



# Youth and Blue Economy

Harnessing Economic Opportunities for youth through innovation

Kenya Coast National Polytechnic

6th December 2019

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**Conference report**

**December 6, 2019  
Kenya Coast National Polytechnic**

UN Habitat 2018

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## Introduction

This report provides the experience of the conference Youth and Blue conference: Harnessing Economic Opportunities for youth through innovation, convened by the UN Habitat with the support Canada's High Commission in Mombasa, Kenya on 6 December 2019.

### Background & rationale

UN Habitat hosted a one-day conference on December 6th 2019 and it focused on ways of harnessing economic opportunities for you in the Blue Economy. Some of the partners in the conference that is expected to bring together 100 youth, drawn from Radicle Global, Kenya Coast National Polytechnic, Kenya Education for Employment Program, The Youth Congress, Government of Kenya, Kenya Private Sector Alliance, Safaricom Ltd among others.

The conference showcase Youth innovation, entrepreneurial spirit. This was an opportunity for the world to learn of some of the great initiatives youth are undertaking globally. The forum continued conversation and provided opportunity to explore areas for investment in the development of critical innovation infrastructure, build capacity of youth as innovators, and harness young people's innovative power for development of cities and communities.

The conference focused on sharing of mechanisms that can be used to harness youth innovation in building sustainable cities and communities. Participants of the forum discuss lessons and potential opportunities and the enabling environment, partnership frameworks for unlocking youth innovation, track progress and modalities for sharing learning at the national, regional and global levels.

The challenges of urbanization require policy makers to take all necessary measures to develop new plans to draw the full benefits of urbanization - including job creation, industrialization, trade and commerce, and innovation. Urbanization has been recognized as one of the most significant global trends in the 21st century. Currently, more than 50 per cent of the world's population resides in urban areas. Rapid urban population growth means increasing demand for urban land, particularly for housing. Urban areas are crucial for national development as most of a country's wealth is created in its cities. Given the contribution of cities to the national economy, the future of countries will be determined by the productivity of urban areas and the extent to which their growth and the accompanying challenges are managed.

According to the World Bank , the Blue Economy refers to the sustainable use of ocean and other water resources for economic growth, improved livelihoods and job creation. The activities that are undertaken need to provide social and economic benefits for current and future generations and should also aim at restoring, protecting, and maintaining the diversity, productivity, resilience, core functions and the intrinsic value of the marine ecosystem. Furthermore, they must be based on an economic system that emphasizes clean technologies, renewable energy, waste reduction and the recycling of materials.



The realization of the full potential of the Blue Economy requires the effective inclusion of marginalized groups such as women, youth, local communities and underrepresented groups who often face additional barriers when it comes to economic opportunities in coastal cities. The case of women is telling. In various Blue Economy sectors, women are directly and heavily involved. In small-scale and industrial fisheries, women's most prominent role is in post-harvest activities, such as processing and marketing. In West Africa, as much as 80 percent of seafood is marketed by women. However, much of women's contribution to fisheries is considered "invisible". Gender discrimination stems from the low value attached to the work carried out by women and is perpetuated in their limited access to credit, processing technology, storage facilities, and training.

Of equal relevance is the case of youth. Africa faces a huge demographic challenge in the large and increasing percentage of young people under the age of 30. In addition, many youth do not wish to pursue rural livelihoods in their home areas and instead travel to rapidly expanding cities. In order to participate in the benefits of the Blue Economy, these youth will need education, training, and job opportunities. Their effective labour force participation, however, could be the engine that drives the Blue Economy of the future.

On 27 November 2018, speaking on the second day of the Sustainable Blue Economy Conference, UN Under-Secretary-General and Executive Director of UN-Habitat, Ms. Maimunah Mohd Sharif urged national and regional governments, mayors, regional development organizations, UN entities and devel-

opment partners to examine the findings of the UN-Habitat Youth Declar-Action and adopt its recommendations.

Subsequently, UN-Habitat partnered with the Canadian High Commission, the Commonwealth and The Youth Congress to host a two-day event ahead of the UN Habitat Assembly in Nairobi, Kenya from 27th to 31st May 2019. Pathways to the Blue Economy – Harnessing Economic Opportunities for Youth through Innovation (Pathways) was held from the 23rd to 24th May 2019 at the UN Complex in Gigiri, Nairobi, and focused on ways of harnessing economic opportunities for youth in the Blue Economy and Cities. Pathways hosted more than 200 youth and a number of partners including the Government of Kenya, Kenya Private Sector Alliance, Kenya Young Parliamentarians Association among others.

Pathways explored ways of unlocking opportunities for youth in the Blue Economy. Speakers from different sectors highlighted and discussed different careers in the blue economy. The forum shared mechanisms that can be used to harness youth innovation in building sustainable cities and Blue Economy.

The conference on December 6, 2019, held at Kenya Coast National Polytechnic with breakout session led by business and business groups highlighted how youth can access specific jobs in the Blue Economy sector. The breakout sessions were organized to develop quick win plans for different sectors supporting youth engagement in the different aspects of the economy.

## Conference Objectives

- Develop a framework to harness youth innovation in the Blue Economy sector
- Mobilize youth action for sustainable development
- Showcase and promote youth's fresh solutions to diverse issues
- Strengthen networks and partnerships for effective collaboration stakeholders across sectors and regions

## Participation

The conference brought together over 100 participants (60% women and 40% men) from diverse backgrounds including students from Kenya Coast National Polytechnic, UN Habitat, The Youth Congress, Canada High Commission in Kenya, private sector.

## Outcomes & results

The conference focused on ways of unlocking opportunities for youth in the Blue Economy. Speakers from different sectors discussed different careers in the blue economy. The conference managed to:

- Improve awareness of the different types of jobs and careers in the blue economy among youth
- Identified opportunities in exploiting the potential of Blue Economy
- Identified ways of engaging youth to drive the Blue Economy agenda
- Explored the best practices that promote women participation in the Blue Economy



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## Opening

The conference was opened by Hon. Ilhan Abass, Chief Officer Industrialization, County Government of Mombasa, who welcomed the participants and reiterated the county government's commitment to supporting youth to get jobs in the blue economy sector. It is estimated that blue economy, if properly harnessed, has the potential to inject up to 4.8 billion US dollars to Kenya's economy and create over 52,000 jobs in the next 10 years. The majority of residents of the Coast region eke their livelihood from fishing, tourism or the maritime subsectors, which have not been developed fully to realize their full potential.

If fully exploited, our blue economy could easily contribute thrice its present share of GDP and create jobs/ huge prosperity for millions of Kenyans.

The chief officer briefly described the work being carried out by Mombasa County in relation to the promotion of youth in blue economy. She also expressed her appreciation to the conference organizers, wished participants a productive exchange of ideas and encouraged delegates to engage in an active and open discussions.

The blue economy refers to opportunities offered by water bodies like tourism, fisheries, underwater extractives (oil and gas) and maritime services. The four components have a huge economic potential while the water bodies, which include rivers, lakes and the ocean reflect the colour of the sky, hence the term blue economy.

Blue Economy Sector in Mombasa is losing Billions of shillings in terms of Investment due to the under utilization of the Blue Economy Resources.

Doug Ragan, head of the UN Habitat's Youth Unit used his opening remarks to give highlights of the work that UN Habitat has done to ensure youth participation in the Blue Economy including championing development of policy, skills development and strengthening partnerships and coordination. The UN Habitat has proposed the setting up of a Task Force on Youth and Blue Economy to ensure better coordination and stronger partnerships required to improve participation of youth and blue economy initiatives.

Principal Kenya Coast National Polytechnic emphasized the need for supporting youth to acquire the requisite skills to effectively participate in the Blue Economy. The principal said that institutions like Kenya Coast National Polytechnic were keen to equip young people with the requisite skills and know how to enable them compete favorably for employment opportunities in the vast blue economy sector.

The conference began with a discussion about what is required to harness youth innovation in blue economy and some of the practical skills that youth need to effectively participate in the blue economy.

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## Principal Kenya Coast National Polytechnic

I would like to thank Canada's High Commission in Kenya, the UN Habitat and all the partners for the initiative of organizing this youth and blue economy conference.

I would also like to thank the team at the Kenya Coast National Polytechnic for working together to host the Youth and Blue Economy conference. What a great way to demonstrate our commitment to supporting young people to engage in blue economy.

On behalf of the Kenya Coast National Polytechnic, I would like to thank all the partners for their support and express deepest appreciation to all the youth for the excellent work in making this conference possible.

I have two messages for you today. My first message is that as a country we must invest in young people – now and not sometime in the future because they are very much the present. My second message is that we need to work together to ensure effective youth participation in the Blue Economy sector.

Kenya has a youthful country. 80 per cent of the population of this country is below age 35. This is a huge asset that we can invest in to make progress. Today more than 70 per cent of jobless people are young people struggling to survive. Youth unemployment is unacceptably high and many young people fall victim to exploitation and violence.

Yes, the challenges are many. But they are not insurmountable. Together we can overcome them if we work together and redouble our efforts to guarantee that all young people have the knowledge, skills and opportunities to reach their fullest potential.

And let me say this. We will not achieve any of the development goals unless we make youth a priority especially in promising sectors like the Blue Economy.

Investing in young people's education and employment will ensure better prospects for their own lives and for their countries' development. On the other hand, if we fail to make these investments now, we will further entrench poverty and ignorance for generations to come.

For this to happen, governments, United Nations agencies, non-governmental organizations and all development actors need to enter a meaningful partnership with young people. Only through meaningful involvement and participation can young people exercise their full citizenship. And only through meaningful dialogue across generations can we all contribute to finding solutions to the challenges we face.

Today, I call on leaders to listen to the voices of young people, to invest in young people, and to involve young people meaningfully in all decision-making that affects their lives. It is time to carry the voices of young people forward. I call on you, young women and men, to stay involved.

And for our part in Kenya Coast National Polytechnic, I pledge that we will continue to work in full partnership with young people and other partners, including the UN family, to promote and produce skilled young people to serve in the Blue Economy sector. Thank you.

## Kelly B Roberts Youth Representative

Blue Economy is about sustainable development, employment and wealth generation for the Youth. Its the youth future. Things have to be different.

Youth involvement in Blue Economy is vital. We urge national and county governments to develop plans to bolster the blue economy for the Youth in Mombasa county and Coast region at large.

The coastal counties have already started investing in the Blue Economy. In Mombasa County they have re-possessed grabbed fish landing sites, supported fisherfolk through BMUs, procured modern High Density Fiber fishing boats, training of the fisherfolk and a value addition centre is being set up at the Mkomani show ground. The county Government of Mombasa, intends to exploit industrial fishing, offshore extractives, water transport, marine conservation and maritime security sustainably.

In Kilifi, the County Government has started the construction of a boat building workshop in Malindi, and promoting crab cage farming technology and conducting prefeasibility studies & Blue Economy Initiatives along the coastline such as Aqua Park, fish market and fish port.

I encourage Coast region youth have to step forward and showcase innovations around the Blue Economy.



## Doug Ragan, Chief, UN Habitat Youth Unit

I would like to begin by extending a warm welcome to each and every one of our distinguished guests; to the youth assembled here from across the county and coast region and to every individual present in this room today.

It gives me immense pleasure to welcome you to this important conference – youth and blue economy which is the third in series of engagements that we have had since November 2018 when Kenya hosted the Global Sustainable Blue Economy Summit.

The realization of the full potential of the Blue Economy requires the effective inclusion of marginalized groups such as women, youth, local communities and underrepresented groups who often face additional barriers when it comes to economic opportunities in coastal cities. The case of women is telling. In various Blue Economy sectors, women are directly and heavily involved. In small-scale and industrial fisheries, women's most prominent role is in post-harvest activities, such as processing and marketing.

In West Africa, as much as 80 percent of seafood is marketed by women. However, much of women's contribution to fisheries is considered "invisible". Gender discrimination stems from the low value attached to the work carried out by women and is perpetuated in their limited access to credit, processing technology, storage facilities, and training.

Of equal relevance is the case of youth. Africa faces a huge demographic challenge in the large and increasing percentage of young people under the age of 30. In addition, many youth do not wish to pursue rural livelihoods in their home areas and instead travel to rapidly expanding cities. In order to participate in the benefits of the Blue Economy, these youth will need education, training, and job opportunities.

The United Nations Human Settlements Programme (UN-Habitat) is keen on reaching out to communities, youth and the marginalized. It is against this backdrop that the theme of this gathering, "Youth and Blue Economy: Harnessing Economic Opportunities for youth through innovation" which resonates with UN Habitat's vision. This is a formidable theme, I believe, given the context we currently exist in, as a global community.

With 60% of the African population currently under 24, it is clear that realising sustainable development on the continent, and universal health and wellbeing, are contingent on the extent to which African governments are willing to invest in their youth. According to Statistics Kenya median age is 19 and significant segment of the population is youth.

There is need for more efforts to accelerate development of young people and to specifically advance the economic development. It is for this reason that UN Habitat has partnered with Canada's High Commission and other actors to support youth to effectively participate in the blue economy sector.

I trust that the this third Youth and Blue Economy conference will come up with viable ways of reinforcing our commitment to these noble objectives. I wish you the best of success in your deliberations over the next two days.

Partnerships are vital. We need to bring together partners and show youth how and where to get jobs in the Blue Economy sector. We need to link youth and support them to get jobs in the blue economy. Make no mistake youth are critical for the growth and development of Blue Economy. Thank you.



## Ilhan Abbas, Chief Officer Mombasa, County government



In the 1990s, for instance, over 10,000 Kenyans worked as seafarers. A further 3,000 were employed at a fish processing facility in Liwatoni. All these jobs disappeared after Kenya failed to keep up with global training standards and a competitive shipping industry.

It is this unfortunate situation that is being corrected through several strategic approaches that include the revitalisation of the Liwatoni Fisheries Complex and Seaweed Farming in Kibuyuni, Kwale Count; the mapping and repossession of privatised fish landing sites; establishment of Kenya Coast Guard and the Bandari Maritime Academy and the revival of the Kenya National Shipping Line (KNSL).

These measures are all aimed at creating jobs to shore up the livelihoods of communities at the coast, around Lakes Victoria and Turkana as well as saving Kenya foreign exchange and opening up new avenue streams for the national economy.

The blue economy has immense potential to create opportunities for youth people especially in the coast region. It is no wonder the Blue Economy is termed "a new frontier for the countries renaissance". Coast residents should turn their focus to this area and go to sea.

In total, the revival of Kenya's blue economy is expected to generate 144,190 jobs along the value chain for a total of 236,555, up from the current 92,000 jobs.

Some of these jobs and incomes will come from fishing and the diversification of tourist package to include cruise, sport fishing, game safaris, marina, dolphin and whale watching and world class malls. Additional jobs will be created in Mariculture (sea weed farming), ship-building and container repair, port infrastructure building and operation, artisanal fishing equipment making and training.

Over the last couple of years, the County Government has reoriented expenditure towards priority programmes including Youth and has been encouraging more private-sector engagement in order to build concrete public private Partnership in pursuit of new economic opportunities.

It gives me great pleasure to welcome you all to this youth and blue economy conference that is themed "Harnessing Economic Opportunities for youth through innovation"

Holding the conference in Mombasa is very strategic and shows that development partners view the county government of Mombasa as an important partner. Mombasa is ideal for blue economy. Mombasa County welcomes you to the youth and blue economy conference.

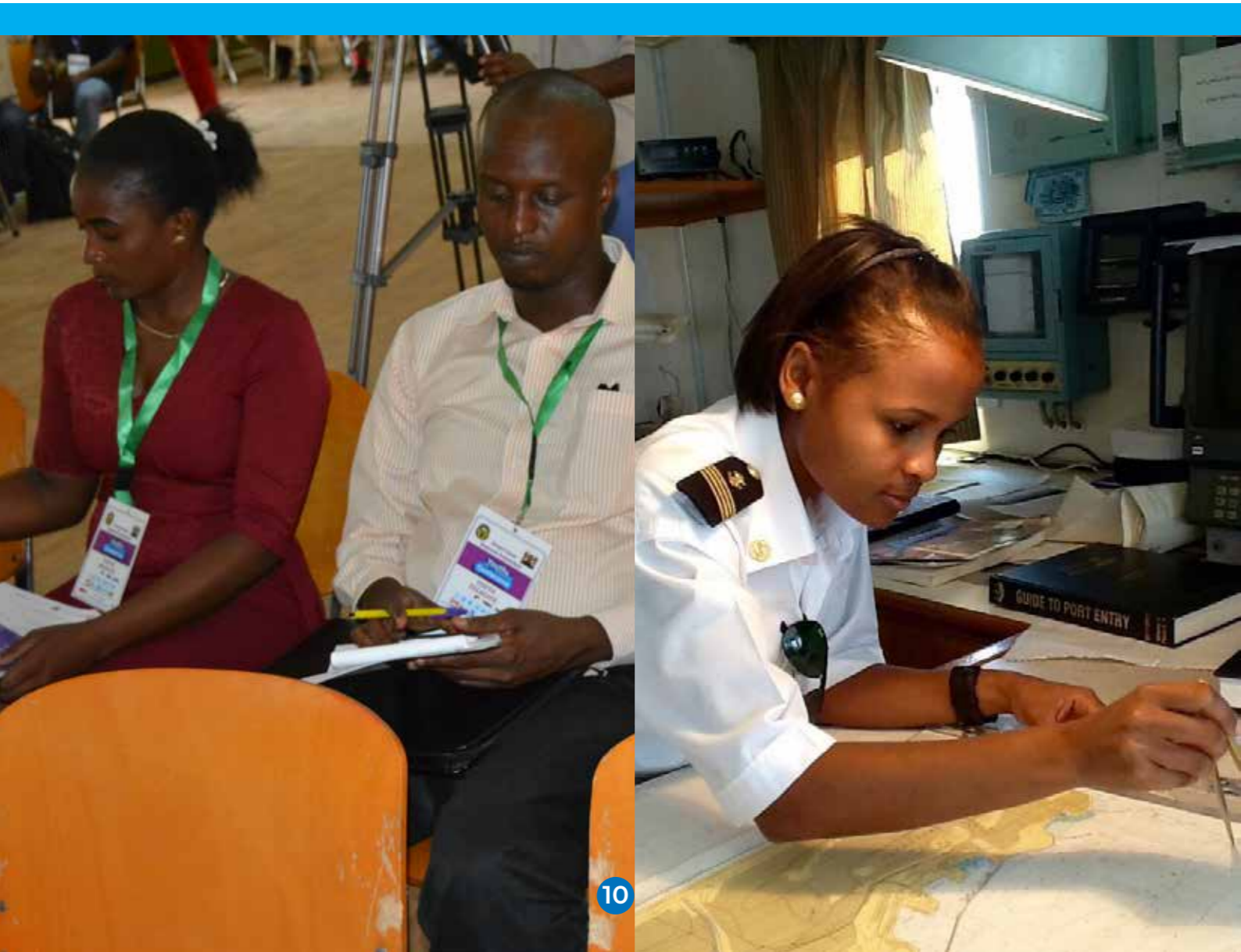
For example, Mombasa County Government has empowered 14 Beach Management Units (BMUs) from across the County to aide them tap into the Blue Economy. The County Government of Mombasa donated 28 High Density Fiber fishing boats to serve the 14 BMU's.

Mombasa County Government has lucrative investment opportunities anchored in the Mombasa Vision 2035 Strategic Plan with a keen interest on the Special Economic Zones, the Blue Economy and key mega infrastructure projects.

It is imperative that private sector investment into the Blue Economy is promoted. As a County, Mombasa is open and ready to do business with the private sector. Private sector have an important role to play in harnessing blue economy for sustainable economic growth and youth development.

Blue economy is a potent instrument for attaining transformative economic growth. For Mombasa, the brimming opportunities in the Blue Economy are in line with Mombasa Vision 2035 (MV2035) which serves as the framework to propel Mombasa as a leader in the region in catalyzing economic development.

In conclusion, let me remind you that County Government of Mombasa is on a charm offensive mission to position Mombasa in away that Blue Economy resources will be utilized and it's calling on Investors who can be willing tap into the Blue Economy sector development.



## How to get jobs in Blue Economy

### Developing resume to get the job that you want in the Blue Economy sector

Your resume needs to be professional and polished because, if not, your application materials probably won't get a second glance from any hiring manager.

### Resume writing tips

While there are a few commonly used resume styles, your resume should reflect your unique education, experience and relevant skills. You might consider having multiple versions of your resume tailored to the jobs you're applying for.

Here are a few key resume-writing tips that will help you organize and design your resume:

#### 1. Look for keywords in the job postings

The best place to start when preparing to write a resume is to carefully read the job postings that interest you. As you apply for different jobs, you should study each job description for keywords that show what the employer is looking for in an ideal candidate. Include those keywords in your resume where relevant.

#### 2. Review resume examples for your industry

When crafting your resume, you might study examples of resumes from your industry for inspiration and best practices. While there are many ways you can use resume samples, there are three main takeaways you should look for:

- **Make it simple and easy to read.**
- **Make it brief.**
- **Include numbers.**

When using resume samples, you should keep in mind that these are not meant to be copied exactly. While you should avoid using them as a template, samples are useful as examples of high-quality resumes in your industry and job title.



### **3. Use a professional font**

Because employers have only a short time to review your resume, it should be as clear and as easy to read as possible. You should use a basic, clean font like Arial or Times New Roman. Keep your font size between 10 and 12 points. Selecting a clear, readable font will help make your resume appear more professional.

### **4. Include only the most relevant information and put the most important information first**

While you might have extensive work or educational experience, it's important to keep your resume as brief as possible without leaving out key information. Hiring managers don't spend a lot of time reading each resume. Research has shown that hiring managers tend to spend only 6 seconds per resume. If your resume includes old or irrelevant information, such as jobs held over 10 years ago or minor degrees and achievements, it may distract from key information.

Try to include only work experience, achievements, education and skills most relevant to the employer. You can find the most relevant attributes by closely reading the job posting. You should prioritize important information higher on your resume to draw attention to key skills and achievements.

### **5. Use active language**

Your resume should be written using active language without extraneous words. This means using power words, such as "achieved", "earned", "completed" or "accomplished". If your resume is too long or seems hard to read, you might consider making sentences shorter or ideas more concise.

### **6. Call attention to important achievements**

Instead of listing your job duties under the experience section, select your top three or four most important achievements in each role you've held. Where possible, include numbers that measure your success for that particular goal or achievement.

### **7. Only include subheadings and sections you need**

Whether you're using a resume template or creating your own, you may find there are some recommended sections you do not need.

### **8. Choose appropriate margins**

Typically you should use a one-inch margin size on all sides of your resume with single spaces between the lines. If you have too much white space, you might consider making your lines spaced by 1.15 or 1.5. You can also increase your margins if you find it is difficult to fill your resume, but they should stay below two inches.

### **9. Proofread and edit**

Before sending your resume, you should undergo several rounds of proofreading to ensure there are no spelling or grammar errors. While there are several proofreading programs and tools you can use, it is also helpful to ask trusted friends or colleagues to review your resume. It is helpful for an objective third party to look at your resume as an employer might to find ways you can correct or improve it.

### **10. Decide whether you need a unique resume for different jobs**

Before submitting any application, you should ask yourself, "Have I made it as easy as possible for this employer to see that I'm qualified?". If you're applying for a job that has unique requirements, you may need another version of your resume to fully demonstrate your qualifications. Decide on a case by case basis which resume to use.

Your resume is often the first step to getting an interview with an employer. Make sure you include the most relevant information on your resume, organize it to highlight the most important information and carefully review for errors. Once your resume is polished and finalized, it should help you get more callbacks, interviews, and job offers.



## Café: Jobs in the Blue Economy

### 1. Kenya Maritime Authority

Kenya Maritime Authority (KMA) was set up in June 2004 as the semi-autonomous agency in charge of regulatory oversight over the Kenyan maritime industry. Maritime safety and security is one of the Authority's core functions. As the pacesetter of the Kenyan maritime industry, KMA thus strives to strengthen national maritime administration through enhancement of regulatory and institution-

#### Department and sectors

- i. Maritime safety
- ii. Marine environment department
- iii. Search and rescue

al capacities for safety and security, fostering effective implementation of international maritime conventions and other mandatory instruments on safety & security, promoting maritime training, coordinating Search and Rescue, preventing marine pollution and promoting preservation of the marine environment as well as promoting trade facilitation and maritime investments.

- iv. Commercial shipping department
- v. Maritime education and training
- vi. Fisheries and aquaculture

### 2. Kenya Ferry Services

Kenya Ferry Services is a State Corporation, established under the Companies Act (CAP 486) of the Laws of Kenya and operating under the Ministry of Transport, Infrastructure, Housing and Urban Development, mandated with the operation of ferries in the Country. The Company's headquarters are set along the expansive shores of the beautiful and splendid Indian Ocean overlooking the magnificent view of the channel at Peleleza, Likoni, Mombasa.

Kenya Ferry Services Limited (KFSL) came into being in November 1989 after the Government took over the operation of the ferry services from the defunct Kenya Bus Services Ltd, which had indicated unwillingness to continue with operations.

The Government then mandated Kenya Ports Authority to run the services on its behalf. Kenya Ports Authority in turn changed one of its subsidiary companies (Bunty Estates Ltd) into Kenya Ferry Services Ltd and commenced operations on 1st November, 1989.

In 1998, the Government through National Assembly Sessional Paper No. 3 formalized the ownership of the Company by transforming the contributions of both the Government and Kenya Ports Authority into equity. Share capital increased from the initial Kshs. 2 million to Kshs.500 million. Today the Company is 80% owned by the Government of Kenya and 20% by Kenya Ports Authority.

The management of the Company is governed by the Companies Act of Kenya, the State Corporations Act among other relevant Acts. Kenya Ferry Services Ltd has a board of directors which is charged with the overall mandate of the Company.

The principal activity of the Company is provision of ferry services to motorists and pedestrians at the Likoni and Mtongwe channels.

KFS currently ferries over 300,000 pedestrians and more than 6,000 vehicles daily across the channel. The firm projects the passenger number to hit 500,000 in the next three years if the current trend continues. Ferries are a great way to get around the famous Likoni channel with its many historical attractions and also to explore a glimpse of the Indian Ocean. There are five operating ferries. MV Nyayo, MV Harambee and MV Kilindini, MV Likoni and MV Kwale. Currently the company is in the process of acquiring two new ferries.

Since the Company's core business is concentrated within the larger Port area, KFS is categorized as a Port facility. Consequently, it is subject to the International Maritime Organization (IMO) regulations regarding Port facilities security. The Kenya Maritime Authority (KMA), which is the local enforcement agency, assesses and certifies the facility's security plan which is developed and reviewed after every four years as required by the International Ship and Port facility Security (ISPS) code.

KFS provides support in training the youth through linkages with Technical University of Mombasa (TUM) Bandari College and Kenya Coast National Polytechnic. In particular, it works with the learning institutions to develop inclusive maritime curriculum, to equip students with the right skills for the right jobs in the blue economy sector.

#### Opportunities for the youth include;

- i. Attachments (industrial) unlimited positions
- ii. Internships – paid – limited
- iii. Jobs/employment
- iv. Business opportunities through tenders (30 percent for youth, women and people living with disability)

### 3. Technical Vocational Education & Training

Focus on education is fast shifting from academics to technical training. There has been deliberate emphasis by the government to promote and invest in TVETs in recent years. The government's development agenda, mainly the functions of the Big Four agenda, are based on human capital development, competitiveness and enterprise creation.

All these are directly related to TVETs. The outcome of TVETs is skills development, up skilling, technology transfer and incubation. This is, therefore, one of the most exciting times for the youth in Kenya, a time when there is lots of flexibility and options.

Young people can now pursue their desires by acquiring several skills and competencies to mix and match them for a unique combination that the job market demands. This will ultimately promote the highest standard of living in the country.

#### Areas to focus/specialize in

- i. Marine engineering
- ii. Welding and fabrication
- iii. Painters e.g. ferry painting
- iv. Port surveyors
- v. Human resource
- vi. Technicians
- vii. Finance personnel
- viii. Safety and security

#### To note

- i. KFS should regularly hold interactive sessions with the youth in learning institutions.
- ii. Let the youth apply for attachment in other departments other than engineering.
- iii. KFS should liaise with local industrial chemistry professionals as they focus on quality control, material selection and production.
- iv. Let job seekers visit the company portal.
- v. KFS should continue to observe gender equity. It has employed women that work in various departments and are performing well.

#### Highlights

- Job opportunities are there but are limited.
- Business opportunities are there in plenty
- The rate of university graduates is not equal to the rate of job absorption

The government targets at least 10 percent of the population to enrol in TVETs. Kenya is need of more craftspeople than managers and supervisors. Any country relies on the ingenuity and creativity of its skilled population to drive the economy forward.

The government has made TVETs accessible, and, as part of the education reforms, we have reduced the unit cost for training from Sh97,000 to Sh57,000. The government has also set up bursaries, as such, enrolment in TVETs has increased by 130 percent to 190,000 students in the last one year. The government hopes to enrol one million students every year.

#### 4. Radicle Global

Radicle is a digital and physical resource ecosystem for young change makers operating in the blue and green economy. The organization uses data analytics to understand the needs of youth enterprises, provide targeted resources, monitor and create impact data on environmental indicators linked to the Sustainable Development Goals and gain key insights on best business practices.

##### Focus areas

- i. Making resources more affordable and accessible to youth-led environmental enterprises
- ii. Connecting young professionals to flexible and meaningful work
- iii. Creating a data ecosystem that monitors SDG environmental indicators
- iv. Creating a resource ecosystem for youth enterprises with environmental impact indicators

#### 4. Canada High Commission

- About 80% of jobs are not advertised hence youth are advised not to sit and wait for jobs.
- A resume and cover letter alone cannot get you a job, but a bad one can ruin your chances of getting the job
- Characters of a good resumes
  - Concise and clear
  - Prominently feature your skills
  - Structure include; Professional summary, skills , work experience and education
- Number the pages
- Contact information
- Good references
- Photo, religion, age and marital status should be included
- Avoid spelling mistakes
- Should have appropriate email address
- Should have appropriate email address

##### Characteristics of a good cover letter

- Should be clear and easy to read
- One page
- Four paragraphs Hook i.e. what you offer
- Be active
- Closing
- Avoid spelling mistakes
- Should have short references
- Should have your address
- Should also have the address of the organization
- Your names
- Your contacts
- Your sign
- How to prepare for an interview
  - Arrive at the interview place 40 minutes on average
  - Dress for success and be positive
  - Be on time and turn off your phone
  - Prepare in advance and practice
  - Be patient and confident

- Listen to the interview questions carefully before you answer
- Do not beg
- Learn from your experience
- Place build and use your networks
- Get the skills you need
- Follow up with the employer
- Keep your power
- Be strategic
- Be audible
- Don't be quiet in an interview
- You should be humble
- Update your CV regularly
- Choose referees well
- First impression determines whether one is really interested in the job.

- Never lie in your CV and do not exaggerate
- Why do we require a CV
  - It gives all the details of a person
  - It gives your education
  - It shows your experience (work experience)
  - It shows your contact information
  - It shows your special training programmes
- A CV is a reflection of a person
- Some of the questions in an interview
  - Why do you think you are qualified for the job
  - What are some of the skills you have that can enable you do the job more effectively
  - Why do you think you are the best person for the job
- The language you use in an interview matters
- Give out your previous work experience
- The skills gained in your previous job
- How to build your network
  - Engaging in short term jobs
  - Volunteering
  - Labour market skills
  - Attending mentorship workshops and also having personal mentors who will be guiding you
- Blue Economy involves economic activities in maritime and marine industry, the CV should include;
  - Leadership roles
  - Sports participated in
  - Competences
- Confidence gives your employer trust in you
- It is important to follow up your interviews
- The Blue Economy has many job opportunities for youth



**Gallery**



## Closing session

**Mary Muthoka, Principal,  
Kenya Coast National Polytechnic**

“We’ll continue equipping young Kenyans with the requisite skills and know how to enable them compete favourably for employment opportunities in the vast blue economy sector.”



## Next Steps

1. Build strategic partnerships to harness the opportunities that Blue Economy presents for Mombasa and Kenya at large.
2. Establish ways to explore the available investment opportunities in regards to the Sustainable Blue Economy Conference.
3. Work with different stakeholders to ensure that youth benefit from Blue Economy economic growth, environmental protection, employment, innovation and social responsibility through joint ventures, private public partnership schemes or private investments.
4. Promote private sector investment into the Blue Economy
5. Work with the government to implement a raft of reforms to secure both local and international seafaring jobs for Kenyan youth.
6. Establish collaborative initiatives to enhance youth participation in the Blue Economy sector
7. Promote competency Based Education and Training
8. Support skills development for youth
9. Identify and support opportunities for volunteering and internship
10. Help youth to develop professional curriculum vitae
11. Establish coaching and mentorship programmes

**Lisa Stadelbauer,  
Canada’s High Commissioner**

“Canada is glad to be part of Kenya’s effort towards the realization of Kenya’s ambition of Blue Economy & competitive maritime trade. We’ll continue supporting Kenya’s efforts to position the blue economy sector as a key driver of the country’s transformation.”



**Dr. Kevit Desai is the Principal Secretary  
in the State Department of Vocational  
and Technical Education (TVET) in the  
Ministry of Education**

“I am confident that the enhanced training will bring out the best in our talented young people”



## Participants call for more support for Youth to engage in Blue Economy

December 19, 2019, Nairobi Kenya

Youth gathered at the third Blue Economy conference that was held in Mombasa have called for more support to the youth to effectively engage in the Blue Economy sectors.

The UN Habitat with the support Canada's High Commission in Mombasa, Kenya convened the conference Youth and Blue conference, Harnessing Economic Opportunities for youth through innovation on 6 December 2019.

Kenya has a youthful country. 80 per cent of the population of this country is below age 35. This is a huge asset that we can invest in to make progress. Today more than 70 per cent of jobless people are young people struggling to survive.

Speaking at the conference, Canada's High Commissioner, H.E. Lisa Stadelbauer, lauded the UN Habitat's efforts to support youth to participate in the Blue Economy.

"Canada is glad to be part of Kenya's effort towards the realization of Kenya's ambition of Blue Economy & competitive maritime trade. We'll continue supporting Kenya's efforts to position the blue economy sector as a key driver of the country's transformation" Said Lisa

At least 150 youth from Coast region attended the conference and shared ideas on how to enhance youth innovation, build strong partnerships with the private sector and other stakeholders, finance and develop responsive policies to increase the number of youth economically benefiting from the Blue Economy.

Youth taking part in the discussions called for more support in the areas of information, skills and knowledge development that would help them access opportunities in the Blue Economy.

"Blue Economy is about sustainable development, employment and wealth generation for the Youth. It

is the youth future. Things have to be different" Said Kelly Banda, Youth representative

"Youth involvement in Blue Economy is vital. We urge national and county governments to develop plans to bolster the blue economy for the Youth in Mombasa county and Coast region at large" he added

The sentiments were echoed by Doug Ragan, the head of UN Habitat's Youth Unit who reiterated the need for skills development for the youth. "There is need for more efforts to accelerate development of young people and to specifically advance the economic development" Said Doug

"The realization of the full potential of the Blue Economy requires the effective inclusion of marginalized groups such as women, youth, local communities and underrepresented groups who often face additional barriers when it comes to economic opportunities in coastal cities" he added

Dr. Kevit Desai is the Principal Secretary in the State Department of Vocational and Technical Education (TVET) in the Ministry of Education called for technical training of the youth emphasizing the importance of TVETs.

"I am confident that the enhanced training will bring out the best in our talented young people" He said

Other speakers at the forum included Ms. Ilhan Abbas, Chief Officer, County government Mombasa, Ms Mary Muthoka, Principal of Kenya Coast National Polytechnic, Dr Kipkirui Langat, the Director General TIVET and a host of representatives from youth led organizations and the Private Sector.

Some of the partners in the conference included Radicle Global, Kenya Coast National Polytechnic, and Kenya Education for Employment Program, The Youth Congress, Government of Kenya, Kenya Maritime Authority and Kenya Marine Services.



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