

Event Report

September 2024
Country Office Tanzania



Youth-Led Climate Action and Business Innovation Training Program September 17–21, 2024 | Iringa, Tanzania

The Youth-led Solutions for Climate Action and Business Innovation Training Program, held in Iringa, Tanzania, equipped 25 young Tanzanians, aged 18–25, with essential skills to address climate challenges through sustainable entrepreneurship. This five-day program, organized by Launchpad Tanzania (LP Digital) in collaboration with Restless Development, targeted youth from agricultural and climate-focused backgrounds across Iringa's districts, empowering them to become leaders in climate-responsive business ventures.



Program Purpose and Goals

This initiative was designed to harness the creativity and potential of young Tanzanians to address the effects of climate change in rural communities through business. Major goals included:

- Providing practical skills in entrepreneurship, financial literacy, and digital marketing tailored for climate action.

- Encouraging creativity and innovative thinking to develop solutions that build resilience in agriculture and related sectors.
- Promoting Sustainable Development Goals with a focus on Climate Action (SDG 13) and Decent Work and Economic Growth (SDG 8).
- Establishing a network of young leaders equipped to drive change and contribute meaningfully to Tanzania's development goals.



Methodology and Training Highlights

The training program emphasized interactive, real-world applications of knowledge. Each day introduced participants to a mix of theoretical learning and hands-on practice:

- **Interactive Learning:** Engaging discussions, peer feedback sessions, quizzes, and Q&As kept participants deeply involved, fostering collaborative problem-solving and idea sharing.
- **Practical Exercises:** Through exercises in financial planning, prototyping, digital marketing strategy, and cash flow management, participants gained confidence to manage and grow their businesses.
- **Real-World Case Studies:** Participants studied real-world examples of climate action and business innovation, learning from successful projects to adapt best practices to their local contexts.

The five-day curriculum covered essential areas:

1. **Design Thinking (Days 1-2):** Participants explored empathy-driven design, problem-solving, and prototyping, fostering a mindset of innovative, climate-friendly solutions.

2. Agribusiness Finance and Investment (Day 3): Trainers introduced core concepts of financial management, including budgeting, cash flow, investment readiness, and scaling strategies to build business resilience.

3. Digital Marketing and E-Commerce (Day 4): Participants received training in setting up online stores, crafting digital marketing campaigns, and managing the supply chain, critical skills for expanding agribusinesses in digital markets.

4. Innovation Showcase and Peer Learning (Day 5): Success stories from local entrepreneurs inspired participants, followed by a workshop to pitch business ideas, and culminated with vision board creation, helping participants set and visualize their business goals.

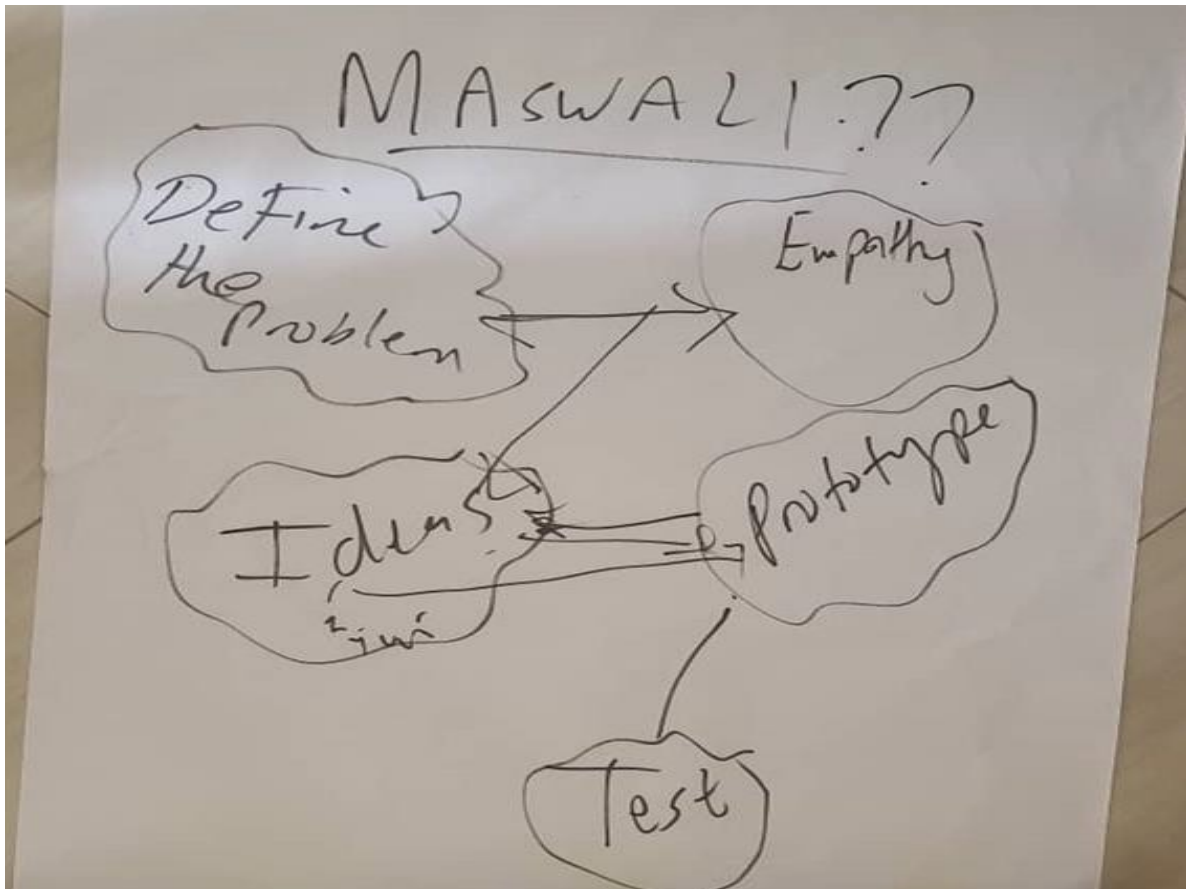


Program Impact and Outcomes

Feedback from participants indicated high satisfaction, with over 90% expressing confidence in applying their newly acquired skills. The training program left participants with:

- Enhanced Practical Skills: Equipped to create sustainable solutions, participants gained hands-on expertise in finance, digital tools, and agribusiness management.
- Increased Confidence and Readiness: From budgeting to investor pitching, participants are now better prepared to handle financial and strategic aspects of running a business.

- A Supportive Network: By connecting young people with shared goals, the program cultivated a community of like-minded individuals motivated to drive climate action in their communities.



Future Steps and Recommendations

To continue building on the program's success and further support Tanzania's young entrepreneurs:

- Ongoing Mentorship: Establishing a mentorship program to provide continuous support and guidance will help participants implement and refine their skills.
- Expanded Outreach: Scaling the program to other regions in Tanzania could amplify its impact, creating broader opportunities for youth-led climate action.
- Advanced Training: Developing advanced modules in digital marketing, business analytics, and innovation could benefit participants ready to deepen their expertise.
- Alumni Network: A dedicated alumni network could foster collaboration and peer support, allowing participants to share knowledge, resources, and experiences as they grow their businesses.
- Resource Development: Creating supplementary resources, including online tutorials, webinars, and toolkits, would reinforce learning and support business development post-training.

Conclusion

The Youth-led Solutions for Climate Action and Business Innovation Training Program was a milestone in empowering Tanzania's youth. By combining climate action with entrepreneurial training, this program fostered a new generation of skilled, resilient young entrepreneurs ready to make a difference in their communities.



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