

Project Name: Next Generation Cocoa Youth Programme

Organization(s): Solidaridad West Africa

Dates of Implementation: 2016-2020

Country: Ghana

Partner(s): Ashesi University, Ghana Cocoa Board, Aflatoun, Fidelity International, Opportunity International Savings and loans

Funder(s): MasterCard Foundation

Website: <https://www.solidaridadnetwork.org/regions/west-africa>

Project Description: Next Generation Cocoa Youth Programme is an incubation project that enables youth in cocoa industry and its supporting businesses. Methodology consists of the following three key components:

- 1) 10CocoAcademies – farmer incubators that will create a critical mass of entrepreneurial farmers and viable farm businesses.
- 2) Cocoa Entrepreneur Development Incubators (CEDI) – business incubators that will expand beyond cocoa farming itself and develop a thriving service sector.
- 3) A supportive enabling environment that increases youth’s access to land, finance and to markets.

Both the farmer incubators and the business incubators follow the incubator method with four essential functions: skill training, business plan development, financial accessibility and marketing, and coaching and network accessibility.

Target Population:

This project targets at female, low income, rural, unemployed youth and those who have limited educational achievement.

Results to-Date and/or Target Results:

The program commenced with 3,000 youth in 2015. This number has been scaled up to 7,200 by December 2018. The plan is to cover a total of 10,800 youth by December 2020.

- This project also targets at 30% decrease in the youth below poverty line
- 30% decrease in proportion of income from cocoa related activities
- 29,000 jobs created
- 50% increased Average Yield (MT) per hectare
- 40% increased in annual income
- 80% of youth farmers applying at least 70% of GAP
- 80% of youth entrepreneurs applying best business practices
- 70% of youth trained with Access to at least one formal financial services(Bank, Mobile Money, MicroFinance)

Interesting Features & Innovations:

- Digitized Financial Access: Helps beneficiaries to build their credit portfolio through a digitized scheme as young people get to deposit their money through mobile wallets.
- Link to government institutions: Link beneficiaries to the Ghana Cocoa board (COCOBOD) and ensures that they can access support that COCOBOD provides.
- High involvement: the project has district offices that enhance the engagement of rural areas and uses local language to ensure effective communication.