

Dear Colleagues,

This quarterly update, covering the period from April to June 2023, aims to provide you with pertinent information to keep you informed about the ongoing and upcoming activities of WIDU Kenya. If you have any crucial information for our partners and entrepreneurs, please feel free to email us at kenya@widu.africa.

This quarter has been an exciting and bustling period focused on achieving results, as clearly shown by the updates below.

HIGHLIGHTS

WIDU Project Results



WIDU Kenya is on the path of achieving 1 million Euros Grants Disbursement currently at **€974,068** and conducted over **1500** coaching sessions overall. These sessions received a confidence rating of **96%** from the entrepreneurs involved. The financing and personalized coaching efforts resulted in the creation of **1670 jobs**, with women securing **52%** of these positions. Additionally, the entrepreneurs experienced a **192%** increase in their income, demonstrating the positive cumulative impact of combining access to finance and individualized coaching approach. We continue to drive change, empower entrepreneurs, and build a brighter future together.

Food Security Launch – April 2023



We are thrilled to announce the success of WIDU Kenya's Food Security Call, launched on April 1st. Among 300+ applications, 120 projects have been approved, with 60 disbursements within 3 months! These projects cover a diverse range of innovative initiatives, including edible oil production, vertical gardens, fertilizer production, animal feed production, poultry farm diversification, solarization of farms, and sustainable water solutions. Not only do these projects contribute to sustainable food systems, but they also create jobs and improve livelihoods, highlighting the potential of micro and small businesses.

The call has also prioritized empowering women-led initiatives, breaking traditional gender biases, and providing access to opportunities and financial support. We are committed to promoting gender equality and supporting women in their entrepreneurial endeavors.

Our goal is to close all projects by September 2023. We express our gratitude for the remarkable collaboration among our partners, including coaching organizations, coaches, and our community of entrepreneurs. We encourage all entrepreneurs to finalize their investments by the end of August 2023. Together, we are making significant strides towards sustainable food security, entrepreneurship, and a more inclusive future.

Value Addition Training – May 2023



THEME : Value Addition Training Webinar

Topics Covered

- ◆ Exploring sustainable market opportunities
- ◆ Product development to diversify revenue streams
- ◆ Identify and tap into new market opportunities
- ◆ Develop sustainable products
- ◆ Boost competitiveness
- ◆ Boost productivity for your sme.
- ◆ Network with like-minded entrepreneurs!
- ◆ Build bridges and network with fellow kenyans in diaspora
- ◆ Tap into diaspora social remittances

Tutor : Rachel Mwakazi Skjaerpe

When discussing diaspora remittances, our immediate thoughts often revolve around the tangible financial contributions made by nationals living abroad to support their families and address various financial needs. However, it is important not to overlook the qualitative aspect of these remittances, which is often difficult to measure and quantify in monetary terms. This dimension encompasses the transfer of skills, technical expertise, advisory support, and other forms of social remittances.

Recognizing the significance of social remittances, WIDU Kenya organized a Value Addition Training Edition leveraging on the extensive knowledge and expertise of a renowned trainer and practitioner in social entrepreneurship and innovation, Rachel Mwakazi a Kenyan living in Norway. Her captivating presentation challenged our entrepreneurs to harness natural and readily available resources to create world-class products. One inspiring example she shared was tapping into the Baobab tree to expand its product range, including oils, powders, and rubs.

Furthermore, the training sessions highlighted practical examples such as reducing production costs by utilizing local manufacturing industries to fabricate machinery, emphasizing the importance of planning for farmers dependent on rainfall, exploring the power of social networking, offering tips to access international markets, and encouraging the transformation of hobbies into entrepreneurial ventures.

These four series of sessions proved to be not only inspirational and practical but also thought-provoking. We strongly urge our entrepreneurs who were unable to attend the sessions in person to access the virtual section and materials, allowing them to gain valuable insights and refresh their understanding of the transformative potential of value addition in building generational businesses. You can access the virtual sessions and materials through the following link [Click Here](#)

WIDU Strategic Positioning



During the current quarter, WIDU Kenya has made considerable progress in strengthening its strategic partnerships, particularly with the State Department of Diaspora Affairs. One noteworthy event was a meeting held between GIZ and State Department of Diaspora Affairs.

GIZ was represented by Mr. Bernd Lakemeier, the GIZ SED (Sustainable Economic Development) Cluster Coordinator, and WIDU Kenya Coordinator – Ms. Fridah Kibuko, where they had the privilege to present detailed WIDU statistics to the Honorable PS Roselyn Njogu, Director of Consular and Diaspora Affairs, Ambassador Oloo, and their team.

The government expressed its wholehearted support for WIDU's activities and demonstrated a keen interest in collaborating further by organizing a joint meeting with the Diaspora community to celebrate the innovative projects initiated by WIDU. Further, the Honorable PS and her team have graciously agreed to visit various projects funded through WIDU and the Diaspora. This visit will not only provide an opportunity for the PS and her team to witness the impact first-hand but also offer encouragement to the entrepreneurs involved.

German Chancellor's Townhall Meeting – May 2023



During his visit to Kenya in May 2023, H.E Olaf Scholz, the German Chancellor, engaged in a multitude of high-level state visits. One particularly noteworthy event was the town hall meeting organized by the German Embassy, which drew a diverse audience comprising academics, creatives, entrepreneurs, and more.

Among this diverse crowd, 12 WIDU entrepreneurs were honored to attend with two of them – Kevin Sanya and Florence Mogere - among the ones having a rare opportunity to talk directly to H.E Scholz and present the opportunities, experiences and policy challenges facing the SMES in Kenya!

Thanks to Florence and Kevin for representing the WIDU family . To read more of their experience, [Click Here](#)

Project Visits



In addition to personalized coaching provided by our coaches, the GIZ WIDU Team conducts project site visits for quality control, progress monitoring, platform support, and overall project assessment. Recent visits in May covered the South Rift, Western, and Mount Kenya regions.

Entrepreneurs demonstrated remarkable ingenuity in fabricating machines to overcome production challenges and expand their businesses. Notable entrepreneurs include Belinda Kenya, a 23-year-old poultry farmer who combines farming with her accounting job in Meru County. Mr. Mugambi established a specialized Ford garage in Meru town and employs innovative strategies to attract customers, Mr. Pinton producing animal feed and expanding his dairy cows to 8, Mr. Simon Kamau running a technology hub and car wash business in Nanyuki, Anne managing a thriving poultry farm in Muranga, Mike Otieno producing paper from hyacinth from Lake Victoria.

Our commitment remains unwavering in supporting exceptional entrepreneurs on their path to success. By nurturing their innovative ideas and providing the necessary assistance, we empower individuals to create positive change in their lives and communities.

Global Forum on Remittances, Investments and Development 2023 (GFRID)



WIDU.africa had the privilege of participating in the esteemed Global Forum on Remittances, Investment, and Development 2023, organized by IFAD and the World Bank. This event took place from 14th to 16th June 2023 at the United Nations headquarters in Nairobi, drawing more than 500 delegates from diverse backgrounds such as remittance practitioners, international organizations, development partners, academia, think tanks, diaspora communities, civil society, and financial institutions.

WIDU's presence at the forum displayed practical approaches to leveraging remittances for driving local investments and supporting small and micro enterprises in achieving sustainable development goals, particularly in areas such as gender equality, decent job creation, digitalization, and strategic partnerships. Our exhibition stands beautifully highlighted testimonials of successful businesses from all our operating countries: Cameroon, Ethiopia, Ghana, Togo and Tunisia and physically had three enterprises from Kenya: Yolanda Odida's creative industries, Mike Otieno's impressive recycling project that transforms hyacinth waste from Lake Victoria into paper products, and Naomi's tasty Premium Lamu Nuts in the food production sector.

Moreover, our WIDU.africa team leader, Mr. Wolfram Zunzer, participated in a panel discussion on the role of diaspora remittances in promoting the Sustainable Development Goals (SDGs). During the panel, Mr. Zunzer shared practical approaches to digitization and gender equality, challenging stakeholders to adopt these approaches in their endeavors.

The forum served as an exceptional platform for collaboration, knowledge-sharing, and indeed we are excited to have made a WIDU.africa mark and look forward to further cultivate the valuable connections established during the conference.

[Click to Watch \(From minute 1:30:25\)](#)

WIDU Reception Dinner



On the side-lines of the GFRID, WIDU organized an evening reception on 15th June, providing a platform for networking and collaboration. The event was attended by esteemed partners such as the European Union, Swedish Embassy, selected WIDU entrepreneurs, diaspora donors, Kenya Diaspora Alliance, coaching organizations, coaches, and graced by the State Department of Diaspora Affairs.

The primary objective of the reception was to foster connections, exchange ideas, and cultivate potential business-to-business partnerships. Additionally, the event aimed to reinforce the message to the Government of Kenya, urging support for innovative approaches that harness the power of diaspora remittances to drive local investments. In his address, Ambassador Oloo, the Director of Consular and Diaspora Affairs, expressed appreciation for the GIZ project, recognizing its alignment with the government's bottom-up approach. He pledged the government's support for the initiative.

The evening reached its pinnacle with the captivating entrepreneurial journey shared by Simon Warui. He recounted his personal story, filled with numerous twists and turns, both successes and failures. Warui expressed heartfelt gratitude to WIDU for their invaluable financial and coaching support, which played a vital role in helping him overcome hurdles along the way. One striking testament to his progress was his ability to now employ over 15 employees. Warui's story also included moments of humor. He shared a light-hearted anecdote with the audience, recounting that the most romantic message he ever received was from WIDU, stating, "Your grant has been disbursed". His story resonated deeply with attendees, as it captured the reality of the entrepreneurial journey, and so brilliantly exposed how strategic support can transform businesses.

Kenya Youth Fund meets WIDU



In June 2023, a significant meeting took place in Kisii County, involving the CEO of the Kenya Youth Fund Mr Josiah Moriasi and the PS State Department MSMES, Hon PS Susan Mangeni. In a surprising turn of event some of the entrepreneurs invited included some WIDU beneficiaries and our dedicated coach, Simon Nyamweya, responsible for the South Nyanza region.

While not planned or intended, the meeting ended having a substantive conversation of WIDU approach. During the discussion, our entrepreneurs and coach emphasized the transformative power of coaching and highlighted the utilization of the business model canvas and financial literacy as critical elements of their success.

This event serves as a testament to the significant role played by WIDU entrepreneurs as ambassadors for the project's success. Their stories and achievements have the power to influence policy changes, regardless of the level or scope of their engagement. It is essential to recognize that every entrepreneur's narrative carries immense significance. When presented with an opportunity to connect and inspire change, it is crucial to make the most of the platform provided.

WIDU Entrepreneur Segment- Payson Enterprise



In this quarter's entrepreneur segment, we would like to celebrate Simon Warui for his remarkable and inspiring entrepreneurial journey. From humble beginnings as a M-pesa kiosk owner, Simon has successfully expanded his business into a technological hub, encompassing services such as M-pesa transactions, creative content creation, and a mobile phone and laptop shop. His story serves as a testament to the power of perseverance and the belief that nothing is impossible.

One of the most remarkable aspects of Simon's journey is his ability to create employment opportunities. Through his resilience and determination, he has managed to generate 15 jobs, thereby contributing to the local economy and providing livelihoods for others. Furthermore, his resourcefulness is evident in his decision to utilize the 250 Euros provided to businesses as a cushion during the COVID-19 pandemic. Simon wisely invested this support into establishing a car wash business, showcasing his astute understanding that every shilling matter when it comes to running a successful enterprise.



Yolanda Odinda wins Environmental Award at Kayana Awards



WIDU Kenya is delighted to join in celebrating one of our inspiring entrepreneurs, Yolanda Odinda - CEO of Pure Purple, a contemporary footwear and accessories brand. Yolanda's brand has made a significant impact by utilizing locally sourced leather, and we are thrilled to share the news that she has won the Kayana Awards under the Environmental Award category. WIDU Kenya is honored to have been a part of Yolanda Odinda's journey and is committed to continuing its mission of empowering and uplifting women in business.

Once again, congratulations to Yolanda Odinda and Pure Purple on this well-deserved recognition. May this award be a stepping stone to even greater accomplishments, and may your commitment to sustainability continue to inspire others in the industry.

NON-WIDU INFORMATION

In this section we highlight events that may be of interest to WIDU partners and entrepreneurs. These activities are neither conducted nor supported by WIDU.

Ongoza - Go to Market Strategy Business Clinic

Road to Investor Readiness Series
Business Clinic # 4
Financial Model Health Check

ONGOZA

CAN YOUR FINANCIAL MODEL WEATHER THE STORM?

SIGN UP NOW

18th July 2023

9am to 11am

Indigo Cowork Space,
General Mathenge Rd,
Westlands

+254 720 018 852

info@ongoza.org

#RevampYourBusiness

Are you an entrepreneur looking to take your business to the next level? Look no further than Imarisha's Road to Investor Readiness Series! This monthly, 3-hour interactive session with investors is specifically designed for dynamic and high-growth ventures in all stages of their business journey. Whether you're just starting out or already profitable, this series offers in-depth conversations that will propel your business forward. And now, you have the chance to sign up for the 4th Business Clinic on Financial Model Health Check. This clinic promises to provide you with improved financial understanding, enhanced financial management skills, stronger investor relations, and ultimately, improved business performance. Don't miss out on this incredible opportunity to receive entrepreneurial support and fuel your business growth. Mark your calendars for July 18th, 2023, from 9 am to 11 am at the Indigo venue.

APPLY NOW or call on **+254 720 018 852** and get ready to take your business to new heights!

CALENDAR

Day	Month	Event
17th-20th	July	PS State Department of Diaspora Affairs visits to WIDU projects.
25th - 27th	July	WIDU Training of Coaches
10 th	August	Joint Webinar with State Department of Diaspora Affairs showcasing successful projects.
29 th	August	Virtual Launch of WIDU Kenya Sector Groups

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