

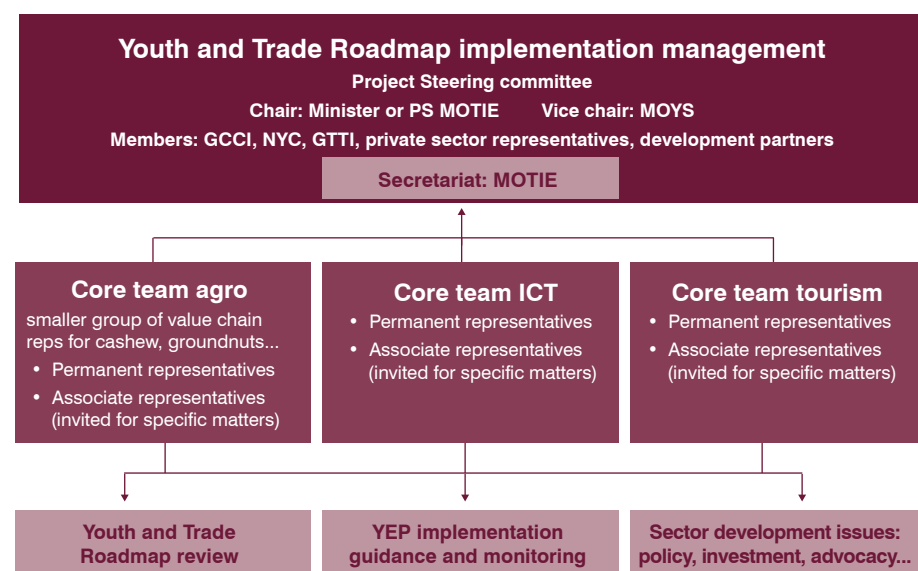


IMPLEMENTATION MANAGEMENT

A key criterion for the Youth and Trade Roadmap's success is the country's ability to coordinate activities, monitor progress and mobilize resources for its implementation.

The roadmap caters for the necessary governance structures to ensure the correct implementation of the plan of action over the next five years. The governance of the roadmap is entrusted to a central public-private governance body that coordinates activities under the leadership of the Ministry of Trade, Regional Integration and Employment in collaboration with the Ministry of Youth and Sports and support of agencies from across The Gambia's entire trade support network.

The Youth Empowerment Project (YEP) has established sector core teams for public-private deliberations that act in an advisory capacity to the government and the private sector over issues related to or affecting a specific sector and their related development plans.



The core teams are composed of representatives from youth associations, public agencies, sector associations, vocational training institutes, development agencies, civil society and locally based NGOs.

This governance structure will be aligned with the monitoring and evaluation framework currently being established under the implementation of the National Development Plan 2018-2022.

By aligning national and sector-level coordination and implementation structures, the roadmap ensures that all implementing partners and stakeholders gear jointly towards an effective and coherent implementation of The Gambia's Youth and Trade Roadmap.

THE INTERNATIONAL TRADE CENTRE (ITC)

ITC is the joint agency of the World Trade Organization and the United Nations. ITC helps businesses in developing countries to become more competitive in global markets.

'ITC is committed to working with The Gambia to help young people move from being job seekers to creators through trade. The Youth and Trade Roadmap will serve as a guiding compass for the government to bolster competitiveness and develop economic opportunities for the youth.'

Ms. Arancha González, Executive Director, International Trade Centre

ITC'S YOUTH EMPOWERMENT PROJECT (YEP)

The Youth Empowerment Project aims to reduce migration pressures through increased job opportunities and income prospects for youth. The four-year project takes a market-led approach and sets out to strengthen existing youth development systems, structures and services to create employment opportunities.

THE EU EMERGENCY TRUST FUND FOR AFRICA

The EU Emergency Trust Fund for Africa addresses the root causes of irregular migration and displaced persons in Africa. More specifically, it helps address the root causes of destabilization, forced displacement and irregular migration by promoting equal opportunities and strengthening the security, development and resilience of vulnerable people.

'Youth empowerment and employment is a strategic priority. The hopes and expectations of the youth, including the returnees, should not be deceived, and this increases the need to adopt measures for entry-level job creation.'

H.E. Mr. Attila Lajos, European Union Ambassador to The Gambia

FOR MORE INFORMATION

Documents can be downloaded at: YEP Portal Media Library - www.yep.gm

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Youth and Trade Roadmap of The Gambia 2018-2022



This project is funded by the European Union



A FRAMEWORK FOR YOUTH TRADE-LED GROWTH

The Republic of The Gambia's recent historic democratic change has brought new hope for better governance and strengthening of fundamental freedoms. The government has developed a new National Development Plan (NDP) 2018–2021, setting out the path for serious reforms to restore economic growth.

To support the NDP, The Government of The Gambia has partnered with the International Trade Centre (ITC) to design the Youth and Trade Roadmap that aims to tackle the root causes of youth unemployment, competitive market constraints and irregular migration.

The design of the roadmap has involved public agencies, the business community, training institutions, youth across the country and a competitiveness assessment of small and medium-sized enterprises (SMEC).

The roadmap includes the Strategic Youth and Trade Development Roadmap, which lays down the overarching vision and rationale at the national level, and three action plans for youth to add value and tap into new opportunities in the priority sectors with the highest potential to generate employment.



‘My Government is fully committed to leading and implementing the Youth and Trade Roadmap to turn the tide of youth migration. The Roadmap directly supports our country’s new National Development Plan to empower youth.’

H.E Mr. Adama Barrow, President of The Republic of The Gambia

YOUTH AND TRADE ROADMAP

VISION

Fostering sustainable economic opportunities for youth in The Gambia

Strategic objective 1:

Reinforce youth skills through strengthening of technical and vocational education and training

- 1.1 Strengthen coordination framework to a demand-driven TVET system responsive to labour market needs.
- 1.2 Reinforce training and learning resources for promising value chains with youth employment opportunities.
- 1.3 Improve access to skills development programmes in rural areas.
- 1.4 Increase labour market monitoring through industry advisory arrangements.

Strategic objective 2:

Foster youth entrepreneurship, cross-sector collaboration and access to pro-youth financial services

- 2.1 Strengthen existing entrepreneurship education in TVET and university programmes.
- 2.2 Develop sector-specific entrepreneurship and mentoring programme.
- 2.3 Build up local networks of young entrepreneurs and foster linkages with international networks.
- 2.4 Improve financial services access to youth entrepreneurs and youth-owned businesses.

Strategic objective 3:

Develop priority value chains and cross-sector synergies

- 3.1 Enhance MSMEs' productive capacities in priority value chains.
- 3.2 Improve quality and compliance of Gambian products to international standards and market requirements.
- 3.3 Activate market linkages.

Strategic objective 4:

Improve youth coordination and sector development

- 4.1 Support youth entrepreneurship advocacy, policy review and programme coordination.
- 4.2 Strengthen sector development coordination.

NUTS AND AGRO-PROCESSING

In The Gambia, agriculture remains one of the best responses to the youth employment challenge and poverty as it has the capacity to employ nearly half of the working population and remains the leading employer of Gambian youth.

The nuts and agro-processing roadmap focuses on fostering diversification and empowering youth through value addition so that they can take advantage of available trade opportunities.



VISION

Foster agribusiness through modern agro-processing technology and youth empowerment

The strategic objectives set by the roadmap are:

- Develop and reinforce youth entrepreneurship in the agribusiness sector.
- Reinforce the production and processing capabilities of the agribusiness sector.
- Strengthen youth skills through vocational training and update training provider capabilities.

TOURISM

The richness of the natural and cultural assets found in the Gambian countryside can provide greater economic benefits beyond the coast. Tourism has a catalytic role in accelerating growth and employment opportunities to improve the welfare of the population and as such offers youth with prospects for self-employment that are less accessible in other sectors.



The tourism roadmap focuses on the diversification of products, sustainable tourism and services to create opportunities for youth entrepreneurship and employment across the various segments of the value chain and regions of the country.

VISION

Developing inclusive and sustainable tourism products and services through youth empowerment

The strategic objectives set by the roadmap are:

- Foster the creation of diversified tourism products and services.
- Reinforce youth skills through vocational training and TVET strengthening.
- Develop and reinforce youth entrepreneurship in the tourism sector.

ICT

Innovation hubs are being established across Africa and the impact on the economy is already being realized. Youth who have the digital skills will have the opportunity to explore opportunities in the growing digital industries and develop ICT-enabled services in The Gambia and sub-region.



The ICT Roadmap thus focuses on managing sector diversification and building a relevant palette of skills nationally. Proper regulations need to accompany the digitalization of public services.

VISION

Enhancing business growth with information and communications technology (ICT) as well as youth innovation

The strategic objectives set by the roadmap are:

- Strengthen sector coordination and regulations
- Improve the quality and relevance of ICT skills development programmes
- Improve micro, small and medium-sized enterprise productive capacities and market linkages
- Foster e-entrepreneurship and business growth