

The Greenovation platform

Youth4Youth in Morogoro, Tanzania

Brief description

The Greenovators: Youth4Youth is a digital platform facilitating a team of academic students and graduates in Morogoro, Tanzania in consulting urban citizens owning rural, idle land about possible agribusiness opportunities. Simultaneously, this platform connects these citizens with local unemployed youth to create a fruitful combination to tackle youth unemployment and food insecurity.

Our strategy

The strategy we have designed in the last 36 hours is based on the city of Morogoro located in Tanzania. This city region has been chosen because of its location: right between the two large Tanzanian cities Dodoma (state capital) and Dar es Salaam (national capital). It is a fast growing city in a highly productive area, which is driven by the need to increase its production efficiency. Moreover, the presence of the Sokoine University of Agriculture makes this area uniquely attractive to start up new agricultural businesses driven by educated young adults. However, the combination of highly educated students and graduates together with local opportunities in the agricultural sector present in Morogoro, is not unique to this area and therefore, the strategy we developed can be applied to other areas as well in developed as underdeveloped countries.

Before elaborating on our strategy it is important to have a clear image of the situation currently present in Tanzania. In Tanzania, there is a significant rise in middle size farms, between 5-100 ha. owned by urban citizens. They often lack the knowledge, motivation or money to farm their agricultural land which results in large areas of possible productive land left idle (Mumbwa, 2018). Converting this idle land to flourishing agricultural areas can improve local food security and youth employment (FAO, 2017). To facilitate this process a platform is indispensable and therefore we created The Greenovators: Youth4Youth (Figure 1). The goal of this platform is to facilitate a team of local academic students and graduates in consulting urban citizens owning rural, idle land about possible business opportunities for their idle land. Subsequently, they create a team of unemployed youth who are willing and able to start and progress the new business both as entrepreneurial farm manager or as agricultural labourer.

The role of The Greenovators: Youth4Youth can be summarised as an employment agency which has access to data of local unemployed youth together with the agricultural knowledge needed to create a sustainable business plan which efficiently uses the environmental and natural resources. The strength of this platform lies in the fact that the purpose of it is *twofold*. First, it helps to increase urban landowners' knowledge on local opportunities of their land and second, connects employees with local unemployed youth to create fruitful combination to tackle youth unemployment and food insecurity.

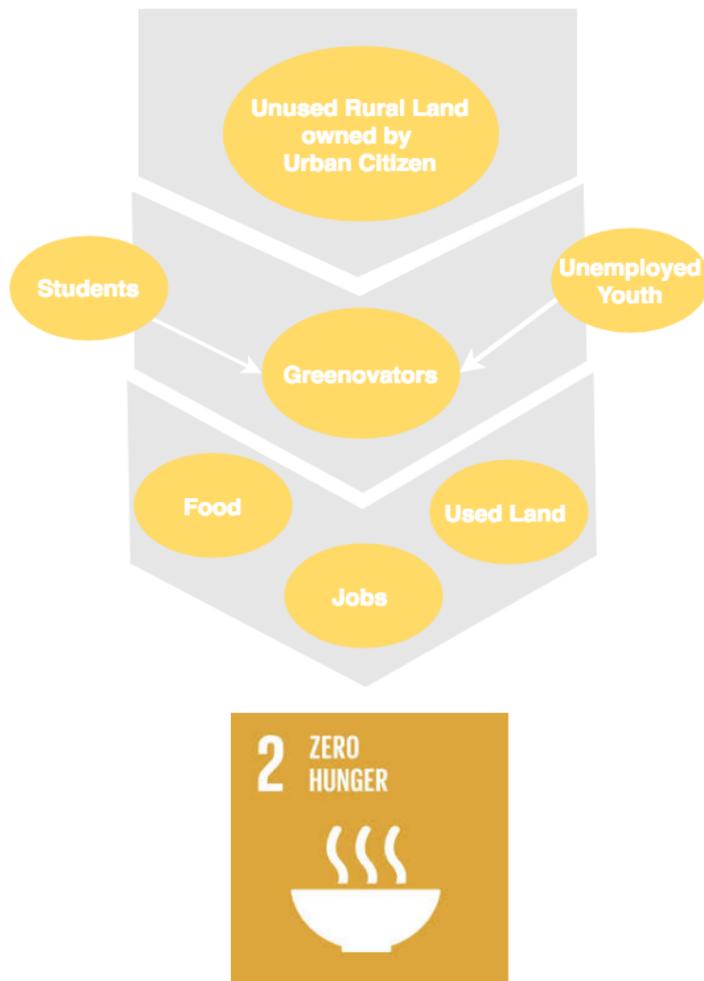


Figure 1. Overview of the strategy

Our strategy in detail

What does it entail?

- A **reliable consultancy platform** providing local, profitable and sustainable business developed by a team of graduates and students from a local university. Knowledge is provided in the local language about:
 - **Agriculture;** weather conditions, soil status, crop and livestock husbandry, storage method, planting methods, diseases and pest control, pesticide availability and its application, new innovations i.e. seeds, indigenous crop cultivation and technologies.
 - **Business;** agricultural credits and loans, leadership skills, marketing opportunities and value addition.
 - **Legislation;** offering a clear statement about which conditions apply when landowners and unemployed youngsters start to collaborate facilitated by The Greenovators.

How does this work?

1. Landowners and unemployed youth can subscribe to the platform. Landowners can share data on their land while the job seeking youth can share data on their professional profile. The academic team will store this in their data file.
2. An academic team connects the owners of idle land with unemployed youth while supporting the landowners with an agricultural business plan.
3. The youth will get help to discover their (entrepreneurial) agricultural potential.
4. The financing mechanism in this strategy is circular, meaning that the academic team will be funded by (a certain share of) the profit the landowner makes. This is a win-win situation as the landowner will make a profit when utilising the platform while the academic team on the other

hand will be paid by their efforts. The latter stimulates the team to really take the consults seriously and to create working solutions.

Future prospects

When the platform is running well it will give to possibility to expand further to tackle SDG2 even better. Therefore, we recommend the following:

1. Small farmers who need advice about improving their agribusiness can be targeted by providing flexible loans, which can be used to pay for the consultancy services. Those flexible loans can be realised by long term collaboration between The Greenovators platform and local financial institutions.
2. Private investors can be attracted to the platform in order to be able to fund long term soil improvement processes, which will not be profitable in the first years of implementation. Therefore, those projects will be economically unattractive in the short-term, while in the long term they can increase the agricultural potential of the area. This can be interesting for seed companies, food producing companies and other agricultural related businesses.

Last, with targeting youth unemployment with this strategy, other root causes are addressed as well such as rural poverty, inequality and urban food insecurity. Poverty will decrease with increasing employment, connections that are created via the platform will be important in decreasing the inequality between urban and rural youth groups through knowledge sharing and growing rural potential will foster food supply to urban areas and decrease food insecurity. This combination of stimulating factors will finally result in an adequate tackle of SDG2 'Zero Hunger': Everywhere, for everyone!

Literature

FAO (2017). *Farming and rural non-farm activities can provide solutions to rising youth unemployment in Africa*. Retrieved on August 31, from <http://www.fao.org/news/story/en/item/1038681/icode/>

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