

“Youth Capacity Building Workshop on Project Development and Resource Mobilisation”

3-5 June 2019

Sunbird Capital Hotel in Lilongwe, Malawi





I. Introduction

The African Youth Commission (AYC) with support from International Organisation of Employers (IOE) organised a two-day capacity building workshop on project development and resource mobilisation. The capacity building which took place in Lilongwe, Malawi was in parallel with 43rd Annual Conference of IOE members from East, Southern and Central Africa. The objective of the training was to:

- Build the capacity of selected national consortiums to develop and implement sustainable projects within their respective countries successfully.
- Enhance the understanding of the consortiums (roles and expectations) among members in line with the AYC Strategic Plan 2018-2020)
- Encourage national consortium to align their in-country projects, programs and activities to the priority areas of AYC strategic plan,
- Inspire ownership and enhance the understanding of AYC strategic plan by national consortium members,
- Strengthen the resource mobilisation capacity of national consortiums to source the needed financing for their in-country projects and activities,
- Provide peer learning platform allowing national consortium members to share knowledge and experiences relating to implementation of AYC strategy at in-country level,
- Meet IOE general employers' and discuss how to ensure sustainability of in-country projects and activities of national consortium through partnerships at national, regional and continental levels,
- Enhance the advocacy, communication and networking skills of selected national consortiums to strategically advocate, effectively communicate and work together on developmental challenges facing their countries and the continent.

This youth capacity building session was organised in the context of AYC-IOE partnership to address employment and skills concerns of African youth. It was a follow-up to our joint side event on ‘The Future of Work and Jobs in Africa’, successfully hosted during 3rd AYC Pan-African Youth Conference on African Unity and Development held in Banjul on 23-27 March 2019.

II. Attendance

The workshop brought together 15 representatives of AYC leadership and its national consortiums from The Gambia, Nigeria, Cameroon, Kenya, Uganda, Tanzania and Malawi. The list of participants is available in Annex 1.

III. Opening and introductory session

The opening ceremony was moderated by **Mr. Kawsu Sillah the Executive Secretary, AYC**. He introduced members of the high-



table, invited guests, participants and trainers, and requested the event be started with individual prayers. In his introductory statement, he presented the AYC as an independent and self-organised Pan-African youth network founded by youth leaders to foster synergy amongst youth, provide a space and voice for youth and youth organisations to set and drive their own agenda. He said since its official launch in 2017, the AYC is today actively operating in 46 African countries through its national consortium structures of local based youth organisations. Before inviting the guest speaker, he gave a rationale behind the training, brief run-down of activities and the partner **IOE** that made the workshop possible.

Delivering his welcoming remark, **Mr. Dingiswayo Jere, Chief Executive Officer at National Youth Council of Malawi** thanked the AYC for coming to Malawi.



He expressed gratitude in representing National Youth Council as well as the Malawi Government at opening. **“It gives me so much pleasure to be given the opportunity to give these welcoming remarks at this important capacity building workshop on strengthening the capacities of consortiums in project development and resource mobilization.**

The role that Young people play in a nation’s development agenda cannot be overemphasized. They are Africa’s greatest treasure and a secret weapon to achieving its developmental dream. While the power that lies in the youth is undeniable, it is important for youth organizations to recognize and maintain existing structures, order and follow procedures. Such good efforts should not be thwarted or derailed by some self-serving individuals masquerading as youth advocates, who use such platforms to advance personal agendas. If the youth sector is to make impact, they have to work in unity like you have done by forming this consortium”, Mr. Jere said.

He mentioned that in Africa, there are many youth networks but the likes of AYC are rare to find. **“I have been following the good work of AYC for sometime now, and I must confess that you're providing the space and opportunities for young people to participate in decision making processes”,** he acknowledged.



He highlighted that, partnerships and working in consortiums is one way of promoting youth that are well coordinated and well equipped for optimal performance in these complicated and dynamic environments; therefore, close attention must be paid to equipping our young people with appropriate knowledge and skills to ensure that they are citizen-centric, action oriented, adaptive, communicative, and innovative, through teamwork and management of modern information and communications technology (ICTs) to introduce greater levels of efficiency and responsiveness in their work environments.

Developing such competencies and capacities is a task that has to be done collectively, and today we are here to benefit from such initiatives as AYC National Consortium members, Mr. Dingiswayo noted.

“I need not reiterate the importance of these things. The continent is marred with issues of corruption, poorly implemented projects, lack of holistic reporting as well as communication, I would say, they are the foundation for sustainable development. If we are to excel in making a difference now, today and for the next generation we need to deal with these inefficiencies.

We need a generation that resolute to be the change agent, for if we do not bring the change, we have failed the next generation. There is a Native American proverb, that says “We do not inherit the earth from our ancestors, we borrow it from our children” whatever we do today, we are defining what kind of Africa our children will live. When we mess up, we are gambling with our children’s future, the future we merely borrowed”, said Mr. Jere.

In conclusion, he urged the participants to take the workshop with the seriousness it deserved. **“To those presenting today, we are eager to hear and learn from you. I do hope that your good work and the outputs from the discussions of our workshop will become valuable inputs to bringing solutions to young people’s challenges”.**

Finally, he expressed his support for the AYC as well as his willingness to champion the formation of AYC consortium in Malawi.

Ms. Natalie Sonia Mukundane, AYC Executive Chairperson officially opened the workshop. She appreciated the collaboration and support of IOE, and thanked the Employers' Consultative Association of Malawi (ECAM) and National Youth Council of Malawi for the hospitality.



She outlined that, the youth capacity building session had been organised in the context of AYC-IOE partnership to address employment and skills concerns of African youth.

In line with the AYC Strategic Plan 2018-2020, **Ms Mukundane** reiterated AYC’s commitment to:

- Providing an open and innovative space for young people to gain decent job and entrepreneurship opportunities;
- advocating for improve health services including comprehensive sexuality education in formal and non-formal education,
- Promoting human rights and deliver good governance, accountability and social cohesion at all levels,
- Encouraging inclusion and active participation of youth in the maintenance of peace and security in the country, at regional and continental levels.

Highlighting the need for investing in young people, **Ms. Mukundane** said human capacity is fundamental to social and economic development. **“Advocacy or conferences will do little to prepare our youth for the future of work or address the**

skills gap and mismatch unless they are matched by efforts to build the capacity of target populations particularly our young men and women to harness the opportunities that the present skills development and future of work offer. Education and skills development are critical components in helping individuals, communities, and even entire countries thrive in the global competitive economy, and therefore should be central elements of any development agenda”, she said.



She noted that continued capacity building to foster youth economic growth and inclusion in decision making processes are among the key challenges facing many youth organisations including the AYC. To address these challenges, through partnership with IOE, the AYC plans to hold a series of capacity building initiatives in different African regions to support its member organisations to acquire hands-on experience and skills on how to initiate and effectively implement projects on various national issues such as education and skills development, entrepreneurship and employment, mental health and gender-based violence, youth political inclusion and accountability, peace and security, environment and climate change.

Ms. Mukundane described that, the African Youth Commission works through national consortiums in member states. Considering the crucial role of the consortiums in domesticating and implementing the AYC programmes and activities at national level, the vision of the AYC cannot be realised without continuous capacity strengthening of these members.



Thereafter, she informed that, by the end of the workshop, participants will be expected to have covered the following areas:

- Project development, management and sustainability,
- Budget preparation or costing of the project,
- Fund raising,
- Monitoring and evaluation,
- Advocacy, communication and networking.

Ms Mukundane further thanked IOE for the confidence in AYC and supporting this very important workshop. **“We hope it’s the beginning of something bigger as we look forward to organising many more in the future” she said.** Finally, she encouraged the participants to take the training seriously, make best use of the opportunity and share the knowledge gained with their colleagues upon return to their respective countries.

On his part, **Mr. George Khaki, Executive Director, Employer’s Consultative Association of Malawi (ECAM)**, thanked the IOE for providing the platform to AYC to participate in this important conversation around the future of work, skills and business development and make their voice heard. **“I am very pleased that you took part in our conference this year and shared the interesting youth perspectives and your fresh ideas with us on how we can collectively prepare our young people to be valuable in today and tomorrow’s job market, I am very inspired by your work, and I encourage you to keep up the momentum”**, Mr. Khaki said.

IV. Presentations and discussion on: 1) Building synergies between IOE General Employers and AYC National Consortium; 2) AYC Strategic Plan 2018-2020; 3) AYC National Consortium (Avenues and opportunities of engagement with AYC, ToR Review).

Summary of Presentations

Presenters:

1. **Mr. Lameck Jaston, Africa Advisor, IOE**, stated that the IOE is pleased to be associated with AYC and support its efforts to claim youth's voices and space for socio-economic development of young people on the continent. He mentioned that the future of work will affect mainly the youth and hence the interest of IOE to get them involved in the conversation today in order to prepare them for the future. IOE and its members will continue to work with AYC particularly in the areas of employment and skills development for youth, capacity building and mentorship as well as research and data collection to inform evidence-based youth programming and access to jobs in Africa.



2. **Mr. Dieudonne MBARGA, Director, Strategic Planning, Policy, Monitoring and Evaluation and Mr. Keith Andere, Director of Programmes, AYC**. The two directors presented the AYC strategic plan 2018-2020, its operational roadmap as well the work plan for 2019. In their presentation, they clearly outlined the strategic pillars, goals, outputs, annual planned activities as well as the expected outcomes. The objective of the session was to encourage members of national consortium to master and to align their in-country projects and activities to the priority areas of the strategy.



3. **Ms. Catherine Tusajigwe, Coordinator, National and Regional Consortiums, AYC**. She presented the national and regional consortiums framework and ways of engagement in the work of the AYC. Her presentation covered Membership

Eligibility, Obligations, Annual Membership Fees, Membership Benefits and Termination of Membership.

V. Presentations and group works on: 1) Project Proposal Writing Skills; 2) Fund raising; 3) Advocacy, communication and networking.

4. **Mr. Caleb Faith Thole, Executive Director of Global Hope Mobilization.** Presenting on project proposal writing skills, he took the participants through the steps in developing viable project proposals. In his presentation, he outlined the steps and importance of conducting community/beneficiary need assessment at initial stage, designing project (logframe) and detailed concept, sustainable management as well as monitoring and evaluation plans of the project.

He gave a detailed explanation of all these steps above and examples of how to develop a bankable proposal that reflects the needs of the people and in line with the AYC strategic objectives.

Mr. Thole mentioned that the project objectives, outputs and expected outcome should be clear from the onset in order to measure performance and deliver results. He added that M&E frameworks are important component of project for accountability to project donors, beneficiaries and other stakeholders who are directly or indirectly involved in the project.



Describing the phases of project development, **Mr. Thole** said the following 4 steps are key for Program cycle:

- Initial need assessment,
- Planning,
- Implementation,
- Monitoring, Evaluation, Reporting and Learning

He stated that the planning phase has two parts, 1) Analysis: which has to do with data collection and analysis from initial assessment to inform the project planning; 2) Design: this part is development of key elements, including Logframe and M&E Plan of the project. For part 1, it is important to conduct a (SWOT) analysis to understand/know who is involved, what are their strengths, weakness, opportunities and threats. Also problem analysis is relevant in order to be fully informed of the issues that the project is responding to or trying to address.



Following his presentation, he assigned participants to carry out a donor mapping and identify some communities/national issues that the AYC and its national consortiums can possibly take on as their interventions in alignment

with AYC strategic priorities. The team divided into groups and came up with a list of potential donors/partners to be approached, and project ideas to be developed into fully proposals.

5. **Mr. Kawsu Sillah, Executive Secretary and Dieudonne MBARGA, Director, Strategic Planning, Policy, Monitoring and Evaluation, AYC**

The fundraising and resource mobilisation session was co facilitated by the **AYC Executive Secretary and Director of Strategic Planning**. They defined fundraising as a way in which organisations/networks ask for donations or other financial/technical supports from the public, businesses, Government, foundations and others in cash or in-kind for the purpose of financing a specific cause. They stated that fundraising is not just about bringing in money for the organisation but it is the function of an organisation to identify the right partnership and get the right income for the implementation of the organisational strategy, programmes/projects.



“The work of resource mobilisation team is to bring people together to achieve the joint causes for human development, and fundraising/resource mobilization should be guided by a strategy and annual plans with targets of who to reach out and how much to mobilise,” Kawsu and Mbarga explained.

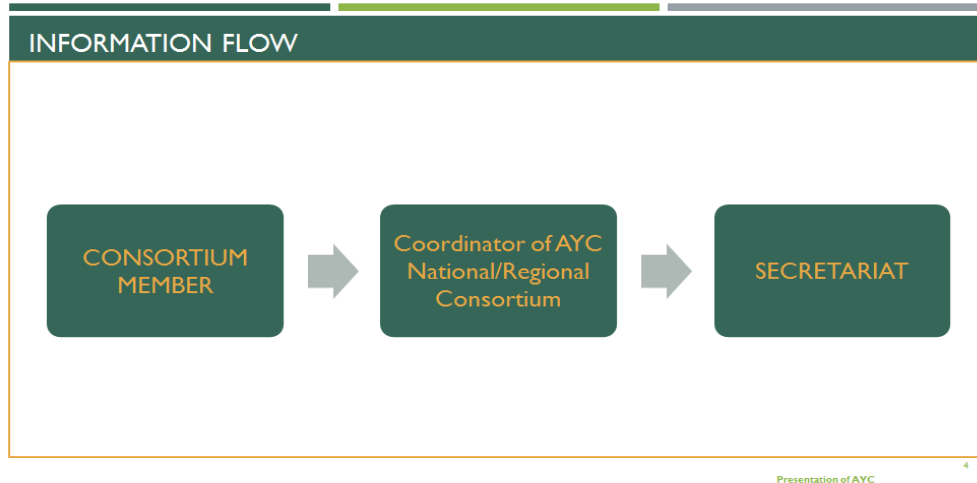
They took the participants through the types of resource mobilisation ranging from submission of concept notes/proposal to donors/partners, crowd sourcing, sale of event tickets, request for donations, and to organising a fundraising cocktail dinner etc. For types of donors, they explained that it includes institutional/official donors, bi-lateral and multi-lateral donors, charitable foundations, individual philanthropies and others. They added that being clear and truthful to donors, commitment to deliver service, knowledge of staff on the work of the organisation, monitoring and tracking system in place and real time communication are key principles in fundraising.

For donor scoping, the gentlemen stated that identification of available donors in and out of the country to know their priority and interest areas, would help the consortium to understand donors funding strategies to better plan for their engagement. Things to look out when doing a donor scoping: Donor priorities, geographical areas, budget amount available, funded projects and current or upcoming funding opportunities. They concludes that successful fundraising depends on good leadership, good governance and trust on the organisation, commitment to deliver on time and respect deadlines.

6. **Ms. Christine Sayo, Director Advocacy and Communications at AYC.** She presented on advocacy, communication and networking. In her presentation outline, she mentioned the purpose was to understand the importance of effective corporate communications, understand information flow, and agree on appropriate channels of internal communications and when to use each. She said communication is important in order to document (record keeping) the work of AYC and its national consortium, reporting purposes to membership during annual general

assembly meeting, sharing learnings/best practices, streamline operations across consortiums and get clarifications.

For the information flow, she gave the following guideline:



Presentation of AYC

She used the following tools as example of vital/cost-effective communication channels that members can utilize for their day to day work:

- Email
- Text (Whatsapp /Voice)
- Calls (Whatsapp/Voice)
- Skype Calls
- Facebook
- Twitter
- Webinars
- Instagram
- Blog posts



Concluding her presentation, **Ms. Sayo** emphasized that members communicate on time and regularly about their activity/event, be polite and professional, allow time for response to communications, keep time when going for meetings, treat partners with utmost respect they deserved, acknowledge AYC as a

partner in AYC related meetings/activities and use AYC logo/branding with permission. She also mentioned that, it is

important to tag AYC in all social posts, send short messages /photos/videos for amplification on AYC communication platforms. And for the purpose of effective communication, she indicate that, the structure of message should cover what, where, when and why /outcome and use AYC hashtag - #AYCInAction.





VI. Closing.

The workshop was officially closed by Ms. Natalie Sonia Mukundane, AYC Executive Chairperson. She encouraged participants to disseminate the knowledge gained and thanked everyone for attending, their active participation in the training and wished them safe travels back to their respective countries.



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









VII. Annex 1 – List of Participants.

Jwara Building, West Field
Serrekunda
Banjul, GAMBIA

African Youth Commission
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3-5 June 2019, Sunbird Capital Hotel, Lilongwe, Malawi

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Jwara Building, West Field
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African Youth Commission
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