

YALESI 2016

Youth Agribusiness, Leadership, and Entrepreneurship Summit on Innovation



How to launch an Agri Tech Hub and boost agriculture entrepreneurship: the Yeesal experience

30 March 11:15 – 12:45

The Yeesal Agri Hub, in collaboration with CTA, will organise a 90-minute workshop on “How to launch an Agri Tech Hub and boost agriculture entrepreneurship” on the occasion of the [YALESI](#) Summit (Dakar, Senegal, 29 to 31 March 2016).

Overview:

[Yeesal Agri Hub](#) is the first agri tech hub in Senegal that focuses on the development of **innovative ICT solutions for the rural community**.

Web platforms that create online markets for products, applications that manage logistics and help producers to access value chains, softwares to manage livestock and related activities are some examples of solutions dedicated to solving local problems in the agriculture sector. Within the Hub and its multidisciplinary Community, such solutions will be developed for the rural people and themes such as sustainable development, social enterprise and agro-ecology will represent the principles to follow in order to sensitize and **create a larger community** of youth to work on agribusiness topics.

To reach our goal, a physical and virtual Agri Tech hub to interact, exchange and train youth was launched in Thies (Senegal), with the aim of stimulating innovations and creativity in agriculture and to act as a meeting place for ICT and agriculture start-ups and projects in Senegal.

Objective:

The session will focus on sharing the Yeesal Agri Hub experience in Senegal and all the activities and steps necessary to create an Agri Tech hub. The idea is to produce a learning "Toolkit" based on our experience so far and describe, step by step, how we came up with the idea, how we created a community, how we found partners and a physical space to set up the hub, and how we organized an agri-hackathon to launch and promote the hub. From the contributions and experiences of the workshop participants, a final integrated Toolkit will be prepared.

The whole workshop will be subdivided in **three parts**.

The first part will be dedicated to presentation of the hub, its experiences, community initiatives, experiences from a reputed ICT hub from Nigeria, and from an organisation supporting ICT for agriculture innovations. The second part of the workshop will be dedicated to a brainstorming session where participants will be divided into 4 to 5 groups to interact and share inputs on the selected theme. The last part is dedicated to reporting, where the group facilitators will share inputs and recommendations discussed.

The **objective** is to involve the public in the creation of an integrated Toolkit, where new elements will be added to our initial presentation and experience as a young Agri Tech Hub.

Structure:

The session will be very interactive and will be organised as described below:

1. The **Yeesal Toolkit**: how to launch an Agri Tech Hub in five points (10 min)
2. Presentations of the **Yeesal agripreneurs** and their projects (10 min)
3. Intervention of **Oluwole Odetayo** (Nigeria): Experiences of the **Wennovation Hub** (10 min)
4. Intervention of **Ken Lohento (CTA)**: Perspectives from the AgriHack Initiative of CTA (5 min)
5. Working group session: Creation of 5 groups and brainstorming on the five points: create a participatory Toolkit for Agri Tech Hub (20 min)
6. **Restitution** of the new elements to the public (15 min)
7. Conclusion and closing: the Yeesal Agri Hub **perspectives** for the future (5 min)

Facilitation: **Elisabetta Demartis, Awa Caba**, coordinators of Yeesal Agri Hub.

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