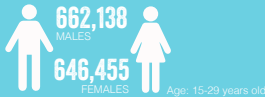




East Nusa Tenggara province (NTT)
is the third poorest province in
Indonesia



Huge youth potential



Dominant sector : fisheries

SITUATION ANALYSIS



Manufacturing/processing
industry only give contribution
around 2% of total fisheries
input.



Threatened by ready-to-eat
food and beverage which has
the highest percentage of
increase (National Statistical
Bureau, 2016).



A low consumer's awareness on
Sustainable Consumption and
Production (SCP) led to the
absence of consumer's control
over food safety and quality and
impacted on the children's
health and nutrition, particularly
girls.

PROJECT OVERVIEW

Period

March 2018 -
February 2021

Location

Lembata, Sikka,
Nagekeo (East Nusa
Tenggara Province)

Target

2,000
YOUTH
age 15-29 y.o

600
MALES

1,400
FEMALES

160
SMEs & MSMEs

30
GOVERNMENT
FACILITATOR

1,350
PARENTS &
CAREGIVERS

PROJECT OBJECTIVES & ACTIVITIES

Funded by The European Union, the project aim to promote sustainable
economic growth and employment opportunities of marginalized youth,
particularly young women, in the fish-processing sector in Indonesia.

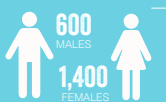
- OBJECTIVE 1** Empowerment of Small and Medium-sized Enterprises (SMEs) and Micro, Small and Medium-sized Enterprises (MSMEs) to provide environmentally friendly and sustainable processes, products and services in the fisheries sector which will promote employment opportunities to marginalized youth, particularly young women.
- OBJECTIVE 2** Increased knowledge, skills and attitudes of parents and caregivers, particularly young women, in promoting sustainable consumption patterns and behaviors of fisheries products in order to achieve healthy and well-nourished children, particularly girls

MATA KAIL

Creative Solutions for Sustainable Consumption and
Production of Fish

PART OF SWITCH-ASIA II PROGRAM

EXPECTED PROJECT RESULT



2,000
YOUTH
age 15-29 years
are trained and
60% obtain
decent work or
establish a
successful
sustainable
MSME.

Joint action plan
(Government,
SMEs and MSMEs,
MfA, research
academic and
business
association) on supporting
sustainable production in fish
processing sector.

600
YOUTH,
PARENTS &
CAREGIVERS
are trained as
retailers of
cleaner
fish-based
processed
food/products.

Improved
government's fish
consumption
campaign in
Lembata,
Nagekeo and
Sikka

160
SMEs and MSMEs
apply
sustainable fish
processing
technologies
and practices,
as well having
access to
micro-finance
services.

1,350
PARENTS &
CAREGIVERS
obtain increased
knowledge.

PARTNERSHIP

PLAN International Germany -
Project Coordinator

PLAN International Indonesia,
Kopernik, Bengkel APPeK -
Project Implementer

Other Stakeholders; academic
institution, micro-financial
institution, PPNI, Indonesia local
business association (APINDO),
relevant national and sub-national
government institution, and youth
local organizations.

POLICY ADVOCACY COMPONENT

REGIONAL LEVEL

Through the SWITCH-Asia Network facility
in the regional level, this project will
contribute in providing project information,
including case studies and specialised case
studies, and facilitate project visits from the
regional personnel upon requests.

NATIONAL LEVEL

Through national level events and working
group which will be formed at the beginning
to be involved and provide input for the
project at the very early stage.

SUB NATIONAL LEVEL

Working groups in district levels will also
establish to support policy advocacy within
the area, such as establishing
Fishermen/Women Networks as policy
advocacy component in each districts.

VILLAGE LEVEL

Through project participatory approach, the
action will involved village-level stakeholders
in any village level activities across the
project.

CONTACT

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LEARN Program Manager

Plan International Indonesia Foundation is a development and humanitarian organisation that advances children's rights and equality for girls. We strive for a just world, working together with children, young people, our supporters and partners.

>7,500 Youth involved in Plan YEE
program

63,000 Targeted youth, specifically
young women, in the future
YEE program until 2022

200 Participated company in
Plan YEE program