

# A WORKING FUTURE

Presentation at Partners' meeting on 10<sup>th</sup> April 2019

# PROGRAM OVERVIEW

*AWF is a youth economic empowerment (YEE) program that focused on providing sustainable employment to youth in eastern Uganda through a holistic and multi-sectorial approach. There were four objectives that the program sought to achieve:*



Increased access to and utilization of financial services by 400 youth-led VSLAs in Eastern Uganda by 2016.



Support to young women and men in Eastern Uganda to acquire entrepreneurship, life and technical skills leading to establishment of 400 youth-led producer groups, 600 job placements and 240 micro franchises by 2016.



Increased private sector involvement to support the employability of young women and men in Eastern Uganda by 2016.



The project has contributed to the learning and development of innovative youth economic empowerment models within public private partnerships.

Finally, the participants selected an employment path from the following:

- 1) Job placement
- 2) Micro-franchising, and
- 3) producer groups.

A digital component was introduced in August 2014, to digitize the monetary transactions occurring within the VSLAs.

# EFFECTIVENESS: OBJECTIVE 1

Increased access to and utilization of financial services by 400 youth-led VSLAs in Eastern Uganda by 2016.

## FORMALLY EMPLOYED

TARGET

**2%**



ACTUAL

**1%**

## YOUTH IN AGRICULTURE

TARGET

**93%**



ACTUAL

**95%**

## YOUTH IN MICRO-FRAN

TARGET

**5%**



ACTUAL

**3%**

## YOUTH IN MICRO-ENT

TARGET

**-**



ACTUAL

**23%**

**223**

No. of additional non-beneficiary youth employed

**\$46**

Average monthly income (\$US)  
(433% increase)

**\$9**

Average monthly savings (\$US)  
(633% increase)

**169K**

Total VSLA portfolio (\$US)

**93%**

Youth accessing financial services

**60%**

Youth borrowing from VSLA

**1%**

Youth borrowing from formal financial institutions

**7%**

VSLA linked to formal financial institutions (%)

# EFFECTIVENESS: OBJECTIVE 2

Support to young women and men in Eastern Uganda to acquire entrepreneurship, life and technical skills leading to establishment of 400 youth-led producer groups, 600 job placements and 240 micro franchises by 2016.

## NO. OF VSLA FORMED

TARGET  
**400** → ACTUAL  
**430**

## NO. OF PRODUCER GROUPS

TARGET  
**400** → ACTUAL  
**474**

## NO. OF YOUTH IN VSLA

TARGET  
**12,000** → ACTUAL  
**12,326**

## NO. OF YOUTH IN PRODUCER GROUPS

TARGET  
**11,160** → ACTUAL  
**11,340**

## NO. OF YOUTH IN MICRO-FRANCHISE

TARGET  
**600** → ACTUAL  
**385**

## NO. OF YOUTH IN FORMAL EMPLOYMENT

TARGET  
**240** → ACTUAL  
**108**

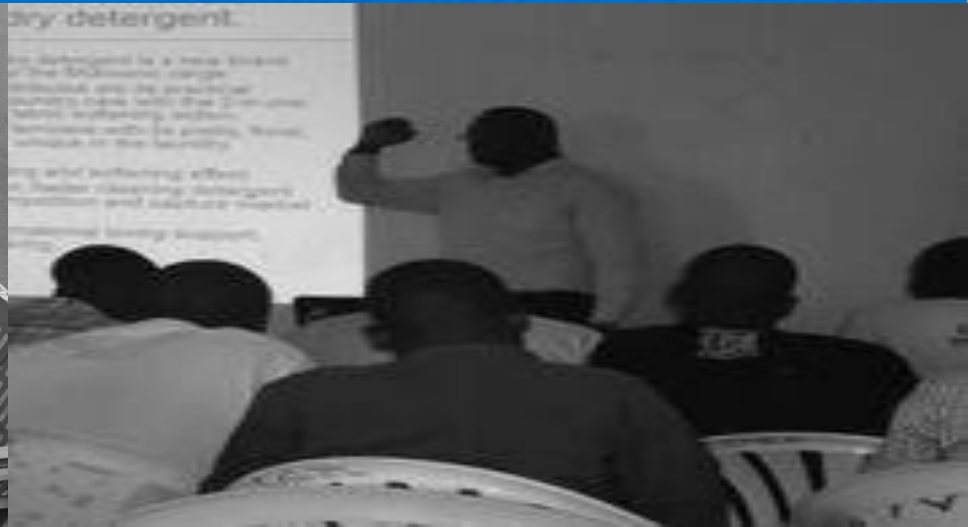


# EFFECTIVENESS: OBJECTIVE 3

Increased private sector involvement to support the employability of young women and men in Eastern Uganda by 2016.

**KK FRESH PRODUCE EXPORTERS LIMITED**

**MUKWANO GROUP OF COMPANIES**



***Beneficiary expressed that they gained the following from their private sector partnerships...***



73% improved  
their business  
relationship with  
the private sector.



68% experienced an  
increase in their  
business volume.



24% got an increase  
in customers.



57% gained customer  
relationship skills

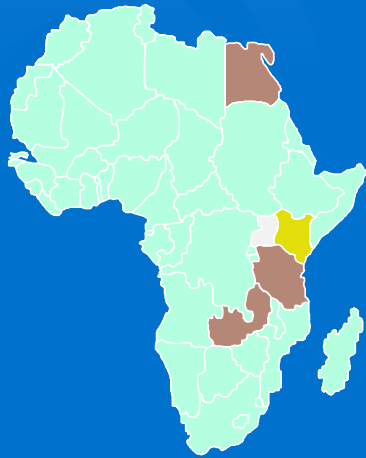


39% gained  
marketing skills

# EFFECTIVENESS: OBJECTIVE 4

The project has contributed to the learning and development of innovative youth economic empowerment models within public private partnerships.

## INTERNAL/EXTERNAL REACH



**AWF**

## EXTERNAL REACH



Conferences



Webinars



Universities



European Union



# Overall Goal of new Project

- *Improve linkage between production and market demands in the agriculture sector in eastern Uganda.*



# Outcome

## Outcome 1.

Increased export and domestic marketing volume of selected agriculture products.

- Approach
- Base agriculture investments on market and value chain analysis.
- Improved linkage between producers and market demands by increased coordination and network along the value chains.
- Increased volumes and quality of produce through introduction of modern farming methods and skills training.
- 

## Outcome 2.

Increased number of marginalised youth, especially young women, benefiting from export oriented value chains.

- Approach
- Organizing youths into village savings and loan groups and producer groups.
- Facilitate access to investment capital to youth participating in the value chains.
- Reducing gender inequality in value chains through gender transformative approach.

# Project Scope

- The 24,000 youth (60% female) will be organized into 800 savings groups that will eventually become producer groups.
- Focus on 3 districts : Tororo, Kamuli , Buyende
- Promote the production of the following crops: Hot pepper, Green Chilies, Ground Nuts, Sweet Potatoes, Beans, Green Peas.
- Time frame 4 years : 2019 -2022
- Budget : Euro 2,700,000

# Key Partners

- Plan international Norway
- Plan International Uganda
- Accenture
- KK Foods
- VEDCO
- A2N
- Youth

# Other stakeholders

- Central Government
- District Local governments
- Input dealers
- Financial institutions
- Research Organizations
- Communities / youth
- Other private sector players

# Anticipated Project Risks

- Access to land by youth
- Non Compliance with Contracts
- Violence in homes due to increased incomes by females
- Unfavorable weather Conditions
- Inflation
- Market volatility

# Key Activities

- Recruitment of staff
- Procurement of project Assets
- Contracting – Plan Norway, Plan Uganda, Implementing partners
- Mapping and engagement of Value chain actors
- Baseline study
- Value chain study
- Gender analysis
- Awareness creation on the project – National, District, Sub county



# Key Activities

- Periodic review meetings with project partners and value chain actors
- Technical support to VEDCO and A2N by KK Foods
- Formation of farmer producer groups
- Training of farmer groups on Agribusiness skills
- Provision of extension support to farmer groups to meet market standards
- Explore water for production technologies
- Establish collection centres at community level

# Key Activities

- Train pack house staff
- Train farmer groups on VSLA methodology
- Link farmer groups to formal financial institutions
- Training farmer groups on financial literacy
- Annual audit
- Communication and visibility
- Capacity building of partners
- M&E
- Reporting

# Assumptions

- Cultural and social barriers that hinder young women and men from participating and benefiting from agricultural value chains minimised through community mobilization and sensitization
- Favourable climatic Conditions within the project life time .
- Favourable economic policy enviroment
- Effective collaboration among the youth , households, public and private sector value chain actors

# Assumptions

- Effective collaboration among the youth , households, public and private sector value chain actors
- Effective adoption of technical skills acquired and and commitment by all value chain actors to support production for the market.
- Existence of favourable opportunities that promote access to finance by young women and men for agricultural prouction activities.
- Young women and men will be willing to work together in fucntional agribusiness groups.

**THANK YOU**



# SMARTUP FACTORY

How does it work? – Introduction to the model



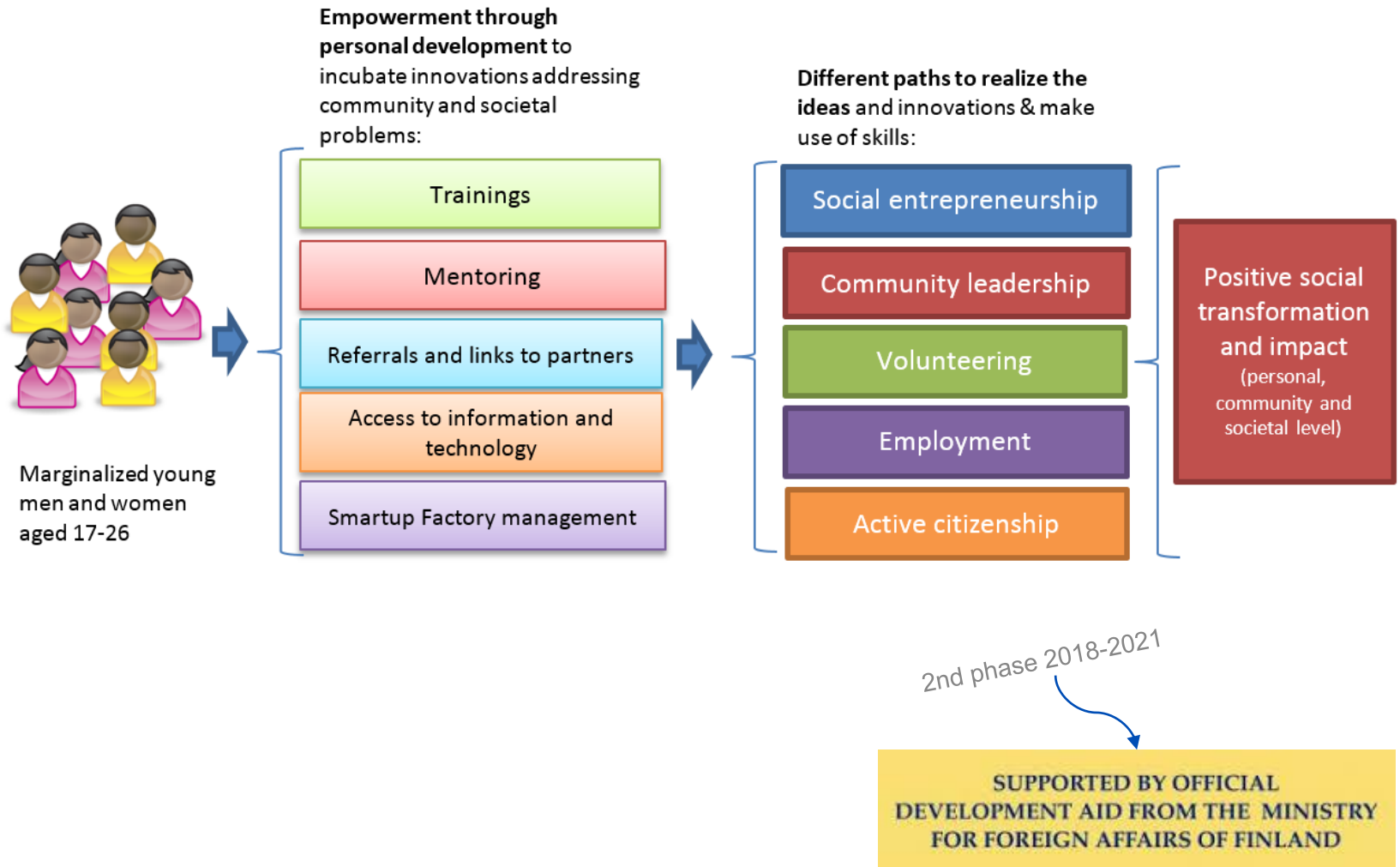
# Introduction to Startup Factory

The Startup Factory project has emerged from the founding idea that since the poor and marginalized youth experience the challenges in their community and society first hand **they are in a crucial position to identify those challenges and come up with innovative solutions to them.** However, as the marginalized youth don't have the same opportunities to pursue their ideas as their better educated and resourced peers, this potential is mostly left untapped and unleashed. Vast majority of marginalized youth **don't have access to e.g. innovation and incubation trainings** & mentoring. Also, most development **projects address only one aspect of their lives** e.g. employment, health, security, entrepreneurship or life skills etc., but rarely have a holistic approach offering **multiple routes to achieving success** in their personal lives, in their communities and in the society.

To address this gap and tap into the vast potential of majority of the youth, The Startup Factory project aims to create an enabling environment where marginalized young men and women aged 17-26 are empowered through personal development **to incubate innovations for positive social transformation.** Specifically the project will seek to achieve the following objectives:

- To create safe, inspiring and enabling space for young males and females.
- To provide skills training and mentoring to the young men and women to gain skills, confidence to pursue their ideas and implement them e.g. through social entrepreneurship, community leadership, employment and volunteering.
- To empower youth to customize and take ownership of the running of the Startup Factory as well as scale it up to reach as many youth as possible with the support of extensive partner network.

# Overview of the model





# Geographical coverage



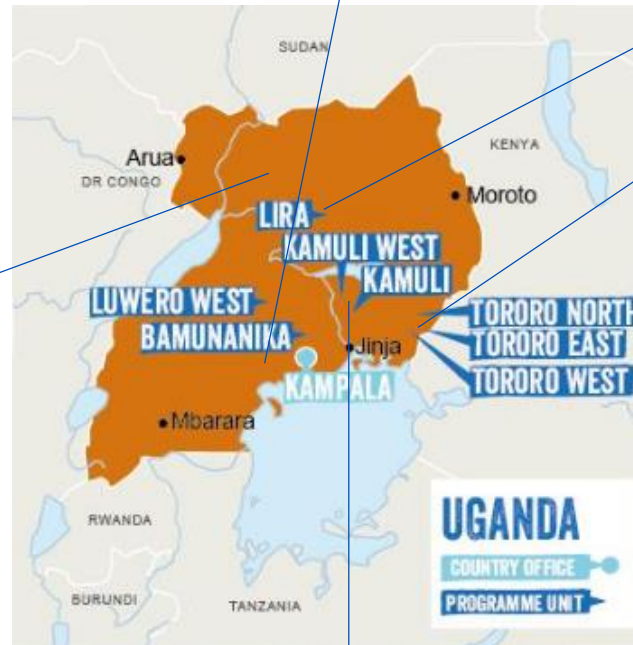
Smartup Factory Kampala (Kawempe) + 2 new ones starting



Smartup District Hub Alebtong



Smartup District Hub Tororo



Smartup District Hub Gulu



Smartup Addis Agomelma



Smartup District Hub Kamuli



Smartup Addis YMCA

# Youth led core values of Smartup Factory



**HOPE**-We do believe that hope allows people to realize their full potential



**CHANGE**-We do believe that every day presents an opportunity to change your life



**LEARNING**-We believe that learning is transformative

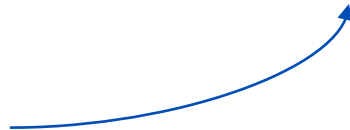


**INNOVATION**-We believe innovation fuels a better tomorrow



**COMMUNITY**-We are from the community, for the community, in the community

These are not nice sounding bla bla, but real values that youth live and breath at the Smartup Factory.

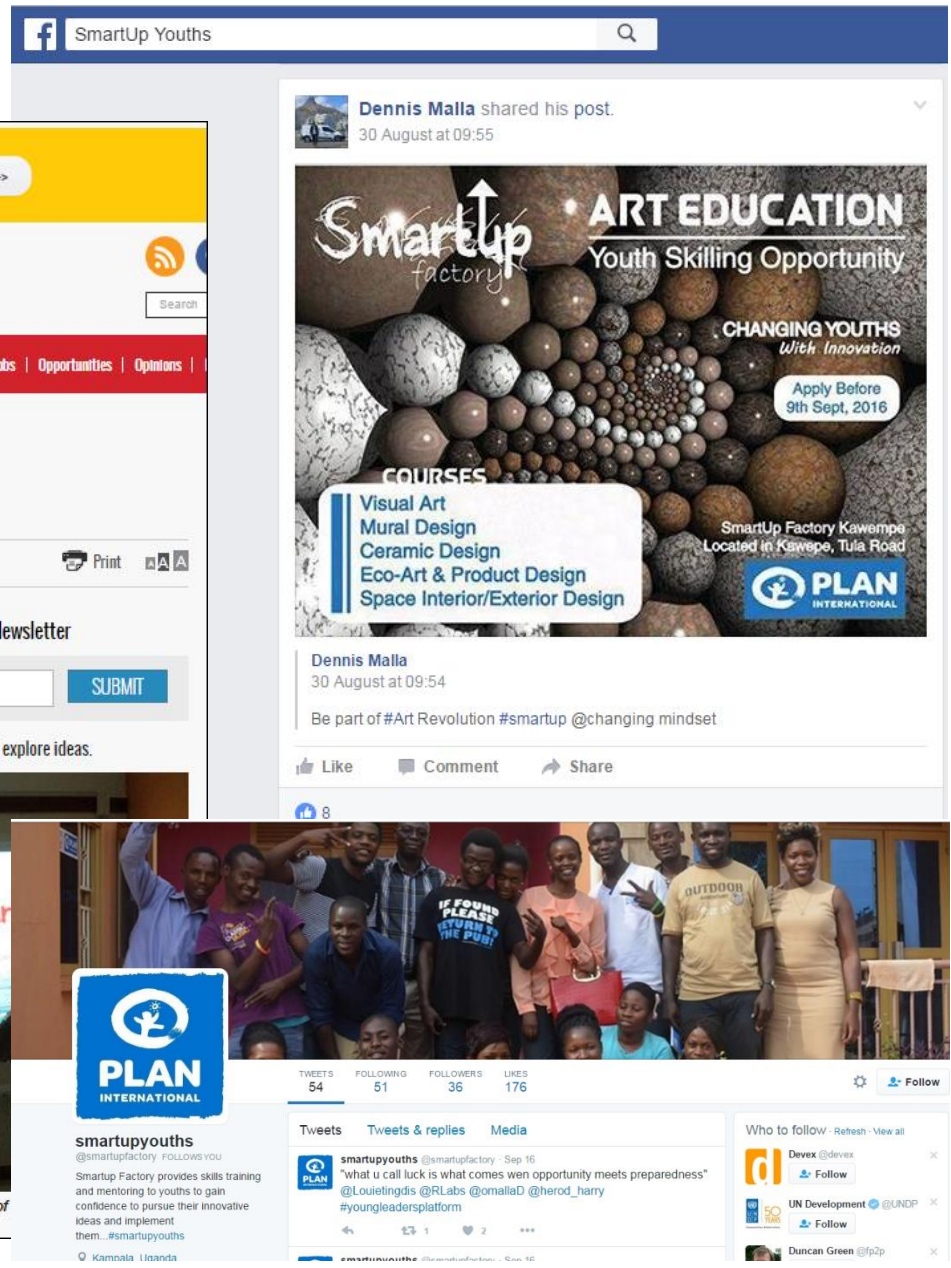








# Communications



# Youth voices from the Smartup Factory

”

**Margaret Namutebi, 24:** I want to be a motivational speaker in the future. I want to mentor and inspire other youth into positivity and advice them on how they can market themselves. For now, I welcome all youth within the age bracket of 16-26 to join us at the hub for a life changing experience.

**Henry Ssegawa, 23:** I am a product of Kawempe and if it was not for this project, I would be going down the destructive path. Since I came here, I have learnt video editing and graphics and I have also brainstormed with other young people about business ideas. I plan on starting my own video editing and recording business when I leave.

**Edith Nakitende, 22:** My mindset changed when I came here. I now think more constructively especially when it comes to do with plans for the future. Before I came here, I had no skills, but I have now learnt some skills in graphic animations and designs, string arts and making handicraft materials.

**Senkunda Ali, 20:** As youths, we are often distracted and deluded into doing counterproductive things. Since I came here, I have learnt how to set my personal goals for the future. I want to go back in my community and help other youth to discover themselves inwardly.





Tomato Girl PLAN

Some of the findings...

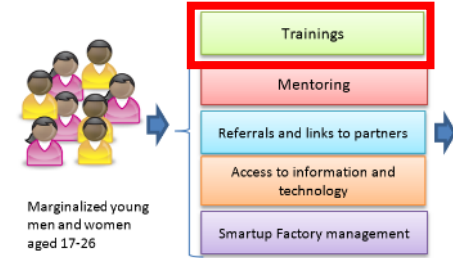
Tomato Girl PLAN



POVERTY IS A MINDSET!  
Innovate & Thrive

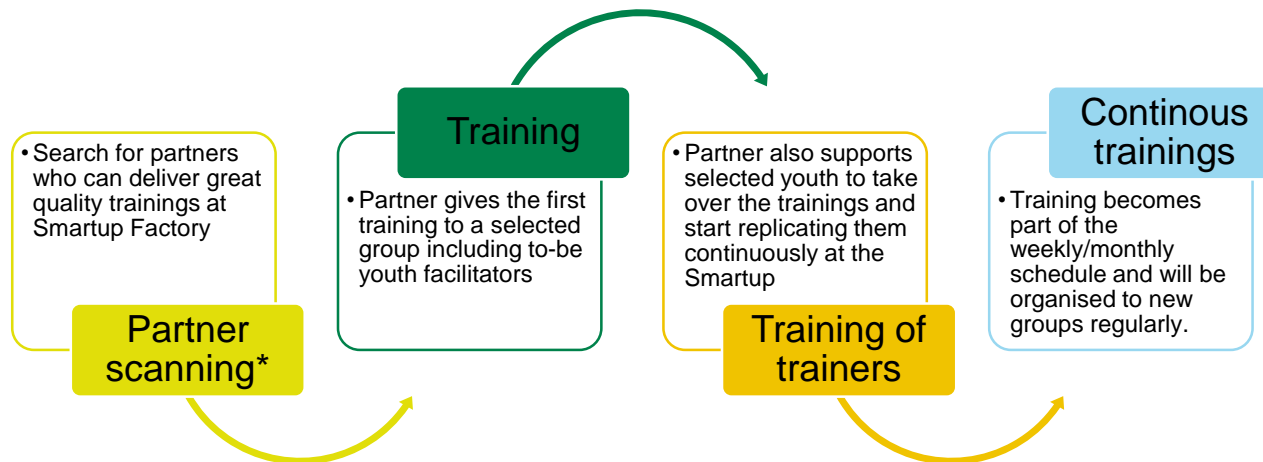
CONVERSE

# Training curriculum



The basic idea of the trainings at Smartup is to provide a menu of different recurring courses which the youth can choose to support their 'personal roadmap'. Some of the courses compulsory, others optional.

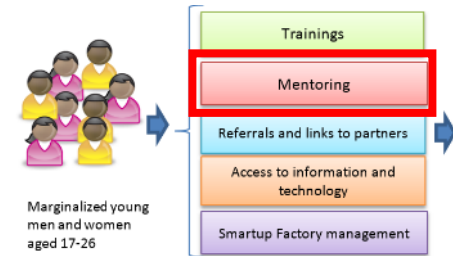
## Training adoption and replication model



DAY	EXAMPLE COURSES
MON	LIFE SKILLS, COMPUTER SKILLS ENTREPRENEURSHIP INNOVATION
	(AFTERNOON)  GRAPHICS DESIGN ART EDUCATION PROJECT MANAGEMENT
TUE	DIGITECH ART EDUCATION PROJECT MANAGEMENT GRAPHICS DESIGN
	(AFTERNOON) INNOVATION LIFE SKILLS ENTREPRENEURSHIP
WED	JOB READINESS LEADERSHIP ACADEMY LIFE SKILLS ENTREPRENEURSHIP
	(AFTERNOON) COMPUTER SKILLS DIGITAL TECHNOLOGY GRAPHICS DESIGN
THUR	ART EDUCATION COMPUTER SKILLS GRAPHICS DESIGN
	(AFTERNOON) LEADERSHIP ACADEMY WORK READINESS LIFE SKILLS
FRI	FREE STYLE FRIDAY WEEKLY MEETING RESEARCH YOUNG LEADERS PLATFORM

\* Some trainings are by the youth participants and do not originate from the partners

# Mentoring



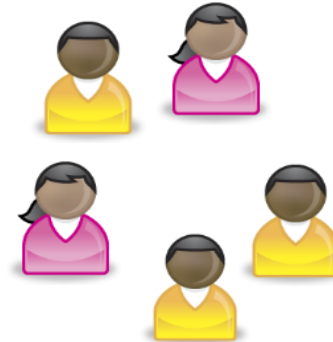
- Personal interview with a questionnaire

Produces an individual 'baseline' and gives initial starting point for building a personal roadmap.



- One to one coaching sessions

Developing a personal roadmap further, follow-ups.



- Peer support / peer to peer learning

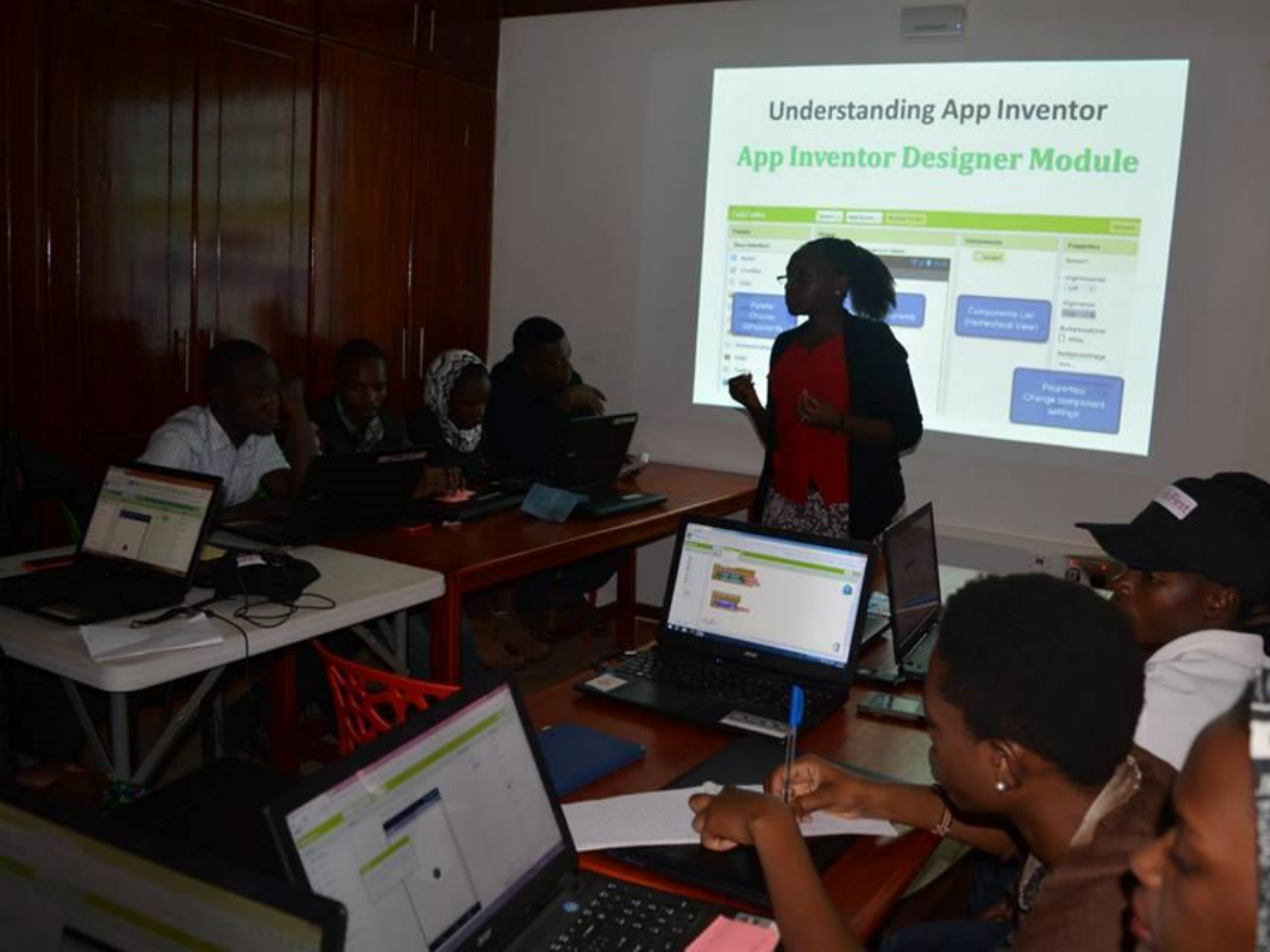
More free form support and reflections in peer groups.



Understanding App Inventor

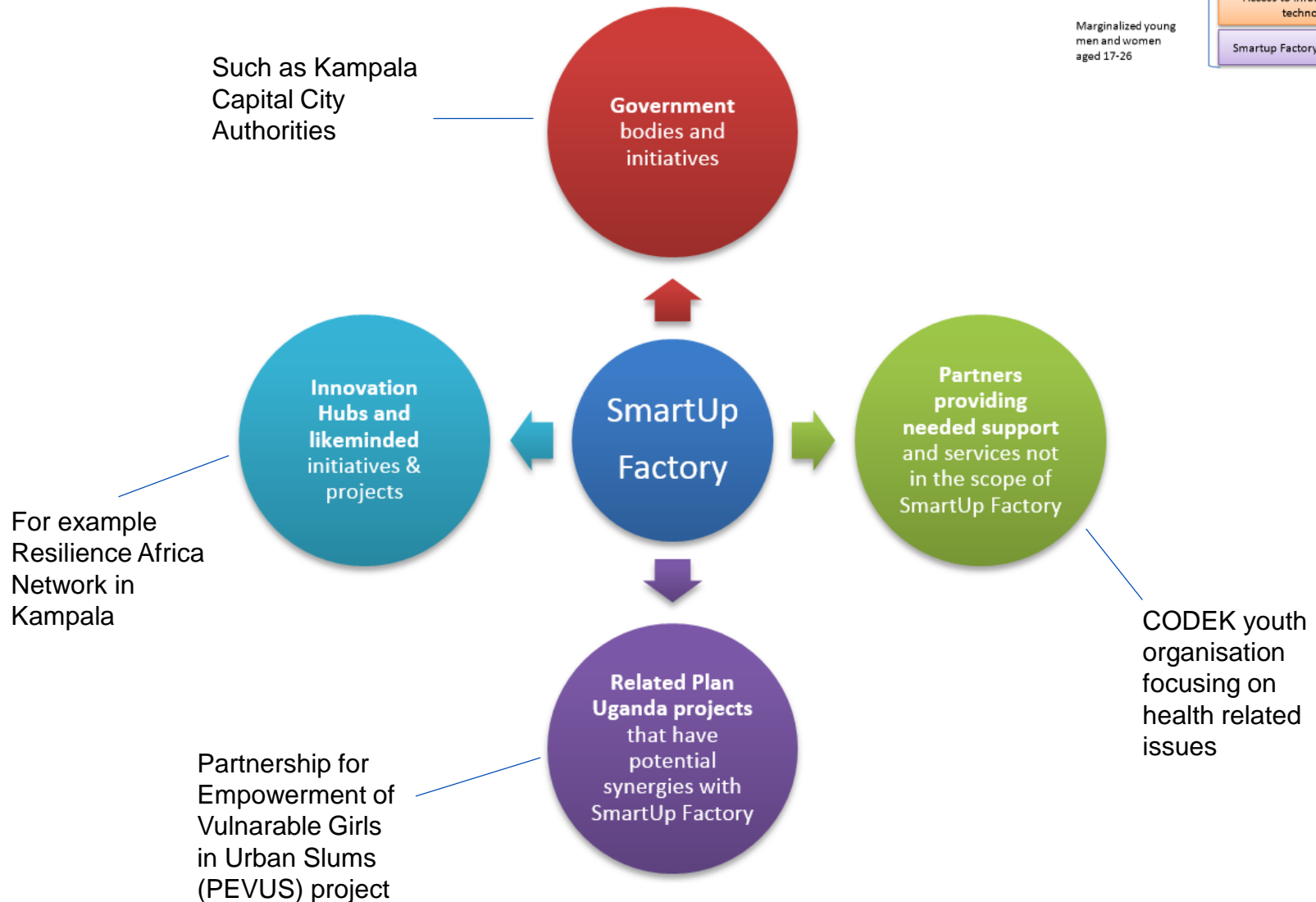
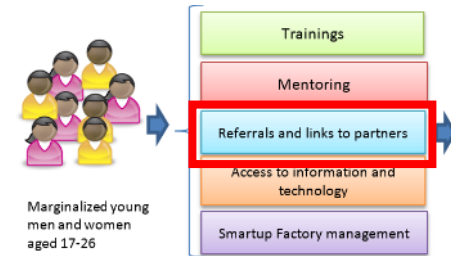
**App Inventor Designer Module**

The image shows a woman standing in front of a large screen displaying the App Inventor Designer Module interface. The screen is divided into several sections: a top navigation bar with 'Home', 'Web browser', and 'App Inventor' buttons; a left sidebar with 'Palette' and 'Components' tabs; a central 'Canvas' area showing a mobile app preview; and a right sidebar with 'Properties' and 'Components List (Hierarchy View)' tabs. The 'Components List' shows a tree structure of components. The 'Properties' panel shows various settings for the selected component. The woman is pointing at the screen, likely explaining the interface.

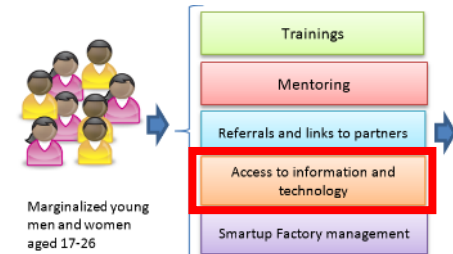




# Partner network



# Technology at Smartup Factory\*

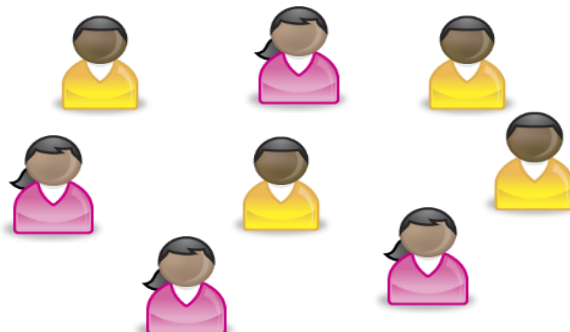


Laptops enable regular access to computing, software and internet (and gateway to resources on the local server)



Local servers contains wide variety of learning resources see more:

<https://store.worldpossible.org/products/rachel-plus>

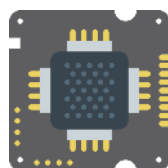


Interactive projectors facilitates presentations, trainings and co-working on the big screen.

Youth can also use their own mobiles via the local wi-fi



Large screen for information, visuals and presentations.



Electronics kits for training and designing new solutions/products.



Digital SLR camera for continuous documentation and comms purposes.

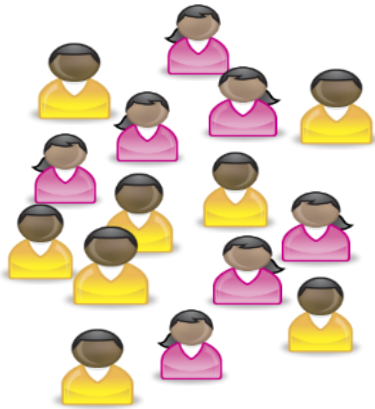
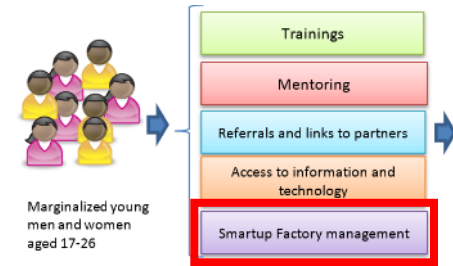


Audio for the grooves

\* This is showing the set up in Kawempe/Kampala. In district hubs the tech solutions vary.



# Youth led management in the Smartup Factory



Every month approx. 20-30 new youth enter to the venue and receive full access to the mentoring, trainings and equipment. After four weeks their access will be set to 1-2 days of week in order to give space to newcomers.



Those who want to take more responsibilities can be chosen as part of the Smartup staff and join different teams.

## Comms and partnerships

Networking with different stakeholders, community organizations and NGOs

Communicating programs and Achievements  
Mobilizing and organizing outreaches

## Technology

In charge of sharing updates about Smartup activities on social media

Facilitating technology sessions

## Trainings

Designs curriculum and coordinating weekly schedules for trainings

## Administration

Tracks the attendance of youth. Overall management of the venue.

## Currency

Designs the currency to be used and rewarding points to the youths

# Inclusion



- Of all youth receiving access to the Smartup Factory, at least 50% are girls and women.
- Girls and women have focus group sessions through which they identify barriers limiting their peers to apply for Smartup program as well as hindering them to have the same opportunities as boys do. They also come up with an action plan to address the barriers.



- Smartup Factory will put special emphasis on including youth with disabilities. They will receive tailored support to reach equal opportunities as well as act as role models for other youth with disabilities.



## CREATIVITY

- Lets learn to be creative. What can we do with a BALLON and NEWSPAPPERS?



# Get in contact!



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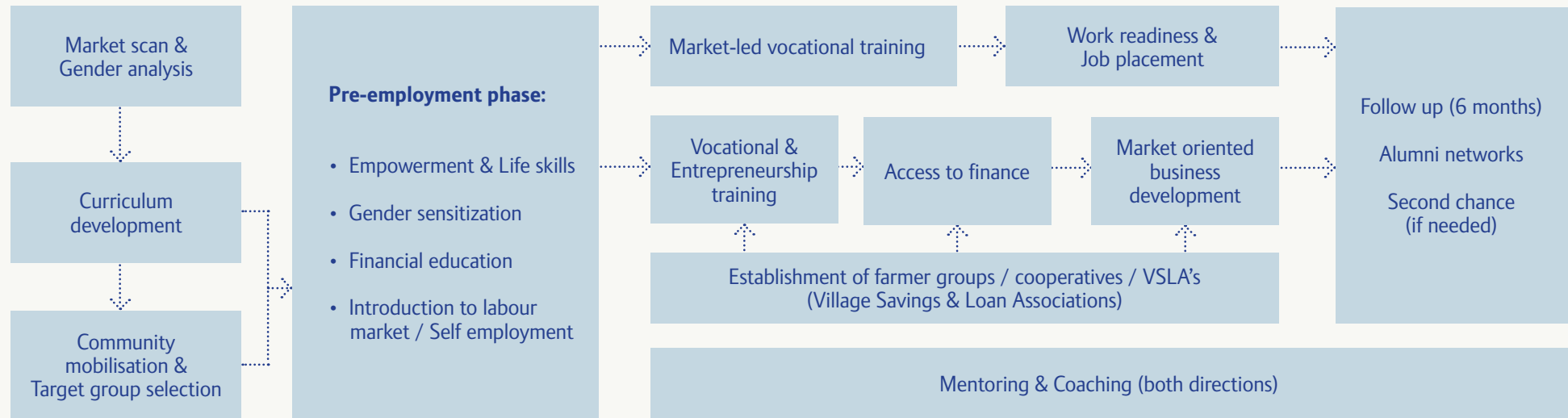








## Youth Economic Empowerment Pathways



Individual student tracking / Tracing monitoring system

Private sector engagement



# YOUTH EMPLOYMENT SOLUTIONS! **DIGITAL** ECOSYSTEM

# OUR NEW AGE SOLUTION

ILO estimates put 392 million young people not in any form of education, employment and training (NEET). Half of those young people live in South Asia, East Asia, and the Pacific. These numbers continue to rise, underlining the urgent need to address global youth unemployment.

Plan International recognizes the potential for Digital Development solutions to enhance the quality of youth employment programs, facilitate the implementation of these programs at scale, and maximize their impact. To this end, Plan International has developed the **Youth Employment Solutions (YES!) Digital Ecosystem**.

The **YES!DIGITAL Ecosystem** is envisaged a solution of integrated components; each standing alone, yet working together to create truly unique learning experiences and insights. It delivers engaging experiences for learners, more effective tools for practitioners, and richer and more meaningful data for monitoring and evaluation.

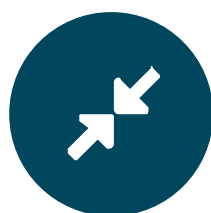


## OUR PRINCIPLES ▼



### HUMAN CENTERED DESIGN

Human Centered Design parallels the best practices of technology leaders. The process prioritizes the needs of the people who will ultimately benefit from the solution.



### AGILE / LEAN DEVELOPMENT

The Agile Development Manifesto emphasizes people and interactions over processes and tools. Solutions are refined through cycles which take form of the process: build-measure-learn iterations.



### OPEN SOURCE INTEGRATION

Open Source is ideal for deployment in developing contexts. The philosophy mirrors fundamental development principles including collaboration, universal access and user contribution/participation.

Practitioners will be able to design effective programming, respond directly to market demand, and measure impact. The **YES!DIGITAL Ecosystem** will cultivate:

- Strong linkages with the private and public sectors;
- Enhanced learning for credible market data, e-learning resources, and monitoring and evaluation; and
- Quality evidence and resource allocation for improved program quality learning and scalability.

The **YES!DIGITAL Ecosystem** leverages the true value of digital development by embracing innovation as a practice and a philosophy to enhance the effectiveness and increase the impact of Plan International's youth employment projects, and to put an end to the rising levels of youth unemployment.





THE CORE ▼



## YES!HUB

A practitioner's ePortal that uses a digital approach in building the capacity of individuals and organizations through a 'One-Stop-eShop' of knowledge, tools and collaboration -- the first of these being an online market scan tool. This will help professionals design, develop and execute higher quality interventions.

## YES!ACADEMY

A Learning Management System for education and skills building in youth employment initiatives; YES!ACADEMY engages by prioritizing user experience, gamification, and 'Massive Open Online Course' philosophies and practices.

## YES!ME

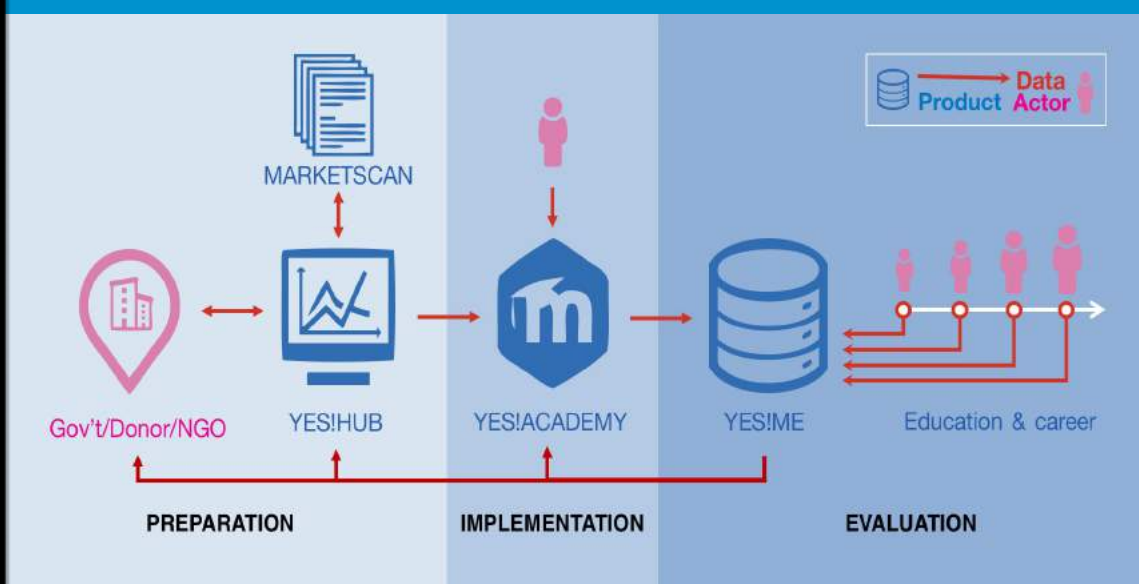
The development of a Direct Beneficiary Monitoring System that can trace individual beneficiaries for up to five years after program engagement and measure the impact of the project at individual and aggregate levels.



THE CORE ▼



## Presenting the YES!DIGITAL Ecosystem



This is an illustration of how the YES!DIGITAL Ecosystem works in practice. It delivers more effective tools for practitioners (YES!HUB), engaging experiences for learners (YES!ACADEMY), and more rich and meaningful data for monitoring and evaluation (YES!ME). While each product can be viewed as standalone, the true value lies in the ways in which they work together to create an ecosystem where each component works to support the others.





YES! TECH ▼



**BE YOUR OWN BOSS**



**YES!ACADEMY**  
**EntrepreNerds**

An entrepreneurship skills module, EntrepreNerds covers basic knowledge on the process of designing, launching and running a small business. The knowledge and skills are embedded into a digital game, where the player learns by developing a business in simulation.

EntrepreNerds takes the player to a journey for players to master, namely:

Level 1: The Ingenuous Apprentice

Level 2: The Efficient Manager

Level 3: The Artful Boss

In each level, players encounter plenty of challenging but interesting questions, problems and case studies, through which they will gradually accumulate the knowledge and skills they need.



YES! TECH ▼



# INTRODUCING OUR **NEWEST** INNOVATION



## **Training Employment Support Service Assistant (TESSA)**

Plan International's Training and Employment Service Assistant (TESSA) aims to provide easily comprehensible, filtered and targeted information to young people so that they can access and engage training or employment.

Using Facebook Messenger's natural language, TESSA is able to draw out key skills and competencies of young people, and connect them to opportunities for training and/or employment.

TESSA can support young people through:

- Skill identification and articulation (through Natural Language Processing and AI);
- Building a shareable resume to help job application;
- Locating user-relevant training and employment opportunities; and
- Answering questions and providing support along the way.

# ABOUT PLAN INTERNATIONAL

Plan International is an independent development and humanitarian organization that advances children's rights and equality for girls. We believe in the power and potential of every child, but know this is often suppressed by poverty, violence, exclusion and discrimination. And it is girls who are most affected.

Through our Area of Global Distinctiveness on Skills & Opportunities for Youth Employment and Entrepreneurship, Plan International works towards ensuring that vulnerable and excluded young people, especially young women, are resilient and are actively engaged in decent work of their choosing, be it waged or self-employed.

For more information about our work in youth employment and entrepreneurship, and digital development, including the YES!DIGITAL Ecosystem, please contact:

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