

# Generation Food: more job opportunities for young people and safe food



## Project information

Project code	10010
Sector	Agriculture & Food industry
Funding	Donation
Country	Uganda
Location	The cities Mbale (+100.000 inhabitants) and Gulu (25.000 inhabitants)
NGO	Rikolto
Project duration	1 year (2022-2023)

## Why OVO believes in this project

Generation Food focuses first and foremost on entrepreneurship, helping to solve the problem of **safe and affordable food** in Ugandan cities. At the same time, there is a **unique partnership with OVO** through which the **strongest projects** are picked up for OVO's SusTech4Africa accelerator program.

## Context

**Unemployment among Ugandan youth is sky-high.** Every year, 400,000 youth enter the labor market. They must compete for about 9,000 available jobs. **At the same time, food security in and around the cities is under great pressure**, due in part to overuse of pesticides and poor handling of crops. Consequently, there is a scarcity of safe affordable food for families.

**The NGO Rikolto therefore encourages young people to start their own food business according to sustainable & safe principles.** And that through coaching, mentoring and feedback on business plans and ideas.

## Purpose

Guiding **400 young people** who want to set up their own agri-business. There are **3 concrete initiatives: a hackathon\***, a Generation Food bootcamp and a Generation Food business incubator.

## Social impact

Generation Food targets **young women and men** between the ages of 18 and 35. A total of **400 businesses** will be involved. The project aims to attract at least 50% women and 30% of the entrepreneurs must be from rural areas.

\* **Hackaton** = a 2-day event where young people come up with creative solutions to the food problem in small teams.

## Co-funding sought via OVO

2022	€ 40.000
2023	€ 80.000

## Topic

- Sustainable
- Safe food
- Agriculture
- Education
- Young people
- Entrepreneurship