



# Pathways To the

# Blue Economy

Harnessing Economic Opportunities  
for Urban Youth through  
Innovation

**United Nations Offices, Nairobi, Kenya**

**23rd - 24th May 2019**

# REPORT



Activity supported by the  
Canada Fund for Local Initiatives  
Activité réalisée avec l'appui de  
Fonds canadien d'initiatives locales



**UN HABITAT**  
FOR A BETTER URBAN FUTURE

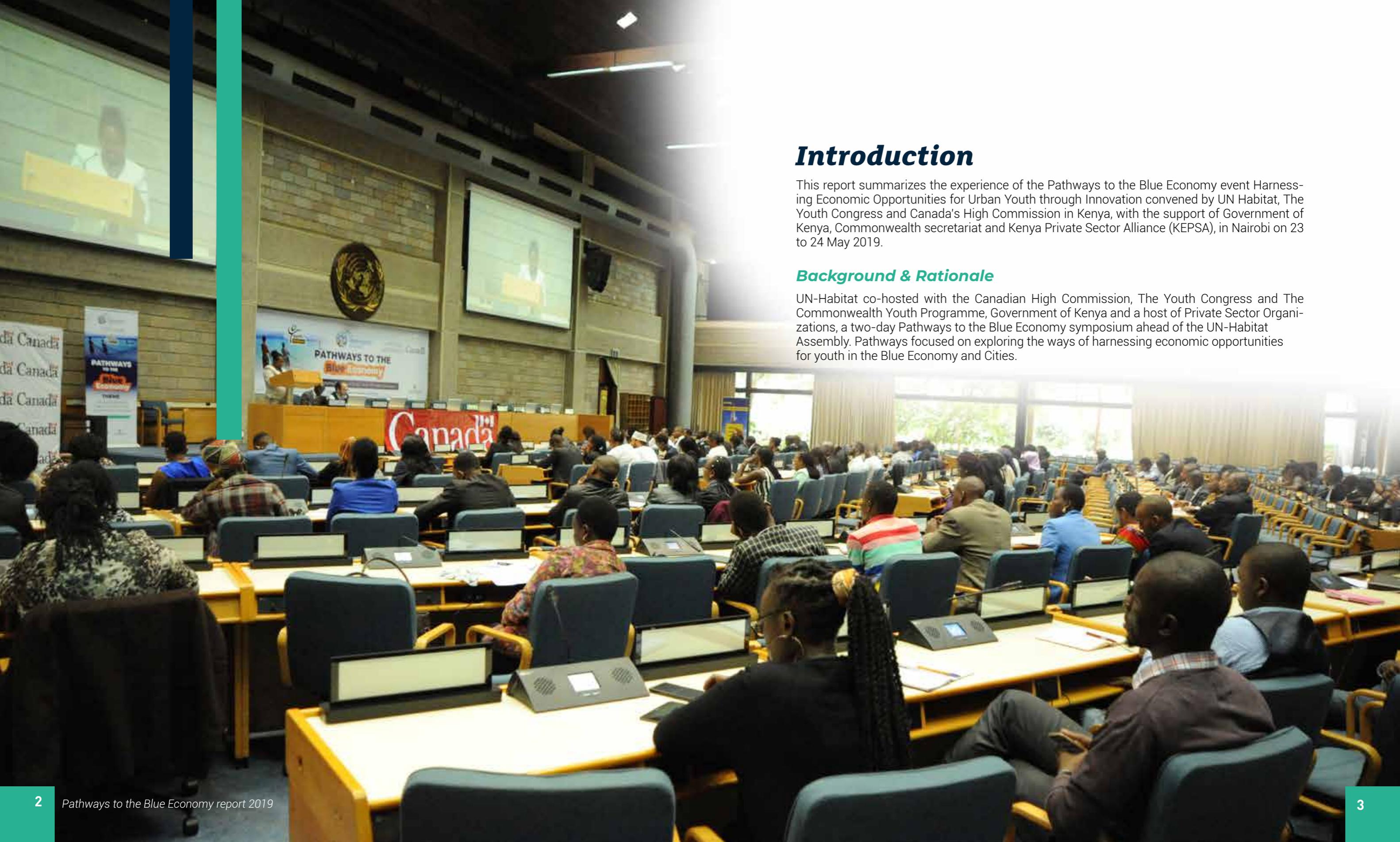


# Pathways to the Blue Economy

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## ***Introduction***

This report summarizes the experience of the Pathways to the Blue Economy event Harnessing Economic Opportunities for Urban Youth through Innovation convened by UN Habitat, The Youth Congress and Canada's High Commission in Kenya, with the support of Government of Kenya, Commonwealth secretariat and Kenya Private Sector Alliance (KEPSA), in Nairobi on 23 to 24 May 2019.

### ***Background & Rationale***

UN-Habitat co-hosted with the Canadian High Commission, The Youth Congress and The Commonwealth Youth Programme, Government of Kenya and a host of Private Sector Organizations, a two-day Pathways to the Blue Economy symposium ahead of the UN-Habitat Assembly. Pathways focused on exploring the ways of harnessing economic opportunities for youth in the Blue Economy and Cities.

## The purpose of Pathways

- To provide concrete and actionable information to youth on how they can prepare themselves for and engage in the Blue Economy.
- Develop a framework that highlights the pathways for youth to engage in the Blue Economy and promotes youth innovation in the development of sustainable coastal cities
- Showcase and promote education and private sector opportunities related to the Blue Economy

Urbanization is the engine that propels the world towards prosperity in the 21st century and youth are the captains. Youth are society's most essential and dynamic human resource. There are more people under the age of 25 today than ever, totaling nearly three billion or almost half of the total global population; 1.8 billion of that total are between the age of 12 and 24. These youth live, by and large, in cities and towns; the cities of the developing world account for over 90% of the world's urban growth and youth account for a large percentage of those inhabitants.

Over 90% of all urban areas are coastal, and thus directly engaged in the blue economy. The global blue economy generates up to USD 6 trillion for the global economy and by some estimates; the African maritime industry is already worth a projected USD 1 trillion annually. If it were a country, the global blue economy would be the seventh-largest economy in the world. The Blue Economy drives economic growth and provides jobs for hundreds of millions around the world, often to those in the poorest communities, in industries as diverse as fishing, transport, tourism, off-shore mining and others.

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 and should aim at restoring and protecting marine ecosystems. Furthermore, they must be based on an economic system that emphasizes clean technologies, renewable energy, waste reduction and the recycling of materials.

The potential of the Blue Economy is not being realized, especially where it is most needed in continents such as Africa. In Africa there is over 47,000 km of coastline. Despite this, maritime trade among African countries makes up only just over 10 percent of total trade by volume. The International Energy Agency says ocean renewable energy can potentially supply more than four times current global energy demand.

The linkages between the Blue Economy, sustainable development and economic growth are recognized in the 2030 Agenda for Sustainable Development and the New Urban Agenda. The New Urban Agenda makes explicit references to issues that are important to the Blue Economy. The most relevant refer to sustainable water and resource management through the promotion of safe, inclusive, accessible, green and quality public spaces, which include waterfront areas that are multifunctional areas for social interaction and inclusion, human health and well-being, economic exchange.

## Engagement of Women & Youth

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

Of equal relevance is the case of youth. Africa faces a huge demographic challenge in the increasing percentage of young people under the age of 30. 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 could be the engine that drives the Blue Economy of the future.



## Participants

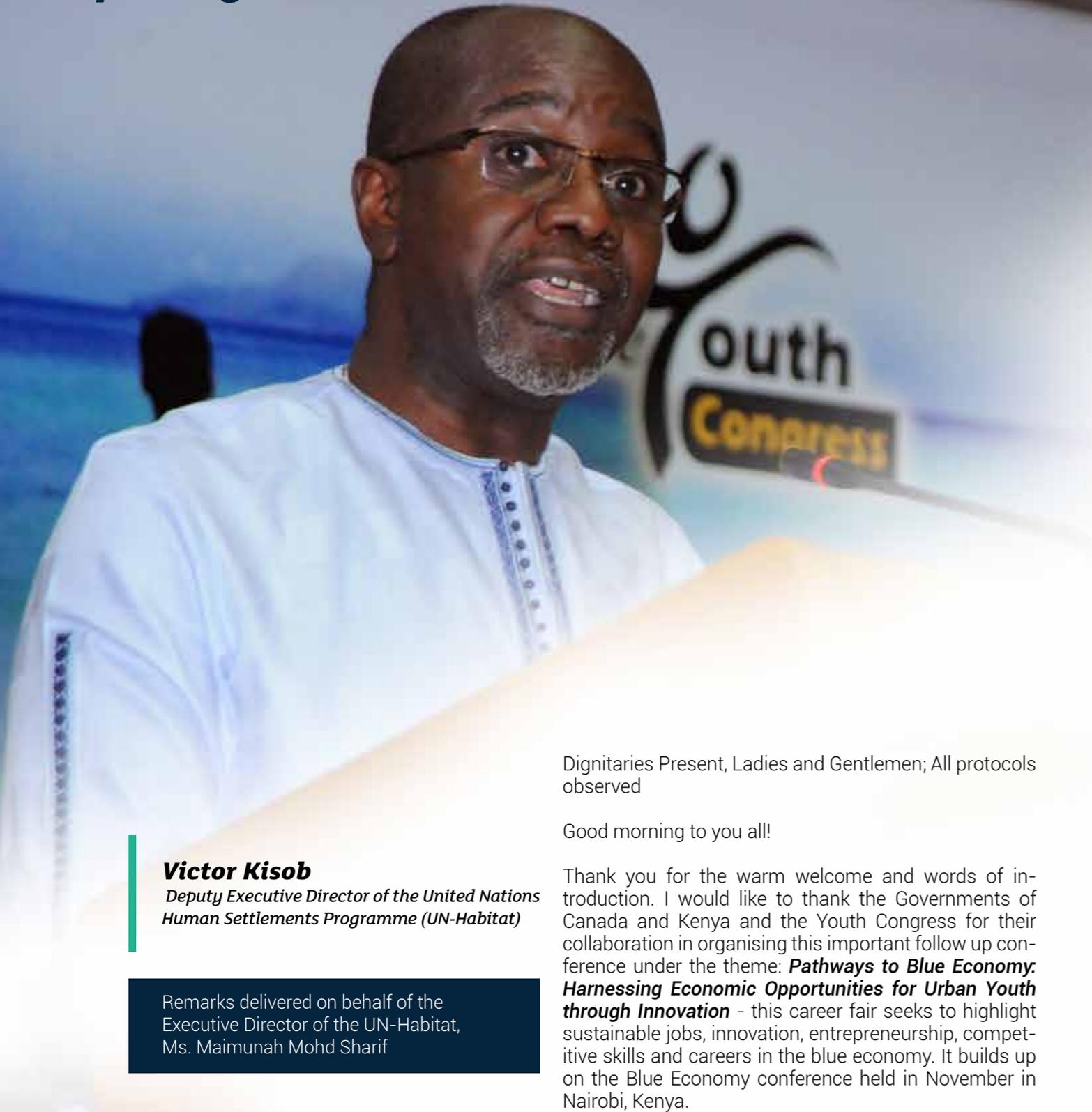
The convening brought together over 200 participants from Kenya and other parts of the world representing youth led organizations, government agencies, civil society, academia, the private sector, UN Habitat and Canada's High Commission.



## Outcomes & results

The conference was the first of its kind to take place on Youth and Blue Economy with a core focus on connecting youth and private sector in the Blue Economy, discussing ways of accessing opportunities and building careers. The ultimate objective of the conference was to share experiences, knowledge, opportunities and skills required for youth to engage in the Blue Economy.

The main outcome of the convening was a "Joint call for action" which covers the main recommendations emerging from presentations, group work and discussions. This call reinforces a clear pathway to integrate youth in the Blue Economy. In particular, the call recommends establishment of a Pathways Task Force on Youth and the Blue Economy.



Dignitaries Present, Ladies and Gentlemen; All protocols observed

Good morning to you all!

Thank you for the warm welcome and words of introduction. I would like to thank the Governments of Canada and Kenya and the Youth Congress for their collaboration in organising this important follow up conference under the theme: **Pathways to Blue Economy: Harnessing Economic Opportunities for Urban Youth through Innovation** - this career fair seeks to highlight sustainable jobs, innovation, entrepreneurship, competitive skills and careers in the blue economy. It builds up on the Blue Economy conference held in November in Nairobi, Kenya.

### **Victor Kisob**

*Deputy Executive Director of the United Nations Human Settlements Programme (UN-Habitat)*

Remarks delivered on behalf of the Executive Director of the UN-Habitat, Ms. Maimunah Mohd Sharif

As stated in November when we met at the Youth and Blue Economy conference in the same compound –, without the full engagement of the youth, women, indigenous communities and other marginalized groups, these economies will not reach their full potential, nor be inclusive and holistic. I emphasized the need for us to move from talk to action and find ways that youth can take part in the Blue Economy and this forum is providing exactly that.

Also, I pointed out the need for strong partnerships between youth, governments and the private sector to create opportunities that young people require. I am absolutely delighted that we (UN Habitat, Canada's High Commission, Government of Kenya and The Youth Congress) didn't stop at the last conference with DeclarAction, we have moved the next step which is most important, identifying practical opportunities for youth to engage in the Blue Economy. Truly this is what we call moving from talk to action.

First let me reiterate that UN Habitat is committed to working with and for young people to ensure that they benefit from opportunities that can improve their livelihoods. Where it is ensuring that they have the skills, capital or platforms to raise their voices. UN Habitat connecting young people with opportunities and invest in their potential – to make impossible possible. (impossible to I'm possible)

Second, the UN Habitat will continue working with diverse stakeholders to ensure that the Blue Economy provides adequate opportunities for young men and women. Youth are directly and extensively involved in the Blue Economy: in small-scale and industrial fisheries, and in post-harvest activities, such as processing and marketing. At the same time, Africa faces a huge demographic challenge in the large and increasing percentage of young people under the age of thirty, many who are not able to find employment.

Third, UN-Habitat strongly supports the engagement of the Private Sector in creating sustainable opportunities for the youth. The role of private sector is extremely important in addressing some of the challenges that youth face. Without full engagement of the private sector, the problem of unemployment – that remains a big burden to many young people, will be hard address.

Ladies and gentlemen, thank you for pitching the Youth event as a curtain raiser to the 1st ever UN Habitat Assembly. I recall with nostalgia that the DeclarAction developed prior to the Blue Economy conference shaped the discussion and provided a platform for engagement at the Blue Economy Conference. I want to believe your discussions for the next two days will yield tangible and measurable results that we should be able to showcase in the main plenary. Let me therefore take this opportunity from the onset to invite the You and other Youth to take part in the discussions at the UN Habitat Assembly both physically and through other innovations available.

Let me conclude by assuring you that UN Habitat will continue to work with young people as a friend and partner in the quest to better their livelihoods and equally leverage on our convening power to mobilize governments, local authorities, private sector and other stakeholders to support the Youth Agenda. UN-Habitat stands ready to innovative ideas from the youth and looks forward to the opportunity to work with you on galvanizing the full and sustainable potential of the Blue Economy, for everyone.

AHSANTENI SANA!



**Lisa Stadelbauer**  
Canada's High Commissioner to Kenya,  
Rwanda and Uganda

Canada was pleased to co-host with Kenya the Sustainable Blue Economy Conference in November 2018. We are also happy to partner with UN Habitat and the Youth Congress to deliver a pre-event, Youth and the Blue Economy.

We want to continue the momentum from these events and we are so happy to work again with UN Habitat and the Youth Congress to deliver Pathways to the Blue Economy. We want to make sure that young Kenyans understand that the Blue Economy offers more than jobs in fishing: it is also tourism; water management; ocean science; hydroelectricity; environmental science and so much more. We want to make sure that young Kenyans understood how, and where, to get the skills they need to find jobs in Blue Economy sectors.

By partnering with the private sector, we hope that we can spark the imagination of young Kenyans – and especially young Kenyan women, on what their future could hold with the right training, experience and connections. The future is Blue – be bold and think big.

## Harnessing innovation and Youth

### 1. The Role of Government & the United Nations

Remarks delivered on behalf of Dr. Francis O. Owino, Phd Principal Secretary, State Department for Public Service and Youth, Ministry of Public Service Youth and Gender Affairs.

Ladies and Gentlemen,

We gather here for an exceedingly important purpose. This symposium is timely and its theme 'Harnessing Innovation and Economic Opportunities of Youth' highly appropriate as the Blue economy is next frontier for economic growth and it has the potential of providing solutions to youth unemployment. It has the potential to contribute to higher and faster economic growth in Kenya and due to this it is recognized in the 2030 Agenda for sustainable development as a key pillar.

Reality shows that attention of harnessing youth potential in the blue economy has not been sufficiently exploited considering the practical implication of shifting perception of youth and the role they can play in the society. The blue economy offers a myriad of opportunities to the youth as Kenya enjoys a vast maritime resources which includes lakes, ocean and rivers which have potential for fisheries, tourisms, marine transport and off shore mining if used in a sustainable, clean and equitable manner.

Youth being part of development agenda represents unprecedented opportunity in advancing sustainable blue economy agenda in Kenya. Youth population represents most abundant potential asset that any country can have. Youth are the urban future as they are moving from rural to urban areas yet a majority of them are unemployed. This calls for the government and other



**Susan Njau**  
Director of Youth Affairs

stakeholders to review the place of the youth in the urban areas by positioning in place practical actions to improve livelihoods for the growing population.

To solve the issue of youth unemployment, there is need to have labour-skills intensive economic activities that are able to create employment opportunities for the youth and reduce poverty. This can be achieved through sustainable exploitation of the blue economy resources such as harvesting of living resources available, extraction of non-living resources and investment in commerce and trade in and around the resources.

As you are aware the Blue economy is all about the sustainable use of oceans and other water bodies' resources for improved livelihoods. The use of this resource should aim at restoring, protecting and maintaining diversity. This calls for youth involvement in the exercise through innovation.

Innovation is not a new concept. Human survival requires constant innovation and adaptation. For youth, innovation is a necessity which will enable them to navigate in life. Youth is a dynamic, forward looking and better placed to find innovative solutions to local challenges that affect blue economy through the use of science and technology. Youth need an environment in which barriers to self-actualizations are broken to make an impact.

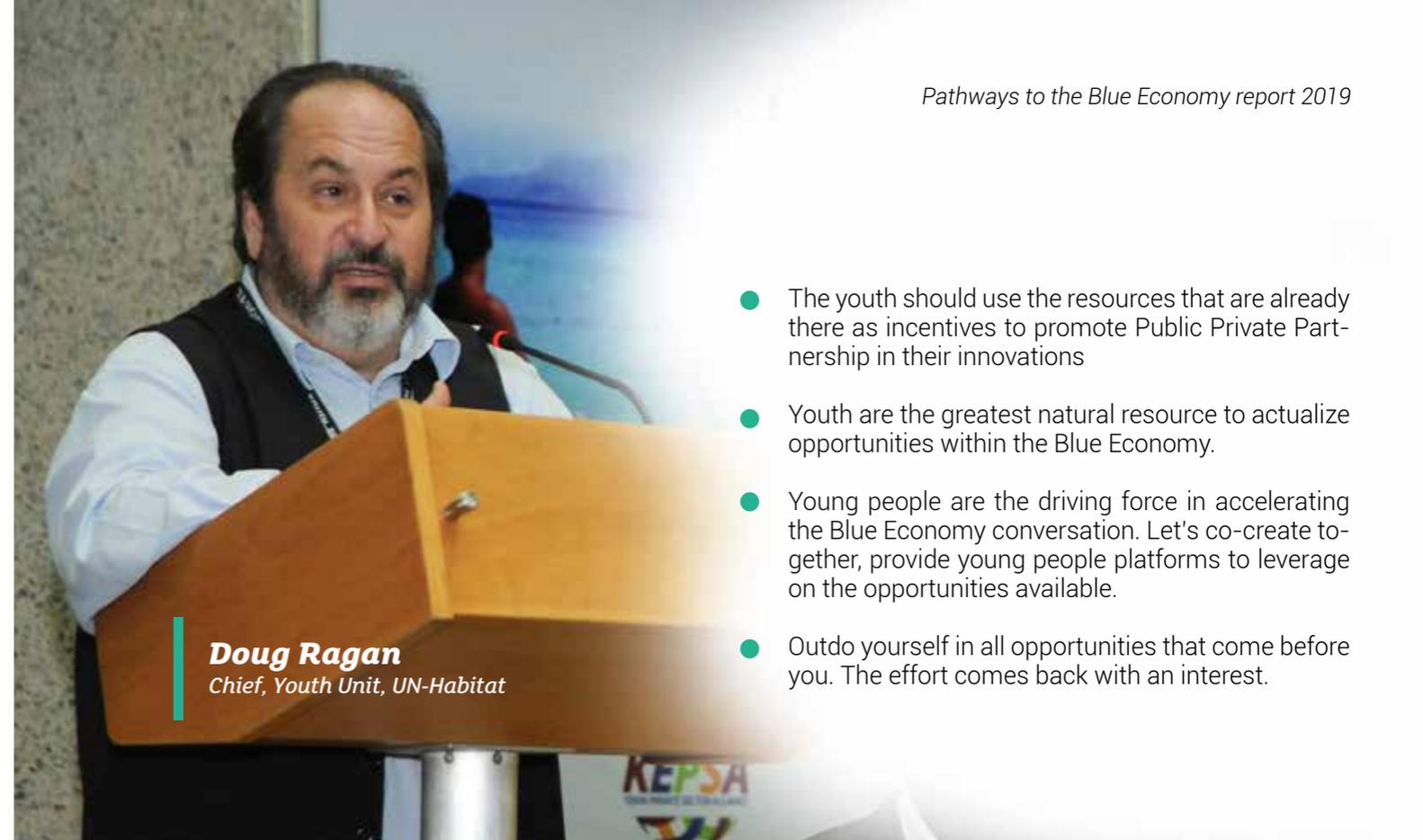
Creativity and technology are key to success in this current era. In order for the youth to participate effectively in harnessing economic opportunities through innovation in blue economy the following has to be considered;

- Long term strategy has to be introduced with a view of stimulating creativity of the youth. This can be done through provision of quality education, strengthening their capacity through training, ensuring equal opportunity for all and having a political commitment in matters pertaining blue economy.
- Provision of quality education and research through various research organization who are involved in the blue economy. This will help in tapping full potential of the youth hence need to receive education that is aimed at stimulating creativity and developing a better way of harnessing the blue economy.
- Development of mentoring initiatives with stakeholders in blue economy. Through mentoring youth have demonstrated impressive abilities when it comes to scientific and technological innovation. Youth need to be encouraged to actively seek out mentorship opportunities for themselves with industry players.
- Promoting youth creativeness and imagination in exploiting the blue economy. Youth innovation need to be promoted as it begins at tender age. Every stakeholder has a key role in recognizing, encouraging and developing the creative ability of the youth.

With this in place, the country can fully harness the economic potential of youth in the blue economy.

Thanks and God Bless you.

- The youth should use the resources that are already there as incentives to promote Public Private Partnership in their innovations
- Youth are the greatest natural resource to actualize opportunities within the Blue Economy.
- Young people are the driving force in accelerating the Blue Economy conversation. Let's co-create together, provide young people platforms to leverage on the opportunities available.
- Outdo yourself in all opportunities that come before you. The effort comes back with an interest.



**Doug Ragan**  
Chief, Youth Unit, UN-Habitat

## 2. How to harness youth innovation through Public Private Partnerships

Safaricom believes that youth innovation is critical for economic development. That is why the company has made a decision to focus on youth and support youth led projects. Innovation could power the engine of economic growth.

Safaricom is pleased to be supporting youth through platforms such as BLAZE that are investing in creative ideas and offering mentorship and networking opportunities that are helping young Kenyans create careers in media, the arts, design, among others.

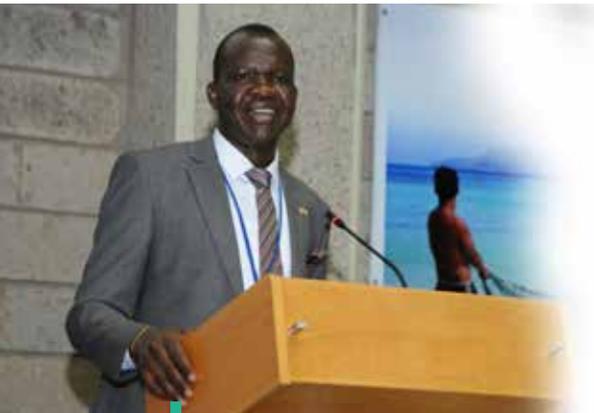


**Josephine Ndambuki**  
Safaricom's Director of Strategy, Research and Planning,

Fishing in

Shimoni  
Mombasa  
Kilifi  
Lamu

Can create an estimated 12,000 jobs  
& add **Sh20 Billion to GDP annually**



**Linus Sijenyi**  
Youth Expert, UN-Habitat

As we push for revival of Blue Economy in Kenya and the rest of the continent, we must ensure that the sector generates jobs along the value chain for the youth.

Some of these jobs and incomes will come from fishing and diversification of tourism package to include cruise, sport fishing, game Safaris, Marina, dolphin and whale watching and world class malls.

The private sector has always been viewed as a lone and mean player in the development agendas of many countries. Companies are perceived to be only interested in making profits, sometimes at the expense of the people or the environment.

This notion pushed businesses to embrace corporate social responsibility (CSR), which requires companies and businesses to set aside part of their finances for projects that positively impact the communities around.

There are various reasons why businesses choose to engage in CSR. One is that business has a role to play in solving some of the challenges facing society. Some of these challenges might be brought about by the operations of the business. It is also argued that CSR activities enhance the public image of a business, giving the impression of a company that cares about the people.



**Karin Boomsma**  
Project Coordinator,  
Sustainable Inclusive Business

- No money circulation amongst the youth.
- Delayed payments by the government on tenders leading into CRB listing.
- Too much mobile loans.
- Transport on lake Victoria not fully utilized to secure employment for the youth.
- Youth are not involved in the fish caging business

**Duke Mainga Ondiba**  
CEC for Culture, Sports, Youth & Social Services,  
Kisii County



## World Urban Cafes

### Pathways to the Blue Economy

Five World Urban Cafes were established in different rooms and hosted by different private and education sector partners. At these Cafes youth engaged with hosts to discuss how they can best find the right pathway, through education and experience to enter the Blue Economy.

Each Café lasted 15 minutes long, and then youth moved to the next café. In the end they had gathered information from all different private sector groups.

#### 1. Kenya Maritime Authority

To ensure sustainable, safe, secure, clean and efficient water transport for the benefit of stake holders through effective regulation, coordination and oversight of maritime affairs

- Skill sets needed-smart fishing
- Supplying of items such as foodstuff
- Handling waste disposal in ships
- Opportunities to work in ships-ship contractors, handlers and vessel building
- KSTW-Certificate needed for ship related jobs
- Insurance
- Vessel operating

#### 2. Safaricom Foundation

Safaricom foundation seeks to make positive contributions to communities in Kenya in direct ways through financial support

- Youth should have viable ideas before looking for funds and partnerships
- Have a prototype or a tangible concept
- Work with government there after

#### 3. Water Services Providers Association

Provide water and sanitation services

- Smart billing systems
- Energy saving in pumping waters

#### 4. KIPYA

knowledge services company in earth science business, mining, geothermal construction and water,

- Research on drilling
- Training on actual drilling
- Technology on digital mining
- Partnerships

#### 5. Great Minds Challenge

A network seeking to co-create and acquire new mind-sets with new generation leaders

- Create solutions to underlying climate issues
- Making use of available resources
- Identify policies in blue economy and how to narrow to green economy
- Digital skills training



# Group Work I

## Strengthening Innovations in Cities

### Group 1: Creating an Enabling Environment for innovation

#### 1. What do you need in your physical/ social space to promote innovation ?

- The ill-informed concept of innovation and technology being synonymous should be demystified by informing the Youth of the relevance of social innovations in the society through awareness raising programs.
- The government in partnership with the private sector should facilitate the construction of a Blue Park which will serve as a one-stop, inclusive platform for representation of the Blue and Green economy ecosystems and the innovation opportunities within.
- Youth that are actively engaged in developing their innovative ideas should be given step by step technical guidance in their design thinking process, formulation of their business model canvas, as well as the necessary technical and logistical support for launching their innovation into the market.
- The ministry of education should include policies that encourage the formation of clubs and associations in the institutions of higher learning that focus on the training; and encourage the scaling of innovative ideas.
- The tertiary education should incorporate an innovation-based curriculum that responds to the market demands by including vocational training on innovations and the job market.
- The government should create mechanisms that seek to strategically and cautiously, include the decolonized Youth in projects regarding harnessing opportunities from the Blue Economy; in their DDR process for those previously recruited into marine piracy in the coastal region.

- A substantive apprenticeship framework that encourages the Youth to be innovative in their workplace should be formulated.

- Consistency in stakeholder collaborations and partnerships between the Public and Private sector in regards to Youth and Innovations should be highly encouraged.

#### 2. What policies do you need to be put in place to promote innovation?

- The government should subsidize the cost of patenting of ideas so as to leave no one behind in considering the Youth of lower economic status.
- The government should issue incentives and create innovation-friendly insurance policies measures for creating a culture of 'divine discontent' around innovation projects that encourage continuous prototyping and scaling of innovative and transformative ideas into the market.
- The government should intensify the enforcement strategies for policies around funding of innovations, and effective mechanisms and channels should be established for reporting misappropriation of funds.
- The government should enforce policies and mechanisms that detect and reject the implementation of politically influenced policies that inhibit the fair growth of Youth innovations.

#### 3. What are we doing to promote an enabling environment for innovation? Do you have any best practices?

*Some of the group members are involved in the following initiatives:*

- Ignite Trade Africa has an initiative on Youth engagement for SDG's which is a platform for the Youth to engage with solution providers, financiers, business accelerator hubs and technical support from organizations such as KEPSA and KAM which helps them translate SDG's into actual business possibilities through business workshops.
- Training and mentorship for young girls and women on STEM courses and the Blue Economy in Nairobi.
- Swahili pot Hub helps nurture and grow the innovative ideas and skills of community members in the coastal region through boot camps and mentorships programs. It organizes the Pwani Innovation Week annually and recently launched their Mobile application that facilitates both social and technological innovations.
- In Kenyatta University the Chandaria Business, Innovation and Incubation Center provides a platform for sharing of innovative ideas, mentorship, funding and scaling of ideas.
- In the annual Kalasha International TV and Film market/festival several side events such as workshops are hosted where innovators pitch their ideas, receive professional coaching, leverage partnerships, forge collaborations and develop new business opportunities.
- The Centre for African Bio-Entrepreneurship (CABE) provides a platform for:
  - Research, capacity building of small rural farms.
  - Marketing initiatives for the small businesses.
  - Current project; INSFEED project is being explored as a solution to the high cost of livestock feeds by using insect-based feed.



## Group 2: Partnerships & good practices

### 1. How do we build sustainable partnerships to promote youth innovation?

- Youth involvement in innovation is dismal- youth don't involve themselves neither are they given the opportunities to do so.
- Youth lack confidence owing to lack of adequate information or innovations.
- Common goals will be necessary to identify sustainable partnerships and this can be bridged by information gap be filled.
- Youth lack the drive – they should have the ne need (Assessment of needs).
- Reducing the numerous conditionality
- Clearance by government in other words the policies are too stringent for the youth.
- Partnerships are unfavorable to the youth or corporate partners may take it all and more rules should be put together to safeguard ideas.
- The question of intellectual property works against the youth damaging partnership
- Youth should be enlightened on patenting and intellectual property.
- Youth lack resources

### 2. Who are some of the partners that young people can engage on issues of innovation?

- Government
- Fellow youth
- Non Governmental Organizations
- Community
- Private sector e.g. Safaricom
- Academia
- Financial Institutions

### 3. What are some of the hindrances that people face in engaging in good partnerships?

- Lack of trust and faithfulness
- Poor attitude by the youth
- Lack of drive and purpose
- Skeptism – will it really work for me
- Poor research and lack of information
- Quick money mindset mess partnerships
- No long term goals for the youth – lack of sustainability
- Lack of confidence makes youth lack good partnerships.
- Peer pressure affecting goals and dreams – the I cant do mentality.
- Corruption and bad practice like dishonesty
- Superiority of partners – the unfortunate balance between the youth and the corporate world.

#### Intellectual property (big discussion)

- Personal branding instead of patenting
- Attitude change
- Mentorship of youth by the corporate
- Lack of loans due to high risk



## Group 3: Private Sector

### 1. How can private sector promote youth innovation? Are they doing enough? Which are some of the Private Sector organizations that support youth innovation?

- Chandaria foundation support youth innovation through education at Kenyatta University where participants are taken through vigorous training and how things are done.
- In education through training and capacity building
- Chandaria Industries participation in eg Lions den
- KCB gives back to the society in investing in various projects and also fund projects. They offer training to the youth and also become guarantors to them
- They realized there is a skills gap and back the person by offering funding at 0% interest rates.
- Tujajiri by KCB accepts youth with proper outline projects and innovation to follow up with KCB for funding after submissions.
- Encourage incubation projects will help the development of innovation to come to light.
- Incentives are not just enough but also development support can be of help as part of the support.
- Institutions that can patent ideas and innovation to avoid ideas being stolen or robbed off

### 2. What are the incentives required to strengthen private sector role in supporting youth innovation?

- Partnerships
- Offer internship
- Tax reliefs related to TEVET
- Skills
- Equity in your innovation

### Youth and the private sector

#### Incentives towards the companies

- Can intern in the company
- Uptake youth ideas in their companies
- Have solid contracts when sharing out ideas with organizations to avoid stealing ideas.
- Its always a game of give and take in the private sector or rather win and win situation.
- TVETS and private sector partnership will give them jobs.
- KEPISA should be more involved in TVET education system.
- Flexibility should be available in our various innovation.



### Group 4: Innovation and Climate Action

#### Innovation & Climate cause

Climate change is the change of weather condition over a period of time

#### Effects of climate change in Blue Economy

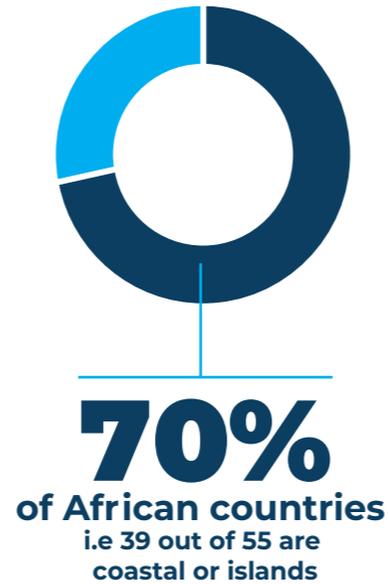
- a) Rise in sea levels
- b) Melting of glaciers
- c) Desertification
- d) Loss of biodiversity
- e) Shifting of coastlines leading to migration of species
- f) Rising of water temperatures
- g) Green-house effect
- h) Acidification

#### Youth-led innovations to address climate change

- a) Mass tree planting by youth led organization
- b) Data analysis research
- c) Carbon trading
- d) Creating Apps
- e) Establishment of seaweed farming
- f) Adaptation of environmentally friendly equipment's
- g) Media to sensitize and create awareness on blue economy
- h) Sustainable waste management through audits
- i) Fish farming in cages
- j) Innovation on improved clean cooking stores
- k) Refining of sea water
- l) Encouraging use of clean energy
- m) Recycling of waste products

#### How to enhance capacity of youth in blue economy

- a) Public participation
- b) Financing youth projects
- c) Capacity building through training, workshops
- d) Formulation of policies on blue economy
- e) Online discussion and campaigning
- f) Exchange programs
- g) Introduction of courses on blue economy
- h) Use of creatives arts to further blue economy agendas



## Innovations and Entrepreneurship in Kenya

### Katapult Learning

A future driven by technology needs an education system capable of delivering not only the right kind of knowledge but also the right kind of skills – soft and hard. Building strong and resilient people capable of contributing to the development of a thriving society requires a fresh take on everything from kindergartens to professional education. There is need for a new paradigm for lifelong learning.

Step by step process of the learning society global, which entailed an interactive session for all participants

#### Step 1:

World Shift-A platform to share, emerge and communicate ideas & actions by connecting people who declared and are working towards.

Participants were asked to list the challenges they had identified and give their solutions together with projections of the success of their solutions by 2030.

#### Step 2:

Why? Where? What? Conditions?  
Why? Which among the 17 SDGS is each participant trying to bring a solution to?

Where? Where in Africa are you trying to solve the problem?  
What?

What? What problem are you trying to solve?  
Conditions? Which conditions are best suited to solve the problem?

#### Step 3:

Questions for discussion with other participants in groups of two

- 1) Are there others who share your why goals and how do you know about them?
- 2) How can you give what you have to support the other in realizing the same goal?
- 3) What conditions (access, culture, freedoms, policy etc) would make it easier to support the other and make a greater impact?

#### Step 4:

Make a commitment towards the problem you are trying to solve.



**Manu Chandaria**  
Industrialist

Young people need to be determined because that will push you to be successful and help others.

The economy is a dollar 1.5 trillion in some asian countries the ocean economy is estimated to contribute up to 20% of GDP like in Indonesia in China it contributes 10% of their GDP equal to US\$ 962 billion that is nearly twelve times of Kenya's GDP

in kenya 0.5% of GDP inspite of having 230,000 square kilometers of ocean and numerous inland fresh water lakes other activities that can build the country is shipping, storage, ship building, ship repairs, insurance, tourism, mining, all these have high potential

Kenya can be a hub for regional transport as 90% of the global trade is by sea example – cargo handling in Mombasa 22 million tons to 30 million and may reach over 50 million by 2030 many countries have coast lines in Africa which can serve themselves and the landlocked countries.

One of the SDGs goal emphasizes the conservation and sustainable use of oceans and marine resources economic zones of any country which has a sea shore has an extras 200 nautical miles beyond her borders in these zones we can have

- 1. Fishing:** we require new technologies and strategies to improve the output, processing and storage.
- 2. Tourism:** we can have beautiful marine parks like in kenya we have (malindi-watamu marine national park, kiunga marine national reserve, mombasa marine national park, kisite and mpunguti national park and reserve, etc.), sandy beaches and hotels, pre-historical sites such as fort jesus, sports such as sea surfing, etc.

- 3. Renewable energy** e.g. hydro-electric power, harnessing waves and tides to produce power
- 4. Mining** - e.g. off-shore mining, oil and gas,
- 5. Food** – harvesting other varieties of marine organisms used as sea food e.g. crabs, shrimps, prawns, oysters, etc. and encourage local consumption or for export markets.
- 6. Marine research and biotechnology** (pharmaceutical industry).
- 7. Commerce and trade aspect-** possibilities exists of building ports, shipping industry, transportation always leveraging the strategic position they occupy.
- 8. Ocean health-** job creation through surveillance and habitat restoration.
- 9. Waste management & environmental conservation**

All these requires long term good policies and legislative reforms by the government it also requires Integrated Spatial Planning (ISP) for coastal areas to attract potential investors

It requires promoting behavioral change through education, media, civil society and faith based organizations to achieve a double digit growth and status of a rapidly industrializing middle income economy by 2030 we must cast our nets deep and wide to explore high growth potential such as the blue economy.

## Empowerment through Education

### What Education Pathways do you take to join Blue Economy

**Tamer Mansy**  
PhD- First Secretary (Cooperation) at High Commission of Canada to Kenya -Global Affairs Canada

**Moritz Schmidt**  
Senior Technical Advisor, Kenya Education for Employment Program (KEFFEP)

**Dr William Otta Osawa**  
Manager, Standards and Compliance, Technical & Vocation Education and Training Authority

**Kinyanjui Njoroge**  
Great Minds Challenge

One of the critical areas that need focused attention by the two levels of government is the role of the Technical and Vocational Education and Training (TVET).

Governments need to increase accessibility of technical education to all eligible students at both the national and local level by setting up technical institutions in every constituency and vocational centres.

There is also the need by both levels of the government to allocate more resources to equip these institutions the technical capacity needed to offer courses. If not properly equipped they will graduate a half baked workforce.

The private sector contributes over 70 percent of formal employment but in some cases, they struggle to find candidate due to a mismatch between the courses offered in TVET institutions and skills needs for the private sector.

Education must respond to the times, and cater for the youthful population's need for employability, while also ensuring the production of skills and knowledge is aligned to Kenya's resource endowments that include land, minerals, forest, energy, water, crops, and animals among others.

We must not berate technical vocational education. Many parents will send their kids to TVET schools only if the child is performing poorly in formal class. Also, governments do not make enough investments in that part of education.

**The Blue Economy revival is expected to create 144,190 JOBS from the current 92,000 to total 236,555 JOBS**



**Lawrence Muli**  
Programmes Lead, Commonwealth Youth Programme

## Commonwealth

### Youth Innovation for Sustainable Development

There is nothing unique about being a youth. It is only a transitory phase of our lives and we need to protect and sustain it for future generations.

Commonwealth has launched a new toolkit, designed to help governments boost green and blue growth through youth entrepreneurship. The policy toolkit provides practical policy advice to help governments respond to the multiple opportunities and challenges facing young people, the economy, and the environment.

The toolkit aims to guide policymakers in formulating robust national strategies for youth entrepreneurship, optimising the regulatory environment, and improving busi-

ness skills. It also includes ways to support technology and innovation, improve access to finance and promote awareness and networking.

Young people can play an instrumental role in creating the change required to ignite innovations which lead to sustainable development outcomes. We believe that youth entrepreneurship can contribute to the social, economic and environmental innovation required to drive sustainable development at national and global levels.

# Group work II

## Action Plan for Youth Participation in Blue Economy

### 1 Employment, job creation & poverty alleviation

#### 1. How can we make Blue Economy attractive for young people

- Raise vigorous awareness to the common wananchi and disseminate information. Mainstream media and social media is not enough.
- Government to disburse funds and make them accessible so as youth can invest in Blue Economy. The government itself should invest heavily in the Blue Economy first then create the space for the youth.
- Showcase the success story to show the rest of the people they can also do it.
- Have a blue economy department in the government and offices in every county.
- Create a sense of ownership, organize different activities like sports to raise awareness.
- Have a clear communication strategy that fits the right audience from bottom up and up bottom.
- Offer scholarships for more youth to study and engage in Blue Economy.
- Youth should make the first step in showing interest of being part of the Blue Economy, with this move other stakeholders can make a move.
- Create a vocation school that focus on Blue Economy and provide opportunities. Implement TVET system-Hands on skills. Add Blue Economy into the curriculum.
- Exchange programs/ benchmarking activities for high school and colleges and other organizations.
- Create awareness on sea food make it available in the local market. You cannot invest in something that you haven't seen or tasted.
- We need real data on blue economy
- Train students who are also working on Blue Economy so as to advance their skills.
- Make Blue Economy a compulsory subject in schools
- Transfer technology and other resources from international organizations so that we be independent and employ young people to fill the gap.

#### 2. How can we ensure that most marginalized groups benefit from the blue economy

- Create extension offices that will go to the rural/informal setting
- Have at least a representative for the marginalized group in the Blue Economy setting.
- Government should allocate special funds for these people.
- Encourage infrastructure that will simplify the ease to do work in these areas.
- These group should be put in leadership roles in the community and also the industries/sector falling under the blue economy.
- Build on county to county trade and give first priority to the marginalized group then open the market for regional trade then international trade.
- Work on communication structure. Work with corporates likes safaricom have a sec.
- Have competitions, boot camp on matters Blue Economy in schools, villages and give a lucrative price.
- These groups should not be used as pictorials in pushing Agenda. The right mechanism should be put in place to make sure the project is sustainable and managed to the end.

#### 3. What are some of the biggest opportunities for youth in Blue Economy

- Have a clean up competition (on waste management) since environmental conversation.
- Awareness on Blue Biotechnology.
- Create innovation opportunities with lucrative incentives
- Create employment opportunities and harness self employment among the youth in these sector
- Create awareness ocean energy and fund project in this line. (Generation of power in form of hydropower electricity). Also create job opportunities for youth.
- Use waste to make product
- Encourage Blue Economy champions.

### 2 Sustainable Management of Marine Life and related economic activities

#### 1. What are some of the activities that young people can engage in to ensure marine life conservation?

- Coastal tourism to diversify the blue economy away from the traditional thought that is only about fishing.
- Academia such as conducting research on the conservation of marine life
- Proactive action to curb pollution and over-exploitation of marine resources through partnerships and advocacy initiatives
- Using creative art to recycle waste that would otherwise pollute the marine environment
- Take a front line in policy formulation to establish frameworks to guide use of marine of resources
- Commercialization of marine waste
- Media creativity to campaign for sustainable management of marine life

#### 2. What skills do youth need to enter marine related economic activities?

- Creativity
- Intrinsic drive/motivation
- Technical skills
- Education
- Conservation know-how
- Communication and marketing skills
- Socio-cultural skills
- Innovative skills
- Legal skills
- Entrepreneurial skills
- Strategic planning skills
- Financial management skills

### 3 Sustainable Energy and resource industries

#### 1. How do we ensure the Blue Economy is regulated to create sustainable and healthy marine ecosystems?

- a) How do we ensure that youth have access to technology required to utilize Blue Economy resources.
- Blue economy is a resource energy as – tidal waves
  - Water resources can't work alone. Hence sustainable energy and resources work hand in hand.
  - Coming up with policies that should be adopted and framework to help us govern to help us on sustainable energy and also come with policies that are youth friendly and affordable licences.
  - Government to deal with threats that are current and work on those issues eg. The mangrove issue. Hence a lot of research and development is required for visibility purposes.
  - Community outreach can also partner with government and private sector for conservation environment purposes. This will help them know what extent we can use these resources. Can be used to avoid extinction.
  - Monitoring and evaluation of projects to regulate damage e.g. oil drilling near water beds help to mitigate the risks out of the projects.
  - Proper infrastructure system eg. Fishing equipment ad individual cant be able to purchase such equipment and also to be ran by youth and women groups.
  - Hyacinth drainer didn't work because the seeds of hyacinths go down and grow again as much the already blossomed hyacinth is removed. Which goes back to proper R and D needs to be done.
  - Broad perspectives on blue economy needs to be done not only dwelling on fishing alone.
  - Partnerships with other international bodies towards getting solutions of the hyacinth and borrow what works for us. Holding accountability of all countries and cities near water bodies in maintaining clarity of issues towards these water bodies.
  - Making the environment holistic for both aquatic and non-aquatic and on dwelling of waste management control.

## 2. How do we ensure that youth have access to technology required to utilize blue economy resources?

- Access to finance will make this technology accessible. Alternatives to create more hubs that are fully equipped where the youth can utilize fully.
- Finance can't be entirely monetary. Organizations can donate equipment towards this.
- Strengthening our institution to create awareness and educating youth on this area to create interest. On the same. This should go down to lower levels of education going up.
- It also go hand in hand for rights and duties for individuals.
- Solutions are relative as a 18 yrs old interest will be different to a 24 year old who are still youth. Hence we should identify what solutions fit what bracket and all.
- Category of understanding in school youth and those out of school youth.
- Youth and older generations need to work together to know what works and what needs to change.
- Having economic blocs will help identify what areas we need to look into hence collaborations will be created.
- Specialization will narrow down what needs to be done and relevant towards the blue economy. Different professional contributes to the full utilization of the blue economy.
- International standards examinable bodies in these area is expensive to the youth is for local organizations need to lobby and advocate.
- Government to take it up and work with institutions to help reduce on fees require to get international certificates.

## 4 The Inclusive Blue Economy

### 1. What are some of the cultural activities that youth can carry out to promote blue economy?

- Sport fishing
- During circumcision celebrations participants can be educated on blue economy
- Childbirth celebrations, the Makonde community go by the beach and such an opportunity can be used to educate them on the importance of preserving water bodies.
- Organize food festival i.e. the lamu festival and use the forum to educate locals on blue economy and inform them of other sea foods
- Have hotels dedicated to selling of sea foods
- Dressing; use of fish products such as scales to make necklaces, clothes and mats
- Having writings on clothes that create awareness on blue economy
- Use bones from fish to make buttons, jewelry by the locals
- Start up oyster farms for production of pearls for jewelry
- Formulations of songs to raise awareness on blue economy
- Use of papyrus reeds to make/weave artwork, and water sprinkle
- Use celebrations forums to educate and create awareness on blue economy i.e. holding forums along the beach
- Allowing for closed periods in lakes to allow multiplication and growing of fish
- Use of palm leaves for construction of houses along the coastal region.

### 2. How to ensure communities along the water bodies are not marginalized

- Involve the communities in policy making around water bodies.
- Have a specific budget and fund allocation for communities along water bodies
- Have initiatives that promote locals to be involved in blue economy
- Funding locals who are already engaging in activities towards blue economy
- Create awareness through civil education to the locals on the importance of blue economy
- Formulating policies that exempt investors in blue economy from taxation
- Tax reduction on locals in activities in blue economy
- Public participation when starting projects along the coastal and lake regions
- Have patent cultural practices

### 3. How do you ensure effective public engagement in formulation and implementation of policies around Blue Economy?

- Organize workshops, trainings and conferences to get different people and opinions
- Engage with community gate keepers for outreach to the locals
- In south Africa they have a Heritage Day where people celebrate diversity, uniqueness through dressing, it in such forums can be recreated to advance blue economy agenda
- Have the blue economy agenda in parliament
- Learning of culture and language of the locals to best engage with them on blue economy
- Leveraging learning institutions to educate communities



## Joint statement: Declar-Action

### Call for creation of a pathways task force for youth and the blue economy

#### Call for Pathways Task Force for youth and Blue Economy

Young people from Kenya and other parts of the globe are calling for the establishment of a Pathways Task Force for Youth and Blue Economy. The creation of a Pathways Task Force will provide an opportunity and mechanism to consolidate the gains and continue the great work of Youth and Blue Economy I and II conferences.

#### Overall goal of the Task Force

The Task Force overall goal will be to take forward the great work of the Youth and the Blue Economy I and II conferences and assure that youth in Kenya and globally are fully aware and meaningfully engaged in the Blue Economy for economic growth, improved livelihoods and job creation.

#### Coordination and membership of the Taskforce

The Task Force will include Canada's High Commissioner to Kenya, Rwanda, and Uganda, the Executive Director of UN-Habitat, representative from Kenya Private Sector Alliance (KEPSA) and four youth-led group representatives selected from the Blue Economy I and II conferences. Other members will include representatives from the Government of Kenya, the Blue Economy Secretariat, Commonwealth Secretariat, Manu Chandaria and selected persons and organizations.

This Task Force will be tasked to develop concrete pathways for youth in Kenya and globally to fully engage in the Blue Economy.

#### Priority Areas for the Task Force

1. Creation of a Youth and Blue Economy Fund – to support youth-led capacity building, enterprises and start-ups.
2. Development of Youth and Blue Economy policy guidelines to aid local and national governments in the engagement of youth in the Blue Economy.
3. Mapping of opportunities for youth in the Blue Economy, and support that private sector require to employ and support the youth in the sector.
4. Advocate for the establishment of a Youth and Blue Economy Working Group – to strengthen voices and action.
5. Facilitate engagement of diverse stakeholders to advance shared goals for youth inclusion in the Blue Economy.

#### Key highlights from the Youth and Blue Economy Conferences I & II

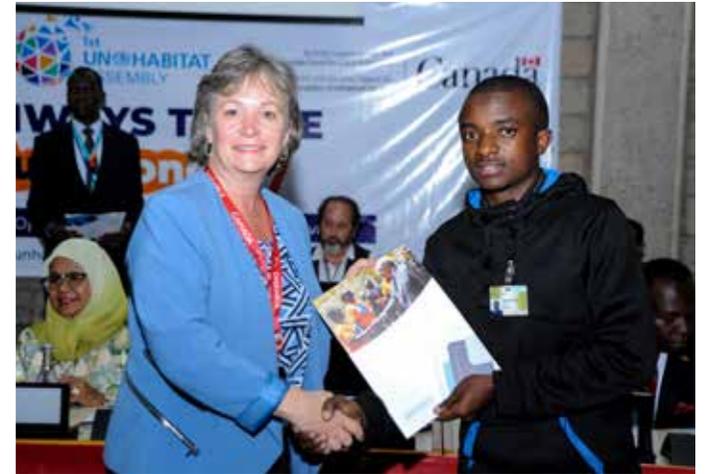
- i. Productive capacity of youth in the Blue Economy needs to be given high priority not only by governments but also by private sector and all other stakeholders.
- ii. UN Habitat, the Government of Canada and the Government of Kenya have already made commitments to bolster engagement of youth in blue economy.
- iii. The Youth Congress and other youth led organizations have actively championed youth engagement in the Blue Economy.
- iv. The need to harness economic opportunities for urban youth through innovation, is a key message at the 1st ever UN Habitat Assembly.

- v. Contributions to actions captured in the DeclarAction developed at the Youth and Blue Economy conference I, is already shaping conversations and plans in the sector.
- vi. Youth should be considered a crucial part of the Blue Economy, and their inclusion is considered relevant in all other priority areas for action.
- vii. Youth involvement in innovation needs to be strengthened to enhance access to opportunities especially in the Blue Economy.
- viii. Strong partnership among diverse stakeholders is required to harness economic opportunities for the youth.
- ix. Incentives should be provided to encourage private sector to support youth innovation and engagement in Blue Economy.
- x. Policies and laws that support youth engagement in Blue Economy should formulate and implemented.
- xi. Robust programs should be created to promote youth employment and employability in the Blue Economy.

#### Some of the main and most urgent actions

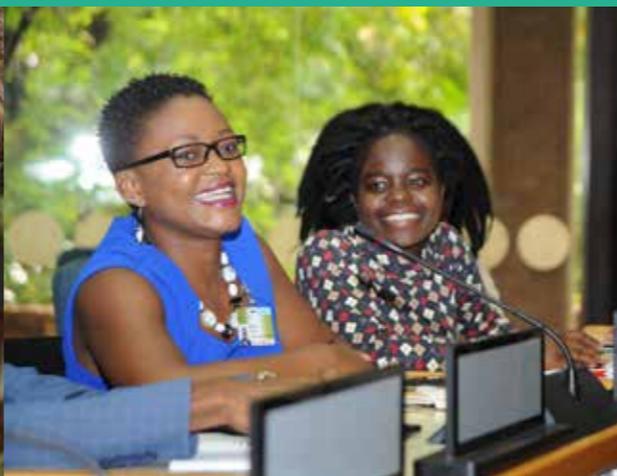
- a. Establishment of a Task Force on the Pathways for Youth to Blue Economy, with a clear Terms of Reference, membership and work plan.
- b. Mainstreaming of youth into Blue Economy strategies and plans at the national and other levels.
- c. Ensure that youth engagement in the Blue Economy at all levels is considered a precondition for implementation of plans in the sector.
- d. Building on the country level and regional experiences to strengthen youth engagement in the Blue Economy.
- e. Development of a monitoring and evaluation framework on Youth and Blue Economy, through a more inclusive and participatory process with substantive input from the youth.
- f. Follow up of the list of deliverables in the DeclarAction and Youth and Blue Economy conferences I and II.
- g. Need to keep the momentum of engaging all groups of stakeholders, especially the government, UN agencies, civil societies, youth led organizations and the private sector.

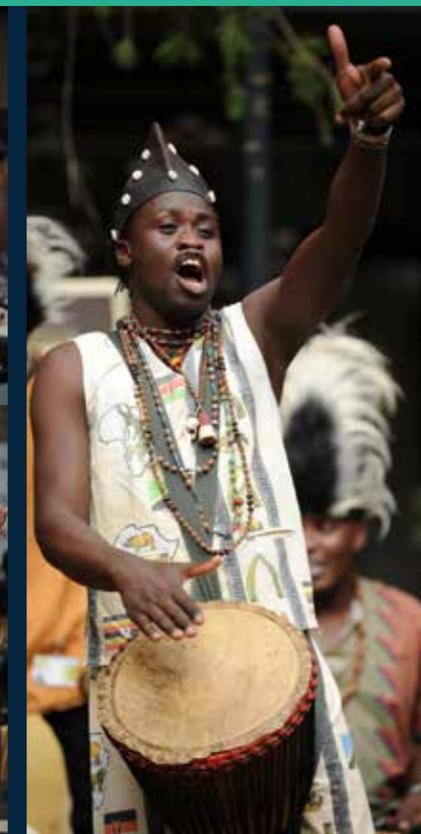
*Presented By;  
The participants gathered at the Pathways to Blue Economy event*





# Gallery







**Ms Maimunah Mohd Sharif**

*United Nations Under-Secretary-General & Executive Director, UN-Habitat*

Ladies and Gentlemen, I believe that you have had fruitful deliberations through the last two days.

In this event whose theme is Pathways to Blue Economy: Harnessing Economic Opportunities for Urban Youth through Innovation, I'm reliably informed that the Private Sector, Government institutions and Civil society made presentations on the available opportunities for the youth in the Blue Economy. You had candid deliberations on the strengths and weaknesses of the stakeholders involved and made clear recommendations on what the youth can adopt to make careers in the sector.

This showcase sought to highlight sustainable jobs, innovation, entrepreneurship, competitive skills and careers in the blue economy. We want the youth to understand that you have opportunities in the Blue Economy to improve your livelihoods and we need to seize the opportunities.

As you know, this conference is not just about discussions, but opportunities and commitments. The two-day convening have provided a platform to strengthen partnership and open more opportunities for youth in the Blue Economy.

The UN Habitat commits to undertake the following;

1. Identify Opportunities for Youth within the Blue Economy
2. Provide linkages and partnerships for well organized Youth in efforts to tap in opportunities within the Blue Economy
3. Develop a clear follow up and feed back mechanisms to ensure we share our best learnings even as we tap in this new area.

My team together with Canadian High Commission, Youth Congress, Government of Kenya and indeed all of you will work together to formulate a programme to address the areas highlighted. I remain optimistic that the programme will ably provide opportunities within the Blue Economy for the Youth to better their livelihoods.

I appreciate and thank all the stakeholders represented for your excellent presentations, the hard but workable part begins, actualizing the recommendations.

Let me thank you the participants for the active engagement. I'm told the participants are drawn from the coastal and lake sides of Kenya and across the continent and as young as 18 years old is represented in the room, I salute YOU!

The Canadian High Commission H. E Lisa Stadelbauer, thank you for your support that made this job opportunities within the Blue Economy possible, I'm aware you were here for the better part of yesterday and especially during the World Urban cafes where you literally visited all the 7 different working groups and shared your thoughts and insights, thank you very much. We count on you moving to the next phase.

I can conclude that the purpose of this convening has been completely accomplished.

Let me close my remarks and officially announce the end of the two days Pathways to Blue Economy and wish you all future prosperity and in the same strength invite you all the 1st ever UN Habitat Assembly beginning on Monday.

Thank you for your attention.

AHSANTENI SANA!



**Raymond Ochieng**  
Secretary of Youth Affairs, Ministry of Public Service, Youth Gender Affairs

Remark delivered on behalf of Dr Francis O. Owino Principal Secretary, State Department of Public Service and Youth

Your Excellency, The Canadian High Commissioner, Executive Director UN Habitat, Mrs Maimunah Mohd-Sharif Private Sector Representatives, Various Government institutions Represented Convener, The Youth Congress, Young people who are the leaders of today and tomorrow,

Ladies and Gentlemen, Allow me to begin my statement by registering my apologies for not being able to be with you during the opening plenary, this was due to unavoidable circumstances but I believe the Director Directorate of Youth Affairs who represented my office did a commendable job.

I am pleased to join you this afternoon for the Closure of the Pathways to Blue Economy Event – Deliberating on How to Harness Economic Opportunities for the Youth Through Innovation.

The conveners of this session have highlighted that after the 2 days of intense discussions, Private Sector Jobs show-case on the opportunities within the blue economy, strategic working groups discussions, we have pre-requisite knowledge and understanding to tap into the opportunities within the blue Economy which by and large is untapped.

Ladies and Gentlemen,

As I indicated during the Youth and Blue Economy conference held in November last year, The Government will continue to develop and build capacity for the youth in Maritime Sector. This entails educating and motivating the youth to get into the study of maritime domain, that in turn will ultimately increase the output value of the industry. To this effect, my ministry plans to allocate in the next financial year one hundred million Kenya shillings (100,000,000) to support Youth Programmes in the Blue-Economy. We hope to partner with UN Habitat, Canadian High Commission and indeed all the partners in the room and without to actualize the programme. I'm ready after this meeting to engage further to advance this shared goal.

The Government will further, foster development of partnerships to facilitate capacity building of Youth and financing youth innovations/enterprises for economic purposes and sustainable management of these water bodies resources. One focus of such partnerships will be in the areas of ocean studies and exploitation of resources and, scientific exploration for sustainable development and economic purposes. This, in turn, will enhance commercial benefits from areas such as human resource expertise and technology.

Ladies and Gentlemen,

As I conclude my remarks I want to thank you for the active engagement and for demonstrating that young people are the greatest resource in our society.

I wish you all fruitful discussions ahead,

Asanteni.



**Raphael Obonyo**  
Convener, The Youth Congress

Ladies and Gentlemen,

We have now come to the close of the two-day Pathways to the Blue Economy event that was aimed at enhancing youth participation and access to opportunities in the Blue Economy.

As you have emphasized, young people are the driving force in accelerating the Blue Economy conversation and development. Our discussions have re-affirmed the imperative of engaging the youth in the Blue Economy and development.

You have spoken loudly that youth want to be supported to effectively participate in the Blue Economy, and that the Private Sector, Government, Development partners and other stakeholders should work together to realize the promise of the Blue Economy especially to the youth.

I share in your interests and expectations. As you can see, and has already been said, UN-Habitat, Canada's High Commission in Kenya, The Youth Congress and a host of organizations are committed to move forward with the youth.

Undoubtedly, there is need to effectively invest in and involve the youth in the Blue Economy. There is need to provide young people with skills, information and platforms to leverage on the opportunities available.

Blue Economy has the potential to create jobs for youth worldwide. In Kenya and other African countries, Blue Economy can be used to reduce youth unemployment. We want to make sure we enlighten the youth about the opportunities in it.

Equally important, youth should take charge in matters regarding Blue Economy seize opportunities and innovate more and better solutions to the challenges that exists in our communities, countries sand the world.

As the conference comes to a close, let be the start of follow up. Let us make follow up and ensure full implementation of the Action Plan proposed.

Thank you for coming through. Let's make this a reality together



## Next Steps

The conference provided an opportunity for UN Habitat, Canada High Commission, The Youth Congress, KEPSA and key stakeholders to raise and discuss a wide range of ways for youth engagement in the Blue Economy.

The main enabling factors for effective youth engagement in the Blue

**Economy that were raised during the conference include:**

1. Setting up of Pathways Task Force for Youth and Blue Economy
2. Enabling legislative and policy frameworks
3. Sufficient budgeting for youth and blue economy
4. Adequate Youth and Blue Economy Capacity
5. The development and use of monitoring tools
6. Adequate representation of youth in decision-making at national, regional and local levels;
7. Effective support to youth associations & cooperatives

The conference Private Sector Jobs Showcase has been an excellent opportunity to share experiences and learn. The knowledge that has been generated and shared needs to be disseminated throughout the region, and stakeholders need to continue working together to strengthen youth involvement in Blue Economy.





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