



GOVERNANCE & LEADERSHIP

TRAINING PROGRAMME ● ● ● ● ●

## TRAINING DESCRIPTION

Kick-off workshop youth participation





## TRAINING PROGRAMME

### **COURSE NAME**

Kick-off workshop youth participation

### **DURATION**

2 days

### **FOR WHOM**

- Chair of the board, general manager
- 3-4 youngsters



## *Cooperative business development & farmer entrepreneurship Advice – Training - Exchange*

Agriterra professionalises ambitious farmer cooperatives and organisations worldwide. Cooperative expertise and peer-to-peer advice from the Dutch agri- & food top sector are key principles; advice, training and exchange are the key methodologies.

Agriterra developed a range of practical training products for cooperatives and agricultural organisations in emerging economies.

# KICK-OFF WORKSHOP YOUTH PARTICIPATION

Agriterra has always highlighted the importance of active participation of young members in farmer organisations and cooperatives. In our 'Farmers Fighting Poverty' program for 2016-2020, youth is one of the focus points. We stated that by the end of 2020 at least 50% of our cooperative clients will have active Youth Councils or alike sections in place and that at least 10% of the board members of cooperatives will be 35 years or younger.

To achieve this, support to our clients in the setup and development of Youth Chapters or Youth Councils will be intrinsically part of our advisory practices with cooperatives in the coming years. More and more boards of cooperatives are aware that if they want to safeguard their achievements from the past, investment in the farmers of the future is key.

When it comes to sharing expert knowledge, we can make use of the successful examples at Dutch cooperatives (like FrieslandCampina, Agrifirm, Cosun, AVEBE and many more), where youth participation is a bottom up demand from the young farmers themselves. The purpose of these Youth Councils is to attract young members and discuss with them the cooperative agenda, to involve young members in strategic questions of the organisations and to train high potentials in order to get professional board members in the long term (the so-called 'nurseries'). The key message is that an organisation in order to become and stay relevant, needs to have a strategy to recruit and train a new generation of board members. A youth council has to be of added value to the cooperative, which can only be achieved if it is of added value to the youth.

### Objective(s)

- Inform executive board members and young members of the cooperatives about the ways to organise youth participation;
- Inform executive board members and young members of the cooperatives about youth councils, their aim, structure and way of working. This will be illustrated by examples of successful Dutch cooperative youth councils;
- Stimulate an interactive discussion between the executive board members and the young members of the participating cooperatives on their view on youth participation, their interests and possible concerns. Let them together list the opportunities, benefits and challenges of youth participation;



- Make clear what youth expect and need from the board and management with regards to enabling youth participation and vice versa;
- Let the executive board members and management together with the young members draw action plans on how they can increase youth participation, taking into account how their cooperative and youth can benefit, how challenges can be overcome and how to promote youth inclusion.

## Who is this programme for?

The workshop is suitable for a maximum of 3-4 clients at a time. Every client can send their chairperson, general manager and 3-4 youngsters. One Agripool expert will be present, as well as two business advisors of Agriterra. With 4 clients participating, the total number of participants will be 20-24. The 3-4 young members should be farmers, preferably member farmers or at least being actively involved in the cooperative.

## Selection of participants

The selection of attendees for any training course is essential for its success. Therefore, to obtain the best results from these sessions, the cooperatives invited to the training course should keep in mind the following criteria when proposing the course to their members:

- Select those members who have (or may hold in the near future) a post of responsibility.
- There should be a mid to long-term commitment between these members and their organisations. Selecting those elected members who have just begun or are only halfway through their term is best.
- Try to respect a gender balance by promoting a balanced male-female representation. This contributes to a strong peer organisation for future decision-making. Also, try to involve young members if possible.

The youngsters that have been selected, should be enthusiastic and most of all motivated to take up a position as a role model, making a change, sharing their voice in the cooperative. It is very important that the majority of the participants per cooperative consists of youth, because it brings across the message more strongly and it decreases the chance of being overruled by the board/management during the workshop.

## Workshop methodology

The workshop methodology is very practical, it calls for everyone's participation and quite often is very fun! It is based on real questions, in line with the reality of the participants.

The workshop is carried out in small groups so that the individual needs of all participants are met. Various facilitation methods are used to stimulate interest and to have everyone's active participation, including illustrated presentations, group exercises and discussions.

The aim of the interactive approach taken in the workshop, is to let participants actively think about, discuss about and work out ideas about youth participation and how to increase youth involvement in their respective cooperatives. The workshop is



designed to facilitate and guide the group of participants by asking questions, triggering them to discuss important matters and to think about youth participation with their own cooperative as a framework and using that as a context to work out their ideas.

## The facilitators

All Agriterra's trainings are conducted by high qualified professional trainers that have been introduced to our very specific methodology through a very solid process of induction. We believe that our trainings should be delivered in the spoken language of the participants, that is why we have invested in a wide number of local trainers that can use the common language and jargon of their own organisations. Our motivation and knowledge of our clients make our team a powerful solution to the specific needs that any farmer's organisation could face. We all share the same conviction: Transparency, trust and loyalty are the best choice for sustainable business!

## Programme

### DAY 1

#### SESSION TOPICS

1. What is youth participation?
2. Positive points and Worries related to youth participation
3. Why do you want to increase youth participation?
4. Enabling Youth Participation: Mutual Needs and Expectations

### DAY 2

#### SESSION TOPICS

1. Recap Day 1
2. From 3 topics to 1 priority project related to youth participation
3. Formulating a goal for the priority project
4. Defining activities and action planning