



THE G20 INITIATIVE FOR RURAL YOUTH EMPLOYMENT

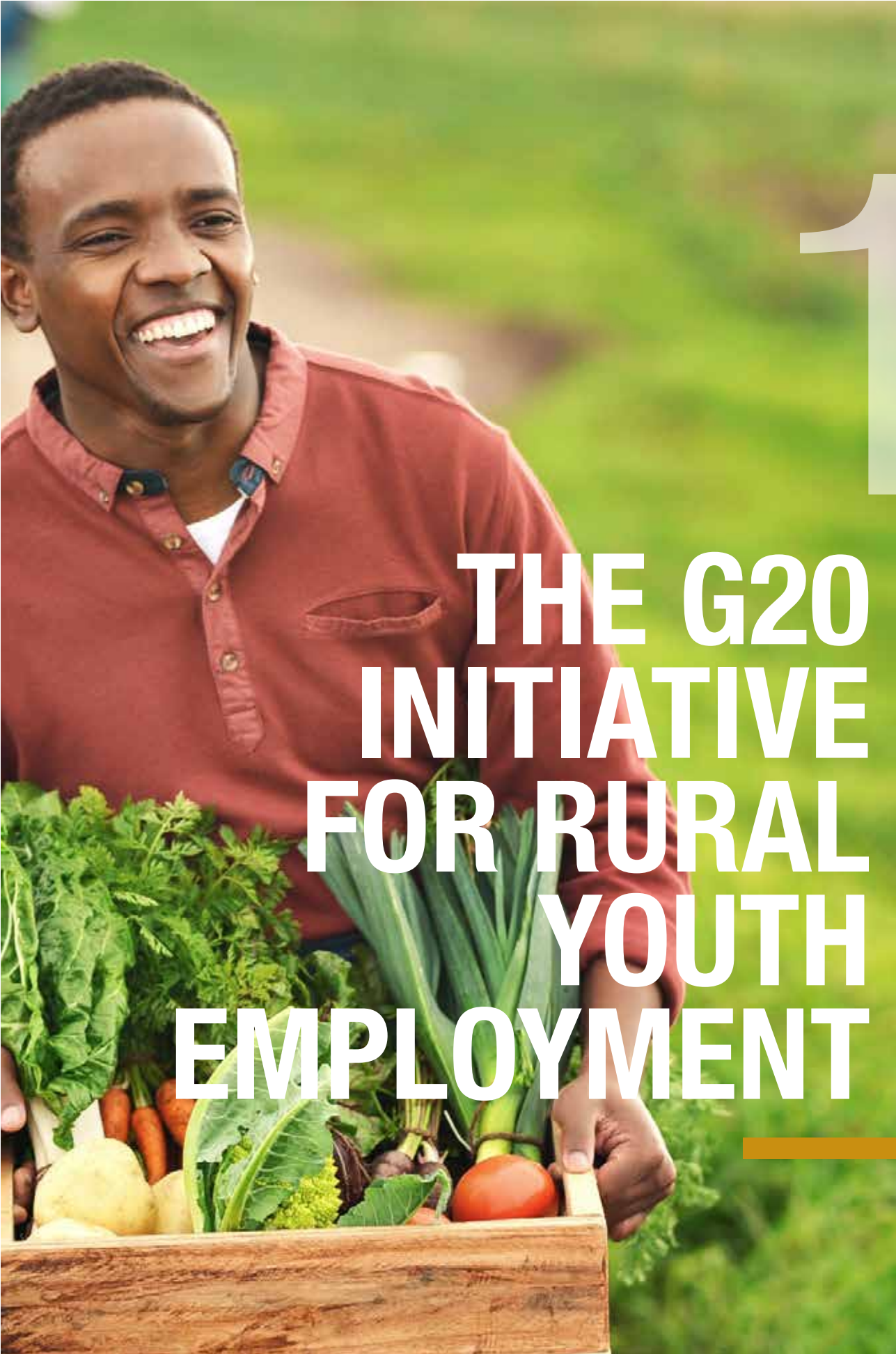
A BETTER FUTURE FOR RURAL YOUTH

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THE G20 INITIATIVE FOR RURAL YOUTH EMPLOYMENT



Rural youth face limited decent employment opportunities. This affects the socio-economic stability and resilience of their home countries, contributing to food insecurity, malnutrition, rural underdevelopment, inequalities, poverty, rapid urbanisation and migration. In 2022, youth aged 15-24 accounted for 1.2 billion people, or 15.5% of the global population. Many of these young people, especially those in low- and middle-income countries, live in rural areas. Between 2015 and 2030, 440 million young Africans will have reached working age.

Launched in 2017, the G20 Initiative for Rural Youth Employment (RYE) aims to intensify efforts to create decent work and income-generating opportunities for the current and coming generations of young rural people in Africa, with an emphasis on women.

The initiative has six areas of action: *i)* aligning with international and developing countries' strategies and policies; *ii)* closing data and knowledge gaps; *iii)* promoting a skills revolution; *iv)* promoting rural youth employment in contexts of conflict, disaster, fragility and violence; *v)* improving equitable and sustainable access to land; and *vi)* increasing responsible investment and financing for rural youth employment.



It includes two quantitative and time-bound targets:

- increase support to providing innovative, employment-oriented skills development projects for at least 5 million young people over the next five years, with particular attention to rural young women and men in Africa (area *iii*)
- contribute to creating approximately 1.1 million new jobs benefiting young people, including in rural Africa, by 2022, through an array of actions, such as supporting the Global Agriculture and Food Security Program and stimulating job creation by other means and mechanisms (area *vi*).

The OECD assessed progress on these efforts based on answers from a questionnaire sent to G20 member countries and relevant international organisations (IOs) and desk review. Nine G20 members (Canada, European Union, France, Germany, Italy, Korea, Türkiye, United Kingdom, and United States) and six IOs (African Development Bank, African Union, Food and Agriculture Organization, Global Agriculture and Food Security Program, International Fund for Agricultural Development and International Labour Organization) responded to the questionnaires. Key findings from this assessment are highlighted in this document.



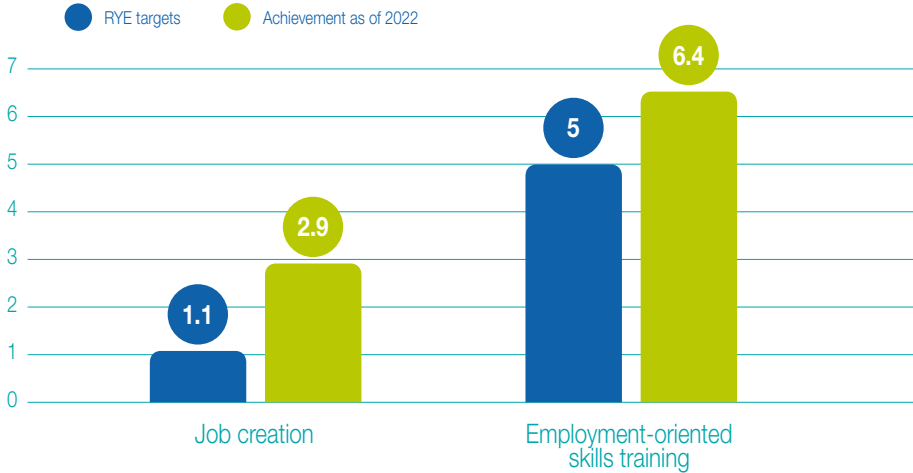
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**KEY
FINDINGS**

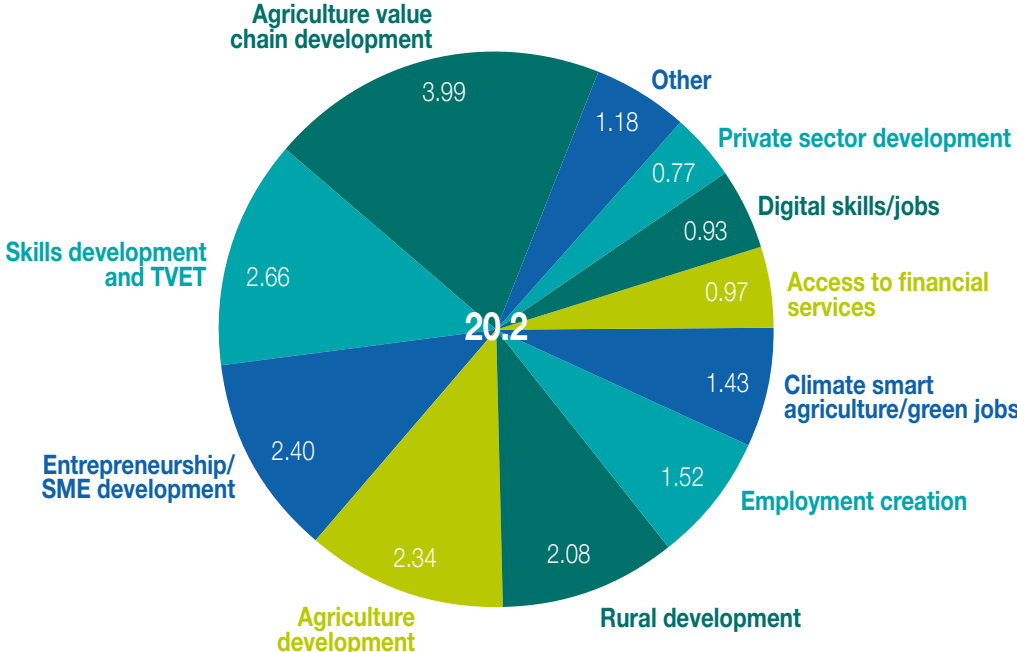


G20 members and international organisations overachieved the G20 Initiative for RYE's targets of supporting 5 million youth in developing employment-oriented skills and of creating approximately 1.1 million new jobs for youth. An assessment of 715 projects and programmes implemented between 2017 and 2022 shows that 2.9 million jobs were created – 2.6 times more jobs than the targeted number, and 6.4 million youth were trained to improve their employability – 1.3 times the targeted number. Ninety-four per cent of these projects were dedicated to Africa.

G20 RYE INITIATIVE TARGETS VS ACHIEVEMENT IN 2022 (IN MILLIONS OF YOUTH)



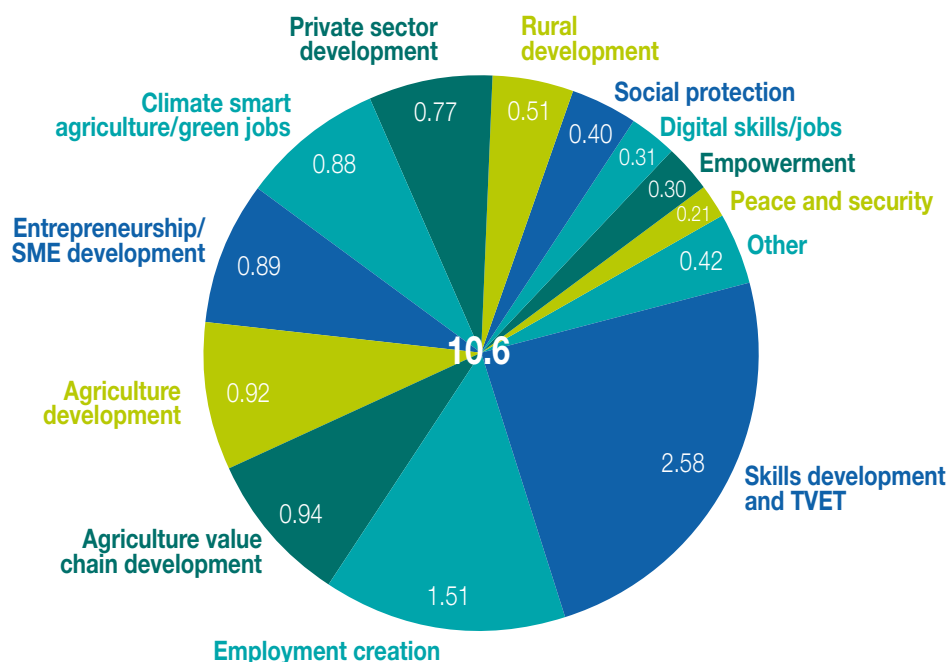
OVERALL, FUNDING BETWEEN 2017 AND 2022 TOTALLED USD 20 BILLION FOR RURAL YOUTH EMPLOYMENT PROJECTS IN AFRICA (IN USD BILLION)



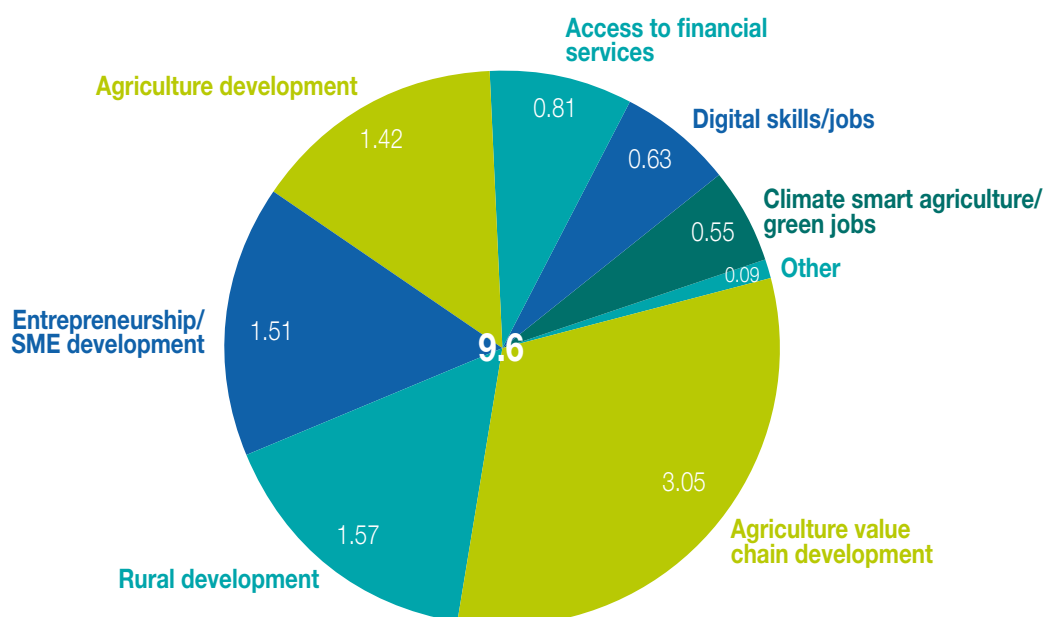
The budgets committed by G20 members, on the one hand, and IOs, on the other, were similar in size, but their spending priorities varied.

G20 members made significant investments in technical and vocational education and training (TVET) and skills development, while IOs concentrated on creating agricultural value chains. A small but significant portion of the expenditures went towards programmes promoting digital skills development and climate-smart agriculture/green jobs.

BUDGET SPENT ON RYE PROGRAMMES BY G20 MEMBERS (IN USD BILLION)



BUDGET SPENT ON RYE PROGRAMMES BY SELECTED IOs (IN USD BILLION)



The most common interventions for RYE in Africa were focused on skills development, agricultural value-chain development, rural development at large and promotion of entrepreneurship and small and medium-sized enterprises (SMEs). Some of these flagship programmes reported by the respondents are presented below.



3 FLAGSHIP PROGRAMMES ON RYE

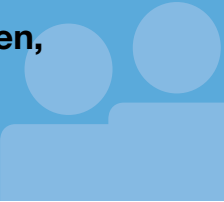
G20 members and international organisations are spearheading the effort to empower rural youth. The following flagship programmes illustrate some of the most common RYE interventions.

AGRICULTURAL TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING FOR WOMEN (ATVET4W)

(2017-22)

BENEFICIARY PROFILE

Rural women,
rural youth



COUNTRIES

Benin
Burkina Faso
Ghana
Kenya
Malawi
Togo



BUDGET

EUR 19 million



DONORS

Federal Ministry
for Economic
Cooperation and
Development of
Germany (BMZ)

Royal Norwegian
Ministry of Foreign
Affairs



IMPLEMENTING AGENCIES

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ)
GmbH

African Union
Development Agency
(AUDA-NEPAD)



THE APPROACH

The Agricultural Technical and Vocational Education and Training for Women (ATVET4W) programme aims to offer women access to technical and vocational education and training and to empower them through gender-transformative pilot initiatives. It has two main channels: *i)* a finance facility that offers resources for projects on employment; and *ii)* a technical component that gathers knowledge from the participatory countries and also involves the private sector and training institutions in a common platform. The programme's larger aim is to match the competences of youth participants to labour-market demand, with ameliorated access for women, marginalised populations, refugees and migrants. This programme is part of the Skills Initiative for Africa (SIFA), an initiative of the African Union Commission (AUC) supported by the German government.

RESULTS

- 13 900 people benefited from agricultural TVET: 97% of employers surveyed confirmed that those who underwent training in the workplace could be employed immediately.
- 22 partner institutions introduced gender guidelines: 17 offer gender-sensitive training, laying the foundations for women's empowerment.
- 1 comprehensive capacity development programme on entrepreneurship and gender was developed – Gender makes Business Sense (GmBS).
- 1 self-paced GmBS online learning offer was developed.



KENYA YOUTH EMPLOYMENT SKILLS (K-YES)

(2015-20)

BENEFICIARY PROFILE

Youth, rural youth



COUNTRIES

Kenya
(Bungoma
Garissa
Kericho
Kisii
Kwale
Migori
Nairobi
Nyeri
and West
Pokot counties)



BUDGET

USD 21.9 million



DONOR

US Agency for
International
Development
(USAID)



IMPLEMENTING AGENCIES

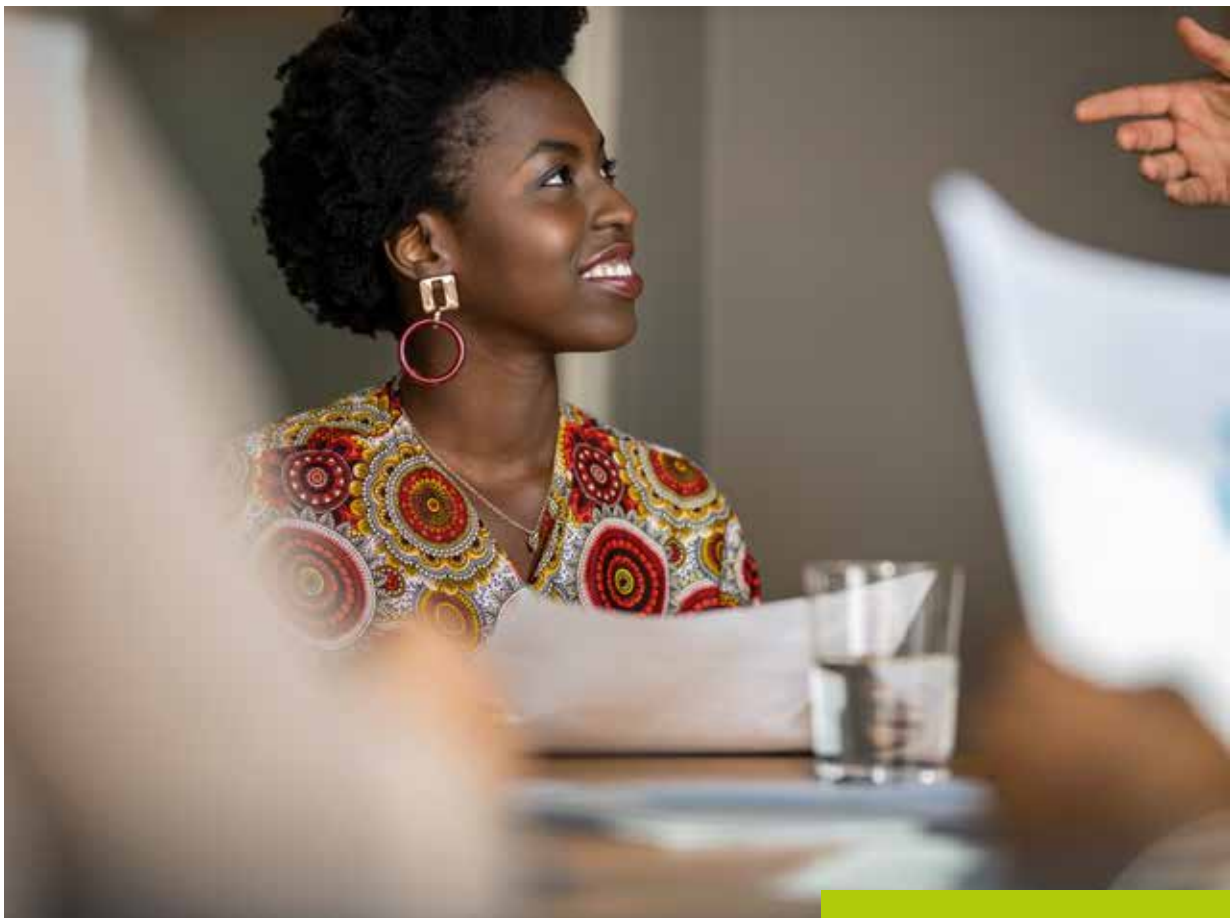
RTI International
Land O' Lakes
International Rescue
Committee
McKinsey & Company
SSG Advisor



THE APPROACH

The Kenya Youth Employment Skills (K-YES) project gives motivated Kenyan youths the opportunity to acquire the skills they need to compete and succeed at work, with services tailored to their needs and the local context. The project offers training co-ordinated with the local private sector. The sessions cover vocational training, entrepreneurial and business skills, career counselling, financial inclusion and “youth-friendly” services.

The approach is based on co-operation and partnerships among government, youth and industries. The programme works with more than 50 companies, including Coca-Cola and Kenya Commercial Bank. It aims to improve perceptions of TVET, and also to prevent extremism at the grass-roots level using a cross-sector approach that involves key community actors such as religious leaders and employers.



RESULTS

- Approximately 50 000 youth found employment.
- Nearly 300 000 youth received access to financial/market/employment-related services.
- 122 public-private partnerships were formed.
- A lion's share of trainees found jobs in specific sectors (poultry farming, retail, financial services, masonry); others gained perspective on how to start their own businesses.
- 2 000 youth received training on leadership and life through discussions on youth and extremism.
- 32 000 were able to register for and acquire national ID cards.

GREEN JOBS FOR RURAL YOUTH EMPLOYMENT

(2019-24)

BENEFICIARY PROFILE

Rural and urban youth



COUNTRIES

Sierra Leone
Timor-Leste
Zimbabwe



BUDGET

USD 6 million



DONOR

Korea International
Co-operation Agency
(KOICA)



IMPLEMENTING AGENCY

Food and Agriculture
Organization of the
United Nations (FAO)



THE APPROACH

The Green Jobs for Rural Youth Employment programme provides selected rural and urban youth with capacity development opportunities across the green agriculture, green energy and green waste management sectors. They are also trained in transferable skills such as problem solving, communication, teamwork, gender leadership, green business development and financial literacy.

Trained youth identify a local issue and propose green jobs solutions for addressing the problem. Those whose proposals are selected by the public or private sector are offered a two-year public employment or business start-up opportunity. At the end of the project, challenges and best practices will be used for developing national (and possibly regional) strategies for youth employment, agricultural and rural development, and transition to the green economy.

RESULTS (EXPECTED)

- 600 young individuals to receive training.
- A minimum of 150 youth to receive assistance to develop their green business project (up to 2 years).
- A minimum of 150 youth to be employed under a 2-year public green employment scheme.
- One local organisation per country to receive training on the green economy.
- 100 officials from government to have access to capacity development and support for policy.
- 9 000 indirect beneficiaries to receive training from partnering organisations.



YOUTH ENTREPRENEURSHIP AND INNOVATION MULTI-DONOR TRUST FUND

(2017-25)


BENEFICIARY PROFILE

Youth, rural youth



DONORS

Governments of
Denmark, Italy,
Netherlands, Norway,
Sweden



COUNTRIES

Ghana
Guinea
Kenya
Malawi
Mali
Nigeria
Rwanda
Tanzania
Togo
Uganda
Zimbabwe



BUDGET

USD 40 million



IMPLEMENTING AGENCY

African Development
Bank (AfDB)



THE APPROACH

The Youth Entrepreneurship and Innovation Multi-donor Trust Fund, managed by the African Development Bank (AfDB), supports Africa's entrepreneurship ecosystems. The fund promotes the creation of sustainable jobs for young Africans by equipping youth- and women-led start-ups with the skills, financial support and enabling environments needed to run bankable businesses. It also supports micro, small and medium-sized enterprises (MSMEs).

The fund is helping the ADB's Jobs for Youth in Africa Strategy to achieve its goals of generating 25 million jobs and equipping 50 million youths with skills to enhance their employability and entrepreneurial success by 2025. It brings together donors and partners. Denmark and Norway made initial contributions in 2017, and Sweden, the Netherlands and Italy became donors in 2018.

The fund, which now has nearly USD 40 million, supports three types of activities: *i*) business development services such as incubators and accelerators; *ii*) funding for research and project preparation; and *iii*) technical assistance and capacity building for African governments, public agencies and intergovernmental organisations.

RESULTS (SO FAR)

- Since its inception, the fund has supported the creation of a total of 68 011 direct jobs for youth, and increased access to funding for a total value of USD 5.5 million for 5 012 MSMEs.
- 5 991 young entrepreneurs benefited from tailored business services. A total of 25 youth-led businesses benefited from grants, mentorship and enterprise support to enhance their employability through Challenge Prize competitions in 2021.
- The YEI MDTF has reached new heights in portfolio growth, funding 29 projects for a total of USD 25 million. At year-end 2021, 24% of the project portfolio was completed, and another 76% was at different stages of preparation and implementation.
- The fund plays a catalytic role to deliver impactful programmes at scale. Resources provided by the YEI MDTF for project preparation studies catalysed additional job creation and leveraged additional funding.



INCLUSION OF RURAL YOUTH IN POULTRY AND AQUACULTURE VALUE CHAINS IN MALI

(2017-2021)

BENEFICIARY PROFILE

Youth, rural youth

DONOR

Global Agriculture
and Food Security
Program (GAFSP)

COUNTRY

Mali
(Sikasso and Yanfolila
in the Sikasso region,
Kati and Dioïla)

BUDGET

USD 3.6 million

IMPLEMENTING AGENCY

IFAD

THE APPROACH

The project "Inclusion of Rural Youth in Poultry and Aquaculture Value Chains in Mali" is part of the Global Agriculture and Food Security Program's Missing Middle Initiative. Its objective is to strengthen the income and food security of rural youth in Mali by including them in poultry and aquaculture value chains to create sustainable economic activities. Beneficiaries have access to training in technical skills, agro-ecological farming practices, organisation and finance.

The project is conducted with the Association of Professional Farmers' Organisations (AOPP) and the National Co-ordination Agency for Farmers' Organisations (CNOP). Its targets include: *i)* 1 000 rural youth trained in management and techniques in poultry and fish farming value chains; *ii)* 1 000 trained in nutritional practices; *iii)* production models in poultry and fish farming tested and a platform created; *iv)* 1 000 income-generating activities (IGAs) set up; *v)* loan recipients and their producers' organisations (POs) provide marketing and supply for farming production units financed by the project; *vi)* the AOPP is strengthened; and *vii)* lessons learned from project activities are disseminated.

Additional funds were allocated to SMEs after the start of the COVID-19 crisis for the creation of processing units in high demand areas (within the sector of poultry and fishing). These units are meant to favour public/private partnerships. Workshops were organised on access to finance and entrepreneurship for rural youth working in agriculture. In this context, data on products, marketing and income generation were gathered to understand more accurately what is in demand.



RESULTS (SO FAR)

- 1 135 people (70% young people, 38% women) have participated in trainings across 49 producer-based organisations, with 1 050 able to access direct employment.
- 1 135 farmers have received access to funds and services.
- Infrastructure improvements include rehabilitation of 20 post-harvest facilities, while improvement of production of lands (about 240 hectares) benefited 1 025 smallholders.
- 1 155 people have received access to products and services related to nutrition; agreements were made with health centres for purposes such as training support and nutrition-related services.

OPPORTUNITIES FOR YOUTH IN AFRICA: ACCELERATING JOB CREATION IN AGRICULTURE AND AGRIBUSINESS

(2020-24)

BENEFICIARY PROFILE

Youth, rural youth



COUNTRIES

Cabo Verde
DRC
Ghana
Kenya
Tunisia



BUDGET

USD 50 million



DONORS

UNIDO

FAO

Italian Ministry
of Foreign Affairs
and International
Co-operation



IMPLEMENTING AGENCIES

African Union
Commission

UNIDO

FAO





THE APPROACH

The Opportunity for Youth in Africa: Accelerating Job Creation in Agriculture and Agribusiness (OYA) programme proposes an integrated approach for the creation of quality on- and off-farm employment and self-employment opportunities for African youth in agriculture and agribusiness. It highlights the central role of agriculture for Africa's development, while emphasising the need for continuous empowerment of African youth to be the engine of this growth.

The programme's multilevel approach (continental, subregional, national) reflects the need for a concerted effort between public institutions and the private sector on capacity development, access to resources, improved co-ordination and linkages, and knowledge generation and dissemination.

RESULTS (SO FAR)

- 271 agribusiness incubated, 151 entrepreneurs received mentorship.
- Access to the market facilitated for 26 agribusinesses.
- Market research tour (233 organisations).
- OYA Business Club Platform, with access to more than 6 000 businesses worldwide.
- 400 youth trained on value chain in agricultural sector and financial literacy.



TAKE-AWAYS



FOR FUTURE G20 INITIATIVES

- **Reach for more ambitious, measurable targets.** Considering the millions of African youth entering the labour market every year, the G20 Initiative for RYE could set more ambitious objectives, both quantitative and qualitative.
- **Develop a common monitoring and evaluation framework for G20 commitments and initiatives.** A common framework could align efforts of G20 members and IOs working towards initiative goals. This overarching framework could include basic definitions of key concepts, types of employment to promote or create, and indicators to measure employment creation and employability.
- **Provide clear guidelines to G20 members on how programmes can be attributed to a G20 initiative.** A standardised reporting mechanism for an initiative would help monitor contributions by respective members and facilitate inputs to the G20 Development Working Group (DWG) Accountability Reports.

FOR DEVELOPMENT AGENCIES AND MULTILATERAL ORGANISATIONS

- **Ensure coherence between on-going large-scale initiatives.** Synergies between G20 initiatives and new or on-going regional and international organisations' programmes on RYE would help channel resources and support donor co-ordination towards a common goal. Inclusion of relevant multilateral institutions in DWG discussions would help design future G20 initiatives in line with existing efforts.
- **Support G20 in setting common indicators to monitor progress on RYE.** Youth employment and employability can be measured in many ways. Proposing a set of basic definitions and indicators to allow rapid monitoring of large-scale initiatives such as those launched by the G20 would facilitate reporting on progress and ensuring common understanding of expected youth employment outcomes.
- **Design multi-sectoral programmes by considering both the labour demand and supply sides.** RYE programme designs need more market research and dialogue with the private sector to understand labour market trends and skill needs. A place-based approach that links relevant policy domains and actors, including across levels of government, and strengthens rural-urban linkages is likely to be more impactful.

FOR GOVERNMENTS AND THE PRIVATE SECTOR

- **Offer on-the-job training and wage subsidy programmes.** On-the-job skills training can be very useful in improving the employability and productivity of young people experiencing difficulties in finding a job. Governments can support these initiatives by providing wage subsidies to encourage new hires and reduce the cost and risks to employers.
- **Facilitate multi-stakeholder national policy dialogues to smooth school-to-work transitions.** National strategies should make efforts to direct investments towards sectors with a high job creation potential and ensure regular dialogue between the educators and private sector actors.
- **Set up national qualification frameworks and certification schemes.** Qualification frameworks increase transparency across education systems and make the value of different qualifications clear to students, employers and other stakeholders.
- **Implement a national youth policy.** Strengthening implementation capacities at local level, notably in small and medium-sized agglomerations, is critical. Greater policy coherence, adequate funding and stronger institutional capacity are needed for dedicated ministries to turn national youth policies or strategies into an effective driver of youth well-being and decent employment.



FOR RYE PROGRAMMING

- **Ensure better donor co ordination and organisation of resources to meet common RYE targets.** RYE projects require multi-sectoral approach (promoting job creation, improving employability, facilitating employment, enabling the environment) to be effective and sustainable. Strategic donor co-ordination at the national level will help the extensive network of development practitioners move in alignment with one another.
- **Inform youth about pathways to formalisation.** While formalisation will take time, especially in the agriculture sector, RYE programmes should provide information about social protection for informal workers as well as pathways to formalisation.
- **Endeavour to narrow the gender gap in rural employment.** While many programmes have placed gender equality at the core of their approach, more should be done on tackling the societal norms that limit women to certain occupations or that relegate them to unpaid care work outside the recognised labour force.
- **Invest in rural development at large.** Growing populations, urbanisation and rising working-class incomes are driving demand for more diverse and higher value-added agricultural and food products. Investment in local food systems could respond to rising demands and create jobs in rural areas.
- **Include young people in the transformation of food systems.** To achieve food and nutrition security, fairness, the eradication of poverty and ecological sustainability, food systems must be transformed. The transformation must involve young people, as called for during the 2021 UN Food Systems Summit.
- **Diversify job opportunities for youth in rural areas.** Growth in rural areas will require adequate physical, social and economic infrastructure and linkages to higher density areas. A place-based and people-centred development will enhance communities' competitive advantages through integrated investments and local services, as well as encourage local participation and bottom-up development.
- **Collect evidence and build upon existing international policy dialogue and processes.** The Coalition on Decent Work, Living Incomes and Wages for all Food System Workers, the ILO Global Accelerator on Jobs and Social Protection, and the Thematic Working Group on RYE of the Global Donor Platform for Rural Development are examples of platforms that provide a space for dialogue and to align donors, international organisations, youth organisations and civil society on RYE actions.

Read the full assessment on the G20 Initiative for Rural Youth Employment online at
<https://doi.org/10.1787/ac173afe-en>



Federal Ministry
for Economic Cooperation
and Development

In collaboration with:

