



MARKET RESEARCH REPORT

Project: *"On est ensemble".*

Strengthen the resilience of youth to violent extremism and promote long-term stability in northern Tillabéri

NIGER

Communes: Abala, Ayorou, Banibangou, Bankilaré, Sanam (Tillabéri)

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List of Acronyms

AGR: Revenue Generating Activity

CAPEG: Cellule d'Analyse des Politiques Publiques et d'Evaluation de l'Action Gouvernementale
(Public Policy Analysis and Evaluation Unit)

COMDEV: Communication Society for Development

MSDS: Defense and Security Forces

FGD: Focus Group Discussion

GANE: Non-State Armed Group

HACP: High Authority for Peacebuilding

INS: National Institute of Statistics

KII: Key Informant Interview

NGO : Non-Governmental Organization

PCCN: Community Cohesion Program in Niger

PDC: Communal Development Plan

PDES: Economic and Social Development Plan

RDP: Regional Development Plan

GDP: Gross Domestic Product

SFCG: Search for Common Ground

USAID: United States Agency for International Development

USD: United States **Dollar**

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Summary of the study

The market analysis conducted as part of the preparatory phase of the "On est ensemble" Project aims to present an inventory of local economic needs and opportunities in the project's target areas, namely Abala, Ayorou, Banibangou, Bankilaré and Sanam. For the record, this USAID-funded project aims to strengthen the resilience of youth to violent extremism and to promote long-term stability in northern Tillabéri. Through a multi-dimensional approach, actions combining local capacity building, promotion of innovative solutions, and support for youth economic initiatives, the project aims to create "win-win" collaborative frameworks for the benefit of communities hard hit by the security crisis.

The main objective of this analysis is to identify economic opportunities with the capacity to bring together youth from communities in conflict in a collaborative framework in the communes of Abala, Ayorou, Banibangou, Bankilaré and Sanam.

Specifically it was about:

1. Provide an overview of the state of local markets in the project communities;
2. To identify economic opportunities that are likely to attract young people from communities in conflict and provide them with a collaborative space;
3. Highlight the difficulties and constraints related to economic support actions in the project's target localities.

The evaluation used a combination of homogeneous focus group exercises (men, women, and youth), consumer surveys, surveys of shopkeepers and vendors, and key informant interviews.

Highlights of this data analysis are as follows:

- Regarding the state of local markets, more than half (54%) of the traders and vendors surveyed believe that they are currently experiencing stagnation (33%) at best or a drop in business (21%);
- These traders and vendors have ten times as many male employees as female, which is in sharp contrast to the region's male-to-female ratio. On average, the latter claim to employ 3.91 people, however, in a completely informal setting;
- For those who work alone, 64% of them say they have thought or still have the idea of sponsoring an entrepreneur or recruiting an apprentice;
- Also, the data collection shows that a number of common consumer goods and services are regularly in short supply in these localities, such as fruits and vegetables, fresh products such as milk and fish, building materials (cement in particular), manufactured goods and some services such as money transfer or TV subscription devices (mainly in Banibangou).
- 72% of consumers surveyed in the markets say they have preferences over sellers and traders. This preference is based on certain criteria including personality, distance, payment flexibility, low prices and product quality;
- Local ecosystems are confronted with a multitude of difficulties that are easily imaginable, including market closures, border closures, the advanced degradation of communication routes, the psychosis that hinders any economic initiative or, more precisely, survival, low purchasing power and problems related to consumer mentality, among others;
- It also emerges that the constraints related to the strategy of certain local actors need to be understood. Many respondents believe that similar economic support initiatives owe their

failure to "local elites" with their own agendas, and this risk is all the more real as the election period is approaching;

- Entrepreneurial ideas likely to strengthen coexistence between young people were cited and the most recurrent are the establishment of food processing units, cattle and sheep fattening, creation of market gardening sites, cereal banks, cattle feed bank, fish farming, processing of agricultural debris into cattle feed or fertilizer, cash for work, tannery. Proposals for vocational training to strengthen the local skills of young people have also been made.

Introduction

Located in southwestern Niger, bordering Burkina Faso and Mali, the Tillabéri region is increasingly affected by instability resulting from intensified cross-border attacks by violent extremist groups, increased banditry, and exacerbation of inter-community conflicts. Indeed, early 2018 saw a sharp increase in attacks against the population. Continued harassment of border communities, raids and theft of livestock and property, sexual violence, and killings are regularly reported by communities. As a result of the rapid acceleration of insecurity, internal displacement has increased exponentially and economic opportunities have diminished. As a reminder, a state of emergency has been declared in 12 of the 13 departments in the Tillabéri region. Although these measures are intended to address immediate security threats, the root causes of instability remain largely ignored in the region strategically located only 100 kilometers from Niger's capital. The implementation of the state of emergency has prevented crop growth in many rural areas, reducing income-generating opportunities for all groups. Indeed, Tillabéri is home to diverse and often conflicting ethnic groups, including Fulani pastoralists, Hausa and Zarma-Songhai farmers, and semi-nomadic and nomadic Tuaregs and Arab tribes (many of whom have fled insecurity in the neighboring region of Gao in Mali). While the root cause of conflicts between these communities often boils down to access and claims to resources such as land, water, livestock and humanitarian aid, tensions and fighting tend to adopt a group or ethnic dynamic. Pre-existing conflict dynamics between these groups have been fundamentally affected and exacerbated by the sudden instability in central Mali.

In this context, Search for Common Ground (Search), in partnership with youth from the local association ComDev, will work with the High Authority for Peacebuilding (HACP), the governorate of Tillabéri, national and regional youth councils, local conflict management structures, community radio stations and youth leaders to increase community resilience in five communes in the northern band: Ayorou, Bankilaré, Banibangou, Sanam and Abala. Building resilience and stability and reducing vulnerabilities to VE will require investments in inter-group cohesion, mobilizing youth for positive change, and supporting collaborative social development and peacebuilding activities.

I. Objectives of the study

I.1. General objective

The overall objective of this analysis is to identify economic opportunities that have the potential to bring youth from communities in conflict together in a collaborative setting.

I.2. Specific objectives

Specifically, it is about:

1. Provide an overview of the state of local markets;
2. Identify economic opportunities that can be embraced by communities and provide them with a collaborative space.

I.3. Delimitation of the field of research

This market analysis, essentially based on the opinions of respondents, aims to identify, at the local level, the needs of communities for goods and services in the project's target localities, to study the offer addressed to them, the mechanisms at work in the choice of clients, the difficulties linked to the emergence of economic initiatives, and to propose a set of activities able to meet the economic and

collaborative needs of the communities. In the light of this study, it will therefore be necessary, more concretely, to make recommendations to the program team on the economic opportunities that are likely to offer a collaborative framework between young people from communities in conflict, but also to identify a number of pitfalls that could hinder the successful implementation of activities. This work built on previous reports on youth and entrepreneurship in Niger and Tillabéri in order to supplement some of the information. The team would also like to make it clear that this is not a study of a specific sector or a macro-level study requiring more human, material and time resources.

II. Methodology

The evaluation used a combination of focus group discussion exercises with homogeneous groups (men, women, and youth), consumer surveys, surveys of shopkeepers and vendors, and key informant interviews.

II.1. Target areas

These activities were carried out in the project's target areas, which are shown on the map below.

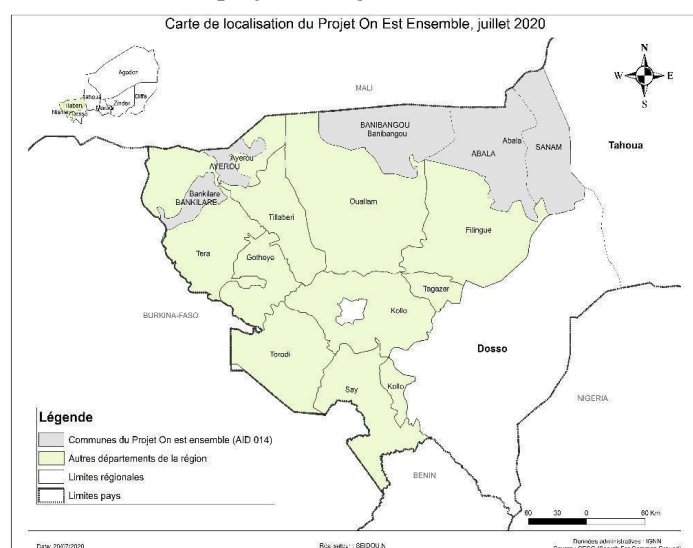


Figure 1: Location map of the AID 014 project

II.2. Data collection tools

❖ Focus Group Discussions

The FGDs targeted a group of 6 to 8 people with generally similar characteristics (gender, age, ethnicity, etc.). They were carried out by two team members including a note taker and an exchange facilitator. The discussions were conducted by the facilitators, who were carefully selected and who underwent 3 days of intensive training. Three homogeneous focus groups were conducted per locality:

- 01 FGD: Of women including 6 to 8 adult women.
- 01 FGD: Men including 6 to 8 adult men.
- 01 FGD: Young people comprising 6 to 8 people under 30 years old.

❖ Key Informing Interviews

KIIs with key individuals are essential for gathering in-depth information on a particular topic or context. Key individuals are respondents with relevant information on the current situation in the communes in relation to the project theme. In addition, having separate conversations with different informants allows us to verify the information given, and to be able to target certain actors who have a lot of knowledge individually. Within the framework of this study, we had 3 (three) categories of respondents for whom 3 discussion guides were developed according to their specificity and the type of information we wish to collect from them. This guide also allows for the collection of information on socio-economic opportunities that empower youth and strengthen their resilience in the face of violent extremism. As part of the empowerment process, we also collected information on vocational training in trades that young people can do in their communities in order to earn an income.

❖ Guide discussion with customers

This customer discussion guide allows us to understand the population's demand for the products available in the market, the reasons for their preference for one supplier over another, the items that are most in demand in the markets, and the items that are most used in the community. This information will be taken into account in the implementation of socio-economic initiatives, which has a strong potential for success in the target communes. For this discussion guide 10 clients (men and women) are targeted in each of the communes at the level of the usual market place.

❖ Discussion guide for local businesses and companies

This discussion guide provides information on how local businesses operate and vocational training for the economic empowerment and resilience of youth against violent extremism. The guide provides insight into the socio-economic opportunities available to youth for self-empowerment, but also the challenges and difficulties that the security context presents in strengthening youth engagement for peace and stability in their communities.

All of these questionnaires have been set up on the Kobo Collect server so that the collection can be carried out on smartphones via the application adapted to this server. This approach offers the advantage of a daily follow-up of the data collection in order to monitor the performance of the teams and the evolution of the field data collection. The data sent daily was monitored to ensure its quality. These data were then exported to Excel for reconciliation, processing and analysis.

Table 1: Data on consultations carried out

| Locations | KII | Clients | Traders and salesmen | FGD |
|--------------|-----------|-----------|----------------------|-----------|
| Abala | 10 | 10 | 10 | 3 |
| Ayorou | 9 | 8 | 14 | 3 |
| Banibangou | 11 | 11 | 17 | 3 |
| Bankilaré | 9 | 9 | 14 | 3 |
| Sanam | 10 | 9 | 16 | 3 |
| Total | 49 | 47 | 71 | 15 |

II.3. Study Limitations and Mitigation Measures

It is important to take into account when conducting this research that there are certain risks and limitations. This is often the case when research takes place in difficult environments. Specific problems may arise when collecting data, such as the following:

- ✓ Cultural constraints, including the gender, religion, or ethnicity of the interviewer, can be a challenge in data collection;
- ✓ Linguistic constraints: the different languages used along the process can be a constraint. Data collection tools are translated from French into local languages, where the nuances of the content may have changed. Interviews were conducted in the local language and transcripts were translated into French. Translation errors may occur during this process;
- ✓ Respondents may have provided false or misleading information. Potential reasons for this may include lack of information, or misinformation from the respondent, inadvertently presenting opinions as facts, deliberately pushing the conversation in the wrong direction in order to discredit others, being viewed favorably by the interviewer, fear of the repercussions of the revealing information, and/or overestimating one's own role in the events.

Search to minimize these risks by:

- ✓ Recruiting interviewers at the local level to reduce cultural bias and ensure reliable data;
- ✓ Trying to ensure that participants do not provide erroneous or incomplete information by building trust with the interviewer, adapting data collection tools to each context and target population, and ensuring anonymity ;
- ✓ Work with investigators with expertise and experience, who have a basic understanding of development/security issues and establish links with local communities.

III. Results

III.1. State of local markets

Despite a high growth rate throughout the country (6.3% in 2019) driven mainly by the agricultural sector¹, the Tillabéri region is suffering the negative consequences of the security situation, drought and now the VIDOC pandemic 19. This suggests a weakening of the economic fabric of the region, which unfortunately risks becoming more pronounced with the evolution of certain exogenous factors. The insecurity has had a considerable impact on the economic dynamism of a region that was heavily dependent on agricultural production, particularly rice, gold mining and tourism. The data collection carried out within the framework of this study confirms this heavy trend which is observable in the five communes targeted by the project.

According to the merchants who were interviewed in these localities, their businesses are expanding for 46% of them, is stable for 33% and is down for 21% of them. In Ayorou, 64% of the respondents consider their businesses to be expanding and in Bankilaré 50%. The situation is less positive in the localities of Sanam (44%), Banibangou (35%) and Abala (33%). Compared to a year ago, 50% of traders in Abala believe that their businesses are experiencing a very bad development, 19% in

¹ <https://www.banquemondiale.org/fr/country/niger/overview>

Sanam, compared to 6% and 7% respectively in Banibangou and Ayorou. Respondents say that the market situation is improving only in the commune of Bankilaré.

Figure 2: Respondents' Current Activity Status

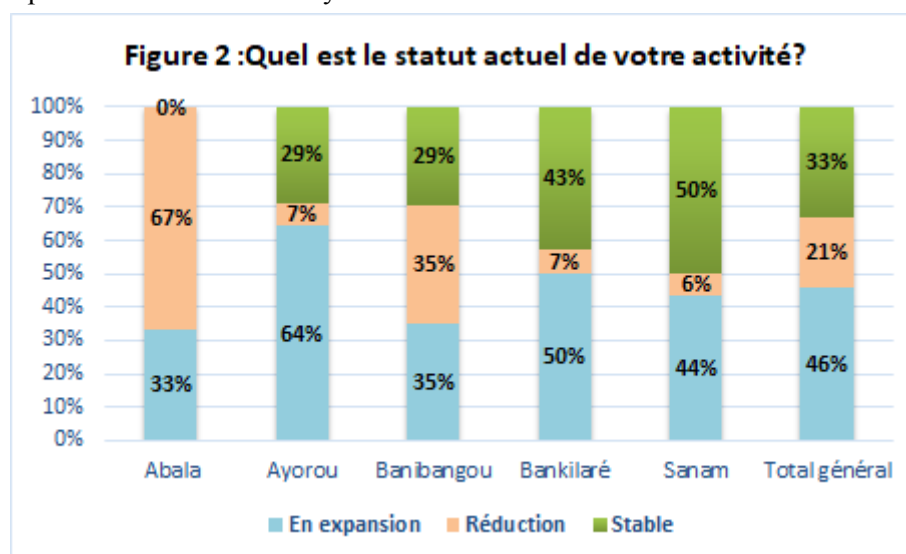
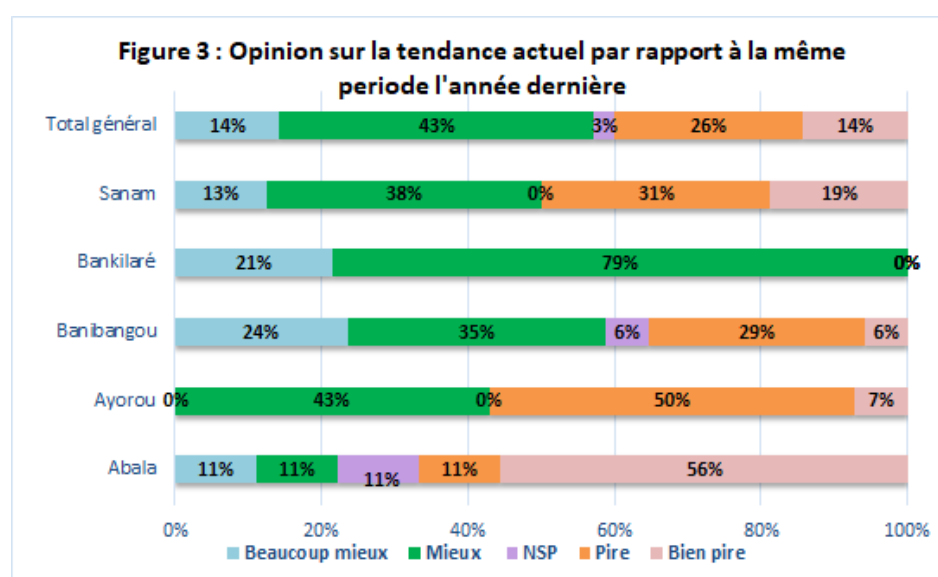


Figure 3: Compared to last year, how is your business changing?



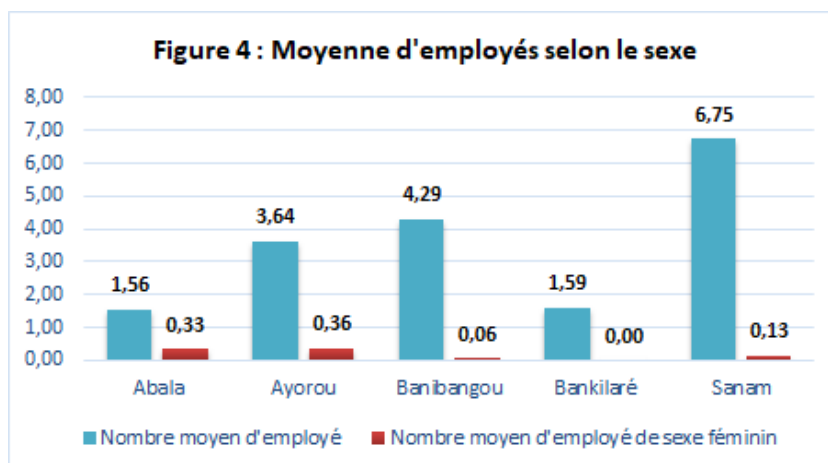
III.2. Employment Status

Niger's economy remains considerably dominated by the informal sector, which accounts for more than 60% of GDP². It is composed of small and very small enterprises, of which handicrafts play a predominant role. As such, employment is marked by massive recourse to informal work characterized by the absence of a work contract, non-compliance with the payment of income taxes

² Economic and Social Development Plan 2017-2021, Ministry of Planning of the Republic of Niger, Page 21

and social security contributions. As a result, the data announced in this analysis should be seen in this light.

Figure 4: Average number of employees



The traders interviewed for the data collection have an average of about 4 (3.91) employees of which 0.3 are female, i.e. ten times more male employees than female. This imbalance is relatively less marked in Abala and Ayorou, a result that again cannot be generalized. However, a large majority (64%) of respondents said they had the idea of recruiting an apprentice or sponsoring a young entrepreneur despite the crisis that these regions of northern Tillabéri are going through. This commitment in a context of economic gloom may indicate a strong desire on the part of the private sector to support the development of communities, particularly the youth to take flight, and this desire requires support from all stakeholders, including non-governmental organizations. It should be emphasized that markets here are structurally fragile and hiring does not necessarily take the form of an employment contract as mentioned above. On the other hand, this habit of informal work can dissuade firms from hiring if a formal employment contract is required.

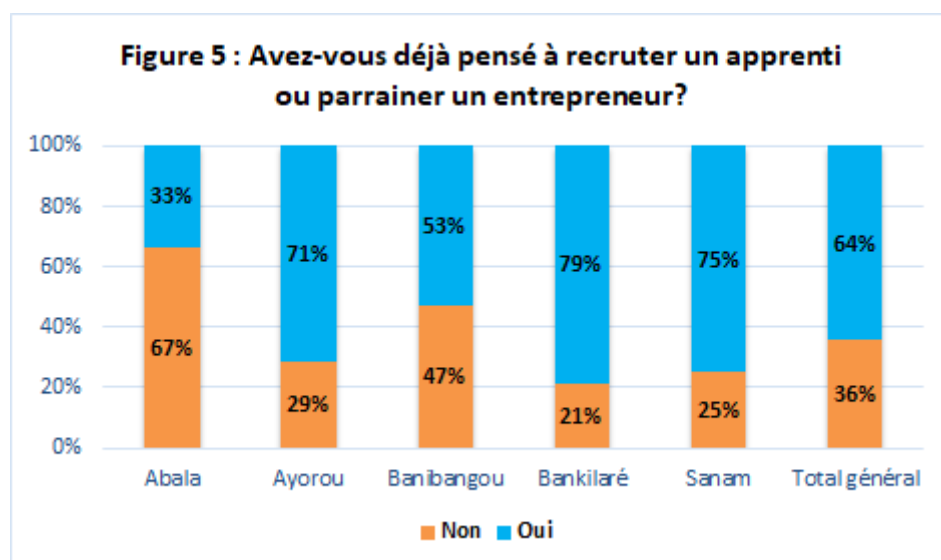


Figure 5: Have you ever thought about hiring an apprentice or sponsoring an entrepreneur?

III.3. Products and services subject to shortages

Respondents listed a number of products and services that are in high demand and are frequently unavailable or out of demand in local markets.

The following table presents them according to localities.

Table 2: Products and Services in Shortage

| ABALA | AYOROU | BANIBANGOU | BANKILARÉ | SANAM |
|-------|--------|------------|-----------|-------|
|-------|--------|------------|-----------|-------|

| | | | | |
|-------------|-----------|-------------------------|-----------------|-----------------------|
| Sodja | Cement | Wheat flour | Vegetables and | Fruits and vegetables |
| Fresh fish | Ice water | Pasta | Fruits | Habits |
| Vegetables | | Vegetables and fruits | Fresh products | Phone |
| Fruits | | Building materials | (fish, milk...) | Fresh fish |
| Wheat flour | | TV subscription | | Interior decoration |
| Pasta | | (channel more...) | | products (curtains, |
| | | Manioc | | |
| | | Sweet potato | | |
| | | Yams | | |
| | | Plumbing | | |
| | | Electricity, Fresh fish | | |
| | | Fruits | | |

In Ayorou, respondents emphasized building materials and ice water because of their high cost (cement in particular) and the rationing of electricity supply where it is only available at night. It should also be noted that the locality of Ayorou is the only one where food products (fruits and vegetables, pasta, milk...) were not mentioned as rare commodities. In the commune of Abala, it is mainly food products that are deemed to be unavailable by respondents due to the lack of local production. The locality depends on imports from Niamey, Balleyara and Mali for its supplies. The same is true for the neighboring commune of Sanam, where in addition to other goods such as interior decoration products, electronic devices, and clothing. This commune, like Abala, suffers from its isolation and dependence on imports. The locality of Bankilaré experiences the same difficulties, except that these imports come from Téra and Ayorou. The commune most exposed to disruptions seems to be Banibangou, which in addition to food and fresh products, lacks TV subscription services, money transfer, and construction materials. The state of the roads, which are in an advanced state of deterioration, and the low level of economic activity in the locality partly explain this situation, not to mention the absence of a river and a permanent waterhole, unlike in the other communes. Other respondents reported the difficulty in finding certain products such as millet during the lean season, which runs from June to September, or otherwise the significant increase in their prices.

III.4. Client versus Provider Preference

About one in three respondents (28%) said they had preferences regarding sales or service providers. This choice is based on criteria which, as described in the following graph, consists primarily of the personality of the supplier. This criterion is the most important in the respondents' opinion. The supplier must have a sense of welcome, show respect for its customers and treat them well. Then, the second criterion of choice is the geographical proximity of the vendor or service provider. In areas where mobility remains limited, respondents say that distance is a determining factor in their choice. Other criteria are also cited by respondents, including payment flexibility, the supplier's ability to grant goods and services on credit, price affordability and product quality. Factors such as friendship are also cited but remain marginal.

Figure 6: Vendor or Provider Preference

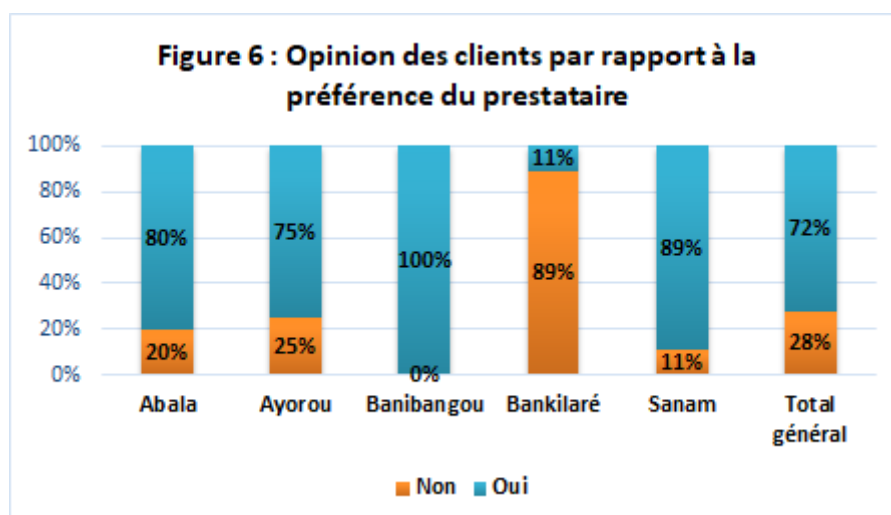
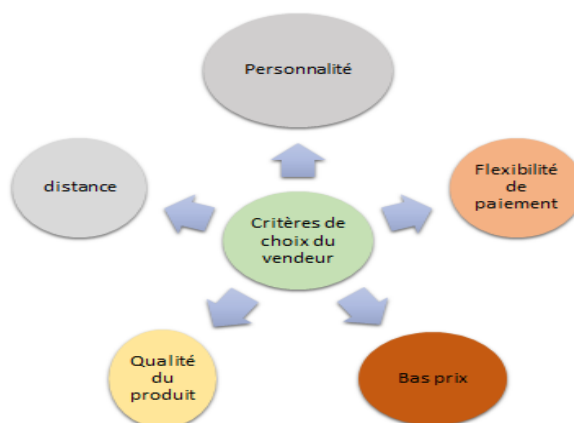


Figure 7: Criteria for vendor preferences



III.5. Main constraints and difficulties related to economic initiatives

Respondents identified a set of constraints and challenges that they believe provide the least incentive for economic initiatives in their communities. These are political, social, technological and environmental.

Figure 8: Difficulties and Constraints to Economic Support

In addition to the myriad of adverse effects due to security instability in these local markets, it appears that factors related to stakeholder behavior also contribute to the weakness of economic development initiatives in terms of both quality and quantity. First, the lack of follow-up with young people once support is provided. In fact, many young people have been trained and equipped by previous projects, yet the results are disappointing as evidenced by the fact that the key people interviewed for this data collection reported only three success stories in this regard, despite the large number of people who received support. Secondly, the mentality of rural actors who are reluctant to review their agricultural or pastoral practices that are not very productive and confine their work to a subsistence role. Support in this sector has shown its limitations because of the lack of ownership by the latter of the innovations that were presented to them. The other point to which Search must pay particular attention during its intervention are the hazards linked to the lack of transparency of certain actors who could divert the project from its initial objectives. These risks are mainly linked to the "local elites" who have experience of projects to accompany and support economic activity carried out by the State and its partners and who, through habit, may have developed strategies to monopolize resources that are quite sophisticated. These people are the same in these localities and have been involved for years in

all development initiatives. This aspect is all the more worrisome given that the national political calendar is marked by very important electoral deadlines. The economic impact of the COVID-19 pandemic has been significant, particularly on market supply chains, leading to inflation in local markets, a collapse of the transport sector, which is a major contributor to the economies of these remote and isolated areas, and many other effects that will be felt only in the future.

More generally, recent documentary research has highlighted other types of difficulties for youth entrepreneurship, notably the preference of Nigeriens for goods imported from abroad as well as the great desire of young people to find a state job,³⁴ socio-cultural barriers with the existence of so-called "dignified" jobs and "taboo" jobs for each layer of the population and context.

III.6. Training and entrepreneurship opportunities

III.6.1. Sectors with high potential for entrepreneurship

To address economic imperatives while building collaborative space among youth from different communities, interviewees cited the following sectors as feasible and potentially profitable, and observations and interviews confirmed the viability of these sectors in programming support for subsequent economic initiatives. These proposals fit well with the information on products and services that are in short supply.

Table 3: Opportunities for Youth Entrepreneurship

| ABALA | AYOROU | BANIBANGOU | BANKILARÉ | SANAM |
|-----------------------|-----------------|------------------|----------------|--------------------------|
| Butchery | Mechanics | Commerce | Gardening | HIMO |
| Bakery | Carpentry | Breeding | Breeding | Transformation of |
| Couture | Couture | Plumbing | Agriculture | agricultural debris into |
| Auto mechanics | Masonry | Electricity | Small business | livestock feed or |
| Carpentry | Electricity | Computer science | Crafts | fertilizer |
| Off-season | Embouche | Mechanics | Small business | Livestock Feed Bank |
| cultivation | Small business | Couture | Couture | Processing of |
| Food processing | Couture | Wood and metal | Welding | agricultural and dairy |
| Cheese making | Cash for work | joinery | Embouche | products |
| Tannery | Welding | Masonry | Crafts | Carpentry |
| Feed processing and | Breeding | Plumbing | Commerce | Mechanics |
| preservation | Embouche | Hotels | Off-season | Couture |
| Introduction to | Sale of poultry | Couture | cultivation | Embouche |
| intensive breeding | Sale of | Welding | Off-season | Agriculture |
| Installation of small | livestock | Auto mechanics | crops | Breeding |
| agricultural units | Market | Gardening | Fodder crops | Off-season cultivation |
| Telephone and dish | gardening | Creation of | Embouche | |
| repair | Catering | market gardening | Livestock feed | |
| | Fish farming | sites for young | bank | |
| | Creation of a | people | Cereal banks | |
| | multifunctional | Gardening | | |
| | center | | | |

³ Report of the RVO scoping mission on entrepreneurship: Niger, August 2019

⁴ Participatory Study on Youth Aspirations and the Effectiveness of Public Policies on Youth in Niger, CAPEG Niger, December 2018

III.6.2. Opportunities in vocational training

Respondents made proposals for training that could facilitate youth access to employment. These proposals came mainly from the KII interviews and from interviews with local business managers and entrepreneurs. They are broken down by location and are recorded in the following table:

Table 4: Vocational Training Opportunities

| ABALA | AYOROU | BANIBANGOU | BANKILARÉ | SANAM |
|--|------------------------------|--------------------------------------|--|------------------------------|
| Wood and metal joinery | Mechanics | Couture | Entrepreneurship training | Auto mechanics |
| Welding | Electricity | Auto mechanics | Electricity | Couture |
| Mechanics | Hairdressing | Product transformation | Modern Masonry | Repair of electronic devices |
| Couture | Welding | Welding | Welding | Food processing |
| Embouche | Carpentry | Plumbing | Training in agricultural techniques | Entrepreneurship training |
| Welding | Oils and soaps manufacturing | Computer science (Office automation) | Training in management and commercial techniques | Wood and metal joinery |
| Cold | Fish farming | Electricity | Wood and metal joinery | Breeding |
| Training in Management, Marketing and Accounting | Repair of motor pumps | Masonry | Market gardening | Market gardening |
| Driver training | Masonry | | | |
| Plumbing | Couture | | | |
| Electricity | | | | |

Conclusion

At the end of this study, it was found that the targeted areas are under dramatic economic conditions, judging by the low purchasing power and morale of traders and sellers, as well as their poor prospects. On the one hand, there is a lack of prospects for the youth, who play a major role in delinquency and their recruitment into armed groups. All of which fuels security instability in these areas and the decline in social cohesion. On the other hand, it appears that many of the needs of community members in terms of products and services remain unsatisfied and this study has enabled local actors to express them and make recommendations in the context of possible actions to accompany economic support for youth.

Proposals for entrepreneurial ideas and vocational training, including for occupations that are individual in nature, can be potentially cost-effective and unifying when the processes are transparent and inclusive. They can also be discussed and further developed by all stakeholders during feedback and strategic planning workshops and innovation camps.

Recommendations

At the end of this market analysis, recommendations are made to the project team to facilitate the effective implementation of youth support activities in the areas targeted by the project.

- Organize training for young people in entrepreneurship and leadership development, and on business plan tools and simplified economic models prior to the selection of projects;
- Involve local economic actors and technical services in the elaboration of economic models and business plans;
- Evaluate the capacities of existing vocational training structures and trade centers and, if necessary, strengthen their capacities;
- Ensure the inclusion of youth from isolated communities and women in the accompaniment process;
- In line with the "Do no Harm" approach, ensure that the intervention does not cause destabilization of already fragile local ecosystems (inflation, depletion of local stocks, discontent and frustration, etc.).
- Make internal arrangements, particularly logistical and financial, to ensure that resources are available to meet project deadlines;
- To be vigilant to possible attempts at recovery and instrumentalisation in all directions, which are proven risks in view of the national political calendar, in order not to divert the project from its objectives;
- In case of selection of an existing structure, make sure that it has a NIF, for the creation of companies, make sure that they have been declared to the "Maison de l'Entreprise" and tax services;
- Raise awareness of the local economic actors and encourage their support in order to sponsor and accompany the largest number of young people by involving them as much as possible in the stages of the project.

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APPENDICES

Appendix 1: Terms of Reference

Terms of Reference **Market analysis** **Project AID014**

Introduction

Located in southwestern Niger, bordering Burkina Faso and Mali, the Tillabéri region is increasingly affected by instability resulting from intensified cross-border attacks by violent extremist groups, increased banditry, and exacerbation of inter-community conflicts. Indeed, early 2018 saw a sharp increase in attacks against the population. Continued harassment of border communities, raids and theft of livestock and property, sexual violence, and killings are regularly reported by communities. As a result of the rapid acceleration of insecurity, internal displacement has increased exponentially and economic opportunities have diminished. As a reminder, a state of emergency has been declared in the 12 of the 13 departments in the Tillabéri region. Although these measures are intended to address immediate security threats, the root causes of instability remain largely ignored in the region strategically located only 100 kilometers from Niger's capital. The implementation of the state of emergency has prevented crop growth in many rural areas, reducing income-generating opportunities for all groups. Indeed, Tillabéri is home to diverse and often conflicting ethnic and tribal groups, including Fulani pastoralists, Hausa and Zarma-Songhai farmers, and semi-nomadic and nomadic Touareg and Arab tribes (many of whom have fled insecurity in the neighboring region of Gao in Mali). While the root cause of conflicts between these communities often boils down to access and claims to resources such as land, water, livestock and humanitarian aid, tensions and fighting tend to adopt a group or ethnic dynamic. Pre-existing conflict dynamics between these groups have been fundamentally affected and exacerbated by the sudden instability in central Mali.

In this context, Search for Common Ground (Search), in partnership with youth from the local association ComDev, will work with the High Authority for Peacebuilding (HACP), the governorate of Tillabéri, national and regional youth councils, local conflict management structures, community radio stations and youth leaders to increase community resilience in five communes in the northern band: Ayorou, Bankilaré, Banibangou, Sanam and Abala. Strengthening resilience and stability and reducing vulnerabilities to VE will require investments in inter-group cohesion, mobilization of youth for positive change, and support for collaborative social development and peace-building activities". The objective of this Baseline study is to establish the baseline situation of the project from which the progress of the project will be monitored and its effectiveness evaluated over time, but also to analyze the socioeconomic activities with high potential for success in the targeted communes.

About the project

| | |
|--|--|
| Project wording, code and funder | "We're Together" AID014 " USAID - From the American People" |
| Duration of the project (start date, end date) | 20 Months - March 31, 2020-November 30, 2021 |
| Main objectives, expected results | <p>General objective : Strengthen the resilience of youth to violent extremism and promote long-term stability in northern Tillabéri.</p> <p>The specific objective of this project is to foster youth cohesion and mobilization among and between communities in conflict to promote stability, peaceful coexistence and collaboration.</p> |
| Beneficiary of the project | Youth |
| Project target areas | Banibangou, Abala, Sanam, Ayorou and Bankilaré |
| Project Partners | Communication Society for the Development (ComDev) |

About the activity

| | |
|---|---|
| Activity : | Baseline study & Market analysis |
| Period of execution of the activity : | June |
| Location (Region, municipality, district) | Tillabery communes of : Abala, Ayorou, Bankilaré, Banibangou and Sanam |
| Responsible for the activity : | Hakim Bello Roua, DM&E officer |
| Support Staffs : | Saminou Maliki, Project Manager AID014 Frank Metohin, DM&E Coordinator |
| Implementation Partners/Consultant : | N/A |

General objective

The overall objective of this evaluation has a component :

- Carry out a market analysis identifying socio-economic activities with high potential for success as a prelude to the implementation of project activities.

Specific objectives

Specifically, it is about :

1. Make contact with local authorities, traditional chiefs, youth organizations and civil society organizations;
2. Identify economic opportunities in local markets for vulnerable populations from agricultural, pastoralist, nomadic and semi-nomadic communities, women and youth;

3. Assess the constraints that these target groups face in integrating into the labor market.

Methodology

The methodology used to conduct this Baseline study coupled with a market analysis will be based on a mixed approach (qualitative and quantitative) that will allow for a triangulation of data. The quantitative approach will consist of the use of a questionnaire that will be administered to a representative sample of community members who are young men and women (aged 18 to 35) from agricultural, pastoral, semi-nomadic and nomadic communities in conflict. But also traditional leaders and locally elected officials, including displaced persons, refugees and host communities. This approach will be used to measure the indicators. The qualitative approach will use a discussion guide to conduct Focus Group Discussions, Key Informant Interviews (KIIs) and individual questionnaires for market analysis.

Market Analysis :

This assessment allows an analysis of the economic opportunities in the project's intervention zone. The results of this analysis are intended to inform SFCG's decision making on the activities to be proposed that could best support the economic integration of youth from communities in conflict in the Tillabéri region. The tools developed for this purpose will help identify economic opportunities in local markets for young men and women from conflict communities, assess their aptitude and interest in economic activities and employment, and the constraints they face in integrating into the labor market.

Sampling and data collection tools

Quantitative questionnaire (Baseline study and market analysis)

Taking into account a 5% confidence interval CI, a Z-score of 1.96 and a proportion of 50%, the sample size for a 95% level of significance is 384 persons to be surveyed.

The sample of 384 was distributed according to the weight of the population in each community. That is, the sample per community is determined by multiplying the proportion of the population in each community by the sample size (384) to obtain the number of persons to be surveyed in each community.

The questionnaire will be set up on the Kobo Collect server so that the collection can be carried out on smartphones via the application adapted to this server. This approach offers the advantage of a daily follow-up of the data collection in order to monitor the performance of the teams and the evolution of the field data collection. The data sent daily will be monitored to ensure its quality. These data can then be exported to Excel for reconciliation, processing and analysis.

The table below gives the distribution of the population of the target communes by gender.

| Communes | Population (According to INS- 2016) | Share in total population | Sample Size | Men | Women |
|------------|---|------------------------------|-------------|-----|-------|
| Abala | 91357 | 15% | 59 | 29 | 29 |
| Ayorou | 40397 | 7% | 26 | 13 | 13 |
| Banibangou | 80667 | 14% | 52 | 26 | 26 |
| Bankilaré | 102288 | 17% | 66 | 33 | 33 |

| | | | | | |
|----------------|---------------|-------------|------------|------------|------------|
| Gothèye | 112374 | 19% | 72 | 36 | 36 |
| Sanam | 82495 | 14% | 53 | 27 | 27 |
| Téra | 86329 | 14% | 56 | 28 | 28 |
| Total | 595907 | 100% | 384 | 192 | 192 |

Focus Group Discussions (Market Analysis)

FGDs target a group of 6 to 8 people with generally similar characteristics (gender, age, ethnicity, etc.). The FGD is a research tool to stimulate and generate rich discussions. FGDs are based on the desire to communicate certain issues, perspectives and opinions. This will allow us to have more depth of information fairly quickly and at a lower cost on the problems, perspectives and opinions of the population, in order to understand the dynamics that prevail in relation to a given situation. Within the framework of this baseline, the FGDs will make it possible to collect information on conflicts that constitute a high risk to peace and aggravate tensions between community members. The information collected also covers economic opportunities and vocational training for young people with high potential for success specifically in each of the communes.

The FGDs will be carried out by two team members, one of whom will take notes and the other will facilitate exchanges. The discussions will be conducted by the facilitators, who will be carefully selected and who will have undergone 2 days of intensive training. Three homogeneous focus groups will be conducted per locality:

- 01 FGD: Of women including 6 to 8 women.
- 01 FGD: Of men comprising 6 to 8 men.
- 01 FGD: Youth including 4 girls and 4 boys.

Each FGD will be composed of a maximum of 8 people. A total of 15 FGDs will be realized.

The table below shows the distribution of FGD participants by municipality.

| Locations | Ayorou | Abala | Banibangou | Bankilaré | Sanam | Total |
|--------------|--------|-------|------------|-----------|-------|-------|
| FGD | 3 | 3 | 3 | 3 | 3 | 15 |
| Women | 8 | 8 | 8 | 8 | 8 | 40 |
| Men | 8 | 8 | 8 | 8 | 8 | 40 |
| Girl and boy | 8 | 8 | 8 | 8 | 8 | 40 |

Key Informing Interviews (Market Analysis)

KIIs with key individuals are essential for gathering in-depth information on a particular topic or context. Key individuals are respondents with relevant information on the current situation in the communes in relation to the project theme. In addition, having separate conversations with different

informants will allow us to verify the information given, and to be able to target certain actors who have a lot of knowledge individually. Within the framework of this study, we will have 3 categories of respondents for whom 3 discussion guides have been developed according to their specificity and the type of information we wish to collect from them.

The KIIs target key stakeholders in each selected intervention area as follows.

KII local authorities and community leaders

| Locations | Ayorou | Abala | Banibangou | Bankilaré | Sanam | Total |
|------------------------------|--------|-------|------------|-----------|-------|-------|
| KII | 10 | 10 | 10 | 10 | 10 | 50 |
| Prefect / SG prefecture | 1 | 1 | 1 | 1 | 1 | 5 |
| Mayor / Vice Mayor | 1 | 1 | 1 | 1 | 1 | 5 |
| Head of canton | 1 | 1 | 1 | 1 | 1 | 5 |
| Joint leader man | 1 | 1 | 1 | 1 | 1 | 5 |
| Woman leader | 1 | 1 | 1 | 1 | 1 | 5 |
| Young leader | 1 | 1 | 1 | 1 | 1 | 5 |
| CSO actor | 1 | 1 | 1 | 1 | 1 | 5 |
| Peace Committee Leader | 1 | 1 | 1 | 1 | 1 | 5 |
| Traditional leader | 1 | 1 | 1 | 1 | 1 | 5 |

For this category of respondent, the aim will be to analyze the context in relation to the dynamics of conflict and the barriers and dividing lines that generate violent conflict within communities. It will also collect information on socio-economic opportunities that would empower youth and strengthen their resilience in the face of violent extremism. In the framework of empowerment we will also collect information on vocational training in trades that young people can do in their communities in order to have an income.

Guide discussion with clients

This customer discussion guide will allow us to understand the population's demand for the product available on the market, the reasons for their preference for one supplier over another, the items that are most in demand in the market and the items that are most used in the community. This information will be taken into account in the implementation of socioeconomic initiatives that have a strong potential for success in the target communes. For this discussion guide 10 clients (men and women) will be targeted in each of the communes at the level of the usual market place.

Local Business Discussion Guide

This discussion guide will provide information on how local businesses operate and vocational training for economic empowerment and youth resilience in the face of violent extremism. This guide will provide insight into the socio-economic opportunities available to youth for self-reliance, but also the challenges and difficulties that the security context presents in strengthening youth engagement for peace and stability in their communities.

| Locations | Ayorou | Abala | Banibangou | Bankilaré | Sanam | Total |
|-----------------------------|--------|-------|------------|-----------|-------|-------|
| KII | 12 | 12 | 12 | 12 | 12 | 60 |
| Merchants' representative | 2 | 2 | 2 | 2 | 2 | 10 |
| Carrier Unions | 2 | 2 | 2 | 2 | 2 | 10 |
| Merchants | 2 | 2 | 2 | 2 | 2 | 10 |
| Carrier | 2 | 2 | 2 | 2 | 2 | 10 |
| Shop | 2 | 2 | 2 | 2 | 2 | 10 |
| Structure of the trade area | 2 | 2 | 2 | 2 | 2 | 10 |

NB: On the collection scheduling tool, an additional option to be specified was considered to give teams more latitude to survey other respondents in the trade or professional trades that may provide youth with an employment opportunity.

Team building: The investigation will be globally supervised by the DM&E officer of SFCG / Tillabéry. A team of 15 people will be in charge of data collection, i.e. 2 investigators and 1 supervisor per commune. In order to create synergy with another data collection being carried out as part of another SFCG project that already has a team of 4 interviewers, including the 4 SFCG field officers, 6 interviewers will be recruited. Note that supervisors will also be responsible for conducting key informant interviews.

Introduction, contact and appointments: An official letter will be sent to the local authorities to inform them of the days when the interviewers will be in the communes. The mission schedule has been shared with the Office for the Coordination of Humanitarian Affairs and the military positions in the area so that they are aware of the arrival of the teams and guarantee their protection throughout the mission given the unstable security context.

COVID Prevention

To ensure sensitivity to VIDOC-19 prevention, provision will be made for the availability and use of barrier measures. To this end, the teams have been provided with protective masks and briefed on their use. Given the amount of maintenance to be carried out, hand washing was prioritized over the purchase of gel kits. Participants in the FGD discussion were also provided with protective masks to ensure barrier measures among respondents who would take part in the data collection.

Team training : A 3-day training including practical exercises on the use of interview and focus group tools will be organized. All of the tools developed to conduct this evaluation have been reviewed to enable the interviewers to understand the meaning of each question. Then a practical session on smartphones enabled the team to master the use of the Kobo Collect software. Inter-active sessions allowed the interviewers to simulate each other in pairs by asking the best question in French and in the local language and by proposing several rephrases that could be useful for some respondents to understand the meaning of the question. All participants in the training sessions were subjected to the use of covid protection measures. The training placed particular emphasis on the use of these barrier measures throughout the training and data collection.

Data Collection : Supervisors will provide technical and organizational support to the survey team during data collection. They will ensure the application of VIDOC barrier measures during data collection. For respondents who do not wish to have contact with the field teams, telephone interviews will be conducted to collect the data. At the end of each day of data collection, the DM&E officer will give an update on the information collected and the difficulties encountered by the interviewers. The estimated collection time is 8 days for the team in charge of covering the communes of Abala and Ayorou and 4 days for the teams in Banibangou, Bankilaré and Sanam.

Data entry and analysis : The DM&E team will be responsible for data compilation and analysis. The data collected from the various discussion guides will be extracted on Excel databases to be exported to SPSS for certain analyses as needed. The qualitative data extracted on Excel will be subject to a qualitative analysis based on the content of the discussions carried out in the field. The latter will be analyzed and structured on Word according to the previously defined objectives.

Writing of the interim and final report: The DM&E team will be in charge of writing the report. The first version of the document will be reviewed internally by the ILT team and the program associate. Once validated internally, the document will be shared with the USAID donor's technical team in charge of monitoring the project's implementation. Once the donor's comments have been taken into account, the Country Director will make a final check before validating the document and sharing the final version of the document with USAID.

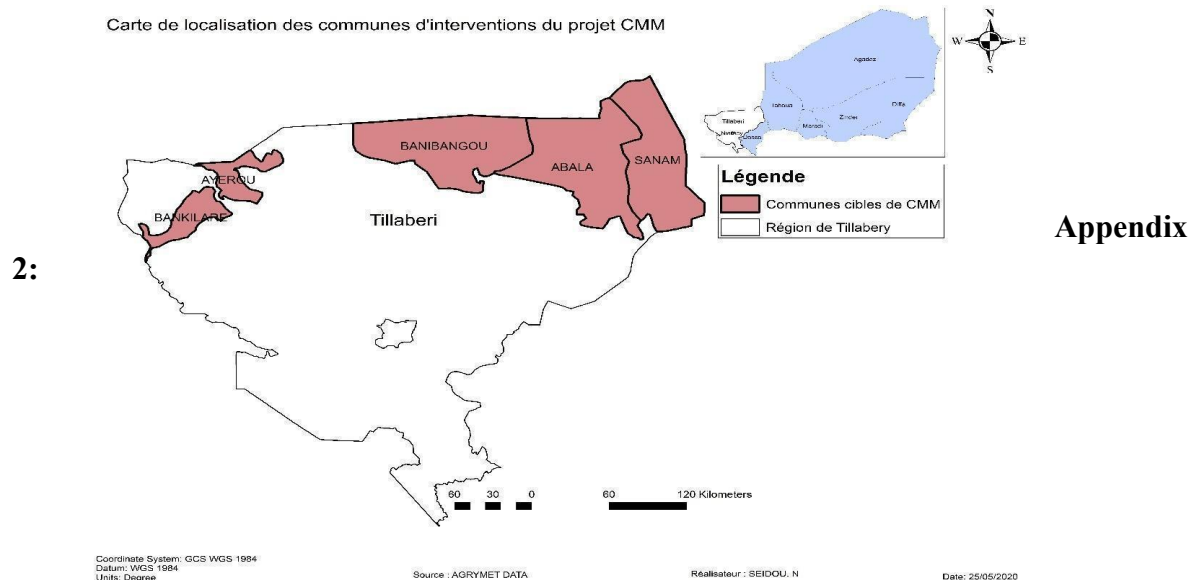
Share

Debriefing sessions will also be scheduled with key stakeholders in the project's target communities. These feedback sessions will also enable the project team to reorient project activities based on feedback from stakeholders and more specifically from youth. The report of the feedback from the

baseline evaluation will be shared with the USAID technical team for adaptation of the intervention strategy to the real needs and current problems of the communities targeted by the project. This restitution workshop will take place in the Tillabéri region.

Target areas

These activities will be carried out in the project's target areas which are represented in the map below.



COLLECTION TOOL 1- Key Informant Interviews

Date :

Name and type of organization :

Name of respondent / Position :

1. Is your organization involved in job creation/business recovery?

- If yes, specify target and type of program
- What are the main economic sectors you support?

2. Which economic sectors offer the most employment opportunities in [specify SITE], especially for youth in farming, pastoralist, semi-nomadic and nomadic communities? Specify by target group

3. What economic sectors offer business opportunities to [specify SITE], particularly to promote self-entrepreneurship among youth in agricultural, pastoral, semi-nomadic and nomadic communities? Specify by target group
4. Which sectors are the most profitable (highest profits) at [specify SITE]?
5. Which sectors offer the most opportunities for apprenticeship placements?
6. From your perspective, what are the main constraints on economic support/job creation? Are there specific constraints depending on the community?
7. What is the availability and coverage of financial services at [specify SITE]? What lending opportunities exist through banks/MFIs/AVECs/enterprises, etc.? What is the average amount of loans provided and at what average interest rate? If relevant, specify by type of financial service.

Appendix 3: COLLECTION TOOL 2 - Client Questionnaire (in markets)

Location :

Market :

Date and time of day :

Type of client :

Client's age (or estimate) :

- 1) What products/services do you (or your household) buy every day? Every week? On a monthly basis? For special occasions?
 - a. Where do you purchase these products/services?
- 2) What products or services do you (or your household) need or use every day?
 - a. How often do you purchase these products/services?
 - b. Where do you buy them? Is it easy to find them?
- 3) Are there products/services that people need that they cannot buy? Why is this?
- 4) Are there any products/services that parents/friends can get in other locations that are not available in this market? What are they? Why is it not possible to get them in this market?
Where do you go to buy them?
- 5) Are there products that are not available seasonally?

- 6) Do you prefer one vendor or service provider over another? On what basis (quality, personality, proximity, credit sales, price, family or friends, etc.)?
- 7) In general, what makes people choose one vendor or service provider over another (quality of service, personality, proximity, family or friends, price, etc.)?
- 8) Are there stores where you never buy? If so, why is this (quality of service, personality, proximity, family or friends, price, etc.)?

Appendix 3: COLLECTION TOOL 3 - Local Business Survey

Location :

Date and time of day :

Company name :

Type of manager :

Age of the manager (or estimate) :

1. In what year was the company established?
2. What is the current status of your company? Circle the answer
En expansion Stable Réduction Ne sait pas Refuses to answer
3. Compared to 12 months ago how is your business doing? Circle the answer
Beaucoup mieux Mieux Pire Bien pire Ne sait pas Refuses to answer
4. How many companies of the same type as yours exist in the locality?
5. Combien d'employés avez-vous ? Hommes : _____ Women : _____
6. Why (or why not) do you recruit female employees?
7. Why (or why not) do you recruit young employees?
8. Do you recruit members from other agricultural/pastoral/semi-nomadic or nomadic communities? For what work?
9. What are the main qualities / skills you are looking for in an employee?
10. How difficult is it to find qualified employees? Why is it difficult?
 - a. Do you provide learning opportunities for your employees?
 - b. Have you ever thought about taking on an apprentice or sponsoring a contractor?

11. Do you think young people from agricultural/pastoral/semi-nomadic or nomadic communities have economic/job opportunities in your area? Why do you think so? Specify by target group.

Appendix 4: COLLECTIVE TOOL 4 - Focus Groups Focus Groups

| |
|---|
| Location : |
| Date : |
| Number of participants : |
| Number of men : _____ Number of women : _____ |
| Age category of participants: 15 - 30 years old : _____ ; Over 30 years old : _____ |

Introduction

1. Introduction of SFCG, the purpose of the study and each participant

General needs and challenges

2. In your opinion, what are the main constraints faced by young people from agricultural/pastoral/semi-nomadic or nomadic communities in your locality and their degree of severity?

| Challenges | N / A | Min or | Mod erate | Maj or | Sev ere | Affecte d Group(s) |
|--|-------------|-----------|--------------|-----------|------------|------------------------------|
| Security | | | | | | |
| Economic (lack of income/jobs) | | | | | | |
| Access to health care (cost in particular) | | | | | | |
| Access to food (including cost) | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| Access to housing (cost in particular) | | | | | | |
| Access to household products (cost in particular) | | | | | | |
| Identity papers | | | | | | |
| Water and Sanitation | | | | | | |
| Lack of education/training opportunities | | | | | | |

3. Are there any other important challenges that have not yet been mentioned?

Economic opportunities and challenges

4. What are the main economic opportunities that exist for young people from agricultural, pastoral, nomadic or semi nomadic communities in the locality? Differentiate by status and type of opportunities (salaried employment, self-entrepreneurship, home-based work, apprenticeship, short-term employment, etc.).
5. What do you think of these opportunities? Are they good/bad opportunities? Do these opportunities/jobs pay well? Do they offer prospects for development?
6. What are the main challenges faced by young people from agricultural, pastoral, nomadic or semi nomadic communities in the locality in terms of their economic integration?

| Challenges | N/A | Minor | Moderate | Major | Severe |
|---|-----|-------|----------|-------|--------|
| Transport | | | | | |
| Amount of start-up capital | | | | | |
| Lack of technical skills | | | | | |
| Security | | | | | |
| Lack of employment/economic opportunities | | | | | |
| Lack of social capital/relationships | | | | | |
| Lack of identity papers | | | | | |
| No access to the land | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| Cannot work outside the home (domestic responsibilities) | | | | | |
|--|--|--|--|--|--|

7. Are there other challenges that were not mentioned?
8. How much money would you have to earn per day to feel financially independent?

Skills and training

9. What services or training could facilitate young people's access to these opportunities?
10. If you were to participate in an apprenticeship or vocational training program, what skills would you want to acquire? Why would you want to learn them?
11. Are there any initiatives currently in place that promote the economic integration of youth in the locality? If yes, describe them (duration, objectives, types of intervention, etc.)

Marketplace

12. Are there any products/services not available on the market that you would like to have locally?
 - a. Are there any products/services that you have seen in other locations in the region that you would like to have locally; which ones?

Conclusion

13. Of all the things we discussed, what are the three points that you consider to be the most crucial in terms of economic/job opportunities for youth?
14. Is there anything else you would like to add?

Thank you for your participation!