

Jobs for Africa's Next Generation. The 360° AgriJobs Approach

A well-rounded thing: The 360° AgriJobs Approach of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an integrated approach for employment promotion. It addresses the labour market around the agriculture and food sector in Sub-Saharan Africa. Its application creates jobs, income, and social justice for the young and growing population in rural areas.



Young people learn about employment and support opportunities in rural areas and can build a professional network for a successful integration into the labour market.



Practical training in business management, marketing, and concrete business models, etc. Young women and men are given the necessary qualifications to work in rural areas.



Support for young founders in rural areas, e.g., in ideation, business plan development and access to finance. Start-ups and small businesses grow and create new and better jobs.



Strengthening of youth organizations so that young women and men can have a voice, create networks, and help each other.

Reasons Why the 360° AgriJobs Approach Needs to be Scaled up!

70% of the population in Sub-Saharan Africa is under 30 years old. It is the youngest continent in the world.

25 Mio. young people enter the labour market every year, 14 Mio. of them in rural areas. Even so, there are only few big companies.

2/3 of the people work in the agriculture and food sector. However young people, especially women, lack knowledge, capital, and access to markets.



The 360° AgriJobs Approach builds on Africa's future: It supports young people in rural areas to develop individual prospects and find work. It considers the living conditions of young women and men alike. In this way, Africa's next generation is shaping a sustainable agriculture and food sector and helps preventing foreseeable crises such as unemployment, hunger, and conflict.

Here the 360° AgriJobs Approach is Applied

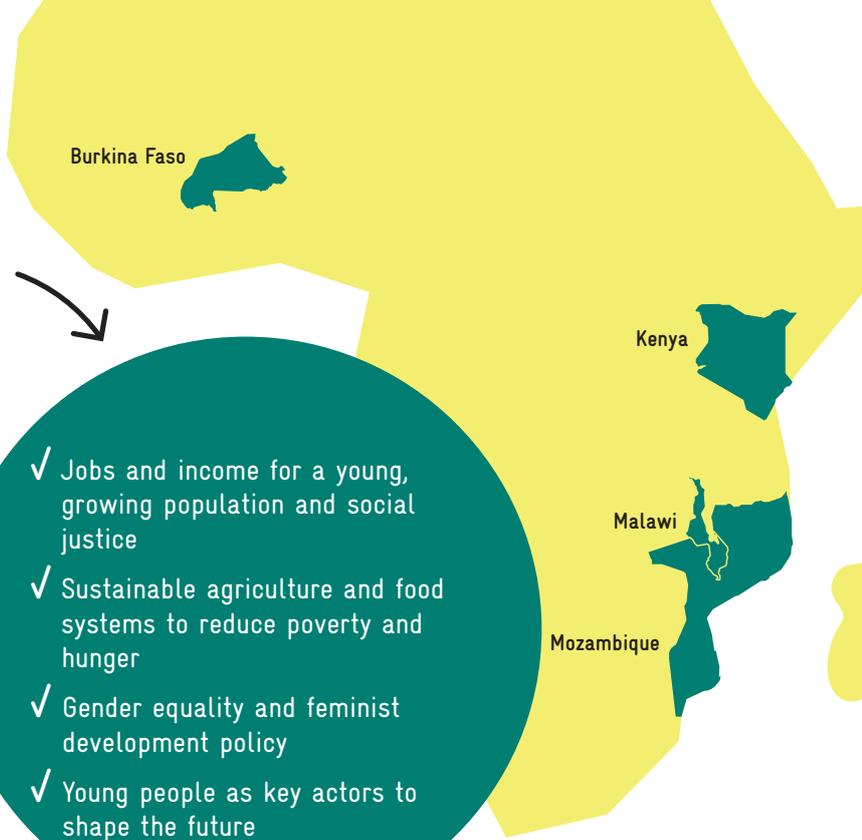
The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has developed the 360° AgriJobs Approach and is successfully implementing it in Burkina Faso, Kenya, Malawi and Mozambique. It is directly linked to the Africa Strategy of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Under the Bottom Line

By the end of 2022, a total of **15,000 young people** have already benefited from the 360° AgriJobs Approach, 50 percent of them are women. This number will double by 2024.

360°
AgriJobs-
Approach

- ✓ Jobs and income for a young, growing population and social justice
- ✓ Sustainable agriculture and food systems to reduce poverty and hunger
- ✓ Gender equality and feminist development policy
- ✓ Young people as key actors to shape the future



75%
of young people
have improved their
job prospects

giz

#SDG8



80%
of small businesses
supported create new
jobs

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90%
of young people rate
the trainings as
relevant to the labour
market

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A Practical Example: Chicks Create Jobs

In Kenya, young entrepreneurs are benefiting from the 360° AgriJobs Approach, like young entrepreneur Renny Wechule. After six months of practical training, she took the leap into self-employment. Today, she earns her money by hatching chicks and selling eggs. She employs three other young workers and supplies her customers with 300 chicks a day. "The training has given me important business skills: I learned how to run a profitable business, build reserves and invest successfully."



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