

# Burkina Faso : Rural Youth Employment Promotion Project (ProEmploi)

The demand for labor from agri-businesses and farms is increasing in rural areas and contributing to higher incomes.

## Challenges

The agricultural and agri-food sector has great potential to create income as well as new and better jobs in rural areas due to the growing demand for food. Yet, there are few employment opportunities for young people in these areas because they are not prepared to take advantage of the market opportunities available to them. Traditional small-scale farming is unattractive and run with low productivity. It also lacks technology and innovation. Young people in general and women in particular, who are the driving force behind modern agriculture, often lack access to market-oriented training, financial resources, and land. Furthermore, they are rarely organised into strong youth networks in order to have a greater impact on policy change processes.

However, vocational training does not properly prepare young people to look for jobs or to become self-employed. Start-up centres and support to businesses are almost exclusively located in urban areas without specifically addressing the agricultural sector.

## Our approach

The project embodies an innovative integrated approach to employment promotion that aims to promote and more closely link labour supply and demand in rural areas based on the specific needs and interests of youth and women, in order to improve their income and employment conditions. Demand-driven qualification offers in the labour market will be provided as well as the promotion of MSMEs and start-ups to implement youth employment initiatives. These actions will be accompanied by employment-friendly framework conditions, developed from the project's experiences at global level.



Project title	Rural Youth Employment Promotion Project (ProEmploi)
Commissioner/Client	German Federal Ministry for Economic Cooperation and Development (BMZ)
Implementing Organisation	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Project intervention areas	Hauts-Bassins, Cascades, South-West, Boucle du Mouhoun, Eastern, Central-East regions and Sissili province
Supervisory body	Ministry of Agriculture, Animal Resources and Hydraulics (MARAH)
Duration	From January 2020 to December 2024
Budget	Up to EUR 6,000,000

### Special Initiative "ONE WORLD- NO HUNGER"

This project is part of the special initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ) ONE WORLD-NO HUNGER, which helps to promote rural development and agriculture. The various projects of this special initiative contribute to ending hunger and malnutrition and to creating favorable conditions for future generations of the world's growing population to have adequate, healthy, and affordable food. In this context, more than 6 million euros have been made available to date for GIZ's projects as well as for projects of other implementing organizations for the period from 2020 to 2024. The targeted fields are demand-oriented vocational qualification, strengthening the demand for labor, favorable framework conditions for employment in addition to transnational innovation and knowledge management.



Photo on the left: women being trained in tropical product processing (GFA)

Photo on the right: women being trained in nursery construction.



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*Photo on the left: Land prepared for market gardening.*

*Photo on the right: Two young people attending a training.*

## Results in figures ....

ProEmploi aims to improve the training and employment conditions in rural areas, particularly for young people in certain regions of Burkina Faso. The project was able to produce the following results from 2020 to 2023:

- **2833** people got access to a job, including 1431 new jobs and **1402** additional jobs with **882** Full-Time Equivalents (FTE)
- **04** Programs available to ATVETs for youth vocational training
- **3808** young people, including **2814** women, improved their technical knowledge on the developed training programs.
- **26** trainers were trained on the developed training programs.
- **2101** MSMEs/Farms, of which **1135** are managed by women, were supported to implement employment promotion practices (diversification, extension, intensification...)
- **309** start-up promoters, **165** of whom are women, were supported in the creation of their enterprises.
- 78 support facilities (BDS, incubators, extension services) equipped to provide better services.
- **2642** young people are now using the Matching formats developed by the project.
- **03** youth organizations are supported to improve their functioning.

## ... in stories

The integrated approach to employment promotion which represents the implementation approach of ProEmploi has enabled the identification of young people from rural areas with the collaboration of the Agricultural and Agri-food Professional Training Centers (CFPAA) who have been trained in 4 adapted training programs, developed by the project with the support of the public, private, CFPAA, and research sectors, ....

Support was provided to the young people trained as well as to other young job seekers:

- either for the creation of their enterprises or for the acceleration of their MSMEs to implement employment promotion practices (diversification, extension, intensification,) and offer employment opportunities to other young people.
- or to provide them with information to help them find their professional career or connect them with companies offering job opportunities.
- Awareness-raising on the attractiveness of the agricultural and agri-food sector will enable young people to discover the potential of this sector and to improve their employment prospects.
- Exchanges of experiences among the countries of the global project will allow the adoption of successful experiences in order to optimize the results of the project.

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