



# STEP project design and planning requirements



Paul Woomer, IITA-Kenya

Email: [plwoomer@gmail.com](mailto:plwoomer@gmail.com)

***Purpose: To describe the larger STEP program, its component projects and the planning requirements of this workshop***

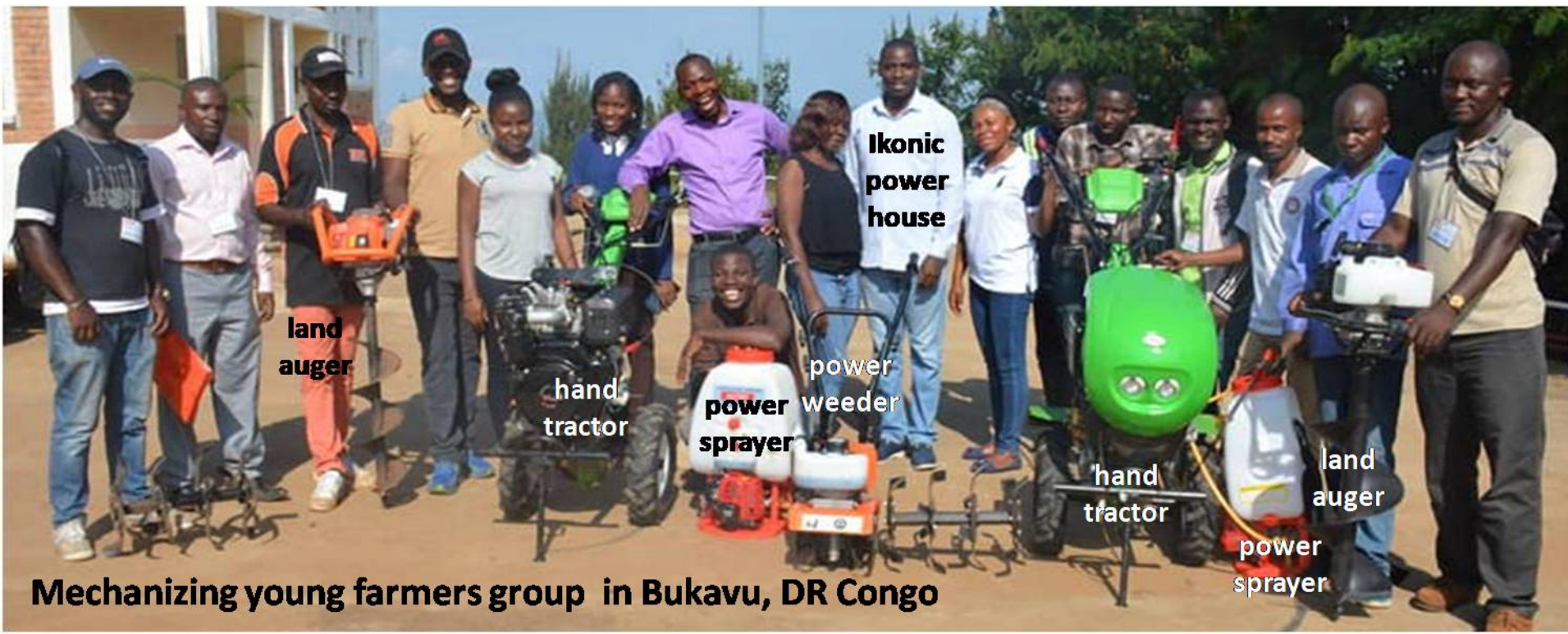
***To put us all in STEP (pun intended)***

# Origins of STEP: Reaching “younger” youth

- STEP is preceded by the Agripreneur Movement (IYA) that focuses upon under-engaged university graduates.
- IYA approaches did not consider younger youth, including minors, and directing them toward careers in agriculture.
- Donors expressed need to include younger youth in their projects (e.g. MasterCard Foundation, IFAD) but few mechanisms were in place to achieve this.
- DG Sanginga recognized this shortcoming and framed the Catch Them Early approach, and commissioned an advance team in Ibadan.
- Proposals were prepared for IDRC (Canada) and CTA (Netherlands) to support the renamed “Start Them Early Program”
- Early approaches suggested that working through school vocational agriculture programs is a key element.

# A networking approach between DR Congo, Kenya and Nigeria was devised

- Early STEP achievements are highlighted in Session 2.
- An example of networking advantages is the introduction of small-scale farming equipment from Ikonic Agricultural Machinery in Kenya to the Kalambo youth in DR Congo



**Mechanizing young farmers group in Bukavu, DR Congo**



# STEP explored ways to approach younger youth and developed some valuable communication materials

- The Ibadan team developed the STEP magazine and approached local schools concerning common goals
- Prince Bobo and team emerged as early innovators in DR Congo
- The Kenya team developed successful funding proposals for submission to IDRC Canada and CTA



# STEP Project award from IDRC Canada



Discussions started with the International Development Research Center (IDRC) following IITA's award of the African Food Prize

Project award: **Future Agribusiness Leaders of Africa. A multi-faceted research approach to youth empowerment in Africa (Start Them Early Project, STEP Phase 1)**



**Goal.** Provide the basic understanding for better directing secondary schools and their students toward careers in modern farming, agribusiness and agro-industry; and initiate the core of a new African agribusiness club movement similar to those providing direction to youth elsewhere in the world.

# The IDRC project has five specific objectives

- Understand gender differentiated aspirations of young people, their attitudes towards agriculture and how this influences their career choices.
- Evaluate the capacities of secondary schools in different countries and settings to advance instruction and extracurricular activities related to agribusiness development and develop models for different rural settings.
- Test a model of youth-led clubs devoted to agribusiness development with 6 schools, targeting about 1000 students and monitor their impacts
- Establish a network of youth-led pilot agribusiness enterprises and monitor their development and impacts on changing youth attitudes towards agriculture
- Build capacity to document and scale out lessons from the research to other stakeholders and schools (to inform curriculum development) in the three target countries and beyond.

# Important elements of the IDRC project

- Two-year project with activities in DR Congo, Kenya and Nigeria
- Strong focus upon key research question and M.Sc. Research
- Explicit connection between Objectives, Outputs and Outcomes
- Each country has its own budget and targets, and with leeway to adjust to local conditions
- Strong emphasis upon knowledge management and with specific technical and financial reporting requirements

***The purpose of this workshop is to develop thematic and country workplans to achieve project objectives***

# STEP Project award from the Center for Technology in Agriculture (CTA)



- Title: **Digital Support for Youth Agribusiness Clubs in Africa**
- Goal : To provide the understanding for better directing secondary schools and their students toward careers in modern farming, agribusiness and agro-industry, and initiate the core of a new African agribusiness club movement similar to those providing direction to youth elsewhere in the world.
- Two main objectives:
  - 1) Train and empower students to change their mindset toward a positive vision of agriculture as a business and employment opportunity and
  - 2) Provide them with the information and technologies needed to develop profitable, modernized farming.



# Important elements of the CTA project

- One-year project with three major Component Activities and their respective Outputs, recognizes its direct links to the IDRC Project
- Seven specific Activities each with their Key Deliverables
- CTA's expectations from this project:
  - 1) to support capacity building and the establishment of digital platforms that enable farm enterprises and new agribusiness enterprises appealing to youth;
  - 2) to facilitate the acquisition of these platforms to partnering youth interests in three countries, DR Congo, Kenya and Nigeria; and
  - 3) to support the assessment of how effectively these media can operate successfully and support more effectively youth agribusiness performance.

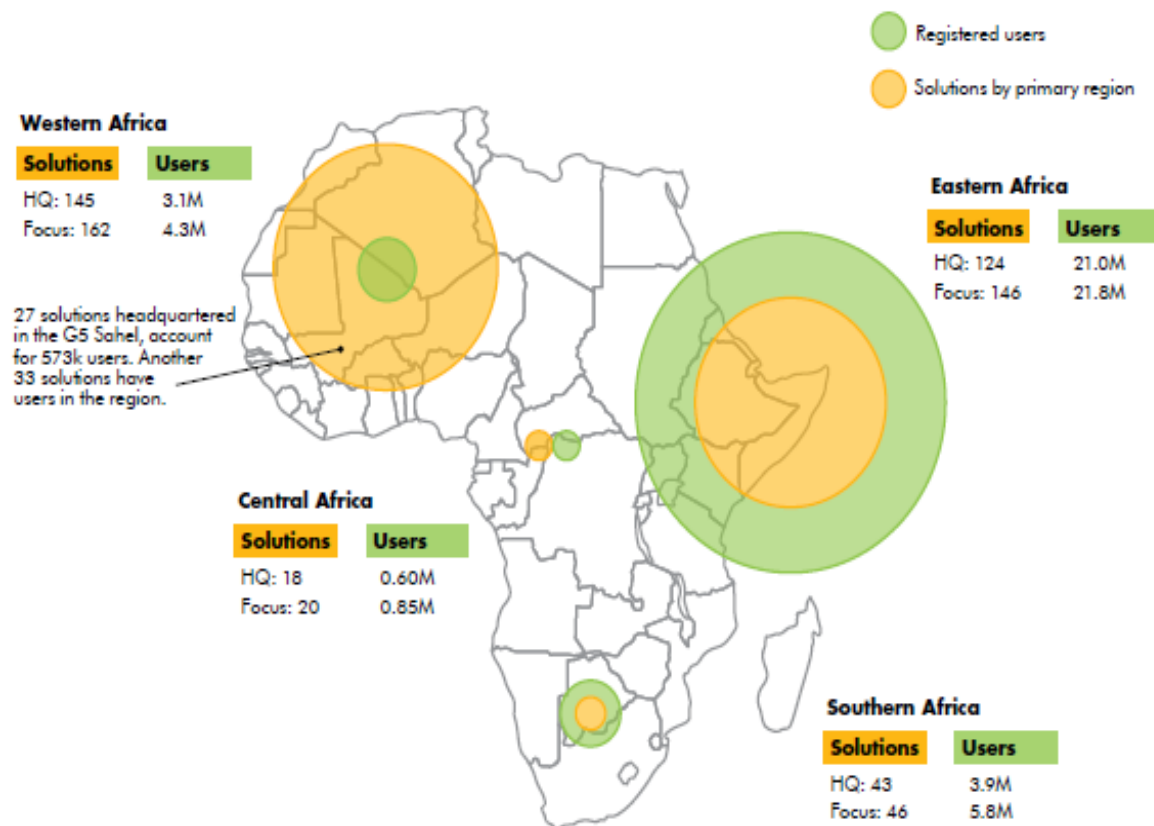
***CTA is a leader in ICT applications to agriculture and has high expectations from this project!***

**THE  
DIGITALISATION  
OF AFRICAN  
AGRICULTURE  
REPORT**  
2018–2019



*“Agricultural transformation remains one of Africa’s most pressing priorities ... digitalisation for agriculture (D4Ag) can be a game changer in supporting and accelerating agricultural transformation.”*

*“While there are D4Ag solutions present in at least 43 out of 49 Sub-Saharan African countries, over half of the solutions are headquartered in East Africa”*





## Digital Farmers Kenya

Closed group

### About

Discussion

Announcements

Members

Events

Videos

Photos

Files

Recommendations



Joined ▾

✓ Notifications

### About this group

#### Description

This group aims at encouraging members to exchange farming ideas and latest farming technologies that can improve farming practices. Farmers may also sell their farm produce on this group

#### Group Type

General

Members · 385,347



**Kyalo Malonza** shared a photo.

Conversation starter · 11 hrs

they have landed in china



**Peter Muiruri**

4 hrs

That is my hydroponic fodder for chicken.

<http://youtu.be/vUE-rs6X3wc>



# Workshop design and strategy

## Day 1: Tuesday

### Session 1:

Opening and STEP background

**Session 2:** STEP progress to date

**Session 3:** Achieving STEP's objectives

**Session 4:** STEP's thematic tasks

**Outcome:** Strong understanding of STEP and its challenges

## Day 2: Wed.

**Session 5:** Submit thematic workplans

**Session 6:** STEP country tasks

**Session 7:** STEP country budgets and reporting

**Session 8:** Submit country plans

**Outcome:** Formalize plans for each country team

## Day 3: Thursday

**Session 9:** STEP networking and toolkit development

**Session 10:** STEP M.Sc. research projects

**Session 11:** Next STEPs and workshop closing

**Outcome:** All STEP partners return to their countries with a clear idea of what must be done

## Day 4: Friday

Tour of IITA and STEP activities in Nigeria.

**Morning:** IITA Campus tour

**Afternoon:** Visit to OFFER Center and Oluponna School

**Outcome:** Examples of agribusiness opportunities and partnership management established



## Conclusions

The program leaves much time reserved for discussions but working group time is tight so focus upon the task at hand.

The Nigeria team serves both as STEP Coordinators and national partners, so consider both roles.

Much hard work is before us, but this is also the chance to meet our partners from different countries.

*Much thanks is extended to the local organizers!*



**We have a huge challenge before us but we also have the tools and teamwork needed to meet these expectations**