

## Forward



**Dr. Tadele Tefera,**  
**Country Head of icipe**  
**Ethiopia**

Ethiopia is home to the largest youth population in Africa, who are looking for sustainable jobs. *icip*e is pleased with the accelerating pace of creating dignified and fulfilling jobs for needy youth men and women along the apiculture and sericulture value chains in the past three years. We continued with our vibrant collaboration with the Mastercard Foundation and many public and private institutions to address the massive youth unemployment challenges in the country. So far, we have created direct jobs for over 90 thousand Ethiopian youth (63% women) through the MOYESH Programme and continue our ambitious targets for Year 4. These landmarks are likely to help us lead a new dynamism in the transformation of Ethiopia's apiculture and sericulture sub-sectors.

As the year 2022 comes to an end, we take the time to share our achievements with our readers and partners. On behalf of *icip*e's Director General and CEO, Dr Segenet Kelemu, the MOYESH staff, youth partners and key stakeholders, I wish you a Happy New Year 2023, filled with joy, fulfilment and peace.



**Dr. Workneh Ayalew,**  
**MOYESH Programme**  
**Coordinator**

## About MOYESH

MOYESH Programme aims to "secure dignified and fulfilling direct job opportunities and income for 100, 000 unemployed youth (60% women)" through providing youth with appropriate knowledge and skills and enabling them to establish beekeeping and sericulture business enterprises. The programme further will have positive impacts on 14.6 million people along the honey and silk value chains through multiplier effects. MOYESH ([moyesh.icipe.org](http://moyesh.icipe.org)) is a five-year programme (October 2019-October 2024) implemented in Amhara, Oromia and Southern Nations, Nationalities and Peoples' regions of Ethiopia by *icip*e ([icipe.org](http://icipe.org)) in partnership with the Mastercard Foundation ([mastercardfdn.org](http://mastercardfdn.org)), and several other public and private sector partners.

For more information

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## MOYESH in 2022



**600,000 young people reached.  
96,000 (63% women) are direct  
reaches**



**700 tonnes of table honey  
produced by youth enterprises**



**Youth generated about  
ETB 150 million (USD3 million)  
income from beekeeping,  
silkworm farming and integrated  
farming businesses**



**25,000 youth benefited from  
contract farming and 200  
Enterprises are registered as  
mobile money agents**



**60,000 youth opened saving  
accounts and mobilized ETB75  
million (USD1.5 million)**

### MOYESH feats increasing dramatically



MOYESH is an excellent story maker of apiculture and sericulture development as well as youth employment and entrepreneurship in Ethiopia. It provides a means for Ethiopian youth to create sustainable job opportunities through improved beekeeping and sericulture businesses. The outcomes are anchored to economic fundamentals such as real social and capital values. Particularly youth partners engaged in integrated farming practices achieved income and savings of about ETB500,000 (USD9,500) per year and some even moved beyond. In addition, the production and supply chains as well as diversified business opportunities are considerably increasing.



## MOYESH at high-level international events

### The Mastercard Foundation Executive Team met with MOYESH youth partners



In the picture Reeta Roy, President and CEO of Mastercard Foundation (holding a notebook) listening to the youth voices

On 30 October 2022, the high-level executive team led by Reeta Roy, President and CEO of Mastercard Foundation visited the MOYESH youth partners and their bee and silk products displayed at Sheraton Addis. The executive team listened to the youth and was excited about the success of young people engaged in beekeeping and silkworm farming.

<https://twitter.com/icipe/status/1588411961469173760>

### MOYESH youth at Young Africa Works Annual Learning Summit 2022



Radiya Nesha a member of Silkworm Farming Enterprise in Adami Tulu, interacting with visitors during the annual learning summit

On 13 December 2022, *icipe* participated in the Young Africa Works Partners Annual Learning Summit organized by the Mastercard Foundation in Addis. The MOYESH programme experts and youth partners presented their major achievements, experiences, key learnings and commercial products. The summit served as a powerful catalyst to develop solutions to problems, introduce new strategies, established networking, and fuel collaborations among the partners.

### MOYESH at 7<sup>th</sup> ALEC



H.E. Selamawit Dawit, the State Minister at the Ministry of Tourism, FDRE, tasting the flavor of honey displayed by youth enterprises from Amhara, Oromia and SNNP regions

MOYESH was among the prominent international and national exhibitors at the 7th African Livestock Exhibition and Congress (ALEC) held in Addis Ababa in October 2022. Over seventy well-known companies from ten nations participated in the event. The youth displays attracted and hosted over 4000 visitors.

<https://twitter.com/icipe/status/1589560729669341184>

### MOYESH at 13<sup>th</sup> ADFNS



International visitors purchasing quality honey exhibited by the MOYESH youth at the African Union Commission (AUC) Headquarters in Addis.

The event was jointly organized by the AUC and African Union Development Agency (AUDA-NEPAD) to commemorate the 13<sup>th</sup> Africa Day for Food and Nutrition Security (ADFNS). It aims to galvanize a coherent and consolidated response to bridge the gap between food and nutrition insecurity, and to enhance the resilience of Africa's populations and ecosystems.



## MOYESH at high level national events

### MOYESH at Agriculture and Industrial products show

MOYESH is built on the principles driving national, regional and global food and nutrition security agenda by creating jobs for rural young people and enabling an environment for scaling up through strengthening partnerships, facilitating exchanges and learnings towards regenerative agriculture to improve rural livelihoods and increasing production in Ethiopia. With this context, it was one of the 50 initiatives that were invited to participate in a high profile, national agriculture and industry products exhibition convened in August 2022 in Addis. Youth partners supported by the programme attended such an important high-level national public event and exhibited bee and silk products.

In the picture, top right: The MOYESH-supported Andinet Youth Beekeepers Enterprise from Wenago district, Southern Nations, Nationalities and Peoples' (SNNP) region, exhibited their range of organic table honey. Ms Abeba Mebrate (left, with scarf), discusses with visitors the diverse attributes of the products.

<https://twitter.com/icipe/status/1568196259420291074>



In the picture: the Ethiopia Minister of Finance H.E. Ahmed Shide (holding a bottle of organically certified table honey produced by MOYESH partners), and many other VIPs in discussion with Dr Workneh Ayalew, MOYESH Coordinator when they visited the MOYESH programme stand at the Agriculture and Industry Product show organized in Addis in August 2022

### MOYESH at the YELAMAT TIRUFAT



H.E. Dr. Abiy Ahmed, Prime Minister of Ethiopia met with the MOYESH youth and private sector partners during his visit to the Bere Sericulture Development PLC in Arba Minch

MOYESH's activities and remarkable progress are the results of a strategic and innovative approach to engaging youth, especially women in beekeeping and sericulture farming; enhancing the knowledge and social capital of all partners across the value chains. Its economic impact remained a defining feature of Ethiopia's development initiatives. This is evidenced in the government's new development campaign launched by H.E. Dr. Abiy Ahmed the Prime Minister of Ethiopia in November 2022. The new initiative known as "YELEMAT TIRUFAT" aims to boost dairy, fish, poultry and honey production. The MOYESH experts were invited to share field evidence and lessons and our sites are serving as a learning hub to trigger and promote the new initiative.



## MOYESH at high level national events

### MOYESH at YELEMAT TIRUFAT in Amhara



H.E. Dr. Yilkal Kefale, President of the Amhara Regional State visited the MOYESH apiculture sites in Guangua district

Including YELEMAT TIRUFAT, a series of public events; such as trade fairs, exhibitions, and festivals were organized across the Amhara region. On 28 November 2022, H.E. Yilkal Kefale, President of the Amhara Regional State launched the new development campaign at Chagini town, Guangua district, Awi zone. MOYESH youth displayed 260kg of packed table honey, which was tasted by several government officials and development campaign participants.

### MOYESH Honey Festival and learning summit in Amhara



Mr. Awoke Zemene, Deputy Head, Amhara Regional State Labour & Training Bureau in discussion with youth representative who exhibited refined beeswax from Ayehu Guagusa district during the honey festival

In 2022, MOYESH organized and attended over 30 national public events. The Honey festival held in Bahir Dar in November was one of these events. It was accompanied by the learning summit that help to connect the youth with potential customers, policy makers and input suppliers. 1300kg of well packed bee honey, beeswax, stingless bee honey, protective clothing, and frame hives were exhibited.

### MOYESH at the YELAMAT TIRUFAT in Oromia



Fetiya Ahmed, the communication officer welcoming visitors and explaining the impacts of MOYESH programme in the region

1000kg honey and refined beeswax showcased by the MOYESH youth during the launching of Yelemat Tirufat in Jimma, where many high-level personalities attended. The youth shared their experiences, and the benefits drawn from beekeeping practices.

### MOYESH at the learning summit in Oromia



Mr. Teshome Kumela, regional programme manager explaining the products exhibited by youth partners in the sideline of regional summit

Learning summit and bee products exhibitions were organized to engage key stakeholders in development and business dialogue, and to explore new opportunities for youth employment. The youth partners showcased products; shared their experiences, visions and challenges. Hefty traders, policy makers and consumers used the platform to perform honey business.



## MOYESH inaugurates colony multiplication center

### Bee colony rearing lifting production and marketing



Stakeholders visiting the bee colony multiplication center established by the MOYESH Programme in Wenago district

Researches show that the population of bee colonies are declining enormously. The price of a bee colony overpassed ETB2000 (USD38). So far, the programme secured 80,224 bee colonies, but continues to address the challenges by establishing bee colony multiplication centers. This happened on 8 December 2022, when the programme inaugurated well established Colony Multiplication Center in Wenago district and handed it over to the youth beekeepers' enterprise.

The center inauguration was convened ahead of the regional learning summit held in Dilla town, SNNP region in the presence of representatives of key stakeholders in the regional government, private sector and financial institutions.



Visitors were excited by the activities taking place at the colony rearing center

The center is serving as a technology dissemination point and an alternative source of income for beekeepers and contributes to the entire sector's development. Youth beekeepers who owned the center are committed to multiplying a significant number of colonies within a few months. This will help them to maintain their stocks and boost production. In addition, they also planned to sell colonies and generate income.





## Integrated business hubs: one way of diversifying businesses and cultivating agribusiness



Eketebon Cooperative members running the sales of bee products and bakery in Gimbo district

Mass production and sustainable market are primary drivers for apiculture and sericulture business. Primary products can be aggregated, processed, value-added, and delivered to markets through integrated business hubs. In the current view, we are introducing integrated business hubs or marketplaces that accommodate various commercial farming practices with beekeeping and silkworm farming, modernize the transaction process, secure sustainable jobs for the youth, and create an environment where visitors can meet to discuss, negotiate and develop networking. This is also enabling the youth enterprises to be part of the eMarket system.

Honey products available online are from 16 cooperatives in Amhara, SNNP and Oromia regions.



Tigist Tesfahun, a young female beekeeper from Guagusa Shikudad district of Awi Zone of the Amhara region shares her passion for eCommerce and the impact of beekeeping in changing the livelihood of young people.

### Development of a digital market platform

MOYESH made progress in introducing electrotonic market opportunities for the youth in a short period of time.

The initiative encourages the producers to run the business in a better way, reach more customers and markets, and increase their production quantity and quality and income. In addition, buyers have more choices online and can trace the origin of specific supplies. In collaboration with Kifiya Financial Technology, electronic marketing training was provided for youth partners. The training is designed to improve the youth's knowledge, skills and technical competencies, attitudes about digital marketing platforms, improve their production and productivity and expand market opportunities. Consequently, 16 youth-led cooperatives have been registered in the eCommerce platform through SHEGA.COM. Likewise, its efforts to facilitate digital payment schemes are also promising.