

Public-Private Partnerships for Young Entrepreneurs in Agriculture

Winrock International CLASSE
program experiences in Cote d'Ivoire



WINROCK INTERNATIONAL

Putting Ideas to Work

Areas of Focus

- Empowerment and Civic Engagement
- Enterprise and Agriculture
- Forestry, Energy, and Ecosystem Services



Child Labor Alternatives through Sustainable Systems in Education (CLASSE)*



GOAL

Reduce the supply and the demand of seasonal migration of children from Mali to cocoa farms in CI

HOW

Training and Educational Alternatives for children and families in Mali and CI

WCF addition filled in gaps of microcredit and technology transfer

***Funded by the US Dept. of Labor**



Vocational training in
Sikasso. Mali

School built
in Ehoueguié,
Cote d'Ivoire



CLASSE expansion

10 schools/communities in south-eastern Cote d'Ivoire with support from the cocoa industry

Activities

- Implementing an agriculture vocational education in primary and secondary schools
- Training out-of-school youth using improved cocoa and gardening technologies
- Introduction of quality farming practices into schools
- Child labor prevention and monitoring
- Entrepreneurship – marketing & basic accounting
- Scholarships/loans to mothers
- Future Farmer leadership clubs
- HIV/AIDs & malaria awareness





Future Agriculture Leaders
– learning new relevant
technologies (currently
working with over 2,500)

Credit and Scholarship
beneficiaries – will
include business skill
training for mothers





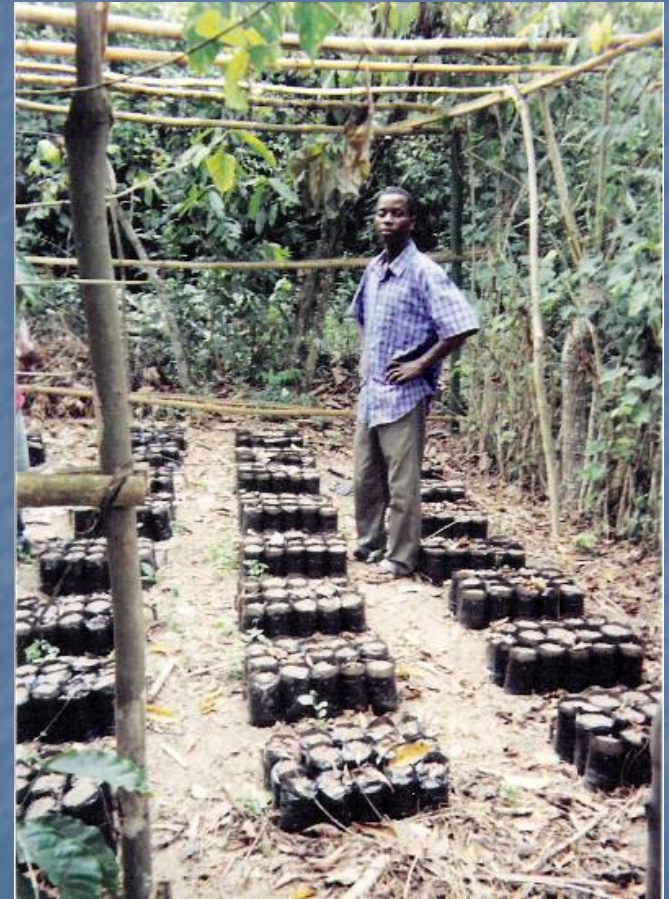
Ministry of Education
Delegation visiting Affery –
Agriculture Curriculum being
accepted into national
curriculum for rural schools

Adzope Agriculture club –
Exploring industry
expertise and volunteers –
based on Future Farmers
of America



Spotlight – Master Trainer Firmin

- One of first graduates – very poor family, lived on cocoa farm
- Used **toolkit** to plant 1666 cocoa trees – on land from father
- Should yield 1.5 to 2 tons of cocoa in 5-6 years, which will be a profit of around \$2000
- Now trains other youth in agriculture and does monitoring
- “I am now respected by people in my village – they come and watch me plant”



Youth and Gender Empowerment - Adja

- Trainee in hairdressing
- Has land from father for garden and cocoa plot
- *" I thought the boys would tease me but they did not and I learned with them – I will soon be implementing the techniques better than the boys."*



" I did not think women could have cocoa plots and now my life has changed and am very excited to show my new skills"

Enterprise supporting school retention - Attah



"What I have learned has changed my life where before my mother did everything for me, now I have the money to pay for school and help my family."

- 16 yr old – Ag club member
- Depended on mother to pay for school
- Use new learned techniques on garden at high school
- Earned \$15 already in the two months of vacation
- Less labor intensive than working on uncles farm

Challenges

- Illiteracy
- Patience is needed with agriculture
- Access to land
- Funding for follow-up training

Benefits of Working with the Private Sector

- Fills gaps in current projects such as micro-credit and technology transfer
- Adds a network of partners and stakeholders
- Can provide match and in-kind technical support
- Leverages support
- Open to innovative and creative ideas as well as a “holistic” approach to development
- Enhances sustainability and partnership with local leaders and ownership by governments

Working with the Private Sector – Issues to consider

- Sharing a common vision
- Need to learn industry culture and mindset
- Time is needed to develop relationships, being involved in networking before commitments
- Modest amounts of funding – especially at start
- Involve the private sector as a partner not just a donor
- Media coverage

Youth Lead the Way

And CLASSE makes it possible

From Here

to

Here



Winrock Partnerships in Côte d'Ivoire

U.S. Department
of Labor



MARS, INC

PURDY

Ministry of Education
Cote d'Ivoire

Norwegian Association
of Chocolate
Manufacturers

Cloetta Fazer of
Finland