



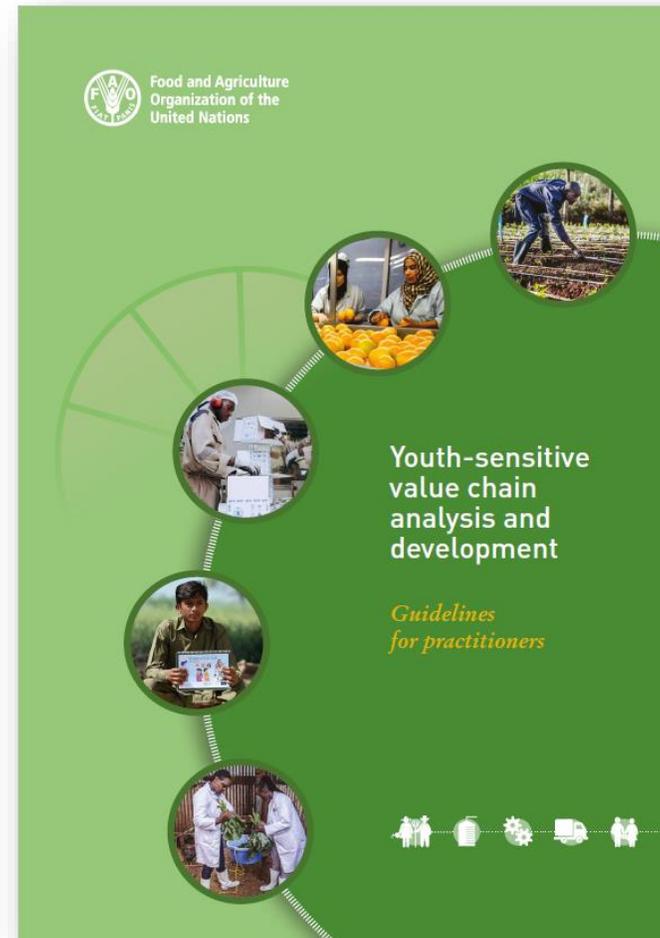
Food and Agriculture Organization  
of the United Nations

# Youth-sensitive value chain (YSVC) analysis and development *Guidelines for practitioners*

30 June 2022/ Ileana Grandelis & Dimsoy Cruickshank

# Overview

- ▶ What are the YSVC guidelines about?
- ▶ Target audience
- ▶ Structure
- ▶ Zooming in on Chapter 4 and 5
- ▶ Tools provided
- ▶ Lessons Learned from in-country experiences and General Feedback received
- ▶ Q&A



# What are the YSVC guidelines about?

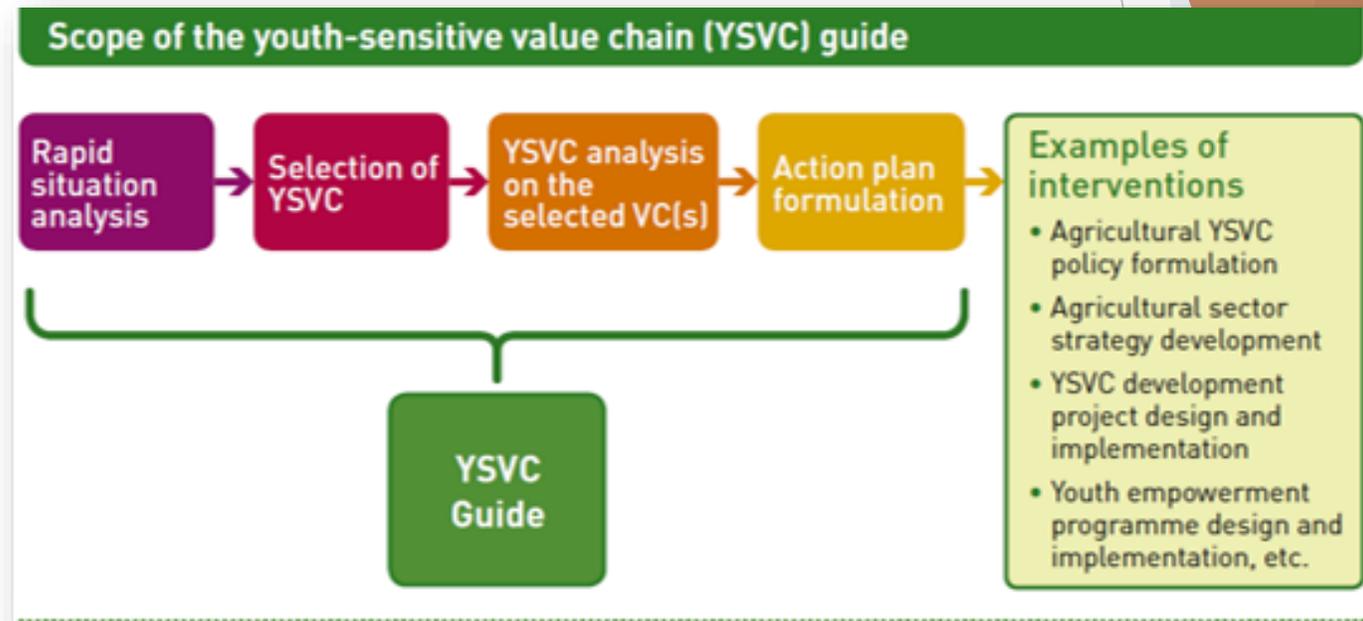
- ▶ Provide guidance for practitioners on:
  - ▶ i.) **selecting** agricultural value chains with significant potential for youth employment and entrepreneurship and
  - ▶ ii.) **analyzing** them through a youth lens
- ▶ Offer **flexible and practical application** to tailor each intervention to the local needs and capacities
- ▶ Adapt **push/pull factor analysis** to identify and analyze constraints and opportunities for decent youth employment at each function of the core and extended value chains
- ▶ Provide **guidance on the inclusion of economic, social and environmental sustainability considerations**, as well as development of **youth-inclusive strategies** in value chain upgrading actions and supporting policies

# Target audience of the guidelines

- ▶ **The intended users of the YSVC guidelines** are practitioners in a wide range of organizations, including governments, international organizations, NGOs, research institutes, youth organizations, and the private sector.
- ▶ Specifically:
  - ▶ VC analysts or researchers who include youth employment dimensions into VC analyses and assessments;
  - ▶ VC actors who create and promote employment opportunities for youth in agricultural VCs;
  - ▶ Staff and consultants of international development organizations and NGOs (agricultural VC development and/or decent rural employment promotion with a focus on youth)
- ▶ The participatory and youth-centred approach encourages practitioners to **collaborate closely with youth organizations: give youth a voice and empower them**

# Structure of the Guidelines

1. Introduction and scope
2. Promoting decent work for youth as a global priority
3. Situation analysis for youth employment in agriculture
4. Selecting youth-sensitive value chains
5. Youth-sensitive value chain analysis
6. Value chain upgrading and action planning



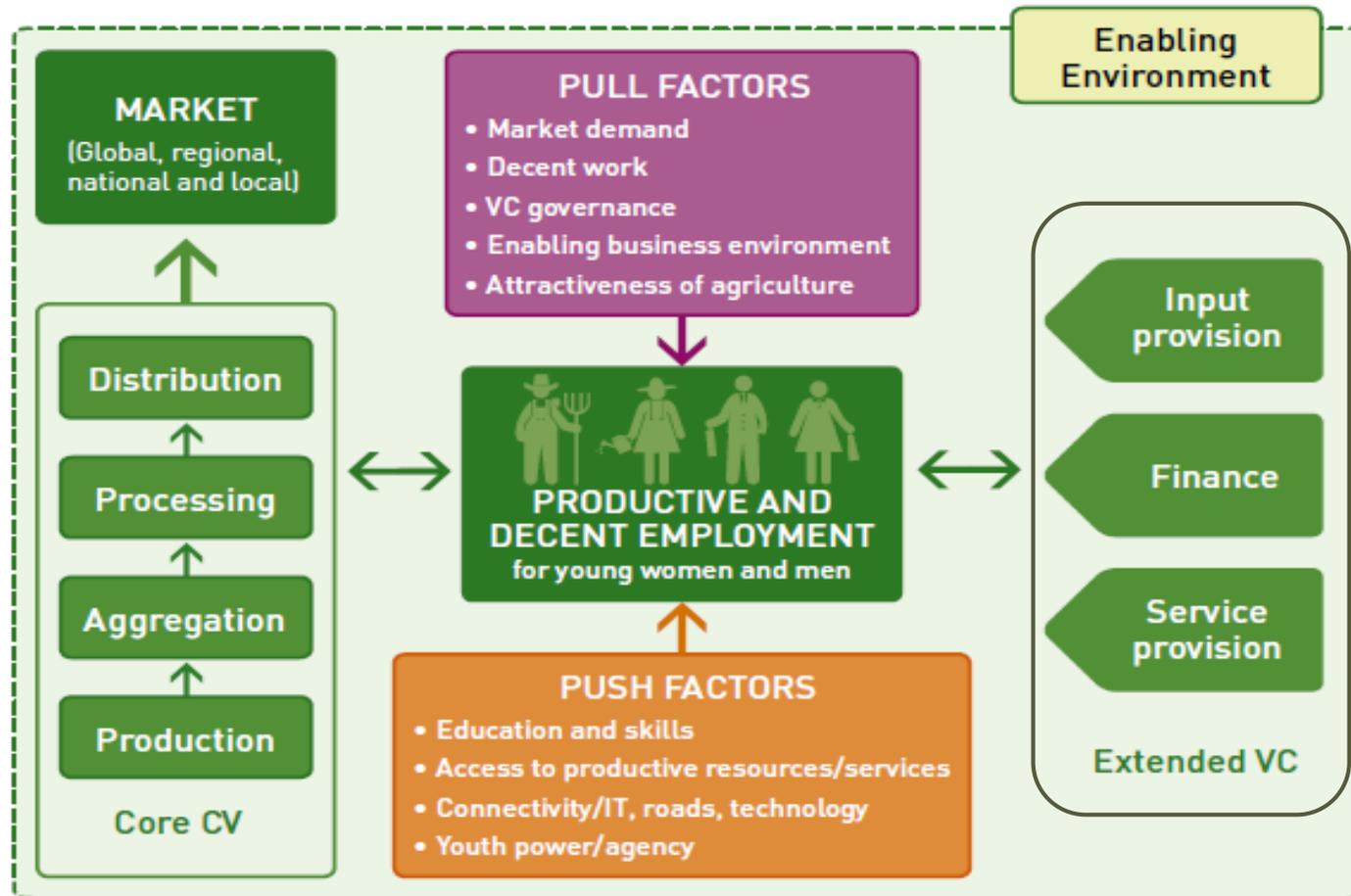
# Zoom in on Chapter 4: Youth sensitive selection criteria

- ▶ Key purpose of the value chain selection exercise is to identify and mutually agree on value chain(s) **with significant potential to include more youth.**
- ▶ Criteria are organized in two sub-groups: those providing insights into **feasibility** and those referring to **impact.**

Feasibility
<ul style="list-style-type: none"><li>• Youth interests and peer perceptions</li><li>• Skills requirements to engage in the value chain</li><li>• Private sector support and involvement</li><li>• Ease of starting business</li><li>• Socio-cultural barriers and potential risks</li></ul>

Impact
<ul style="list-style-type: none"><li>• Decent work and risk reduction</li><li>• Employment and income earning opportunities at production level</li><li>• Off-farm employment and income earning opportunities</li></ul>

# Zoom in on Chapter 5: Youth-sensitive Value Chain Framework

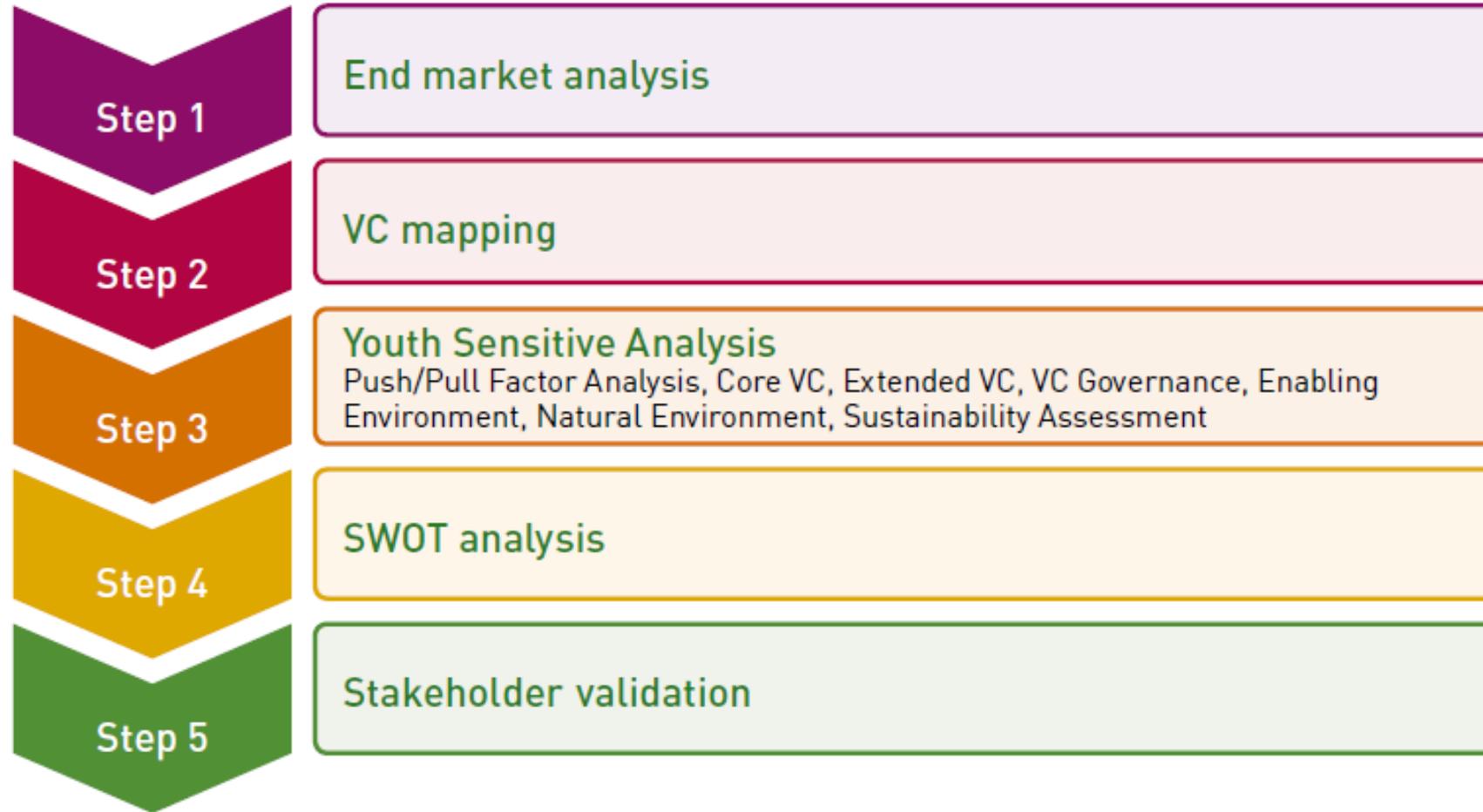


# Zoom in on Chapter 5: Push/Pull Factor Analysis

- ▶ **Push Factors = Factors that empower youth to engage in the VC (labour supply side):**
  - ▶ contribute to capacity building and empowerment of youth
  - ▶ increase their likelihood of employment and business ownership
  - ▶ provide youth with the necessary means to prepare for, access and retain employment opportunities as wage employees or agripreneurs
  - ▶ help eliminate some of the existing constraints that prevent youth from becoming gainfully employed in VCs.
- ▶ **Examples:** Education; skills; access to resources and services; youth power and agency; connectivity; access to information; etc.
- ▶ **Pull Factors = Factors that attract youth towards a Value Chain (labour demand side):**
  - ▶ contribute to increased profitability and efficiency of the VC
  - ▶ may create more productive employment opportunities for youth.
  - ▶ positive changes in these factors may expand the current job opportunities, create new categories of jobs and facilitate disruptions that may make the value chain more attractive to youth.
- ▶ **Examples:** Market demand; decent work conditions; increased attractiveness of agriculture to youth; enabling business environment; VC governance

# Zoom in on Chapter 5: Analytical steps

## Steps of the YSVC analysis



# Selection of main tools provided

1. **Youth sensitive VC selection criteria**
2. **Guiding questions for youth-sensitive analysis of the core and extended VC**
3. Youth-sensitive key informant interview questions, youth questionnaire and FGDs
4. **Sample note-taking format for capturing and organizing push/pull factor information**
5. Overview chart of potential discussion points of push/pull factors and agreed actions to support the identified opportunities
6. **Guidance on youth-sensitive SWOT analysis and SWOT information sources**
7. Guidance on end market assessments
8. **Sample format to list and assess all potential (existing and new) opportunities for youth employment and new businesses**
9. Analysis points and guiding questions for analyzing the enabling environment
10. Guiding questions for analysis of the VC governance
11. Examples of short-, medium- and long-term strategies
12. Sample table of contents for the upgrading strategy and action plan

# Lessons learned from in-country experiences

- ▶ YSVC Practitioners' Workshop - 25<sup>th</sup> May 2022
  - ▶ In-country experiences from teams that piloted the YSVC approach and tools in Uganda, Kenya and Rwanda
  - ▶ Additional feedback from other practitioners
- ▶ Challenges - In-country experiences
  - ▶ Time constraints (COVID-19 restrictions etc.)
  - ▶ Risk of being over-ambitious
  - ▶ Data collection and processing issues
    - ▶ Need for clearer definitions and distinctive indicators
    - ▶ Availability of relevant literature and information
    - ▶ Specific VC training for enumerators



# Lessons learned from in-country experiences

- ▶ What worked well
  - ▶ The participatory approach of the YSVCA
    - Focus Group Discussions (FGD) with youth (engaging both youth representative organizations and individual youth already engaged in the value chains), Key Informant Interviews (KII)
    - VC selection and Validation workshops
    - Mixed methodology that captured both the quantitative and qualitative information and data
  - ▶ Teamwork and support from both local and HQ staff
    - Technical support and guidance
    - In-country support

# Feedback about the Guidelines

There was **general agreement on the value added of youth-specific assessments**. A great example discussed was the impact of the assessment on the work of the service provider (SNV) in Rwanda where the findings of the YSVC analyses are **already** being used to inform initiatives to benefit youth.

The Guidelines were found to be **very useful** since they provide:

- Step by step approaches, especially the **VC selection criteria**;
- Great **guidance to reach out to youth** both active and potentially becoming active youth in the value chain;
- **Useful annexes** (to be made available in downloadable and editable formats- EXCEL sheets);
- Additional **resources and references** at the end of chapters.

# Summary

The YSVC Guidelines will support you in:

- ▶ **Selecting** agricultural value chains with significant potential for youth employment and entrepreneurship
- ▶ **Analyzing** them through a youth lens + **economic, social and environmental sustainability considerations**
- ▶ **Developing youth-inclusive value chain upgrading actions and supporting policies**

# Thank You

Link to the YSVC Guide: [HERE](#)

Policy brief: [HERE](#)

Uganda study: [HERE](#)

Rwanda study: [HERE](#)

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