

INNOVATIVE VOLUNTEERISM:

A Model for driving Climate Action,
Creating Wealth and developing Self,
Country and Continent



Wealth creation

**POWERED
BY**



EBAFOSA
Ecosystem Based Adaptation for
Food Security Assembly

PART 1

Summary of the model

The underlying motivation of Innovative Volunteerism is inspiring purpose driven action among Africa's sovereign capital – its people and especially the youth, to leverage what they have – their skills, talents & ongoing initiatives – in a collective way and tap opportunities inherent in Africa's challenges through the lens of clean energy powered agro-industrialisation. The end being inclusive wealth creation.



Key Messages

The key messages to inspire this action;

- ▶ show them that challenges are opportunities ~ the \$48 billion annual losses along Africa's agro-value chain are an opportunity to tap into a potentially \$1 trillion economy and create enterprises in multiple sectors – in agriculture, processing, clean energy, transport, ICT, marketing, finance etc., by bridging these gaps along the entire continuum. Such enterprises across multiple sectors is the essence of inclusive wealth creation especially for the youth.
- ▶ They already have what it takes to tap these opportunities (their talents and skills)
- ▶ Tapping this is premised upon a set of value that they must exercise which goes beyond aptitude (selfless partnerships, reading to continuously improve skills etc.)
- ▶ They are not on their own as they will be guided throughout
- ▶ They stand to benefit immensely ultimately creating their own enterprises and build partnerships and networks
- ▶ The first step is registering as innovative volunteerism volunteers

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PART 2

Why Innovative Volunteerism

Of all the components of capital – human & material – human, i.e. people and the skills, talents, ongoing initiatives they represent, is the most critical. However African development is almost extensively & intensively crafted around material. It is mostly about lists of pilot projects & accompanying budgets – and not always about tapping into people as the primary capital to drive the development of their nations & continent. Human capital, the people and the skills, talents, ongoing initiatives they represent - has largely been assumed – and plays second fiddle to material resource intensive development. As a result, Africa's development is limited by the amount of budgets governments can raise – not by the potential of its citizens. It is limited to the priorities defined by those who finance the development – not by what the continent needs to do to become globally competitive. The result has been a perpetuation of dependency, as what would otherwise be Africa's principle capital its people, shift responsibility of development and become dependents & a liability. Changing this scenario requires a mindset change among the people from seeing themselves as dependents to a people that is responsible for their own development. And by this, unlock this latent capital. In Africa, over 60% of the population – an estimated 720 million persons, are youth, and they represent the sovereign capital that urgently needs to be tapped.

Innovative Volunteerism is to trigger this mindset change and tap this sovereign capital as the source and driver of development in the continent.



PART 3

What is Innovative Volunteerism

It's logic draws from its purpose. Innovative Volunteerism is structured guidance & inspiration to Africa's sovereign capital, its people, and especially the youth, to trigger them to purpose-driven actions, leverage their skills, talents, interests and ongoing initiatives as the premium to build mutually beneficial & complementary partnerships with the end goal of closing gaps along the agro-value chain by sustainably industrialising it using clean energy. In the process, they benefit by creating enterprises while drive climate action, implementing the SDGs and solving major developmental problems in the continent.

An agro-value chain powered by clean energy stands out as the most catalytic area to creating these enterprises and is therefore at the core of the Innovative Volunteerism logic.

It is catalytic for two reasons; first, Africa holds a comparative advantage in these areas of clean energy & sustainable nature-based agriculture in terms of natural endowment compared to the rest of the globe; second, they are economically inclusive engaging a majority in the continent. The implication is that maximising earning potential in these areas will create income opportunities for the majority to enhance inclusive wealth creation. Third, provide the shortest route to solve multiple challenges – climate & socioeconomic- in one go.

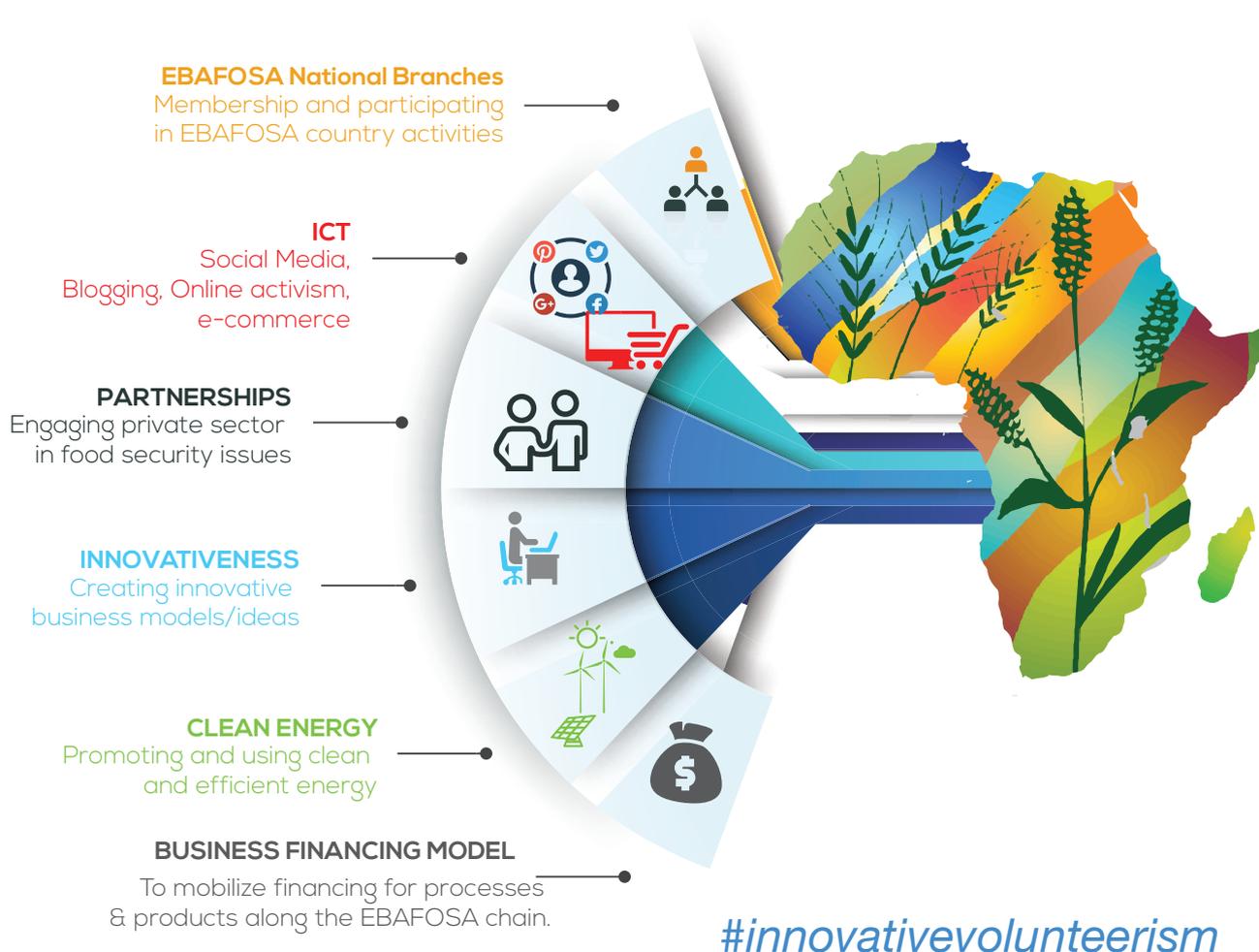
On endowment – consider clean energy- the best solar resource in the entire globe is in Africa. If agriculture, up to 65% of the worlds arable land is in Africa. We have more than enough water. What are we doing to make this global advantage give us the lead over other countries? As an example, in Kenya, linking solar driers to tomato farmers will be converting \$20 million worth of postharvest losses (PHLs) every year just into enterprise opportunities. In Nigeria, Africa's second largest tomato producer, such an approach will be unlocking \$15 billion each year in recouped tomato PHLs. If maize, then we are talking of \$200 million in Kenya alone. If we are to prioritise and make sure we can make this globally competitive, this figure could easily triple. If we consider Africa, we are talking of recouping \$48 billion each year in multiple value chains.

On solving multiple challenges at once – a solution in recouping postharvest losses will spark a chain reaction of solutions in multiple areas. First, it will mean better health as better nutrition is the first line of defence against diseases. Eliminating losses means more food available to nourish more people. Second, decentralising clean energy to add value to agriculture brings in manufacturing- which will create jobs & put more money into people pockets. With more money, people can afford better housing in areas of their choice & better healthcare as well. This is a cascade of benefits achieved through the entry point of just two sectors – clean energy & nature-based agriculture.



PART 4

The EBAFOSA Inclusive Framework entry point



EBAFOSA provides the framework for innovative volunteerism / the structured partnerships above. It provides a convening platform where youth and other established professionals willing to drive climate action and see Africa accelerate its development with diverse skills, talents, ongoing initiatives are guided to forge partnerships with complementary actors and target closing specific gaps in the clean energy powered agro-value chain in a manner that they will also benefit. These engagements are classified into pillars based on the competencies, interests, ongoing work of these actors. The pillars address key bottlenecks including decentralising clean energy to power agro-value chain; establishing market incentives to ensure produce gets a market; innovative financing to ensure affordability, market driven financing of enterprises along the continuum; efficient linkages to market leveraging on ICTs – web & mobile apps and a policy pillar to ensure coherent policy implementation across the different complementary sectors to enable operational coherence & alignments to drive all the other pillars.

PART 5

The engagement areas

these cover the entire agro-value chain. Key action areas include;

- a) mobilising **farmers & other agro-value chain actors** and sensitising them of the need of clean energy solutions (especially solar driers, solar fridges etc.) to add value & preserve their produce for better returns. This mobilisation is by value chain, especially those that can best be served by solar driers – rice, fish, onion, tomato, cassava among key ones. Can also target those operating through saccos. The sensitisation message to mobilise this demand market is to;
 - ▶ - inform them of the advantages they stand to gain from the clean energy systems – especially solar driers. Which is, they preserve their produce for longer, avoid rushed selling and only go to market when the prices at the peak. Also, that they stand to maintain quality of their produce to ensure to can fetch lucrative market prices,
 - ▶ - informing them that they will be linked to the most affordable and quality clean energy solutions;
 - ▶ - inform them that their quality produce will be linked to markets;
- b) mobilising **clean energy actors** – those offering solar driers, solar fridges and other clean energy solutions, negotiating discounts (up to 20%), with them in exchange for a ready market – the agro-value chain actors above. Part of the discount (10%) can be used for facilitation and the other 10% passed on to the farmer / agro-value chain actor;
- c) mobilising **agro-markets**- especially hub markets in urban and rural areas both open markets as well as supermarkets. Focus can be on those who can buy in bulk. Specific action entail mobilizing stall owners in markets / supermarkets near your area, establish the value chains they need produce in, negotiate supply prices and relay info back to the mobilized farmers. Agree on a price that includes a 10% mark-up for facilitation.
- d) Mobilising **Agro-processor Interactions** to ensure agro-value actors can get affordable, quality agro-processing equipment & services, and an expanded market enterprise opportunities.
- e) Mobilizing **Transport and Logistics Services** to ensure agro-value actors can get affordable, quality transport services ranging from boda-boda to commercial transportation and an expanded market for transport business.
- f) Mobilizing youth people to register in the EBAgroPamoja **Agro-Industrialization E-Academy**. This is the biggest opportunity to nurture young people with the rightful skills. This is the only to go place where skills the youth are nurtured. Youth get trained to tap enterprise opportunities for wealth creation along the entire clean energy powered agro-industrialization continuum.
- g) **Mobilized Nature based** fresh and processed agro- producers so they can advertised their produce on EBAgroPamoja and an expanded market for your fresh and processed agro- produce.

PART 6:

What You Need

Your availability, coupled with the following;

- Your skills** – all an actor needs to do is position themselves- study a value chain of choice, determine the gaps & proceed to refine skills towards bridging the gaps. All skills fit. What matters is aligning the skill with an area of interest along the agro-value chain – be it at farm level production dynamics including supply of inputs, post-farm gate actions such as clean energy powered processing, transport / logistics, marketing etc.,
- Partnerships** – identify likeminded youth & actors with complementary skills, abilities & initiatives, forge market partnerships and start addressing the gaps.
- You will be guided** – actors who forge collaborations leverage on free technical guidance to engage their complementary skills and start supporting agro-value chain actors to close gaps – especially in accessing appropriate & affordable clean energy systems, transport/logistics, market access etc.

As an example, a youth who finishes school with a degree in anthropology- is guided to leverage on their refined research skills & meticulous attention to details that anthropology requires, to apply these to closing specific gaps in the agro-value chain by working with another youth with agribusiness skills & who understands value chains. And by collaborating, they identify their value chain of interest, map actors, establish their clean energy needs & other needs e.g. markets, transport etc., link them to potential solutions and in the cause of doing so, earn a commission while building networks and refining their skills to position themselves to creating an enterprise that taps a billion dollar opportunity while solving a continental problem. This could be you.

- It starts with a very simple step** – a journey of a thousand miles begins with one step. The first step to unlocking this world of opportunities is registering as an innovative volunteer and sharing on your area of interest and skills and we will contact you and connect you to your fellow innovative volunteers for collaborative work. Kindly register online at www.innovativevolunteerism.ebafosa.org and be guided towards making your skills matter in tapping immense development opportunities for self, country & continent.



PART 7

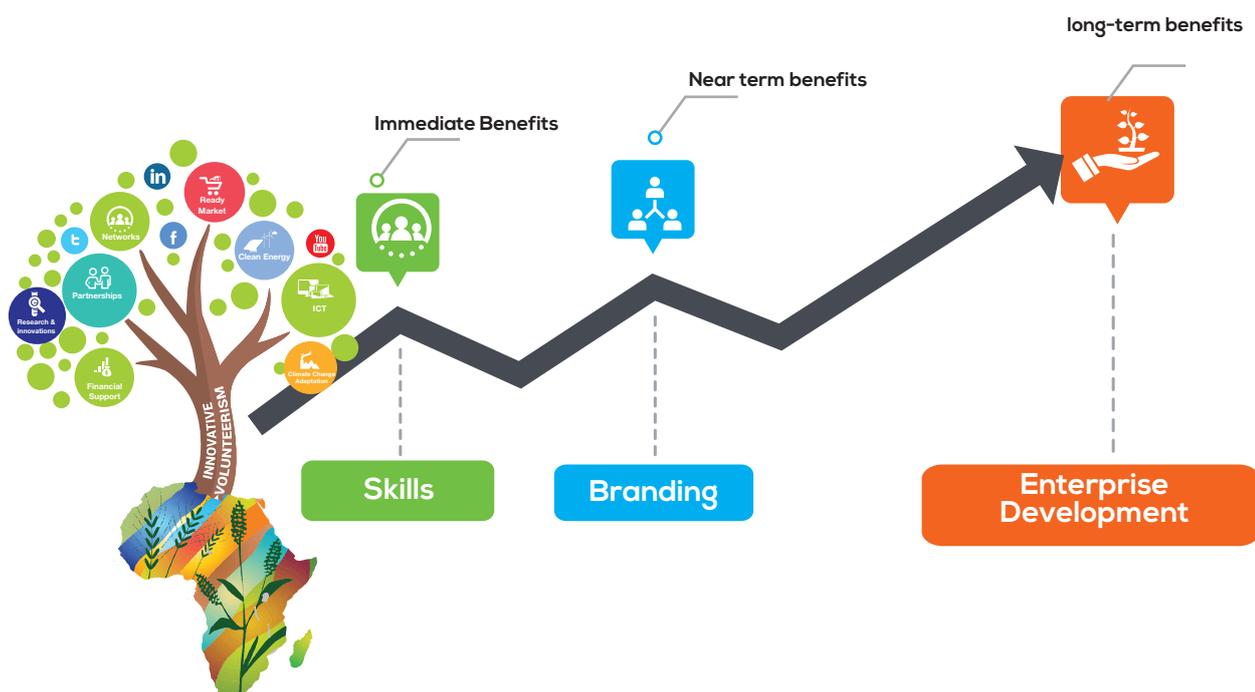
Innovative Volunteerism – the Benefits and Value Added-ness

Actors stand to benefit significantly as Innovative Volunteerism becomes part of their life purpose. They stand to be guided to refine their skills, discover and engage new interests by finding a preferred engagement area along the agro-value chain, building their profile and foment valuable partnerships and networks around it. This prepares them to start enterprises in a very lucrative area –worth \$1trillion dollars. And not just any enterprise but one that drives climate action, SDGs and solves a priority continental challenge that closes these value chain gaps. Enterprises that earn them money while solving a continental and global problem.

Immediate benefits: free guidance & skills transfer. Actors stand to be guided free of charge, to maximise application of their skills, discover new interests & hobbies in the many engagement areas along the agro-value chain, to tap opportunities in a lucrative area – one projected worth up to \$1trillion in Africa.

Near term benefits: free branding. As an Innovative Volunteerism Volunteer, the exercise of your skills is not in a vacuum. Rather, it is affiliated to and within the UN Environment EBAFOSA framework. EBAFOSA is growing into a brand of sustainable agro-industrialisation and this affiliation means they are well positioned to also build their own brands – a critical requirement for successful enterprise.

Long term benefit: enterprise development. Specifically, innovative volunteerism provides actors an opportunity to mobilize both demand & supply markets for their enterprises. With refined skills in a given area of interest along the value chain, actors leverage on the EBAFOSA Innovative Volunteerism as a brand to gain market validation, and on the fact that EBAFOSA already convenes multiple actors of the value chain to build their network of clients and partners to enable them to launch their own enterprise that closes agro-value chain gaps. An earning model for enterprises is also defined. At the lowest level, a youth just linking actors to supply & demand markets can earn commissions based on the negotiated discounts. For instance, on the linkage of agro-value chain actors to clean energy, a discount can be negotiated. Of which, a portion can be transferred to the farmer/agro-value chain actor while the remainder can be retained by the actor as commission. On the linkage of farmer produce to markets, an actor can proceed to mobilize bulk buyers both retail & wholesale, public market stalls as well as supermarkets, establish their produce needs, negotiate the highest price they can give then link back to the farmers and negotiate a selling price that factors their commission.



PART 8:

Success stories

Steffi – Kenya: through the spirit of Innovative Volunteerism she has leveraged on her marketing skills to forge collaborations with youth with complementary skills in ICT & clean energy and together have come up with an enterprise – EBAgroPamoja Africa. EBAgroPamoja is conducting due diligence to link agro-value chain actors to clean energy solutions & markets and in the process filling a niche gap of reducing postharvest losses

Dennish and Erick – Kenya: these two have leveraged their research skills & time and are being guided in mobilising agro-value chain actors who can then be linked to clean energy & market solutions. Through their dedication, they are forging crucial networks with grassroots farmers who need this clean energy & markets. They are learning on how to apply clean energy for agriculture. Cumulatively, this is preparing ground for them to start their own enterprises

Anthony – Kenya: looking at the hopelessness and lack of empowerment the Kenyan youth are going through, he needed a tool, a voice and a message that would help him connect the dots. After reading the Book “Making Africa work through the Power of Innovative Volunteerism”, he found his answer. He realised the problem was not lack of material rather it was lack of specialized skills amongst his fellows. Together with other volunteers through EBAgroPamoja he started the conversation spreading it via social media to all youth groups. And he has truly found his voice as more Kenyan youths are starting to embrace the power of Innovative Volunteerism. He is now learning on how to apply clean energy for agriculture. Cumulatively, this is preparing ground for him to start his own enterprise. According to him he says “We can only trade with what we have not what we wish we had. If we can nurture our human resource, we can eradicate hopelessness as we shall be selling unique products as each of us is unique. If public management could rely on the ideology of Innovative Volunteerism, we can attain 100% transition into self-independence. That is what is envisaged in innovative volunteerism”

In Kenya, the PHLs market to tap is worth \$500million every year.

Makinwa – Nigeria: he has availed himself and is now being guided to leverage on his off-days from work to mobilise agro-value chain actors who need solar driers and negotiating to link them to most affordable clean energy solutions. As a result, he has established a niche in the fish value chain and is building networks and a profile to convert this off-day hobby into an enterprise.

In Nigeria, the PHLs market to tap is worth \$9 billion each year.



PART 9:

Motivating Consistency

Embrace Reality

- ▶ Leadership is not about political positions, it is not about what politicians do or don't do. It is about you as an individual working with passion & selflessly, towards creating solutions to challenges facing your country & continent and touching lives in the process. This is what you need to always remember.
 - ▶ know that we as individuals, communities, countries & continent are not doing this world any favours by our mere existence if we do not contribute to something useful and something that touches others' lives. This is a challenge as well as a motivation to succeed in doing what is right . And if you do what is right and create solutions, you become relevant and matter. This applies equally to our individual lives, to our countries & the African continent and the world as a whole. Doing so guided by values of humility, dedication, passion, diligence and the hunger to learn and grow. So, let us shun victimhood & shallowness & start creating solutions. We can create solutions that service the agro-value chain as an opportunity worth \$1trillion that we can tap & build enterprises. Focus on this, not only politics & politicians. And to succeed, work selflessly with others of same mindset, not alone. Be guided by values not treachery & greedy vices. This is how we can matter & make our countries & Africa matter more to the world.
 - ▶ One foundational aspect, that needs to be appreciated is that youth across the continent have been socialised & accustomed to being dependent, rather than take responsibility. To them, it is the responsibility of government to give them a job. The sooner people realise that governments exist to create an enabling environment & that when it comes to seizing opportunities for development, it is up to the people and their Maker; the better. This message of mindset change is what we are saying. To break it down, the youth must now do four things;
 - a) **first** is leverage their skills as most crucial and work to constantly improve them;
 - b) **second**, work collectively & not in silos and always embrace collectivism not individualism, selflessness and not selfishness
 - c) **third**, stop complaining. Realize that if you have time to whine and complain about something then you have time to do something about it. Shun these everyday habits that might be draining your energy- complaining and gossiping all the time& focus on these two aspects to tap the agro-value chains.
 - d) **Fourth**, Life is an adventure of decisions and we all must make one. You either DECIDE TO or DECIDE NOT TO. Hold on to hope today and use your life to touch others' lives regardless of where you come from and what you are doing. Embrace #InnovativeVolunteerism and touch lives as you change your life for the better.
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This is new. The youth of Africa are suddenly being called to take responsibility for their future by starting with what they have – which is themselves, their skills & talents. Not only looking to government alone. They are being called to be solutions providers, not only looking to government for solutions. This is something the youth are not fully accustomed to or have been told & guided towards and so questions & doubts will arise. But the response is to point them back to this route of responsibility which anchors on #InnovativeVolunteerism.

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