



WEBINARS ON LAND-BASED JOBS FOR YOUTH
No. 3 - Building your business and seizing opportunities
CONCEPT NOTE

Event date: Thursday, 6 May 2021

Overview

Keywords: Youth, land, innovative jobs, Asia. #Land_Jobs4YOUth #DecentJobs4Youth

The UNCCD and Deutsche Welle are hosting four webinars designed to inspire young people around the world to create youth led jobs and entrepreneurship in the land sector. The webinars address two global challenges: youth unemployment and land-degradation. The webinars will stimulate creativity and confidence among young people to imagine and start green business ventures that can grow to scale. Each webinar will draw on examples from one region (Africa, Asia or Latin America and the Caribbean), although participation is open to a global audience. The fourth global webinar, which will be held to commemorate International Youth Day, will have a global perspective and will involve young people. Each regional webinar is: (1) addressing two major obstacles to youth self-employment; (2) drawing on speakers from the global and national levels; and (3) seeking the participation of at least one high-ranking government official (ministerial level) and youth entrepreneurs.

Objectives

The purpose of the webinars is to find and motivate unemployed young people to participate, learn and build community through the webinars, and get support to turn sound and durable land use business ideas into profitable and sustainable businesses.

The topic of the first webinar, held on 19 November 2020 was titled, *Winning ideas and overcoming fear*. It drew on examples from Africa. The second webinar, held on 25 February 2021, focused on the resources aspects, was titled, *Finances, training or mentorship*. The examples came from Latin America and the Caribbean. The third webinar, planned for 6 May 2021 will focus on the success factors linked to external business environment, and is titled, *Building your business, seizing opportunities*. It will draw on examples from Asia.

The panellists speaking at the Asia webinar will:

1. Share knowledge about the market and policy environments in Asia that help land-based jobs to come out of the pandemic stronger.
2. Identify the market and policy challenges young entrepreneurs need to take into consideration for their enterprise.
3. Advise young entrepreneurs working in the land sector about the relationships they need to build not just to survive, but to thrive.

Justification

COVID-19 has worsened an already difficult employment environment for young people. The disruption of education will have added lasting effects on children and young people. The loss of jobs

and government efforts to contain the community spread of COVID-19 also means that young people without work experience may face even greater difficulties to find employment.

At the same time, young people have shown a keen interest for media programmes that offer an insight into technology and innovation that can help them to become entrepreneurs. The global policy shift towards land use practices that avoid, reduce or reverse land degradation offers young people a new opportunity to jumpstart their future-oriented careers that are aligned with their world visions. This third webinar will speak to the market and policy conditions young entrepreneurs need to take into account and prepare for to succeed as profit-making conservationists, landscape planners, ‘agripreneurs’ (tech-driven and start-ups in agriculture) or supply-chain social entrepreneurs.

Youth Unemployment in the Asian region

Prior to the COVID-19 pandemic, the Asia Pacific Region was the best performing region in the world in terms of youth employment. [International Labour Organization office](#). For instance, the youth unemployment rate in the region in 2017 stood at 10.4 percent, compared to the global average of 12.6 percent. However, most of this employment was fragile in nature; unstable jobs and jobs without social benefits. About 35 per cent of the region’s youth aged between 15-24 years was unemployed, a significant proportion of whom are women not in employment, education or training. At the time, land-based jobs in the agriculture sector were in decline. Most of the labor was moving to the service sector such as the garment industry, but also the construction sector, a land-related sector.

But COVID-19 has reversed the gains by the 15-24 year olds, according to the [Asian Development Bank](#). They are losing jobs at a faster rate than adults. They also face worse long-term prospects of intergenerational poverty and inequality. Moreover, a significant proportion of young people are employed in job sectors linked to the land that are highly or moderately impacted by COVID-19: accommodation and food services, mining and quarrying; wholesale and retail trade; manufacturing; construction; and agriculture, fishing forestry and fishing. On the positive side, however, this age cohort – 18- to 34-year-olds – has demonstrated high entrepreneurship. They tend to align their work with the sustainable development goals and to hire other young people and pay them higher wages, which could reduce unemployment levels.

Combining these values and skills with knowledge on how to build a favorable market ecosystem to nurture and grow decent land-based jobs could yield a transformative economic recovery that is rooted in innovative and decent social enterprises.

Coordination

UNCCD will work closely with Deutsche Welle Africa to loop in their regional correspondents for support and publicity of the event. The UNCCD comms team will work closely with the RLOs of Asia, Central and Eastern Europe and the Northern Mediterranean Region, the CSO Officer, the UNCCD Capacity Development and Innovations Office and the Youth and Land Heroes programmes to develop the Webinar. UNCCD will also collaborate with the SG’s Office of Youth Envoy and the SG’s Youth Advisory Group on Climate Change. The webinar will build on the lessons learned from the previous webinars. The webinar will have interpretation in English, Russian, Chinese and Arabic.

Expected Outcomes

- At least 2000 young people register for the event
- At least 1000 young people tune in to the Webinar

- At least 20 young from different regions the world venture to create land-based jobs.
- Private sector, policymakers in the finance, labor and youth sectors start engagement with UNCCD.
- UNCCD/SGOYE platform offering resources for youth “agripreneurs” is developed and grows in number.
- Ethical partners and organizations willing to support some young people seek a partnership with UNCCD.

Proposed Speakers

1. UNCCD Executive Secretary
2. Minister with hands-on experience promoting land-based jobs for youth (policy promoter)
3. Young person who has set up a business.
4. Practitioner

Timeline

The webinar will take place on Thursday, 6 May 2021 (Asia and the Pacific) via the virtual platform, Zoom.