

How can Green & Digital

Based on
interviews with
agribusinesses and
youth experts

Technologies across
the Agricultural Value
Chain Contribute to
Decent Youth
Employment?



What are Green & Digital Technologies in Agriculture



Tools and innovations that leverage data and connectivity to support agribusinesses boost efficiency and productivity by addressing key bottlenecks across the agricultural value chain and minimizing agriculture's environmental impact or enhancing sustainability and resilience to climate disruptions while expanding the inclusion of youth and women.

These technologies include precision agriculture, renewable energy solutions, supply chain management software, as well as tools and platforms to strengthen farmers' access to information services, farming inputs, markets and sustainable farming practices.

Examples of

Green & Digital Technologies in Agriculture

along the value chain



Multi-faceted digital service provider platform that educates smallholder farmers on environmental Agriculture & Entrepreneurship.



Service Provision

Farming Inputs



hello tractor

Digital equipment leasing model for smarter and more profitable access to tractors.



SOWIT

Farmers

Intelligence and data providing actionable insights to farmers to optimize production while mitigating climate risks.



Aggregators and Buyers



Community-hub model improves the efficiency and regularity of trade with farmers.



CropSafe

Processing & storage technology minimizes post-harvest losses and improves access to markets.



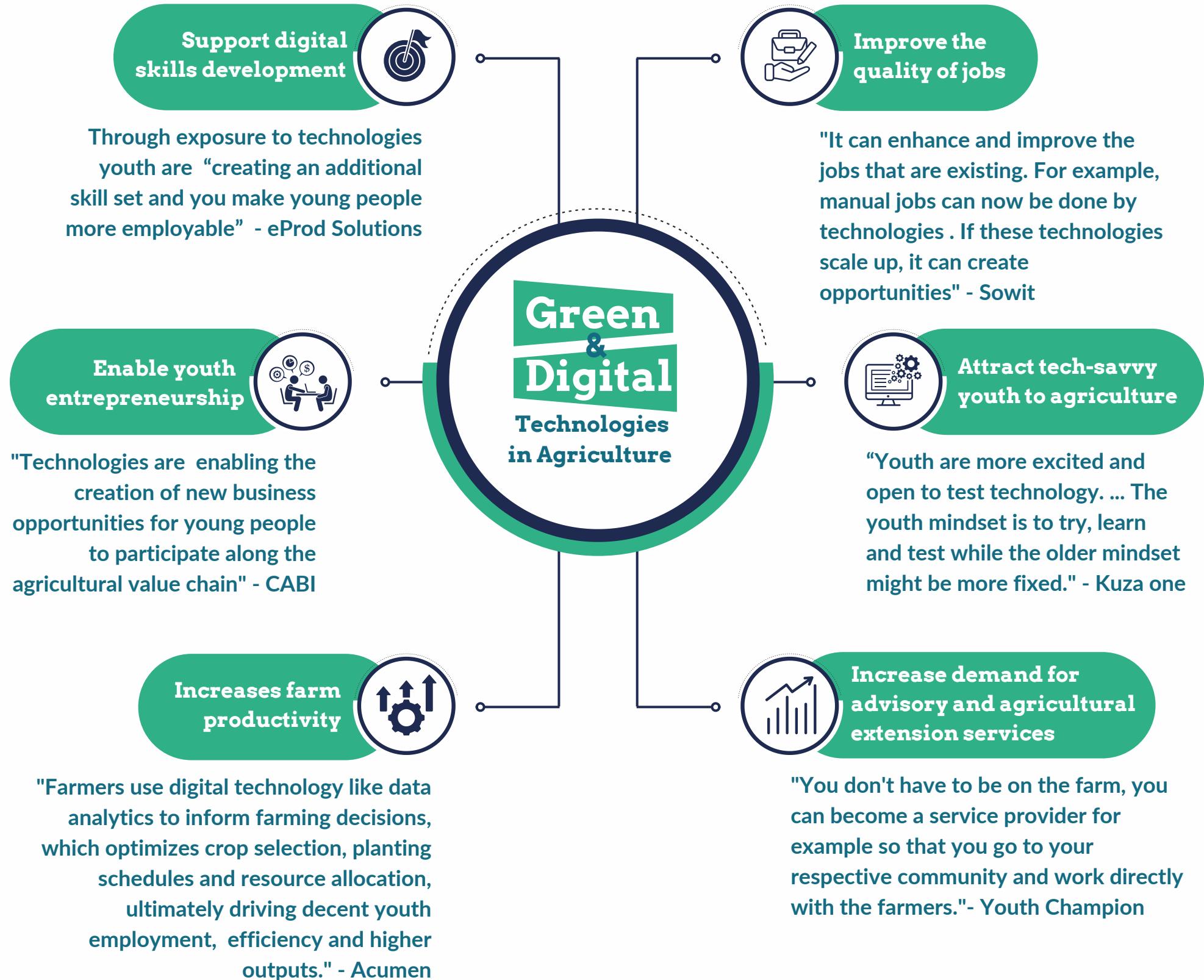
Logistics

e-prod

Comprehensive software that enables agribusinesses to manage an efficient supply chain from start to finish.



What are agribusinesses saying about the youth employment potential?



What is holding the youth employment potential back?

Despite these examples, agribusinesses and experts agree that **adopting green and digital technologies does not automatically translate into decent youth employment** across the agricultural value chain.

Sowit highlighted that many agribusinesses face **significant barriers to scaling the use of these technologies**, such as **limited financing and inadequate ecosystem support**. These challenges currently minimize the potential contribution to creating decent youth employment.

Acumen highlighted that “**the most impactful types of technologies are the ones that are acting as a system enabler** by helping smallholders connect to markets more easily or enabling companies to improve their own operations”. Technologies need to be demand-driven, meaning that **farmers must be aware of these technologies and have access to them at an affordable cost**.

Kuza One explained that the language used to promote green and digital technologies needs to be contextualized so that farmers and youth can understand and adopt them. As they put it: "**Big words like sustainability, carbon, and green may resonate with donors but hold little meaning locally**. The message must be relatable and locally understood."



Six recommendations to ensure that jobs are decent and inclusive

Focus on purpose:

"I am so passionate about agriculture and I've been dreaming of changing Africa in general by trying to come up with solutions that can actually improve agriculture."

- YOUTH AGRI PROFESSIONAL

Ensure financial security:

"When you talk about youth engagement, there has to be an element of income generation."

- YOUTH EXPERT, CABI

Close the digital divide:

"A significant digital divide that is really anchored on gender where more young women are not given the opportunity or not exposed to access to technologies."

- YOUTH EXPERT, CABI

Listen to young employees:

"We have a very horizontal management structure and feedback tools. When they say something, they know it is heard."

- SOWIT

Provide mentorship and guidance:

"They are supervised by technical managers, serving as role models, offering guidance and inspiration to follow their footsteps. These managers act as reference points within rural communities."

- SOWIT

Close the rural divide:

"Limited access to digital devices, limited connectivity and infrastructural challenges such as access to electricity limiting to what extent digital innovations can be adopted within rural communities."

- YOUTH EMPLOYMENT EXPERT