

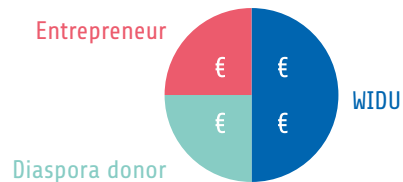
Advantages for diaspora donors:

- Sustainable contribution to economic development in Africa
- Effective financial support for entrepreneurial activities of families and friends
- Full transparency and participation throughout the project
- Securing project success through professional coaching

Example of WIDU grant size:

In order to benefit from WIDU, both partners – diaspora donor and entrepreneur – must contribute a minimum of € 125 but a maximum of € 1,250 to the proposed project.

This results in a grant from WIDU of at least € 250 but a maximum of € 2,500.



Imprint

Published by:
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

Registered offices
Bonn and Eschborn

Dag-Hammarskjöld-Weg 1-5
65760 Eschborn, Germany
T +49 61 96 79-0
F +49 61 96 79-11 15

E info@giz.de
I www.giz.de

Responsible:
Wolfram Zunzer (AV)
Daniela Weinberger

Design and layout:
SCHUMACHER Brand + Interaction Design
Lucid. Berlin

URL links:
Responsibility for the content of external websites linked in
this publication always lies with their respective publishers.
GIZ expressly dissociates itself from such content.

GIZ is responsible for the content of this publication.

Eschborn 2021



german
cooperation
DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Together for new jobs in Africa

Join the Diaspora Network to promote
business start-ups and small businesses
in Ghana and Cameroon

www.widu.africa

WIDU.africa – Funding platform

Every seventh person on earth is financially supported by friends or relatives living abroad. Entrepreneurs Nadege and Abigail have invested this financial support in their business ideas: Both women are participants in WIDU.africa.

How does WIDU.africa work?

Quite simply, a member of the African diaspora in Germany registers on www.widu.africa, invites an entrepreneur from one of the participating African countries to join, and together they launch a business project.

Off to a successful start!

Thanks to the support of their friends from the diaspora in Germany and WIDU.africa, Nadege and Abigail were able to take off with their business ideas:



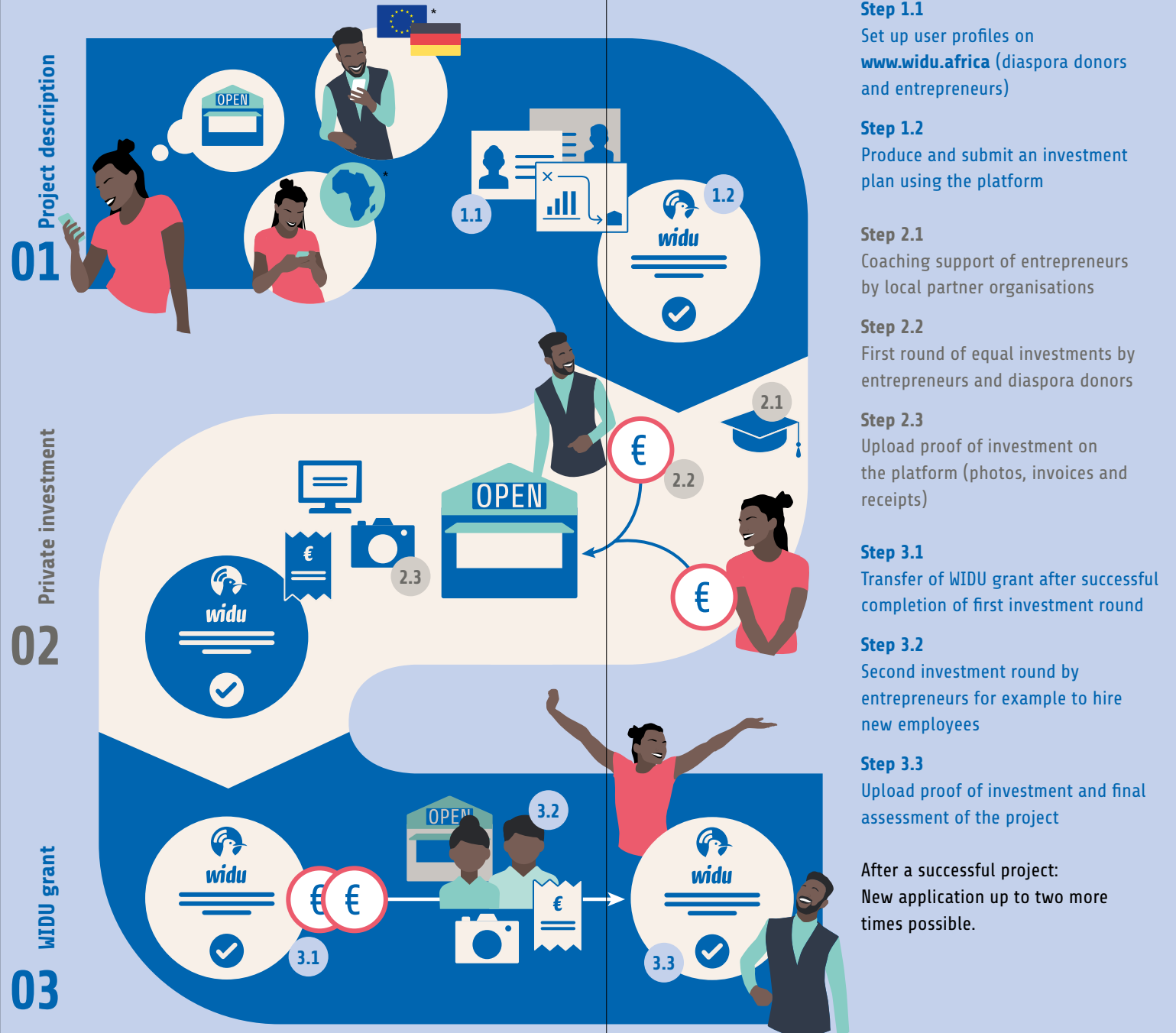
Nadege has fulfilled her dream of owning her own small tailoring business in Yaoundé, Cameroon. She manufactures clothes from colourful African fabrics and has hired a young woman to help her.



Abigail in Accra (Ghana) was able to buy much-needed kitchen equipment for her existing restaurant, Healthy Belly, and hired two workers to make handmade purees, smoothies and juices – always fresh for guests and customers.

Investing in small entrepreneurs in Africa pays off – Nadege and Abigail prove it: Participating in WIDU.africa helps to secure livelihoods, promote sustainable business ideas and create new jobs.

How does WIDU work?



* Please find participating African and European countries on our Website www.widu.africa