



# CALL FOR APPLICATIONS

**“Networks, coordination  
and strategies for sustainable  
inclusion of youth in rural  
development initiatives”**

*Learning and Change Initiative for inclusion  
of young protagonists of rural development*

*El Salvador and Colombia  
November 6-15, 2016*

# Context



## Strategies for rural youth

### Why learn and innovate strategies for Rural Youth?

Today the rural world needs young people to face current and future challenges, especially in the context of agricultural and food production necessary for a constantly growing world population. However, working with youth implies not only efforts in terms of investment, but a change of approach to rural development, emphasizing the current potential and the proposals and ideas of young people themselves.

Investing in rural youth is a priority for overcoming rural poverty and achieving food security through remunerative, sustainable and resilient means of livelihood (Strategic Framework of the International Fund for Agricultural Development-IFAD, 2016-2025). However, there are few incentives and significant barriers remaining for young people to develop their life projects in the field, becoming a non-integrated potential to the development of rural areas.

Much of rural youth living in poverty have scarce and precarious work insertion, limited access to education and social services, strong restrictions on access to land, natural resources, productive and financial assets, thus limiting their ability to take on agricultural and non-agricultural fields. This unfavourable context drives much of the rural young people to migrate to urban centres, often unable to offer opportunities for generating decent income, then getting inserted into even more vulnerable environments.

However, there is growing awareness of the need to integrate young people both for its population significance<sup>1</sup> and its capacity for innovation and commitment to the development initiatives. Youth as carriers of valuable human capital, both for its higher educational levels and its better acceptance of change, have an enormous potential to revitalize the countryside and agriculture. The agenda to achieve the Sustainable Development Goals (SDG), meanwhile, have established the importance of actively involving young people as protagonist in the construction of sustainable development strategies. Therefore, it is increasingly important to strengthen the agency and incidence of young people towards their demands and interests, integrating them to the designing of proposals for rural and territorial development, assessing their skills and enhancing their leadership.

According to this perspective, since 2008, the PROCASUR Regional Corporation, with the support of the International Fund for Agricultural Development (IFAD) and various public and private partners, has worked to identify, disseminate and strengthen outstanding experiences and good practices for the inclusion of rural youth in Latin America and other regions. In the last period, through the Rural Youth Entrepreneurship Programme<sup>2</sup> (2012 - 2016) PROCASUR and IFAD have helped to generate and disseminate learnings and solutions to the barriers hindering thousands of rural youth to develop their skills, recognize their social value and promote their economic development, for their families, communities and territories.

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<sup>1</sup> The age segment of 15 to 24 covers almost one in five people in developing countries. In Africa more than 200 million people are in this age range. In Latin America and the Caribbean, about 110 million people are young and a quarter of them live in rural areas, representing 25% of the rural population.

<sup>2</sup> During its four years of implementation, the PJRE helped to expand capacity and deliver new tools to 4,461 young rural people (men and women) and 278 technical representatives and executives of 36 IFAD projects in Latin America and the Caribbean, and it has also provided technical assistance and funding for the establishment of actions, mechanisms and specific services for Rural Youth (RY) in 9 IFAD projects in Brazil, Colombia, El Salvador, Haiti, Peru and Venezuela, achieving significant progress in terms of inclusion of the RY in the projects cycle. [\[see more\]](#)

Through various strategies, the program achieved to generate significant impacts on youth inclusion. In Colombia the formation of a Technical Council with participation of multiple public and private bodies for the coordination of the offer and the dialogue with rural youth was promoted. The recognition of the National Network of Rural Youth at a public policy<sup>3</sup> level was supported, mobilizing the support of the Ministry of Agriculture and Rural Development (MARD) and the National Learning Service (NLS) for the creation and revitalization of Local and Regional Hubs. Through joint work with the Association of Young Entrepreneurs - ASOJE, more than 40 local hubs have been promoted and strengthened in the network nationwide.

In El Salvador, together with MAG-IFAD projects, mechanisms were developed to support youth entrepreneurship within their operational frameworks and with project resources, incorporate relevant criteria for assessing business plans of rural youth, form a National Network of rural youth legally constituted as an Association AREJURES (Integral Association of Rural Youth Networks of El Salvador) and recognized as a platform for youth advocacy by the relevant institutions and organizations in the field (Ministry of Agriculture, National Institute of youth-INJUVE, International Plan, World Vision, among others) and create a National Council of Indigenous Youth of El Salvador - CONAJIS.

From these learnings and partnerships for rural youth, it is possible to distinguish strategies that have been effective in expanding access and participation of rural youth in development processes and policies including: the processes of political **empowerment, participation and advocacy** of rural youth towards their demands and needs, strengthening partnership and networking among rural youth work and the creation of **spaces interagency and public-private juncture** that articulate institutional dialogue and offer around rural youth and their specific demands.

Under the above, and considering the interest and demand for knowledge, skills and solutions on this issue indicated by the IFAD projects in Latin America and the Caribbean (LAC) and at regional and global level, the implementation of the **“Networks, coordination and strategies for sustainable inclusion of rural youth in rural development initiatives” Learning Route** has been scheduled based on the experience of Colombia and El Salvador, as a space for exchanging experiences, dissemination of good practices and feedback between technical teams and key agents, contributing to the analysis and construction of effective strategies for social and economic inclusion of young people in rural development.

## Promoting learning and changes for rural youth

This **Learning Route is part of a Learning and Change Initiative for the inclusion of young protagonists of rural development**, driven by PROCASUR and IFAD under the STooSI Program *“Strengthening skills and Tools to Scale and spread Innovations”*. [See brochure](#)

<sup>3</sup> CONPES (National Council for Economic and Social Policy, Colombia) No. 173 “Guidelines for the creation of opportunities for young people” in July 2014.

# Maps

## El Salvador



## Colombia



# Learning route

## Objective

The **objective** of this initiative is to promote the “diffusion, appropriation and staging of good practices and innovative solutions to improve the inclusion of young people in IFAD and its institutional partners operations” in the territories of influence of LAC and Africa (West and Central Africa – WCA and East and Southern Africa – ESA). This learning initiative includes good practices and successful solutions implemented by a group of operations financed by IFAD and other relevant agents and institutions in LAC. The ability of the participants and their organizations to influence the effective social and economic inclusion of young people in rural development initiatives and policies will be improved through a series of learning activities.

This Learning Initiative begins with the completion of this **Learning Route**, where participating projects, institutions and organizations can learn the experiences of El Salvador and Colombia in strengthening rural youth networks, their action strategies, impact and coordination at various levels, directly in the field and in dialogue with its protagonists.

Also, a set of ex ante and ex post activities will be developed aimed at strengthening the processes of diffusion, appropriation and adaptation of tools and solutions to different contexts, spaces and operating conditions of IFAD projects and other programs interested in improving the effective inclusion of young people as key actors in rural development.

The **Learning and Change Initiative for the inclusion of young protagonists of rural development** will promote collaborative learning and technical assistance processes between IFAD projects and participating institutions, local champions and key actors of outstanding experiences, accompanying the innovation-learning-staging process carried out by the participating projects and institutions.



# Learning route

To this end, the participating teams will be involved in the following experiences:



## 1. Ex ante the Learning Route

- a. Access to a **specialized digital library** with material and links of interest on the subject, as well as Route's technical papers and case studies;
- b. Support for the development of a brief self-diagnostic on rural youth inclusion in their operations and identification of potential areas of incorporation for the proposed solutions;
- c. Support for the development of a **poster** to be presented to all participants in the Experiences Fair space during the Route's first day;
- d. Participation in an **on line workshop** [webinar] including specialists and relevant experiences, aimed at bringing applicants teams to rural youth approach and to analyse together potential spaces and interests to focus the work during the Learning Route.



## 2. During the Learning Route

- a. Spaces for **dialogue, learning and sharing in the field with the key agents and young leaders from each of the cases selected** from the experiences of El Salvador and Colombia;
- b. Thematic and contextualization panels with actors from the institutional environment and experts from host countries;
- c. **Guided activities of analysis, experience exchange and feedback** between Route's projects and teams;
- d. Accompanying the development of an **Innovation Plan (IP)** with the aim of: (i) Identifying problems to be solved back in their country / project / community; (ii) Proposing a plan with possible strategies to solve these problems through the exposure received during the Route of successful practical solutions implemented by actors in similar conditions, and; (iii) Identifying potential activities for ex post, including accompaniment.



## 3. Ex post Learning Route

- a. **Documents Set with results and lessons derived from the Route**, including technical and audio-visual report;
- b. Participation of **Community of Practice on line**, facilitating networking for the exchange of information and good practices on rural youth issues;
- c. **Technical support by PROCASUR for dissemination, implementation and monitoring of Innovation Plans**, including as possible activities: internships, exchanges, fairs, technical assistance from local champions and/or specialists, participatory and/or training workshops, systematizations and/or case studies, political dissemination and advocacy actions, among other potential ones to be defined in conjunction with the project and institution.

Detailed accompaniment to each Innovation Plan will be defined with the participants, under a co-financing mechanism and depending on available resources. Plans to be accompanied shall be defined in conjunction with IFAD and according to criteria such as relevance, commitment, feasibility and impact.



## Learning

### **“Networks, coordination and strategies for sustainable inclusion of rural youth in rural development initiatives”**

This Learning Route points to **learn strategies and innovations for the effective inclusion of young people in rural development policies and initiatives, including promotion and strengthening of youth networks, institutional coordination and enterprises development**, from dialogue and feedback with technical teams, allies and young leaders involved in major initiatives in Colombia and El Salvador.



## Themes and experiences

During the “Networks, coordination and strategies for sustainable inclusion of rural youth in rural development initiatives” Route mechanisms and innovative strategies will be shown that have implemented good practices proven successful to achieve the incorporation of rural youth in development initiatives for their territories.

From the experiences of MAG - IFAD projects (PRODEMOR CENTRAL, PRODEMORO and AMANECER RURAL) and AREJURES Network in El Salvador, and the National Network of Rural Youth and the Committee of public-private inter-institutional coordination in Colombia, it will be possible to distinguish strategies and tools noted for their effectiveness and impact in economic, social and civil inclusion of the rural youth, namely:

- i. the construction, revitalization and strengthening of rural youth Networks as empowerment and advocacy strategies;
- ii. the creation of boards or spaces of regular institutional coordination to meet the demands of young people and intergenerational dialogue;
- iii. the development of financial instruments and ad hoc technical assistance to support youth enterprise development, and
- iv. the design of tools for mainstreaming rural youth approach in rural development projects.

# Hosts experiences

Specifically, we will learn on support and inclusion of rural youth from the following experiences:

Case Name	Key Subjects	What can we learn from this experience?
<p><b>The effective inclusion of young people in MAG-IFAD Projects in El Salvador: PRODEMOR CENTRAL, AMANECER RURAL Y PRODEMORO</b></p> <p><i>Territories: East, West, Central and Paracentral Area of El Salvador.</i></p>	<p>Mainstreaming Youth approach in IFAD Projects -</p> <p>Supporting the generation of indigenous youth networks.</p> <p>Youth entrepreneurship promotion mechanisms.</p>	<ol style="list-style-type: none"> <li>i. Specific strategies for youth inclusion in Rural development projects action, both through affirmative action and awareness within Farmer Organizations, as from specific mechanisms aimed at empowering rural youth in the territories of influence.</li> <li>ii. The process of supporting the creation of local, regional and national networks, inclusion of young agents in grassroots organizations, formulation of productive projects and access to seed capital, support the creation of indigenous youth Committee.</li> <li>iii. Mechanisms for supporting the development of youth entrepreneurship, including resource allocation mechanisms [CLAR], affirmative action and learning fund, young local agents, “sponsorship” and intergenerational dialogue in rural organizations.</li> <li>iv. Strategies to support indigenous youth and cultural rescue and recovery with youth leadership.</li> </ol>
<p><b>Asociación Integral de Redes Juveniles Rurales de El Salvador –AREJURES</b></p> <p><i>Territories: East, West, Central and Paracentral Area of El Salvador.</i></p>	<p>Management, promotion and strengthening of youth networks at local, regional and national levels;</p> <p>Creation of strategic alliances with relevant agents and exchange of experiences for youth empowerment.</p>	<ol style="list-style-type: none"> <li>i. To know and analyse the experience of youth organization in rural areas of El Salvador, identifying good practices, key success factors, obstacles, lessons learned and future challenges.</li> <li>ii. To reflect on the motivations and effective achievements that young people have achieved through this process of network coordination.</li> <li>iii. To analyse the potential of networks to facilitate the generation of youth leadership and influence in policy and management dialogue spaces of rural areas.</li> <li>iv. To identify the potential for inter-institutional coordination for the development of actions for rural youth</li> </ol>



# Hosts experiences

<p><b>Red Nacional de Jóvenes Rurales de Colombia</b></p> <p><i>Territories: 20 departments of the country</i></p>	<p>Management, promotion and strengthening of youth networks at local, provincial and national levels;</p> <p>Creation of strategic alliances with relevant actors</p>	<ul style="list-style-type: none"> <li>i. To know and analyse the experience of youth organization in rural areas of Colombia, identifying good practices, key success factors, obstacles, lessons learned and future challenges.</li> <li>ii. To reflect on the motivations and effective achievements that young people have achieved through this process of network coordination.</li> <li>iii. to analyse the potential of networks to facilitate the generation of youth leadership and influence in policy and management dialogue spaces of rural areas.</li> </ul>
<p><b>Interinstitutional platform for rural youth support in Colombia</b></p> <p><i>Territories: Nationwide, Colombia</i></p>	<p>Coordination and articulation of the actors involved in the rural youth subject</p> <p>Policy and regulatory framework dialogue for effective support to rural youth</p>	<ul style="list-style-type: none"> <li>i. To identify potential key factors and facilitators of inter-agency coordination to develop actions for rural youth.</li> <li>ii. To identify and reflect on good practices, lessons and challenges regarding coordination of actors and institutions at various levels.</li> </ul>



# Operational information



## Dates and territories

“Networks, coordination and strategies for sustainable inclusion of rural youth in rural development initiatives” Learning Route will take place from 6 to 15 November 2016 in rural areas of Colombia and El Salvador, starting in the city of San Salvador and ending in the city of Bogota.



## Participants profile

This **Learning Route is part of the implementation of the Learning and Change Initiative for youth inclusion as protagonists of rural development.** This Call for Applications is addressed to IFAD projects, institutions and allied peasant organizations in the LAC region and other regions interested in learning, adapting and implementing solutions for the inclusion of rural youth in their actions.

In order to facilitate the development of concrete actions designed from collective learning and with participation of most of the relevant territorial actors of rural development projects, **involvement of mixed teams formed by two to four (2 to 4) representatives is promoted, including the following profiles:**

- A representative from the **technical team or management of IFAD projects or similar organizations** with experience and interest in leading youth inclusion actions, and maintaining relevant links at a component and/or action strategies level of potential or effective projects for youth work;
- A **leader of farmers or rural organizations** relevant for the projects action or of a similar organization, with interest in supporting the design and implementation of concrete actions for youth inclusion.
- A **young leader** between ages of 18 and 30 with influence on decisions taking in a peasant organization with significant representation of young people, connected to his institution project actions, and with interest in promoting the design and implementation of specific actions for youth inclusion in its organization and territory.
- A representative from the **project’s executing agency or relevant others**, interested in supporting the design and implementation of actions aimed at improving the inclusion of youth in its operation..

**The Call for Applications is open to all project teams with IFAD financing, its allies and other institutions and organizations interested in advancing to improve and enhance the sustainable inclusion of young people in their strategies implemented in rural areas of Latin America and the Caribbean and Africa.**

**Gender balance** in teams of applicants and the inclusion of young women leaders will be positively valued at the time of selection.

# Operational information



## Funding and grants

The Learning Route has a total enrollment cost of USD 3,200 including the following services:

- Operational Assistance before and during the Learning Route.
- Payment of talents and experts, trainers, translators and interpreters<sup>4</sup>.
- Accommodation in three-star hotels, or similar depending on the existing hotel supply in the towns visited
- Three meals and two snacks (no alcohol).
- Internal transportation during the Learning Route, including transfers to and from the airport.
- International transportation during the Learning Route: San Salvador-Bogotá-San Salvador (according to the return connections of each participant)
- Travel insurance during the 10 effective days of the program.
- Translation and simultaneous interpretation as needed.
- Educational materials.
- Technical assistance and educational facilitation of various preparation, implementation and monitoring Route's activities.

### **In addition, each participant must cover:**

- Round trip costs (air and/or ground) from its place of origin to San Salvador (El Salvador) arriving on Saturday November 5, and returning from Bogota (Colombia) on Tuesday November 16.
- Cost of visa procedures, permits or other required immigration documents for countries to be visited during the Route (coordination will provide letters of support from the host institutions in each country, booking information and others necessary to facilitate visa procedures; however, these procedures are exclusive and personal responsibility of each participant and country team).



## Grants

PROCASUR and IFAD have a limited number of PARTIAL GRANTS for co-financing the participation of mixed teams that demonstrate experience and interest in developing and/or including specific actions in their operational plans for the inclusion of youth in their territories. The allocation of grants will be coordinated with each applicant team, IFAD and Procasur.

**The Grant Fund will be allocated according to priority and demand following the results of the application and selection process.**

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<sup>4</sup> The official language of the countries to be visited during the Learning Route is Spanish, however, simultaneous translation services will be provided, depending on the needs of the selected teams.

# Operational information



## Application Process

To apply to this Learning Route please complete and submit the Application Form until **Friday September 30, 2016** to email: **krees@procasur.org**

We encourage early submission of applications and we will be happy to provide more information on the Learning Route and guide you during the application process.

### Contact us!

For more information about this or other activities made by PROCASUR, please write to:

- Andrea Esquivel  
**aesquivel@procasur.org**
- Rita Borquez  
**rborquez@procasur.org**

To learn more about Procsaur and rural youth visit:  
<http://juventudruralemprendedora.procasur.org/>



# Schedule



## Preliminary Schedule

El Salvador and Colombia, November 6-15, 2016

Date	Time	Activity	Place
<b>Saturday November 05</b>	All day	Reception of the participants at the airport and transfer to the Hotel in San Salvador	San Salvador, El Salvador
<b>Sunday November 06</b>	9.00-13.00	Learning Route Induction Workshop	San Salvador, El Salvador
	13.00-14.00	Lunch	
	14.00-17.00	Experiences Fair and Innovation Plan Workshop	
	19.00-20.00	Dinner	
<b>Monday November 07</b>	8.00-13.00	Introduction to Program in El Salvador and contextualization Panel (MAG, INJUVE, AREJURES, IFAD, FUNDESYRAM)	San Salvador, El Salvador
	13.00-14.00	Lunch	
	14.00-16.00	Exchange of experiences meetings (IFAD projects teams, youth - allied actors) Visit to the Young Entrepreneurs Fair	
	19.00-20.00	Dinner	
<b>Tuesday November 08</b>	8.00-18.00	Visit to Case 1: Mainstreaming rural youth in IFAD projects.	To be confirmed, El Salvador
	20.00-21.00	Dinner	
<b>Wednesday November 09</b>	8.00-16.00	Visit to Case 1: Mainstreaming rural youth in IFAD projects.	To be confirmed, El Salvador
	17.00-18.30	Case 1 analysis workshop	
	19.00-20.00	Dinner	
<b>Thursday November 10</b>	8.00-16.00	Visit to Case 2: Integral Rural Youth Network Association of El Salvador (AREJURES)	To be confirmed, El Salvador
	17.00-18.30	Case 2 analysis workshop	
	19.00-20.00	Dinner	
<b>Friday 11 november</b>	All Day	Transfer of all participants to Bogota, Colombia	San Salvador- Bogotá
<b>Saturday 12 november</b>	8.00-19.00	Visit to Case 3: National Rural Youth Network of Colombia	La Dorada, Colombia
	19.00-20.00	Dinner	
<b>Sunday 13 november</b>	8.00-18.00	Resuming Case 3: National Rural Youth Network of Colombia	La Dorada, Colombia
	18.00- On	Transfer to Bogota	

# Schedule

<b>Monday 14 november</b>	8.00-14.00	Panel of experiences: Inter Platform support rural youth in Colombia	Bogotá, Colombia
	14.00-15.00	Lunch	
	15.00-18.00	Thematic discussion tables: Youth and rural finance, intergenerational integration in peasant organizations, strengthening youth leadership.	
<b>Tuesday 15 november</b>	8.00-11.00	Closing workshop: lessons learned and challenges to follow	Bogotá, Colombia
	14.00-16.30	Innovation Plans Fair and feedback panel	
	16.30-17.30	Route's Evaluation and Official Closing	
	19.00-20.00	Dinner	
<b>Wednesday 16 november</b>	All Day	Participants return to their homes	Hotel-Airport



Procasur Corporation is a global organization specialized in harvesting and scaling-up homegrown innovations. The organization's mission is to foster local knowledge exchange to end rural poverty. By sharing innovations through customized local knowledge-management tools and methodologies, the organization connects global institutions with local talents, providing the structured learning platforms necessary to spread innovation. Procasur has facilitated learning opportunities in over 30 countries in Africa, Asia, and Latin America and the Caribbean, affecting the lives and livelihoods of thousands of rural talents across the globe. To learn more, visit [www.procasur.org](http://www.procasur.org).

# Procasur

*Harvesting Innovations, Spreading Opportunities.*

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