



Country:	Germany
Member/Company	Bayer
Initiative	Structural approach to empower NextGen Agricultural Leaders

Overview

Bayer engages with youth in a number of different programs, alliances and projects. One initiative of the company's global NextGen Agricultural Leaders approach is the biennial **Youth Ag Summit (YAS)** which was first implemented in 2013. YAS is a Bayer driven event and idea incubation facilitator that counts with the cooperation of strong global partners. In 2021, this principal partner is the UN Sustainable Development Solutions Network. At each YAS, 100 delegates aged 18-25 are selected through a global application process. In pre-pandemic times, the Summit took place in person, while in 2021/2022 delegates will be part of the first ever digital Youth Ag Summit and YAS University, a 10-week incubator program to provide delegates with the best possible upskilling opportunities, intensive mentorship, and peer-to-peer review to develop their own Thrive for Change projects in line with the vision of sustainably feeding a hungry planet and giving back to communities around the globe.

Key Messages

Despite breakthroughs in science and technology, innovations, and a world of opportunities to be part of the sustainable transformation of agriculture, across the globe, agriculture is becoming increasingly less attractive for young people to pursue a career in. Small incomes, lack of access to innovation and technology, lack of recognition, and a general sense that careers can be better pursued in other areas lead many next generation representatives to turning their backs on agriculture. At the same time, the world is faced with dramatic population growth and increased pressure on eco- and food systems, making the sustainable transformation of agriculture to provide sufficient and nutritious food to all while respecting the planetary boundaries an absolute key priority to secure the livelihoods of generations to come. Making agriculture attractive to the next generation of leaders is thus crucial to the sustainable transformation of the system.

Guiding principles

- Bayer has great responsibility and potentials to drive change for the better. Therefore, we listen to NextGen Agricultural Leaders and we learn.
- Diverse stakeholders will need to work together to provide for new ways of implementing change as no one can do it alone.

Network to empower

- Bayer and its partners provide NextGen leaders with access and opportunities to network, connect, profit from each other's experiences, and drive sustainable agricultural transformation – in their communities, countries, regions, or globally, making agriculture part of the solution.
- In a collaborative NextGen world and faced with the global challenges agriculture has an impact on, peer-to-peer-networks and alliances are becoming even more important as no one stakeholder, approach, innovation, or technology alone will achieve the results to ensure sustainable transformation.

Capacity building

- Bayer and its partners offer opportunities to NextGen Agricultural Leaders to build leadership skills, gain entrepreneurial experience and expertise, and develop solid projects that enable them to become stable parts of the food system and root their livelihoods in agriculture.
- Mentoring provided by Bayer helps young leaders to thrive in what they wish to drive.
- Bayer grants and upskilling to advance innovation and technology awarded to young scientists enable them to further their efforts in developing new solutions.