



FOR UPWARD MOBILITY

## REAP FOR YOUTH

Youth in Africa's drylands face crippling levels of unemployment alongside inflation and persistent drought. Our youth-adapted approach known as REAP for Youth is designed to help youth escape extreme poverty and build lasting livelihoods. While the classic REAP model enrolls 100 percent women, REAP for Youth enrolls an equal number of men and women, ages 18-34. The overall timeline is condensed, with participants spending 12 months enrolled. This approach also provides enhanced business training, coaching, and business development services specifically designed for young entrepreneurs. REAP for Youth aims to enhance the economic inclusion of young people and build their resilience to shocks like drought, inflation, and insecurity.

## KEY IMPACTS



### Youth Employment

REAP for Youth aims to create sustainable youth employment through the establishment and maintenance of profitable enterprises.



### Community Lift

By running a business, receiving steady income, and gaining access to credit, loans and savings, enrolled youth will be able to support more than 7,200 other household members.



### Opportunity Growth

Their success within the program will also help youth perceptions and expectations of what is possible for themselves and will allow them to act as role models.

BOMA is tackling the root cause of unemployment and radicalization through REAP for Youth. The steps of this approach include:



TARGETING



TRANSFER



TRAINING



MENTORING



SAVINGS



LINKAGES



# A PATHWAY TO PROSPERITY

In Africa's drylands, young people are burdened with the harsh realities of unemployment, inflation, and drought, with few opportunities to break free from this vicious cycle. Youth comprise the majority of the African continent, with 60 percent of the population under the age of 25. In fact, nineteen of the top twenty youngest countries worldwide are in Africa (as of 2020). The World Bank estimates that youth account for 60 percent of the unemployed throughout the continent – a significant barrier to the resilience and upward mobility of young people.

Still, many countries in Africa – especially the arid regions where BOMA works – have struggled to meet the influx of young workers. Each year, 10 to 12 million youth compete for just 3.1 million jobs, leaving many unemployed. Though Africa's informal economy has historically been a major source of employment for youth, the sector was devastated by the COVID-19 pandemic and has yet to recover.

REAP for Youth has been piloted and refined through BOMA's Sustainable Entrepreneurship and Economic Development (SEED) for Vulnerable and Marginalized Youth program, launched alongside Smart Regional Consultants (SRC) in 2021. Supported by the county governments of Isiolo and Marsabit, SEED addresses the pressing issues of youth unemployment and radicalization in the region. Drawing on BOMA's extensive experience and established community partnerships, SEED equips pastoralist youth with the necessary skills and resources to establish sustainable livelihoods and lift themselves and their families out of extreme poverty.

The two-year SEED Project will empower 2,400 youth (18-34 years old, with an even proportion of men and women) to graduate from extreme poverty by establishing 800 youth enterprises. This will enable participants to have successful businesses, earn income, and access credit, loans, and savings. The program will also increase their capacity to influence 7,200 youth to acquire entrepreneurial skills for employment opportunities.

The first cohort of 1,200 youth was enrolled in early 2022 and formed 400 businesses with a KES 30,000 jump grant and mentor support. This cohort covering Isiolo, Marsabit, and Moyale graduated in Spring 2023. Since their enrollment, these young entrepreneurs have seen growing business values despite challenges from drought, inflation, and instability. The second cohort of 1,200 youth in Isiolo and Marsabit was launched in summer 2022, bringing the total number of SEED participants to 2,400.

"We started our shop after receiving a grant of 30,000 KES from BOMA," said Kabale Hawo Godana, a SEED participant who has launched an electronics enterprise in her town of Merti, Northern Kenya. "From the beginning, we were taught everything we need to know. While starting a business on a budget is challenging, it's not impossible. With careful planning, creativity, and hard work we have been able to grow what we've been given."

## BOMA'S MISSION

BOMA's mission is to provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises. Our vision is to see the end of extreme poverty in Africa's drylands by building lasting resilience to economic and environmental shocks.

## Contact Us

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