



Learning
Route

CALL FOR APPLICATIONS

Strengthening Decent Rural Employment Opportunities for Young Women and Men in the Caribbean

Learning Route “Rural Employment and Self-Employment Initiatives”

Cooperative Republic of Guyana, February 14th – 21st, 2017



Food and Agriculture
Organization of the
United Nations



Investing in rural people

Procasur

Harvesting Innovations, Spreading Opportunities

Context



Strategies for rural inclusion

The project “**Strengthening Decent Rural Employment Opportunities for Young Women and Men in the Caribbean**”, developed by the Food and Agriculture Organization of the United Nations (FAO) and supported by the International Fund for Agricultural Development (IFAD), aims to contribute to poverty reduction among rural youth by promoting an enabling regional policy environment for rural youth employment in the Caribbean. This is to be implemented through public and private investments in the sub-region. With a significant focus on knowledge generation and knowledge management, in collaboration with **PROCASUR Corporation**, this programme will contribute to IFAD’s corporate objective to enable effective knowledge exchange and advocacy for the benefit of the young rural poor of the Caribbean sub-region.



Learning Route

A **Learning Route** is a planned journey with learning objectives that are designed based on i) knowledge needs of development practitioners that are faced with problems associated with rural poverty and, ii) identification of relevant experiences where local stakeholders have tackled similar challenges in innovative ways, with successful results and accumulated knowledge that could potentially be useful to others. The Route allows for the experiential encounter between travellers and hosts, both having mutually useful experiences and knowledge.

In this exchange, participants learn distinctive lessons that bring them together with their previous knowledge and experience. The main goal of a Learning Route is to identify potentially useful innovations by participants, understand and learn from them, and successfully adapt and apply them to their own organizations and contexts.

Having worked for over 15 years in Latin America, and five years in African and Asian regions, PROCASUR Corporation has accumulated extensive experience and knowledge with regards to the promotion of capacity-building activities aimed at improving the Knowledge Management of IFAD’s projects through “Learning Routes” and other knowledge management and capacity-building approaches and tools developed by the organization.

Learning Route



Objective

During the **“Rural Employment and Self-Employment Initiatives and Opportunities”** Learning Route, participants will be able to learn from individual, collective, institutional and private experiences that have implemented good practices proven to be successful in contributing to improve the rural youth employment situation and develop entrepreneurial opportunities in rural territories. Through the experiences, it will be possible to:

1. Identify good practices, innovative solutions and strategies in favour of an enabling environment for rural youth employment and entrepreneurship opportunities;
2. Analyse the challenges and opportunities for employment and self-employment opportunities in rural areas, through proven good practices and strategies for the promotion of entrepreneurial activities;
3. Understand the importance of networking, generating strategic alliances and partnerships to support enterprise development.



Map

Republic of Guyana



Host Experiences

Case Study	What we can learn from the experience
Surama Eco Lodge	<p>Community-based tourism enterprise that merges traditional knowledge and customs with modern learning and techniques to successfully conserve and enhance the biodiversity of the North Rupununi and to create sustainable livelihoods.</p> <ul style="list-style-type: none"> i) Identify different strategies to promote and encourage the inclusion, participation, cultural awareness, capacity building and job opportunities for youths. ii) Understand the importance of strategic partnerships and use of local resources and competitive advantages to offer a product of quality [biodiversity, cultural heritage]. iii) Learn key aspects to manage a community-based enterprise offering good quality service and product, using and promoting local resources.
Blue Flame Women's Group and WADN	<p>Small-scale agro-processing enterprise that has successfully developed new products, markets locally and abroad, technical skills, organizational skills and networking through WADN, in order to create sustainable livelihoods for members of the group and members of the community.</p> <ul style="list-style-type: none"> i) Analyze the importance of networking and strengthening partnerships, as a key strategy to improve and acquire new skills, facilitate knowledge exchange, build strong support groups and creation of promotion channels. ii) Importance of developing high quality innovative and unique value-added product, while securing local and international markets.
Amazon Caribbean Guyana Limited	<p>Private company that successfully developed a niche market and obtained international certifications, while preserving the ecosystem, traditional lifestyle of indigenous communities, and creating employment opportunities and sustainable livelihoods.</p> <ul style="list-style-type: none"> i) Identify factors of success of AMCAR, in creating strategic alliances and tapping into local opportunities for export market of a high quality product.
Young rural entrepreneurs	<p>Small-scale individual experiences established by young rural entrepreneurs, developing innovative ways to generate income in a rural setting through agricultural related activities.</p> <ul style="list-style-type: none"> i) Understand some key elements to establish a small-scale business, as an income generating activity

Operational Information



Dates

“Rural Employment and Self-Employment Initiatives and Opportunities” Learning Route will take place in **Guyana from February 14th – 21st, beginning the activities in the city of Georgetown.**

Preliminary Schedule

Tiempo	Actividad
Tuesday February 14 th	<ul style="list-style-type: none">• Arrival of participants in Georgetown
Wednesday February 15 th	<ul style="list-style-type: none">• Learning Route Introduction Workshop and Thematic panel• Fair of Experiences and Innovation Plan Workshop
Thursday February 16 th	<ul style="list-style-type: none">• Case 1: Small Scale entrepreneurs• Case 1 Analysis Workshop
Friday February 17 th	<ul style="list-style-type: none">• Case 2: AMCAR• Case 2 Analysis Workshop
Saturday February 18 th	<ul style="list-style-type: none">• Case 3: Surama Eco Lodge experience• Case 3 Analysis Workshop
Sunday February 19 th	<ul style="list-style-type: none">• Case 4: Blue Flame and selected members of WADN• Analysis Workshop and Innovation Plan Workshop
Monday February 20 th	<ul style="list-style-type: none">• Closing workshop: lessons learned and challenges to follow• Innovation Plan Workshop• Evaluation
Tuesday February 21 st	<ul style="list-style-type: none">• Departure of participants

Operational Information



Participants profiles

This Learning Route is part of the implementation of the FAO/IFAD Project “Strengthening Decent Rural Employment Opportunities for Young Women and Men in the Caribbean”.

This Call for Applications is addressed to young men and women from rural organizations, associations, institutions and projects interested in learning, adapting and implementing solutions and ideas that can contribute to improve rural youth employment situation and develop entrepreneurial opportunities in rural territories. **Young men and women participants must fulfil the following profile:**

- A representative from a rural association, organization, cooperative, institution, project, or similar, that is already undertaking actions to improve youths’ employment situation through a concrete and specific productive activity.
- A young leader with influence on decision-making in their organization with significant representation of young people. Their organization must be linked and connected to other institutions and projects.
- A leader of an organization, who is interested and committed in supporting the design and implementation of concrete actions after the Learning Route. Participants will commit to disseminate and apply lessons learned after the Learning Route.

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



Application Process

All applicants must send their Application Form and interest to participate to the Country Programme Management Team of the project **before January 15th 2017** to the email:

presadvyouthemp.gy.gov@gmail.com, christopherross007@gmail.com

with copy to **aberardinelli@procasur.org**.

PROCASUR Corporation will be responsible to organize, implement and cover the cost for 15 young participants during the Learning Route.

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 fight rural poverty. By sharing innovations through customized local knowledge-management tools and methodologies, the organization connects global institutions with local champions, providing the structured learning platforms necessary to spread innovations. Procasur has facilitated learning opportunities in over 35 countries in Africa, Asia, and Latin America and the Caribbean, changing the lives and livelihoods of thousands of rural people across the globe. To learn more, visit **www.procasur.org**



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