



Bringing Youth to Empowerment

A Mavuno Nordic approach inspired by Inner Connect and Catalyst in Communities

Overview

At Mavuno Nordic, we connect East Africa's farming heritage with Nordic business values to deliver consistent, high-quality staple foods. While creating meaningful youth employment, supporting education, and strengthening community health. Our 'Bringing Youth to Empowerment' initiative turns our value chain into a ladder of opportunity: From farm and processing to logistics, quality control, sales, and entrepreneurship.

Why Youth Empowerment in Food Systems

Agriculture and food distribution anchor livelihoods across East Africa. By opening paid training and first job pathways across our supply chain, we help young people build skills, confidence, and income so they can support families, complete education, and lead in their communities.

Our Guiding Principles

We put people first. Our approach blends three pillars:

- **Dignity & Opportunity:** Fair work, clear progression, and real responsibility from day one.
- **Wellbeing & Belonging:** Youth thrive when mental health, self-compassion, and peer support are built in (inspired by Inner Connect).
- **Strengths-Based Coaching:** We focus on assets, not labels, using meaningful conversations, mentoring, and restorative practice (inspired by Catalyst in Communities).

Pathways for Youth

- 1) **Skills & Livelihoods:** Paid apprenticeships and rotations in post-harvest handling, cleaning & sorting, quality control, food safety, warehousing, logistics, sales operations, and basic entrepreneurship.
- 2) **Education & Mentorship:** School partnerships, study-support hours, life-skills workshops, and mentoring with Mavuno team members and experienced coaches.
- 3) **Mental Health & Wellbeing:** Peer circles, psychoeducation, and self-care tools that normalize help-seeking and build resilience.



4) Leadership & Civic Engagement: Youth advisory councils, community food-security projects, and peaceful conflict-resolution activities.

How the Programme Works

- Outreach & Selection: In partnership with schools, local leaders, and farmer groups.
- Baseline Check-In: Goals, interests, and wellbeing snapshot.
- Individual Plan: A strengths-based development plan with a coach and a workplace mentor.
- Rotations & Learning: Farm-to-market experience plus short modules on quality, safety, and soft skills.
- Graduation & Next Steps: Job offers, supplier links, or micro-enterprise coaching; alumni network and peer-mentor roles.

Safeguarding, Inclusion & Equity

We maintain safe, respectful workplaces with clear safeguarding protocols, equal access for young women and men, and practical support (e.g., PPE, transport stipends, flexible schedules for students and caregivers).

What We Measure

- Youth enrolled / completing rotations and entering jobs or education.
- Wellbeing gains: Self-reported confidence, purpose, and belonging.
- Skills attainment: Quality & safety checks, logistics tasks completed.
- Community benefits: Household income stability, school re-enrolment, food-security contributions.

Early Highlights

- 300+ farmer partners across Africa strengthen a reliable pipeline for training and job creation.
- New site operations focus on organic cleaning, sorting, and ready-to-use staple foods ideal for hands-on youth learning.
- Dedicated focus on 'Bringing Youth into Empowerment' and 'Supporting Education and Community Growth.'

Partnering with Us



We welcome schools, youth groups, local governments, foundations, and mission-aligned investors. Together we can scale quality jobs, proven coaching, and mental-health supports across the food system.

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Appendix: Partners

About Mavuno Nordic

We farm, source, process, and distribute staple foods, rice, cassava, maize, beans, fish, soybeans, and green coffee. From family lands and trusted farmer partners guided by integrity, sustainability, equality, and fairness.

About Inner Connect NPO

An international organisation founded in Denmark that promotes community-based education and mental-health awareness to reduce stigma and empower youth and women through self-compassion, integrity, and openness.

About Catalyst in Communities CIC

An award-winning, ethical social enterprise using asset-based, strengths-focused coaching and restorative practice to transform outcomes for young people through meaningful conversations and practical action.