Coastal Economic Development in Kenya - Partnership between the EU and the Government of Kenya to advance the Blue Economy Agenda through Coastal Development - "Go Blue"

Implemented by: GIZ
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Budget: 7,45 Mio EUR in total to be equally used for interventions in all 6 target counties.
(EU 6,5 Mio EUR, German Federal Ministry for Economic Cooperation & Development (BMZ) 0,95 Mio EUR)
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Term:
January 2021 to December 2023
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Strategic partners: JKP coastal County Governments and JKP Secretariat, JKP Sector Working Groups, Kenya Marine and Fisheries Research Institute (KMFRI), Technical University of Mombasa, Pwani University, selected Vocational Training Centres in the JKP coastal region, KNCCI, private sector, Bandari College, KPA, KMA
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Target Group: Mainly Youth, Women and MSMEs in the following selected Blue Economy Sectors:
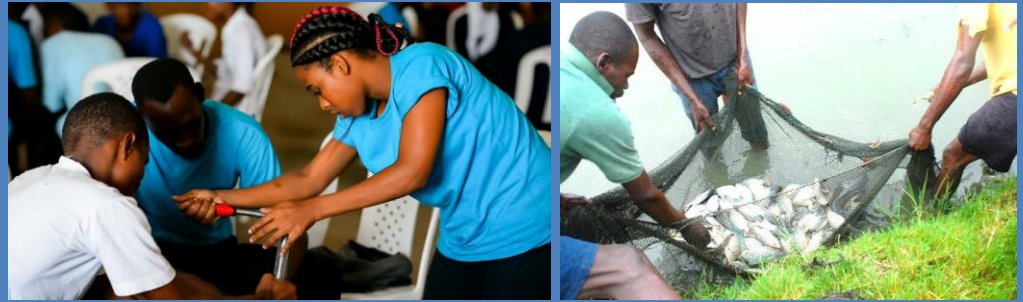• Maritime transport and logistics
• Tourism
• Vessel repair and maintenance
• Maritime security
• Aquaculture/Mariculture
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Beneficiaries: (in 6 JKP counties):
3,200 People in Skills Development
2,000 MSME's in Aquaculture and further selected BE value chains
200 Master trainers in Aquaculture through Training of Trainers for extension officers, VTC staff and fish farmers, among others
6 public Vocational Training Centres are supported to become Blue Economy TVET Centres of Excellence

• 3,200 people (thereof 35% women and 70% youth) will be capacitated with the necessary vocational skills of the selected occupations in blue economy sectors.

• 1,760 of people trained are placed in jobs (wage employment)

• 640 people trained are supported to start their own business (self-employment).

Skills Development & Matching (TVET), Aquaculture Value Chain Development and MSME Support.

LAMU COUNTY

Context

The GIZ engagement is one component of the European Union (EU) *Go Blue* Initiative, based on the partnership between the EU and the Government of Kenya (GoK) to advance the Blue Economy Agenda through coastal economic development. This programme focusses on inclusive and sustainable growth; it is a great opportunity to integrate youth and women in the blue economy and to contribute to sustainable economic growth in the coastal region of Kenya. GIZ will work on the aquaculture value chain development (component 1) and skills development and matching as well as MSME support (component 2).

Objectives

The specific objective of the GIZ engagement is to strengthen inclusive and sustainable blue economy value chains through **skills development and matching** to employment **by providing youth and women with market-relevant skills in selected blue value chains to improve their economic and employment opportunities**

GIZ will support the partner Vocational Training Centres to become CoEs and establish integrated *Innovation Labs* in cooperation with the JKP secretariat to complement the trainings and services offered at the centres (TVET), focusing on Business Development Services (BDS) for MSMEs in selected Blue Economy Sectors. Their main function is to support the MSMEs to improve their competitiveness through upskilling and upscaling in the selected blue value chains. Besides entrepreneurs (e.g. TVET graduates in the CoEs), already existing MSMEs will be supported. Services include enterprise development trainings on HSE, HR, marketing, innovations, tendering and procurement, value addition and productivity, business planning, financial literacy, compliance, among others. The CoEs will provide modularized CBET and matching services to improve employability, support enterprise development and match the youth to jobs.

In the aquaculture/mariculture sector GIZ will support in the whole JKP region at least 2,000 MSMEs (Micro and Small, Medium Enterprises) and 200 Master trainers on 6 different aquaculture value chains. The master trainers will consist of NGOs, county extension officers, private sector staff, researchers and TVET and University teachers. Aquaponics, which is the integration of fish in growing vegetables on a

- 2,000 MSMEs are capacitated with relevant skills; and 200 people will benefit from Training of Trainers (ToT) in aquaculture

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Region: Coastal Counties
Mombasa, Kwale, Kilifi, Tana River, Lamu and Taita Taveta Counties
Intended Output:
Youth and women have been provided with market-relevant skills in selected blue value chains to improve their economic and employment opportunities.

- Conduct modularized CBET Training of 6 months, consisting of demand led and practical oriented classroom training, practical training, integrated training modules on life skills, work readiness, Health Safety and Environment (HSE) and Entrepreneurial Skills
- Capacity Development of partner VTCs in the target counties through Training of Trainers (ToTs), Management Development and providing benchmarking facilities and equipping for quality standards.
- Establish cooperation between private sector and VTCs in the counties for established job information, job placement service and training industry mentors and assessors
- Integrated mariculture in the TVET curriculum for aquaculture
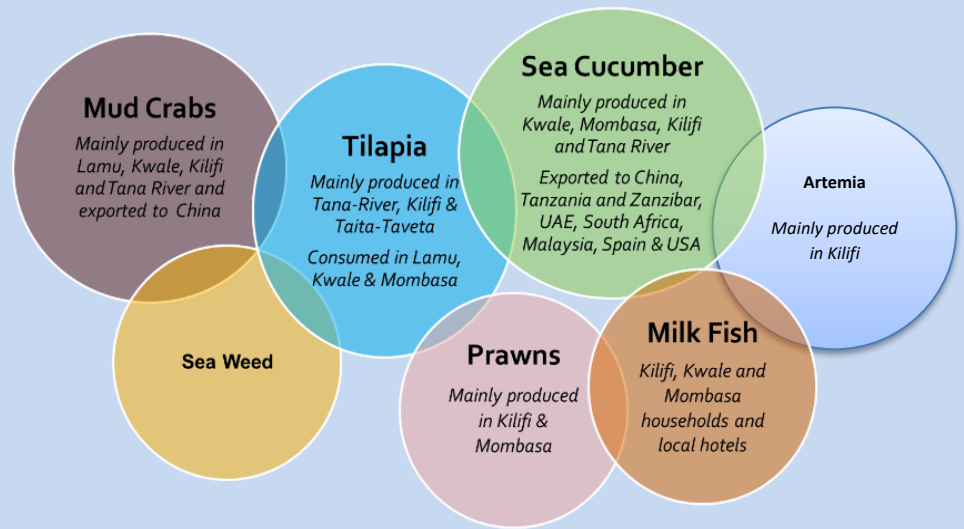- Demonstration farms setup in the counties for agripreneurship and aquaculture / aquaponics

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Lamu County outcomes:
- 1 CoE established in Lamu County at Lamu VTC
- ± 600 people trained in TVET
- ± 330 people in wage employment
- ± 120 people supported to start their own business
- ±400 MSME's supported in aquaculture/mariculture and other selected Blue Economy Sectors.
- ±40 Master trainers in aquaculture/mariculture and other selected Blue Economy sectors
- ±1 TVET institution offering aquaculture/mariculture TVET
- ±1 demo site for mariculture/aquaculture

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growth bed, will be promoted on the coast as it could generate good income on a relative small area. GIZ will also include mariculture of the selected species into the aquaculture TVET curriculum to make it complete. The curriculum will be rolled out in selected partner VTCs along the coast. The value chain support approach is a method that will focus on the market while sorting out the bottlenecks along the value chain. The focus is on different value chains per county as depicted below:

Key Activities in Skills Development

Skills Development / TVET	Matching	SME Support (Enterprise Dev.
- Establish 6 CoEs to specialize in prioritized blue economy value chains - Conduct modularized CBET courses in selected prioritized BE sectors - Training of Trainers (ToT) including training of industry mentors and assessors, and capacity development for partner VTCs - Enhanced entrepreneurship training focused on value addition and innovations.	Establish cooperation and close networking between private sector and the CoEs to ease transition from training to jobs for graduates Post training mentorship from Private Sectors Partners Incorporation of digital platform for wider program delivery and further learning linkages Job matching platform	- Establish 6 innovation labs in CoEs to provide BDS (upskill and upscale) MSMEs - Linking MSMEs to financial service providers and Market opportunities - Establish Demonstration Farms on Agripreneurship

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