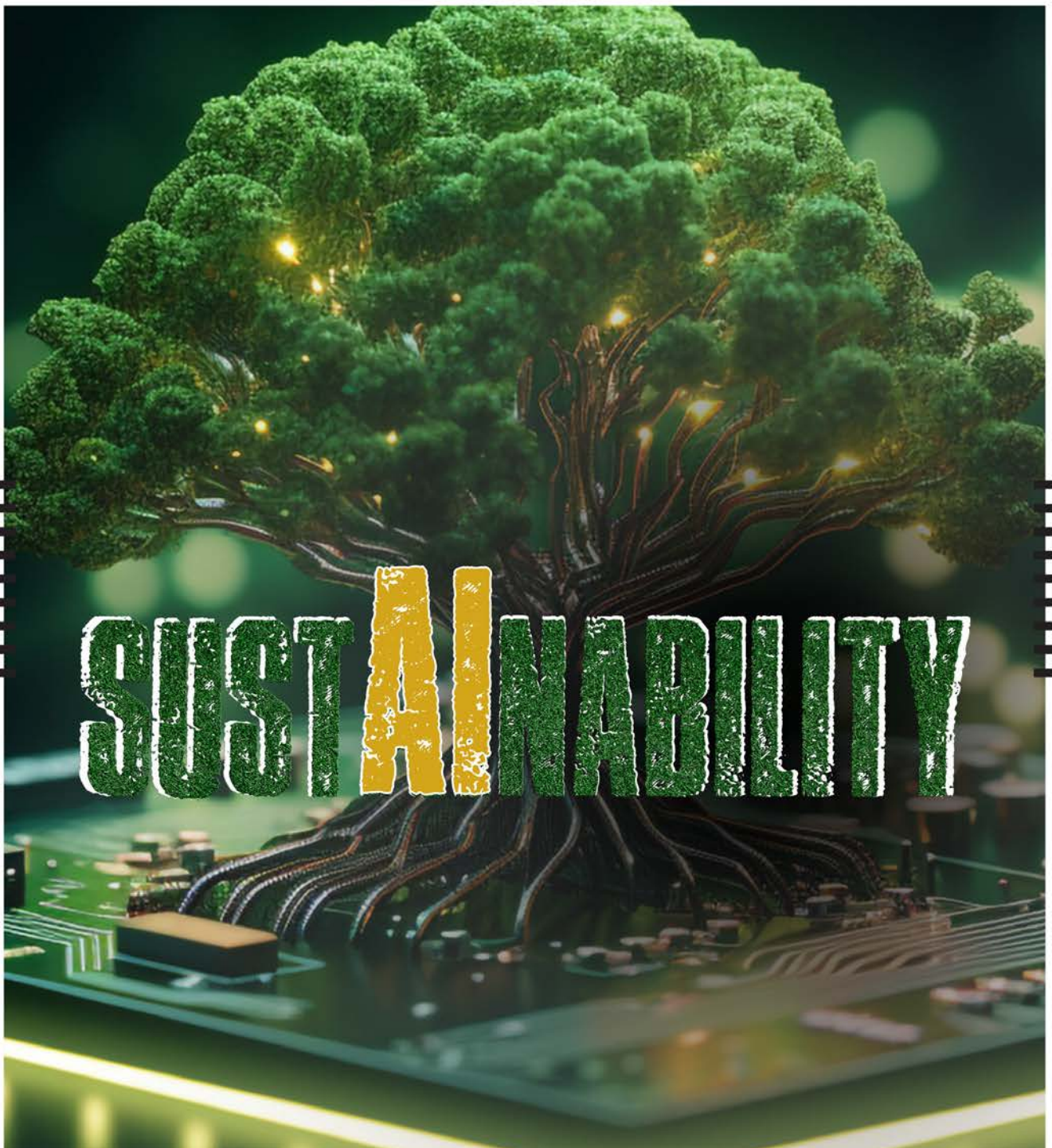


CoELIB info



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CoELIB

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OUR COMMITMENT TO YOUTH, AI, AND SUSTAINABILITY



DIRECTOR'S NOTE

As we come to the end of the first quarter of 2025, we remain committed to our mission of empowering the youth through innovation, leadership development, and more. I have witnessed firsthand the challenges technology and sustainability present; this got me thinking about what level of growth these areas also have in store. This issue explores these areas, showing our continued efforts in youth development and the impact of artificial intelligence on the job market, not to mention our unwavering commitment to climate action.

Youth Development: Empowering the Next Generation

CoELIB understands that an investment in the youth is for the future. Our programs are aligned to continue providing mentorship, skills training, and business development, all to ensure that the youth can influence economic growth; we are keen on molding current and the next generation of leaders to provide solutions to global challenges.

AI and the Future of Work

AI shapes industries, alters job markets, and challenges the skills needed for the current and future workforce. While many fear AI will end traditional roles, the CoELIB Workforce development program sees this advancement as an opportunity to become innovative and upskill. We are looking at AI-focused training to help us handle digital literacy and ensure we do not leave behind AI Startups; AI will allow us to achieve efficiency and open up more roles for the youth.

Climate Action: A Collective Responsibility

We continue to engage the youth in climate-conscious innovation, support green startups, and include sustainability in our training programs to ensure that climate action becomes a day-to-day practice and not just a boardroom conversation. Thank you again, the CoELIB Community, for being at the heart of everything we do.

Prof. Alexander Kahi

Director, CoELIB Egerton University.



apparel.coelib.org



AI FOR SUSTAINABLE FUTURE: YOUTH, JOBS, AND CLIMATE ACTION

Artificial Intelligence has evolved since the 1950s, but the past five years have seen groundbreaking application advancements. Responsible AI usage is crucial as it becomes increasingly integral to our daily lives. This edition of CoELIB inFocus dubbed "SUSTAINABILITY," looks at CoELIB's continuing approach to Youth Development and AI in relation to jobs and climate action.

Young people's opportunities and challenges are evolving at the same speed as the world itself—fast. This edition brings forth essential stories, perspectives, and innovative ideas that will inspire action.

I thank the creatives who worked on this issue; their dedication and motivation to put these facts together in this AI era where false information is flying everywhere is commendable.

Have a fantastic read; together, let's keep forging the future.

Sarowiwa Andanje

Communications and Media
Manager, CoELIB Egerton University.

CoELIB'S APPROACH TO YOUTH DEVELOPMENT

70% of Sub-Saharan Africa is reported to be under the age of 30, positioning Africa as the continent with the youngest population worldwide; the key, however, rests in Empowering this age group; it is, therefore, crucial that young people are not only given a space in leadership but also given work opportunities and space to innovate. Since 2016, [CoELIB](#), (Centre of Excellence for Livestock, Innovation, and Business) has been building capacity for youth innovations.

CoELIB's approach to youth development is anchored on [Business Incubation, Leadership and Market Development, Information, Technical Assistance and consulting, Research, Development and commercialisation, and Communication, Media, and advocacy](#). It has yielded success, notably mentoring more than 18,000 youths, supporting more than 10,000 entrepreneurs, incubating more than 4,000 Startups, and benefiting more than 25,000 farmers.

As the demand for a competent workforce that aligns with the job market trends increases, [CoELIB Empower](#), through the Workforce Development Program, employs solutions that help create, sustain, and retain a viable workforce for improved job performance. In partnership with employers, CoELIB also tailors and develops industry-specific programs to meet their individual needs. So far, more than 500 employers have been supported, and more than 1000 workers are equipped under the program.

Through communication, [media](#), and advocacy, CoELIB supports sustainable development, from sponsoring high-impact environmental events like Run For Mau to organizing campaigns like "[Green Together - A Day for our planet](#)." Inter Alia, CoELIB continues to work alongside NGOs, government institutions, and businesses that strive for a better and more sustainable world. [CoELIB Radio](#) and [CoELIB TV](#) provide platforms for the youth to engage with each other. Occasionally, CoELIB organizes forums and meet-ups to bring together young people and professionals with similar interests, forming connections and fostering collaborations.

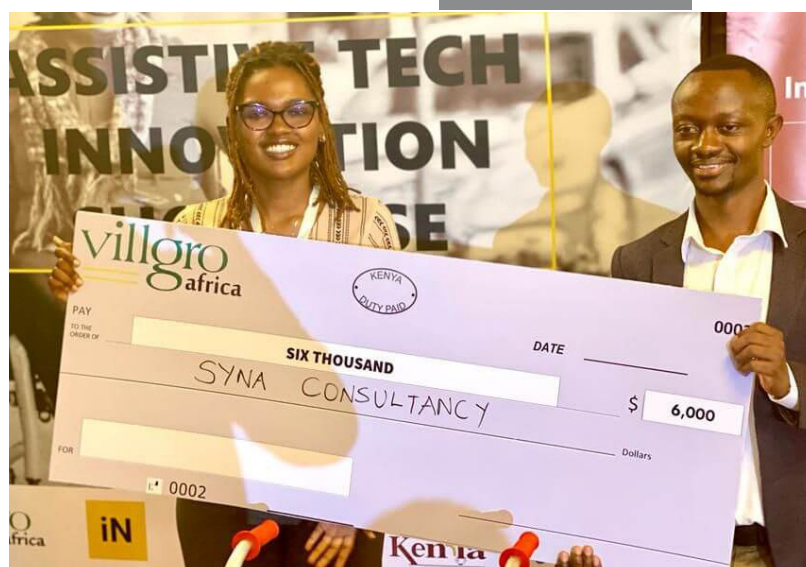


Photo: Syna Consultancy receiving \$6,000 in funding from Villgro Africa in recognition for its innovations in assistive technology.

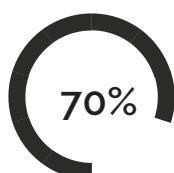


Caleb Baraka Koyo is the digital content and alumni engagement assistant at CoELIB, Egerton University. An award-winning podcast journalist, affiliated with CoELIB Radio and contributes to Crown FM 92.1 Zanzibar.

Entrepreneurs and StartUps also benefit significantly from CoELIB; through the incubation unit, they gain business incubation, mentorship, and resources for seamless growth. [CoELIB Incubar](#) empowers startups to scale effectively through guidance in leadership, market development, and commercialization.

"I joined ([CoELIB Incubar](#)) in August 2018 with just an idea. I went through business training and coaching and eventually got my first grant (KES 65,000/=) to produce a prototype. I also got the chance to attend expos where I showcased my solution to potential clients and got feedback, all while increasing our visibility. In 2019, I also got a partial scholarship to study Social Innovation Management, a course that greatly helped me become the social innovator I am today." Sylvia Nyaga – CEO [Syna Consultancy](#)

CoELIB focuses on developing skills and connections that young people need to achieve their full potential, becoming a powerful force influencing multiple sectors with a transformative approach.



70% of Sub-Saharan Africa is reported to be under the age of 30, positioning Africa as the continent with the youngest population worldwide

MEDIA FOR RESILIENCE: CoELIB & TAGDev 2.0's 'SEEDS OF CHANGE' FILM





Transforming African agricultural universities to meaningfully contribute to Africa's growth and development (TAGDev), jointly with the Centre of Excellence Livestock, Innovation, and Business (CoELIB) is inviting you to watch the 'Seeds of Change' film, which examines agricultural innovation Youth empowerment and sustainable development.

Produced by CoELIB Media, the film is based on traditional dowry negotiations but with a touch of modernity-bride price that would help mitigate the climate crisis. With TAGDev 2.0 aiming to skill and empower Africa's young people and their institutions to drive inclusive, equitable, and climate-resilient transformative agriculture and agrifood systems, achieving that means embracing different communication channels to reach the targeted population.



Photo: CoELIB Media crew during "Seeds of Change." Production

We wanted to address the need to embrace climate resilient crops through film, a medium that is mainly closer to the youth. We are grateful to CoELIB for bringing this idea to life."

Prof. Nancy W. Mungai, Program Coordinator, TAGDev 2.0.

"Seeds of Change" adds to CoELIB's rich film catalogue, which includes Nailantei, Pear, and Wangi—films that have won five awards over the years, including Best Scene Shot on a Mobile Phone at the USA Scene Festival for Pear. As the effects of climate change become more pressing, CoELIB is embracing Film as a medium to inspire social change, promote sustainability, and raise awareness of societal issues.

"Through Film, pressing issues like sustainability becomes more than a concept—they become calls to action, igniting minds and mobilizing masses to protect our planet" Victor Otieno, Producer, Seeds of Change.



Roksana Gichia is the communications and media engagement assistant at CoELIB. She is also a radio and TV presenter at CoELIB Media, a digital content creator, and a sales and marketing director.

"Through Film, pressing issues like sustainability becomes more than a concept—they become calls to action, igniting minds and mobilizing masses to protect our planet"

Victor Otieno - Producer, Seeds of Change

Rooting for STEM

developers.coelib.org



Empowering African Youth: Innovators in Climate Action



African youths are a generation of innovators and problem-solvers; however, they lack the necessary support to help address climate change.

Governments should provide more support for formal and informal education and involve the youth in the decision-making process regarding climate action.

Schools and community programs should incorporate climate education in their curriculums to instill climate literacy and help young people learn to tackle environmental challenges. Community programs should drive change together with the youth, whether it is by launching renewable energy projects, reducing waste, or championing conservation efforts.

Climate bright ideas, or any other idea, take off without financial support. Governments and organizations should provide sponsorship and grants to innovators working on climate-smart solutions; every country should have a budget for such investment.



Moses Stefanus
is a medical laboratory science student at the Namibia University of Science and Technology.

Inclusivity during policy making is also key; the youth deserve to be included and heard during conversations on environmental policies; despite being the most vulnerable to the effects of climate change, reports indicate constant exclusion in the decision-making process; the continent should realize the vital role young people play in ensuring sustainability.

Finally, while governments and organizations must come clear on how they address climate change in the continent, it is also worth noting that the youth should be proactive, be the most tech-savvy and active on the internet, and lead in community-based empowerment and enlightenment.

SCHOOLS AND COMMUNITY PROGRAMS SHOULD INCORPORATE CLIMATE EDUCATION IN THEIR CURRICULUMS TO INSTILL CLIMATE LITERACY AND HELP YOUNG PEOPLE LEARN TO TACKLE ENVIRONMENTAL CHALLENGES.

Till Next Time Podcast



HOW A YEAR-LONG INTERNSHIP AT CoELIB SHAPED DANIEL KIHORO'S MEDIA CAREER

CoELIB Empower's Workforce Development Program creates, sustains and retains a strong workforce for improved job performance. The Program offers various services, from internships, industrial placements, and workforce solutions to employers. This Alumni Spotlight edition catches up with one of the Program's beneficiaries, Mr Daniel Kihoro, a media and communications student at Egerton University.

Please introduce yourself and describe your affiliation with the CoELIB Empower workforce development program.

Thank you for having me. I'm Kihoro Daniel. I studied Media and Communications at Egerton University; my affiliation with the program was an industrial attachment, followed by a year-long internship.

Great. Please share key takeaways from your time at CoELIB, specifically in TV production.

Skills like show hosting, camera operation, and editing are just a few of the skills I learned in the program. To this date, these are still helpful in my day-to-day experiences as a media professional.

That's good to know, Daniel; tell us how the internship played a part in an idea you worked on; could it be in graphics, broadcasting, or editing?.

Yes, I currently work part-time as a cameraperson and editor for Kilimo Faida TV; I practice the skills I acquired at CoELIB in this role. I also serve as the station's social media manager thanks to the communication skills I gathered at CoELIB.

From what you are saying, it's clear that the program prepared you for your career goals or academic pursuits within the media industry.

The program made me aware of the possible industry challenges and the most likely solutions to them; things like deadlines and problem-solving have been invaluable to me in reaching my goals as a professional.

I currently work part-time as a cameraperson and editor for Kilimo Faida TV; I practice the skills I acquired at CoELIB in this role. I also serve as the station's social media manager thanks to the communication skills I gathered at CoELIB.



Reflecting on your expectations right at the start of your internship, would you say with confidence that the experience fit your future goals.

When I joined the program, I planned to develop as much as possible in areas of TV production; the support and teamwork I experienced from everyone at CoELIB exceeded my expectations for sure; everything was coordinated seamlessly.

During this period, I had the opportunity to serve as an MC at various events organized by Egerton University, which further ignited my passion for media.

Great, please tell us about a project you were involved in during your time at CoELIB, and also share with us any ongoing projects you are currently working on.

During my internship, I created and hosted "Meza Moto," a political show that shared politics and lifestyle with Egerton University students. Working on "Meza Moto" was a surreal experience; the show gave me direct access to the youth and their issues and a chance to be a part of the solution. At the moment, I put to the test the skills I gained in my work at Kilimo Faida TV.

Thanks for sharing; what are some of the challenges you faced, and how can the program be improved.

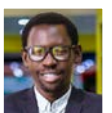
Yes, the internship was a success despite its challenges; the guests scheduled for interviews were unreliable at times, and the team from CoELIB Media handling the production sometimes had other assignments. These challenges were, however, met with solutions from the team. In the future, CoELIB should implement plans to ensure the shows continue past the internship period.

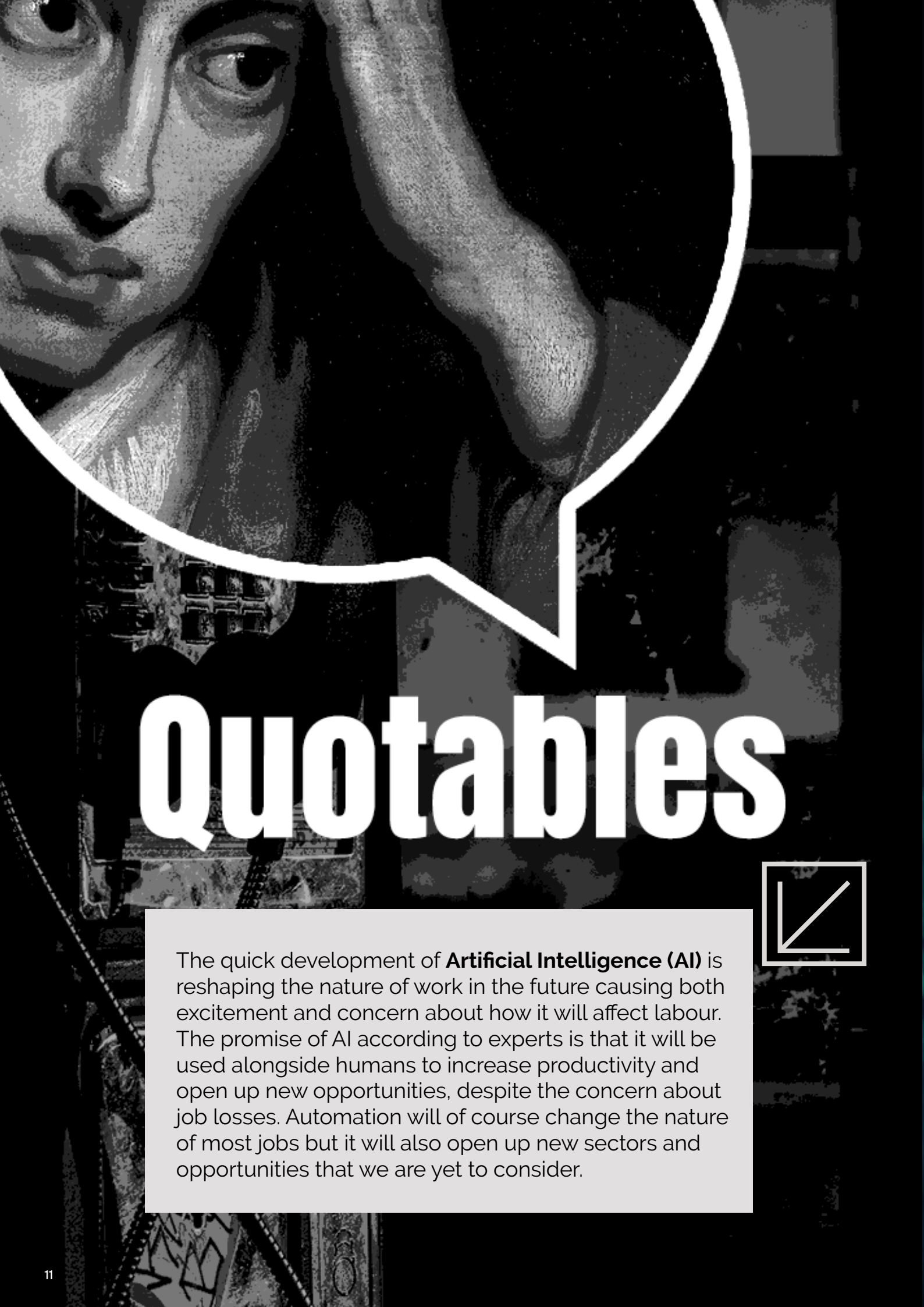
Thanks for sharing; what are some of the challenges you faced, and how can the program be improved.

Thank you for having me; my time at CoELIB made me a better professional. I want to thank the media team and the workforce development program for the opportunity.

During my internship, I created and hosted "Meza Moto," a political show that shared politics and lifestyle with Egerton University students.

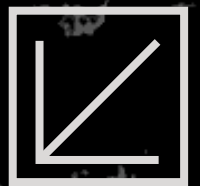
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Caleb Baraka Koyo is the digital content and alumni engagement assistant at CoELIB, Egerton University. An award-winning podcast journalist, affiliated with CoELIB Radio and contributes to Crown FM 92.1 Zanzibar.






Quotables

The quick development of **Artificial Intelligence (AI)** is reshaping the nature of work in the future causing both excitement and concern about how it will affect labour. The promise of AI according to experts is that it will be used alongside humans to increase productivity and open up new opportunities, despite the concern about job losses. Automation will of course change the nature of most jobs but it will also open up new sectors and opportunities that we are yet to consider.





"Automation doesn't just
change what we do—it
changes who we can become."

— Erik Brynjolfsson, MIT professor and
co-author of *The Second Machine Age*

"AI doesn't have ethics—humans do.
The future of work depends
on how we use it."

— Tim O'Reilly, Tech Entrepreneur
& Founder of O'Reilly Media

"The biggest risk with AI is not its power,
but our lack of preparedness."

— Elon Musk, CEO of Tesla & SpaceX

"AI will eliminate some jobs, but it will also
create opportunities we can't yet imagine."

— Paraphrased from Kai-Fu Lee,
AI expert and author of *AI Superpowers*

NAKURU TUBERS & CoELIB: STRENGTHENING AFRICA'S POTATO VALUE CHAIN



Over three million Kenyans rely on potato farming as a source of employment because potatoes are Kenya's second most important cash crop, attracting around 800,000 farmers. However, productivity is limited due to a lack of quality seeds. Nakuru Tubers, an agricultural start-up based in Kenya, is working to address this challenge with the support of the CoELIB Project. Mr Enock Rugut, co-founder and chief operating officer of Nakuru Tubers, joins us to share their work in the potato sector.

Please introduce yourself and tell us more about your background in agriculture.

Thanks for having me; I am Enock Rugut, the chief operating officer and co-founder at Nakuru Tubers. Away from my work with Nakuru Tubers, I am also pursuing a master's in breeding and genetics at Egerton University. My work in the Agriculture sector mainly aims to improve productivity and ensure sustainable practices.

Great! What inspired the foundation of Nakuru Tubers?

Well, the inspiration came from the need to have quality potato seeds; we were also inspired dramatically by climate change and low yields; that said, Nakuru Tubers is a venture focused on empowering smallholder farmers in Africa; we help them adopt tissue culture and hydroponics, all these in the desire to have quality and disease free seed potatoes.

Since its inception, what has been Nakuru Tuber's most significant achievement?

Good question; we have had so much success, but the biggest, in my opinion, is being able to create an establishment that is commercially relevant and deeply rooted in communities. Daily, we combine scientific inventions with a strong focus on farmer empowerment; sounds easier said than done, right?

Well, congratulations on this achievement. How do you think the agricultural ecosystem has evolved over the years?

Thank you. Since the inception of Nakuru Tubers, the ecosystem has seen farmers in Nakuru and beyond embracing more innovative farming methods. There is access to quality seeds, and notably, we have also seen more climate-smart practices being implemented by farmers. All these combined have led to better yields, increased farmer collaboration, and good cash flow.



Photo: Nakuru Tubers at previous events



Photo: Nakuru Tubers Showcasing at the Egerton University - Mastercard Foundation Exhibition

It's clear Nakuru Tubers has been working; how can we measure our impact so far?.

Good question. To assess our impact, we look at the increase in crop yields over the years, food security and also feedback from farmers we work with; for example, recently, we brought on board Digital Connectors(Youth based on various locations) who are responsible for meeting our clients at the grassroots level to solve their problems, with this we have been able to provide a solution fast and efficiently.

Great, any success stories?.

For sure, so many farmers report improvements in their income and yields after using our seeds and putting into practice recommended farming techniques. In Elburgon, for example, we have a number of farmers benefiting from our technical support; their success is our success.

Your website talks of your involvement in climate-smart agriculture. Are there any types of potato seeds that are climate-resilient?.

Yes, like I said in the beginning, the desire to be part of the solution to the climate crisis was part of our inspiration. To that end, we have researched a lot on this; we have seeds that are resilient to climate and go along the way to improve soil structure. To see more, you can visit our [website](#).

In our bid to transform the potato value Chain in Africa, we collaborate closely with CoELIB. The center supports our seed development work and also provides incubation facilities.



Christine Wanjiru is a communications and media Intern at co-ELIB-Egerton University. She is passionate about youth advocacy, videography, and editing and co-hosts the Drive Show on CoELIB Radio.

Please explain the connection between Nakuru Tubers and the CoELIB Project.

Yes, in our bid to transform the potato value Chain in Africa, we collaborate closely with CoELIB. The center supports our seed development work and also provides incubation facilities. Their business incubation support and media support have really helped us grow; thanks to this collaboration, we are able to make an impact in the agricultural sector.

Tell us about the collaborative projects between Nakuru Tubers and CoELIB.

The CoELIB Project plays a significant role in developing our business model. Their expertise in market analysis and business development has been crucial in our day-to-day operations. Over the years, we have collaborated on grand and investment proposals, some of which have helped us secure funding, generally broadening our impact.

Thank you for sharing the good job Nakuru Tubers is doing; wishing you and your team the very best.

Thank you for the opportunity to share what we are doing as Nakuru Tubers; hopefully, we get to catch up in a few months with more developments; we are grateful for the support we have received from CoELIB.



IS IT POSSIBLE TO AVOID ILLNESS?

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Would you like to be featured in the next issue of **CoELIB inFocus**?

Submit your original article (500 words or fewer) on the topic for a chance to be published!

Please email your submission to info@coelib.org.

Note: AI-generated articles will not be accepted.

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A DECADE OF COELIB'S COMMITMENT TO RUN FOR MAU



For a decade now, CoELIB has engaged the youth and the general Egerton University community in a sensitization campaign on environmental conservation through athletics. The annual Mau-Egerton University Cross Country, dubbed "Run for Mau," raises funds and awareness about preserving the Mau ecosystem that has, for an extended period, fallen victim to encroachment and pollution.

After the previous nine editions, which focused on rehabilitating the Mau Ecosystem, the 10th edition, which happened on March 1st at the Egerton University Sports Pavilion, now shifts the focus towards restoring Kenyatta and Keringet Dams in Nakuru in the future, a move towards more sustainable water management and long-term conservation.

"For a decade, this initiative has been at the heart of Egerton University's conservation efforts. It is not just about running; it is about safeguarding the future of our water towers and ensuring sustainability for generations to come," Prof. Benard Aduda, Deputy Vice-Chancellor, Egerton University and Chairperson of the Run for Mau Committee.

The Permanent Representative of Kenya to the United Nations Environment Programme (UNEP), Hon Ababu Namwamba, was the chief guest, and MP Charity Kathambi (Njoro) and Hon. Alfred Mutai (Kuresoi North) were also in attendance. Mr. Namwamba flagged off various race categories and spoke of the importance of approaching environmental conservation collectively; he also pledged to support Egerton University's conservation efforts in every way possible.



Cynthia Mutindi is a communications and media intern at CoELIB, Egerton, specializing in digital content creation and social media engagement. She also co-hosts the CoELIB Drive show on CoELIB Radio.



Photo: CoELIB Media on production duties during the 10th Edition of the Mau Egerton University Cross Country



This is about the future of our planet, we are glad to have our biggest and most valuable partners, the youth in this sustainability journey.



"Today you have done more than just run, you have made a powerful statement. Each step, each breath, each bead of sweat has carried a message—that the time to save the Mau, and indeed all our national treasures, is now and never tomorrow. Mau must live, Mau must thrive. The Run for Mau is not just an event; it is a movement." Hon. Ababu Namwamba, Kenya's Permanent Representative to the United Nations Environment Programme (UNEP).

Through research, development, and commercialization, CoELIB supports the youth in creating climate mitigation solutions and facilitates the commercialization of sustainable technologies.

"This is about the future of our planet, we are glad to have our biggest and most valuable partners, the youth in this sustainability journey." Prof Alexander Kahi, Director, CoELIB Egerton University.

CoELIB continues to prioritize the youth in conversations and actions about climate change and environmental conservation through communication, media, and advocacy. The center amplifies youth voices using digital media and advocates for youth-inclusive policies on environmental sustainability.

Recently, CoELIB included environmental sustainability into its entrepreneurship training models to support climate-smart businesses; the center also plans to conduct climate finance training to ensure that the youth-led enterprises are well-equipped to thrive in the green economy.





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