

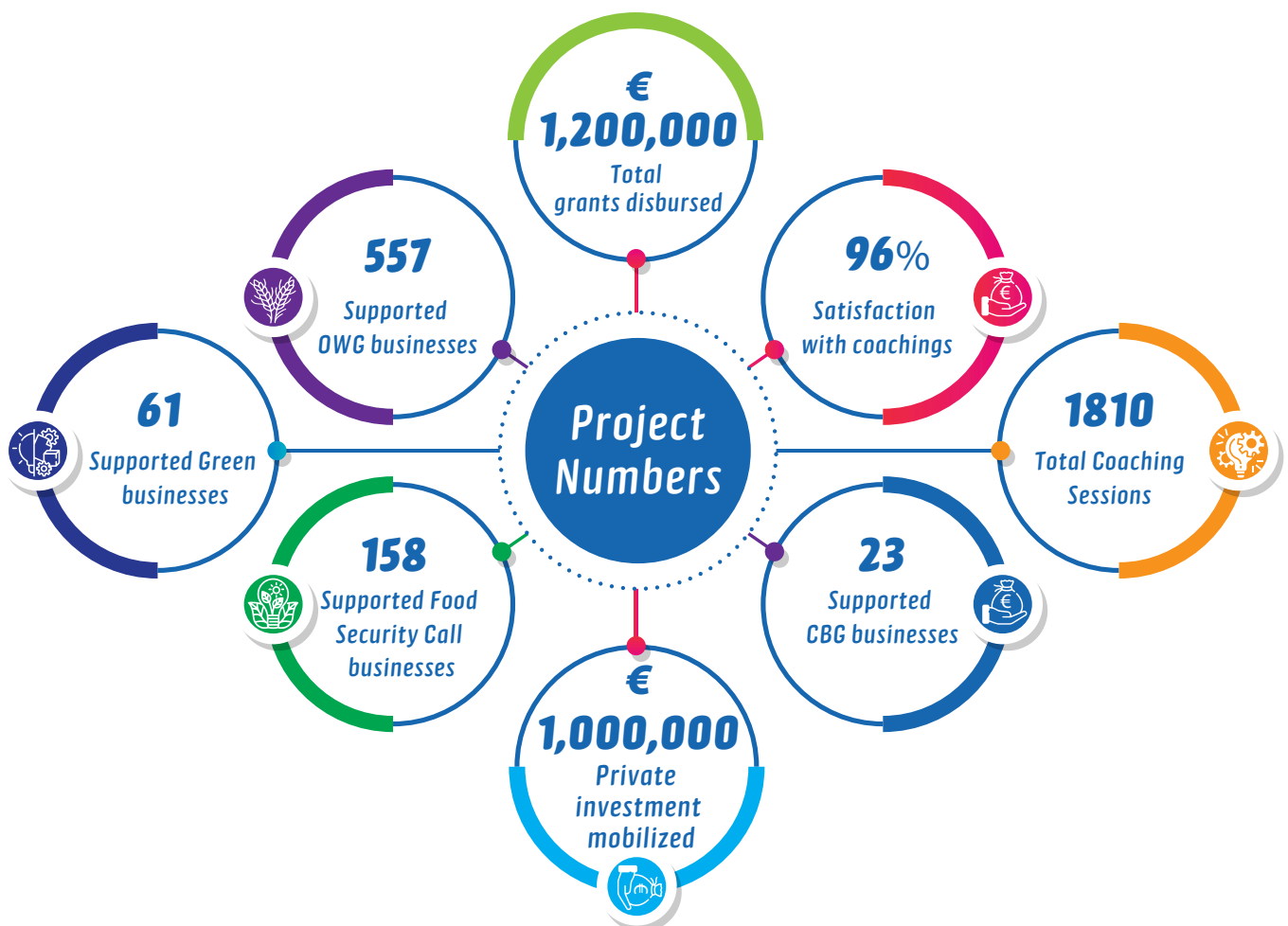
Dear Colleagues,

This quarterly update from July to September 2023 is designed to keep you updated on relevant WIDU Kenya ongoing and upcoming activities. Should you have important information/updates for our partners and entrepreneurs, please send us an email via kenya@widu.africa.

As demonstrated in the updates below, this quarter has been engaging with WIDU coaches covering more ground and marking the quarter with the highest grant disbursements since the project was initiated in Kenya.

HIGHLIGHTS

WIDU Project Results



Overall, until end of September 2023, the project has reached several key milestones:

- Disbursed 1.2 million Euros and mobilized 1 million Euros in private investment by diaspora donors and entrepreneurs.
- Conducted 1,810 coaching sessions with a 96% satisfaction rate among the entrepreneurs.
- Approved 805 projects, resulting in the creation of 2,600 jobs, with 52% of those opportunities benefiting women.
- Achieved 195% increase in income for the supported projects.

Our project implementation strategy remains centered on promoting entrepreneurship through personalized capacity-building initiatives. This approach effectively harnesses the potential of diaspora remittances and maximizes the impact of digitalization, driving transformative change for the entrepreneurs we serve. Our ongoing efforts prioritize gender empowerment and contribute to inclusive economic development.

Financial Model Health Check Business Clinic (18 July and 15 August 2023)



WIDU Kenya, led by Fridah Kibuko, held two training sessions at the Ongoza Business Clinic on July 18th and September 15th. Ongoza is one of the coaching organisations for WIDU businesses in Kenya. These sessions revolved around crucial financial health indicators tailored for small businesses. The main goal of these training sessions was to explain complex financial topics and make financial language easy to understand for everyday use. They focused on three important financial documents: the income statement, cash flow statement, and balance sheet. One participant, Juliet, who runs a catering business in Nairobi, shared her thoughts:

"I used to be scared of numbers and complicated financial words. But thanks to WIDU sessions, I now know how to keep track of my money and make my financial records simple. The most important thing I learned was that simplicity is key."

These sessions are part of WIDU's effort to nurturing a thriving community of entrepreneurs founded on best practices, particularly emphasizing financial literacy. When entrepreneurs maintain clear and simple business records, it becomes easier for them to access finance from formalised financial institutions.

WIDU ToT - 1-3 August 2023



From 1-3 August 2023, WIDU Kenya hosted a Training of Trainers (ToT) Workshop for WIDU business coaches. The aim of the refresher training was to encourage peer to peer learning between the coaches with the objective of preserving best practices from outstanding coaches. One of the highlights of the event was a joint session on integrity in business and entrepreneurship facilitated by Transparency International and GIZ Good Governance.

The workshop provided an opportunity for WIDU Business Coaches to enhance their knowledge and skills in promoting integrity within the business community. Participants engaged in interactive discussions and practical exercises to strengthen their understanding of ethical practices in entrepreneurship. The collaboration between Transparency International and GIZ Good Governance added valuable insights and expertise to the session, enhancing learning practices for all attendees. *Get more information on the **event here**.*

AJ4Y Green Business Hackathon - 14-15 August 2023



Agri Jobs for Youth (AJ4Y), a GIZ project under the agriculture cluster and WIDU.africa collaborated on a Green Business Innovations for Western Kenya hackathon, organized by the Association of Startup and SME Enablers of Kenya (ASSEK) and held in Kisumu, Kenya on August 14th and 15th. The hackathon aimed to use Human-Centered Design to address challenges in the green agribusiness sector and support emerging entrepreneurs. Notably, most of our WIDU.africa businesses originate from the Western and Nyanza regions, making this initiative particularly impactful. Seven Kenyan WIDU beneficiaries were chosen to participate in a six-week incubation training program.

For more info on the activity [click here](#).

Empowering Diaspora Engagement - 17 August 2023



WIDU Kenya's approach to raising awareness about its program and aligning with other initiatives promoting diaspora engagement is exemplified through its participation in a career fair hosted by AG Career Hub and Hochschule Koblenz University of Germany at Mt Kenya University. The primary focus of this program is to assist graduate nurses in their pursuit of international career pathways in Germany and Austria.

With an impressive turnout of over 500 Mt Kenya University students and their parents, the career fair also attracted Kenyan professionals currently working in Germany. These professionals delivered inspiring speeches and candidly discussed the challenges they faced on their journeys to successful careers in Germany. Their resounding message emphasized that passion, unwavering commitment, and proficiency in the German language were the keys that unlocked limitless opportunities in Germany.

Representing WIDU Kenya at this significant event were Fridah Kibuko, the WIDU Country Coordinator, and Maurice Otieno, the Coaching Coordinator from ASSEK. In her presentation, Fridah introduced WIDU as a strategic tool for diaspora engagement, highlighting its role in bolstering entrepreneurship and job creation in Kenya. Notably, eight of the Kenyan professionals living in Germany who participated in the program were also part of the WIDU diaspora network, underscoring the remarkable power of collaboration and networking within the WIDU community.

WIDU Strategic Positioning - 22 Aug 2023

During the current quarter, WIDU Kenya has made progress in strengthening its partnerships, especially with the State Department of Diaspora Affairs. A notable event was a meeting between GIZ and the State Department of Diaspora Affairs, attended by Mr. Bernd Lakemeier - GIZ Cluster Coordinator for Sustainable Economic Development and Ms. Fridah Kibuko WIDU Kenya Coordinator, along with representatives from the Kenya Diaspora Alliance (KDA). The discussion during this meeting focused on effective diaspora engagement for development. The State Department has committed to sharing WIDU's success stories on its platforms and is also working on visiting WIDU projects in Nairobi and other regions. Additionally, discussions took place regarding potential EU fundraising initiatives for WIDU Kenya, with a commitment to explore these opportunities in the future.

Magic Clickz with the German Ambassador to Kenya – 28 Aug 2023



In the Island of Lamu one of the Kenya's historical treasures, a young entrepreneur named Twahir Issa played host to an unexpected guest – His Excellency, Ambassador Sebastian Groth, the Ambassador to Kenya from Germany. This visit was significant because it not only highlighted Twahir's young entrepreneurial journey but also showcased the importance of collaboration, diaspora support, and technology within the local entrepreneurial landscape.

See Video

Accompanied by Robert Mahali the WIDU Coastal Region Coach, Ambassador Groth and his team got a firsthand impression on how WIDU.Africa is supporting young Kenyans achieve their entrepreneurial dreams.

Twahir proudly displayed his work, photo studio and items purchased through his efforts, donor support, and WIDU Grants (cameras, furniture, Television display etc) symbolizing his journey from a dream to reality. His start-up has also provided jobs to two young people from his community (a lady and a gentleman)

In Twahir's own words, the experience of having an ambassador take genuine interest in his business journey left him humbled and awestruck. Reflecting on the visit, he expressed,

"It is amazing the opportunities we have been able to get from #GIZ and WIDU.africa. The visit from the ambassador was the icing on the cake. He was so humble, interested, and I thoroughly enjoyed the Monday morning – from the reception at the airport, the boat ride, to the traditional Lamu coffee setting."

Twahir has promised to print the photo taken with the Ambassador and hang it in his studio as a reminder of this historical occasion.

WIDU/KDA project visits- 22-25 Aug 2023

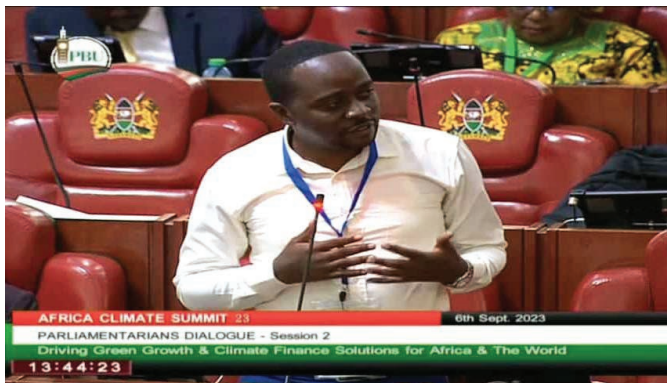


In addition to personalized coaching provided by our coaches, the GIZ WIDU Team conducts project site visits for quality control, progress monitoring, platform support, and overall project assessment as well as capturing entrepreneurial journey stories. Recent visits in August covered the South Rift,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

The 4-day activity, in the company of the Kenya Diaspora Alliance (KDA) and WIDU coaches, showcased remarkable success stories of entrepreneurial beneficiaries. The visit aimed to capture the positive outcomes resulting from the WIDU.africa program, highlighting its influence on job creation, income growth, production efficiency, and overall business advancement. Beneficiaries representing diverse sectors, including poultry farming, beekeeping, animal feed production, organic fertilizer manufacturing, and agri-social enterprise, shared their journeys of transformation. Through the support of the WIDU grant, these entrepreneurs were able to modernize their operations, increase production, create jobs, and contribute to sustainable agricultural practices.

The success stories were attributed to the business coaches, who were applauded for their role in providing guidance and mentorship. The Original WIDU Grant beneficiaries expressed heartfelt gratitude towards their diaspora donors for their timely contributions, acknowledging that these contributions laid the foundation for their entrepreneurial ventures.

Africa Climate Summit 2023



4-8 September 2023, Nairobi hosted the first-ever African Climate Summit. During this event, Josphat Mokaya, who received support from WIDU Local Call Food Security Call, had a special opportunity to take part in a discussion among Kenyan parliament members on effective climate action. He used this chance to advocate for smart farming practices that are resilient to climate change. Josphat urged the Kenyan government to pass laws that would help innovators in the field of climate-resilient agriculture. He credited much of his success to the support he received from WIDU.africa in setting up his vertical gardens and demo farm.

WIDU is keen on supporting ideas related to food security and ensuring that young people, like Josphat, can access similar opportunities. Josphat's advocacy efforts have also gained international recognition, with an invitation from the Global Alliance for Climate Smart Agriculture (GACSA). Furthermore, the company he represents, Rema Agritech Ltd., has become a registered member of this respected organization.

Entrepreneur Segment- All about WINS!



In this section, we celebrate two entrepreneurs, Brian Oiro of Usafi Greens, based in Kakuma, and Hillary Njuguna from Afrifama Poultry in Kilifi County who have proven that with determination, vision, and support, they can not only transform their own lives but also make a significant impact on their communities and the environment.

In this section, we celebrate two entrepreneurs, Brian Oiro of Usafi Greens, based in Kakuma, and Hillary Njuguna from Afrifama Poultry in Kilifi County who have proven that with determination, vision, and support, they can not only transform their own lives but also make a significant impact on their communities and the environment.

Usafi Greens is a beneficiary of WIDU #GreenBusinessGrant under the green energy category based in Kakuma. Through the grant, Brian acquired modern machines to optimize his briquette production from the invasive Prosopis Juliflora tree. His innovative environmental solution has led to selection as one of the finalists in the climate innovation awards by Ashden Climate Solutions in Action under the 2023 Ashden awards for powering the future in clean energy and empowering refugees and displaced persons is a testament to their dedication. Their innovative approach not only addresses the pressing issue of clean energy but also provides a lifeline for refugees and displaced persons. By harnessing the power of clean energy, they are not only reducing the environmental footprint but also creating opportunities for sustainable livelihoods in a challenging context.

Poultry farming is a common enterprise supported by the WIDU project. Research reveals that a significant number of poultry farms fail primarily due to the formidable financial burden imposed by feed costs. One such young entrepreneur, Hilary Njuguna, has not only defied this trend but thrived within this sector.

Hilary's journey into poultry farming unfolded when he found himself at a crossroads upon completing his bachelor's degree at Pwani University. Faced with a stark shortage of conventional job opportunities, he made a bold decision to delve into poultry farming in Kilifi.

What set Hilary apart was his unwavering determination, further fortified by the capacity building and access to finance enabled by WIDU and his diaspora donor. Hilary's notable achievement lies in his ingenious solution to the critical feeding challenge faced by poultry farmers. Instead of succumbing to the exorbitant feed costs that have proven to be the downfall of many, he took matters into his own hands and initiated a feed production system. In his own succinct words, "WIDU became the catalyst for my dreams by enabling the actualisation of the Afrifama feed production"

(For Hilary's full story, you can find it on his [**LinkedIn Page**](#))

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.

GLF Nairobi 2023 Hybrid Conference

Join the GLF Nairobi 2023 Hybrid Conference on 11-12 October 2023, and embark on a journey toward a sustainable future. This global event allows you to connect with frontline leaders addressing today's pressing crises head-on. On Day 1, themed "Africa," discussions will delve into how the continent can secure its future against climate change through sovereign solutions for food, land, and finance, while Day 2, dedicated to "Climate," will see experts crafting a survival guide for our planet in crisis, with a focus on building a fairer world in preparation for the UN Climate Change Conference COP28. You can participate either in person at the World Agroforestry (ICRAF) Headquarters in Nairobi, Kenya, or online from anywhere in the world. Don't miss this chance to help shape a new vision for Earth. **Click here**

Ongoza- Digital Trade Business Acceleration Program



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

PeCI PAN AFRICAN COMMERCE INITIATIVE

ONGOZA CONNECT. INNOVATE. GROW

THE DIGITAL TRADE REVOLUTION

Unlock the Future of Your Business with Ongoza's Digital Trade Business Acceleration Program.

LEARN MORE 

Open to Embu & Kilifi Counties

Are you an entrepreneur looking to take your business to the next level? The Ongoza's Digital Trade Business Acceleration Program, an initiative developed in partnership with the GIZ- Pan African e-commerce initiative (PeCI), is set to revolutionize the prospects of Kenyan Micro, Small, and Medium-sized Enterprises (MSMEs) by equipping them with the tools and knowledge needed to navigate the digital landscape successfully. Designed to empower MSMEs, the program offers invaluable insights into enhancing business visibility, optimizing revenue through e-commerce strategies, exploring cross-border trade opportunities, and embracing eco-friendly practices. The eligibility criteria are inclusive, spanning various sectors such as manufacturing, retail, agriculture, and services see full list , all with a focus on digital trade and e-commerce integration. Don't miss out on this incredible opportunity to transform your business.

Apply now, with application deadlines for Kilifi on 20th October 2023 and Embu on 27th October 2023. Your digital business journey begins here!

Startup Finance Bootcamp

Impact Hub Nairobi and ProChange Africa are launching a transformative 6-week start-up finance bootcamp. This immersive program is designed to equip entrepreneurs with essential financial skills required to navigate the ever-evolving business landscape. The bootcamp will feature in-person learning and coaching sessions led by Kenya's financial and statutory experts. Participants will gain invaluable insights into finance, with a focus on business sustainability and adaptability in a changing economy.

Topics covered:

- Psychology of money
- Aligning mission with financial goals
- KPIs and budgeting
- Fundraising strategies
- Fund management
- Investor and donor reporting
- Tax and compliance
- Importance of governance and board role in start-up success.

Dates: 12 Oct 12 – 23 Nov 2023, 6 pm - 9 pm at CMS Africa House.

Cost: Kshs 1,600 per session.

If interested:

Register Here

CALENDAR

Day	Month	Event
16th - 17th	October	BMZ Campaign on Hunger and Poverty Eradication
20th - 24th	November	BMZ-Africa Start Up Week
6th - 8th	December	Kenya Diaspora Alliance Homecoming
7 th	December	WIDU Kenya Awards II (incl. Diaspora Awards with KDA)

OUR PARTNERS



FOLLOW US



Website : www.WIDU.africa