

## Youth Consultancy Taskforce For Rural Africa engaged by I4NATURE.

I4Nature moves the world towards a smart sustainable home where young people are in the drivers seat and connect to leaders, corporates creating future proof solutions for climate related issues.

*Young people should play a crucial role in shaping our and their own future. We have to tap into their ideas, their solutions, their innovations and their passion. We have to tap into their possibilities in accelerating ideas, innovations and start-ups as young leaders and entrepreneurs. That's why the voices of the youth should be heard in the discussions, processes and decision-making. Hans Hoozeveld permanent representative of the Netherlands at FAO, ambassador of I4NATURE*

*Young people find alignment with leaders and corporates in the connection being build while sharing challenges, ideas and thoughts. Working together, contributing in specific activities in a positive way creates a nature virus of mutual loyalty and respect.*

We would ask the European Union to:

- support and empower youths to meaningfully and gainfully participate in the transformation process, through development of demand-based knowledge sharing and capacity building ecosystems.
- create a joint European - African Youth Council, Strategy and Life Long Learning Toolbox, aligned with developments in Africa.
- lead efforts to revitalize and re-commit to support robust agricultural development and research (based on the Dutch Diamond Approach), emphasising on the needs for the next agricultural transformation.
- provide grants that promote the use of digital technologies and data analyses as a way of attracting young people to participate in agriculture.
- create access to investments and investors (public and private) to empower young people to innovate and execute their ideas and entrepreneurial skills.
- set up an Innovation Fund to help young innovators and entrepreneurs in agriculture.
- invest in human capital development, particularly that which is necessary to advance rural youth and to drive agricultural transformation. Education adapted to individuals or groups is key (learning communities). Communication (sharing perspectives and communication in co-creation) is essential in realising impact together. Support from a policy like CAP communications could be very valuable. Sharing success stories of the cooperation in EU-AU whilst putting spotlight on the best practices accelerates the involvement of stakeholders and young people.

**The European Union can play a decisive role in promoting a prominent role of young people in achieving Zero Hunger and reward them for landing the TFRA's legacy into action (Youngster: "Indeed it is possible, to combat hunger and we have to hit the ground running")**



## Report

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Young people from the Netherlands, Nigeria, Sudan, South Africa, Kenya, Zimbabwe, Tongo, Brasil and Australia were involved in this consultation. Mainly through the online Young Summits event on World Food Day 2018 live from the World Food Center in Ede, The Netherlands, the challenges of the TFRA were discussed. In the attachment the partner organisations are described.

What could the European Union contribute facing the challenges of the TFRA, from young peoples perspective?

**We ask the European Union to provide better opportunities for youth, while preparing youth to participate in this transformation by building a demand based knowledge-sharing and capacity-building ecosystem, making use of digital transformation and involving youth and institutions *building this bridge whilst walking on it.***

Young people represent knowledge and skills which should be acknowledge structural in the governance regarding these topics and relevant tables. This creates knowledge exchanges between generations and mainly a positive driver (in the content but also the form/placement) for action and impact on short term. This forms a new ecosystem (adjusted governance model) which is adaptable to the changes and dynamics in society and mainly in the lifestyle of young people, connected to the institutional world which creates a lot of added value to create impact today.

**We ask the European Union to create a joined European and African Youth council, Strategy and Life Long Learning Toolbox, keep this updated and aligned with the developments in Africa;**

General approach in the activities, developing instruments and policy should be demand based: starting point should be from perspective of (young people in) Africa, not putting the European norm on Africa (top down). Creating (talent)-hubs in Africa in this new ecosystem gives young people acces to knowledge and practical tools and tips. Exchange programs in education (placements) but also programs like Erasmus+ could facilitate in instruments in facilitating this, if they are aligned.

Facilitate education institutes in Europe to connect to and support young farmers in Africa form their curricula (African Erasmus program).

**We ask the European Union to lead effort to support agricultural development in a governance structure where young people are at the table and part of the solution.**

Putting ambassadors who lead by example in this governance, forward. EU and AU member state diplomatic and development representatives should lead the creation of youth-inclusive food and nutrition security programs (or a strategy) in coordination with bilateral and multilateral partners to secure common commitments on trade, development, and education.

**We ask the European Union to revitalize and recommit to robust support for agricultural research (based from Dutch Diamond Approach) and development with an emphasis on needs for the next agricultural transformation.**

To account of the rising youth population, the opportunities and challenges it presents, and the impact it will have on strategically significant regions. Creating communities of practices



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between young people in Europe and in Africa, on Agriculture and other skills. Connections and programs in education, mainly vocational training and universities for applied science, could be a great driver for this. Connecting to curricula, connecting to the transformation in learning and labour market, and using the opportunities of digital transformation would make this not as costly as usually is assumed.

**We ask the European Union to include an emphasis on the use of digital technology and data analysis in acceptance of future grants.**

Education and learning through digital transformation, through creating hubs and network between AU and EU member states. Focus within education activities on support on breaking down academic reports and research into more on the job vocational training. Thresholds in enlarging the conditions to use this in Africa should be taken away (enlarge access to internet and tools which unlock these possibilities). This includes education on these topics.

**We ask the European Union to create access to investments and investors (public private) from young peoples perspective to empower young people to develop and execute their ideas and entrepreneurial skills.**

This could be an important accelerator to create impact driven by local and regional actors (young people).

A solution to get institutional finances to young people to realise their ideas or start-ups etc. should be by starting a blockchain-based instrument to create transparency and act against corruption. Next tot hat a value based reward system is created and not award parties who are the best at writing the best plans.

This creates access to markets, knowledge (in a form that is accessible and comprehensive). This is on knowledge area's of agriculture, food production, but also economic driver's in rural areas, which are outside the field of agriculture, but are stimulating perspective in rural areas to get young people there and keep them there.

A new way of capacity building from future perspective offers a great opportunities: Festivals which connect to young people in rural areas, creates inspiration and perspective in physical meetings, makes the local/regional multistakeholder challenges specific and creates a social innovative instrument to activate young people and bring them in the context of the new ecosystem and get acces to network, instruments and empowerment to act themselves.

**We ask the European Union to invest in the human capital development necessary to advance rural youth and to drive agricultural transformation. Labour market is also in transformation, the tools of the past aren't adequate for the future. Education adapted to individuals or groups are key (learning communities). Communication (sharing perspectives and communicate in co-creation) is essential in realising impact together. Support from a rule like CAP communications could be very valuable. Sharing success stories of the cooperation in EU-AU whilst putting spotlight light on the best practices accelerates the involvement of stakeholders and young people.**

Facilitated in a strategic aligned event roadmap, connected to the lifestyle perspective of young people, in which young people from EU and AU member states can work and learn together on impact and current generation leaders can learn from their dynamic.

If the #zerohunger challenge in Africa is positioned as a Big Hairy Audicious Goal (BHAG) and partners (including non usual suspects who can have easy access to join) are aligned it will create attractiveness for young people to be involved (not primary goal is working in agriculture but be part of solving this great challenge).

Critical success factors are that young peoples input is taken seriously, a trustworthy





learning community is arranged, in which events and activities are strategically aligned in the context of this BHAG, so everyone is being motivated permanently by their peers in the network and results and updates are continuously shared on an equally respected level.

**We ask the European Union to facilitate communication activities in co-creation with young people themselves, to support economic activities in and around agricultural growth in rural areas.**

Focus on economic perspective and let agriculture be the obvious answer. Not promote agriculture on it's own.

Digital transformation and the tools which are available and used from the lifestyle of young people should be seen as part of enabling the solution. Perspective in life should be the main driver in which a campaign (using the named ecosystem itself in creating the campaign) could be started where working in agriculture is the obvious answer and not the promoted item. This is an example of how the communication possibilities could be unlocked by activating the network of young people involved, creating a movement, instead of an institutional tool of communication. A lot of young people learning in communication tools etc. are not involved but want to be involved, these crossovers should be made and young people can help in this. The thresholds to enable this in education, to facilitate cooperation between education institutes or networks of young people should be taken away.

Access to financial instruments already present in context of EU and AU should be made more accessible, impact-directed.

I4NATURE (music & art) and Justdiggitt (dance) are on the move to realise festivals which aim to involve young people regionally in a multi stakeholder context, to let young people contribute specifically in a positive way to the challenges of combatting #zerohunger. The festivals accelerate involvement as they function also as a communication tool to the rest of the world. Next to that after the festival is over, a talent-hub is created between young people, companies, research institutes, investors and other parties, a social innovative way of capacity building and creating value bottom up.

#### Partners:

- Council of Ede, the Netherlands, World Food Center, Foodvalley, The Netherlands, Wageningen University and research center incl. United Community of African Students (UCAS), Secondary school t' Streek (Geo Future Schools Netherlands), Aeres (university of applied science and vocational training institute), Van Hall Larenstein (university of applied science), Socires-Food first network, Agri pro focus, Agriterra, Just Diggitt, Common Lands, Community Food Events, Australia, Africa Harvest, Africa Farmers Club, CGIAR-IITA, GAIN, One world Citizens, Future farmers, the Netherlands, Saladorama Brasil, peterson Farmer bro's United States, We Farm United Kingdom.

Special interest of IFAD, Rabobank (+Foundation), Albert Heijn Foundation, Triodos Foundation



## Report

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### Ambassadors:

- Permanent representative on behalf of the Netherlands: Hans Hoogeveen
- Norway based composer, world jazz artist: Ivan Mazuze
- Special interest of member of the board of the Mo Ibrahim Foundation: Jay Naidoo

### Board of Advisors I4NATURE:

- Special Water Envoy on behalf of the Netherlands: Henk Ovink
- Marketing director Just Diggitt: Wessel van Eeden
- Strategic lead designer: Marieke van Dijk
- Head of global public & environment affairs of Philips Lighting: Harry Verhaar
- CO-Founder of Waka Waka, serial sustainability entrepreneur : Maurits Groen

### Impressions:

<https://www.facebook.com/I4NATUREWORLD/videos/242502033095354/>  
(dutch)

<https://www.facebook.com/I4NATUREWORLD/videos/1148542448635893/>



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