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College of Education  
MICHIGAN STATE UNIVERSITY

# USAID Empowered Youth Program

## Quarterly Report

### April–June 2022

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## ABBREVIATIONS

|                   |   |
|-------------------|---|
| <b>AASD</b>       | African Academy of Skills Development                               |
| <b>AGPO</b>       | Access to Government Procurement Opportunities                      |
| <b>AGYW</b>       | Adolescent Girls and Young Women                                    |
| <b>AMELP</b>      | Activity Monitoring, Evaluation, and Learning Plan                  |
| <b>ANDY</b>       | Action Network for the Disabled                                     |
| <b>AO</b>         | Agreement Officer   |
| <b>AOR</b>        | Agreement Officer's Representative                                  |
| <b>AWP</b>        | Annual Work Plan  |
| <b>BCC</b>        | Behavioral Change Communication                                     |
| <b>CBF</b>        | County Bunge Forum  |
| <b>CBO</b>        | Community-Based Organization  |
| <b>CEC</b>        | County Executive Chief  |
| <b>CIDP</b>       | County Integrated Development Plan                                  |
| <b>CLA</b>        | Collaborating, Learning, and Adapting                               |
| <b>DQA</b>        | Data Quality Assessment   |
| <b>EGU</b>        | Egerton University  |
| <b>FGDs</b>       | Focus Group Discussions   |
| <b>FY</b>         | Financial Year  |
| <b>GESI</b>       | Gender Equity and Social Inclusion                                  |
| <b>HCD</b>        | Human-Centered Development  |
| <b>HEI</b>        | Higher Education Institution  |
| <b>HTC</b>        | High-Touch Counties   |
| <b>ICT</b>        | Information and Communication Technology                            |
| <b>ID</b>         | Identification Document (Card)                                      |
| <b>KNQF</b>       | Kenya National Qualification Authority                              |
| <b>KSBDC</b>      | USAID Kenya Small Business Development Centers                      |
| <b>KYEOP</b>      | Kenya Youth Employment and Opportunities Project                    |
| <b>LMA</b>        | Labor Market Analysis   |
| <b>M&amp;E</b>    | Monitoring and Evaluation   |
| <b>MEL</b>        | Monitoring, Evaluation, and Learning                                |
| <b>MFI</b>        | Microfinance Institutions   |
| <b>MOU</b>        | Memorandum of Understanding   |
| <b>MSMEs</b>      | Micro, Small and Medium Enterprises                                 |
| <b>MSU</b>        | Michigan State University   |
| <b>NCBA CLUSA</b> | National Cooperative Business Association Cooperative League of USA |
| <b>NDA</b>        | Non-Disclosure Agreement  |
| <b>NGAAF</b>      | National Government Affirmative Action Fund                         |

|               |   |
|---------------|---|
| <b>NGO</b>    | Non-Governmental Organization                       |
| <b>NGCDF</b>  | National Government Constituencies Development Fund |
| <b>NP</b>     | National Polytechnic                                |
| <b>NYBA</b>   | National Youth Bunge Association                    |
| <b>PSE</b>    | Private Sector Engagement                           |
| <b>RFA</b>    | Requests for Applications                           |
| <b>SACC</b>   | Steering and Coordinating Committee                 |
| <b>SACCO</b>  | Savings and Credit Cooperative Organization         |
| <b>ToT</b>    | Training of Trainers                                |
| <b>TTI</b>    | Technical Training Institute                        |
| <b>TVET</b>   | Technical and Vocational Education and Training     |
| <b>USAID</b>  | U.S. Agency for International Development           |
| <b>USG</b>    | U.S. Government                                     |
| <b>USIU-A</b> | United States International University – Africa     |
| <b>VSLA</b>   | Village Savings and Loans Association               |
| <b>VTC</b>    | Vocational Training Center                          |
| <b>WEF</b>    | Women Enterprise Fund                               |
| <b>YEF</b>    | Youth Enterprise Fund                               |
| <b>YSO</b>    | Youth-Serving Organization                          |

# INTRODUCTION

USAID Empowered Youth is a five-year activity funded by the United States Agency for International Development (USAID) to empower Kenyan youth ages 18-24 years old and adolescent girls ages 15-19 years old by increasing their prospective economic opportunities and building the capacity of Kenyan higher education institutions (HEIs) and youth-serving organizations (YSOs). USAID Empowered Youth is implemented by Michigan State University (MSU) and a consortium of partners, including United States International University-Africa (USIU-A), Egerton University (EGU), NCBA CLUSA, and the National Bunge Association (NYBA), among other local private sector and public organizations and agencies. USAID Empowered Youth will result in empowered youth networks and increased economic opportunities beginning with six high-touch counties (Mombasa, Kiambu, Isiolo, Nakuru, Kisumu, and Kakamega) at the inception year and expanding to 20 low-touch counties in subsequent years. Below is a cluster of high- and low-touch counties that the program will be reaching:

- **Isiolo** (Garissa, Marsabit, Samburu, Mandera)
- **Kakamega** (Bungoma, Turkana, West Pokot)
- **Kisumu** (Homabay, Kisii, Busia)
- **Nakuru** (Uasin Gishu, Nyeri)
- **Kiambu** (Nairobi, Kitui, Kajiado, Meru)
- **Mombasa** (Kwale, Makueni, Taita Taveta, Machakos)

The program has three main result areas, and two cross-cutting objectives, as follows:

- (1) Increase Youth Economic Prospects
- (2) Build Kenyan Higher Education Institution's Capacity
- (3) Strengthen Youth-Serving Systems
- (4) Promote Gender Equity and Social Inclusion (GESI) (crosscutting)
- (5) Develop Private Sector Engagement (crosscutting)

## I. EXECUTIVE SUMMARY

This report summarizes key activities and accomplishments during Quarter Three (Q3) of Year One (April 1 – June 30, 2022), and planned activities and events for the upcoming quarter. It follows the program's objective structure: (1) Increase Youth Economic Prospects; (2) Build the Capacity of Kenyan Higher Education Institutions; (3) Strengthen Youth-Serving Systems, and (4) Emphasize the cross-cutting goals of Private Sector Engagement and Gender Equity and Social Inclusion.

During the third quarter, Empowered Youth continued to build on foundational activities initiated in the first two quarters. Core activities focused on finalizing the landscape analysis and laying the groundwork for the planned labor market assessment survey which sought to build upon the landscape analysis in collecting information about employment opportunities offered by the private sector, county, and national government youth priorities, youth views on unemployment, challenges and barriers affecting youth employability, and economic sectors noted to have the highest potential for linkages of youth to core industries. The study also aimed to map suitable courses offered in HEIs to understand how these can adequately prepare youth for entrance into the job market.

Other activities include the continuum of pilot case management activities for adolescent girls and young women (AGYWs) in Kisumu County, the start-up and consolidation of the *My ID, My Life* registration activities in Mombasa County, offering skills training to youth cohorts across Empowered Youth's six high-touch counties, and memorializing strategic partnerships that would catalyze youth economic prospects and collaboration across higher education institutions.

Over Quarter 3, the Empowered Youth team identified 15 institutions across the six high-touch counties that were noted to be ideal for the establishment of career centers. In June, Empowered



Youth convened a training workshop on evidence-informed youth employability programs for higher education institutions at USIU-Africa. The training upskilled 40 stakeholders and representatives from TVET institutions and county governments on the use of research and data to further empower youth by increasing their economic prospects, strengthening the capacity of their own institutions and partner educational institutions, and enhancing youth-serving systems.

The project remained committed to ensuring that youth are trained and linked to self-employment and job opportunities. Identified trainers and youth were provided entrepreneurship courses in Kisumu, Kakamega, Nakuru, Mombasa, Isiolo, and Kiambu Counties. To ensure the sustainability of the training that was offered, youth who attended these courses were linked to financial services. Youth mentorship was also provided as an ongoing effort to ensure youth utilized the knowledge gained to improve their livelihoods. A manual on soft skills was also developed to ensure that the youth are well equipped with the necessary communication and interpersonal skills needed for the labor market, as well as for self-employment. The initial preparations for agribusiness training are ongoing. This training will equip youth with applicable skills to enable them to actively engage in various, high-yielding agricultural value chains.

In efforts to further strengthen youth-serving systems, the program conducted capacity assessment trainings for project staff, county bunge forums (CBFs), and county youth bunge SACCO representatives. The purpose of these trainings was to allow participants to be taken through assessment tools and action plan templates for their organizations to be more effective and targeted in approach. Participants' understanding of how to use the tools offered, as well as their comprehension of these methods, were viewed as indicators of success of the training program. The skills that were acquired through these trainings enabled Empowered Youth project staff to conduct capacity assessments of CBFs, youth bunge SACCOs, and other youth-serving organizations, and supported them to develop organizational strengthening action plans. In addition to these trainings, Empowered Youth continued to map and recruit youth-serving organizations working at the community level to support the mobilization and delivery of youth-focused interventions in supporting skilling and employment, especially for those in the Empowered Youth cohort. Empowered Youth staff also conducted mapping, engagement, and formalization of collaborations with the private sector, donor-funded programs, and government departments through multi-stakeholder forums and partner meetings to identify linkage opportunities to enhance youth employability. Finally, Empowered Youth successfully conducted national ID registration outreach activities, in collaboration with the National Registration Bureau and the CBF, to ultimately register 4,541 youth in Mombasa County.

The Case Management Pilot, titled *Empowered Girls*, was launched in early April following the recruitment of 20 qualified young women to serve as case managers for the pilot. The appointed case managers undertook a two-week case management training, encompassing topics involving sensitivities working with vulnerable adolescent girls and young women, ways in which to mitigate implicit bias, and ethical practices working with and referring vulnerable young women and adolescent girls to proper services in efforts to reduce existing vulnerabilities. The completion of this training in late April enabled the case managers to conduct an initial assessment in Kisumu East, of those interested in being involved in the pilot. A pre-screening process took place using electronic tablets, which hosted a series of quantitative questions underscoring various levels and types of vulnerabilities. To ensure that a wide representation was captured throughout each ward, a total of 1,541 girls were pre-screened for these purposes. Attention to survey time, survey location, and survey enumerator training was provided to ensure the widest cross-section of adolescent girls in Kisumu County. From this screening survey, 1,081 girls were deemed to be out of school. Of these out of school girls, 983 individuals were noted to be within the 15–19-year age group. The pre-assessment exercise allowed for responses to be automatically collected and scored with a numerical figure, based upon the answers provided by the participants. Those with a score of over 40 were deemed eligible for the pilot as they were noted to be most vulnerable. Data from the screening of over 1,500 participants was analyzed by Empowered Youth staff; 320 girls who met the criteria for the pilot were then randomly selected and further randomized into a control group and treatment group. Participants will undergo a pre-and post-assessment exercise to allow for the Gender Equity and Social Inclusion Team to measure whether the pilot had an impact on each participant's existent vulnerability. This pre-post assessment measurement tool will be utilized at the start of Quarter Four to ensure that proper monitoring can be carried out, prior to Empowered Girls curriculum (EY Services) being offered, which is slated for August 2022.

## **Progress (Qualitative Impact)**

### ***Objective 1: Increase Youth Economic Prospects***

To advance Empowered Youth's efforts toward increasing youth economic prospects, the project team focused on equipping youth with the necessary skills to enable them to participate in economic development and support their livelihoods. Trainers from different sub-counties and wards in Kisumu, Kakamega, Nakuru, Mombasa, Isiolo, and Kiambu Counties were selected and provided with entrepreneurship training. The trainers imparted this knowledge to various wards in their respective counties to equip youth with entrepreneurial skills and propel their economic prospects through wage and self-employment. Youth from the six counties were also capacitated on financial access and were sensitized on how they can access government procurement opportunities (AGPO), Uwezo, Women Enterprise Funds (WEF), Youth Enterprise Development Funds (YEF), and National Government Affirmative Action Funds (NGAAF), for business start-up and expansion. To increase access to financial prospects, Empowered Youth assisted 24 youth members to petition and receive funds through the Kenya Youth Employment Opportunities Project (KYEOP). Business incubation has also started in Nakuru County, where youth-led start-ups are being mentored and provided with start-up kits. Initial preparations for agribusiness training have been made as well, to foster the interests of those pursuing agricultural employment avenues. The various training outlets that will be initiated in the fourth quarter will ensure that youth are holistically equipped with the agricultural and entrepreneurial skills needed to contribute to diversified value chains. To ensure that youth have the requisite soft skills to effectively participate in the labor market through wage and self-employment, a training manual on soft skills has been developed and preparations for training master trainers are currently underway.

### ***Objective 2: Build Kenyan Higher Education Institution's Capacity***

During the third quarter, activities were undertaken to build the capacity of Kenyan higher education institutions (HEIs) to innovate, test, and build evidence to inform decision-making, adapt to shifting contexts, and scale youth programs. Co-creation approaches through the labor market assessment (LMA) across all six high-touch counties fostered experiential learning for local institutions involved. The LMA will review and identify economic sectors with the highest potential to absorb youth and pinpoint specific higher education institutions offering relevant courses to adequately prepare youth for entrance into sustainable, promising sectors. Further, the Empowered Youth team has identified potential institutions with which to establish career centers; these career centers will serve as a conduit to ensure youth enroll in demand-driven courses and successfully transition into the job market. A training manual on career development was crafted to strengthen the capacity of institutions to offer these services as an additional resource to students, and preparations for training are ongoing. The operation of these centers will be guided by this career development manual.

In addition, Empowered Youth hosted a foundational higher education institution workshop to solicit institutional and county government buy-in for career centers. The convention brought together 40 educators and government officials across the six high-touch counties to provide training on evidence-informed youth employability programs to systematically build the capacity of institutions to use research and data to offer demand-driven programs linking youth to industry needs. This training provided sustainable interventions at the intersection of higher education and gender equity to fully reach each of their contexts. They were also trained on how to form offices for career services, creating new pathways and outlets for students to adequately rely on and prepare for their futures.

Anticipating the initiation of services for the case management pilot, Empowered Youth has identified six institutions that have the potential to enroll adolescent girls interested in higher education. The institutions are, Kisumu National Polytechnic, Seme Vocational Training Center, Akado Vocational Training Center, Rotary Vocational Training Center, Katito Vocational Training Center, and YMCA Vocational Training Center. Empowered Girls participants who enroll in these institutions are anticipated to benefit from the services offered at the career centers that are established, to maximize impact. The onboarding of students at these institutions has been pushed back to follow the general elections, scheduled for August 2022.

### **Objective 3: Strengthen Youth-Serving Systems**

The strengthening of youth-serving systems remained pertinent to Empowered Youth activities. Key activities carried out during the quarter included organizational capacity assessment training for county bunge forums and SACCOs, leadership and governance training for youth-serving organizations, the mapping and recruitment of youth groups and county-based organizations, ID registration and collection outreach, and successful implementation of county bunge forum orientation meetings.

#### **Progress (Quantitative Impact)**

During the reporting period, the program achieved the following quantitative outcomes:

- 362 (175 female, 187 male) ToTs selected and trained on imparting entrepreneurship skills in Isiolo, Nakuru, Kisumu, Kakamega, Mombasa and Kiambu counties.
- 2,765 (1,394 female, 1,371 male) youth trained on entrepreneurship skills in Isiolo, Nakuru, Kisumu, Kakamega, Mombasa and Kiambu counties.
- 44 (32 male, 12 female) CBF officials participated in the CBF orientation meeting in Nakuru County.
- 38 CBF members (22 male, 16 female) trained on leadership and governance and reviewed their constitution in Kiambu County.
- 39 (18 female, 21 male) CBF members participated in a program orientation meeting in Kisumu County.
- 40 (23 male, 17 female) Kakamega CBF members trained in leadership and governance.
- 27 (20 male, 7 female) CBF members representing 27 wards taken through leadership training.
- 419 YSOs identified and recruited to take part in program activities across the six counties.
- 14 MOUs signed between EY Youth Alive Kenya, Samba Sports, KNOTE, Crosswise Boost Your Business, Inter Chris Youths, Imarisha, Jiinue, and Farah Shah Charity CBOs, Shibuye CHW, Western Community Development Centre, Chelwa CBO, and the Master Empowerment Center.
- Nine program county staff (one NYBA project officer, six CBFs, and two youth bunge SACCO officials) trained on organizational and SACCO assessment.
- Four CBFs (representing Kisumu, Kiambu, Nakuru, and Mombasa County) trained on organizational capacity assessments and development of action plans. 13 youth groups were also taken through the same process in Kisumu County.
- 20 case managers trained on case management practices in Kisumu County for the Adolescent Girls and Young Women Empowered Girls Pilot.
- 1,541 girls pre-screened for potential eligibility for the Adolescent Girls and Young Women Empowered Girls Pilot.

### **Work Plan for the Subsequent Quarter (Q4, Fiscal Year [FY] 2022)**

During the next quarter, the program intends to undertake the following key activities:

#### **Objective 1: Increase Youth Economic Prospects**

- Work closely with banks, SACCOs, village savings and loan associations (VSLAs), and microfinance institutions (MFIs) to link trained youth and youth groups to financial services, credit, business mentorship, and incubation.
- Conduct entrepreneurship and business incubation training in all six high-touch counties.
- Select and train soft skills master trainers and ToTs in the six high-touch counties.
- Cascade youth soft skills training to the community level while integrating gender equity and social inclusion (GESI) principles in all sessions.
- Engage agribusiness trainers and develop training material for various value chains.
- Train ToTs and youth in agriculture and agribusiness for applicable value chains in each county while integrating gender inclusion principles in all sessions.

- Place youth in internships and apprenticeships across diverse, growing sectors in the six high-touch counties.

## **Objective 2: Build Kenyan Higher Education Institutions' Capacity**

- Identify more stakeholders to become members of Empowered Youth's Steering and Coordinating Committee (SACC).
- Prepare and facilitate workshops to train members on key success metrics and SACC functions. The SACC will serve as the hub for developing and implementing IR 2 interventions, directly involving diverse key stakeholders (experts in higher education, representatives of youth organizations, the private sector, public sector/policymakers, and communities). The SACC will be a sub-committee of the multi-stakeholder forum that is convening both IR1 and IR3.
- Train and support practical skills development for HEIs in innovation grant seeking to leverage ICT for the support of the youth innovation (pilot).
- Map the results of the LMA with existing institutional curriculums and the Kenyan National Qualification Framework (KNQF) to determine strengths and gaps.
- Train project team on human-centered design (HCD) and conduct a one-week design sprint with key stakeholders on HCD research strategies.
- Facilitate the establishment of career centers for mentorship and career guidance across selected HEIs.
- Identify career development advisors and conduct training on career development support.
- Train select HEI staff on how to identify opportunities for curricula enhancement, review, design, as well as deliver competence-based curricula for identified high-growth sectors.
- Design and support the operationalization of the county linkages program to support knowledge sharing on employability initiatives.
- Design and facilitate the first annual quadruple helix stakeholder information dissemination and sharing exposition.

## **Objective 3: Strengthen Youth-Serving Systems**

- Enhance private and public sector mapping and rapid partnership assessment meetings, leading to formalized partnerships through the signing of MOUs.
- Support registration and capacity-building of youth networks and coalitions, including NYBA and CBFs, based on common interests and value chains at the county level.
- Conduct youth-serving organizational capacity assessment and development, tailored to need.
- Conduct youth-serving organization leadership training.
- Support ID registration and distribution campaigns in Kiambu, Kisumu, Kakamega, Isiolo, and Nakuru Counties.
- Work with ANDY to train county bunge forums, project staff, and other community volunteers on youth-inclusive activities for people with disabilities.

## **Develop Private Sector Engagement**

- Identify and work with TVET centers of excellence to train knitters and artisans for placement in textile and apparel industries.
- Identify and work with TVET centers of excellence to train youth for placement in building and construction industries.
- Negotiate and sign more MOUs at the national level with a specific focus on jobs and internship placements. At least four national-level MOUs are envisaged.
- Conclude formation of county multi-stakeholder forums in the six high-touch counties. Participants of the planned quadruple stakeholder meeting will be drawn from the multi-stakeholder forums being spearheaded by IR3 and potential members in counties where the process is still underway.
- Manage and strengthen existing relationships with county governments and private sector partners; develop new relationships with added personnel resulting from the general elections.

- Begin implementing specific activities from the partnerships that have been signed.
- Continue to pursue and strengthen linkages with other USAID programs in the high-touch counties.

### **Promote Gender Equity and Social Inclusion (GESI)**

- Commence the adolescent girls and young women (AGYW) pre-assessment evaluation, followed by the development of a case plan for those in the treatment group, which will focus on examining the participant’s main goals, how support can best be provided, and the time frame that is ideal for the participant to have these actions and goals completed.
- Train four case management AGYW trainers on the Empowered Girls curriculum, developed as part of Empowered Youth services to be undertaken. Mid-point evaluation of the case management program will be conducted in January 2023.

### **Grants Under Contract**

- Develop risk mitigating measures and grants instruments to roll out CBF grants.
- Develop RFAs for Action Network for the Disabled (ANDY) and Light of the World, two entities working with people with disabilities.
- Share disability and county bunge forum grants RFAs with USAID for approval.
- Distribute grants to ANDY and Light of the World.

## **II. PROGRESS AND KEY ACHIEVEMENTS**

### **ACTIVITY PROGRESS (Qualitative Impact)**

#### **Objective I: Increase Youth Economic Prospects**

##### **1.1 Landscape Analysis**

Each landscape analysis report from the six counties (Isiolo, Mombasa, Kakamega, Kisumu, Kiambu and Nakuru) were peer-reviewed and submitted to USAID for approval. Once approved, these reports will help in shaping Empowered Youth interventions in each high-touch area.

##### **1.2 Train and Place Youth in Youth-Friendly Sectors with Economic Opportunities and Increase Access to Entrepreneurial and Business Start-Up or Expansion Training**

###### ***1.2.1 Mobilize Youth Participants and Training of Trainers (ToTs)***

In collaboration with NYBA and NCBA-CLUSA, Empowered Youth embarked on the process of recruiting and selecting entrepreneurship and business development ToTs. Table I outlines the selected trainers, per county.

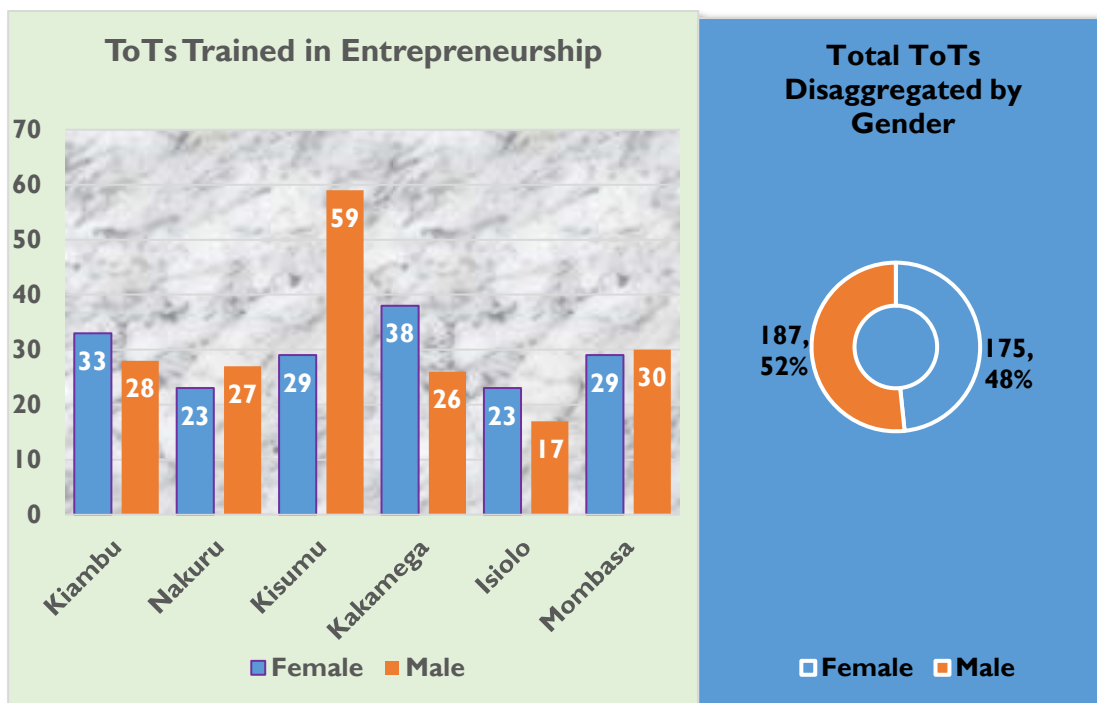
**Table I. ToT Mobilization According to County, Gender, and Ward/Sub County**

| County   | ToTs Disaggregated According to Gender | Wards/Sub-Counties  |
|----------|--|---|
| Isiolo   | 40 (23 female, 17 male)                | Wabera, Ngaremara, Bulapesa and Bura Wards  |
| Mombasa  | 59 (30 female, 29 male)                | Mtongwe, Shika Adabu, Likoni, Timbwani, Mjambere, Junda, Bamburi, Mwakirunge, Mtopanga, Magogoni, Shanzu, Majengo, Tononoka, Tudor, Mji wa kale/ Makadara/old town, Airport ward, Portreiz, Chaani, Kipevu, Changamwe. Mikindani, Jomvu Kuu, Miritini, Mkomani, Kongowea, Zilo la Ng'ombe Kadzandani, and Free Town Wards |
| Nakuru   | 50 (23 female, 27 male)                | Nakuru Town East, Nakuru Town West, Rongai, Molo, and Njoro Sub-Counties  |
| Kiambu   | 61 (33 female, 28 male)                | Thika, Gatundu North, Gatundu South, Juja, Ruiru, and Githurai Sub-Counties   |
| Kakamega | 64 (38 female, 26 male)                | Mumias East, Lurambi, Navakholo, Shinyalu, Ikolomani, Lugari, Malava, and Likuyani Sub-Counties   |
| Kisumu   | 88 (59 female, 29 male)                | Kisumu East, Kisumu Central, Nyando, Muhoroni, and Nyakach Sub-Counties   |

The 362 ToTs were trained on topics surrounding introduction to entrepreneurship, product development, business model development and marketing strategies, financial and business strategies, business administration, team building, access methods to AGPO, Uwezo, WEF, YEF, and NGAAF funds, pitching strategies to investors, and principles of gender equity and social inclusion. After training the ToTs, Empowered Youth moved forward in mobilizing youth to take part in these trainings in their respective counties. Figure 1 shows participants applying their knowledge during an entrepreneurship training in Mombasa County. Figure 2 showcases the quantity of ToTs trained, per county, with disaggregation by gender.



**Figure 1: Entrepreneurship Training in Mombasa County**  
Photo: EDY Staff



**Figure 2: Number of Entrepreneurship Training ToTs Trained**

| No.          | County   | Dates  | Male         | Female       | Total        |
|--------------|----------|--|--------------|--------------|--------------|
| 1            | Isiolo   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 107          | 167          | 274          |
| 2            | Mombasa  | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 113          | 136          | 249          |
| 3            | Kakamega | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 327          | 240          | 567          |
| 4            | Nakuru   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 192          | 113          | 305          |
| 5            | Kiambu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 211          | 231          | 442          |
| 6            | Kisumu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 421          | 507          | 928          |
| <b>Total</b> |          |  | <b>1,371</b> | <b>1,394</b> | <b>2,765</b> |

**Table 2. Entrepreneurship Training – Number of Youth Trained by County**

### **1.2.2 Implement New and Improved Training Curricula for Target Sectors**

#### **Curriculum Improvement and Adaptation**

During the third quarter, Empowered Youth developed a new curriculum and training manual for soft skills, as well as a concept note on the implementation of the African Academy of Skills Development (AASD). The development of new material for capacity building purposes added to Empowered Youth's existent foundational trainings spanning entrepreneurship, case management, digital marketing and media (involving audio, video, TV, and radio production, and photography), and general agriculture (dairy production, horticulture, agribusiness, pest and disease management, and apiculture) that had been developed over the course of the second quarter.

#### **Entrepreneurship Training**

Recognizing the importance of business skills for the current market, Empowered Youth embarked to train youth on core entrepreneurship concepts in Kisumu, Nakuru, Isiolo, Kakamega, Kiambu, and Mombasa Counties. Two cohorts of trainers were offered training, with the first set of participants reaching a total of 362 ToTs in April 2022. The trained ToTs used the knowledge they gained from these sessions to cascade this training to other youth across



the project's six high-touch counties. This form of information dissemination helped to equip youth with entrepreneurial skills to enable them to propel their economic prospects through wage and self-employment. As a result of this training, a select sample of youth were able to start or reveal a new interest in launching their small business. A case that was considered a particular success was that of Diana Beatrice from Nakuru County, who attended an entrepreneurship training and was able to start a seedling production business using vertical farming technology (see Figure 3). With the help of the Empowered Youth training, Beatrice applied for the Uwezo Fund, and hopes to further expand her business to pig and crop farming.

| No.          | County   | Dates  | Male         | Female       | Total        |
|--------------|----------|--|--------------|--------------|--------------|
| 1            | Isiolo   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 107          | 167          | 274          |
| 2            | Mombasa  | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 113          | 136          | 249          |
| 3            | Kakamega | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 327          | 240          | 567          |
| 4            | Nakuru   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 192          | 113          | 305          |
| 5            | Kiambu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 211          | 231          | 442          |
| 6            | Kisumu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 421          | 507          | 928          |
| <b>Total</b> |          |  | <b>1,371</b> | <b>1,394</b> | <b>2,765</b> |

**Table 3. Number of Youth Who Received Entrepreneurship and Business Start-Up or Expansion Training by County**



**Figure 3: Seedling Production using Vertical Farming Technology**

### ***1.2.3 Connect Youth to Skill Training through Internship, Apprenticeship, and Mentorship***

To enhance skill training among younger generations, Empowered Youth is currently hosting seven youth as interns, attachés, and apprentices at Egerton University, under the Internships and Workforce Development Program. Those participating in this program (four females, three males) were selected from different institutions making in-kind contributions towards youth development by supporting these individuals with stipends. One youth was provided with an internship, one is serving as an apprentice, and five are attachés.



#### **1.2.4 Provide Life Skills, Leadership, and Livelihoods Training**

Imparting life skills to the youth demographic remains an important component of increased financial prospects. To continue equipping the youth with skills that will aid their employability, Empowered Youth developed a life skills curriculum training manual that will be used to train youth at the community level; this manual hosts a variety of topics that are found in the workplace and in one's personal life, including computer and digital literacy, financial knowledge, the power of positive mental attitude and work ethic, verbal and written communication, and the importance of developing and maintaining interpersonal relationships.

In addition to life skills training, slated for quarter four, an agribusiness curriculum for various value chains is being developed after which youth will be trained to support their livelihoods through agricultural initiatives.

### **1.3 Incubating and Accelerating Youth-Led Startups**

#### ***Increase Access to Entrepreneurial and Business Start-up or Expansion Training - Business Incubation and Acceleration***

In Nakuru County, youth with business ideas were identified and inducted into the Business Incubation and Mentorship Program at Egerton University. This mentorship program, housed at CoELIB, has allowed interested individuals to use the space they need to begin building their business while they undergo further training and mentorship. One individual with Evatech Agro Natural Solutions, for example, was able to continue growing his business commercializing rabbit urine by setting up the structure he needed at CoELIB, while taking courses. The rabbit urine will play a significant role in solving farmer fertilizer and pest control problems, as it is effective and cheap.

CoELIB-EGU has over eight years of experience in entrepreneurship training, business incubation, acceleration, and business development advisory. To scale these kinds of services to other counties, CoELIB and USIU-A will be facilitated (through a targeted innovation grant) to provide technical assistance to at least one TVET in Empowered Youth's high-touch counties and county governments to establish satellite business incubation centers to support youth entrepreneurs. CoELIB will assist the community hubs in collaboration with respective county governments. USIU-A will directly work with the TVETs under the TVET Satellite Incubator Program. CoELIB, through its incubator capacity-building model, will establish and provide capacity-building and resources for new incubators using practical methodologies. The staff affiliated with satellite incubators will be capacitated on how to accelerate business incubation; managers of incubated businesses will also be equipped with business case skills like collaboration, partnership, analytics, problem-solving, finance, teamwork, and sales. The county governments and TVETs will respond to the call for proposals for innovation hubs.

The community and TVET Satellite Incubator Program beneficiaries will be facilitated to access a comprehensive set of essential standard operating procedures and process manuals that every incubator or innovation center needs, but may not be able to easily develop. In addition, incubator managers will be capacitated with hands-on training and coaching to enable them to apply best practices with respect to incubator development and management.

To further scale these services to other counties, Empowered Youth will leverage existing county governments, higher education institutions, and private sector innovation hubs. CoELIB is a member of the Association of Startups and SME Enablers in Kenya (ASSEK) and Countrywide Innovation Hubs. This membership will enable CoELIB to leverage the relationships with the various hubs that will support incubation in the counties. The county liaison officers are trained on how to establish and run effective incubators/innovation centers and will offer mentorship to SMEs and startups and linking them with other partners that will be instrumental in scaling incubation.

Through the innovation grant, hubs in the counties will have an opportunity to apply for funding to support their entrepreneurial ventures. Empowered Youth will strengthen the capacity of these hubs at the county level to ensure that they acquire the necessary skills to conduct business incubation and mentorship. This will ensure that the incubation and business support model is sustainable.

Satellite incubators will be facilitated to:

- Design and deliver incubation and acceleration programs based on the local (county) needs and requirements of HEIs.
- Innovate approaches and solutions to developing entrepreneurs' understanding of their financial resources.
- Collect and analyze data on identified key industry challenges and provide insights to improve support for entrepreneurs.
- Prepare entrepreneurs to engage and connect with current and potential investors.
- Coach entrepreneurs to present their ventures to investors, as well as develop and manage pitch events.

It is proposed that 12 incubation/innovation centers (six in TVETs, and six in the communities) will be capacitated through the competitive innovation grant, worth up to \$75,000 USD.

The concept note for the innovation grant will be shared in the near future.

#### **1.4 Enhance Financial Institutions' Provision of Youth-Serving Products and Services**

All youth trained across Empowered Youth's six focus counties were taken through information sessions highlighting financial literacy and how to access financial assistance from YEF, WEF, NGAAF, Uwezo, and other financial service providers. The purpose of including this information was to ensure that youth were aware of the financial resources available to them from government and private sector entities. It was also critical that youth were aware that they can access these funds, either as loans or grants, to help maximize opportunities and expand their startups and existing businesses. To ensure sustainability, credibility, and effectiveness, county officials from youth departments were invited to these sessions to provide this information directly to the youth.

For Nakuru County in particular, three youth groups were trained in entrepreneurship, registered with social services, and are currently awaiting a certificate to apply for loans. AC Manyani Wellness Organization, a registered community-based organization, is now operating a digital satellite television and T-shirt printing business as a result of Empowered Youth's entrepreneurship training. The group is looking forward to expanding their business in the coming months. Because of the knowledge they were able to gain through financial access training, they can now apply for different youth funds available to them through the guidance of Empowered Youth county liaisons. In addition, six youth in Nakuru County were able to apply for KYEOP funds, while six others applied for the Uwezo Fund.

In Mombasa County, two young individuals have been able to receive financing from KYEOP. From their outreach efforts, each received KES 20,000 to support their businesses. And, in Kiambu County, ten youth participants who attended the entrepreneurship training were able to successfully apply for the KYEOP grant.

A close partnership has also been formed with the private sector to provide supplementary financial services to interested youth. For example, Avuja has been teaching youth about the use of their money-making app, where youth can sell airtime and help other members settle utility bills and generate passive income.

**Table 4. Number of Youth Who Received Financial Literacy Training**

| No.          | County   | Dates  | Male         | Female       | Total        |
|--------------|----------|--|--------------|--------------|--------------|
| 1            | Isiolo   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 107          | 167          | 274          |
| 2            | Mombasa  | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 113          | 136          | 249          |
| 3            | Kakamega | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 327          | 240          | 567          |
| 4            | Nakuru   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 192          | 113          | 305          |
| 5            | Kiambu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 211          | 231          | 442          |
| 6            | Kisumu   | May 2 <sup>nd</sup> to 29 <sup>th</sup> , 2022 | 421          | 507          | 928          |
| <b>Total</b> |          |  | <b>1,371</b> | <b>1,394</b> | <b>2,765</b> |

**Table 5. Number of Youth Who Accessed Financial Assistance (Loans/Grants)**

| No           | County   | Dates    | Male      | Female   | Total     |
|--------------|----------|----------|-----------|----------|-----------|
| 1            | Isiolo   | -        | -         | -        | -         |
| 2            | Mombasa  | -        | -         | -        | -         |
| 3            | Kakamega | May 2022 | -         | 2        | 2         |
| 4            | Nakuru   | May 2022 | 11        | 1        | 12        |
| 5            | Kiambu   | May 2022 | 6         | 4        | 10        |
| 6            | Kisumu   | -        | -         | -        | -         |
| <b>Total</b> |          |          | <b>17</b> | <b>7</b> | <b>24</b> |

## **1.5 Increase Receipt of Integrated Case Management Support Services for Vulnerable Adolescent Girls and their Families**

Preparations for the Case Management Pilot in Kisumu, which is expected to engage approximately 300 adolescent girls and young women (ages 15-19 years), and in some cases, girls and their families, are ongoing. The case management component will (1) Offer Empowered Youth services and referrals aimed to mitigate adolescent girls' vulnerabilities linked to Empowered Youth's goals; (2) Track and evaluate what happens to selected benchmarks/indicators of vulnerability when case management is layered onto Empowered Youth's goals, and (3) Assess the cost-effectiveness of case management as an approach to mitigating various kinds of vulnerabilities adolescent girls face.

## **Objective 2: Build Kenyan Higher Education Institutions (HEIs) Capacity**

### **2.1 Strengthen Capacity of HEIs to Innovate, Test, and Build Evidence to Inform Decision Making, Adapt to Shifting Contexts, and Scale Youth Programs**

#### **Improve Practical Research Training Through the Labor Market Assessment**

##### ***Identification of Higher Education Institutions (HEIs) to Work with Through Partnerships***

During the third quarter period, key partnerships were established in collaboration with the national and county government, with 26 identified HEIs listed below:

**Table 6. Number of Partner HEIs by County**

| No           | County   | NP       | TVC      | VTC       | Total     |
|--------------|----------|----------|----------|-----------|-----------|
| 1            | Nakuru   | -        | 2        | 2         | 4         |
| 2            | Kiambu   | -        | 1        | 3         | 4         |
| 3            | Isiolo   | -        | 2        | 4         | 6         |
| 4            | Mombasa  | -        | -        | 3         | 3         |
| 5            | Kisumu   | 1        | -        | 5         | 6         |
| 6            | Kakamega | -        | -        | 3         | 3         |
| <b>Total</b> |          | <b>1</b> | <b>5</b> | <b>20</b> | <b>26</b> |

**Table 7. Number of Partner HEIs by Name****ISIOLO COUNTY**

| NO | INSTITUTIONS                                     |
|----|--|
| 1  | Uhuru Vocational Training Center (VTC)           |
| 2  | Oldonyiro Vocational Training Center (VTC)       |
| 3  | Bishop Locati Technical Training Institute (TTI) |
| 4  | Sericho Vocational Training Center (VTC)         |
| 5  | Merti Vocational Training Center (VTC)           |
| 6  | Merti Training Center (TVC)                      |

**KAKAMEGA COUNTY**

| NO | INSTITUTIONS                             |
|----|--|
| 1  | Shianda Vocational Training Center (VTC) |
| 2  | Soy Vocational Training Center (VTC)     |
| 3  | Malava Vocational Training Center (VTC)  |

**KIAMBU COUNTY**

| NO | INSTITUTIONS                               |
|----|--|
| 1  | Nyagah Vocational Training Center (VTC)    |
| 2  | Kamirithu Vocational Training Center (VTC) |
| 3  | Mangu Vocational Training Center (VTC)     |
| 4  | Miramar Training Center (TVC)              |

**KISUMU COUNTY**

| NO | INSTITUTIONS  |
|----|---|
| 1  | Kisumu National Polytechnic                         |
| 2  | YMCA Vocational Training Center (VTC)               |
| 3  | Rotary Vocational Training Center (VTC)             |
| 4  | Akado Vocational Training Center (VTC)              |
| 5  | Katito Vocational Training Center (VTC)             |
| 6  | Seme Vocational and Technical Training Center (VTC) |

**MOMBASA COUNTY**

| NO | INSTITUTIONS                               |
|----|--|
| 1  | Mtongwe Vocational Training Center (VTC)   |
| 2  | Christian Industrial Training Center (VTC) |
| 3  | Kisauni Vocational Training Center (VTC)   |

## NAKURU COUNTY

| NO | INSTITUTIONS   |
|----|--|
| 1  | Comboni Polytechnic (Private TVET)                                     |
| 2  | Barut Youth Development and Sports Center (VTC)                        |
| 3  | Nakuru Vocational Training Center (VTC)                                |
| 4  | Rift Valley Institute of Science and Technology (National Polytechnic) |

### 2.1.1 Co-Create Approaches and Solutions: USAID Empowered Youth SACC and Labor Market Analysis

**Steering and Coordinating Committee (SACC):** In consultation with USAID, consortium partners re-designed parameters for the proposed Think Tank framework to a SACC. It's envisioned that private sector agencies and government officials will leverage the SACC platform to link and engage with key players in HEIs to identify and implement interventions for empowering Kenyan youth. Empowered Youth will leverage the established Mombasa County Multi-Stakeholders Forum to advance the agenda of the SACC within the identified scope and implementation framework. The program will hold a workshop with key project staff to synthesize research findings and inform the focus areas for SACC functioning. This will lead to the establishment of a functional SACC working group.

The working group will:

- 1) Identify successful or promising innovative higher education and private sector partnerships to replicate or adapt to nurture youth entrepreneurship, innovation, and employability in Kenya;
- 2) Using results of the labor market assessment, propose and facilitate the creation of new programs and approaches that could be tested, adopted, and scaled;
- 3) Facilitate building the evidence base needed for decision-making, and;
- 4) Influence review of curricula and Kenya National Qualifications Framework to ensure they are progressive, inclusive, and responsive to 21st-century youth and economic development imperatives.

**Labor Market Assessment (LMA):** The recently concluded LMA exercise sought to understand how HEIs shape educational programs in line with market demands, and the relevance of such programs in the current labor market. The exercise, conducted across several institutions in each of the six counties, will support programmatic interventions and assist in mapping the results of the assessment with the existent curriculums, current Kenya National Qualifications Authority (KNQA) structure, and emerging strengths and gaps. HEI and government representatives have been trained to identify and assess the most viable economic sectors with available jobs, and link tangible skill sets desired to courses offered in HEIs. To this end, 11 individuals were instrumental in collecting data from youth, the private sector, HEIs, and county governments across the six high-touch counties. Direct involvement of HEIs during the stakeholder engagement sessions and data collection exercises enhanced co-creation and experiential learning. At the end of each assessment, LMA finding dissemination workshops were held and attended by stakeholders in each county. Empowered Youth further solidified efforts to upskill HEIs during a training workshop, gathering representatives from all counties in one location to disseminate information on the importance of applied research to inform the demand and supply side of the labor market; experiences from the landscape analysis were drawn from to showcase the importance of data-informed programming. The expectation from co-implementing the labor market assessment and holding a shared workshop for higher education representatives was to encourage institutions to regularly conduct similar assessments to improve the suitability of their courses to the market demands.

**Table 8. Number of Data Collection Agents in the LMA**

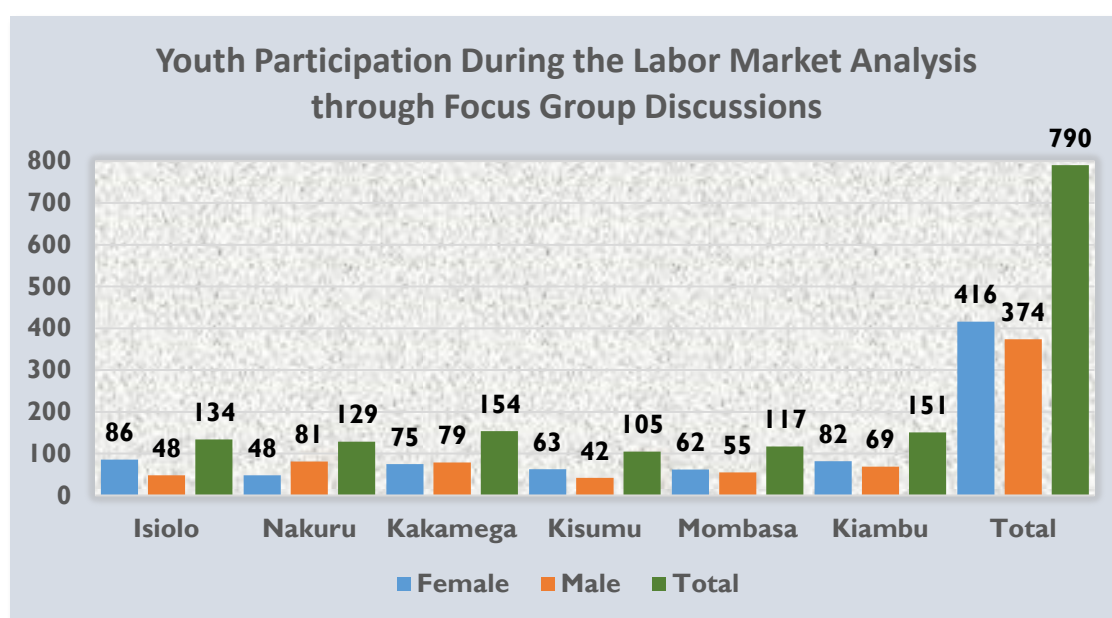
| No           | County   | Dates  | Male     | Female   | Total     |
|--------------|----------|--|----------|----------|-----------|
| 1            | Nakuru   | June 27 <sup>th</sup> - July 1 <sup>st</sup> 2022  | 2        | -        | 2         |
| 2            | Kiambu   | June 20 <sup>th</sup> - June 24 <sup>th</sup> 2022 | -        | 1        | 1         |
| 3            | Isiolo   | June 27 <sup>th</sup> - July 1 <sup>st</sup> 2022  | 2        | -        | 2         |
| 4            | Mombasa  | June 13 <sup>th</sup> - June 17 <sup>th</sup> 2022 | 1        | 1        | 2         |
| 5            | Kisumu   | June 13 <sup>th</sup> - June 17 <sup>th</sup> 2022 | 1        | 1        | 2         |
| 6            | Kakamega | June 20 <sup>th</sup> - June 24 <sup>th</sup> 2022 | -        | 2        | 2         |
| <b>Total</b> |          |  | <b>6</b> | <b>5</b> | <b>11</b> |



**Figure 4: LMA Consultant and Other Participants During the LMA Findings Dissemination Workshop in Nakuru County**  
Photo: Sarowiwa Andanje, EY

**Youth Participation During the Labor Market Analysis**

A total of 50 youth participated in seven focus group discussions held in Nyando, Kisumu East, Kisumu West, Kisumu Central Nyakach, and Muhoroni to provide their thoughts on the current employment market in the county.



**Figure 5: Youth Participation During the Labor Market Analysis**

## 2.1.2 Use Grants to Build the Capacity of Training Institutions

**Facilitate the Establishment of Scalable and Replicable Career Centers for Mentorship and Career Guidance in HEIs:** Empowered Youth is looking at strengthening the capacity of HEIs by designing contextual career centers to help students feel equipped exiting their degree program. Mentors will be drawn from EGU and USIU-A to provide guidelines and frameworks to other higher education institutions, for operating these centers. Career centers will be designed to support youth and industry partners by providing a nexus for career development and successful transition to the job market. To support these efforts, EGU, together with USIU-A, have developed a Career Advisory and Counseling Manual and other training resources to be used in the capacitation of HEIs. Training on career development is expected to start in the subsequent quarter. Selection of career development advisors at each of the identified technical institutions and support toward the establishment of scalable and replicable career centers for mentorship and career guidance will follow. While the ideal situation would be to establish career centers in all HEIs in each of Empowered Youth's focus counties, Empowered Youth has selected 15 institutions that have appointed career advisors to run center activities and have provided physical space at these institutions to expand. Operation of these centers will be guided by the Empowered Youth Career Advisory and Counselling Training Manual that will provide advisors with mentorship and career coaching, support to interpret and apply results of the labor market assessment in youth programming, conduct tracer surveys, and form strategic partnerships with public and private sectors to support job placement. The HEI workshop was helpful in serving as a foundational activity to solicit institutional and county government buy-in for these career centers. The workshop provided a platform for peer exchange and learning with the YMCA Vocational Training Center in Kisumu County, and USIU-A's Placement and Career Services (PACS).

**Train Select HEI Staff on How to Identify Opportunities for Curricula Enhancement, Review, Design, and Deliver Competence-Based Curricula for the Identified High-Growth Sectors:** During the HEI workshop, participants were trained to enhance economic opportunities for youth by examining their curricula and pedagogy. The goal was to sensitize educators on the need to enhance student learning, engagement, experience, and outcomes. Attendees appreciated that a large part of evidence-based decision-making involves reviewing curriculum as a whole or making changes to teaching methodologies (pedagogies), in line with real-time data obtained. This preliminary activity was foundational for contextualized training to be conducted in quarter four. Selected HEI staff will be capacitated on how to identify opportunities for curricula enhancement, review and design, and deliver competence-based courses for identified high-growth sectors. The training curriculum for this stage of capacity building is currently being developed.

The team also developed campaign messages and audio scripts aimed at changing societal perceptions to reduce the stigma of vocational education and blue-collar vocations. These materials are currently under review and awaiting dissemination to various audiences.

**Train and Support Practical Skills Development for HEIs in Innovation Grant Seeking to Leverage ICT in Instructions to Support Youth Innovation:** Adopting a similar approach to the enhancement and development of career centers, Empowered Youth is looking at strengthening the capacity of HEIs to design contextual innovation centers. Mentors will be drawn from EGU and USIU-A to provide guidelines and frameworks for operating these centers in an effective and sustainable manner. Participants who were able to attend the HEI workshop in June (see section 2.2) were exposed to activities at USIU-A's Innovation and Incubation Center (I2C) and how the center enhances economic activities for youth using innovation & incubation services for their business models. The center employs practical skills development by incubating youth through entrepreneurship training & mentorship, hands-on software development in collaboration with Microsoft 4Africa by Africans, and social media analytics and research training.



### 2.1.3 Build Capacity in Human-Centered Design (HCD) across HEIs

During the reporting period, participants at the HEI workshop were taken through an overview of human-centered design (HCD). The session elaborated a way of thinking that places the youth at the center of design, innovation, and implementation of an activity. It also emphasized the need to practice empathy to understand youth needs as a first step in developing sustainable solutions for challenges HEIs face. This preliminary activity served as a pivotal foundation for scheduled contextualized training. In line with Empowered Youth's objectives to ensure initiatives are co-developed and co-led by youth and with youth interests in mind, a curriculum and framework to facilitate training and capacity building of HEI staff and youth in HCD has been developed. The training will upskill HEI staff on different approaches to strategic problem solving and creating functional and innovative experiences. It also addresses the means by which to practice design thinking on real-life projects and how to equip oneself with a powerful set of tools to become more collaborative, innovative, and effective. HEI staff will also explore the contextual application of design thinking in their academic practice and its application in achieving labor market fit and application for recent, job-seeking graduates. During the Evidence-Informed Youth Programming Training Workshop at USIU-A, (see section 2.2) stakeholders within the HEI sector were taken through HCD training where they were exposed to the various aspects of HCD and how they may be applied in the design of programs (see Figure 6). An HCD training for project staff that was to be held in this quarter will take place in the next quarter.



**Figure 6: Proceedings of the Evidence-Informed Youth Programming Training Workshop at USIU-A**

Photos: Sarowiwa Andanje, EY

### 2.1.4 Establish Self-Sustaining Partnerships Between and Among Kenyan HEIs and MSU to Strengthen the Capacity of Kenyan HEIs to Provide Relevant Workforce Development and Training

Ensuring strong and sustainable partnerships with Kenyan HEIs began during the identification of select institutions across all six counties and was furthered by the establishment of a community of practice consisting of 40 participants (educators and county government officials) who attended the HEI workshop (see section 2.2) from June 22<sup>nd</sup> – 24<sup>th</sup>, 2022. To continue the momentum of the discussions held from this workshop, there will be sharing of information through various approved media platforms to enhance collaborative research, teaching, curriculum development, exchange, and outreach programs with Empowered Youth's partner institutions (EGU & USIU-A) and the other learning institutions across the six high-touch counties. Programs implemented to build upon existing institutional capacity will incorporate a strong element of soft skills to facilitate the workforce currently existing and those transitioning into the workforce.



## 2.2 Improve Capacity of HEIs to Train and Provide Technical Guidance to Youth Networks and Counties on Youth Development Interventions

### Use Research and Data to Offer Demand-Driven Programs – HEI Workshop

**Support and Facilitate the Training of 250 HEI Educators from Six HTC's at USIU-A on Research and the Use of Data:** Empowered Youth convened a training workshop on Evidence-Informed Youth Employability Programs for Higher Education Institutions at USIU-A. The training upskilled 40 TVET stakeholders and county government representatives from Mombasa, Kiambu, Isiolo, Nakuru, Kisumu, and Kakamega Counties on the use of research and data to empower youth through increasing their economic prospects, strengthening the capacity in HEIs, and enhancing youth-serving systems. Through experiential learning, the primary objectives were as follows:

- Promoting the adoption of innovative research approaches to inform economic opportunities for youth;
- Building institutional capacity of HEIs to use research and data to offer demand-driven programs that link youth to industry needs; and
- Strengthening the capacity of HEIs to use research and data to support youth-serving systems.

The workshop was an instrumental activity for participants to understand industry opportunities with the potential to provide economic prospects for youth, increase dialogue and communication amongst stakeholders to drive the research and evaluation agenda in youth economic development, and improve linkages and learning for harnessing resources to support youth programming.

**Table 9. Number of Workshop Participants at Higher Education Workshop at USIU-A**

| No           | County   | Dates  | Male      | Female    | Total     |
|--------------|----------|--|-----------|-----------|-----------|
| 1            | Nakuru   | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 6         | 2         | 8         |
| 2            | Kiambu   | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 4         | 1         | 5         |
| 3            | Isiolo   | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 6         | -         | 6         |
| 4            | Mombasa  | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 3         | 4         | 7         |
| 5            | Kisumu   | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 3         | 4         | 7         |
| 6            | Kakamega | June 22 <sup>nd</sup> -24 <sup>th</sup> , 2022 | 6         | 1         | 7         |
| <b>Total</b> |          |  | <b>28</b> | <b>12</b> | <b>40</b> |



**Figure 7: Presentation During the Workshop (Left Frame) and HEI Stakeholders Touring the PACS Facility at USIU-A (Right Frame)**

Photos: Sarowiwa Andanje, EY

**Pilot and Scale Up the Gender Inclusion Case Management Approach with Youth-Serving Systems:** Significant progress has been made to establish partnerships with HEIs in Kisumu County, in support of case management. Over the course of quarter three, partnership agreements with six TVETs, namely, Kisumu National Polytechnic, Seme Vocational Training Center, Akado Vocational Training Center, Rotary Vocational Training Center, Katito Vocational Training Center, and YMCA Vocational Training Center were signed. These institutions indicated available enrollment openings for the September 2022 intake in various courses such as food & nutrition, hairdressing, fashion design, plumbing, and ICT. In the event vulnerable girls are unable to access government bursaries and loans due to specific times of the year, Empowered Youth will seek enrollment in VTCs that offer unconditional admission for vulnerable girls. Over the course of the landscape analysis, two such institutions were identified in Kisumu. Case managers will help identify adolescent girls and young women out of school and based on individualized needs assessments, will support enrollment efforts for select cases to HEIs.

### ***2.3 Establish Partnership between HEIs and the Private Sector to Increase Training Relevance and Quality - Improved Practical Training: Internship, Apprenticeships, and Workplace Programs***

Following the entrepreneurship training that was conducted in April, Empowered Youth identified 366 participants to enroll in HEIs in September 2022, to pursue different courses. This included 22 young people from Mombasa, 68 young people from Kiambu, 63 young people from Kisumu, 98 young people from Kakamega, 16 young people from Isiolo, and 99 young people from Nakuru.

#### **Internships, Attachments, Apprenticeships, and Mentorship**

Separately, Empowered Youth is hosting seven students (four females, three males) on internships and apprenticeships at EGU under the Internships and Workplace program, where they are receiving ample training and mentorship.

The continuity of the practical training center at EGU in agriculture and media is an important outlet Empowered Youth will continue to leverage to help youth pursuing such fields. This center has served as an internship, apprenticeship, and resource center for TVETs, VTCs, and other institutions from high and low-touch counties.

Empowered Youth is also progressively establishing partnerships with private sector organizations such as the Kenya Association of Manufacturers and Equity Foundation at the national level. At the county level, Empowered Youth plans to reflect and capture insights gathered from the labor market assessment to map out industry players that can provide youth with self or wage employment opportunities. The career centers described, through Empowered Youth's capacity building efforts, will be instrumental in harnessing these linkages for long-term institutional sustainability and impact.

### ***2.4 Establish Partnerships between HEIs and Public Sector Partners Including National and County Governments to Better Connect Youth to Essential Services and Opportunities***

Empowered Youth continuously facilitates and supports county partnerships and engagement activities that strengthen the capacity of HEIs. This can be seen through the intentional involvement of the county government in all HEI-centric interventions, including LMA data collection and information dissemination workshops, co-creation of intervention design and calendars, and support of the implementation of initiatives at the county level. Collaborative efforts will be ultimately geared toward the design of an annual quadruple helix stakeholder information (QHIP) dissemination and sharing exposition.

The QHIP is a multi-stakeholder platform that includes government, HEIs, the private sector, and youth networks. Progress and impacts of project results can be limited if they are not communicated and adequately disseminated. Commitment toward an efficient dissemination strategy is a major step to shaping the approach of Empowered Youth interventions and driving sustainability. The Annual QHIP

Exposition will provide a platform for the dissemination of project results from the previous year. It will avail the results and deliverables of Empowered Youth to stakeholders and a wider audience. As a representation of the completion of annual interventions developed and implemented by the consortium, the exposition will work to show the audience the fruitfulness of the interventions, and set the stage for next year's planning, which will be essential for developing and sustaining buy-in, building on the success of the project, and promoting sustainability of outputs.

Specifically, the Annual QHIP Exposition will:

- Convince stakeholders about the usefulness of annual project outcomes
- Attract stakeholders to participate in implementation
- Share the consortium's expertise and USAID's support
- Promote dialogue between science and society
- Recognize scientific results to highlight the connections between research, innovation, and industrial activity
- Promote dialogue with youth ecosystem actors about the future of youth empowerment
- Promote interactive exhibition
- Improve access to packaged research evidence on the needed policy responses to stimulate youth employment creation among state and non-state stakeholders
- Provide a non-partisan county platform for knowledge by different members of the youth ecosystem research policy community to foster inclusive policies and programs
- Enable increased international and continent-wide recognition of innovative approaches to evidence-informed policymaking in Africa
- Highlight plans for the next year

Empowered Youth will share experiences from research and practical work in the project to become acquainted with youth entrepreneurship in the six counties, deepen cross-county partnership initiatives, find possible business partners to strengthen cross-border cooperation, and thus ensure youth entrepreneurship and employment are more competitive.

It is important to note that the Annual QHIP Exposition will include initial co-creation and multi-stakeholder fora.

The expected outcomes include uptake of research and project implementation evidence, setting the agenda for county and national debates, and facilitating change in youth program design and implementation in the high-touch counties and beyond.

The Annual QHIP Exposition master plan has been developed to achieve the following:

- Identifies areas and stakeholders that could make use of results of the project in Year 1
- Describes concrete and well-timed measures for dissemination of all key project results throughout its lifespan and beyond
- Uses effective channels and platforms for all groups of potential users with a long-term perspective
- Facilitates and supports each of the impacts outlined in the work plan
- Takes the project toward an important step in the exploitation of results

The QHIP master plan will be shared in the coming months.

### **Objective 3: Strengthen Youth-Serving Systems**

#### **3.1 Labor Market Assessment**

Empowered Youth conducted a labor market assessment (LMA) in Mombasa, Kiambu, Kisumu, Nakuru, Kakamega, and Isiolo Counties. The purpose of this exercise was to gather information about the technical, environmental, social, and cultural context of economic opportunities available for youth

regionally. The data collected is also slated to inform program strategies to mitigate employment challenges and support youth linkages to employers for internship and job placement. The assessment involved a one-day training for data collectors, where select representatives and project staff were taken through data collection tools and reviewed the sampling list of partners to be involved in the exercise.

In Kakamega County, the County Government Departments of Environment, Trade, Tourism, Youth and Sport, Gender and Culture, Agriculture, ICT, Planning, and Education were surveyed and provided critical employment-related information to the LMA team. The Empowered Youth private sector team engaged Smart Farm in Matungu Sub-County, a local government initiative intended to boost dairy farming, as well as the Labeda Fish Farm, Butali Sugar Factory, and Ilesi Potters company to garner additional information about existing value chains, potential entryways for employment, and desired skills employers are seeking when hiring. A total of 151 youth (77 male, 74 female) also participated in focus group discussions held in Lukuyani, Lugari, Lurambi Navakholo, and Mumias East; these discussions were critical in providing added, in-depth information about perceived youth employment gaps and inequalities existing in the county. Finally, the LMA team interviewed Kakamega, Soi, Malava, Sigalagala, Matungu, Shianda Polytechnics, and the Bukura Agricultural Institute to gain insight on current courses, curricula, and resources offered to students navigating various degree programs.

In Kisumu County, the LMA team engaged the County Government Departments of Youth, Fisheries, Livestock, Tourism, Trade and Industry, Vocational Training, Monitoring and Evaluation, Public Participation, City Management, and Gender to gather insights on current and emerging sectors of interest for the economic market. In addition, information was collected from the Rotary, Akado, Katito, Riat, Kisumu National Polytechnic, and Seme Training Institute to understand institutional capacity, curricula offered, and degree courses present for each entity. A total of 50 youth participated in seven focus group discussions held in Nyando, Kisumu East, Kisumu West, Kisumu Central Nyakach, and Muhoroni to provide their thoughts on the current employment situation in the county. The team also interviewed private sector companies such as Afresh SACCO, United Millers, Equator Bottles, Building Concept, Kibor Dairy, Sun Bake Limited, Chicken Basket, Mombasa Maize Millers, Vyatu Limited, Jumbo Steel, and the National Irrigation Board to gauge emerging opportunities that may be available for youth, and accompanying skill sets needed to meet current demand.

In Nakuru County, the LMA team collected data from the County Government Departments of Finance and Economic Planning, Public Service and Administration, Education and Public Participation, Trade Industrialization, Cooperative and Tourism, Private Education and Vocational Training, ICT, and Water, Irrigation, Environment, National Resources and Climate Change; these survey responses helped to shed light on localized opportunities and resources available for youth employment. Private sector organizations that participated in the exercise and offered information with respect to employment preferences and existing and emergent value chains included, Interplant Flower Farm, Plantech Flower Farm, Wonder Feed Limited, Giliani's Supermarket, Bedi Limited, Spin Knit, Agrico, Njoro Canning, and Rift Valley Products. The team also visited the Rift Valley Institute of Science and Technology, Barut Vocational Technical Institute, Nakuru VTC, Njoro VTC, Nakuru Business School, Comboni TTI, and the Mirera VTC. Six focus group discussions were conducted with youth in Njoro, Rongai, Nakuru West, Nakuru East, Molo, and Naivasha, where 129 individuals (81 male, 48 female) shared their perspectives and experiences on youth employability in the county.

The Isiolo County LMA team collected data from the County Departments of Youth and Sport, Livestock Production, Public Service, Governor Delivery Unit, Gender and Social Services, Trade Cooperative, Industry and Enterprise Development, and Education. The members of the private sector interviewed included Abah Farm, Brown Eagle Hotel, Sundus Bakery, Northern Rangelands Trust, Anolei, Tawakal Cooperative, Isiolo International Airport, Gum Arabic, Ewaso Afri Group, Royal Acacia, and LandMark. Six youth focus group discussions were held in Tullu Roba Waber Ward, Olla Bulu Burat Ward, Chumvi in Ngaremara Ward, Kiwanja Village Ngaremara Ward, Attir Naremara Ward, and Daraja Fakiri in Bula Pesa Ward; 134 individuals (48 male, 86 female) participated in these discussions to complement the information garnered from other entities on youth employment and share their insights about socio-economic issues affecting them locally.

The Kiambu County LMA team interviewed the County Departments of ICT, Youth Sports and Communication, Tourism, Public Participation, Youth Affairs, Agriculture, Fisheries, Livestock and Livestock Production, Trade, Industrialization, Investment and Cooperatives, Water and Sanitation, TVETs and Education, Environment and Solid Management, Roads, Transport and Utilities, and Human Resources. The team also engaged Nyaga, Kamirithu, Kinoo, Ndederu, Mangu, Karatu, Mirama, and Makongeni Training Institutions, as well as key private sector players including Electrical Works, Tatu City- Unity Homes, Landmark Holdings (Construction of Mizizi Courts By Centum), Prazis Engineering Company, the jua kali sector (welding), Selfridges Supermarket, Grada Farmers, Centro-Foods, Githunguri Dairy/Fresha, Kega Fashions, Thika Cloth Mills, BrackenHurst Conference and Retreat Center, Mums Hotel, Elysian Resort, Ruiru Rainbow, Verona Hotel, Universal Pharmaceuticals, 902 Street The Art Hub, Talanta Institute, and Metro Trans Limited. A total of 151 individuals (69 male, 82 female) participated in seven focus group discussions held in Sigona, Witheithie, Theta, Thika, and Mangu townships. Similar to other counties, those engaged in this exercise provided valuable input into the local contextualization of the current employment situation, and ways in which to leverage current and new opportunities.

Finally, the Mombasa County LMA activity included interviews with the County Departments of Education and ICT, Agribusiness and Livestock, Tourism, Trade and Investment, Youth and Social Services, and Gender. The team also interviewed individuals from nine TVETs including the Christian Industrial Training Center, Kisauni VTC, Mtongwe VTC, Maunguja VTC, Mabati TTI, Ahmed Shahame TTI, Marianese Technical Institute, Mikindani Catholic Youth Training Centre, and the National Polytechnic. Six focus group discussions were held in Likoni, Changamwe, and Bamburi. Questionnaires for youth were also administered, with a total of 117 individuals (55 male, 62 female) participating. Local private sector entities interviewed included, Pride Hotel, Severin Hotel, White Sands Hotel, Mombasa Apparel, Mega-Garment, Mabati Rolling Mills, Bamburi Cement, Bahari Forwarders, Rais Shipping Company, APT Commodities' Ltd, Spring Technologies, Mombasa Alarm Security Company, Dreams Salon, Hollywood Entertainment, and the Global Opportunity Youth Network.

The results of the labor market assessment will be further analyzed and compiled to reflect the local market of each high-touch county. Qualitative and quantitative results drawn from this activity will reveal insights on where Empowered Youth should direct their focus for employment linkages, relying on where opportune prospects for youth exist, placing emphasis on where capacity might be built, as well as where partnerships might be deepened at the higher education and government level.

### **Staff, CBF, and SACCO Representatives Organization Capacity Assessment Training**

The project conducted an organizational capacity assessment training for Empowered Youth County staff, county bunge forums, and youth bunge SACCO representatives. The training participants were taken through youth-serving organizations/SACCO assessment tools and action plan templates that were meant to guide the development of organizational strengthening plans and acquire the requisite skills in conducting bunge and other youth organizational assessments.

**Table 10. Number of Participants Trained on Leadership and Governance by County**

| No.          | County   | No. of Groups | Participants Trained on Leadership and Governance |            |            |
|--------------|----------|---------------|---|------------|------------|
|              |          |               | Male  | Female     | Total      |
| 1            | Isiolo   | 10            | 121   | 37         | 158        |
| 2            | Nakuru   | 7             | 77  | 30         | 107        |
| 3            | Kakamega | 9             | 151   | 102        | 253        |
| 4            | Kisumu   | 25            | 139   | 148        | 287        |
| 5            | Mombasa  | 7             | 77  | 69         | 146        |
| 6            | Kiambu   | 1             | 22  | 16         | 38         |
| <b>Total</b> |          | <b>59</b>     | <b>587</b>  | <b>402</b> | <b>989</b> |

### 3.2 Capacity Assessment of Youth-Serving Organizations and SACCOs: Development of Capacity Strengthening Plans

Following the assessment training that was provided, the Empowered Youth program facilitated two-day county bunge forum (CBF) capacity assessment sessions in Kiambu, Mombasa, Nakuru, and Kisumu Counties. Topics addressed in these sessions included the review of CBF constitutions, vision and mission statements, leadership, planning, proposal development, reporting, banking and finance, and office equipment. The CBFs were able to identify gaps and develop annual action plans which, if implemented, would enable them to improve their functionality. Following this training, the Kisumu CBF has since trained 13 youth groups leading to the development of their action plans.

### 3.3 Consultative and Capacity Strengthening Meeting with YALI Beneficiaries

In Mombasa County, Empowered Youth facilitated a capacity-building meeting targeting 16 Young African Leaders Initiative (YALI) beneficiaries (ten male, six female). The meeting was held at a complimentary venue offered by Mombasa American Space in collaboration with the Muslim Education and Welfare Association (MEWA) Library. The main aim of the meeting was to find a strategy for YALI beneficiaries to work together as they implement different activities targeting the youth. The activities implemented by the organization included leadership and entrepreneurship training, environmental conservation, access to education for girls and marginalized children, agribusiness, countering violent extremism through sports and talent, poverty eradication and future work through vocational training, civic education, family mentorship, and reproductive health. Participants agreed to have an updated database for Mombasa County YALI beneficiaries as a first step toward bringing them together. They also agreed to hold follow-up meetings to strategize ways to enhance their collaborative engagement to maintain the YALI identity. In Kiambu County, YALI beneficiaries attended a youth information sharing session targeting 35 youth (30 male, 5 females) with disabilities, as well as their caregivers in Githurai Sub-County to sensitize them on various opportunities that exist in skills training, and finance and market access. In attendance were representatives from Equity Bank, Ajira Digital, the County Government of Kiambu, and the Master Empowerment Center.

### 3.4 Identify, Recruit and Establish Youth-Serving Organizations (YSOs) and External Networks

The program continued into the third quarter with the identification and recruitment of local youth-serving organizations (YSOs) that were shown to provide support in reaching the target Empowered Youth cohort. A total of 419 youth-serving groups were recruited to collaborate with the program from these efforts. The recruited groups will receive capacity-building support on leadership and resource mobilization to ensure they deliver quality programs to the youth.

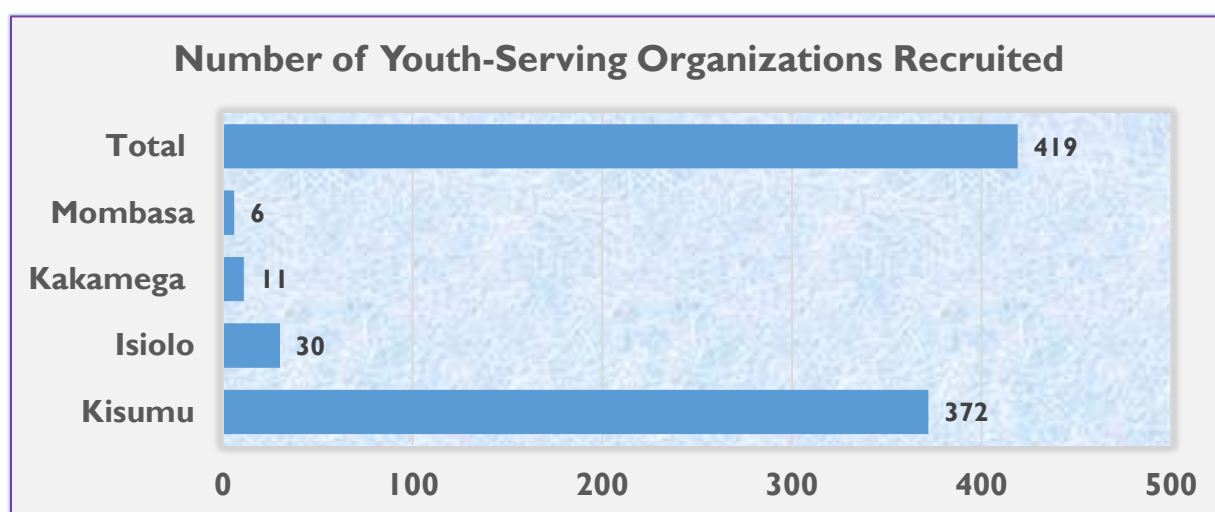


Figure 8: Number of Youth-Serving Organizations Recruited During the Quarter



### 3.5 County Bunge Forum Orientation Meetings

County bunge forum (CBF) meetings were held over the course of the quarter with 39 bunge members (18 females and 21 males) and 44 board representatives (12 females and 32 males). In these discussions, bunge representatives were taken through the objectives and roles of Empowered Youth and NYBA. The intended outcome of this activity was to identify and recruit active groups supporting youth empowerment initiatives and build their capacity to enable them to support Empowered Youth.

### 3.6 Youth-Serving Organizational Leadership and Governance Training

Empowered Youth facilitated a one-day leadership training targeting county bunge forums and other youth-serving organizations in Mombasa, Kakamega, Kisumu, Isiolo, Nakuru, and Kiambu Counties as part of a capacity-building initiative. The training sessions were attended by 1,018 county bunge forum board members (593 males, 425 females) and youth group and county-based organizational representatives. Participants were trained on the roles of youth associations, group constitutions and by-laws, communication and increasing visibility, record-keeping, organization documentation, accountability, resource mobilization, and group decision making. The intended outcome of this activity was to enable youth-serving organizations to improve their leadership and governance skills, enhance their resource mobilization abilities, and improve their visibility to enable them to engage other stakeholders as they continue serving the youth in their respective communities.

### 3.7 National Identification Document Registration and Collection Outreach

During quarter three, Empowered Youth facilitated 13 outreaches in Kisauni, Likoni, Nyali Changamwe, Jomvu, and Mvita Sub-Counties in Mombasa County. A total of 1,506 youth (708 males, 798 females) registered while 3,035 youth (1,714 males, 1,321 females) collected their IDs from Bima, Island, Mombasa Huduma Centre, Changamwe, Jomvu Likoni, Kisauni, and Nyali Registration Centers. The intended outcome of this activity was to encourage local youth to register for and access their national IDs - a crucial document that would enable them to conduct transactions and access other economic opportunities in the county.

Meanwhile, Empowered Youth staff from Kiambu and Nakuru Counties held courtesy call meetings with National Registration Bureau (NRB) officials to support the issuance of national IDs to youth in their counties. It was noted that there were 20,000 uncollected IDs at the 12 sub-county offices in Kiambu, thus generating a need to support the exercise to ensure these IDs are distributed to their owners. This information will steer future Empowered Youth activities in Kiambu County.



**Figure 9: ID Registration Exercise in Mombasa County**

Photo: EY Staff

## **Private Sector Engagement (Crosscutting)**

### **4.1 Carry Out Private and Public Sector Mapping and Rapid Partnership Assessment Meetings**

During the reporting period, the project continued to engage partners from the public and private sectors across all high-touch counties, resulting in partnership formalization and the signing of 13 MOUs.

In Kakamega County, for example, the Empowered Youth team engaged the county government through the County Secretary's office and solicited support during labor market analyses where county government staff agreed to participate in the exercise.

The program also enhanced its working relationship with the National Government Ministry of ICT, Innovation and Youth Affairs State Department for Youth and, as a result, free office space was allocated to the program's county staff. Other partnership engagement meetings that emerged included a courtesy call to the Director of Youth with the Mumias Sub-County office, and a meeting organized by the International Committee for the Development of People (CISP) at Matungu Sub-County Hospital for Young Mothers. The program also signed three MOUs with Shibuye Community Health Workers - a local NGO with experience working directly with youth and women affected with HIV and advocating for land rights for youth and women, the Western Community Development Center, and a community-based organization known as Chelwa.

In Nakuru County, Empowered Youth hosted a partnership meeting with the Dan Church Aid coordinator leading the Ajira Poa Project, targeting youth between the ages of 15-34. The project is tailored to equip youth with market-driven skills required to secure jobs, connect them to training skills, and later connect them to job opportunities. Other meetings included consultations with Passion of Hope, supporting 'Chakula Bora Hubs' that train farmers through demonstration, and K-Note, a local NGO which rescues young girls and supports youth economic empowerment. Other partner meetings involved companies such as Balloon Ventures, Fresh Produce Consortium of Kenya, and the Community Empowerment Platform. The LMA activity was also an additional catalyst to reach key community stakeholders such as Interplant Flower Farm, Plantech Flower Farm, Wonder Feed Limited, Gilianis Supermarket, Bedi Limited, Spin Knit, Agrico, Njoro Canning, and Rift Valley Products.

In Kisumu County, Empowered Youth held a partnership meeting with Lake Hub, which works with the Kenya Association of Manufacturers to develop youth policies, as well as with the COME Initiative, to review an MOU that would formalize maximum collaboration. Other engagements included consultative meetings with Somo Africa, the Organization for African Youth, the Nyanza Initiative for Girls' Education and Empowerment (NIGEE), TEMA, the Young Women Christian Association (YWCA), Youth Alive Kenya, Kenya Association of Manufacturers, Deutsche Stiftung Weltbevölkerung (DSW), Tinada, Nyalenda Young Turks, JIUPACH, and NIGE. During the LMA, the program established contacts with the private sector including Afresh SACCO, United Millers, Equator Bottlers, Building Concept, Kibor Dairy, Sun Bake Limited, Chicken Basket, Mombasa Maize Millers, Vyatu Limited, Jumbo Steel, and the National Irrigation Board.

In Kiambu County, the program engaged SOMO Academy - a business incubation center that equips vulnerable youth with business and entrepreneurial skills, supports innovative and marketable products, and offers a production center where youth can produce soap products, body lotions and creams, peanut butter, and honey products, among other items. They also assist the youth in marketing these products and provide start-up loans of up to KES 200,000, per beneficiary. Ajira Digital was another company Empowered Youth was able to form relations with; Ajira offers digital job opportunities and virtual online trainings to youth beneficiaries to earn income, or supplemental income, alongside their business enterprise opportunities. The Young Men's Christian Association (YMCA) also was agreeable to partnership; the YMCA has resource centers in Western, Nyanza, Central, Eastern, Nairobi and Coastal Regions. A key area of collaboration for Empowered Youth included running youth empowerment programs at their institutional locations. The program also signed a formal MOU with the Master Empowerment Center; this collaboration will leverage the institution's skills training



facilities and resources through outreach to youth, including those with disabilities and their caregivers, on business and entrepreneurship for self-reliance and income generation. Other partnership meetings included those with Generation Kenya, Mind to Heart, the Teen Rescue Foundation, Ting'ang'a Youth SACCO, Dreams (Tumikia Mtoto), and USAID program alumni.



**Figure 10: USAID Empowered Youth Program and Kenya National Chambers of Commerce Representatives at the Chamber's Headquarters in Hurlingham**

Photo: EY Staff

In Isiolo County, Empowered Youth signed an MOU with Friends of Nomads International (FONI), a local organization that supports household incomes and livelihoods, governance and leadership, peace and cohesion, human rights and access to justice, capacity-building of civil society organizations, and organizational development. Empowered Youth also held two meetings with Catholic Relief Services (CRS) and the Nawiri project to enhance collaborative strategies to support youth development. Other meetings included consultations with Mercy Corps on a partnership to ensure youth beneficiaries' access to skilling, mentorship, and self-employment opportunities, a meeting with the Merti Integrated Development Program (MIDP), discussions with Northern Rangeland Trust Trading (NRTT), as well as the Zuri Foundation and a community-based organization, known as Imarisha.

In Mombasa County, the program formalized collaborations through the signing of an MOU with SAMBA Sports, which supports youth ages 15-25 through talent-building, health, peace advocacy, and economic empowerment. The partnership was formulated to enable youth beneficiaries to access skilling, mentorship, and self-employment opportunities to enhance their economic standards. The program also signed another MOU with the Crosswise Works Boost Your Business Program, which provides three-month business skills training (incubation), crowdfunding support, co-creation with corporations and universities, and the support of "inspiration days", providing follow up and assistance to beneficiaries.

In collaboration with the Global Opportunity Network, Generation Unlimited, and the United Nations Resident Coordination Office, Empowered Youth conducted a multi-stakeholder meeting that brought together 17 partners from the private and public sector and donor-funded programs. Those present at the forum included representatives from Swahili Pot, Wasafiri Hub, Mabati Rolling Mills, Base Titanium, the United National Development Program (UNDP), the Red Cross, Kenya National Chamber of Commerce and Industry (Mombasa Chapter), the National Government State Department of Youth, the County Government Department of Youth, County Youth Bunges Forums, Bamburi Cement, and the Kenya Medical Practitioners Pharmacists Dentist Union (KMPDU). The intended outcome of this meeting was to enable stakeholders to share their activities and review the theory of

change and the forum's development roadmap, which included the identification of sector-specific issues that affect youth employability, resource mapping, resource mobilization, and the development of an annual action plan that would enable implementation of partner-specific activities pledged under signed agreements.

## **4.2 Partnership Follow-Up Meeting with the Kenya National Chamber of Commerce and Industry**

The program continued to engage the Kenya National Chamber of Commerce and Industry (Mombasa Chapter) over the course of the third quarter to formalize a working relationship through an MOU that will see youth entrepreneurs join the chamber, and benefit from networking opportunities.

## **5. Grants Under Contract**

### **5.1 Empowered Youth Sub-Grants**

Empowered Youth has a projected grants pool of USD 2.5 million to award the following types of subgrants:

- County bunge forum grants to provide support toward the achievement of strengthening youth-serving systems and increasing youth financial prospects.
- Disability grants to provide support to two institutions in the achievement of building Kenyan higher education institution capacity and strengthening youth-serving systems.
- Research grants to provide support towards collaborative, community-engaged research with higher education institutions and youth.
- Innovation grants to provide resources to design and test innovations led by youth and youth-serving organizations that empower young generations and connect them with social and economic opportunities.

### **5.2 Implementation of Current Quarter Activities**

During the reporting period, Empowered Youth carried out the following grant-related activities:

- Pre-awards assessment to five county bunge forums in Nakuru, Kiambu, Kisumu, Mombasa and Kakamega Counties.
- Pre-awards assessment to ANDY and Light of the World, under the disability grants.
- Development of sub-granting instruments for Empowered Youth subgrants.
- Development of a draft RFA for county bunge forum grants.

Based on the county bunge forum assessment conducted over the course of the quarter, the following were common gaps noted across a majority of the reviewed forums:

- Weak governance and management structures.
- Lack of operational office and officials.
- Inactive youth systems and networks.
- Dormant forums with misplaced or lost registration certificates.
- Lack of systems, procedures, and processes to run an organization.
- Lack of executive committees in place.
- Lack of distinction between governance and secretariat staff.

Following the pre-award financial and capacity assessments, Empowered Youth will work jointly with county bunge forums through NYBA and NCBA CLUSA to develop corrective action plans to address various areas noted from the assessment. Empowered Youth is also reviewing the minimum requirements and sub-granting instruments needed to safeguard USAID resources and ensure the county bunge forums can support the implementation of program activities while a long-term capacity-building plan is developed.

## 6. Communications

### 6.1 Behavioral Change Communication (BCC): Campaign Messages/Videos Aimed at Changing Societal Perception (Reducing the Stigma of Vocational Education and Blue-Collar Vocations)

Campaign messages aimed at reducing societal stigmas around vocational training and blue-collar vocations were developed over the third quarter period. Phrases and audio/visual voice-over scripts were crafted for further dissemination to target audiences of the Empowered Youth demographic. The intention will be to have these campaigns launched in varying settings and through different mediums across workshops, conferences, training sessions, websites, mainstream and social media, and other platforms like posters, signage, merchandise, videos, and suitable, applicable graphics. To ensure that the youth identify with these messages, a mix of English, Swahili, and Sheng will be used.

County teams are keen to engage a diverse array of target youth. More population/context-specific messages and tools (including crosscutting graphical presentations, catchphrases, and information education materials) are currently under development and review. These will broaden reach and include all targeted populations in messaging.

That notwithstanding, project county teams employ different mechanisms to engage a variety of youth across different activities in their capacities, including social interaction, meetings, word of mouth, community-level engagement, and other applicable techniques. Delivery mechanisms are tailored to fit the context of diverse youth the project is reaching, and teams are sensitive to the needs of such demographics.

Radio platforms and all other forms of media and information outlets utilized are designed to reach each target county. Currently, radio messages are disseminated on CoELIB Radio (<http://radio.coelib.org>) – an online radio facility hosted by EGU. Message dissemination is yet to be upscaled to all relevant platforms and stakeholders, due to awaited approvals of activation of Empowered Youth communication and visibility strategies. With further approval by USAID, Empowered Youth envisions collaborating with EGU, USIU-A, and if applicable, partnering with HEI radio facilities and county-based frequency radio stations to broaden the messaging scope.

The below list provides a sample of what was created for these purposes.

### 6.2 Behavioral Change Communication Phrases

Table 11. Examples of Campaign Messages

| No | Phrase                         | Description   |
|----|--------------------------------|---|
| 1. | <b>Pata Ujuzi, Kuwa Bazuu!</b> | This is a Swahili/Sheng phrase that loosely translates to 'skills amount to self-reliance'. This message implores youth in vocational institutions to continue pursuing skills in various trades since blue-collar vocations are essential for self-reliance. |
| 2. | <b>Get Skills Uji-build!</b>   | This is a Swahili/Sheng phrase that translates to 'skill acquisition for self-development'. This message encourages youth to pursue skills and education since they provide avenues for greater self-growth.  |
| 3. | <b>Jitume, Usitumwe!</b>       | This is a Swahili phrase that implores youth to make initiatives to promote self-reliance. This message can be used to inform youth that pursuing vocational training will position them to achieve independence.   |
| 4. | <b>Niko Job-ready!</b>         | This message spells out the advantage of attending vocational training. The students pursuing vocational education have a higher possibility to apply acquired skills in a multitude of career paths, as compared to those who do not.                        |

|    |                                   |   |
|----|-----------------------------------|---|
| 5. | <b>Jiunge na Colle Ujijenge!</b>  | This message affirms the need for skills (taught through vocational trades) to progress in life. It also informs them that blue-collar vocations are a sustainable means of viable employment. This will ideally encourage students to pursue vocational education, as future success will depend on the application of their skills. |
| 6. | <b>Tu-gain Skills Tujitegeme!</b> | This is an English/Swahili/Sheng phrase that loosely translates to 'pursuit of education for independence'. The message inspires youth to acquire vocational training for long-term independence after they graduate from school.   |
| 7. | <b>Form Ni Masomo!</b>            | This Swahili/Sheng phrase advocates for vocational education as something cool and/or trendy. This message will inspire youth in school, to stay in school, and inspire those yet to enroll to do so.   |
| 8. | <b>Skills Hulipa Bills!</b>       | This message is a blend of English and Swahili that speaks to the use of skills as a means to economic sustainability. It implores youth to continue pursuing skills to be able to make a living and participate as an economic contributor in society.   |

## Campaign Message Video Script Examples

### SCRIPT ONE

**Message:** Reducing the stigma of vocational education and blue-collar vocations

**Client:** USAID Empowered Youth

**Genre:** Campaign message

**Target Audience:** Youth in vocational training institutions, youth out of school, and the general public

**Style:** Animation, tock footage, video shooting

**Language:** English, Swahili, and Sheng

**Duration:** 45 seconds

**Application:** Workshops, conferences, trainings, website, mainstream and social media

### NARRATIVE

When we look around us, the world is changing by the minute. The buildings we see, *chakula tunadishi*, the machines that move the world, *penye tuna-work*, where we live, *na kila kitu tuna-do imejengwa na talent, purpose, na passion*. The hands and minds behind this change, *wanatumia technical knowledge and vocational skills ku-transform* the world. Vocational training *ina-connect vijana* to the world *na inafungua uwezo wao kupata employment na ku-secure a brighter future. Uko tayari ku-drive change? Tuelimike Tujitegeme!*

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**Table 12. Script I Breakdown**

| TIME        | TEXT  | VIDEO/PHOTOS   | AUDIO                                     |
|-------------|---|--|---|
| 00:00-00:03 | When we look around us, the world is changing by the minute.  | The smiling face of a female youth looking around  | Voice-over and inspiring background music |
| 00:04-00:15 | The buildings we see, <i>chakula tunadishi</i> , the machines that move the world, <i>penye tuna-work</i> , where we live, <i>na kila kitu tuna-do imejengwa na talent, purpose, na passion</i> . | Buildings, machines being operated, home setup, hospitality, TV studio, closeup videos showing youths operating different machines | Voice-over and inspiring background music |

|             |   |  |  |
|-------------|---|--|--|
| 00:16-00:25 | The hands and minds, behind this change, <i>wanatumia</i> technical knowledge and vocational skills <i>ku-transform</i> the world.  | Video clips of youths being trained in different skill sectors                   | Voice over and inspiring background music tempo increasing |
| 00:26-00:34 | Vocational training <i>ina-connect vijana</i> to the world <i>na inafungua uwezo wao kupata</i> employment <i>na ku-secure</i> a brighter future.   | Video clips of youth at work demonstrating different skills in different sectors | Voice over and inspiring background music tempo increasing |
| 00:35-00:40 | <i>Uko tayari ku-drive</i> change? <i>Tuelimike Tujitegemee!</i>  | Graphics and time-lapse video  | Voice-over and background music                            |
| 00:41-00:45 | This message is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of the College of Education at Michigan State University and do not necessarily reflect the view of USAID or the United States Government. | End graphics (Sponsors/partners/stakeholders)                                    | Background music   |

## SCRIPT TWO

**Message:** Reducing the stigma of vocational education and blue-collar vocations

**Client:** USAID Empowered Youth

**Genre:** Campaign message

**Target Audience:** Youth in vocational training institutions, youth out of school, and the general public

**Style:** Animation, stock footage, video shooting

**Language:** English, Swahili, and Sheng

**Duration:** 45 Seconds

**Application:** Workshops, conferences, trainings, website, mainstream and social media

## NARRATIVE:

The future is youthful! The future is skillful! The future is you! *Kama kijana*, all you need is a chance and a place *ku-apply* your knowledge and skills *ku-shape* future *yako*. Technical and vocational education and training *zinakupea* the life skills *zenye zitakuwezesha ku-shape* future *yako*. *Kwa ku-develop* professional interests, talent, *na passion zako, una-gain* power *ya ku-create* jobs, *ku-drive* entrepreneurship, *na ku-increase* socio-economic prospects *zako*. Are you ready for the future? *Ujuzi ni Kazi!*

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**Table 13. Script 2 Breakdown**

| TIME        | TEXT  | VIDEO/PHOTOS   | AUDIO                                     |
|-------------|---|--|---|
| 00:00-00:05 | The future is youthful! The future is skillful! The future is you!  | Graphics   | Voice over                                |
| 00:06-00:14 | <i>Kama kijana</i> , all you need is a chance and a place <i>ku-apply</i> your knowledge and skills <i>ku-shape</i> future <i>yako</i> .  | Video clips of youths in class and transitions to youths being trained in a TVET setup   | Voice-over and inspiring background music |
| 00:15-00:22 | Technical and vocational education and training <i>zinakupea</i> the life skills <i>zenye zitakuwezesha ku-shape</i> future <i>yako</i> . | Buildings, machines being operated, home setup, hospitality, TV studio, closeup videos showing youths operating different machines | Voice-over and inspiring background music |

|                    |   |  |  |
|--------------------|---|--|--|
| <b>00:23-00:36</b> | <i>Kwa ku-develop professional interests, talent, na passion zako, una-gain power ya ku-create jobs, ku-drive entrepreneurship, na ku-increase socioeconomic prospects zako.</i>  | Video clips of youth at work demonstrating different skills in different sectors | Voice over and inspiring background music tempo increasing |
| <b>00:37-00:40</b> | Are you ready for the future? <i>Ujuzi ni Kazi!</i>   | Video clips of youths smiling, youth in an office setup                          | Voice over and inspiring background music tempo increasing |
| <b>00:41-00:45</b> | This message is made possible by the support of the American people through the United States Agency for International Development (USAID). The contents are the sole responsibility of the College of Education at Michigan State University and do not necessarily reflect the view of USAID or the United States Government. | End graphics (Sponsors/partners/stakeholders)                                    | Background music   |

## **Outreach Strategies**

The following channels will be used for campaign messaging:

1. Text message broadcast; use of bulk text messaging services.
2. Campaign message posters at selected institutions; creation of posters to be distributed across schools and online.
3. USAID Empowered Youth Website; regular airing of messages and impact story coverage of campaign initiatives.
4. Social media: tailoring of content to target youth on social media platforms pursuing vocational training.
5. Through media facilities such as Egerton FM, USUI-A Radio, CoELIB Radio, CoELIB TV, etc. Creating video and audio resources and airing content on the facilities' platforms. Also, airing live campaign broadcasts on radio facilities.
6. Word of mouth and referrals; during trainings, workshops, and other forms of engagement with Empowered Youth audiences.
7. Co-marketing: working with brands, partner implementing organizations, and institutions to share campaign messages.

## **Documentation**

Key activities documented by the Empowered Youth communications team during the quarter included the Adolescent Girls and Young Women Case Management Training in Kisumu County, the Entrepreneurship Training in Kakamega County, the Training Workshop on Evidence-informed Youth Employability Programs at USIU-A, and the Labor Market Assessment Stakeholder and Information Dissemination Workshops in Nakuru County.

## **Visibility**

Awareness creation of Empowered Youth program activities continues at the partner level. Workshops and other convenings organized over the quarter also increased program visibility. Impact stories featuring program beneficiaries are also taking shape and being disseminated at the county level. BCC messaging has already begun and will be upscaled in the next quarter. Visibility is also sought to be increased after the deployment and use of the program's social media pages and website to facilitate ease of communication of activities and milestones, dissemination of information, education, and communication (IEC) materials, and more, to increase public reach.

### III. CHALLENGES, OPPORTUNITIES, AND LESSONS LEARNED

#### Challenges

- It has been noted that a select number of organizations, both at the national and county level, have displayed a tendency to attend partnership meetings with a pre-formed expectation that there will be grants and financial support associated with entering into an agreement with Empowered Youth, given it is a USAID-funded program; this has hindered conversations surrounding the various ways in which partnerships can be mutually beneficial and add value. To address this challenge, Empowered Youth has been selective in seeking collaborations with organizations that are based on shared values and mutual interests. A successful strategy of Empowered Youth partnership representation has been the demonstration of value that Empowered Youth brings to the partnership, and continuous engagement and relationship management after the MOU has been signed.
- The electioneering period has slowed county engagement activities during the third quarter, given conflicting meetings and increased absences.
- Field activities were also largely affected by political campaigns, as most youth preferred engaging in political events.
- Age verification in the northern region of Kenya is a challenge, as many youth are noted not to be in possession of national identity cards.

#### Opportunities

- Youth unemployment is a major political, economic and social challenge that the national and county governments have prioritized in their policies and budgets. Such heightened awareness on this topic has provided opportunities to engage and deepen links with government structures for Empowered Youth sustainability. Empowered Youth will build upon relationships formed in the co-creation process as well as joint areas of interest that have been identified, to propel collaborations and partnerships with government offices. The project will specifically train youth on access to government procurement opportunities for financial mobility and heightened access; Empowered Youth will also continue to engage county government representatives at multi-stakeholder forums to design ways in which to connect youth to greater services. Finally, Empowered Youth will be leveraging the creation of the CIDPs as a window of opportunity to embed the Empowered Youth agenda in hand-over notes. Aligning project priority actions with the vision of county government will allow for broader impact and co-ownership throughout implementation and beyond.
- Many organizations across the private and public sector are undertaking youth empowerment initiatives, which has provided greater opportunities for alignment of interests and long-term partnerships.
- The private sector has several internship, attachment, and employment opportunities that will enable youth to gain skills training and expose them to various work environments. They also have opportunities that allow the youth to access field experience as they continue with their studies. Such opportunities were found with Thika Cloths Mills, where groups of students undertaking fashion and design visited the institution on Tuesdays each month, to learn more about the textile industry and different machines in use.

## Lessons Learned

- Continuous engagement is key in building and sustaining relationships with local partners and stakeholders. Beginning with co-creation and more recently, concluding the labor market assessment, Empowered Youth has proactively engaged with national and county governments, the private sector, training institutions, and youth-serving systems to seek areas with which to leverage value-driven, beneficial outcomes. This has been crucial in not only achieving program targets but also continued sustainability and ownership by key stakeholders.
- Youth skilling and employment is a strategy many organizations have adopted to support youth socioeconomic empowerment; thus, there is a need for collaboration to avoid duplication of efforts and wastage of resources.

## IV. PERFORMANCE MONITORING

The Empowered Youth M&E team continued forward with performance monitoring activities during the third quarter. Core activities achieved comprised of supporting the finalization and sharing of the final landscape analysis reports to the USAID AOR, supporting labor market assessment survey teams, administering Data Quality Assurance (DQA) training to all implementing teams, supporting the rollout of entrepreneurship training and *My ID, My Life* campaigns, and designing data collection tools with staff to ultimately disseminate information and training on use. Over the following quarter, the M&E unit will continue to support the Empowered Youth project in the collection, analysis and dissemination of program performance data that will eventually culminate in the carrying out of the Employment Tracer Survey, in September 2022. This exercise will tally up the total number of new and better jobs created during the first year of operation. The unit will also support the programmatic aspect of the Empowered Girls intervention by assisting the Empowered Girls team effort to manage and store data from the pre-screening survey, the pre-assessment, and the AGYW and household needs survey.

## V. CROSS CUTTING ISSUES

### Digital Technology

Empowered Youth uses digital technology to automate and ease numerous tasks within the project. Examples of use for various platforms used include Teams, Google Drive and Zoom for operations. During the quarter, several technologies were utilized to ensure that competent ToTs were onboarded onto the project successfully and that fairness and transparency were adhered to. The project also began exploring training on the use of REDCap as a safe and secure data collection, management, and storage platform. Figure 11 below illustrates the digital platforms used and procedure followed:

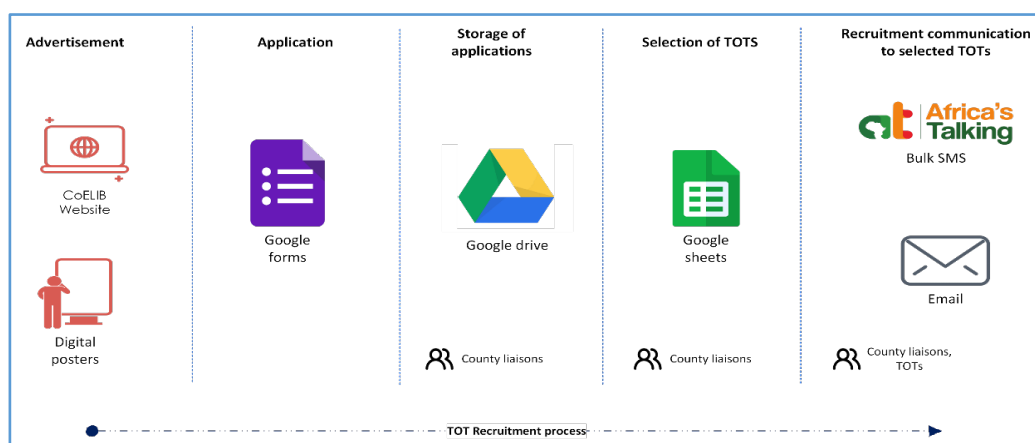


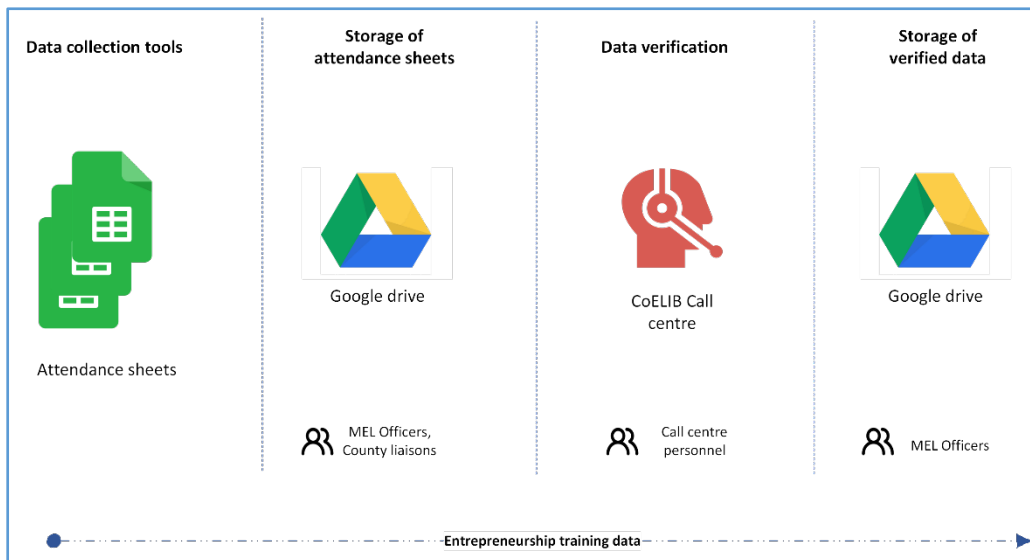
Figure 11: Digital Technologies used During ToT Recruitment



1. Advertisement – Digital posters were designed and shared across most social media platforms; more information was also placed on the CoELIB’s careers page.
2. Application – Interested candidates filled in the designed Google form.
3. Storage of applications – Once candidates submitted their applications, they were stored on Google Drive (cloud storage).
4. Selection of ToTs – County teams from all implementing partners were tasked with selecting ToTs and were thus given “read access” to the drive where the applications were stored. The selected candidates were then inputted into Google Sheets.
5. Recruitment communication – Selected candidates were notified on how to be onboarded via SMS, call, and e-mail. Those who didn’t meet the minimum requirements were also informed using the same channels.

The entrepreneurship training also applied technology in various stages of the entire process:

1. After training, attendance sheets were converted to soft copy using the provided MEL standard data collection tools.
2. The county liaison officers uploaded these sheets to Google Drive, for storage.
3. Data verification and validation heavily relied on the CoELIB’s Call Centre facility, where participants were called to confirm their attendance. The Call Center personnel were given “read access” to this data in the cloud.
4. After verification, the verified data was then stored on Google Drive and full access rights were granted to the Nairobi-based MEL Officer for further analysis, storage and dissemination.



**Figure 12: Digital Technologies Used during Entrepreneurship Training**

## VI. PROGRESS ON GENDER EQUITY AND SOCIAL INCLUSION (GESI) (CROSS CUTTING)

Empowered Youth continues to embed gender equity and social inclusion throughout its work across all high-touch counties. In adherence to these objectives, Empowered Youth employed several strategies to ensure that gender equity and social inclusion were observed throughout activity implementation over the third quarter.

Empowered Youth observed GESI principles during entrepreneurship training when recruiting Training of Trainers (ToTs). The program utilized multiple entry points to identify individuals from different youth populations and ensured adequate gender representation and participation of vulnerable youth groups such as adolescent girls, persons with disabilities, and orphans during training.

Over the course of the Evidence-Informed Youth Employability Programs Training Workshop at USIU-A in June of 2022, 40 stakeholders within the HEI sector were taught the importance of planning and intervention design through a GESI lens. This topic covered areas such as best practices when onboarding students and staff, and how programs should be designed to consider inclusivity.

The program also brought together adolescent girls’ case managers and board members from Kisumu East to map out existing opportunities that the adolescent girls can leverage to enhance their economic participation. Table 14 provides a summary of these groups, and their income-generating activities in the area.

Contextual research was conducted for Kisumu County to shape the services that would be provided for the Empowered Girls pilot. The project team is looking to build upon this work by referencing initial insights and trends from the labor market assessment; the reports that emerge from this study will result in county-based gender considerations Empowered Youth will incorporate into its activities. Verified themes from the study will further steer Empowered Youth’s approach to community engagement and outreach, trainings, and interventions surrounding employment pathways. Sensitivities to early marriage, gender-based violence, and occupational gender norms are examples to which Empowered Youth will be considering in program development.



**Figure 13: AGYW Case Management Training - Kisumu County**  
Photo: Sarowiwa Andanje, EY

**Table 14. Girls’ Groups and Their Activities in Kisumu East**

| Area       | Group            | Activity                                |
|------------|------------------|---|
| Kolwa East | Mine Nyalo       | Table banking<br>Basket making          |
|            | Smart Ladies     | Basket making<br>Table banking          |
|            | Mother-to-Mother | Girl child empowerment<br>Table banking |

|                   |   |  |
|-------------------|---|--|
|                   | Jiupachi Youth Group                    | Awareness of prevention of HIV/AIDS  |
|                   | Bwoye Youth Group                       | Poultry farming  |
| <b>Kajulu</b>     | Small but Sure (Ong'adi – Simboi)       | Table banking<br>Car washing   |
|                   | Mamboleo Information and Justice Center | Mushroom farming<br>Social justice advocacy  |
|                   | Kopepo Boda Boda                        | Table banking<br>Car washing<br>Tent and chair hire<br>Catering<br>Poultry farming   |
|                   | Jopith Poultry (Ong'adi)                | Poultry farming  |
|                   | Kabong'o Boda Boda                      | Tents and chair hire<br>Table banking  |
|                   | Kahongo Womens Group                    | Catering<br>Table banking  |
|                   | Mamboleo Friends Traders                | Table banking<br>Tents and chair hire  |
|                   | Winam Child Without Limit CBO           | Counselling<br>Disability awareness  |
| <b>Manyata B</b>  | Lowar Kanyakwar                         | Poultry farming  |
|                   | Kuoyo Village                           | Car washing  |
|                   | Upper Kanyakwar                         | Poultry farming  |
|                   | St Bridget                              | General farming  |
|                   | Yellow Bridge                           | Table banking  |
|                   | Manyatta Women SHG                      | Table banking  |
|                   | Nyamungu Youth Group                    | Table banking  |
|                   | Young Mother Youth Group                | Table banking  |
| <b>Nyalenda A</b> | Nyalenda Young Turks                    | Bottle decoration/flowers<br>Mat making<br>Tailoring<br>Soap making<br>Ajira digital<br>Table banking<br>Kitchen garden                                      |
|                   | United Destiny Shapers CBO              | Agribusiness/urban farming<br>Waste management<br>Sanitation   |
|                   | Dream Girls Youth Group                 | Village saving and loaning association<br>Soap making<br>SRHR advocacy<br>Small businesses e.g., mitumba<br>Nail technology<br>Mat making<br>Poultry farming |
|                   | Vuka Sassa SHG                          | Latrine emptying   |

|                      |   |   |
|----------------------|---|---|
|                      |   | Garbage collection<br>Compost manure  |
|                      | Meta Meta CBO                             | Agribusiness  |
|                      | Jamtaka CBO                               | Waste management  |
|                      | Oboch Big 20 Youth Group                  | Poultry farming<br>Manure making  |
| <b>Kolwa Central</b> | Jipach CBO                                | Creating awareness of HIV/AIDS<br>Village saving and loan association   |
|                      | Matrix Group (Nyamasaria Primary)         | Poultry farming   |
|                      | Umoja Youth Group (Akado)                 | Table banking   |
|                      | MMS – Make Me Smile (Ragomo Chief's Camp) | Training young girls and young women in life skills<br>Vocational training e.g., tailoring, catering, salons<br>Creating job opportunities for youth, e.g., community health volunteers |
|                      | Kolwa Falcons/Queens (Renja)              | Participating in sports   |
|                      | Team Sirudi (Nyalunya)                    | Table banking   |

## Disability Inclusive Development: Participation of Persons with Disabilities

Empowered Youth continues to keep disability inclusion at the forefront of project activities to ensure marginalized youth, who might be disproportionately disadvantaged and/or afforded limited opportunities, are mainstreamed in programming. Removing barriers and impediments to obtaining access to employment, education, skills training, and financial resources are key areas the project seeks to achieve. Empowered Youth has begun talks with the Action Network for the Disabled (ANDY), the first and only organization in Kenya focused on employment challenges faced by youth with disabilities, to shape their involvement with the project. ANDY will be equipping project staff and CBFs with the appropriate tools and resources to ensure offerings by Empowered Youth are equitable and accessible. Deliberate efforts will be put in place to ensure that there is consideration for employment opportunities for youth living with disabilities.

## VII. ENVIRONMENTAL MITIGATION AND MONITORING

During the third quarter, Empowered Youth complied with environmental protection laws, regulations, policies, and other requirements of the Government of Kenya and USAID to ensure no harm to the environment was caused. By and large, a bulk of activities implemented by the project in the third quarter comprised of entrepreneurship training and ID registration; these are deemed to have little or no adverse effect on the environment. However, Empowered Youth continued to ensure that all the materials used during the exercises across all the six counties were made of recyclable materials to the largest extent possible.

## **VIII. COORDINATION WITH RELEVANT USAID COUNTY LIAISON TEAMS (CLTS)**

USAID County Liaison Teams (CLTs) continue to play a key role as Empowered Youth advances activity interventions throughout various regions. Field teams located in each of the counties played an important part in building synergies between Empowered Youth staff and county and national governments during the project's preliminary meetings. The CLTs continued to assist in the identification of contact persons at the county level and facilitated the establishment of a positive working relationship between the program and county governments.

## **IX. PROGRESS ON LINKS TO OTHER USAID PROGRAMS**

During the reporting period, Empowered Youth worked on identifying partnerships with USAID-funded programs in different capacities and implementing counties. Avenues for engagement are ongoing between Empowered Youth and USAID Small Business Development Centers (SBDC), which focuses on strengthening Kenyan micro, small and medium enterprises (MSMEs) and building linkages with U.S. counterparts. In Mombasa County, Empowered Youth is engaging the Determined, Resilient, Empowered, AIDS-free, Mentored and Safe (DREAMS) program, which aims at reducing rates of HIV among adolescent girls and young women. This partnership will support adolescent girls with socio-economic opportunities through entrepreneurial opportunities and linkages to HEIs.

In Kisumu County, the project engaged the Young Women's Christian Association (YMCA) and Kenyan Small Business Development Centers (KSBDC), in addition to building upon its ongoing partnership with DREAMS, to empower youth in education, business start-ups and acceleration.

In Isiolo County, under the leadership of the county government, a technical working group of all USAID-funded programs, including Empowered Youth, has been formed to coordinate activities, share information, and avoid duplication of efforts to maximize program presence and impact. These programs will be meeting quarterly for increased harmonization in the county. Meanwhile, Empowered Youth has continued to engage the USAID Stawisha program, implemented by LVCT Health and USAID Jitegemee Health, and led by AMURT.

## **X. PROGRESS ON LINKS WITH COUNTY GOVERNMENTS**

The project continued to actively engage county governments to participate in and support Empowered Youth activities in the six high-touch counties. The labor market assessment that was recently concluded at the end of June was testimony to the strong links that the program has fostered with county representatives. Key county staff participated in the exercise for the entirety of the week and were available to provide information and logistical support that the survey required. County government TVET representatives were engaged during the assessment to identify economic sectors with high-potential employment opportunities for youth as well. This involvement is beneficial for deepened relations with the program and also helps to build the capacity of all counties to be able to conduct such surveys in the future to inform their youth empowerment policies and investments. Further, Empowered Youth staff in Isiolo County were involved in the Multi-Sectoral Platforms for Youth, convened by the county government, to discuss opportunities and mechanisms that support youth employment.

Several opportunities for engagement with county governments were maximized during the third quarter. The program worked with county officials during the entrepreneurship training where the county officials trained ToTs and youth on YEF, WEF, the Uwezo Fund, youth government procurement opportunities, and other government affirmative funds targeting youth, women, and people with disabilities. The Director of TVET in Kiambu County also engaged with the program by connecting HEI heads to the program. In Mombasa County, the County Government Department of

Youth participated in the County’s Multi-Stakeholder Forum and shared opportunities offered by the county government to support youth skilling and employment.

In addition, Empowered Youth attended the “World Bee Day”, held in Nakuru County and organized by the county government. This event brought together all farmers and farmer associations across the county; the program’s presence provided an additional networking avenue for youth interested in beekeeping and allowed for greater partnership opportunities.

Lastly, the Gender Equity and Social Inclusion team has maintained close linkages and collaborations with county government departments to enhance the relationships created during county co-creation activities; this has included working together during training, and case manager mapping.

## **XI. PROGRESS ON LINKS WITH GOVERNMENT AGENCIES**

During the third quarter period, Empowered Youth also sought to strengthen synergies with government agencies to support its interventions at the national level. National government administrative and security agencies including chiefs, district officers, and sub-chiefs have been instrumental in supporting ongoing entrepreneurship training through the mobilization of youth, for example.

In Nakuru County, Empowered Youth is in talks with the National Government Constituencies Development Fund Board (NGCDF) to build collaborative momentum from the Ajira Digital program. Discussions are ongoing surrounding channeling the youth who have completed digital skills training to entrepreneurship training. Meanwhile, with support from youth officers, Empowered Youth has been able to expedite the disbursement of ID Cards in Kiambu County. Youth officers have also assisted with entrepreneurship training by facilitating mobilization exercises in public fora. In Mombasa County, the program participated in the first national job fair organized by the National Employment Authority under the Ministry of Labor, and in collaboration with the International Labor Organization; the three-day event theme was titled ‘Creating Job Opportunities and Access to Labor Market Information’. The intended outcome of this event was to sensitize the public about the authority and employment opportunities available locally and internationally, and to outline the government policies and institutions that promote employment across all counties. The program also partnered with the National Registration Bureau (NRB) in an exercise that resulted in the registration of 1,506 youth, and the distribution of 3,035 IDs.

Finally, the GESI team has maintained close links and collaboration with the national government departments to enhance relationships. The Ministry of Interior and Coordination of National Government was instrumental in the identification of households of vulnerable girls by chiefs, in collaboration with the case managers in Kisumu East. As a result, the Kisumu East local administration, through the chief’s offices, provided a smooth entry for case managers to undertake their activities.

## **XII. PRIVATE SECTOR ENGAGEMENT**

A non-disclosure agreement (NDA) to facilitate sharing of documents with the Micro-Enterprises Support Program Trust (MESPT) has been signed and an MOU with identified areas of collaboration is awaiting signature. Empowered Youth will leverage MESPT programming to facilitate youth’s access to finance and enhance the technical capacity of agri-enterprises.

Good progress has been made in conversations for partnership with the Equity Group Foundation (EGF) as well, and technical areas of collaboration have already been identified and agreed upon. The USAID-approved MOU template has been shared with EGF for comments and input in preparation for signature. Through the envisaged partnership with EGF, Empowered Youth will tap into Equity Groups’



market-based approach, brand power, finance expertise, and countrywide branch infrastructure to scale and sustain youth empowerment outcomes. Specifically, EGF will add value to Empowered Youth through entrepreneurship training under the Young Africa Works initiative; business skills training, digital literacy training, mentorship and coaching, financial education, provision of financial services, credit to eligible youth and micro, small and medium enterprises, and linking Empowered Youth beneficiaries to other EGF programs. An MOU to consummate the partnership will be signed soon.

Other national-level partnerships at various stages of discussions and negotiations include SOMO Africa, the Kenya Association of Manufacturers (KAM), and Deutsche Stiftung Weltbevölkerung (DSW). At least two meetings have been held with each of these organizations and the progress is encouraging.

During the labor market assessment, the strategy for private sector engagement has been focused on identifying companies with employment and internship opportunities for the placement of youth being trained through the project. Opportunities have been identified in the textiles and apparel sector, building and construction industries, and tourism and hospitality sector, among other priority fields. Once the labor assessment report is concluded, it will provide evidence-based information highlighting sectors in each county where wage opportunities for youth exist.

At the county level, nine MOUs have been signed with community-based partners, and these will enable Empowered Youth to leverage their expertise, resources, and infrastructure to scale up youth empowerment activities. The capacity of Empowered Youth staff at the county level to broker and negotiate these partnerships has greatly improved. The Private Sector Engagement and Partnerships Specialist will continue to backstop the team as they move to jointly implement the specific activities identified in MOUs with external partners.

### **XIII. PARTNERSHIPS AND SUSTAINABILITY/EXIT STRATEGY**

Empowered Youth strives to ensure that the benefits and effectiveness of different outcomes, impacts, strategies, and interventions are sustained after the end of the project's life cycle. The project ensures that the following factors are observed: (1) ownership of interventions by youth, higher education institutions, youth support systems, and all other interest groups, (2) sustained motivation of beneficiaries, (3) sustained technical and managerial capacity of staff within Empowered Youth, (4) sustained linkages to governmental organizations and/or other entities that support youth empowerment programs, and (5) guiding higher education institutions and youth organizations in institutionalizing the interventions advocated for by Empowered Youth. A gradual process of exit will also contribute to sustainability as local ownership increases.

All high-touch counties have prioritized youth empowerment in their draft County Integrated Development Plans (CIDPs) for the next five years. This will be an important tool that Empowered Youth will leverage in dialogue with new county administrations during the annual work planning and budgeting processes, to ensure youth programs and activities are prioritized. The ultimate objective is for government to carry forward the work Empowered Youth is doing after the program ends.

The labor market assessment conducted in June has also provided ample opportunity to disseminate methods and tools for county replication. The design of the study was intentionally crafted to involve local actors for learning and application. Whether through data collection, conducted jointly with county youth members, or knowledge sharing with county government and higher education institutions, Empowered Youth will continue to develop a means in which to ensure relevant stakeholders are able to closely monitor evolving changes in the market, and adapt and apply themselves accordingly.

Empowered Youth would also like to ensure that tracer studies are embedded as part of county government's ability to monitor and evaluate activities occurring in the general region. A technical

group, led by the M&E team, is envisioned to improve capacity building by holding quarterly sessions with local officials on how to create and build these networks through new or existing government systems.

To further build sustainability mechanisms and structures at the county level, Empowered Youth continued to support activities toward the formation of multi-stakeholder employment compacts. In Mombasa County, Empowered Youth has already convened two successful meetings that brought together the county and national governments, the private sector, and other non-state actors to start the process of compact formation.

In Isiolo County, Empowered Youth and other USAID-funded programs have already organized themselves into a technical working group to coordinate their programs under the leadership of the county government. This is being broadened to include other stakeholders and later transform into a multi-stakeholder forum for the county.

The ultimate goal of these efforts is to ensure self-sufficiency and increased capacitation among county partners to ensure quality tracking and measurement methods and allow for timely adjustments in practices that closely align with the evolving needs of youth.

## **XIV. COLLABORATION, LEARNING, AND ADAPTING (CLA)**

Over the past quarter, several practices have helped USAID Empowered Youth to improve its development effectiveness. By employing a robust CLA approach, Empowered Youth ensures that progress toward development objectives is guided by continuous learning through the analysis of a wide variety of information and knowledge, including M&E data, innovations, and collected observations from potential and current stakeholders with particularly deep or unique insight into youth empowerment. There exists collaborative, cross-team development of key project strategies and documents, regular identification and documentation of learning agendas, and established channels for coordination and communication with and among implementing partners, county, and national governments. CLA strategies have also been incorporated into Empowered Youth's performance management processes.

The strategies currently being implemented across program operations include creating a robust agenda for monitoring program performance and context, risks, milestones, and opportunities with which to fill knowledge gaps; regular performance assessment meetings at partner and consortium levels, systematic knowledge-sharing with stakeholders working in relevant areas, engaging USAID in monitoring progress indicators and requesting for help when the need arises, embedding adaptive management approaches throughout activities, and, strengthening the processes for analyzing evaluation findings and adapting programs accordingly; these are key areas the program has embraced to strengthen CLA practices.

## **XV. FINANCIAL INFORMATION**

USAID Empowered Youth has ramped up activities as well as the hiring of key personnel over the last quarter. With the final approval of the re-budget and implementation of USIU-MSU Empowered Youth operations, all partners will be contracted, and the project will be able to proceed with two capital purchases of vehicles to occur in early September of 2022. USAID Empowered Youth expects the next quarter, as well as Year 2, to begin at a rapid pace.



## XVI. ACTIVITY ADMINISTRATION

So far, the project has filled the majority of the key positions outlined, except for that of the Deputy Chief of Party/Higher Education Specialist. Staff have been provided with necessary office equipment such as laptops, phones, office space, and printers. Staff hired and separated during the quarter are listed in Tables 17 and 18. In addition, the following operational activities were implemented:

- The Empowered Youth Kenya office, through Athenza Skills Limited (ASL), provided contracts to all hired staff.
- Empowered Youth submitted all DAI forms for NCBA CLUSA, EGU, and ASL, to USAID from the start of the project to June 2022.
- Over the third quarter period, the administration helped to facilitate various implementation activities including the landscape analysis, ToT training, case management training, and labor market assessment; administrative support has continuously been offered across the six high-touch counties providing concurrent activities to various localities.
- The Empowered Youth Kenya office updated the asset register and provided monthly reports and bank reconciliations to Michigan State University.

**Table 17. New Staff Hires During the Quarter**

| # | Position  | Location |
|---|---|----------|
| 1 | Chief of Party  | Nairobi  |
| 2 | Finance and Administration Manager                    | Nairobi  |
| 3 | Private Sector Engagement and Partnerships Specialist | Nairobi  |
| 4 | Senior Grants Manager                                 | Nairobi  |
| 5 | County Liaison Officer                                | Kisumu   |
| 6 | County Liaison Officer                                | Kakamega |
| 7 | County Liaison Officer                                | Isiolo   |

**Table 18. Staff Separations**

| # | Position | Location |
|---|----------|----------|
| - | N/A      | N/A      |

## XVII. GLOBAL POSITIONING SYSTEM (GPS) INFORMATION

(The Global Positioning System Information is submitted as a separate attachment as Annex 2.)

## XVIII. SUCCESS STORY

### MS. ZEINAB MOHAMED (24), THE BUDDING FOOD ENTREPRENEUR

Kenya is currently experiencing a so-called ‘youth bulge’, pointing to a relative increase in the proportion of the country’s youthful population. Even as the youth population grows, this economic asset has not yet been fully harnessed, since many youths are not efficiently capacitated to find employment or other pathways to gaining personal economic independence. This situation has led to the economic vulnerability of a significant percentage of youth in Kenya.

Zeinab is a young Kenyan woman, aged 24, from Kongowea in Mombasa County. Kongowea faces challenges of insecurity, poor health, infrastructure, and sanitation facilities, and shortages in water and electricity supply. Systemic issues surrounding employment creation, youth empowerment and inclusion, health, education and training, and access to financial services have barred youth like Zeinab from successfully contributing to the socio-economic development of the community. This has left many youths in the area vulnerable to poverty and dwindling, long-term economic prospects.

Conscious of these external limitations, Zeinab decided to bridge her knowledge of the culinary arts with entrepreneurship training, to provide her with enough leverage to turn her passion into profit. She joined the community-based entrepreneurship training that Empowered Youth had offered at Kwa Swahele Kidege, where she gained the requisite knowledge to help her build her craft into a sustainable business. Over the week-long training that was offered, Zeinab gained understanding about product and business model development, market development and strategies, financial and business sustainability, business administration, and ways in which to build a team.

She and the other youth participating in this training were also informed of government procurement opportunities dispensable to them, including YEF, WEF, and the Uwezo Fund. During the quarter, Empowered Youth also worked closely with the county government to leverage financial and procurement opportunities that were of benefit.

As a result of this training and expanded partnerships, a total of 20 youth (including Zeinab) from seven groups spread across Mombasa County successfully applied for government youth procurement opportunities and Uwezo Funds. The budding entrepreneur was successfully linked to government funds where she was guided through the application and received a KES 20,000 grant. Together, with business ideation knowledge gained during training, the form-four-leaver used her talent and newfound seed money to start a small-scale food vending business within the Kongowea locality. Her food joint, named ‘*kibanda*’, sells an assortment of meals including chapati, beans, tea, pilau, and biryani.

“The entrepreneurship training has taught me how to conduct a business and be resourceful with money for self-reliance. Through my enterprise, I can now support my mother. My business also



serves as a tool to encourage fellow youth like me to run a business like mine. The food business is not only restricted to women but to us youth too,” Zeinab reports.

40 percent of the trained youth in Mombasa County have either existing businesses or are in the idea stage of establishing a new business. More training in subsequent years of implementation will capacitate youth like Zeinab to venture into entrepreneurship. This will boost self-reliance and create employment pathways for the future.

**Figure 14: Ms. Zeinab Preparing Food at her Newly Established Food Enterprise in Kongowea, Mombasa County**

Photo: Sarowiwa Andanje, EY

## **ANNEX 1: PERFORMANCE DATA TABLE**

(The Performance Data Table is submitted as a separate attachment as Annex 1.)

## **ANNEX 2: GLOBAL POSITIONING SYSTEM (GPS) INFORMATION**

(The Global Positioning System Information is submitted as a separate attachment as Annex 2.)

## **ANNEX 3: FY 2021-2022 INDICATORS TRACKER**

(The FY 2021-2022 Indicators Tracker is submitted as a separate attachment as Annex 3.)

## **ANNEX 4: FY 2022 KEY PERFORMANCE INDICATORS**

(The FY 2022 Key Performance Indicators sheet is submitted as a separate attachment as Annex 4.)

## **ANNEX 5: FINANCIAL MANAGEMENT**

Cash Flow Report and Financial Projections.

## ANNEX 6: SCHEDULE OF UPCOMING EVENTS

Table 19. Schedule of Upcoming Events

| Date                  | Location         | Activity   |
|-----------------------|------------------|--|
| July 2022             | Kisumu County    | Enroll and randomize participants for the Adolescent Girls and Young Women (AGYM) Case Management Pilot  |
| July – August 2022    | All six counties | Train HEI educators on research and the use of data<br><br>Hold a one-week design sprint with key stakeholders on human-centered design (HCD) research strategies  |
| July – September 2022 | All six counties | Enhance public and private sector partnerships and the signing of MOUs, where possible   |
| July – September 2022 | All six counties | Link youth to public and private sector services   |
| July – September 2022 | All six counties | Work towards the establishment of county youth private and public forums   |
| July – September 2022 | All six counties | Continue recruiting willing youth-serving organizations into county bunge forums and Empowered Youth   |
| July – September 2022 | All six counties | Carry out organizational capacity assessments for youth-serving organizations including bungenes and SACCOs. Support the development of improvement action plans and monitor their implementation  |
| July – September 2022 | All six counties | Continue providing leadership and governance training to youth-serving organizations   |
| July – September 2022 | All six counties | Work with ANDY to provide equity, diversity and inclusion training to both Empowered Youth staff, county bunge forums, SACCOs and other community volunteers participating in the implementation of the project  |
| July – September 2022 | All six counties | Continue carrying out the <i>My ID, My Life</i> activity   |
| July – September 2022 | Isiolo County    | Support the formation of county board forums in the new counties   |
| July – September 2022 | All six counties | Support the recruitment of new members to the county bunge forums and SACCOs   |
| July – September 2022 | All six counties | Identify more stakeholders to become members of the SACC<br><br>Prepare and facilitate workshops to train members on key success metrics and SACC functions<br><br>Train on career development support<br><br>Train project team on HCD  |
| July – September 2022 | All six counties | Design a county linkages program to support knowledge sharing on employability initiatives<br><br>Facilitate workshop with SACC and project staff to design a county engagement plan<br><br>Facilitate and support county partnerships and engagement activities<br><br>Design an annual quadruple helix stakeholder information dissemination and sharing exposition<br><br>Facilitate an annual quadruple helix stakeholder information dissemination and sharing exposition |
| July – September 2022 | All six counties | Train youth on entrepreneurship  |

|                               |                  |   |
|-------------------------------|------------------|---|
|                               |                  | Recruit and support youth in the incubation program<br>Meet with possible partners e.g., Dan Church Aid, to deliberate on beneficial agreements<br>Monitor the retraining process of the youths |
| <b>July – September 2022</b>  | All six counties | Prepare agribusiness training<br>Identify agricultural value chains for training preparation  |
| <b>July – September 2022</b>  | All six counties | Hold master trainers training on soft skills<br>Hold ToT training on soft skills<br>Hold youth training on soft skills  |
| <b>August– September 2022</b> | Nairobi County   | Develop risk mitigating measures and granting of instruments to roll out county bunge forum grants  |
| <b>August– September 2022</b> | Nairobi County   | Develop an RFA for ANDY and Light of the World  |
| <b>August– September 2022</b> | Nairobi County   | Prepare RFA documents for targeted grants for six county bunge forums, ANDY, and Light of the World   |
| <b>August– September 2022</b> | Nairobi County   | Share the disability and county bunge forum grants RFA with USAID for approval  |
| <b>August– September 2022</b> | Kisumu County    | Pre-Screen AGYW candidates for the Empowered Girls Pilot  |
| <b>August– September 2022</b> | Kisumu County    | Enable AGYW participants to move through initial Empowered Youth services and curriculum; those in the Empowered Girls Pilot treatment group will begin receiving case management               |

## ANNEX 7: LIST OF DELIVERABLES

The United States Agency for International Development (USAID) approved the following deliverables for the Empowered Youth program during the reporting period:

- (1) Quarterly Report for Quarter 2, Year I
- (2) Adolescent Girls and Young Women Case Management; Pilot Study Planning and Implementation Tools