



INFORMATION MATERIAL

Rural youth migration, social protection and sustainable value chains in Kenya

PROJECT OVERVIEW

Project title:	Reducing distress migration through local value chain development
Code:	GCP/KEN/087/ITA
Country:	Kenya - Kiambu County
Duration:	2 years
Budget:	USD 1.5 million
Donor:	Italy
Objective:	Tackle some of the adverse causes of rural out-migration of youth, by creating employment and entrepreneurship opportunities in agri-businesses along selected local value chains, while strengthening linkages with the existing social protection programmes.

Context

In Kenya, **youth** account for **35 percent** of the population with over 1 million youth entering the labour market annually. In 2017, **22 percent** of youth aged 15-24 were **unemployed**, compared to the overall unemployment rate of 11 percent.¹ Unemployment rates are specifically high among rural and female youth groups.

Kenya is also a country of destination, transit and origin of migrants. An estimated **501,200**² Kenyans were living abroad in 2013, strongly exceeded by over **4 million** Kenyans³ who have migrated within the country. The largest flow of internal migrants move **from rural to**

urban areas, attracted by employment opportunities in cities as well as access to better social services. Rural towns or secondary cities, which are emerging in Kenya due to population and economic growth, are also appealing many migrants.

In rural areas, **informal employment** and **subsistence farming** are still the norm, leading to low productivity and profits. Agriculture is less attractive for youth and the population is increasingly migrating from rural areas. However, the informal labour market in secondary towns often leads migrants to take up casual and precarious jobs.

Agriculture can represent a huge **opportunity** for the creation of employment and for ensuring the achievement of food security for future generations. Urban markets are growing, from rural towns to larger cities, and strengthened rural-urban linkages hold many employment prospects both in rural and urban areas. However, the agricultural sector is yet to fully exploit its potential.

In this context, migrants and safety nets recipients can be true **agents of rural development**. The Kenyan diaspora is a major contributor to the economy of the country, with over 1.7 billion USD being remitted to Kenya.⁴ Furthermore, over 235 million USD were spent on **social protection** in 2017, including 193 million USD for the National Safety Net Programme targeting the most vulnerable population groups.⁵ These funds, partly directed towards productive businesses or investments, have a great potential for **employment creation** and local development in rural areas, especially if combined with transfer of skills, know-how and technology by diaspora, migrant networks and return migrants. The

1. **World Bank**. 2017. Unemployment, youth total - % of total labor force ages 15-24 (modeled ILO estimate). In *The World Bank* [online]. [Cited 19 March 2018]. <https://data.worldbank.org/indicator/SL.UEM.1524.ZS?locations=KE>
2. **UN DESA**. 2017. Total number of emigrants who have left the country. In the Migration Data Portal [Online]. [Cited 19 March 2018]. https://migrationdataportal.org/?t=2017&i=stock_abs_origin
3. **Government of Kenya**. 2009. *Population and Housing Census*. Centre Bureau of Statistics
4. **World Bank**. 2016. Personal remittances received. In *The World Bank* [online]. [Cited 19 March 2018]. <https://data.worldbank.org/indicator/BX.TRF.PWKR.CD.DT>
5. **World Bank**. 2012. *Republic of Kenya Ministry of State for Planning. Kenya Social Protection Sector Review: Executive Report*. Nairobi.

funds can also counter vulnerability and income-shocks, thereby tackling the adverse drivers of migration.

FAO's role

Migration is intimately linked with **FAO's global goals**. FAO's comparative advantage resides in its longstanding and widespread country level presence and in its experience in exploring the links between migration, agricultural and rural development.

Through its technical expertise and close collaboration with governments and agricultural stakeholders, FAO works to **harness the development potential** of rural migration, while **addressing the factors** that compel people to move.

In particular, FAO aims to foster **rural-urban linkages**, promote the investment of remittances in rural areas and encourage coherence between social protection, migration and agriculture policies and programmes.

FAO also strives to ensure safe mobility, by increasing incentives for regular migration and promoting good practices. Such interventions are coupled with initiatives geared towards increasing **youth's involvement** in the agricultural sector. Indeed, promoting rural youth employment and agro-entrepreneurship along **sustainable agricultural and food value chains** is

key to reduce the adverse drivers of rural migration and generate viable options for those who want to remain.

Approach

The Project has a special focus on **Kiambu County**, a peri-urban area of the capital, Nairobi. This county has a vibrant agriculture sector which provides employment for the majority of the population. Coffee, tea and pineapples are the main cash crops while maize, beans, and Irish potatoes are the main food crops. There is a large potential for agricultural products and value chains, due to the proximity of the capital.

The **interventions** foreseen by the Project will focus on (i) **raising awareness** and enhancing understanding on the migration dynamics and their linkages with social protection; (ii) **strengthening the policy** and institutional environment; and by (iii) **fostering the employability** of youth creating opportunities for employment and entrepreneurship development in local value chains.

The Project aims both at **building the capacity** of poor and vulnerable youth, including cash transfers beneficiaries, to engage in productive activities along agro-food value chains; and at **supporting youth entrepreneurs** to scale up their businesses along selected value chains.

Expected results and activities

Strengthening the enabling environment	Capacitate young agripreneurs in Kiambu
<ul style="list-style-type: none"> Conduct analytical studies to enhance the understanding of migration dynamics with a focus on the linkages between migration and social protection Assess and select value chains with high potential for employment and income generation Provide tailored technical assistance and implement capacity development activities to improve the coherence between policies and programmes of migration, agriculture and social protection stakeholders Establish a national and a county steering committee to improve coordination between different key ministries Enhance capacity of the County Government to provide training on technical and business skills for youth to develop viable businesses or scale up their enterprises Evaluate results and identify lessons learnt and good practices to scale-up and facilitate the institutionalization of the multi-sectorial approach at national level 	<ul style="list-style-type: none"> Set the criteria for selection of youth target beneficiaries including recipients and non-recipients of national safety net programme Development of a value chain upgrading strategy and implementation plan Support youth target beneficiaries to access financial services and increase savings Establish a diaspora young innovation award to support successful youth agro-entrepreneurs Organize a learning route to visit successful youth agro-enterprises, promote peer-to-peer learning, and facilitate sharing of knowledge Develop a Youth Agro-enterprise Platform (YAP), information points, and co-working spaces for information sharing, incubation of business ideas and support services to youth on agri-business, migration opportunities and social protection