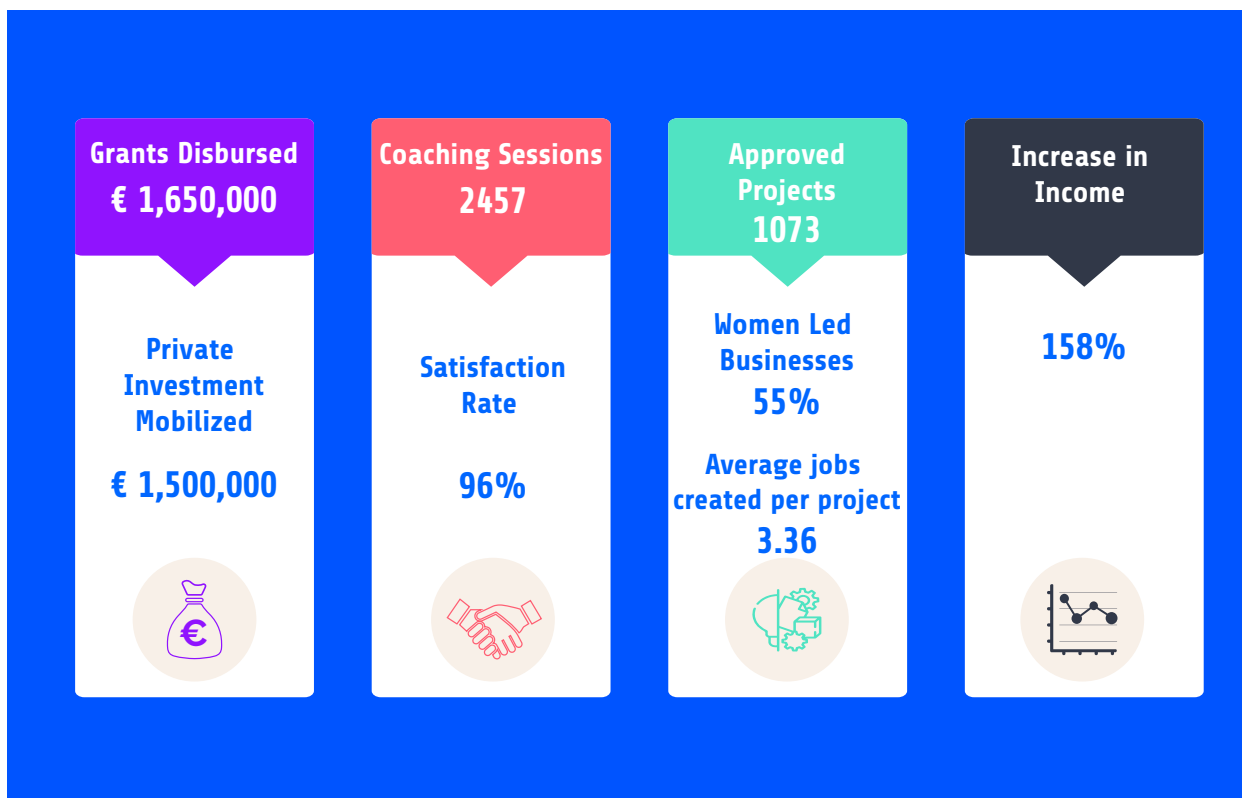


Dear Colleagues,

The WIDU quarterly update showcases the highlights from April to June 2024 and provides an overview of upcoming activities. We invite you to visit our web page [WIDU.africa News](https://www.widu.africa/News) for current news.

HIGHLIGHTS

WIDU Project Results



- Grants disbursed **1.65 M Euros**
- Private investment by diaspora donors and entrepreneurs **1.5M Euros**
- Coaching sessions conducted **2457** with entrepreneurs rating **96%** satisfaction rate
- Approved **1073** projects, resulting in the creation of **3.36** jobs per project, with **55%** of those opportunities benefiting women.
- Achieved **158%** increase in income for the supported projects.

Kenya Engineers Diaspora Alliance – March



WIDU Kenya participated in the University of Nairobi's School of Engineering and Business School's Kenya Engineers Diaspora Alliance (KEDA) Conference. This event aimed to empower students with the knowledge, tools, and opportunities to commercialize their innovations into viable businesses. It brought together students from various engineering institutes, university lecturers, industry professionals, and government representatives, focusing on bridging the gap between academic innovation and market readiness.

WIDU showcased innovative projects funded in the green sector and agribusiness innovations, while showcasing entrepreneurs' efforts in fabricating machinery locally. The presentation emphasized the project approach of combining financial grants with business coaching by leveraging diaspora remittances and took opportunity to promote the project to the students as a viable pathway in accessing finance for new business ideas through cooperation with the diaspora, the conference featured a diverse range of partners, including the Royal Academy of Engineering, the UK-Kenya Tech Hub, the State Department for Diaspora Affairs, the Kenya Diaspora Alliance, and WIDU beneficiaries.

Borabu Avocado Farmers Fair – March



The Borabu Avocado Farmers Association hosted an avocado fair in Borabu, Nyamira County, with attendees including the Nyamira County Ministry of Agriculture, seedling and propagation companies, fertilizer and chemical suppliers, avocado exporters, and farmers from Borabu and surrounding areas such as Kisii, Sotik, Kericho, and Bomet. The event facilitated knowledge sharing and resource access for avocado farmers in the export value chain.

WIDU celebrated entrepreneurs supported through the program for their project implementation of strategies aimed at achieving export quality, emphasizing the importance of collective efforts to meet export quotas.

Courtesy call: Africa Women Summit



Mr. Kalada Belema the Executive Director of the Africa Women Summit (AWS) and Executive Director at Engage Empower Educate Initiative paid a courtesy call to WIDU after the 2024 AWS edition held in Nairobi 12-14 May. The conversation centered on areas of synergy for women enterprises financing in line with the continental women empowerment conversation particularly in linking WIDU with the AWS - Kenya chapter.

The dialogue underscored the mutual commitment to providing comprehensive support systems that encompass mentorship, training, and access to finance for women entrepreneurs.

For more info regarding AWS: <https://africawomensummit.org/>

WIDU Partners' coordination meeting



WIDU Kenya partner coordination meeting was held on May 21, 2024, with a focus on aligning strategies, improving coherence and quality of operations for coaching and diaspora activation. To provoke conversation the project management evaluation model was applied with emphasis on metrics for creating sustainable businesses and scalable models. As earlier highlighted the project is creating on average 3.39 jobs per business supported with significant participation from women and youth.

Key takeaways were reinforcing integrity in project implementation, addressing issues such as proxy usage in grant applications and the need for regular follow-up and impact tracking. Additionally, the meeting had discussions around the strategic expansion of partnerships within GIZ and external partners, fundraising efforts, and the focus on climate-smart and digital economy projects.

Diaspora Engagement: Courtesy call at the Kenyan Embassy in Germany-May



WIDU, represented by Team Leader Wolfram Zunzer and Country Coordinator Fridah Kibuko, paid a courtesy call to Her Excellency Ambassador Stella Orina, the Kenyan Ambassador to Germany, in Berlin. They introduced the WIDU project, highlighting its impact in Kenya and discussing the role of African embassies in Germany in contributing to WIDU policy development through the WIDU advisory board (Beirat). Additionally, the team sought support for diaspora activation in Germany and Europe. Ambassador Orina pledged her support to the WIDU project both in Germany and back in Kenya.

Cross-border synergies: Sudan Business Club - May



GIZ Sudan's SEPVA project organized a Sudan Business Club meeting in Nairobi on May 30, 2024. The meeting targeted the Sudanese business community in Kenya, who fled their country due to the ongoing conflict. It also included Kenyan businesses, such as WIDU's eleven entrepreneurs, providing an opportunity to exchange experiences, engage in one-on-one meetings, and showcase their products. Feedback from attendees was diverse, with many appreciating the networking opportunities and some finding potential market support connections within the Sudanese community.

Meet and greet with BMZ's Dr. Bärbel Kofler- May



Elizabeth Mbogo, one of the WIDU entrepreneurs, attended a women entrepreneurs dinner hosted by Dr. Bärbel Kofler, State Secretary of the German Federal Ministry for Economic Cooperation and Development (BMZ). Elizabeth highlighted how BMZ's financial assistance impacts Kenyan businesses through GIZ and shared her personal business story and the financial and technical support received through the WIDU project. She remarked, *"I am still shocked at how genuinely interested the State Secretary was in our work, challenges, and areas for improvement."*

Commemorating International Day of Family Remittances- June



WIDU participated in the International Day of Family Remittances (IDFR) observance conference organized by IFAD in Nairobi on June 7, 2024. Fridah, representing the WIDU Kenya team, highlighted that remittances represent a significant opportunity for development, as evidenced by the WIDU concept, which seeks to redirect remittances to support businesses. She took the opportunity to share some inspiring examples from the WIDU portfolio, such as Prof. Chesoin, a Kenyan scientist and businessman who, through his network, has supported 27 businesses, leading to the creation of over 160 sustainable jobs across the agriculture and service sectors in the Rift Valley region. Fridah noted that stories like Prof. Chesoin's, among many other WIDU donors, make the IDFR special and worth commemorating. During the session, Violet Mugoya shared her entrepreneurial story of how her brother in Austria has supported her Suevi stitching business, which now employs 11 people and is expanding to a bigger commercial space.

The event also provided a platform for three of WIDU entrepreneurs to showcase their products, innovation and business approaches.

The IDFR week saw WIDU launch a social medial campaign sharing success stories of diaspora donors in supporting businesses back home:

Follow the links for inspiration: [Celebrating the Power of Remittances](#)

Meeting PS State Department of Diaspora Affairs - June



Photo Credits ; State Department of Foreign and Diaspora Affairs

Led by SED Cluster Director Bernd Lakemier, a meeting was held with Principal Secretary of Diaspora Affairs Hon. Roseline Njogu to discuss the GIZ technical assistance implementation agreement for cooperation between GIZ's WIDU.africa project and the State Department for Diaspora Affairs.

Present at the meeting were Amb. Isaiya Kabira - Secretary of Investments and Entrepreneurship, Mr. Boniface Munzala - Director of Savings Investment and Remittances (SIR), and Mr. Dick Safari - Deputy Director of Liaison and Partnerships. The implementation agreement aims to facilitate the WIDU.africa Employment Promotion in Africa in cooperation with the State Department of Diaspora Affairs. The Government of Kenya is interested in the investment angle of diaspora remittances, aligning with the government's strategy to support bottom-of-the-pyramid initiatives.

Project Visits- June



Photo Credits ; State Department of Foreign and Diaspora Affairs

Ambassador Isaiya Kabira, Secretary-Investments and Entrepreneurship accompanied by Fridah visited two projects in Embu for a firsthand impression of how GIZ WIDU project in partnership with diaspora is transforming livelihoods of small scale and micro enterprises. The visit included Mr. Davis Gichuba's apiculture venture that works on honey production, packaging, and value addition. In Mr Gichuba's farm implemented through WIDU was water pan with a 2 million litres capacity that ensures a sustainable water for irrigating pixies, avocados, and apples.

The second project visited by Ambassador Kabira was a visit to Ms. Linda Kamau's sweet potato value chain where she reduces post-harvest loss of sweet potatoes through value addition by making sweet potato flour, crisps, and pastries for health-conscious consumer.

Additionally, the WIDU team made quality project visits in various parts of the country with the aim of back supporting entrepreneurs stuck in the implementation process, confirming coaching reports reflect the reality on the ground, identify success projects and provide recommendations to platform development.

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

Ongoza, in partnership with the Kenya Industry and Entrepreneurship Project (KIEP) and the Ministry of Investments, Trade, and Industry, is launching transformative initiatives to bolster innovation and productivity among private-sector firms. With the support of the World Bank Group, KIEP-SKIES aims to enhance the ecosystem infrastructure by empowering intermediaries like incubators, accelerators, and technology boot camp providers. You are invited to sign up for the **Wezeshu Business Training Program** and **Women in Climate Entrepreneurship (WICE) Program** which aim to provide essential business support services, tailored training, advisory services, and financial assistance to entrepreneurs in peri-urban and rural regions.



WEZESHA BUSINESS TRAINING PROGRAM

Calling all ambitious entrepreneurs, transform your entrepreneurial dreams into reality.



Women in Climate Entrepreneurship Program

Building a greener world, one female entrepreneur at a time.



CALENDER

August	TBC	Partners' coordination meeting
September	TBC	Rigorous Impact Assessment Report launch Sector-based training



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Website : www.WIDU.africa

WIDU.africa, funded by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ GmbH, aims to create and sustain jobs in, Cameroon, Ethiopia, Ghana, Kenya, Togo, and Tunisia by channeling remittances from African diaspora living in Europe to support businesses. The following EU countries are participating in WIDU including Austria, Belgium, Denmark, France, Germany, the Netherlands, Norway, Sweden, and Switzerland.