

Introduction about EFSOYC Project

Enhancing Community Food Security in Urban and Rural Areas through Outreach Youth Champions (EFSOYC) is a highly innovative and participatory pilot project focusing on youth led innovations enhancing community food security. This project will leverage on the potential of youth to drive food security efforts in their local communities by using Outreach Youth Champions (OYC) model. Therefore highly trained Outreach Youth Champions (OYC) will be deployed back to their urban and rural communities to promote sustainable on-farm activities through training on best agribusiness practices, initiating agri-social-enterprises, xxx farmer saving groups/cooperatives, and championing for common marketing and value addition strategies. The project targets the most food insecure farming households. This pilot project is hinged on national, regional and international development policy frameworks including Kenya's Big 4 Agenda and Vision 2030; the Science, Technology and Innovation Strategy for Africa (STISA-2024) and Sustainable development Goals, principally, SDG 2 on Zero hunger.

The OYC are drawn from among youth in transition from college to work from one Kenyan University. After rigorous training, OYC will be deployed to deliver training and coaching to their local communities on; agri-social enterprises, agricultural value chain-related enterprise, farmers saving groups and cooperatives, and common access to markets strategies. The project is aimed at building a network of youth leaders and change agents as champions in promoting best agribusiness practice and food security initiatives in urban and rural communities. The project intends to achieve the dual outcomes of enhancing food security for urban and rural communities and creating a network of youth leaders driving food security efforts in their communities.

OYC App

This is supposed to be an interactive app among youth propagating #ZeroHunger Messages and experiences.

Currently we have 16 youth to be supported through the prototype App share their experiences

All the youth have been supported to implement a food security initiative in the next one year

The youth are in different counties and they should be able to share short stories, pictures about their progress and others can comment like FB post (we have been doing this on WhatsApp)

The App should

- allow creation of a profile with some detail; photo; Education, County, Initiative Name, and a possible links to Initiatives' website and LinkedIn Profile for the youth
- allow distinct profiles for Mentors; this time round we shall start with the project team who will create profiles with more details about their professions, skills and interests
- allow the youth to contact/book the mentors for a private conversation

Other important Tabs

OYC Library; this include research papers, e-books,

Opportunities; this tab helps the app to receive frequent updates on opportunities globally on innovation and food security; fellowships, seminars, call for concept papers, funding opportunities etc. This should be fed on the back end

App Scaling Phase

Once we have successfully piloted the app among the project OYC, we envision the app should be scalable to more users here in Kenya and beyond.

Below will be some of the scaling aspects

- Other youth with such initiatives promoting food security will be able to create profiles in the App with approval from Admin
- We shall be able to recruit more mentors to add them to the App
- App will allow rating of the mentors after interacting with the youth through private sessions
- We shall have some premium resources
- The app will freely be available on play store

What Next?

- We are looking for developer who would do a functional app with speed and efficiency and reputable aesthetics
- The developer should demonstrate ability by sharing other functional Apps they have developed already lodged on play store
- The developers should also conduct user feedback for App improvements upon deployment