



# TREE UGANDA ACADEMY (TUA)

## CREATING 500 GREEN JOBS FOR KANUNGU YOUTH THROUGH CHILLI FARMING (CGJF)

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## Tree Uganda Academy (TUA) Awarded a UGX 138, 966, 000 Grant by UNDP

### 1.0. Introduction

Tree Uganda Academy (TUA) is an Eco-Inclusive, Social Action, Research and Advocacy Youth Led Conservation and Agriculture Organization. It was first established in September 2015 to aid and philanthropy Community led conservation and poverty alleviation. Currently, TUA's membership base goes up to 1,050 farmers in 43 Community led groups and Clubs formed under the Village Savings and Loan Association Model.

TUA forms, capacity builds and registers Farmer led groups under the VSLA Model with the aim of promoting Community led Conservation and Sustainable Agriculture in order to increase production, employment, household incomes and food security. TUA envisions a clean, healthy and well protected environment, supporting a sustainable society and economy.

Therefore TUA serves as a "vehicle" suitable for delivering robust solutions to various challenges that Communities face daily ranging from social, environmental and economical by recognizing local people's involvement in problem solving to accelerate change. ***We are a young but fast growing Organisation.***

### 2.0. The Youth4Business Innovation and Entrepreneurship Facility (Y4BF)

In 2020, the United Nations Development Programme (UNDP) in Uganda and Stanbic Uganda Holdings Limited (SUHL) developed the Youth4Business Innovation and Entrepreneurship Facility (Y4BF) - an innovative instrument designed to spur impact-driven entrepreneurship, foster innovation, and leverage business solutions to address the youth unemployment challenge. The facility is meant to catalyze innovation and facilitate youth entrepreneurship and is curated to enable youth and businesses pilot innovative enterprise ideas (solutions, technologies, business models), or new ways and markets of delivering products and services

with a commercial imperative, as well as transform successful innovative pilots with commercial viability into impact at scale. The facility also aimed at providing a flexible funding mechanism that would stimulate faster recovery of Micro, Small and Medium Enterprises (MSMEs) that have borne the brunt of the impact of COVID-19.

### 2.1. Call for Proposals by UNDP

The UNDP fully understands that Young people's business ventures remain precarious and, for many, short-lived coupled with limited access to information about enterprise establishment and sustainability; limited of business incubation and development support; absence of appropriate start-up financing products for young entrepreneurs; and the high cost of credit for business expansion all identified as constraints to the growth and sustainability of SMEs, and that Young women are particularly impacted as they face even greater barriers to accessing financing opportunities.

On the 8<sup>th</sup> of September 2020, the United Nations Development Programme (UNDP) Uganda in collaboration with the Stanbic Uganda Holdings Limited (SUHL) announced the call for Proposal to an Open Innovation Challenge Fund Call for the Youth4Business Innovation and Entrepreneurship Facility, with the following objectives;

- a) Support youth resident in Uganda and enterprises to pilot innovative ideas (solutions, technologies, business models), or new ways and markets of delivering products and services with a commercial imperative;
- b) Enable enterprises to transform successful innovative pilots with commercial viability into impact at scale;
- c) Stimulate faster recovery of SMEs from the impacts of COVID-19 and enable them build sustainable enterprises that are resilient to similar disruption; and
- d) Establish a functional ecosystem platform to connect young entrepreneurs, MSMEs, Government, Development Partners, financial institutions and all other relevant actors.

### 3.0. The TUA Proposal to the UNDP

Tree Uganda Academy fully understands that Kanungu has one of the youngest and most rapidly growing populations in Uganda. Her greatest demographic asset is its young and talented youth who constitute over 72.8 percent of the population. Kanungu's young people are therefore a powerful and rich resource for the district and the Country's current and future social and economic development. The country and the district in particular are at risk of losing the potential benefits of this youth surge as many of the youth struggle to access decent and gainful employment due to the insufficient creation of decent jobs in the district and elsewhere in the country. The few youths that are employed, are in vulnerable employment characterized by low pay and job insecurity.

Despite the Government's laudable efforts in Kanungu to address the issue of youth economic empowerment through initiatives such as the Youth Livelihood Programme, a lot remains to be done especially because an estimated additional 13 million workers are expected to enter the country's job market between 2017 and 2030. Entrepreneurship presents a viable alternative to the persistent challenge of unemployment and underemployment amongst the youth. It offers significant scope to increase job opportunities and income diversification through supplier and distribution channels that can support expanded production and market supply. Despite entrepreneurship being a potential solution, the youth are unable to tap into available economic opportunities owing to the absence of appropriate low-cost loan financing for young entrepreneurs and limited access to information about enterprise development and this has been worsened by the effect of **COVID-19** Pandemic, making it difficult to sustain and scale the already created youth enterprises in Kanungu.

Based on this information and the goal of the Facility *"to spur the creation of at least 20,000 new decent jobs for youth; retool and skill 50,000 youth to increase their entrepreneurial success rate and have a multiplier effect through the creation of over 100,000 indirect jobs and improved livelihood opportunities"*, Tree Uganda Academy under the leadership of **Ivan Mushana**-its Executive Director generated a Project Proposal entitled **"Creating 500 Green Jobs For Kanungu Youth Through Chilli Farming (CGJF)"** the basis for this UGX 138,966,000 Award.

CGJF project also has potential to tackle most of the UN's Sustainable Development Goals as well as compliment the country's efforts to deliver on the promise of the 2030 Development Agenda to end poverty, eliminate inequality and social exclusion; and tackle climate change.

### 3.1. Project Objectives

In the next 12 Months (Jan-Dec 2021), the **CGJF** project will aim to achieve the following objectives.

1. Mobilize and Capacity 500 youth in Kanungu to engage in Chilli Production Value Chain and to pilot new ways and markets of delivering Chilli products and associated services with a commercial imperative.
2. Establish a youth led Fresh Produce Export firm in Kanungu as a means to transform successful innovative pilots with commercial viability into impact at scale.
3. Complement the government's efforts to deliver a functional ecosystem platform to connect young entrepreneurs, Government, Development Partners, financial institutions and all other relevant actors.
4. Stimulate faster recovery of Tree Uganda Academy (TUA) as one of the youth led enterprises in Kanungu from the impacts of COVID-19 and enable the organization to build sustainable enterprises that are resilient to similar disruption.
5. Promote Environmental Conservation and minimize the existing Human-Wildlife Conflict along Queen Elizabeth National park.

### 3.2. Project Scope and & the Beneficiary Communities of Kanungu

Based on objective 5 of this project, Tree Uganda Academy has designated **Kihiihi** Sub County and **Nyanga** as the beneficiary sub counties.

25 youth groups (composed of both males and females) will be formed in the respective sub counties with priority to those living in the neighbourhood of Queen Elizabeth National Park.

The business idea behind this project is to mobilize capacity and empower 500 youth to directly engage in Chilli Value Chain as a means to spur youth innovation, employment, increase household incomes and consequently contribute to the Uganda's annual Gross Domestic Product (GDP). Selected varieties of Chilli will be cultivated, harvested and sold fresh to our target export markets while the excess will be locally processed into Pepper Oil and Powder, packaged, and sold to local markets.

At the same time, the project will promote greater inclusivity within the value chain, encouraging young female and youth led production by educating on gender mainstreaming, access to land sustainable land use, with creation of new enterprise opportunities.

The project will also employ a high level of technology to cope up with the developing world with integration of other innovations such as **Ecotourism**.

**Ivan Mushana**  
(ED-TUA)

