



REPUBLIC OF KENYA



Co-funded by the European Union



german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by



Go Blue: Coastal Economic Development in Kenya

Blue economy-focused skills development & aquaculture value chain development

Context

Kenya’s coastal region, which has a total population of 4.3 million, has developed at a slower pace compared to the rest of the country. Most of the region’s youth do not have access to inclusive economic opportunities; youth unemployment rate is more than double the national average of 18%.

The blue economy, which includes all economic activities related to oceans, seas and coasts, presents great prospects for creating jobs and providing livelihood opportunities in the coastal region. Fishing and aquaculture value chains are currently highly underdeveloped due to lack of technical and entrepreneurial skills and low adaption of modern technologies.

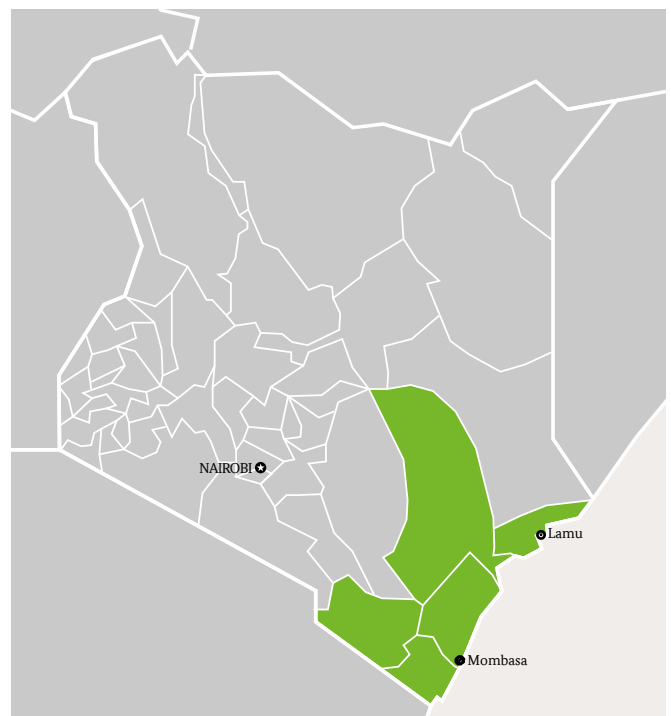
In 2021, the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH began implementing a project that aims to improve the competitiveness of micro-, small- and medium-sized enterprises (MSMEs) as suppliers, service providers and actors in blue value chains, and to provide young jobseekers with skills that are relevant in the blue economy. The project prioritizes participation of women and youth to promote inclusive and sustainable growth.

This GIZ engagement is a component of the European Union (EU) “Coastal Economic Development in Kenya“ programme, which is part of “Go Blue” – a partnership between the EU and the Government of Kenya to advance the Blue Economy Agenda through coastal development.

- ➔ **Objective:** Strengthen the blue economy through the provision of skills development and value chain development
- ➔ **Target groups:** Jobseekers and micro, small and medium enterprises (MSMEs) in selected blue economy value chains
- ➔ **Implementation:** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
- ➔ **Partners:** Jumuiya ya Kaunti Pwani (the coastal counties economic block), Government of Kenya, European Union

Where We Work

Target Region: Coastal Counties Economic Bloc – namely Kilifi, Kwale, Lamu, Mombasa, Taita Taveta and Tana River



Expected Outcomes

- ➔ Jobseekers in Kenya’s coastal region, with emphasis on women and youth, have been provided with market-relevant skills in selected blue value chains to improve their economic and employment opportunities
- ➔ Fish farmer’s organizations and micro, small and medium enterprises have been capacitated to improve their engagement in selected coastal aquaculture value chains and create jobs and economic well-being in the region.
- ➔ Inclusive, integrated, participatory and sustainable coastal economic development is promoted, in line with the agenda of Kenya’s Government



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Project Activities

- Centres of Excellence (CoE) that provide industry-led modularised Competence Based Education and Training (CBET) courses will be established
- Transferable skills to enhance employability will be integrated in the training delivered in the COEs, with modules on life skills, work readiness, entrepreneurship and health, safety and environment regulations
- CoEs will include innovation labs to ensure MSMEs in blue economy value chains have on-going access to business development services and mentorship
- Aquaculture curriculum will be developed and introduced in Technical and Vocational Education and Training (TVET) centres
- Fish farmer organizations and entrepreneurs will be upskilled to improve their engagement in selected coastal aquaculture value chains
- Training of trainers (ToT) on aquaculture will be implemented to promote dissemination of knowledge and skills

Impact in Numbers



3,200 Kenyans, of whom 70% are youth, will be trained on vocational skills that are relevant for occupations in the blue economy; 2,000 MSMEs in blue economy sectors will be capacitated with relevant skills; and 200 people will benefit from Training of Trainers (ToT) in aquaculture



Term:
2021–2023



Budget:
€7.45 million



2,400 of the trainees – including at least 840 are women and 1680 youth – are expected gain employment following the training; and 3,000 people will have their employment situation improved through an 10% income increase, better working conditions or a more secure job



6 public vocational training centres will be supported to become a Centre of Excellence (CoE) and to offer modularised CBET courses; each CoE will specialise on one blue economy value chain