>Multi-stakeholder project task forces or TWGs are formally established</p>
<b>Output 2: Knowledge generation</b>	<p>At least 2 knowledge products developed per country to address the gaps assessed during the inception phase</p> <p>All countries have at disposal evidence for value chain (VC) prioritization towards youth employment promotion</p>
<b>Output 3: Awareness raising and capacity development</b>	<p>Stakeholders in the agrifood system have enhanced capacities to promote youth engagement in agrifood systems, including for VC assessment, advocacy, planning and M&amp;E</p> <p>At least 3 organizations per country representing rural youth empowered to participate in policy dialogue around agrifood systems</p>
<b>Output 4: Policy and programme development</b>	<p>At least 1 policy or strategic process supported per country</p> <p>At least 1 large-scale programmatic effort technically supported per country, with a territorial focus</p>
<b>Output 5: Tools and internal capacity</b>	FAO Regional offices for Africa and Latin America and the Caribbean, as well as subregional and country offices where the project is implemented have strengthened capacities related to decent rural employment implementation

Source: Authors' own elaboration based on the ICA project document.

targets of the project by level of results. This choice was driven by the fact that the ICA project mainly aims to enhance policy dialogues and development, as well as programmatic efforts for youth in agrifood systems. The field activities in support of employment and agripreneurship with direct youth beneficiaries under the project are implemented only at a pilot scale, with the aim to contribute to the design and implementation of large-scale programmatic effort under Output 4: Policy and programme development. (See Box 2 for more details on the implementation of pilot models under ICA.)

While the project's original M&E system in the project document had not specified indicators to monitor the effects of ICA pilots on the final youth beneficiaries, the ICA team agreed internally to look into a set of specific indicators for that purpose. These indicators are reported in Table 2 and the baselines and midline surveys have been designed taking those into account.

A summary of the main M&E strategy milestones for the pilot field activities is described in Box 1.

TABLE 2

### Main indicators chosen by the ICA project team to monitor the effects of the country level pilots

PRIORITIZED EFFECTS TO BE MONITORED	SELECTED INDICATORS
<b>Effects on youth empowerment and skills development</b>	<ul style="list-style-type: none"> <li>■ Level of youth skills in agricultural technical aspects and agribusiness</li> <li>■ Level of confidence to defend own ideas</li> <li>■ Level of youth digital inclusion</li> </ul>
<b>Effects on youth business practices and growth</b>	<ul style="list-style-type: none"> <li>■ Business status (e.g. business remains operational after the intervention for mid to long term)</li> <li>■ Uptake of enhanced business practices (e.g. bookkeeping, business plan)</li> <li>■ Level of business revenues and youth agripreneurs' incomes</li> </ul>
<b>Effects on youth engagement and contribution to community development</b>	<ul style="list-style-type: none"> <li>■ Level of formalization/business registration</li> <li>■ Level of employment generation and working condition of employees</li> </ul>
<b>Effects on youth access to finance</b>	<ul style="list-style-type: none"> <li>■ Number of training opportunities generated for other youth</li> <li>■ Other contributions to community development (e.g. offering market to local producers)</li> </ul>
<b>Effects on groups (e.g. youth organizations, cooperatives)</b>	<ul style="list-style-type: none"> <li>■ Youth enhance their access to finance for their agribusiness activities</li> </ul>
	<ul style="list-style-type: none"> <li>■ Level of formalization (e.g. registration, availability of business or strategic plan and marketing agreements)</li> <li>■ Service offerings to group members (e.g. training, marketing support)</li> </ul>

Source: Authors' own elaboration based on the M&E framework of the ICA project.

### Box. 1 Main ICA project M&E milestones for the pilot field activities



■ **Design stage and indicators selection:**

At design and inception stage, the ICA project has established a simple M&E system, including Outputs and Outcome indicators (see Table 1), templates for beneficiaries' lists, baseline surveys, and activity logs. Indicators for monitoring the effects of the pilot field activities on the youth beneficiaries have also been agreed upon (see Table 2).

■ **Baselines for the beneficiaries of the field pilots:** As soon as the project field pilots were designed and the project beneficiaries identified (usually during the second or third year of each country implementation, as presented in Box 1), baselines surveys were conducted with all youth beneficiaries, in partnership with FAO country offices.

■ **Mid-term review and midline survey and assessments:** A broad mid-term review (MTR) of the ICA project implementation was conducted in partnership with the FAO Office of Evaluation (OED) in 2021. The MTR looked at the entire scope of the ICA project and not only at the field pilots. It employed a mixed-methods approach using qualitative and quantitative data collection methods, including document review, focus group discussions and key informant interviews that included the participation of 100

ICA stakeholders from five countries and multiple FAO offices, as well as an online survey that included 118 ICA stakeholders, including youth themselves and their organizations. In addition, the project planned to conduct a specific midline survey two years after the start of the interventions with all the youth beneficiaries of the field pilots that had completed the baseline survey. The latter was conducted in 2022 in Guatemala and Uganda and complemented with focus group discussions and individual interviews. The process could not be conducted in Senegal due to limited capacity of the FAO country office to support the exercise. For Kenya and Rwanda, which initiated the implementation of pilot activities only in 2022, a similar process should be planned for 2024.

■ **Final evaluation:** The final evaluation of the ICA project will be conducted in the first semester of 2023, under the lead of the FAO OED. An impact assessment is not foreseen, and the final evaluation is expected to look at the entire scope of the ICA project and not only at the field pilots. However, it is expected that the information contained in the baseline and midline surveys will inform the final evaluation in its assessment of the responsiveness of the project strategy to the demands of its targeted beneficiaries.





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## SECTION 3

# ICA conceptual approach and theory of change

The conceptual approach and original design of the ICA project was informed by evidence and literature on youth agripreneurship and overall engagement in the agrifood sector, including existing impact evaluation studies. The core negative and positive factors identified as problems and opportunities, as well as available evidence of successful approaches, are synthesized below.

**The high share of youth in the global population – 1.2 billion youth, mainly living in Africa, Asia and Latin America (UNDESA, 2022) – represents a potential demographic dividend to be harnessed.** For this, youth need to be adequately skilled and decent employment opportunities made available to them.

**Nevertheless, the efforts in this regard are not adequate enough. Widespread unemployment**

**and underemployment affect the youth more than the general population.** Youth are three times more likely than adults to be unemployed, with a global youth unemployment rate of 15.6 percent, corresponding to 75 million youth. Also, more than one-fifth of young people globally are not in employment, education or training (NEET). Across all regions, young women are especially overrepresented in the NEET category due to a variety of gender-related factors, including sociocultural norms and practices. The youth informality rate is also much higher than that of adults, at 78 percent compared to 58 percent (ILO, 2022). Rural youth are particularly disadvantaged; when compared with their urban peers, they are four times more likely to work as unpaid family workers and 40 percent more likely to engage in casual work without a contract (ILO, 2019).



**More and better jobs are therefore needed for the rural youth and evidence suggests that the agrifood sector, both upstream and downstream, does represent a sector of opportunities for them, not yet fully harnessed.** This is due to the increasing demand for agrifood products linked to increasing population, urbanization and change of consumption patterns. Rapid urbanization combined with a rising middle class is increasing domestic demand for diversified processed food in Africa. This growing demand is currently being met by food imports, estimated at about USD 30 billion annually. Much of the imported food could be produced and processed locally while creating jobs for young people (World Bank, 2020).

**Better jobs are generally created in the process of economic transformation, usually in modern and productive enterprises. However, in low- and lower-middle-income countries, less developed private sectors limit the number of wage jobs on offer. It is expected that wage employment will absorb only a small share of the job seekers over the coming 10 to 15 years (Beegle and Christiansen, 2019). In those contexts, absorbing the surplus labour by supporting youth in creating their own employment has to be part of the solution.** This also translates in promoting and supporting youth agripreneurship as a provider of jobs and livelihoods, both with regard to opportunity entrepreneurs and informal, household enterprises initiated from necessity and due to the absence of formal unemployment insurance (Beegle and Christiansen, 2019). Youth are also more likely to employ young workers than their adult counterparts (FAO, 2019). Therefore, supporting young agripreneurs is expected to make a significant contribution to employment generation for other youth.

**For youth to start their business, they need access to finance, but also agribusiness support, education and training, mentorship and connections to professional networks (FAO, 2019). Specific to agricultural, they also need inputs, land, markets, and tools (Townsend et al., 2017).** Further, digital technologies and

online networks can play an important role to support young entrepreneurs in launching, sustaining, or expanding their agribusinesses. While in the African region over 60 percent of the youth population remain offline (ITU, 2021), most AgTech companies, start-ups and digital platforms are owned by young people: in Kenya, a leading country in this sector, the average age of AgTech firm owners is 33 (ODI, 2020). Other essential factors for entrepreneurs to thrive include social capital such as networks of individuals and groups that facilitate coordination for mutual benefit (Westlunch and Bolton, 2003). In addition, entrepreneurial mindset is critical; a high degree of self-confidence for instance, along with other factors, is significantly associated with entrepreneurial innovativeness (Koellinger, 2008).

Yet, youth still face many challenges in accessing those inputs, the needed skills and related support services they need to successfully engage: many rural youth are not equipped with the right employability skills or the skills they need to set-up a business, including business mindset, negotiation, etc. (Fox and Gandhi, 2021). Young women are even less likely than young men to become entrepreneurs, partly due to cultural and societal barriers in some countries, but also to lack of necessary business and entrepreneurship skills. They often end up in smaller informal businesses and income generating activities, mainly in lower value added services (FAO-CTA-IFAD, 2014). Overall, low incomes and poor working conditions in agriculture and rural areas as a whole, associated with limited access to productive resources and decision making, often build negative perceptions about agriculture for youth (FAO-CTA-IFAD, 2014). Studies provide evidence of youth abandoning agriculture in search of better livelihoods, with lack of land being a predominant forcing factor (Bezu and Holden 2014; White, 2012). However, there is also evidence indicating that youth would be interested in engaging in the sector and investing in their territories if basic conditions (e.g. finance and land) are provided (FAO, 2019).



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**Given the above and to design its theory of change (ToC), the ICA project adopted a participatory approach, engaging with representatives of youth organizations, FAO country offices and national stakeholders. Further, existing studies were analysed that had already evaluated the impact of youth employment programmes on socioeconomic indicators.** Most notably, Kluve *et al.* conducted a systematic review of 113 studies up to 2015. They categorized youth employment programmes in four categories: 1) skills training (e.g. technical and business skills to improve youth employability and facilitate transition into the labour market); 2) entrepreneurship promotion (e.g. provide entrepreneurial skills as well as financial, physical and social capital for youth becoming self-employed); 3) subsidized employment programmes (e.g. public employment); and 4) employment services (e.g. job placement and job search assistance).

The study concluded that positive effects were observed especially in the first two categories (skills training and entrepreneurship promotion) on employment, earnings, and business performance. Instead, in the latter two categories (subsidized employment and employment services), the effect was negligible or observed only in a specific context. The study also found strong evidence that programmes that integrate multiple interventions are more likely to succeed because they are better able to respond to the different needs of beneficiaries. Finally, it pointed out that programmes have been more successful in middle- and low-income countries, thus targeting more vulnerable youth – low incomes, low-skilled, (Kluve *et al.*, 2016).

**More recent studies reported positive effects of youth employment programmes that provided long-term entrepreneurship training (3 weeks to 9 months), often in combination with other**

**types of entrepreneurial support including the provision of finance, input or land, as well as linkages to financial providers.** For instance, the Fadama Graduate Unemployed Youth and Women Support programme in Nigeria provided four-week training on agripreneurship, as well as seed capital for young unemployed graduates, which led to the improvement in average income of participants (Adeyanju *et al.*, 2021). A three-week mini-MBA programme focusing on hard and soft skills training for high school students in Uganda also reported increases in earning for participants in the 3.5-year follow-up (Chioda *et al.*, 2021). A nine-month entrepreneurship training programme combined with job placement, business start-up support, and formation of savings groups and other support in Tanzania also reported strong positive

effects on employment outcomes (Krausea *et al.*, 2016). In Nigeria, training for a period of three to nine months combined with the provision of land, storage facilities, and inputs led to the gainful employment of participants, intended as employment with a minimum sustainable amount of money a young person earns monthly (Bello *et al.*, 2016). A meta-analysis of McKenzie that assessed recent studies after 2014 also concluded that business training is effective in increasing profits and sales of businesses by five to 10 percent. The study also pointed that for improving effectiveness of traditional training, some alternative approaches were found effective, including gender-oriented training for women, use of peers or mentors, and personal initiative training that aims to develop a proactive entrepreneurial mindset (McKenzie, 2020).

**On the other hand, programmes that focused only on the provision of finance, the provision of finance with short-term training, or employment service had no notable effect on beneficiaries' socioeconomic indicators in the long term.** For instance, a combination of 2-day training on business skills and USD 2 500 loan at low interest rate and no collateral requirement in Uganda reported no significant impact on participants' socioeconomic outcomes in income and employment (International Initiative for Impact Evaluation, 2020). A programme in Ethiopia to compare the effect of two types of support: a provision of USD 300 grant for self-employment and a job placement in an industrial firm, reported that the effect was only observed in the short-term (the first year), but no long-term effect was observed for either intervention after five years (Blattman, 2022).

**To summarize, recent existing evidence indicates that youth employment programmes that offer long-term training often with other entrepreneurship support can lead to the improvement of socioeconomic indicators of youth in income and employment, whereas short-term training, provision of finance only, or job placement only does not help improve the youth**





**socioeconomic situation. Such analysis was integrated in the participatory development of the ICA ToC, aiming therefore to the maximum extent to support and accompany youth beneficiaries over a long period of time, within the frame of holistic packages of support, including facilitation of access to finance. Additional empowerment and networking components were also included in the approach, to guarantee its sustainability.**

**Given the above, the specific ToC of the ICA field activities in support of youth agripreneurship, as per original design, assumed the following:**

[...] If we provide interested young women and men or youth-led groups, who are carefully selected for their dynamism, entrepreneurial potential and commitment to sustainable agripreneurship and community development, with adequate market-driven training (including on mindset change to look at agriculture as a business), visibility, networking and group cooperation support, associated with mentoring on business practices, formalization and how to access financial options, [...] then those youth will manage to start or improve more sustainable individual or group businesses in the agrifood sector, improving their incomes and livelihoods, bringing new energy and dynamism in the sector and contributing to its overall rejuvenation, while also better coordinating with other youth to influence policy making, and offering inspiration, empowerment or employment opportunities to other youth in their communities as well, [...] because they will be more equipped to be productively engaged, more visible to institutions and therefore better supported, more sensitized to do it in a sustainable way and more committed to contribute to broader development objectives as well, like supporting other more vulnerable youth.

The latter is translated in the choice of indicators presented in Table 2, along the main areas of: *Effects on youth empowerment and skills development; Effects on youth business practices and growth; Effects on youth engagement and contribution to community development; Effects*

*on youth access to finance; Effects on groups (e.g. cooperatives, youth organizations).*

An additional expected effect of the pilot implementation is the increased awareness and commitment of policy makers, local governments and other stakeholders in supporting the productive and meaningful engagement of youth in agrifood systems, based on the recognition of their potential. This effect at the institutional level is not analyzed in this specific report but remains very relevant for the project overall ToC.



**With regard to the target beneficiaries, the ICA original aspiration was to target mainly poor, but market-oriented rural young producers or micro-small entrepreneurs involved in small-scale processing, input supply and marketing.** These were expected to be youth with already some skills and limited access to productive resources that need additional support to sustainably lift themselves out of poverty and access decent jobs. For this group, incentives to formalize and access business development services (BDS) was expected to be particularly important as well as guaranteeing a lead role to the private sector in the identification of profitable solutions for youth inclusiveness in VC.

The very poor and unskilled rural youth unemployed or underemployed were not among the main target groups for the agripreneurship support, but the project planned to assess and give visibility to their needs in the policy dialogue and strategy development activities of the project. Similarly, the urban and rural small

and medium enterprises, better established, and led by graduated youth already involved in the creation of modern agribusiness was considered a secondary target of the project, for activities related to incubation, coaching and marketing support, when FAO had the comparative advantage in the country. The plan was to engage those businesses as champions and private sector partners of the project, especially given their role in acting as intermediaries/pullers and service providers (inputs, knowledge, mechanization, etc.) between market-oriented producers and large agro-industries and/or wholesalers. Finally, the project aimed at equal **participation of young women.**

The concluding section of this report, Section 10, reflects on how the baseline data collection aligned with the assumptions in the ICA ToC and on the modifications that were introduced in the country activities to better address some of the insights emerged through the baseline process.





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## SECTION 4

# Methodology

## 4.1 Timing of data collection

The ICA baseline surveys provide an in-depth understanding of the socioeconomic situation of the beneficiaries of the ICA pilot models before receiving support, as well as of the characteristics of their agribusiness, access to ICT, finance,

and training. (See Box 2 for more details on the implementation of pilot models under the ICA project.)

Data were collected in 2020 and 2021 in Guatemala, Senegal and Uganda, and in 2022 for the majority of Kenya and Rwanda. Variances by country were due to the difference in the timing

FIGURE 1

Timeline of ICA data collection and pilot activities

YEAR		2020				2021				2022				2023	
Quarter		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Senegal	Data collection		X												
	Pilot activities														
Guatemala	Data collection				X										
	Pilot activities														
Uganda	Data collection						X		X						
	Pilot activities														
Kenya	Data collection							X					X		
	Pilot activities														
Rwanda	Data collection						X						X		
	Pilot activities														

of activities. In Kenya and Rwanda, new ICA countries that joined the project for the first time in the current third phase, baseline data were collected only in 2022 since the pilot activities were postponed due to COVID-19 and other delays. The timeline of the data collection and pilot activities is described in Figure 1.

**Across the five countries between 2020 and June 2023, the project supported more than 1 800 youth through the pilot models tested.** It should be noted that the youth addressed in the baseline surveys are exclusively the youth benefiting from the field, pilot-level, and component of the ICA project, which complements the knowledge generation, advocacy and policy support components.

## 4.2 Sampling and related limitations

The baseline surveys were administered to all the youth in the five countries mapped or pre-identified as potential beneficiaries of the ICA pilot models, before the start of the actual support. Some of those youth were however finally not retained among the actual beneficiaries due to different reasons (i.e. unavailability for specific dates of training). Also, through the implementation of activities, FAO country offices added new beneficiaries in addition to those initially mapped, either because new opportunities for support emerged jointly with other partners

### Box 2. ICA pilot models



The ICA project leverages a set of FAO's core functions, namely policy and strategy advice, technical support and capacity development, knowledge generation, partnerships, as well as advocacy and communication. The entire approach is geared towards sustainable policy change and places emphasis on strengthening the capacities of national institutions responsible for agriculture and labour to promote decent rural employment, including through private-public partnerships and multi-stakeholder mechanisms.

Each ICA country project has a three- or four-year implementation period. In every country adaptation, the knowledge generation, advocacy and policy efforts implemented during the first two years of the project inform and are complemented with the piloting of innovative programmatic approaches for skills development, mentoring and incubation, financial and digital inclusion, and /or youth-centred public-private partnerships along the VC. Examples are the *Modèle d'Insertion et d'installation des Jeunes Agripreneurs (MIJA)* rural entrepreneurship platforms in Senegal or the *Youth Inspiring Youth in Agriculture (YIYA)* initiative in Uganda.

The pilot field activities usually follow the previous phases, since they are informed by the knowledge generated and the gaps identified. For this reason, they are usually implemented only in the second half of the project schedule, usually during its third and/or fourth year.

Each pilot is designed together with the main government counterpart of the project, depending on countries' specific needs or ongoing country efforts that need further support. Youth organizations are engaged as much as possible as co-implementers, while also benefitting from the interventions.

The overall cost of the pilot interventions has been of approximately USD 250 000 per country, reaching an average of 200–300 beneficiaries per country.

The main objective of the pilots' implementation is to identify lessons learned, partnerships and implementation modalities to inform further scaling-up while advocating for overall attention to youth engagement and employment in agrifood systems.

therefore enlarging the final number of beneficiaries or because substitutions were made, for instance, to complete planned activities. This caused a discrepancy between the youth respondents to the baseline survey and the actual beneficiaries, with the coverage rate across five ICA countries at 47 percent.<sup>2</sup>

Two types of beneficiaries were targeted in the baseline surveys: 1) **individual youth** who are entrepreneurs, members of cooperatives and other types of youth; and 2) **youth groups** such as associations, cooperatives, and enterprises. (See Table 3 for an overview of field pilots and selection criteria of beneficiaries.) Ensuring equal gender representation in the surveys' respondents was not always possible and young women represent 42 percent of overall respondents. This is a fairly comparable share to the actual participation of young women among the project beneficiaries (43 percent). The project did not manage to achieve full gender equality, in spite of the best efforts of FAO country offices to ensure a balanced representation (i.e. by providing extra points to women in the competitive selection process), young men outnumbered young women in all ICA countries (i.e. due to lack of suitable women candidates for specific activities or calls).

In this report, the data are disaggregated by gender, which makes it possible to measure the situation of both men and women in each of the aspects studied, as well as to make visible eventual gender gaps. The possibility of choosing "other gender" or "prefer not to answer" option was also offered.

### 4.3 Ethical considerations

The participation in the baseline surveys was voluntary. Respondents were given the possibility to stop answering the survey at any time. At the beginning of the survey, respondents were asked to confirm if they wanted to proceed with the survey, based on basic information provided that 1) the survey was developed and administrated by FAO; 2) the survey contained personal questions (e.g. contact and income), as well as questions on their agribusiness; and 3) the responses were going to be used only for the purpose of the programme design and evaluation, and would not be disclosed in association with names. The survey data were then used only when respondents gave an informed consent, and they were able to opt out at any point of the survey. In addition, when respondents were reluctant to disclose their personal information, they were given an option "do not answer" or "99" so that they could opt out from answering questions they did not want to answer to. Collected data are stored in a secured place to which only authors of the study have access.

<sup>2</sup> For the component of this discrepancy caused by beneficiaries' last minutes substitutions or increased numbers of youth beneficiaries added after the baseline data collection process, it is not expected that respondents differ substantially from the actual beneficiaries, given the fact that the newly embarked youth were usually from the same communities or groups. For the component of this discrepancy that is related instead to pre-identified beneficiaries not responding to the baseline survey, it can be assumed that the baselines process (conducted only online in some countries) might have favoured youth that were better connected to the internet or in possession of individual smartphones and in general better off than others (e.g. in the case of Uganda, where a progressive modular approach was piloted, with youth getting access to incremental components of support based on their business readiness, it was noted that more established entrepreneurs responded to the baseline survey more than more vulnerable ones). A possible bias towards more connected and better-off respondents should therefore be considered.

TABLE 3

## Overview of field pilots and selection criteria of beneficiaries

Country	GUATEMALA	KENYA	RWANDA
Focus of the pilot	Holistic rural youth entrepreneurs' support	VC oriented support, with focus on feed and fodder production, tree nurseries for mango and avocado; aquaculture; and integrated pest management.	VC oriented support with focus on tomato and passion fruit value chains
Partners	Ministry of Economy (MINECO), youth organizations, local financial cooperative Buenabaj, local incubators or training centers like Grupo Enlace, ECO or ADAM	Kakamega and Siaya county governments; Kenya Agricultural and Livestock Research Organization (KALRO); Equity Bank; Kenya Climate Innovation Center (KCIC); youth organizations; Youth Enterprise Fund, GIZ, Agricultural Sector Development Programme Phase II (ASDP II); AWAN Afrika.	Ministry of Agriculture (MINAGRI), Ministry of Youth and Culture (MYCULTURE), Rwanda Youth in Agribusiness Forum (RYAF), Kilimo Trust (KT); JR Farms; AWAN Afrika.
Total youth beneficiaries	Around 350 youth (50% women; 77% Indigenous), as agripreneurs or members of 16 youth groups or cooperatives, located in 4 Departments (Huehuetenango, Quetzaltenandgo, San Marcos, and Totonicapán).	Around 60 groups and 430 individual youth (42% women) supported in Siaya and Kakamega; 31 women trained by AWAN. Under the Champions initiative, 62 youth trained, of which 23 awarded for incubation at KCIC and 23 women to receive digital business skills in 2023.	Around 100 youth (36% women) benefitted from trainings; 29 women trained by AWAN; 64 trained under the Green Agribusiness Fund (GAF) Academy ; and additional 150 will benefit from trainings and marketing support in tomato and passion fruit in 2023
Support provided	Entrepreneurial and technical trainings; marketing, innovation and value addition; digital access through Chisparural.GT and related trainings; access to finance; group consolidation.	Technical trainings, financial literacy and facilitation, input support; leadership and agribusiness skills. For champions, BDS and marketing (using ILO Start Up Your Business approach).	Fit for finance trainings, business support and market linkages; leadership and agribusiness skills by AWAN, and agricultural technical trainings by KT; support to youth networks.
Selection criteria for beneficiaries	<p><b>Identification:</b> Call issued through national partners in 2017 for the individual agripreneurs inherited from the previous ICA phase. Additional beneficiaries were identified through partners, FAO projects and youth organizations.</p> <p><b>Minimum requirements:</b> Live and work in Guatemala; age 20–30 for the ones selected in 2017, 18–35 for the remaining ones; with basic education.</p> <p><b>Selection criteria:</b> motivation, including for community development; entrepreneurial and champion attitude; initial experience</p>	<p><b>Identification:</b> Call issued through KCIC for the champions. Other beneficiaries were identified through partners, county governments and youth organizations.</p> <p><b>Minimum requirements:</b> live and work in Kenya prioritized counties; age 18–35; already engaged in the prioritized value chains; for champions minimum 3 years in operation.</p> <p><b>Selection criteria:</b> entrepreneurial attitude; availability for trainings; for champions: growth potential; evidence of innovation, value addition and/or contribution to sustainability and inclusivity.</p>	<p><b>Identification:</b> Beneficiaries were identified in partnership with RYAF. For GAF Academy and Fit for finance trainings, calls for application were issued.</p> <p><b>Minimum requirements:</b> For online trainings, connectivity and understanding of English; for GAF Academy, being a registered enterprise; live and work in Rwanda; engagement in tomato and passion fruit; age 18–35.</p> <p><b>Selection criteria:</b> entrepreneurial attitude; availability for trainings; For GAF- Academy: extent of environmental and social sustainability.</p>
Notes	The baseline covered agripreneurs (49) and groups (9) benefiting from the previous ICA phase, given the consolidation focus of the current phase. Support was then extended to new beneficiaries, which were not covered in the baseline.		Around 64 youth that received the GAF Academy trainings are not covered in the baseline report.



Country	SENEGAL	UGANDA
Focus of the pilot	Modèle d'Insertion et d'installation des Jeunes Agripreneurs (MIJA) platforms model, which as a network of rural hubs for training, incubation and agribusiness support See MIJA brochure <a href="#">here</a>	Youth Inspiring Youth in Agriculture (YIYA) See brochure <a href="#">here</a> See video <a href="#">here</a>
Partners	Ministry of Youth, Agence Nationale pour la Promotion de l'Emploi des Jeunes (ANPEJ) Youth organizations like RAPEA.	Ministry of Agriculture, Animal Industry and Fisheries; National Farmers' Leadership Centre (NFLC); Ministry of Gender, Labour and Social Development; Makerere University Business School (MUBS); Uganda Development Bank (UDB); Young Farmers Champions Network (YOFCHAN) and Uganda National Young Farmers Association (UNYFA); JR Farms; African Women in Agribusiness Network (AWAN Afrika).
Total youth beneficiaries	3 MIJA platforms operational in Leona, Mbilor and Silane; 20 trainers trained.  143 youth (30% women), trained on the platforms, including 18 return migrants, 65 young producers, and 60 already active young agripreneurs operating in the platforms' surroundings.	270 youth champions (YCs) (33% women) awarded, of which 128 received 1 week training at NFLC; top 50 YCs incubated by MUBS as potential UDB customers and 85 trained on bankability; top 8 YCs received in-kind awards for the value of about USD 850; and 27 women being trained by AWAN; and 32 trained under the GAF Academy led by JR Farms.
Support provided	Training and incubation package (including on horticulture, poultry, cattle fattening, and aquaculture), as well as on entrepreneurship, decent work and marketing; inputs' provision, formalization of youth networks.	Visibility through awards, fairs and regional events; formalization of youth networks; trainings at NFLC on mindset change and agribusiness; incubation or training by MUBS on financial literacy and facilitation of access to finance; and by AWAN on leadership and agribusiness skills.
Selection criteria for beneficiaries	<b>Identification:</b> Online call for application issued by ANPEJ. Some youth were automatically retained since installed on the pre-existing platforms that ICA "enhanced" (around 30). Final selection by formal local committees. Identification through youth organizations for the agripreneurs connected to the platforms.  <b>Minimum requirements:</b> age 18–35; availability for trainings; 30% quota for young women.  <b>Selection criteria:</b> motivation and entrepreneurial attitude; professional and academic background; additional points for: women/migrants; unemployed; French-speaking; high level studies; basic training on agriculture and experience.	<b>Identification:</b> Online call for application issued by youth organizations. Possibility to apply online or through local offices. Final selection by appointed YIYA judges.  <b>Minimum requirements:</b> Be living and working in Uganda; age 18–35; previous involvement in agriculture and agribusiness  <b>Selection criteria:</b> interest and motivation, including for community development and environmental sustainability; entrepreneurial and champion attitude (e.g. interest in mentoring other youth); employment creation potential; previous training on agriculture and years of activity in the sector.
Notes	75 young women subsequently trained on agriprocessing techniques, but not included in the baseline report.  500 youth trained in partnership with a Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)-led project using the MIJA approach, but not included in the baseline results.	Around 32 youth that received the GAF trainings are not covered in the baseline report.



## 4.4 Data collection and analysis tool

Online questionnaires have been developed using KoboToolbox, except for Guatemala.

KoboToolbox is a free and open source, and most of its users are people working in humanitarian crises, as well as aid professionals and researchers working in developing countries. Both online and offline data collection is enabled through phones, tablets or any browser using either through a survey link or through KoBoCollect App on Android devices and Enketo on any modern browser. More information on KoboToolbox is available at <https://www.kobotoolbox.org/#home>. The team has considered other survey collection tools, particularly Survey Solutions developed by the World Bank but decided to use KoboToolbox since the majority of FAO country offices were already familiar with it.

In Guatemala, based on the practice in place at the Guatemala FAO Country Office, another application was used to call beneficiaries and record data simultaneously: Survey Generation System and Baseline - Patz'ok sa 'jumpaat (Easy Survey). The system allows to configure surveys from both a web and mobile environment. Surveys can be supported by mobile devices to work in online mode or offline. The influence of the different data collection software used is minimal.

Statistical software, Stata, was used for data cleaning and analysis.

The team used a hybrid method for data collection, meaning a combination of spontaneous survey filling by beneficiaries and data collection by enumerators. The method enabled to accommodate variance in the internet connectivity and the capacity of beneficiaries while ensuring the efficient use of time and resources. In each country, an online survey link was distributed to beneficiaries, either by email or by WhatsApp, and those who were able to respond



at their capacity filled the survey spontaneously, whereas beneficiaries with challenges to accessing the internet and/or understanding the questions were guided by the ICA country teams. In Guatemala and Senegal, enumerators were recruited and used tablets or cell phones to conduct the survey. They were fluent in the local language and were provided with an induction. In Kenya, Rwanda and Uganda, surveys were implemented with support by FAO Country Offices and partnering youth organizations, without recruiting dedicated enumerators.

Two of the ICA countries, Guatemala and Senegal, developed country-level baseline survey reports (unpublished) with descriptive data analysis, background, and an overview of the technical assistance provided. Information from both reports has been integrated into this baseline survey report. In Kenya, Rwanda and Uganda, data cleaning, validation, and analysis were handled by FAO headquarters and no separate reports were developed.

## 4.5 Survey instruments

Mainly two types of questionnaires were developed in cooperation with country offices and used for surveys: a questionnaire for individual entrepreneurs/beneficiaries, and a questionnaire for groups, such as associations and cooperatives. The estimated response time per survey was 30 to 45 minutes. Questionnaires were similar across countries, but with variations to consider of cultural or country specificities. The differences in the surveys and data collection method led to some discrepancies in data, disabling their symmetric comparison. Thus, in this report, comparable data are presented in Section 6, and other data are presented in the respective country snapshots in Section 8. (See Table 4 below for the respective topics covered. The respective questionnaires are in the annex.)

TABLE 4

**Topics covered in the baseline questionnaires (individuals and groups)**

QUESTIONNAIRE FOR INDIVIDUALS	QUESTIONNAIRE FOR GROUPS
<ol style="list-style-type: none"> <li>1. Demographics</li> <li>2. ICT use</li> <li>3. Working Experience, Skills and Access to Organizations</li> <li>4. Role in Agribusiness</li> <li>5. Migration</li> <li>6. Agribusiness (sector in value chain, product, revenue, cost, profit) and employment (n. of permanent/temporary employees, average wage)</li> <li>7. Income</li> <li>8. Access to finance</li> <li>9. Influence on other youth and community</li> </ol>	<ol style="list-style-type: none"> <li>1. General information</li> <li>2. Services provided</li> <li>3. Membership</li> <li>4. Organizational structure and Governance</li> <li>5. Administration and control</li> <li>6. Equipment and infrastructure</li> <li>7. Communication logistics</li> <li>8. Strategic alliances</li> <li>9. Institutional needs</li> </ol>









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## SECTION 5

# Overview of survey respondents

A total of 1 673 individual youth responded the survey, of which 42 percent were young women. Although the overall coverage rate of survey respondents to ICA beneficiaries remains at 47 percent due to the limitation described in the

previous section, women's representation is fairly comparable with that in ICA overall individual beneficiaries at 43 percent. The breakdown of individual respondents by country is shown below.

TABLE 5

**Survey respondents (individuals and groups) by country and gender**

Country	INDIVIDUALS					GROUPS	
	Man	Woman	Other	Total	Coverage* (respondents/ beneficiaries)	N	Coverage (respondents/ beneficiaries)
Guatemala	31	18	0	49	33%	9	56%
Kenya	669	511	2	1 182	56%	122	98%
Rwanda	83	77	1	161	47%	-	
Senegal	88	14	0	102	43%	-	
Uganda	96	83	0	179	54%	-	
Total	967	703	3	1 673	47%		

\* Members of groups covered by group surveys are excluded from the calculation since their information is collectively covered by group surveys.

Source: Authors' own elaboration.

Furthermore, nine groups in Guatemala and 122 groups in Kenya responded to the survey. In Senegal and Uganda, ICA implemented the pilot only with individual agripreneurs so groups were not surveyed. In Rwanda, while the programme did work with both groups and individuals, baselines were only conducted with the members of the groups and not with the groups' management, so through the individual survey. The latter was justified by the nature of support activities prioritized in Rwanda, which were expected to benefit group members individually.

The number of individual respondents is substantially higher in Kenya than in the other countries. This is because in Kenya, ICA invested in supporting many small local groups and the survey was distributed to all their members as individuals. In Guatemala, where ICA also works with groups and cooperatives, it was initially decided to have the groups responding only to the baseline group survey, through their managers and focusing on generic information of the organization, and not to the individual survey.

The approach was subsequently reconsidered for the midline survey, where both managers and individuals were surveyed in all countries.





## SECTION 6

# Survey results (individuals)

This section consists of an overview of results of key indicators across the five ICA countries. In-depth statistics of each country is provided in the Section 8, Country snapshots.

## 6.1 Demographics of individual respondents

**On average, ICA individual beneficiaries are 28.3 years old.** Women are slightly younger (at 27.9 years old) than men (at 28.6 years old). The minimum age of respondents is 19.4 years old, and the maximum age is 35.7 years old.

TABLE 6  
Average age of respondents (in years) by country and gender

		GUATEMALA	KENYA	RWANDA	SENEGAL	UGANDA	TOTAL
Man	mean	26.8	28.5	28.3	28.7	30.3	28.6
	Standard deviation (sd)	3	4.3	3.7	3.5	3.6	4.1
	N	31	656	81	87	95	950
Woman	mean	27.9	28	27.4	28	27.7	27.9
	sd	4	4.5	3.8	2.9	4	4.3
	N	18	498	75	13	81	685
Other	mean	.	29.3	23.5	.	.	27.4
	sd	.	9.4	0	.	.	7.5
	N	0	2	1	0	0	3
Total	mean	27.2	28.3	27.8	28.6	29.1	28.3
	sd	3.4	4.4	3.7	3.4	4	4.2
	N	49	1 156	157	100	176	1 638

Source: Authors' own elaboration.



**The level of education of respondents is not homogenous across the five ICA countries.** In Uganda, the majority of respondents (83 percent of men and 77 percent of women) are university graduates, while in Guatemala, the majority have a high school degree. The beneficiaries in Kenya, Rwanda and Senegal have a more balanced distribution. It is likely that the differences depend on how beneficiaries were identified based on the objectives of each country pilot.

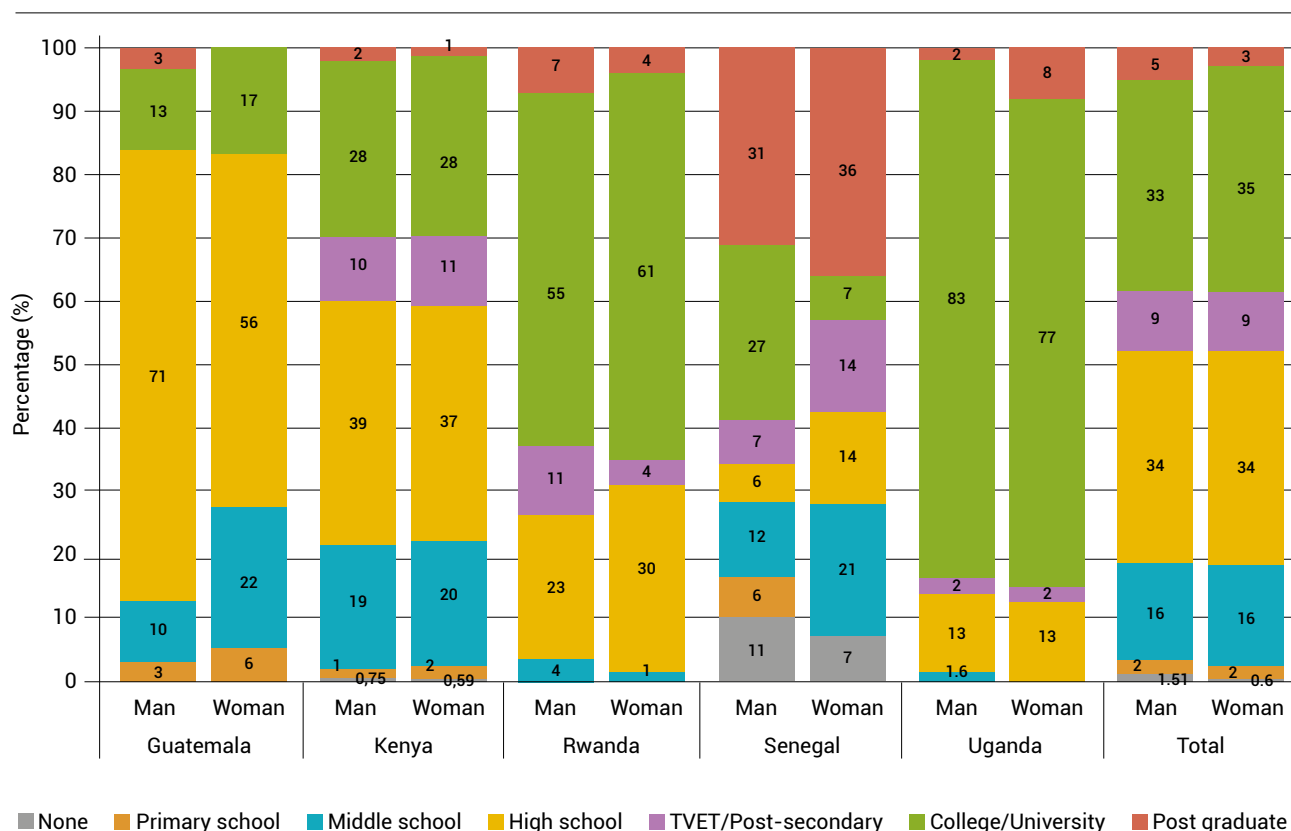
In Uganda, beneficiaries were selected to be champions in agriculture, through a competitive call for application at the national level. In Kenya, Rwanda and Senegal combined approaches were adopted, mixing calls for application with mapping of individual beneficiaries or groups through youth networks and local partners based

on their engagement in specific VCs, but not necessarily on a competitive basis. In Guatemala, a similar combined approach was adopted, with the lower education levels possibly due to the lower rates of university graduates in the rural communities targeted.<sup>3</sup>

The difference in educational attainment by gender is relatively small, and not statistically significant in all the countries.

<sup>3</sup> In Guatemala, the disparity of the level of education in urban and rural area is large. In rural areas, the completion rate of the upper secondary education (equivalent to high school in this report) is 15 percent while in urban areas it is 41 percent (UNICEF, 2022).

FIGURE 2  
Highest level of education completed, by country and gender (percentage)



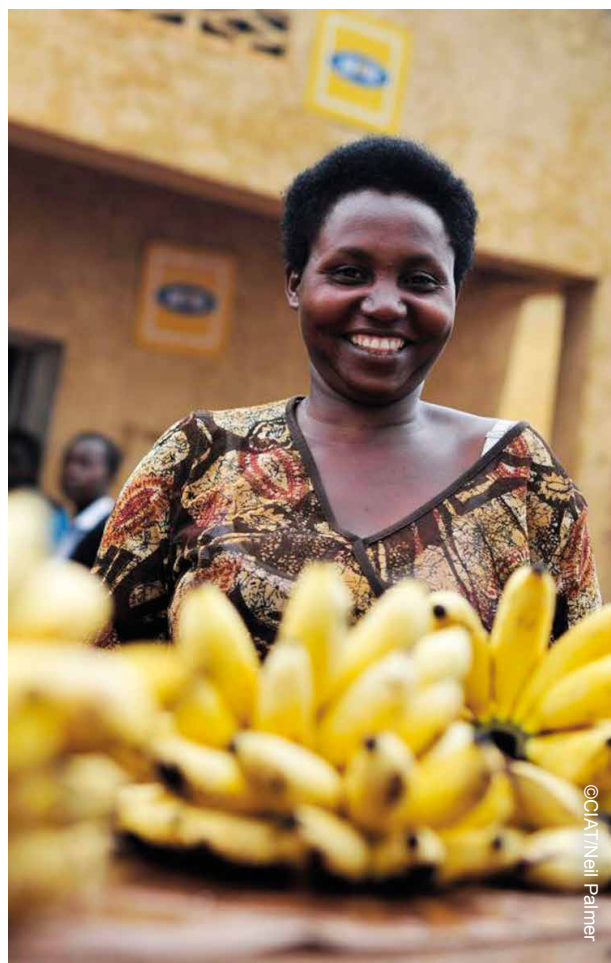
Source: Authors' own elaboration.

**The majority of respondents in Kenya, Rwanda and Uganda<sup>4</sup> are from families that own land.**

This could work favorably for youth to start agribusiness. The table below shows the main assets owned by the respondents' families.<sup>5</sup> In Kenya and Uganda, more than half of respondents' families own livestock, in addition to land. Average number of types of asset is 2.8 in Kenya, 2.2 in Rwanda and 3.4 in Uganda. Given that lack of access to land is a predominant factor for youth abandoning agriculture (Bezu and Holden 2014; White, 2012), the results seem to indicate that the ICA baseline respondents are likely to be better positioned to engage in the sector.

<sup>4</sup> The information on asset ownership was not collected in Guatemala and Senegal.

<sup>5</sup> The list of assets to include in the survey was informed by the Wealth Index of the Demographic and Health Surveys (DHS) (Rutstein *et al.*, 2004), and simplified based on the relevance to agricultural production and the context of ICA countries.



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TABLE 7

**Assets owned by respondents' family when they grew up by country and gender (percentage)**

	Gender	Radio	TV	Refrigerator	Bicycle	Vehicle	Livestock	Land	Average number of types of asset
KENYA	Man	79%	26%	3%	47%	6%	57%	61%	2.8
	Woman	81%	32%	5%	41%	6%	57%	60%	2.8
	Total	80%	29%	4%	45%	6%	57%	60%	2.8
RWANDA	Man	67%	11%	0%	25%	5%	36%	69%	2.1
	Woman	70%	13%	5%	23%	4%	39%	69%	2.2
	Total	69%	12%	2%	25%	4%	38%	69%	2.2
UGANDA	Man	79%	17%	6%	81%	9%	62%	84%	3.4
	Woman	84%	30%	14%	60%	12%	58%	81%	3.4
	Total	81%	23%	10%	71%	11%	60%	83%	3.4

Source: Authors' own elaboration.

## 6.2 Income<sup>6</sup>

**The monthly household income<sup>7</sup> is substantially different by gender in Guatemala and Uganda, with men's median income largely exceeding that of women, and the difference is statistically significant.** In Kenya, there was no significant income gap by gender among the respondents. The median monthly income reported was the lowest in Kenya (USD 83 for both men and women), which could possibly be able to associate with the respondents' lower education attainment compared to other ICA countries.

The income is the highest for men in Guatemala (USD 362). According to the reported monthly household income, the majority of respondents in Kenya, as well as women in Guatemala, would fall under the global poverty line<sup>8</sup>, while in Uganda, the majority would be above the global poverty line. Details are provided in Section 8, country snapshots.

<sup>6</sup> The information was not collected in Senegal.

<sup>7</sup> Monthly household income includes income from agribusiness, other sources, and other family income before subtracting family monthly expenditure.

<sup>8</sup> The latest global poverty lines are USD 2.15/day for low-income countries, USD 3.65/day for lower middle-income countries, and USD 6.85 for upper middle-income countries based on 2017 PPP. Guatemala is an upper middle-income country, while Kenya and Senegal are lower middle income and Uganda and Rwanda are low income countries (World Bank, 2022).

TABLE 8  
Monthly income, by gender and country (current USD)

	Gender	Mean	p50	sd	t	p	N
GUATEMALA	Man	482	362	701	2.04	0.05	31
	Woman	141	123	130			18
KENYA	Man	145	83	308	-0.57	0.19	407
	Woman	159	83	356			299
RWANDA	Man	208	144	178	-1.33	0.19	39
	Woman	306	148	424			38
UGANDA	Man	931	353	1 882	2.20	0.03	39
	Woman	255	198	222			38

Source: Authors' own elaboration.

## 6.3 Value chain node

**Across ICA countries, the majority of respondents engage in the production node of the agricultural VC (79 percent in Senegal to 92 percent in Guatemala).** The second most popular node is distribution,<sup>9</sup> and in Kenya, Rwanda and Uganda, a higher percentage of men than women engage in this node.

On average, respondents engage in more than one node of the VC. In Uganda, the majority of respondents engage in more than two nodes, with the most popular combination of nodes being production and processing. This is possibly because the majority of respondents may have access to land through their families.

<sup>9</sup> Distribution includes sales of products and transportation. Also, this is a multiple answer question, so the total does not add up to 100 percent. Other nodes of value chain (e.g. financial provision, mechanization, ICT and etc.) were also included in the question but due to low percentages of respondents engaging in the nodes, they are omitted in this table.

TABLE 9

### Value chain node and average number of node of value chain by country

Country	Gender	Production	Aggregation	Processing	Distribution	Input provision	Average number of node of value chain
GUATEMALA	Man	93%	3%	13%	0%	10%	1.2
	Woman	89%	0%	12%	0%	6%	1.1
	Total	92%	2%	13%	0%	9%	1.1
KENYA	Man	88%	9%	12%	20%	7%	1.6
	Woman	89%	5%	17%	16%	7%	1.6
	Total	88%	7%	14%	18%	7%	1.6
RWANDA	Man	91%	9%	21%	23%	7%	2.0
	Woman	86%	1%	28%	16%	7%	1.6
	Total	88%	5%	25%	20%	7%	1.8
SENEGAL	Man	82%	12%	18%	18%	0%	1.5
	Woman	50%	50%	0%	50%	0%	2.0
	Total	79%	16%	16%	21%	0%	1.5
UGANDA	Man	92%	15%	33%	34%	22%	2.4
	Woman	88%	13%	31%	18%	10%	1.8
	Total	90%	14%	32%	27%	16%	2.1

Source: Authors' own elaboration.



## 6.4 Agribusiness sector

**The majority of respondents, both men and women, in Rwanda, Senegal and Uganda engage in crop production.** In Kenya, about half of men and women engage in crop and livestock production, respectively.

For crop producers, common crops grown are beans, maize and vegetables including kales, potatoes and tomatoes in Kenya, and passion fruit, potatoes, tomatoes, and other fruits and vegetables in Rwanda. For livestock producers, poultry is the most common in both Kenya and Rwanda, followed by cows in Kenya and pigs in Rwanda.<sup>10</sup>

<sup>10</sup> This information was not collected in Guatemala, Senegal and Uganda.

## 6.5 Employment generation

Across countries, respondents reported to hire permanent employees, except for Guatemala, where all respondents are microentrepreneurs with only few temporary workers in some cases.

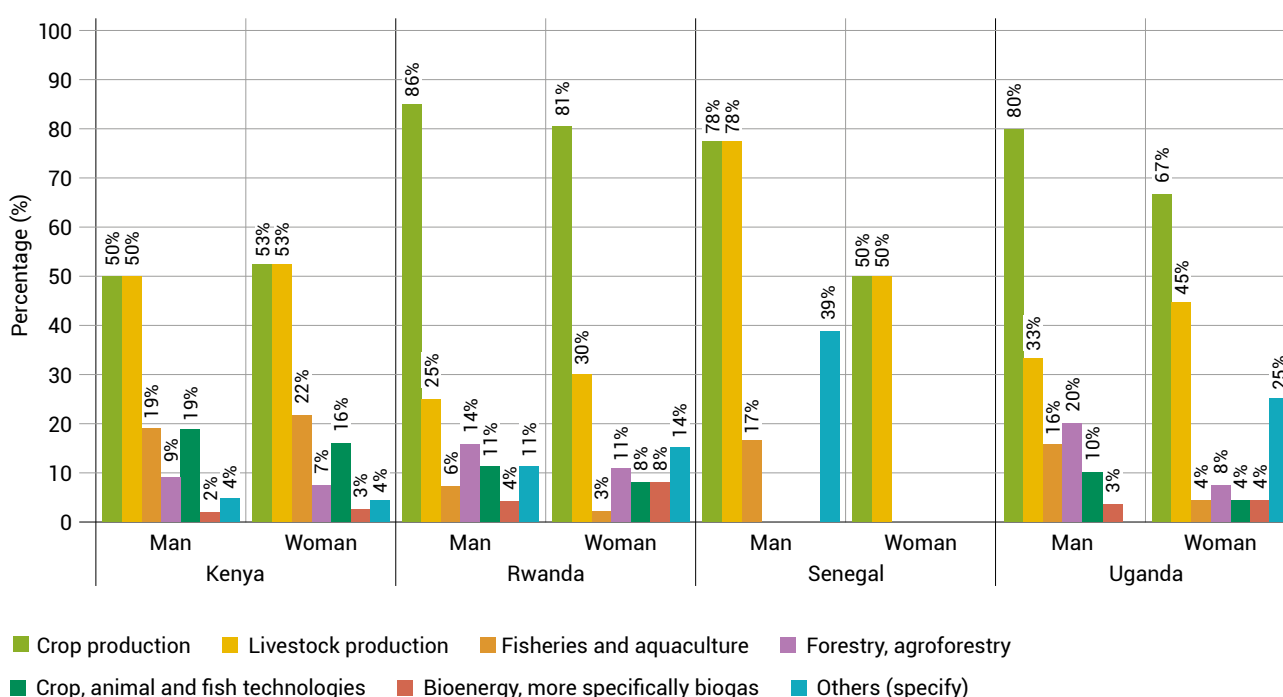
**The majority of surveyed youth-led businesses has less than 10 permanent employees, therefore qualifying as microentrepreneurs.**

**In Uganda, men declared to hire about eight permanent employees on average, followed by 5.6 in Rwanda, four in Kenya, and 3.1 in Senegal.**

In all the countries, except Guatemala where no respondent reported to have permanent employees, men claimed to hire a higher number of permanent employees than their women counterparts did.

**Among permanent employees, women's representation is not strong, especially in businesses owned by men. For example in**

FIGURE 3  
Agricultural subsector by country and gender



Source: Authors' own elaboration.

Uganda, businesses owned by men reported only 2.4 women permanent employees out of the total 8.2 permanent employees (29 percent). The trend is similar in Kenya, Rwanda and Senegal. **On the other hand, representation of youth (under 35 years old) is high**, exceeding 50 percent of the total number of permanent employees in all countries, for both men and women-led businesses.

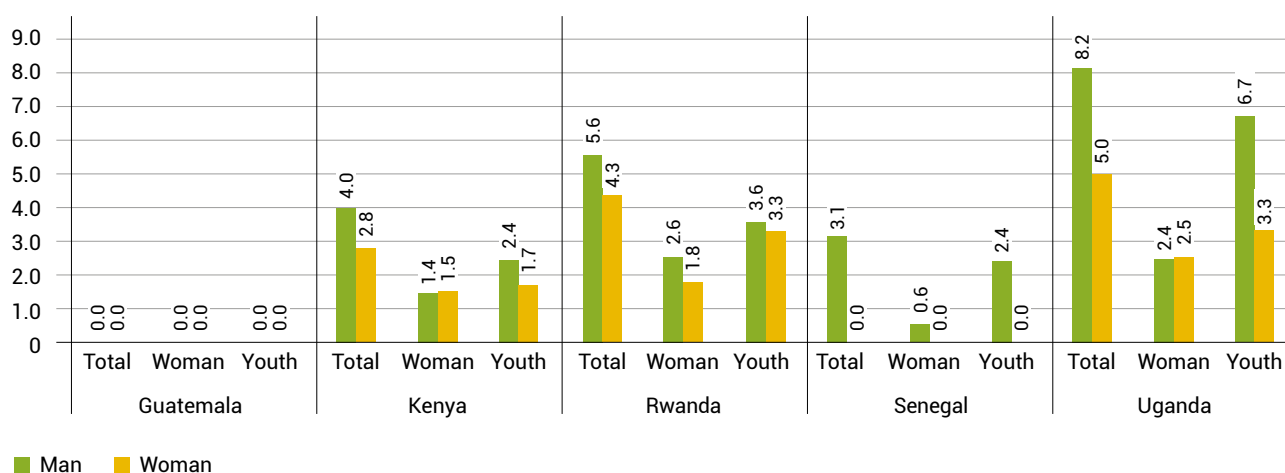
The latter indicates a youth employment generation potential to be harnessed by

supporting youth-led businesses to grow, as well as the need for more gender equality-related awareness raising to address potential gender biases among employers.

The number of temporary employees is the highest in Rwanda, for both men (14.2) and women-led businesses (19.0). In both Kenya and Uganda, men declared to hire around 11 temporary employees, while women declared to hire about eight temporary employees.

FIGURE 4

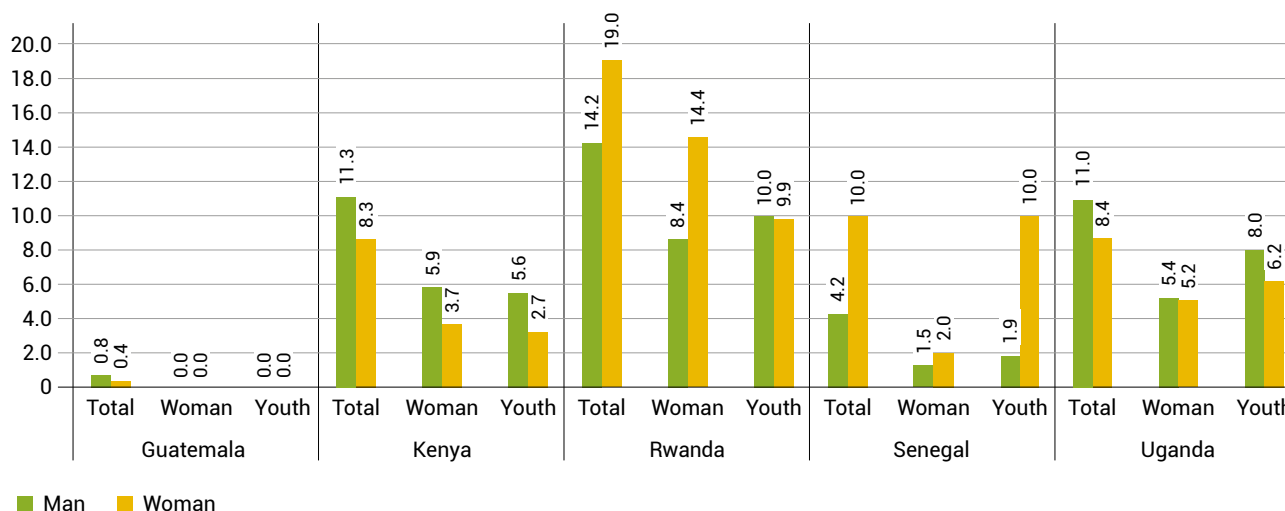
**Number of permanent employees by country, gender of respondents, and demographics of employees (women and youth)**



Source: Authors' own elaboration.

FIGURE 5

**Number of temporary employees by country, gender of respondents, and demographics of employees (women and youth)**



Source: Authors' own elaboration.

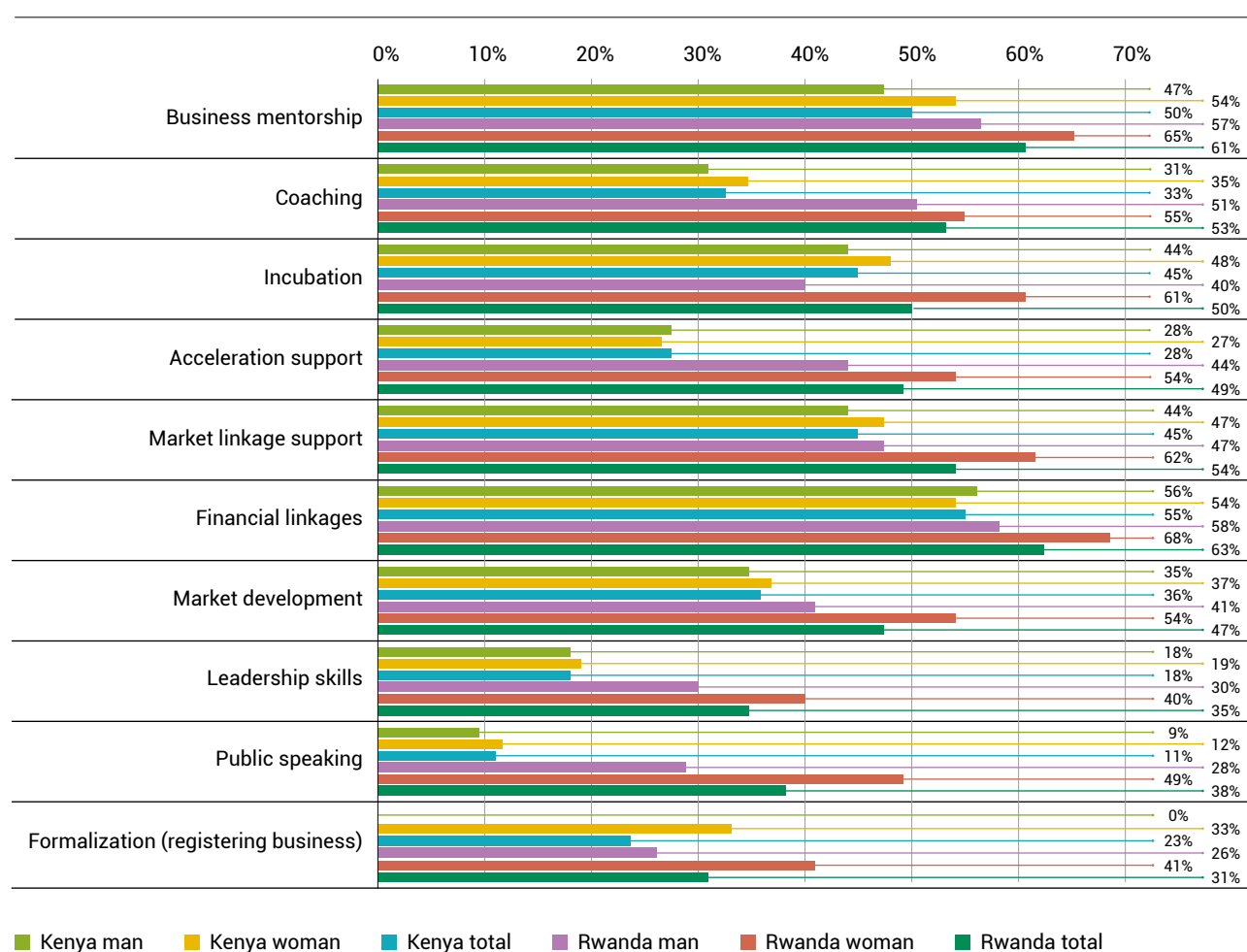
## 6.6 Urgent business and training needs

As regards the urgent business needs, in Kenya and Rwanda,<sup>11</sup> the demand for support for financial linkages and business mentoring is consistently high for both men and women, while the demand for formalization, leadership and public speaking skills support is low. In Kenya, no man demanded support for formalizing their

business, compared to 33 percent of women. In Rwanda, only 31 percent of overall respondents expressed the need for it, which is the lowest across all the topics, being lower for men than for women (26 percent vs 41 percent). In Uganda, the information on urgent training and business needs was collected only from the subgroup of AWAN beneficiaries, who are all young women, and not from the broader group of youth champions. The trend is similar to that in Kenya and Rwanda, with the demand for support on financial linkages being the highest (80 percent), followed by market development (75 percent), and business mentorship (65 percent). Areas with low demand seem to be leadership skills (35 percent) and public speaking (30 percent).

<sup>11</sup> Due to limited availability of data in Senegal and Uganda, the figure presents only Kenya and Rwanda data. In Guatemala, the information on business urgent need was not collected.

FIGURE 6  
Urgent business need by country and gender



Source: Authors' own elaboration.

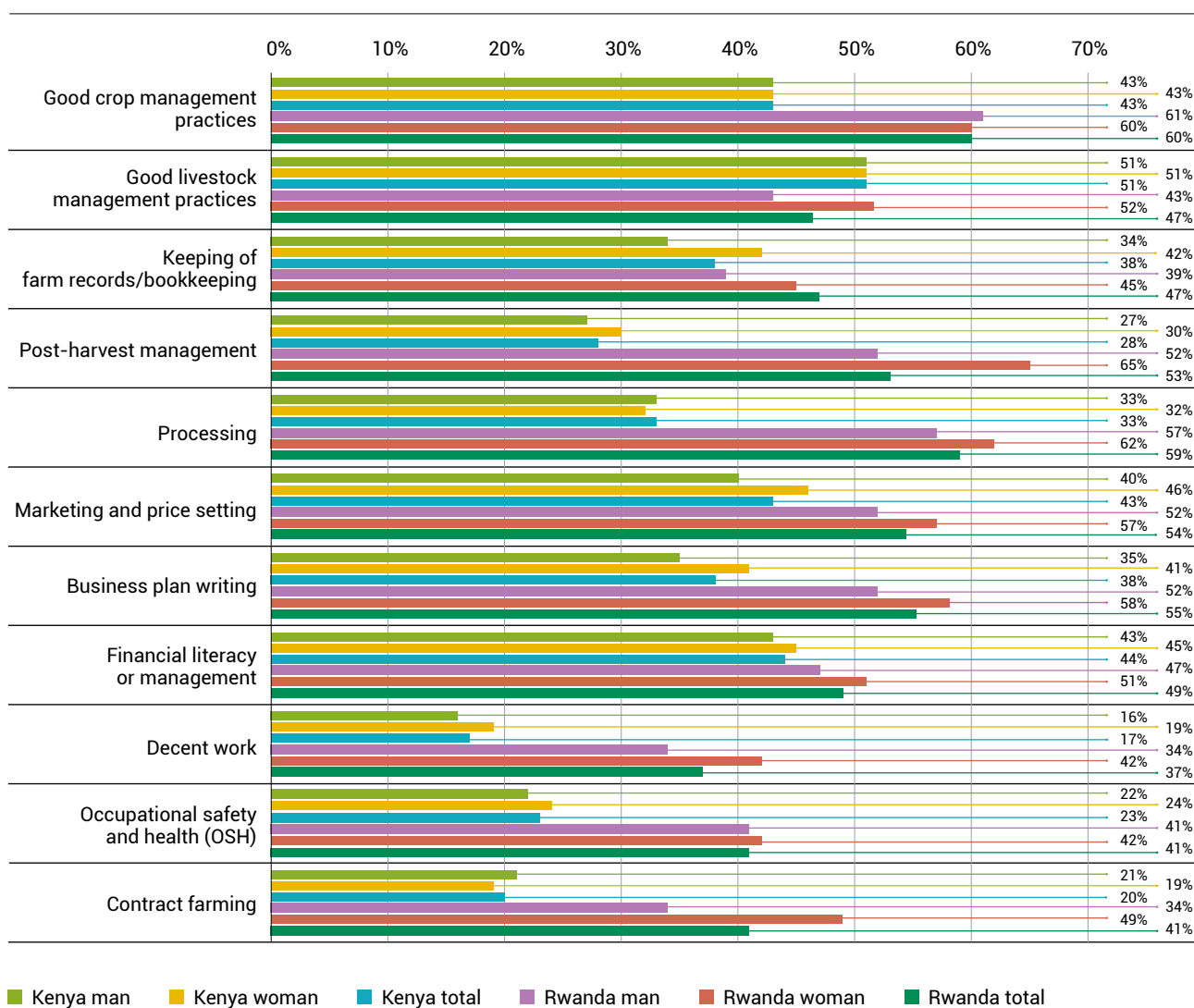
In Senegal, a different list of topics<sup>12</sup> was used for the question on the business urgent need, with demand for equipment being the highest (70 percent), followed by access to finance (69 percent). On the other hand, the demand for entrepreneurship training (14 percent) and formalization (24 percent) was low.

As regards the demand for training,<sup>13</sup> it shows variances by countries. In Kenya, urgent perceived training needs are in livestock management (51 percent), financial literacy and management (44 percent), and crop management (43 percent). In Rwanda, crop management (60 percent), processing (59 percent), and business plan writing (55 percent) are areas with urgent needs.

<sup>12</sup> Options listed in the question are Equipment; Access to water; Access to electricity; Access to finance; Formalization; and Entrepreneurship training.

<sup>13</sup> Similarly to the urgent business need, due to limited availability of data in Guatemala, Senegal and Uganda, the figure presents only Kenya and Rwanda data.

FIGURE 7  
Need for training by country and gender



Source: Authors' own elaboration.



In Guatemala, marketing and price setting and business plan writing are in high demand (98 percent, respectively). In Senegal, financial literacy is the area with the highest demand (71 percent). In Uganda, AWAN young women expressed the need for training on business plan writing (75 percent), followed by marketing and price setting and financial literacy (60 percent, respectively).

The result confirms the fact that already established micro- and small-scale agripreneurs

still show persisting capacity gaps in a wide range of areas: financial literacy; proper accounting techniques; proper preparation of financial records; and overall business management; crop management and processing; marketing, and business plan development. Compared to less established businesses, more established ones requested more frequently support on market linkages and business dimensions than on technical agricultural topics such as crop management.





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## SECTION 7

# Survey results (groups)

## 7.1 Guatemala

Nine groups were surveyed out of the 16 Groups finally supported. All surveyed groups were registered, five of them as associations and four as cooperatives. These groups are youth groups or youth-led groups like Asociación de Desarrollo Integral De Jóvenes Emprendedores (ADIJE) and Cooperativa Integral de Comercialización Emprendedores del Valle Responsabilidad Limitada (COOPEVA), and other mixed organizations that were selected because the previous phase of the ICA project had trained some of their youth members.

In both the associations and cooperatives targeted, women's representation is less than half at 34 percent on average. The majority of members are from Indigenous Peoples. In particular, in the associations, up to 85 percent of members pertain to an Indigenous group.

The main activities carried out by organizations are agricultural production technical advice and assistance (55 percent), processing of agricultural products (40 percent) and tourism (50 percent of cooperatives).

TABLE 10

**Type of organizations and years in operation**

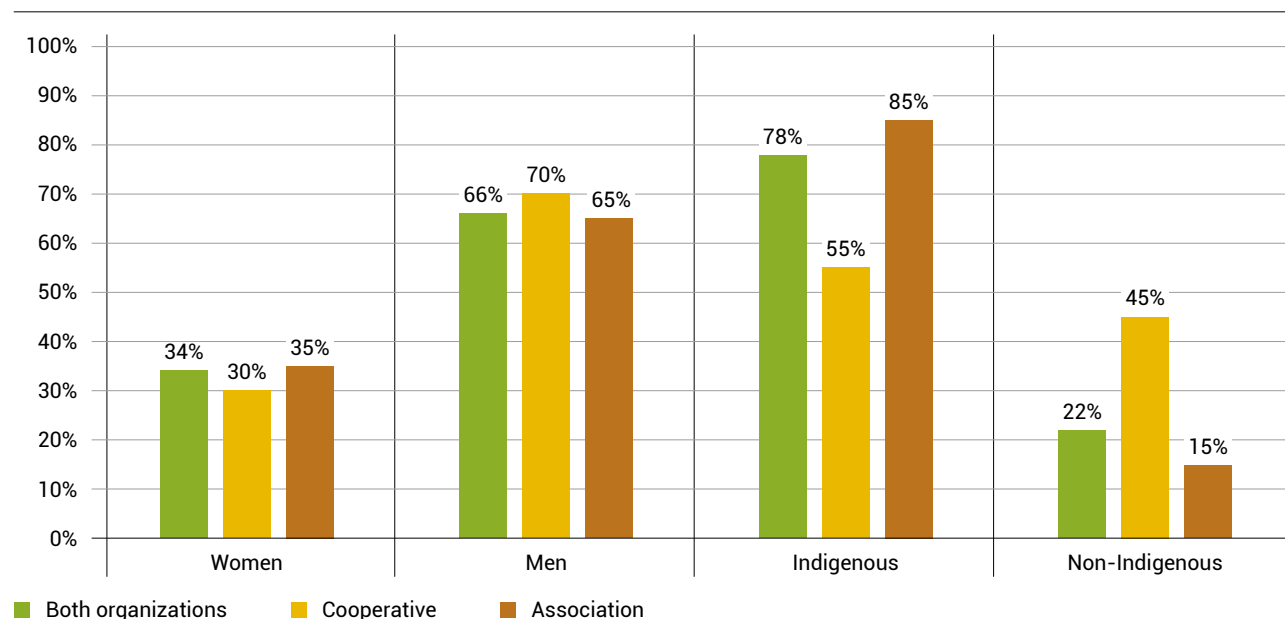
TYPE AND SITUATION	TOTAL	LESS THAN 3 YEARS	3 TO 5 YEARS	GREATER THAN 5 YEARS
Legalized	9	4	2	3
Associations	5	0	2	3
Cooperatives	4	4	0	0

Source: Hernández J, Mario G. 2021. *Informe de Línea Base Proyecto Enfoque Integrado de País (ICA, FASE II en Guatemala)*. Guatemala City, FAO. (Unpublished report)



FIGURE 8

## Gender and ethnic composition of groups (%)



Source: Hernández J, Mario G. 2021. *Informe de Línea Base Proyecto Enfoque Integrado de País (ICA, FASE II en Guatemala)*. Guatemala City, FAO. (Unpublished report)

In terms of the services supported, 80 percent of organizations offer marketing support: 44 percent of organizations (four associations) do commercial intermediation (i.e. buy products from producers and sell them to wholesalers); 33 percent of organizations offer financial services (i.e. loans, savings groups, insurance and financial education [50 percent of cooperatives and only 20 percent of associations]).

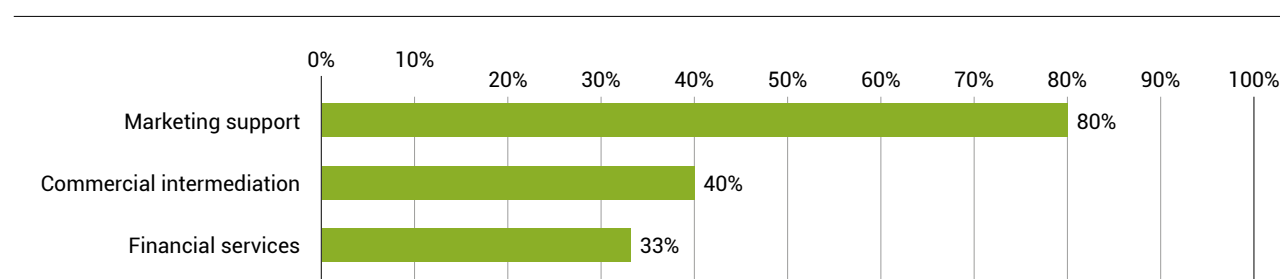
The most popular training that organizations provide to their members is agricultural and livestock training (66 percent), while other types of training (access to credit, environment, etc.)

are only offered by one to two organizations. In terms of the frequency of trainings, 56 percent of organizations provide training to their members monthly, while the rest offers training more frequently (fortnightly or weekly).

Excluding ADIJE (which is a youth-only group), as regards decision-making in mixed organizations, **youth participation in decision-making positions is relatively low at 27 percent in associations, and 36 percent in cooperatives.** In the cooperatives, women's participation in decision-making is low at 24 percent, while in associations, it is 34 percent. (Hernández, 2021)

FIGURE 9

## Service offering of organizations



Source: Hernández J, Mario G. 2021. *Informe de Línea Base Proyecto Enfoque Integrado de País (ICA, FASE II en Guatemala)*. Guatemala City, FAO. (Unpublished report)

## 7.2 Kenya

In total, 122 organizations were surveyed, including 39 associations, 18 youth organizations, 17 self-help groups, 10 cooperatives, and others including commercial companies, enterprise networks, and pre-cooperative groups. The organizations were identified as potential beneficiaries, meaning that not all of them finally received support from ICA. The vast majority of them (96 percent) have been registered, either fully or partially, for 4.2 years on average.

Around 90 percent of organizations surveyed engage in the production node of VC. Forty-seven percent of organizations are in crop production and 52 percent in livestock production.<sup>14</sup> Other subsectors include apiculture and table banking.

<sup>14</sup> Both are multiple-answer questions, so the total does not sum up to 100.

TABLE 12

### Overview of surveyed organizations by types, registration, and years since registration

TYPE OF ORGANIZATION	N	PERCENT	REGISTERED	YEARS SINCE REGISTRATION
Associations	39	32	92%	4.2
Youth organizations	18	15	94%	4.1
Self-help groups	17	14	100%	3.5
Cooperatives	10	8	100%	3.8
Others	38	31	97%	4.7
Total	122	100	96%	4.2

Source: Authors' own elaboration.

TABLE 13

### Value chain node and subsector that organizations engage in

VC NODE	Production	Aggregation	Processing	Distribution	Transportation services	Financial Services	Input Provision
	90%	5%	16%	16%	9%	9%	7%
SUBSECTOR	Crop production	Livestock production	Fish farming	Forestry, agroforestry	Crop, animal and fish technologies	Bioenergy, more specifically biogas	Others
	47%	52%	19%	11%	17%	2%	10%

Source: Authors' own elaboration.

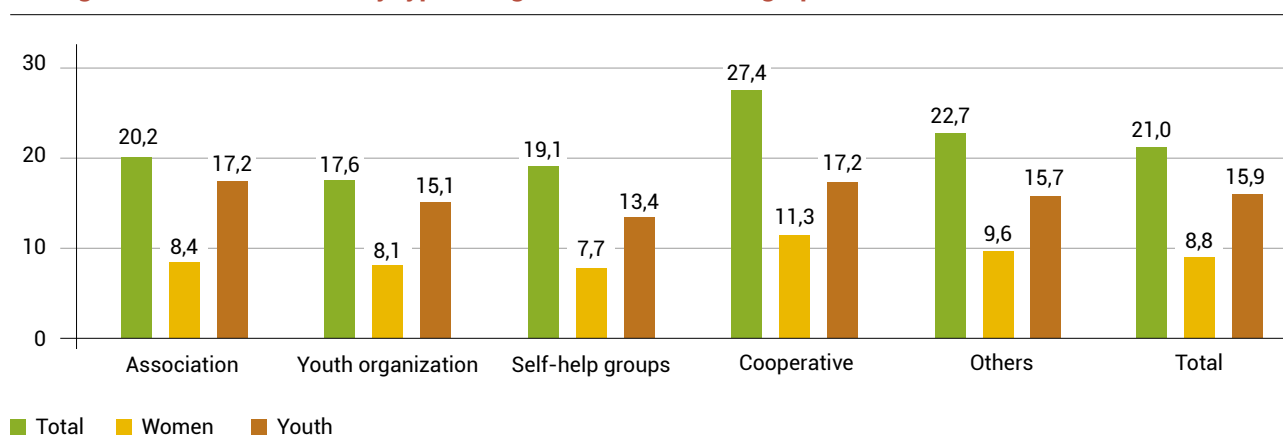


On average, there are 21 members per organizations, with women representing slightly less than half and the majority being youth.

The number of total members is the highest for cooperatives despite the fact that they have been registered for less years, on average.

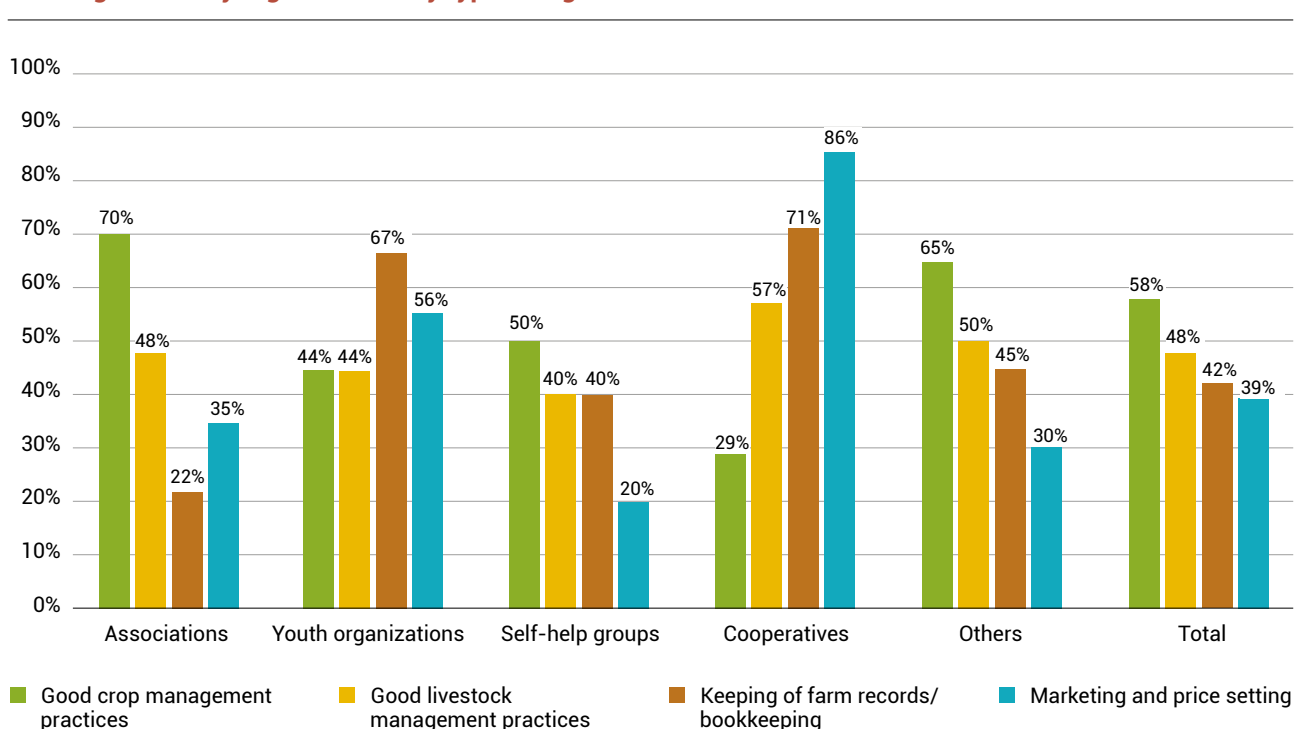
Over half of the organizations surveyed (56 percent) provide training for their members, with variance in topics offered by the type of organization. In associations and self-help groups, the focus is on agricultural technical topics (crop and livestock), whereas, in youth

FIGURE 10  
Average number of members by type of organization and demographics



Source: Authors' own elaboration.

FIGURE 11  
Training offered by organizations by type of organization

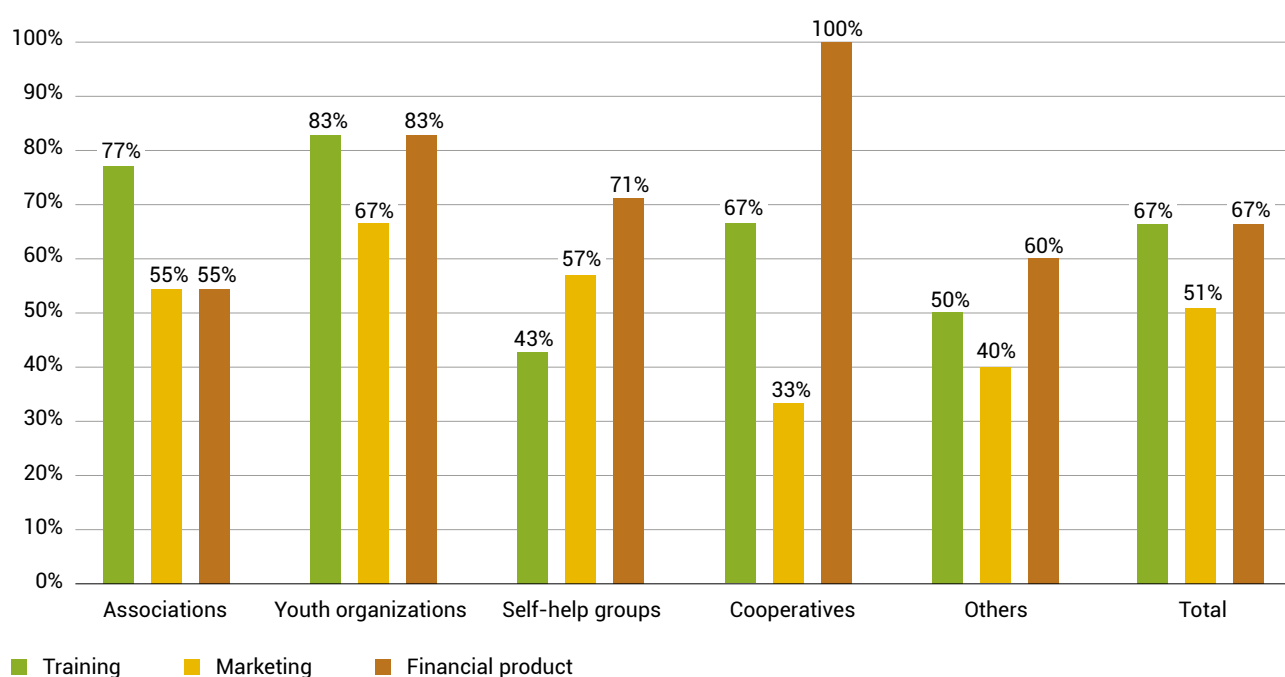


Source: Authors' own elaboration.

organizations and cooperatives, business skills (keeping of farm records, marketing and price setting) are more common. Most organizations offer training that are free-of-charge, with only 13 percent of organizations charging to members.

The need for support was expressed mostly in terms of training, marketing support, and support for financial products. Demand for support for processing is expressed strongly by cooperatives (67 percent) and youth organizations (50 percent), although overall only 33 percent of organization expressed this need.

FIGURE 12  
Expressed need for support by type of organization



Source: Authors' own elaboration.





# Country snapshots





## GUATEMALA

In Guatemala, the baseline survey was conducted between October and November 2020<sup>15</sup>. The respondents include 49 individual agripreneurs and 9 organizations<sup>16</sup> that were expected to receive the ICA BDS package, including training, marketing and value addition support, digital tools, and access to finance. For individuals,

37 percent are women, 63 percent are men, and 63 percent are from Indigenous Peoples. For organizations, 34 percent of members are women, 66 percent are men, and 78 percent are from Indigenous People.

Survey respondents represent 14 percent of the individual beneficiaries and 56 percent of organizations finally being supported by ICA. After the baseline was conducted, additional youth and groups were identified, which are not covered in the original baseline. Information on their situation before the start of activities was collected to some extent through the midline survey.

<sup>15</sup> A more detailed report, unpublished, is available in Spanish and was developed by the FAO Guatemala office.

<sup>16</sup> Organizations are from Quetzaltenango, San Marcos and Totonicapán departments, while individuals are from Huehuetenango, Quetzaltenango, San Marcos, and Totonicapán.

### Demographics

- The average age is 27.9 years old for women and 26.8 years old for men.
- With the exception of one woman who speaks only an Indigenous language (K'iche'), all youth speak Spanish, either as their first language (74 percent) or as their second language (26 percent) in combination with a Mayan language.

### Employment status

- The majority of women (72 percent) and about half of men (55 percent) are entrepreneurs; 23 percent of men but 0 percent of women are temporary or seasonal workers.
- More than half of respondents (56 percent of women and 55 percent of men) hold two or more jobs. The most popular combination of jobs for women is entrepreneur and family worker, and for men is entrepreneur and other waged job.

### Income and revenue

- The reported median individual monthly income shows a significant gap between men (USD 362)

and women (USD 123), with men's income exceeding women's by USD 236 monthly.<sup>17</sup>

- The income reported by 63 percent of the entrepreneurs falls below the national minimum wage (for 48 percent of men and 89 percent of women).
- Those reporting the lowest income are the daily laborers, followed by family workers. Those who earn the best income are the entrepreneurs, followed by those engaged in various simultaneous activities, then by those with a formal wage job and finally the self-employed.
- Men's' monthly business revenue is more than double the women's (USD 554 for men and USD 156 for women).

### Agribusiness and decent work

- The large majority (88 percent) of enterprises are engaged in agriculture or livestock

<sup>17</sup> Guatemala's minimum wage varies by sector. In accordance with Government Agreement No. 278-2021 published in the Diario de Centroamérica on December 17, 2021, the monthly minimum wage in Guatemala for 2022 in the agricultural sector is GTQ 3 122.55 (around USD 396), while for non-agricultural jobs is GTQ 3 209.24 (around USD 407).

production, namely 43 percent in vegetables, 16 percent in eggs or chicken meat, and 12 percent in coffee. The remaining ones engage in dairy, floriculture, forestry, honey and derivatives, and mushrooms.

- Only 10 percent engage in processing and manufacturing, including dairy products and honey. Around 8 percent sells inputs or services, including agroservices, and 4 percent engage in packaging (i.e. for honey and chocolate). Additionally, 2 percent engage in aggregation/storage services (honey), 2 percent in the provision of technical assistance and 2 percent in tourism.
- The majority of entrepreneurs engaged in transformation indicated to have received training, while 41 percent to have learned from their family members.
- **All enterprises surveyed remain informal.** Only 6 percent of entrepreneurs are affiliated with the Guatemalan Social Security Institute.
- **Only 22 percent of men agripreneurs and 18 percent of women agripreneurs indicate to have a business plan,** which is a much lower rate than in other ICA countries.
- Based on the baseline responses, 29 percent of entrepreneurs belong to producers' networks or organizations, 16 percent to youth organizations and 10 percent to other types of organizations.
- Only 18 percent indicate knowing the business production and operating costs. The vast majority (90 percent) manage the operations of the company with cash.
- The vast majority of surveyed businesses (88 percent) are individual companies without employees, while only 4 percent are individual companies with employees, 4 percent are companies with various associates, and 4 percent did not answer the question.
- Women tend to employ more women and men more men.
- The majority of entrepreneurs (73 percent) report adopting OSH measures and disposing

of adapted personal protective equipment (PPE [71 percent]), while 51 percent dispose of a hand and foot disinfection station.

### Access to training

- The majority of both men (93 percent) and women (88 percent) have received training on crop management. However, they report problems during production (51 percent with pests, and 44 percent with diseases) and post-harvest (21 percent with pests and 15 percent with diseases).
- The survey results show a stronger demand for training expressed by women than by men for all topics, which could attribute to women's less access to training than men.
- The top three prioritized topics for women are marketing and price setting (100 percent), business plan writing (100 percent), and OSH (100 percent).
- The top three prioritized topics for men are marketing and price setting (97 percent), business plan writing (97 percent), and keeping of farm records/bookkeeping (93 percent).

### Market, finance and land

- **All the young agripreneurs only sell at the local level, but men have a wider range of customers compared to women.** Around 56 percent of men sell to individual consumers, 48 percent to intermediaries, and 27 percent to wholesalers, whereas 73 percent of women sell to individual consumers, only 27 percent to intermediaries and 10 percent to wholesalers.
- Eighty-six percent of entrepreneurs establish verbal agreements with clients, and none do so in writing. The remaining 14 percent do not have agreement with their clients.
- Promotion activities remain rather limited, with 26 percent of entrepreneurs promoting products through their networks, 71 percent expecting their customers to advertise them, and 10 percent doing it in other ways, such as bringing the products to the market directly.

- The majority of entrepreneurs (67 percent) indicate having available land to produce, with 46 percent owning it, 28 percent using family land and 21 percent renting it.
- Around 20 percent of entrepreneurs stated they used credit, mostly men, for an average amount of GTQ 26 000; of which 80 percent was obtained through cooperatives and 10 percent through banks. Around 14 percent reported that their credit requests were rejected, most often by banks (71 percent of cases), followed by cooperatives and other sources (3 percent each). The most common causes of rejection was not completing requirements, not having sufficient guarantees, or that the financial institutions could only offer amounts below their needs.
- Almost half of the entrepreneurs (49 percent) indicate having a bank account, of which 44 percent for savings and 18 percent monetary; 38 percent have an account in cooperatives.

### Environmental practices

- The majority of respondents (53 percent) report following soil conservation practices, of which 61 terraces, 50 percent live barriers and 19 percent ditches.
- Around 31 percent use toxic substances or products, of which 47 percent use pesticides. The large majority of them reports using adequate PPE for handling them, namely 87 percent report using masks, 67 percent gloves, and 47 percent overalls.
- The majority of respondents (51 percent) indicated that they reutilize the waste from their productive activity as compost, while 16 percent use it as fuel or energy material.
- Around 33 percent of the entrepreneurs reported to have reforested areas (44 percent with pine and 38 percent with Aliso species) and 18 percent to have agroforestry systems (10 percent with avocado, 5 percent with lemon and 5 percent with lime. The average planted area is 0.17001135 Ha. (4 *cuerdas* of 25 *varas* for side).

### ICT

- The penetration of smartphones is high with over 90 percent of respondents using one. Also, 36 percent of women and 40 percent of men use a computer. The use of tablet is very low (no women and four percent of men).
- The vast majority (95 percent) of respondents use their phone several times a day, and the rest (five percent) once a day; 87 percent of respondents use the internet only through their phone.

### Migration

- Migration experience is limited among the respondents, with only 16 percent of men and 12 percent of women having migrated in the past. For those who have not migrated, half of women and one third of men would like to migrate in the near future. Around 33 percent of the respondents indicate that they save part of their income and only 3 percent indicate that they receive family remittances from abroad with an average of GTQ 15 000 occasionally and that it is being used for housing construction.

## KENYA

In Kenya, the baseline survey was conducted from July 2021 to October 2022.<sup>18</sup> The respondents consist of three types of beneficiaries: i. potential champions targeted under the 47 Champions initiative, ii. the additional group of young women supported in the frame of LoA with AWAN

Afrika, and iii. members of cooperatives/farmers associations/youth organizations identified as potential beneficiaries of ICA prioritized VCs: in Siaya, avocado, mango, poultry, and fish VCs, and in Kakamega, soya, dairy, poultry and fish. Respondents include 1 182 individuals, consisting of 83 youth champions, 21 young women supported under the LoA with AWAN Afrika, and 1 078 youth members of the local groups receiving VC support. Overall, 43 percent of respondents are women.

<sup>18</sup> Due to different timings of the implementation of pilot activities, the data were collected in this extended period of time. In the snapshot, different characteristics by types of beneficiaries are elaborated.

### Demographics

- The average age is 28 years old for women and 28.5 years old for men.

### Employment status

- Overall, one out of three respondents are entrepreneurs (37 percent of men and 37 percent of women). By types of beneficiaries, 82 percent of Champions and AWAN beneficiaries are entrepreneurs, while only 33 percent of VC youth are entrepreneurs. Further, 31 percent of women and 27 percent of men identify themselves as members of cooperatives, and 25 percent of women and only 30 percent of men identify as family workers.

### Income

- The median household monthly income is USD 83 for men and USD 83 for women. There is a large discrepancy in income between VC youth (USD 83) and other beneficiaries (AWAN and Champions [USD 124]).
- The household income of majority of men (63 percent) and women (66 percent) is below the global poverty line of USD 3.65/day for lower middle-income countries (2017 PPP).<sup>19</sup>

### Agribusiness

- The majority (88 percent) of respondents engage in agricultural production, followed by distribution at 18 percent and processing at 14 percent.<sup>20</sup> A difference by gender is observed: in distribution, a higher percentage of men engage (20 percent of men vs 16 percent of women), while in processing, the trend is opposite (12 percent of men and 17 percent of women).
- On average, Champions engage in 2.4 nodes of VCs while AWAN and VC youth in 1.5 node only. For Champions, the most common combination is production and distribution, followed by production and aggregation.
- Overall, 50 percent of men and 53 percent of women engage in crop production, followed by 50 percent of men and 53 percent of women in livestock production.<sup>21</sup>
- Business registration is more common among men-owned enterprises (62 percent) than women-owned enterprises (50 percent).
- On average, both men and women have engaged in agriculture for 4.7 years.

<sup>19</sup> The rate is calculated at 2017 PPP.

<sup>20</sup> Multiple answer question.

<sup>21</sup> Multiple answer question.



- Seventy-four percent of men and 61 percent of women declare to have bookkeeping of their business, while **only 14 percent of men and 8 percent of women declare to have a business plan.**
- **Access to networks and groups is not high**, with only 49 percent of men and 44 percent of women being members of an organization. For those who are not, their interest in forming or joining one is relatively strong at 73 percent.

### Employment generation

- As regards permanent workers, on average, **male-owned enterprises have more permanent workers (4.0) than female-owned enterprises (2.8).**<sup>22</sup>
- Twenty-eight percent of respondents have a contract with permanent employees and pay USD 42 in male-owned enterprises and USD 31 in female-owned enterprises per month.
- **Woman representation is less than half of permanent workers in male-owned enterprises** (1.4 women out of 4.0), while it is about half in female-owned enterprises (1.5 women out of 2.8 permanent workers).
- **Youth representation is high in both man and woman enterprises** (2.4 youth out of 4.0 permanent workers, and 1.7 youth out of 2.8 permanent workers, respectively).
- On average, men have 11.3 temporary or seasonal workers while women 8.3. For men, about half of their temporary workers are women and youth, while the representation of women and youth in woman-owned enterprise is less (3.7 women and 2.7 youth out of 8.3).
- The number of agents is 5.9 on average in male-owned enterprises compared to 10.0 agents for female-owned enterprises, with the majority of agents being youth.

<sup>22</sup> There are two individuals with reportedly more than 500 permanent workers. They are treated as outliers and excluded from the calculation of the number of employees.

### Access to training, business development services, and skills level

- **Thirty-six percent of respondents have not received training related to 11 topics.**<sup>23</sup>
- **The top 3 received topics are crop management practices (43 percent of men and 38 percent of women)**, livestock management practices (36 percent of men and 32 percent of women), and record-keeping (23 percent of men and 22 percent of women).
- The least received topic is contract farming (three percent of men and four percent of women), followed by decent work (6 percent of men and 8 percent of women) and OSH (7 percent of men and 6 percent of women).
- The access to training is slightly higher for men than for women for some of the topics, including good crop management practices (men are 5 percent higher than women), though not much gender gap was observed across other topics.
- The most received BDS is business mentorship (28 percent of men and 25 percent of women), followed by coaching (26 percent of men and 20 percent of women).
- The skills self-evaluation revealed that respondents evaluate their **skills level as moderate or low for all the topics**. They consider that their skills level is low in areas including contract farming (32 percent), business plan writing (30 percent), and processing (28 percent). Only 18 percent of respondents evaluated their skills as high in crop management, 17 percent in livestock management and record-keeping. There is no notable difference by gender.

<sup>23</sup> Good crop management practices, Good livestock management practices, Keeping of farm records / bookkeeping, Post-harvest management, Processing, Marketing and price setting, Business plan writing, Financial literacy or management, Decent Work, OSH, and Contract farming.

## Urgent training and business needs

- **Among the most urgent perceived training needs is livestock management** (51 percent of men and women, respectively), financial literacy and management (43 percent of men and 45 percent of women), crop management (43 percent of men and women, respectively), and marketing and price setting (40 percent of men and 46 percent of women).
- Business mentorship (47 percent of men and 54 percent of women) and financial linkages (56 percent of men and 54 percent of women) are the most urgent BDS needs.

## Revenue and cost

- **Men's monthly business revenue is much higher than women's one** (USD 332 for men and USD 178 for women).
- Monthly business cost is on average USD 159 (48 percent of revenue) for men and USD 72 (46 percent of revenue) for women.

## Access to finance, land, market and water

- **Less than half of respondents (49 percent of men and 43 percent of women) have tried to access finance**, of which only 45 percent of men and 38 percent of women have been successful. The majority of successful respondents (87 percent) used credit, followed by grant at 28 percent.
- **About 40 percent of both men and women need access to land**. For the rest, 45 percent of men and 35 percent of women have access to enough land, and the rest do not need it.
- **The majority of men and women only have local clients**. Only 4 percent have clients at national level, 10 percent at regional level, and zero percent at international level. No notable difference by gender is observed.
- **Sixty-five percent of men and 61 percent of women reported that they need access to water**.

## ICT

- **The majority (72 percent of men and 63 percent of women) of respondents have a smartphone**, but 24 percent reported that they do not have access to the Internet. Ten percent use the internet several times a day, and 36 percent for several times a week.
- **WhatsApp is the most commonly used tool by both men and women** for their business, but more men (47 percent) use it than women (34 percent), followed by Facebook (31 percent of men and 23 percent of women). Only 19 percent of men and 15 percent of women use e-commerce.

## Influence on other youth and communities

- **The majority of respondents do not train other youth in their community**, with only 29 percent of men and 23 percent of women reporting that they train other youth. The average number of youth trained is 23 per man respondent and 13 per woman respondent.<sup>24</sup>
- **More than half of respondents reported that their business brings employment generation to their community** (64 percent of men and 65 percent of women), offers market access to local producers (38 percent of men and 30 percent of women), and introduces innovation to improve working conditions in the community (32 percent of men and 23 percent of women).

## Migration

- Half of both men and women (51 percent and 52 percent, respectively) have migrated in the past. For the rest who have not migrated in the past, 48 percent of men and 46 percent of women want to or might consider migrating in the future.

<sup>24</sup> There is one respondent who claimed that she has trained 2 000 other youth. This respondent is excluded from the calculation of the average.

## RWANDA

In Rwanda, the baseline survey was conducted in May 2021, and from December 2021 to October 2022.<sup>25</sup> Respondents include three types of beneficiaries: i. participants in Fit for Finance training (Finance youth), ii. the additional group

of young women supported in the frame of LoA with AWAN Afrika (AWAN youth), and iii. members of cooperatives/farmers associations/youth organizations who were identified as potential beneficiaries of the prioritized VCs of passion fruit and tomato, based on the assessment conducted earlier in the ICA implementation (VC youth). Respondents include 161 individuals, consisting of 18 Fit for Finance, 29 AWAN, and 114 VC youth. Overall, 48 percent of respondents are women.

<sup>25</sup> Due to different timings of the implementation of pilot activities, the data were collected in this extended period of time. In the snapshot, different characteristics by types of beneficiaries are elaborated.

### Demographics

- The average age is 27.4 years old for women and 28.3 years old for men.

### Employment status

- Overall, the majority of respondents are entrepreneurs (75 percent of men and 74 percent of women), while 27 percent of women and 26 percent of men identified themselves as family workers, and 20 percent of women and 17 percent of men as cooperative members. By types of beneficiaries, 81 percent of Finance and AWAN youth are entrepreneurs, while 74 percent of VC youth are entrepreneurs.

### Income

- Men's median household monthly income is USD 144, and women's USD 148.
- The majority of men (82 percent) and women (68 percent) earn an income that is above the global poverty line of USD 2.15/day for low-income countries (2017 PPP).<sup>26</sup>

<sup>26</sup> The rate is calculated at 2017 PPP.

### Agribusiness

- The majority (88 percent) of respondents engage in production, followed by processing at 25 percent and distribution at 20 percent.<sup>27</sup> A difference by gender is observed in the distribution node where a higher percentage of men than women engage (23 percent of men vs 16 percent of women), and in the processing node where the trend is opposite (28 percent of women vs 21 percent). Across different types of beneficiaries, a difference is observed in the distribution node where 24 percent of VC youth engage as opposed to only 10 percent of AWAN and Finance youth.
- Overall, 86 percent of men and 81 percent of women engage in crop production, followed by 25 percent of men and 30 percent of women in livestock production.<sup>28</sup>
- Business registration is more common among male-owned enterprises (48 percent) than female-owned enterprises (38 percent).
- On average, men have engaged in agriculture for 3.9 years while women for 3.1 years.

<sup>27</sup> Multiple-answer question.

<sup>28</sup> Multiple-answer question.

- Sixty percent of men and 59 percent of women declare to have bookkeeping of their business, while **only 15 percent of men and 11 percent of women declare to have a business plan.**
- **Access to networks or groups is relatively low** for both men and women since only 39 percent of men and 43 percent of women are already members of an organization. For those who are not, their interest in forming or joining one is strong at 95 percent.

### Employment generation

- As regards permanent workers, on average, **male-owned enterprises have more permanent workers (5.6) than female-owned ones (4.3).**
- Twenty-nine percent of respondents have a contract with permanent employees and pay USD 44 in male-owned enterprises and USD 56 in female-owned enterprises per month.
- **Woman representation is less than half of permanent workers** (2.6 women out of 5.6 in man-owned enterprises, and 1.8 women out of 4.3 in female-owned enterprises). **Youth representation is high in both man and woman enterprises** (3.6 youth out of 5.6 permanent workers, and 3.3 youth out of 3.3 permanent workers, respectively).
- Men have 19 temporary or seasonal workers on average, while women have 14: more than half of them are women and the majority are youth.
- The number of agents is two on average in male-owned enterprises, with the majority of agents being youth. No woman provided info on the number of agents.

### Access to training, business development services, and skills level

- **Thirty-two percent of respondents have not received training related to 11 topics.**<sup>29</sup>

<sup>29</sup> Good crop management practices, Good livestock management practices, Keeping of farm records / bookkeeping, Post-harvest management, Processing, Marketing and price setting, Business plan writing, Financial literacy or management, Decent Work, OSH, and Contract farming.

- **The top three received topics are crop management practices (35 percent of men and 34 percent of women),** followed by keeping of farm records (23 percent of men and 30 percent of women), and post-harvest management (27 percent of men and 26 percent of women).
- The least received topic is decent work (two percent of men and 6 percent of women), followed by OSH (six percent of men and six percent of women).
- The most received BDS is business mentorship (30 percent of men and 28 percent of women), followed by coaching (25 percent of men and 26 percent of women).
- No notable gender gap in access to training nor BDS is observed.
- The skills self-evaluation revealed that respondents evaluate their **skills level as high in crop management (30 percent)**. On the other hand, for other topics, they consider that their **skills level is low or moderate**, especially processing (low at 39 percent), contract farming (35 percent), and livestock management (30 percent).
- Gender gaps in the perceived skills level are observed in some of the topics, with a higher percentage of women evaluating their skills as low than men including in crop management (22 percent vs 13 percent), and marketing and price setting (27 percent vs 18 percent).

### Urgent training and business needs

- Among the most urgent training needs is the demand for training on crop management (61 percent of men and 60 percent of women), processing (57 percent of men and 62 percent of women), and business plan writing (52 percent of men and 58 percent of women).
- Financial linkages are the most urgent business needs (58 percent of men and 68 percent of women), followed by business mentorship (57 percent of men and 65 percent of women), and market linkage support (47 percent of men and 62 percent of women).



## Revenue and cost

- **Men's declared monthly business revenue is higher than the women's one** (USD 124 for men and USD 93 for women).
- **On average, monthly business cost exceeds the revenue meaning that the business of many respondents experience deficit balance**, on average USD 289 (233 percent of revenue) for men and USD 304 (327 percent of revenue) for women.

## Access to finance, land, market, and water

- **About half of respondents (59 percent of men and 48 percent of women) have tried to access finance**, of which only 61 percent of men and 49 percent of women have been successful. The majority of successful respondents (65 percent) used credit, followed by an investment at 35 percent.
- **Access to land emerges as an issue especially for women**, with only seven percent of women (compared to 17 percent of men) reporting to have access to enough land: 34 percent of women have access to land but need more, and 49 percent do not have access and need it (for men, 30 percent of 44 percent, respectively).
- **The majority of both women and men sell only locally, but especially women**. Only 18 percent of women have clients at regional level, and 25 percent at national level. In comparison, 35 percent of men have clients at national level and 37 percent at regional level.
- **It is likely that access to water is an issue for both men and women**, with 79 percent of men and 76 percent of women reporting that they need access to water or more water.

## ICT

- **WhatsApp is the most commonly used tool by both men and women to communicate** with service providers, clients and fellow youth, but more men (74 percent) use it than women do (66 percent), followed by Facebook (39 percent of men and 22 percent of men).

- **The majority (88 percent of men and 83 percent of women) of respondents have a smartphone**, and the majority access the internet several times a day (42 percent) or a week (29 percent). Only 19 percent of men and 10 percent of women use an e-commerce platform.

## Influence on other youth and communities

- More than half of respondents (65 percent of men and 64 percent of women) reported that **they train other youth in their community**, with the average number of youth trained being 27 per man respondent and 22 per woman respondent.<sup>30</sup>
- **More than half of respondents reported that their business brings employment to their community** (69 percent of men and 69 percent of women), followed by introducing innovation to improve working conditions in the community (54 percent of men and 48 percent of women), and offering market access to local producers (41 percent of men and 36 percent of women).

## Migration

- About one of three men and women have migrated in the past (34 percent of men and 28 percent of women). For the rest who have not migrated in the past, the majority of both men and women (64 percent and 70 percent) want to or might consider migrating in the future.

<sup>30</sup> There is one respondent who claimed that she has trained 1 125 other youth. This respondent is excluded from the calculation of the average.

## SENEGAL

In Senegal, the baseline survey was conducted from April to May 2021. Respondents include 104 recipients of the project trainings under the rural incubation platforms named *Modèle d'Insertion des Jeunes Agripreneurs (MIJA)*. More specifically, beneficiaries include three subgroups, namely: i. youth agripreneurs already organized through *Groupement d'Intérêt Economique (GIE)*, some of which previously installed by the Government on the (preexisting) platforms and therefore inherited by the MIJA platforms (youth on platforms: 56); ii. return migrants associated to the ICA project and trained on the MIJA platforms (return migrants: 19); and iii. other youth agripreneurs linked to the services of the platforms, which were beneficiaries of the previous phase of the FAO MIJA pilot trainings in 2016 and have since then

joined the *Réseau Africain pour la Promotion de l'Entrepreneuriat Agricole (RAPEA)* network (*Initiatives Hors Plateforme (IHP)* members of RAPEA: 28).<sup>31</sup> Overall, 13 percent of respondents are young women, and 87 percent are young men. Respondents represent only 42 percent of the beneficiaries reached through the ICA field activities in Senegal, the remaining ones could not fill the survey.<sup>32</sup>

<sup>31</sup> One person did not specify the subgroup.

<sup>32</sup> The share of women in the total beneficiaries in Senegal is 38 percent. For 75 young women who were trained in 2021 by the ICA project on agroprocessing, the completed survey forms could not be shared to this date by the national implementing partner (*Agence Nationale pour la Promotion de l'Emploi des Jeunes [ANPEJ]*) with the ICA project team, hence have not been included in this analysis.

### Demographics

- The average age is 28 years old for women and 28.7 years old for men.

### Employment status

- Twenty-one percent of women and 32 percent of men consider themselves entrepreneurs; 24 percent of women and 18 percent of men are unemployed and looking for a job in the agrifood sector, and 14 percent of women and 18 percent of men are workers in the family business.<sup>33</sup>

<sup>33</sup> Multiple jobs or occupations were not assessed in the Senegal survey.

### Agribusiness

- The majority of respondents (79 percent) are in the VC production node. Most of them are in crop production or horticulture, poultry and livestock.
- The majority of respondents' enterprises are informal with the registration rate low at 21 percent for men and 14 percent for women.
- Women's access to networks and groups is at 36 percent, compared to 59 percent for men.
- Information on the availability of a business plan is largely missing, as 84 percent of respondents did not answer the question. Among those that responded, only 14 percent of men and 7 percent of women reported to have a business plan.

## Employment generation<sup>34</sup>

- As regards permanent workers, **male-owned enterprises employ on average 3.1 permanent workers. Woman representation among the permanent workers is less than half in these enterprises (0.6 out of 2.4 permanent workers)**. No woman responded to the question on permanent workers so a comparison by gender of the business owner could not be implemented.
- On average, IHP members of RAPEA employ more permanent workers (3.4 permanent workers) than return migrants (2.3 permanent workers).
- **Youth representation is high among the permanent workers** (2.4 youth out of 2.1 workers).
- **None of the entrepreneurs indicated to have a formal written contract with their employees.**
- **On average, men have 4.2 seasonal employees.** Only one woman responded to this question and indicated that she had 10 seasonal employees. Less than half of temporary workers are women, while the majority of temporary workers are youth. Youth on platform have a higher number of seasonal employees (11.7) compared to the other two groups, which have about only three seasonal employees on average, possibly because they are organized as groups whereas the other beneficiaries run individual businesses.
- Temporary employees are often casual workers, mobilized for the harvest, with no contract.

<sup>34</sup> It should be noted that questions related to employment were asked to respondents whose businesses have already been established, which represents only 19 percent of respondents. For the rest, it could be assumed that they have no employees, since their business has not been established. The figures under this section thus reflect only the responses of the 19 percent.

## Access to training and skills level<sup>35</sup>

- The most common trainings received are in business plan writing (73 percent), and in marketing and price setting (71 percent).
- Respondents were asked to self-evaluate their skills level across different topics (as either low, moderate, or high). As for **crop and livestock management skills**, over 50 percent of both young women and men consider having high skills. **As for processing skills**, 32 percent of respondents evaluated them as low, 42 percent as moderate and 26 percent as high, with no significant difference among men and women.
- **For IHP members of RAPEA**, skills with a high self-evaluation are business plan development and decent work (50 and 57 percent “high”). On the other hand, 43 percent of them evaluated their processing skills as low, whereas a relatively lower portion of youth on the platforms (26 percent) and return migrants (29 percent) evaluated them as low.
- **For the youth on the MIJA platforms**, crop and livestock management skills are perceived as high (55 percent). On the other hand, it is unique to this group that constantly around 20 percent of them self-evaluated their skills as low for many topics: processing, marketing, business plan development, financial literacy, and decent work. It could be assumed that the skills level of this group is relatively lower compared to the other two groups.
- **For return migrants, their self-evaluation of skills level is relatively higher than the other two groups** for most topics. In particular, crop and livestock management skills are perceived as “high” (86 percent), which is significantly higher than for the other two groups (46 percent

<sup>35</sup> Similar to the employment section, questions related to access to training were asked for those whose business have already been established, which represent only 19 percent of respondents. The figures related to access to training reflect only the responses of the 19 percent. Since only one to two women responded, the gender disaggregation of questions do not yield meaning analysis. The focus is therefore on the different types of beneficiaries.

of IHP members of RAPEA, and 55 percent of youth on the platforms). Skills level on decent work is also considered high (57 percent “high” and 43 percent “moderate”), while skills with low to moderate self-evaluation are processing (57 percent “moderate” and 26 percent “low”), and business plan development (57 percent “moderate” and 0 percent “low”).

### Urgent training and business needs

- **Among the most urgent perceived training needs is access to finance, with 77 percent of young men expressing this demand and 36 percent of young women.** Compared to men, women demand more training on crop and livestock management, and processing. Demand for training on occupational safety and health (OSH) is low at 25 percent for men and 27 percent for women. Demand for entrepreneurship training is lower for youth on the MIJA platforms and return migrants (6 percent and 13 percent, respectively) compared to IHP members of RAPEA (25 percent).
- **As regards the business most urgent perceived needs, access to equipment** emerged as the most urgent for the subgroups of RAPEA young agripreneurs and youth on the platforms, followed by access to finance, water and electricity. For the return migrants the same applies, but with access to finance being the highest need.

### Access to finance, land and markets

- As regards access to finance, the IHP members of RAPEA indicated that their business was mainly funded with own resources and only to a limited extent through a credit from a financial institution (40 percent); similarly, the return migrants only counted on their own resources. As for the MIJA platforms, beneficiaries indicated to have benefitted from other resources and to a lesser extent own resources and credits, which according to the FAO Country Office refers to the government support received during the establishment of the platforms.

- **Land access did not emerge as a challenge for the project beneficiaries**, even if the country team in Senegal noted that what youth have is usually a right of use given to them as members of a family that holds land according to traditional law (*droit de hache ou droit de sabot*) but without a title, which makes their tenure rights more temporary and could limit their investment capacity.
- **As for markets, young women indicated to only have access to national or local markets**, whereas 59 percent of men reach regional markets and 12 percent reach international markets.

### ICT

- Half of young women and 42 percent of young men have a computer or tablet.
- A gender gap exists in the use of a smartphone: 86 percent of men have a smartphone, but only 57 percent of women do.
- WhatsApp and Facebook are the most commonly used platforms by all subgroups.

### Migration<sup>36</sup>

- Popular migration destinations are Mauritania (37 percent of return migrants), followed by Gambia and Mali (16 percent, respectively).
- The year of departure ranges from 2012 to 2020, and the year of return from 2012 to 2021.
- The average duration of migration is 1.3 years. The majority of return migrants spent a short period abroad of two years or less.
- The main sector of activity during migration was trade for of both men and women. Other activities include study, agriculture, and street sales, but are less common.
- More than 50 percent of return migrants have returned voluntarily, 21 percent returned due to either health or economic crisis, and for the rest the reason was not specified.

<sup>36</sup> Migration experience was surveyed for return migrants only.



## UGANDA

In Uganda, the baseline survey was conducted from April to May 2021 for the youth champions (YCs) targeted under Youth Inspiring Youth in Agriculture Initiative (YIYA), and in December 2021 for the young women supported in the frame of the Letter of Agreement (LoA) with the African Women Agribusiness Network (AWAN Afrika). Respondents include 179 individuals, consisting

of 159 youth champions under the YIYA (out of a total of 270 YIYA beneficiaries), and 20 young women (out of 30) who received support on leadership and agribusiness skills under the LoA with AWAN Afrika. Overall, 46 percent of respondents are women. Respondents represent 60 percent of the ICA beneficiaries in Uganda.<sup>37</sup>

<sup>37</sup> As regards the support provided to YCs, it was not homogenous for all 270 YCs due to funding limitations or the scope of specific collaborations established with other partners. All 270 champions were recognized as champions in the frame of regional events, thus receiving visibility support. Further, 128 YCs received a six-day training on mindset change and agripreneurship. The top 50 YCs received a coaching support from Makerere University Business School (MUBS) to access markets, finance, and enhance their business capacity by Uganda Development Bank; Other 85 YCs have been supported on understanding the financing requirements of different financial institutions. Finally, the top eight YCs received productive equipment equivalent to UGX three million (about USD 850), as well as visibility support through an awarding ceremony in a national event and were invited to deliver presentations at FAO Uganda for enhanced coordination with other FAO Uganda projects. AWAN beneficiaries received training on financial literacy, market access, and soft skills for 3 days, followed by distance training on the African Youth Agripreneurs (AYA) platform and mentorship support for additional two months.

### Demographics

- The average age is 27.7 years old for women and 30.3 years old for men.

### Employment status

- The majority of respondents are entrepreneurs (92 percent of men and 84 percent of women), while six percent of women and four percent of men identified themselves as members of cooperatives, and six percent of women and only one percent of men identified as family workers.

### Income

- The median household monthly income shows a large gap between men (USD 353) and women (USD 198). There is also a large discrepancy in income between YCs (USD 282) and AWAN beneficiaries (USD 141).
- All of men (100 percent) and women (97 percent) earn income that is above the

national poverty line (UGX 30 611 in 2017, monthly), and above the average expenditure for non-poor Ugandans (UGX 154 300 in 2017, monthly)<sup>38</sup> [97 percent of men and 95 percent of women].<sup>39</sup>

### Agribusiness

- The vast majority (90 percent) of respondents engage in agricultural production, followed by processing at 32 percent and distribution at 27 percent.<sup>40</sup> A difference by gender is observed in the distribution node where a higher percentage of men than women engage (34 percent of men vs 18 percent of women). There is no difference between YCs and AWAN Afrika beneficiaries.

<sup>38</sup> UGX 154 300 is the average consumption expenditure per adult equivalent reported for those classified as non-poor in both objective and subjective terms. (UBOS, 2018)

<sup>39</sup> For the calculation, income data are adjusted by Consumer Price Index in 2017.

<sup>40</sup> Multiple answer question.

- Overall, 80 percent of men and 67 percent of women engage in crop production, followed by 33 percent of men and 45 percent of women in livestock production.<sup>41</sup>
- Business registration is more common among male-owned enterprises (78 percent) than female-owned enterprises (53 percent).
- Male-owned enterprises are on average 4.9 years old, while female-owned ones are younger at 3.2 years old.
- As high as 93 percent of men and 87 percent of women declare to have bookkeeping of their business. Only 49 percent of men and 46 percent of women declare to have a business plan.
- Access to networks and groups is relatively high for both men and women since 70 percent of men and 63 percent of women are already members of an organization. For those who are not, their interest in joining or forming one is strong at 96 percent.

### Employment generation

- As regards permanent workers, on average, male-owned enterprises have more permanent workers (8.2) than female-owned enterprises (5.0).
- About one third of permanent workers have a contract and receive USD 41 in female-owned enterprises and USD 66 in male-owned ones per month, thus it is likely that the majority of permanent workers earn income above the national poverty line (93 percent in male-owned enterprises and 88 percent in female-owned ones), but below the average expenditure for non-poor Ugandans<sup>42</sup> (59 percent in male-owned enterprises and 71 percent in female-owned enterprises).<sup>43</sup>

- Woman representation is less than half of permanent workers in male-owned enterprises (2.4 women out of 8.2 workers), while it is about half in female-owned ones (2.5 women out of 5).
- Youth representation is high in both male-owned and female-owned enterprises (6.7 youth out of 8.2 permanent workers, and 3.3 youth out of 5.0 permanent workers, respectively).
- Women have 8.4 temporary or seasonal workers on average, while men have 11, about half of which being women and the majority being youth.
- The number of agents<sup>44</sup> is higher for male-owned enterprises with 12.6 agents on average compared to 7.7 agents for female-owned enterprises, with the majority of agents being youth.

### Access to training and skills level

- The majority of respondents (82 percent of men and 69 percent of women) have received training on good crop management practices, followed by record-keeping (75 percent of men and 63 percent of women), and post-harvest management (67 percent of men and 45 percent of women).
- The least received topic is contract farming (27 percent of men and 11 percent of women), followed by decent work (33 percent of men and 29 percent of women).
- The access to training seems higher for men than for women. Large gender gaps are observed in topics related to post-harvest management (22 percent); marketing and price setting (20 percent); and OSH (20 percent). The only exception is livestock management for which a higher percentage of women (52 percent) than men (50 percent) have received training.

<sup>41</sup> Multiple answer question.

<sup>42</sup> UGX 154 300 is the average consumption expenditure per adult equivalent reported for those classified as non-poor in both objective and subjective terms (UBOS, 2018)

<sup>43</sup> For the calculation, income data are adjusted by Consumer Price Index in 2017.

<sup>44</sup> Agents are intermediaries between businesses and communities for aggregation or other services and receive a fee for the service.

- The skills self-evaluation revealed that respondents evaluate their **skills level as high in crop management (41 percent), decent work (40 percent), and OSH (39 percent)**. On the other hand, they consider that their **skills level is low in areas including contract farming (28 percent), processing (23 percent) and business plan writing (21 percent)**. There is no notable difference in the perceived skills level by gender.

### Revenue and cost

- **Men's declared monthly business revenue is more than double the women's one** (USD 1 324 for men and USD 531 for women).
- Monthly business cost is on average USD 865 (65 percent of revenue) for men and USD 416 (78 percent of revenue) for women.

### Access to finance, land, and market

- **About two out of three respondents have tried to access finance**, but only 42 percent of men and 34 percent of women have ended up using a credit.
- **Access to land did not emerge as an issue**, with 80 percent of men and 63 percent of women declaring to have land available. The rest with no access to land reported that they need it, except 10 percent of women, who consider they do not need it.
- **The majority of women only sell locally**. Only 17 percent of women have clients at regional level, 20 percent at national level, and 4 percent at international level. In comparison, 38 percent of men have clients at regional level, 50 percent at national level, and 8 percent at international level.

### ICT

- **WhatsApp is the most commonly used tool by both men and women** to communicate with service providers, markets and clients as well as with fellow youth, but more men (81 percent) use it than women (60 percent). Women seem to have a stronger preference for physical means of communication (76 percent of women

vs 68 percent of men). Only eight percent of respondents have their own website.

- **The majority (80 percent) of AWAN beneficiaries have a smartphone**, and 50 percent use the internet several times a day.<sup>45</sup>

### Influence on other youth and communities

- The majority of respondents (93 percent of men and 86 percent of women) reported that **they train other youth in their community**, with the average number of youth trained being 91 per man respondent and 65 per woman respondent.<sup>46</sup>
- **The majority of respondents reported that their business brings employment generation to their community** (90 percent of men and 82 percent of women), introduces innovation to improve working conditions in the community (72 percent of men and 61 percent of women), and offers market access to local producers (72 percent of men and 61 percent of women).

<sup>45</sup> This information was not collected for YCs.

<sup>46</sup> There is one respondent who claimed that he has trained 5 000 other youth. This respondent is excluded from the calculation of the average.





## SECTION 9

# Challenges faced and possible mitigation measures

Challenges faced during data collection as well as during the analysis phase are summarized below, along with possible ways to overcome them in the future.

### 1. Poor internet connectivity among youth, which led to low response rate

Across countries, the approach used for data collection was to share the link to the survey directly with the beneficiaries, through mail or telephone. In Guatemala, where the total number of beneficiaries was limited, a consultant was recruited to call the beneficiaries individually to fill the survey over the phone. In Rwanda, Senegal and Uganda, youth organizations were also mobilized to support youth to fill the

surveys. In Kenya, the latter was not possible, and youth responded autonomously. Some youth expressed that they were not able to load and/or complete the survey due to poor internet connectivity, which may have caused a selection bias.

**Depending on the availability of resources, a possible way to reduce this challenge in future** could be recruiting enumerators equipped with internet-connected tablets or smartphones to collect data from youth. Enumerators should also support youth to guide them towards the completion of the survey. Alternatively, the collaboration with youth organizations implemented in some of the ICA countries can be considered effective, even though there might be some limitations if the cost of communication



and eventual travel cannot be covered. The country team could also take advantage of opportunities where youth gather (if any), such as project inception events and workshops, thus preparing extra internet-connected tablets or smartphones and letting youth use them to complete the survey. Overall, to enhance harmonization and especially if more rigorous impact assessments are planned, project teams should ensure that the same approach is used across beneficiaries and countries for better comparison. The latter could not be ensured by the ICA project due to limited resources and scale of activities.

## 2. Complexity and length of questionnaire

Some youth found the questions complex and difficult. Some concerns were raised in particular about questions related to income and business revenue. It was pointed out that youth may not know their household income and may not understand the difference between income and business revenue. In response, in the future, definitions of respective questions should be more clearly articulated. In addition, feedback was received complaining that the questionnaire is too long, despite multiple revisions that aimed at shortening the surveys. Nevertheless, even if the questionnaire can be further standardized and some questions eliminated, it would be difficult to simplify it further without losing important information. The estimated time to complete the latest version of survey is 30 to 45 minutes. Engaging enumerators or partnering with youth organizations, as mentioned at point one above, could contribute to reduce the challenge, as well as introducing a small incentive for respondents.

## 3. Inconsistencies in questionnaires across countries

The main priority of the ICA baseline surveys was understanding the baseline status of beneficiaries of each country pilot; therefore, the country baselines included some country specific questions or terminology suggested by the FAO Country Offices. However, inconsistencies in questionnaires across countries may limit comparison and slow down the data validation and analysis process. In the future, additional standardization might need to be implemented.

## 4. Administration of baseline surveys

Within the M&E efforts of the ICA project, the baseline analysis was finalized to support M&E internal project efforts, and not designed to support a rigorous impact assessment. Due to limited resources, the administration of baseline surveys was handled by the respective Country Office and project coordinators, with HQ support. While the latter was considered efficient, it inevitably affected the standardization and rigorousness of the exercises. In the future, assuming additional resources are available for more rigorous assessments, more standardized approaches could be implemented, supported, for instance, by the same service provider or a lead consultant in all countries. This would include allowing enough time for planning; testing of questionnaires; hiring, and training of enumerators; using identical questionnaires across countries; and avoiding, to the extent possible, the different timings of the baseline exercises or changes in beneficiaries' identification after initial preselection.



## SECTION 10

# Conclusions

The following section summarizes the insights presented throughout this baseline report and provides a series of recommendations for the implementation of the ICA project and other similar initiatives.

**The information collected through the baseline surveys confirmed the fact that already established micro- and small-scale agripreneurs still show persisting capacity gaps in a wide range of areas:** financial literacy; proper accounting techniques; proper preparation of financial records; and overall business management; crop management and processing; marketing, and business plan development. The latter emerged in spite of many youth having already received trainings on related topics, and therefore points to the need for more sustained support, mentoring, and network connections, as already emphasized in the impact assessments and studies analysed.

Further, informality remains very common, which is expected to have a negative effect not only

on the capacity of the agripreneurs to access finance or support, but also on the access to social security and decent working conditions for their employees. Nevertheless, the fact that formalization support was not prioritized in the beneficiaries' requests informed the project team about the need to carefully assess the incentive system for formalization in each country, not simply assuming that youth agripreneurs are eager to formalize their businesses.

**Overall, in line with global evidence analysed, financial linkages and access are reported to be the most urgent business need for youth, followed by business mentorship, and market linkage support. The latter demanded putting even more emphasis on these specific dimensions than what was initially foreseen in the ICA planned support strategy,** which was initially thought as more holistic and targeting at the same level multiple youth needs, from access to education and skills, to productive resources



and general business support. However, considering the reviewed evidence indicating that the provision of finance alone might not lead to the improvement of youth's socioeconomic situation as well as the weakness of many youth economic initiatives that emerged from the baseline results, the ICA team reconfirmed the need to support access to finance in combination with training and extended support to accompany youth agripreneurs' growth.

As for the groups assessed, in the countries where organizations were surveyed (Guatemala and Kenya), the baseline showed that most of them already offer training to their members. However, they do not seem to respond yet to the request for support on financial inclusion expressed by the youth, which was identified as an area of further support. Further, women show more limited participation in groups and networks, thus indicating their limited access to social capital, and they could be especially encouraged by the programme to do so.

**The baseline also demonstrated that the majority of youth are engaged and interested in further progress in the VC production node**, even though respondents seem to engage in more than one node. This is possibly because the majority of respondents may have access to land through their families and might also have been biased by the selection strategies adopted by the ICA project in some countries, like Guatemala and Uganda, through calls for champions (e.g. leading to select dynamic rural youth with already some access to resources and therefore still positive about engaging in the production node of the sector). In the future, and as already initiated by the ICA project in Kenya and Rwanda, dedicated youth-sensitive VC assessment (Cruickshank *et al.*, 2022) would be powerful tools to guide the project interventions based on the identification of actual opportunities, as a criterion for prioritizing a specific VC node that could have a higher potential of employment generation.



**Also, the baseline data confirmed the expected gender gap in access to training and support services and therefore the need to actively target young women to contribute to gender equality.**

Young women among the baseline respondents lag behind young men in many indicators. Across countries they earn lower incomes and run smaller businesses with less employees. They also have more limited access to training than their male counterparts, especially in areas such as post-harvest management, business plan writing, marketing and price setting. Compared to men, women seem to sell more or only to the local market, thus needing additional support to benefit from regional and global market opportunities.

**Further, the baseline data confirmed that the young agripreneurs surveyed seem to be particularly keen on training or hiring other youth (compared to hiring adults), supporting them in their business staffing practices and decent work promotion might already contribute to widen the scope of the beneficiaries reached through programmes like ICA, while fostering a more inclusive approach. Addressing issues of formalization or at least employment stability and social protection coverage might also be critical for more inclusive effects.**

**Finally, the baseline surveys confirmed the interest of using ICTs to access youth for training and mentoring, considering the majority of respondents have a smartphone and access to internet, even though with some gender gaps and connectivity issues in some countries.**

WhatsApp, followed by Facebook, are the most commonly used tools by both men and women to communicate with service providers, clients and fellow youth.

**Compared to the planned targeting strategy of the programme, which aimed at targeting poor and vulnerable, but already market-oriented rural young producers or micro-small entrepreneurs, this baseline report emphasizes the need for complementary interventions to**

**support inclusivity.** Across countries, baseline respondents showed at least an average level of education (high school or university studies) and basic endowments of productive resources to initiate a business. While many of the youth agripreneurs or cooperative members remain vulnerable youth—with the majority of respondents in Kenya, as well as female respondents in Guatemala and Rwanda falling under the global poverty line—at least in Uganda they do not fall among the poor and the same applied to young men in Guatemala and Rwanda as well. This is also because champions' approaches were prioritized in the design of the pilot models implemented (at least in Uganda and to some extent in Guatemala and Rwanda), inevitably leading to more active and dynamic youth to apply and score higher marks in competitions. To address the needs of the more vulnerable youth, the very poor and uneducated for instance, complementary initiatives might be sought, focused on social protection or livelihoods' oriented dimensions.


**Also, compared to the initially targeting strategy of the programme that aimed at supporting youth across the youth age range (15 to 35), the results of the ICA baseline surveys highlighted the natural tendency of agripreneurship initiatives to benefit older youth, above 25 years old.** While the latter is not considered a problem and is somehow in line with the champions' approaches promoted, where more dynamic youth are identified as role models and possibly creators of jobs for other youth, it is important to make this explicit and possibly identify complementary strategies to support younger youth, either as employees or in their initial entrepreneurial steps. Overall, more analysis is deemed necessary linking employment and entrepreneurship support strategies with different age groups and along the life cycle.



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Integrated Country  
Approach (ICA) for  
boosting decent  
jobs for youth  
in the agrifood  
system

Baseline  
Survey  
Report

This Baseline Survey Report brings together the information collected through baseline surveys across the five countries supported by the project Integrated Country Approach (ICA) for boosting decent jobs for youth in the agrifood system (2019–2023).

The report aims to foster information sharing across countries, highlight common challenges and lessons learned from the data collection process, and possibly inspire other similar youth employment interventions on the basis of the lessons learned from the ICA baselines and the changes that they induced for the overall theory of change of the ICA project.

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ISBN 978-92-5-138001-7



9 789251 380017  
CC7031EN/1/07.23