

## Workshop on Climate Smart Agriculture Innovations 9<sup>th</sup> to 11<sup>th</sup> March 2022 in Kilifi, Kenya

### Call for Applications for Startups and Small Enterprises from Sub-Saharan Africa

#### Background

Over 950 million people live in Sub-Saharan Africa (SSA), accounting for about 13% of the global population. The population growth in SSA is projected to increase to almost 2.1 billion by mid-century. Rapid population growth presents one of the major challenges to achieving food security in the region where undernourishment has been a long-standing challenge. Despite being reduced from 33% in 1990-92 to 23% in 2014-16, the percentage of undernourishment remains the highest among developing regions and projected to increase in the coming years.<sup>1</sup> In addition, the consequences of climate change are already causing high economic losses and social costs, while the Covid-19 pandemic has exacerbated this situation by disrupting existing supply chains. Further, the increasing food demand and changing consumption habits driven by demographic factors such as population growth and urbanization are leading to rapidly rising net food imports, which are expected to grow from US\$ 35 billion in 2015 to over US\$ 110 billion by 2025.<sup>2</sup> The agricultural sector employs over half of the total labour force and provides a livelihood for multitudes of rural small-scale producers, who account for about 80% of all farms in SSA and employ about 175 million people directly.<sup>3</sup>

The agriculture sector remains critical for achieving food security and sustainable economic development in SSA. This is reflected in national and regional development strategies, for instance the Comprehensive African Agricultural Development Programme (CAADP). The sector has the potential not only to feed the region but also to grow a surplus to help provide global food security. However, fulfilling this potential requires a broad perspective of efforts, including harnessing and catalyzing entrepreneurship and innovation in agriculture and related value chains through technical assistance, market linkages and business management training among others.<sup>4</sup> The private sector investments and financing in the innovations and entrepreneurship are critical in transforming to a more sustainable and beneficial agriculture in SSA. Particular attention should be paid to start-ups from SSA that play a special role in promoting change on ground and anchoring innovative methods in society.

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<sup>1</sup> [https://www.oecd-ilibrary.org/docserver/agr\\_outlook-2016-5-en.pdf?expires=1642309506&id=id&accname=guest&checksum=4381A5974FF03BAC694537FE6458DFEC](https://www.oecd-ilibrary.org/docserver/agr_outlook-2016-5-en.pdf?expires=1642309506&id=id&accname=guest&checksum=4381A5974FF03BAC694537FE6458DFEC)

<sup>2</sup> [https://www.afdb.org/fileadmin/uploads/afdb/Documents/Policy-Documents/Feed\\_Africa-Strategy-En.pdf](https://www.afdb.org/fileadmin/uploads/afdb/Documents/Policy-Documents/Feed_Africa-Strategy-En.pdf)

<sup>3</sup> Alliance for a Green Revolution in Africa (AGRA) (2014), Africa Agriculture Status Report 2014: Climate Change and Smallholder Agriculture in Sub Saharan Africa, <http://hdl.handle.net/10568/42343>.

<sup>4</sup> [https://ag4impact.org/wp-content/uploads/2014/07/MP\\_Report\\_2014.pdf](https://ag4impact.org/wp-content/uploads/2014/07/MP_Report_2014.pdf)

Considering this context, the Konrad Adenauer Stiftung under its *Regional Programme Energy Security and Climate Change in Sub-Saharan Africa* invites innovative agricultural start-ups from SSA to participate in a workshop on Climate Smart Agriculture Innovations. Start-ups will have the opportunity to present their projects and discuss them with other participants and experts, discuss enabling framework conditions for a conducive business environment and create opportunities for cooperation and partnerships.

## **Objectives of the Workshop**

The overall objective of this workshop is to promote promising startup entrepreneurship and innovations in the agriculture sector in SSA that have the potential to upscale and enhance effectiveness of agricultural productivity, market and financial access and related value chains, and therefore strengthening food systems in the region. Specifically, this workshop targets to:

- i. Create opportunities for start-ups to showcase their business models, share their experiences and learn from peers and experts on good business practices that enable growth and sustainability
- ii. Create awareness and understanding of existing economic framework conditions and their influences on growth and sustainability of start-ups in the agriculture sector in the regions
- iii. Explore and discuss opportunities for cooperation and building partnerships among start-ups and other sector players in SSA

## **Who Should Apply**

To be eligible to participate in the workshop, applicants must meet all of the following criteria:

- i. Be the founder/manager of a start-up or an entrepreneur in the agriculture sector based in any of the Sub-Saharan countries
- ii. Working in the agriculture sector to promote productivity and value chains through innovations and new technologies
- iii. In business for not longer than 5 years. Youth and women-led startups are highly encouraged to apply
- iv. Sustainability and scalability of your business model or innovation can be demonstrated
- v. Applicants are able to travel to Kenya and are available to participate in the entire program if selected
- vi. Proficient in verbal English
- vii. Applicants are fully vaccinated against Covid 10, at least two weeks before start to the programme and demonstrate negative test at the time of arrival to Kenya
- viii. Not older than 35 years.

## **How to apply**

Interested candidates are required to fill in the application form and submit to [erick.omollo@kas.de](mailto:erick.omollo@kas.de) until 11<sup>th</sup> February 2022. Applicants must also submit their updated CVs (2

to 3 pages max) alongside the filled application form. Any applications received after this deadline will not be considered

## Application Form Climate Smart Agriculture Innovations Workshop

1. Brief details about the applicant and the startup/innovation

About the Applicant	
Name of the applicant:	Gender:
Highest education level:	Age:
Country of residence:	Whatspp Number:
Role in the business/Innovation:	Email address:
About the business/innovation	
Name of the business/innovation:	
Country where the business/innovation is based:	
Website URL (if any):	

2. What is your business/innovation value proposition? *Describe the problem you are addressing and how your business/innovation provides a unique solution (150 words).*

3. What motivated you to start your business/ innovation? What is your vision for the future of your business/innovation? *(150 words)*

4. Is your business currently profitable? *A profitable business is one that generates more money than it expends.*

☐ Yes

☐ No

5. Have you participated in any business or entrepreneurial training programs? If yes, explain briefly (100 words)

6. Describe the target customers for your business or innovation. *Your target customer is a specific group of customers or a segment of your target market who is most likely to purchase your products or use your innovation. Explain in terms of: age, income level, location, gender, profession, etc. (150 words).*

7. How many customers do you currently serve? How many customers do you target to reach in the next 5 years with your business or innovation and how do you intend to achieve this? (150 word)

8. Describe one growth goal that you want to achieve in 2022 with your business/innovation and how participating in this programme will help you achieve it *(150 words)*

9. Reflecting on your past experiences, what is the biggest challenge you have faced leading your business/innovation? What steps did you take to overcome this challenge? *(150 words)*

10. Looking ahead to the future, what is the greatest risk or challenge in your business, innovation or industry or market? How are you preparing you for this risk/challenge? (150 words)

### How to apply

Interested individuals and start-ups are required to fill in the application form and submit to [erick.omollo@kas.de](mailto:erick.omollo@kas.de) until 11<sup>th</sup> February 2022. Applicants must also submit their updated CV (2 to 3 pages max) alongside the filled application form. Any applications received after this deadline will not be considered