

# Kenya

September 2022

## Scoping Report ANNEX

CHALLENGE  
FUND  
FXR  
YOUTH  
EMPLOYMENT

# Kenya Round 2 | Call for Solutions

CFYE is seeking **innovative solutions from private sector employers (e.g., manufacturing, service industries)** that will address the youth employment challenge by creating, matching, and improving jobs for youth, **with a particular focus on counties** outside of Nairobi.

## Purpose of this Document

This document is intended as an annex to the Kenya Scoping Report published by the Challenge Fund for Youth Employment (CFYE) in December 2020. The report shares our priority areas for Round 2 of the Kenya Call for Solutions and explores the context for our strategic priorities.

## Contents

<b>Kenya Round 2   Call for Solutions</b>	<b>2</b>
<b>1. Introduction</b>	<b>3</b>
1.1 <i>Background</i>	3
1.2 <i>County-based Approach</i>	3
1.3 <i>Systemic Approach</i>	3
<i>Priority Windows</i>	5
<i>Eligibility Criteria</i>	5
<b>2. Key Challenges and Opportunities for Youth Employment in the Counties</b>	<b>6</b>
2.1 <i>Rural Areas</i>	6
<i>CFYE Collaboration: Agribusiness   Meru Greens  Kenya Round 1 Implementation Partner</i>	9
2.2 <i>Peri-Urban and Urban Areas</i>	10
<i>CFYE Collaboration: Agency Model  Shujaaz  Kenya Round 1 Implementation Partner</i>	13
<i>CFYE Collaboration: Digitally-enabled jobs   Shortlist   Kenya Round 1 Implementation Partner</i>	16
<b>How to Apply?</b>	<b>17</b>
<i>Key Stakeholders Consulted</i>	17

This report has been produced by the Challenge Fund for Youth Employment  
<https://fundforyouthemployment.nl/>

The Challenge Fund for Youth Employment (CFYE) is a 6-year programme funded by the Netherlands Ministry of Foreign Affairs, managed by Palladium, VSO Nederland and Randstad.

# 1. Introduction

After a well-received Call for Solutions in 2020, the Challenge Fund for Youth Employment (CFYE) is launching a second round of call for solutions in September 2022, aimed in particular at addressing the youth employment challenge across Kenya's counties.

Round 1 received significant interest from applicants representing diverse sectors and institutions. The 11 selected partners have commenced their three-year implementation phase. The selected portfolio is targeting impacting 35,000 jobs in Kenya through job creation, matching, and improving decency of jobs. However, most

of these jobs are based in the capital city of Nairobi, at the loss of tremendous employment generation potential in other urban, peri-urban and rural areas spanning Kenya's 47 counties.

For the Round 2 Call for Solutions in Kenya launched in September 2022, **CFYE is seeking solutions for youth employment from private sector employers** and other key stakeholders to impact jobs at scale. While priority will be given to projects impacting jobs outside Nairobi County, projects in Nairobi are also eligible to apply.

## 1.1 Background

In the year 2010, Kenyans elected to devolve the country's political and economic resources, in the interest of equitable and inclusive growth across the country. As a result, the 2013 constitution instituted a Senate as well as county governments, a noteworthy milestone in the country's governance post-independence. The newly devolved structure would disperse resources from the central government in Nairobi to 47 county governments.

At the heart of the push for decentralization was a call for fairer distribution of resources, and addressing economic marginalization of ethnic and other regionally affiliated groups. Today, about a decade after devolution

was instituted, counties continue to battle capacity and administrative challenges in order to boost sustainable economic growth.

At the same time, Kenya's national working age population is expected to increase by 1 million annually. This requires the economy to generate sufficient, good quality employment and entrepreneurship opportunities, in the absence of which there is a risk of a heightening unemployment and economic crisis, plummeting per capita income, youth disenfranchisement, and potential social unrest.

## 1.2 County-based Approach

To this end, the Challenge Fund for Youth Employment (CFYE) seeks to support private-sector driven partnerships that aim to impact jobs for youth at scale, which in turn would lead to sustainable economic development in the selected areas.

CFYE Round 2 coincides with Kenya's effort to steer recovery from the economic crisis resulting from COVID-19, and global recessionary implications from the War in Ukraine, a weakening local currency, global petrol price hikes, and other resulting supply chain and economic disruptions.

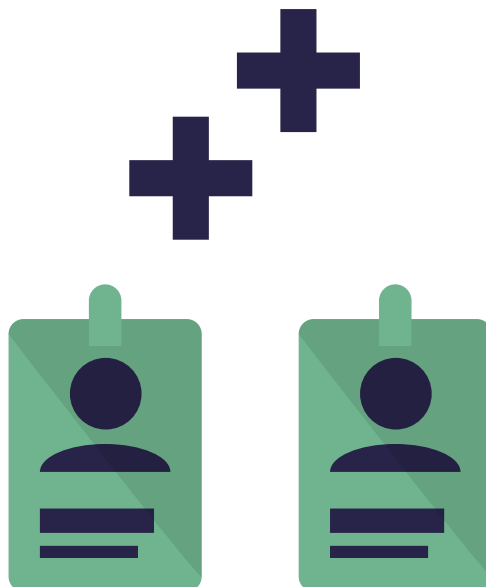
## 1.3 Systemic Approach

In Round 2 of the Kenya Call for Solutions, we will give priority to solutions that are presented from an

integrated, systems perspective, whereby CFYE's support will be additional to improving youth employment

outcomes in the sector. A systemic approach would involve a partnership of stakeholders to address a structural bottleneck in a particular sub-sector or value chain, presenting a solution where key actors—with CFYE funding and technical assistance support—will positively influence the youth employment ecosystem through long-term, sustainable growth.

As an indicative example, a systemic approach may include a consortium of smallholders and agri-businesses addressing a challenge relating to value-added activities around agricultural products, such as packaging, drying, or refining, which in turn would add value to an agricultural product, increase its shelf life, and make it accessible to regional export markets. This would result in broader, systemic change in the subsector, leading to higher profitability and greater demand for youth employment from the private sector.



## Priority Windows

**Digital Business Development Services:** Digital business development services using technology to create new value in business models, customer experiences, and the internal capabilities that support its core operations, has high potential to impact jobs at scale. This window covers e-commerce as well as traditional brick-and-mortar players that are transforming their businesses with digital technologies. There is also good potential for providing opportunities for women, as the work often enables remote work and flexibility in timings. Moreover, as per our scoping research, digitally-enabled jobs align strongly with youth aspirations.

**Scaling Up Green Jobs:** Green jobs refer to employment opportunities in businesses that have a direct, positive impact on the environment, such as those involving renewable energy, energy efficiency or nature conservation. Projects in this window would impact jobs in environmentally & socially sustainable activities in

agriculture, agribusiness, waste management & recycling industries. Additionally, we are interested in supporting manufacturing companies transitioning to low-carbon models such as in the construction and transport sectors.

**The Creative Sector:** Kenya's vibrant creative sector shows tremendous potential for providing income generation opportunities for youth. Sub-sectors such as crafts, fashion design, film, music, writing, visual art are examples of the vibrant talent brimming in Kenya, yet not seriously pursued as a career path by youth. Entrepreneurs within the creative sector are primarily informal. They typically lack business skills, and have little incentive or know-how to formalize their operations. CFYE is looking for innovative solutions to support entrepreneurship development, improve existing jobs, and create or match employment opportunities at scale in this sector.

## Eligibility Criteria

1. **Principles:** Should adhere to CFYE's [guiding principles & priorities](#).
2. **Exclusion Criteria:** The project and organizations involved in delivering the project must pass the [FMO exclusion criteria](#).
3. **Private-sector driven:** We are seeking applications from private sector employers. NGOs and business associations are welcome to apply, **but they must partner with at least one private sector employer who will create, match, and/or improve jobs for youth**. We especially welcome applications from consortiums.
4. **Local Presence:** The lead organization or at least one consortium partner must have local operating presence in the country.
5. **Sector focus:** Priority will be given to agri-business, manufacturing companies, the creative sector, and digitally-enabled businesses. Other sectors are also eligible to apply.
6. **Regional focus:** While priority will be given to projects impacting jobs outside Nairobi county, projects in Nairobi are also eligible to apply.
7. **Total Targets:** Proposed project must create, match or improve at least 500 jobs for young men and women.
8. **Gender Targets:** Of the total youth employment created, matched, or improved, at least 50% of jobs should be for women.
9. **Employment type:** Jobs must be decent. Full-time, permanent jobs preferred. Part-time jobs will be considered.
10. **Leverage & CFYE Contribution:** The applicant co-investment must be at least equal to the contribution requested by CFYE. The minimum CFYE co-investment is € 200,000. Sources of co-funding have to be approved based on the guidance provided.
11. **Youth:** The jobs created, matched or improved would be for youth aged 18-35 years.
12. **Project duration:** The project duration must be a maximum of two years.

# 2. Key Challenges and Opportunities for Youth Employment in the Counties

County-focused development will focus on (i) rural and (ii) peri-urban/urban areas. Below, we have provided general observations on youth employment challenges and opportunities for CFYE in these areas. We have added a

specific spotlight on our observations on the potential of (iii) the creative sector, as this is a new focus of our Round 2 call for solutions.

## 2.1 Rural Areas

In the table below, we have summarized the challenges and opportunities that are common to rural areas, which potential applicants may consider in the design of their project idea. These observations are relevant to agriculture, and the value-addition of agriculture through manufacturing (agribusiness sector) in counties. The observations may also be relevant to small services businesses operating in rural areas.

The analysis is an outcome of research interviews with key informants and private sector entities who work in rural areas, including financial institutions, agribusinesses, small service-oriented businesses, youth-focused NGOs, development partners, etc.



## Observation

## Opportunities for CFYE

### Labor Demand

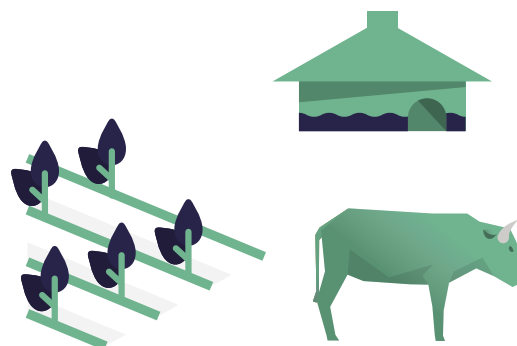
- ▶ Most smallholder farmers are of older age and tend to hire daily wage workers during peak seasons (e.g. planting, weeding) so do not invest much in training them due to high turnover.
- ▶ Most available jobs are in cities making them non-accessible to rural youth, as costs of relocating and standard of living in cities is high
- ▶ Many industries in the rural areas (established years back) are now shut down or on the verge of closing hence there is low demand for non-agricultural jobs in rural areas
- ▶ Devolution has resulted in an increase in county jobs but most of the white-collar jobs in county offices are offered to graduates. Unskilled workers are able to now get opportunities (e.g. at road and building constructions). However, most of these opportunities are temporary and low-paying.
- ▶ Business opportunities have come up mostly in the boda-boda business, keeping many male youth engaged in rural areas.

### Labor Supply and Skills Development

- ▶ There is low interest by young people to venture into agriculture as they deem it to be low quality work, or generating low income.
- ▶ Youth lack skills for key agricultural activities e.g. large scale cropping and animal husbandry.
- ▶ Majority of colleges or teacher institutions in rural areas were upgraded to TVETs or universities, which prohibited dropouts from accessing technical skill training.
- ▶ Majority of secondary schools no longer train on technical skills such as carpentry, woodwork, tailoring.
- ▶ Youth from villages or youth without access to technology are at a disadvantage because of a lack of internet and technology. They also lack access to valuable information on different vacancies and opportunities.
- ▶ Married women are more consistent at staying in their roles than unmarried, who have a higher turnover.

- ▶ Covid 19 has made food security a key concern, along with a shift to healthier eating e.g. vegetables
- ▶ There is potential for CFYE to support job creation in agribusiness, i.e. transformation of agricultural produce into value-added products
- ▶ We observe market opportunities for replicable and scalable business and operational models, including semi-employment using agency models
- ▶ The blue economy; young people can play a role in the fisheries and aquaculture value chain

- ▶ Improving youth access to job opportunities and career guidance in agribusiness, which is more acceptable to youth than agricultural labor.
- ▶ Capturing the benefits of automation and the digital revolution, providing youth with tailored support on digital skills
- ▶ Supporting consortium models that work with training smallholder farmers and procure supply for agribusiness, hiring youth along the value chain



## Observation

## Opportunities for CFYE

### Business Support & Access to Finance

- ▶ There is a shift from traditional staple crop farming to farming more income generating crops
- ▶ Current farmers are not very literate and rigid about their practices, hence difficult to train, especially on areas such as financial management
- ▶ Climate change has affected crop productivity and farmers are unequipped to respond with appropriate practices
- ▶ Seasonality of the harvest and unpredictable income renders agribusiness risky to financial institutions, coupled with the fact that most young people do not own land. When they have access to it, the acreage is too small to carry out meaningful farming activities.
- ▶ It is challenging for youth to access initial capital without collateral

- ▶ Ensuring technology and training (e.g. on climate resistant practices, export market requirements) reaches youth to provide better access to opportunities.
- ▶ Mentoring entrepreneurs to encourage business sustainability and growth (to create further employment)
- ▶ Providing access to finance for scale up of businesses that can impact a high number of job opportunities for youth
- ▶ Supporting established companies to partner with small companies in rural areas (as their biggest fear is competition); this way, individuals/groups will manage to set-up businesses with the infrastructure and
- ▶ mentorship in place.

### Matching

- ▶ There is high inequality in matching; youth with limited funds, lower education, lack of personal and/or digital networks and limited access to internet have challenges applying for jobs due to lack of information but also nepotism and corruption

- ▶ Job opportunities are now mostly on digital platforms limiting youth in rural areas who do not have access to internet
- ▶ Additional skills training in agribusiness and creation/improvement of information hubs can support the inclusion of less connected youth

### Culture & Social Norms

- ▶ Parents believe that a successful career means working in the city doing an office job and not working on the farm.
- ▶ Young people do not have access to land and can only inherit land after the death of parents, even when available.
- ▶ In some areas, there is a culture of entitlement, with expectations that government should provide all opportunities at no cost

- ▶ Supporting CFYE projects that will show how they will incorporate and give special considerations for youth and women
- ▶ Digital business development solutions can come in handy in supporting women whose movement is limited
- ▶ Opportunity for applicants to involve youth in the project design to ensure jobs truly meets the requirements and interests of the youth

### Macroeconomy & institutions

- ▶ There has historically been limited institutional support, leaving farmers without access to skills and knowledge
- ▶ The government is making an effort to protect the local sector through laws, regulations and policies
- ▶ The government is attempting to showcase the skills and talents of rural youth by hosting forums in the rural towns as well as facilitating them to attend national forums.

- ▶ Supporting an integrated, partnership-based approach/consortium-building to address systemic challenges.



## CFYE Collaboration: Agribusiness | Meru Greens| Kenya Round 1 Implementation Partner

An example of a partnership in agribusiness are our implementation partners Meru Greens (MG) and Edukans, selected in Round 1 of the CFYE Call for Solutions in Kenya.

MG will decentralize the pre-processing from the urban (Nairobi) area to three rural locations and equip the new facilities and staff with the appropriate resources and knowledge. This will create at least 500 decent jobs for youth, especially young women, and improve 200 already existing jobs. To achieve this goal, the consortium will engage in the following activities: setting up pre-processing locations, recruiting and training human resources, improving decent work conditions, greening the green beans value chain, reducing post-harvest losses, limiting transportation, providing training to increase inclusion and participation of women and youth, monitoring the implementation of improved decent work policies, and ensuring the sustainability of activities after the project end.

Edukans, with their cost-effective quality skills training methodologies, will support Meru Greens to upscale the training program to close the gap between the youths' and the market-required skills. The training will strongly focus on involving diverse and vulnerable youth and empowering them with the required technical and life skills.



## 2.2 Peri-Urban and Urban Areas

The table below summarizes the challenges and opportunities that are common to peri urban and urban areas in counties, which potential applicants may consider incorporating elements of into the design of their project idea. These observations could be attributed to the manufacturing and services sectors in counties.

The analysis results from primary research conducted with key informants and private sector entities who work in counties, including financial institutions, manufacturing companies, service companies, business associations, youth-focused NGOs, development partners, etc.

## Observation

## Opportunities for CFYE

### Labor Demand

- ▶ There has been a revival of government support for manufacturing industries such as textile, leather, plastic, sugar, etc. to produce more jobs
- ▶ The Ministry of Industrialization is promoting a Buy Kenya policy to reduce over-reliance on the import market.
- ▶ Some employers (e.g. security firms or services firms) prefer untrained staff as they can get away with paying much less; the value of trained personnel is yet to be appreciated
- ▶ Sometimes employers do not invest in the right/best equipment hence staff struggle at delivering the services.
- ▶ Industries and employers expect young people with hands-on technical skills that graduates do not have e.g. electrical, plumbing, machine operators etc.
- ▶ Manufacturing employers prefer hiring from the older generation as they are more skilled and tend to stay longer in jobs.

### Skills Development & Labor Supply

- ▶ There has been an influx of students in the higher education sector given new government policies
- ▶ Universities are now more accessible across the country with a wider range of courses being offered. There is still preference for some traditional courses such as medicine, law, etc. but youth are more risk tolerant and are taking up courses such as music, design, art etc.
- ▶ Due to higher enrolment numbers, the quality of delivery is deteriorating
- ▶ Drop-out rates are also high as young people lack the patience to stay in school for 3+ years. Universities have now introduced crash programs and evening classes to reduce the duration of courses or accommodate students who have transitioned to other day activities.
- ▶ Many unemployed youth are primary or secondary drop-outs and do not have skills required for available job opportunities.
- ▶ Young people (especially graduates) expect high salaries which employers, especially start-ups, cannot offer hence the organizations end up settling for less skilled staff that then cost them time, quality and efficiency.
- ▶ Most TVETs do not have updated equipment or course content
- ▶ Women tend to prefer self-employment to manage domestic responsibilities
- ▶ Youth are available and unemployed but lack awareness about job opportunities.
- ▶ Young people tend to switch jobs quickly as they look for “better opportunities” as they do not see growth in the sector as tasks are routine e.g packing, quality checks and the advanced jobs are limited (technicians, electricians, mechanics)
- ▶ Most want to get jobs and not start a business due to need for immediate cashflow. Business is viewed as difficult and for the rich only in certain communities/areas. Employment is deemed more secure and attractive.

- ▶ Supporting projects that bridge the skills gap between labour demand and labour supply (graduates) through the establishment of a relationship between employers and training institutes
- ▶ Opportunity for improving work conditions, productivity through more appropriate equipment

- ▶ Supporting partnerships between skills training programmes and the private sector that prepare the youth for the labour market and have concrete pathways for jobs
- ▶ Mentorship and internship should be incorporated in training institutions to ensure youth have skills on graduation
- ▶ Supporting agency models whereby youth can feel like they can “be their own boss”, yet have mentorship and infrastructure support through the parent company.

## Observation

## Opportunities for CFYE

### Business Support & Access to Finance

- ▶ There are inadequate trainers for some of the courses the young people are interested in as the older generation do not have the content; youth are having to self-teach online or get trainers who are practicing in the industry.
- ▶ Youth businesses face high competition from well established businesses that have been in existence for years.
- ▶ Entrepreneurs have low business acumen hence youth are unable to sustain business; many businesses stagnate or close after a short period.
- ▶ Most youth who are interested in starting a business lack access to capital to start.

- ▶ Kenya has an active BDS and A2F offer to help SMEs and startups improve financial & social sustainability which can form partnerships which CFYE can support.
- ▶ Supporting initiatives incorporating training on business & human resource management, market research, digital skills development, export market requirements, policies and regulations, in addition to the technical training
- ▶ Linking SMEs to export markets

### Matching

- ▶ More coordination is needed between TVETs and Employers for internships and direct hire for graduates
- ▶ Sometimes youth find jobs in a field different from their TVET training, and the skills gained go unutilized
- ▶ Employers mostly hire by either word of mouth or social media; hence youth need to be more aware of recruitment channels and processes.
- ▶ Employers are also keen on soft skills which most young people lack

- ▶ Supporting the development of strong recruitment strategies to ensure the right match and inclusion

### Culture & Social Norms

- ▶ The community has yet to fully accept technical education as acceptable and prefers their children go to university and secure white collar jobs.
- ▶ Some jobs/careers are still believed to be male jobs e.g. driving, plumbing, carpentry etc.
- ▶ Women tend to enroll only in TVETs close to their homes.
- ▶ Existing efforts for monitoring and data management lack consistent quality control, making it difficult to learn from implementation experience.

- ▶ Collaborations between stakeholders championing a mindset that women are equally capable of undertaking traditionally male-dominated jobs
- ▶ Making TVET curricula gender-sensitized
- ▶ Opportunity for applicants to involve youth in the design process.

### Decency of Work

- ▶ Most employers do not pay the minimum wage, and youth are left with no option but to take what is offered.
- ▶ Youth avoids jobs that involve manual work (e.g. farming, working in factories). Therefore, their definition of “decent” can be quite different versus the employers, donors and investors.
- ▶ Jobs are more decent for management staff who are on permanent contracts and receive benefits; low skilled jobs are on a temporary basis.
- ▶ Industry is now attempting to pay casuals monthly with the benefit of cash advance and minimum wage including NHIF (while there is no significant monitoring of this).

- ▶ Opportunity for CFYE to support those businesses that are serious about sustainably improving (i.e., over the long run) the decency of jobs.

## CFYE Collaboration: Agency Model| Shujaaz| Kenya Round 1 Implementation Partner

Our implementation partners Shujaaz Inc and Unilever Kenya have collaborated to develop an agency model. This project was selected by CFYE in Round 1 of the Call for Solutions in Kenya.

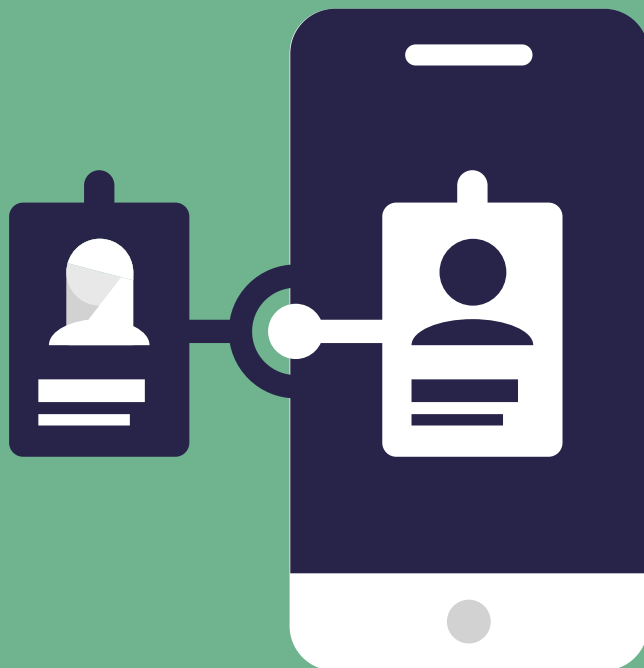
The proposed project seeks to create rewarding, decent work for at least 10,000 young Kenyans (of which 6000 are women) through a unique new collaboration between Unilever Kenya and Shujaaz Inc's network of ventures. The programme aims to identify, recruit, and train young, aspiring retailers among Shujaaz Inc's network to become official Unilever retailers, focusing on young women.

In the first phase of the programme, Shujaaz Inc will launch a campaign across its national multimedia platform, 'Shujaaz'. The campaign will be designed to recruit thousands of high-potential young entrepreneurs from its 7.7m audience of young Kenyans.

In the second phase, inspired Shujaaz fans will be invited to sign-up for Shujaaz Inc's newest venture, 'MESH' – a new online community for entrepreneurs in the informal economy. As part of MESH, aspiring retailers will have access to bespoke online training materials developed alongside Unilever Kenya to equip them with the skillsets they need to succeed as Unilever retailers. On completing the training, retailers will receive a new digital training certification.

As part of MESH, retailers will be able to build their professional networks and access peer mentorship opportunities. MESH will then use with-permission data to connect 10,000 qualified young retailers directly and systematically into Unilever's digital distribution and sales operations.

These newly-trained and networked Unilever vendors will be set up with decent and reliable work as part of the Unilever network. And as members of MESH, they will be able to access frequent additional peer support, training and business opportunities. In the future, thanks to the support of CFYE, MESH members will have access to credit and financial services to continue their growth in retail with Unilever Kenya and other partners.



## The Creative Sector

Below we spotlight the creative sector, as this is an up-and-coming sector which we are introducing in our priority windows in Round 2.

The table below summarizes the challenges and opportunities that are common to the creative sector in Kenya. The creative sector includes, but is not limited to: animators, interior decorators, chefs, illustrators, craftspeople, actors, screenwriters, game designers, copywriters, editors, musicians, event planners, fashion designers, etc.

	Observation	Opportunities for CFYE
<b>Labor Demand</b>	<ul style="list-style-type: none"> <li>▶ There is high demand for media researchers, editors and actors</li> <li>▶ Some areas in the industry do not require any education but just talent and self-drive hence it is easy for young people to penetrate</li> <li>▶ More opportunities given the growth in media houses, uptake of social media and investment by corporates in marketing and advertisement.</li> <li>▶ Most creative sector opportunities are short-term but with good performance tend to be recurrent</li> <li>▶ Opportunities are mostly limited to cities and urban areas; though devolution in Kenya has shifted the opportunities to other towns as well especially country headquarters</li> </ul>	<ul style="list-style-type: none"> <li>▶ Supporting partnerships along the value chain e.g. agribusinesses partnered with food catering.</li> </ul>
<b>Skills Development &amp; Labor Supply</b>	<ul style="list-style-type: none"> <li>▶ The sector has flexibility in terms of working hours and scope of work which attracts young people</li> <li>▶ The sector has a gender balance but there are more women in less technical areas such as acting.</li> <li>▶ make-up services, modelling, hair dressing, etc.</li> <li>▶ Women face more challenges especially when they have young families due to travelling involved and working hours</li> <li>▶ Young women often start salons/hairdressing business, small hotels, cleaning business, tailoring etc. as these are skills they acquired growing up</li> <li>▶ Institutions offering training are available but most times their trainers are unaware of current trends and their equipment is outdated</li> </ul>	<ul style="list-style-type: none"> <li>▶ Supporting partnerships between stakeholders in the industry and the institutions offering the education to</li> <li>▶ ensure training curriculum reflects expectations from the marketplace.</li> </ul>
<b>Business Support &amp; Access to Finance</b>	<ul style="list-style-type: none"> <li>▶ Most youth are offering skills but need for some to venture into business e.g supply of equipment, etc.</li> <li>▶ Need to constantly upgrade skills is required in this market to be familiar with most recent equipment and trends</li> <li>▶ Sector requires soft skills to be successful especially social skills which most intuitions do not offer.</li> <li>▶ Requires networking and working closely with other professionals so as to get more opportunities e.g partnerships with caterers and event planners</li> <li>▶ Institutions offering training do not have updated equipment and trainers are not exposed to most recent information or expertise in the sector;</li> <li>▶ Entrepreneurs often require capital for purchase of equipment which can be capital intensive and takes time before one gets back the return</li> </ul>	<ul style="list-style-type: none"> <li>▶ Supporting programs that include mentorship and internships as part of training</li> <li>▶ Creative entrepreneurs typically require business management training on handling business, support on marketing strategies and time management, support on financial management and record keeping</li> </ul>

## Observation

## Opportunities for CFYE

### Matching

- ▶ In the industry, your performance and quality of work is what sells hence matching is only possible for those with a good record.
- ▶ Opportunities are fewer for those new in the market so it is best for them to work with an established figure to gain skills and publicity.
- ▶ Social media and referrals play a key role in linking the demand and supply in this sector
- ▶ Matching is often done by referral

- ▶ Private sector should collaborate with training institutes for skilled youth.

### Culture & Social Norms

- ▶ Sector is undervalued in society; Parents generally do not want to invest in training their young people in this sector. However, it is receiving recognition in recent years.
- ▶ The sector is dominated by young people who are generally viewed as reckless and non-focused

- ▶ Collaborations between stakeholders championing a mindset that creative sector jobs can be fulfilling and lucrative.
- ▶ Opportunity for applicants to involve youth in the design process.

### Decency of work

- ▶ Contracts are mostly short-term hence income is inconsistent
- ▶ Involves travel and long working hours
- ▶ Higher compensation when become better established but can pay low in the initial years that are also capital intensive.

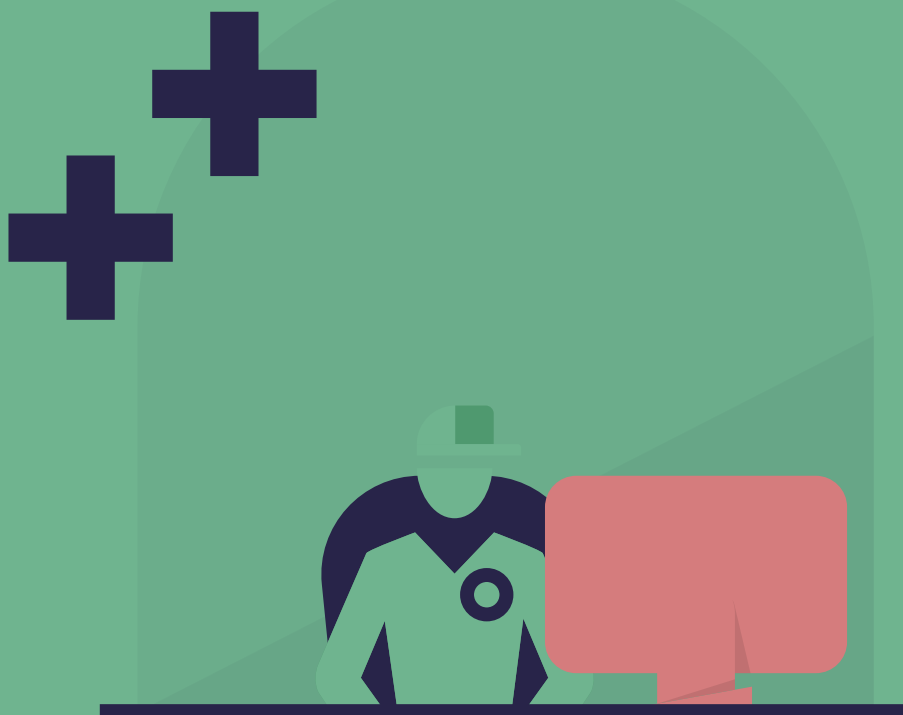
- ▶ Opportunity to support decent jobs in the sector.

## CFYE Collaboration: Digitally-enabled jobs | Shortlist | Kenya Round 1 Implementation Partner

An example of a partnership in digitally-enabled jobs is our implementation partner Shortlist, selected in Round 1 of the CFYE Call for Solutions in Kenya.

Shortlist has formed a consortium with Cloudfactory and Africa AI to achieve the ambitious goal of matching and placing 5000 youths (60% women) into ICT employment. The project design addresses the structural bottlenecks that have prevented the industry from unlocking its growth potential so far and requires a consortium approach to address both the labour infrastructure and talent pool gaps that currently limit job creation. The consortium will tackle these complex challenges through sourcing talent, training candidates, and matching and placing candidates. The validated demand by employers underpins Shortlist's proposed approach. Cloudfactory and Africa AI already have a real need to hire at least 5,000 Kenyans over the next 36 months. However, to further drive long-term sustainability based on increasing employer demand, Shortlist will also be partnering with other cloud work employers. Shortlist is proposing a unique approach to powering the digital economy in Kenya: creating a formal collaboration between a job matching platform, targeted upskillers, and global employers with confirmed employment demand. The project's long-term goal is to lay the groundwork for the scale-up of the cloud work industry in Kenya.

A significant part of Shortlist's objective is to encourage more women applicants and eliminate gender biases in the job matching process through gender-sensitive practices.





# How to Apply?

Please follow our website <http://fundforyouthemployment.nl/kenya> for updates on the call process.

## Key Stakeholders Consulted

Name Interviewee	Position	Name of Organization	Type of Organization
<b>Robert Kiprotich</b>	Marketing&Partneships Manager	Juhudi Kilimo	NGO
<b>Erustus Ouko</b>	Strategy & Organization Development Consultant	The Center for Strategy and Management (CSM)-	Private/Consulting
<b>Isaac Murage</b>	Co-Founder and Director	Lady Askari	Private company/ Security
<b>Charity Maina</b>	Owner	Dominionaire	Private company/ Media
<b>Michael Wambati</b>	Owner	LLC Pictures	Private company/ Media
<b>Mulanda</b>	Owner	Switch Media	Private company/ Media
<b>Carlos</b>	Owner	Alcarl cuisines	Private company/ Food&Hospitality
<b>Erick Kayere</b>	MEL Specialist	Colleges and Institutes Canada (CICan)	NGO
<b>Florence Gatome</b>	Africa Director	NIRAS Kenya	Private/Consulting
<b>Augustine Mayabi</b>	National Project Coordinator	Kenya Youth Employment Program	Public institution
<b>John Masha</b>	Operations Manager	<u>Micro and Small Enterprises Authority (MSEA)</u>	Public institution
<b>Hellen Waceke</b>	Special Projects Coordinator	Sinapis	Business Acccelerator
<b>Jimmy Odhiambo</b>	Assistant Director	Ministry of Industrilization	Public institution

<b>Name Interviewee</b>	<b>Position</b>	<b>Name of Organization</b>	<b>Type of Organization</b>
<b>Judy</b>	Lecturer and Entrepreneur	Daystar University	High education institution
<b>Boniface Mbithi</b>	Founder and CEO	WEEE Centre	Private/Recycling
<b>Aggrey Mukolwe</b>	Founder and CEO	Gizmo Ventures	Private/Manufacturing
<b>Caroline Nganga</b>	Founder and CEO	Crafts with Meaning	Private/Creative Arts
<b>Debra Metto</b>	Owner	Voice Over artist	Private company/ Media
<b>Shadrack Kasonzo</b>	Regional Manager	Cereal Growers Association (CGA)	Public institution
<b>Waringa Kimani</b>	Owner	Tukio Ventures and Fruity_Yummies	Private company/ Media
<b>Asha Moranya</b>	Manager, Kisii and Nyamira	Kisii Endelevu Trust Initiative (KETI)	Business Accelerator
<b>Patience Milly</b>	Owner	PAMI Bakery	Private company/ Food&Hospitality
<b>Adams Gatuura</b>	Co-Founder and Director	E-Taarifa News	Private company/ Media
<b>Nicole Agutu</b>	Owner	NickyKnits Arts & Crafts	Private/Creative Arts
<b>Mr Karanja</b>	Manager	Broadcentrix LTD	Private company
<b>Deogratius Magero</b>	Youth Empowerment and Employability Advisor	Plan International	International NGO
<b>Mr. Hamisi Ndune</b>	Credit Manager	Nayeel Sacco	Social enterprise
<b>Paul Njuguna</b>	Technical Advisor	GIZ	Donor
<b>James Ambani</b>	Co-Director	Value Villages (Food and Leather)	Private company
<b>Lucy Kerei</b>	Project Manager	Hand IN Hand East Africa	NGO