

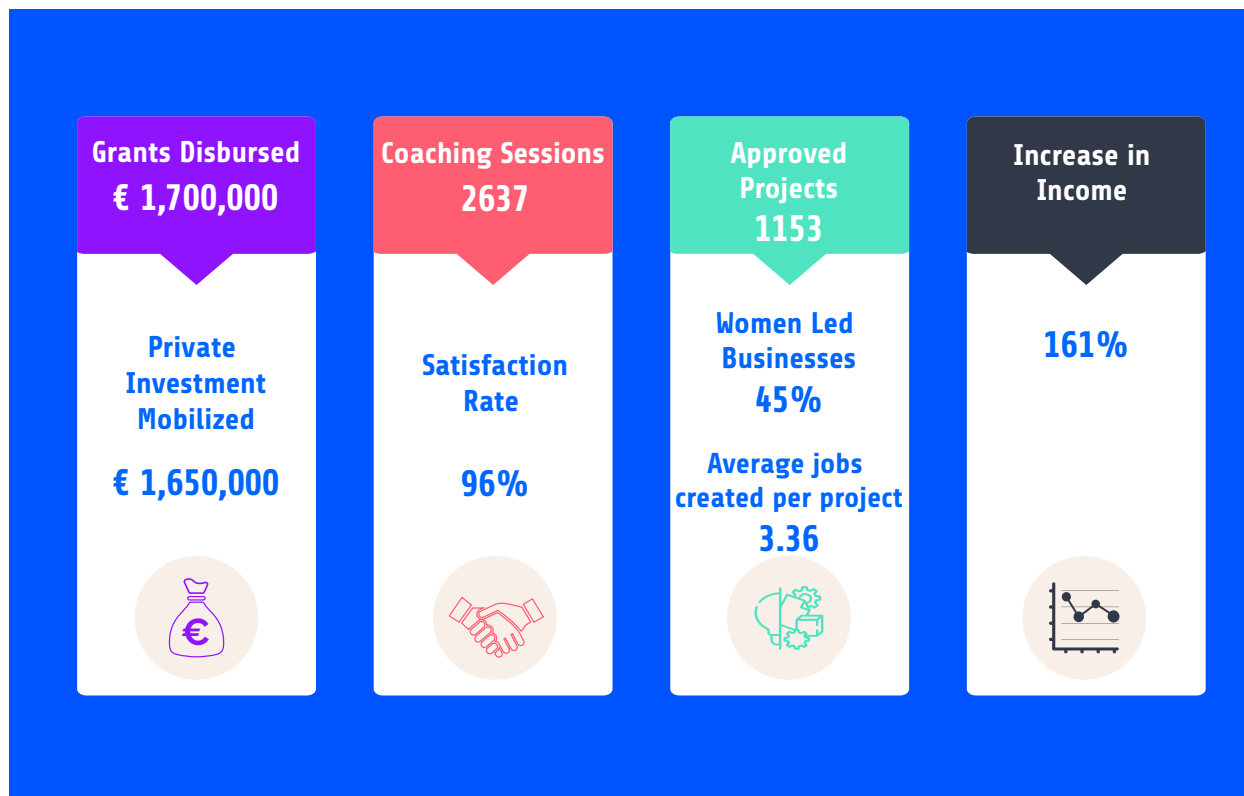
Dear Colleagues,

This WIDU quarterly update offers key highlights from July to September 2024. For the latest updates and news, we invite you to visit our webpage at <https://widu.africa/news>.

This quarter, WIDU celebrates being named 2nd Runners-up for the SME Enablers Award, presented by the Kenya Private Sector Alliance (KEPSA) during the SME Inauguration conference. This achievement belongs to all of us—the entrepreneurs, diaspora, coaching organizations, coaches, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, and the entire ecosystem. We sincerely thank you for recognizing and supporting our collective efforts.

HIGHLIGHTS

WIDU Project Results



- Grants disbursed **1.7 M** Euros
- Private investment by diaspora donors and entrepreneurs **1.65M** Euros
- Coaching sessions conducted 2637 with entrepreneurs' feedback at **96%** satisfaction rate
- Approved **1153** projects, resulting in an average of **3.36** new and sustained jobs per project, with **45%** of those jobs benefiting women.
- Achieved **161%** increase in income for the supported projects.

KEPSA AWARDS



WIDU Kenya was honoured as the Second Runners-Up for the SME Enablers Award at the Kenya Private Sector Alliance (KEPSA) Inaugural Annual SME Conference & Awards 2024, selected from a competitive pool of 183 entries. The event was held at the Kenya Institute of Curriculum Development (KICD), Nairobi on 23rd August. This recognition reflects WIDU Kenya impact in the ecosystem for the last three years and especially on the segment of supporting small and micro enterprises through diaspora remittances.

The award demonstrates the transformative role of WIDU projects in 41 Counties in Kenya employing youth and women, improving livelihoods and fostering scalable business growth. We extend our gratitude to KEPSA for this acknowledgment and to our beneficiaries for nominating us, as well as our partners and stakeholders for their continued support. Together, we remain dedicated to fostering financial inclusion and driving sustainable economic growth in Kenya and beyond.

For more information on KEPSA inaugural awards please visit: [KEPSA 2024 Awards](#)

WIDU- ProSEET Kakuma Outreach

Develop your Investment Plan with WIDU!

Did You Attend Our First Info Session?
Now, take the next step and learn how to develop your business with a sustainable Investment Plan!

Join Us and Learn how to develop a detailed Investment Plan

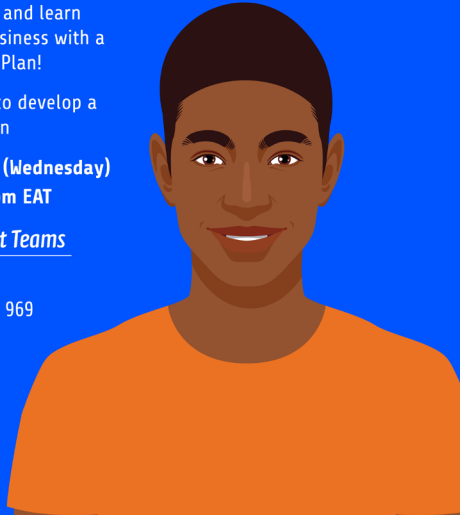
Date: 28th August 2024 (Wednesday)
Time: 2:00 pm to 4:00 pm EAT

Meeting Link: Microsoft Teams

<https://t.ly/HquD1>

Meeting ID: 354 207 528 969

Passcode: iYX3ic



Are You an Entrepreneur in Kakuma Refugee Camp?

Do you have friends or relatives in the following European countries?

Austria, Belgium, Denmark, France, Germany, Netherlands, Norway, Sweden and Switzerland

Join us for an info session to learn how WIDU.africa can support your business

Grant ticket: Minimum – 250 Euros
Maximum – 500 Euros

Date: 21st August 2024 (Wednesday)
Time: 2:00 pm to 4:00 pm EAT

Meeting Link: Microsoft Teams

<https://t.ly/HquD1>

Meeting ID: 354 207 528 969

Passcode: iYX3ic



WIDU Kenya, in collaboration with GIZ's ProSEET project, conducted a three-session webinar series aimed at reaching out to and empowering the refugee community in Kakuma. The sessions focused on fostering financial inclusion and entrepreneurial development by highlighting available funding opportunities through WIDU.africa. Through targeted outreach and engagement, the webinars provided practical insights on leveraging diaspora remittances to support small businesses, promote sustainable livelihoods, and facilitate economic growth within the refugee community. The initiative is part of our commitment to expanding our reach and impact, particularly among vulnerable and underserved populations.

Courtesy call: Prof. Seronei Chesion Chelulel



WIDU.africa was pleased to welcome Prof. Seronei Chesion, founder of Sinonin Biotech and one of our diaspora donors based in Germany, during a recent courtesy visit to our office. Through Prof. Chesion's support, over 30 businesses in the North-Rift region have benefitted from WIDU's funding. His projects focus on innovation and value addition, which reflects his expertise as a scientist specializing in alternative proteins. Prof. Chesion actively engages with beneficiaries through his social media platforms and KASS FM (a local radio channel), providing guidance on value addition.

The businesses supported by Prof. Chesion, include poultry, dorper sheep, service industry etc. and initiatives like Azolla farming, Black Soldier Fly (BSF) feed production, and green energy, demonstrating the integration of technical expertise with local entrepreneurship.

In this quarter's update, we would like to highlight the role of social remittances, as exemplified by Prof. Chesion and other diaspora members who consistently transfer knowledge and skills back to their countries of origin. Discussions during the visit focused on maximizing diaspora contributions to promote sustainable businesses and emphasized the critical role of financial literacy for entrepreneurial success. Prof. Chesion also recognized WIDU's business coaching services for their role in enhancing the capacity of local entrepreneurs.

For further insights, please watch the full conversation in the video below.



WIDU.Africa Success Story: Diaspora Empowering Communities (Kenya)

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Gender Inclusion Info Sessions

Creating Safe and Respectful Workplaces : Prevention of Sexual Harassment for SMEs and Start-Ups

Date: 8th August 2024(Thursday)

Time: 11:00 am EAT

Meeting Link: Microsoft Teams

<https://t.ly/DgWLC>

Meeting ID: 397 618 929 107
Passcode: UVRT73

Unlocking Potential: Financial Inclusion for an Empowered Workforce

Date: 16th August 2024

Time: 11:00 AM EAT

Meeting link: Microsoft Teams

<https://t.ly/eSp2k>

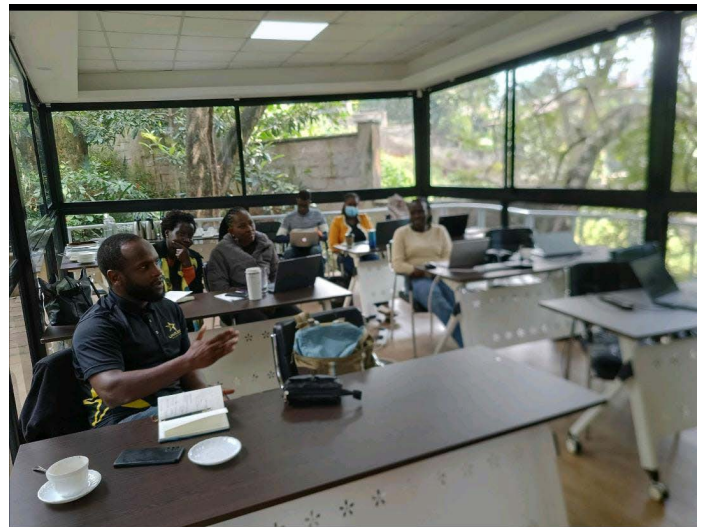
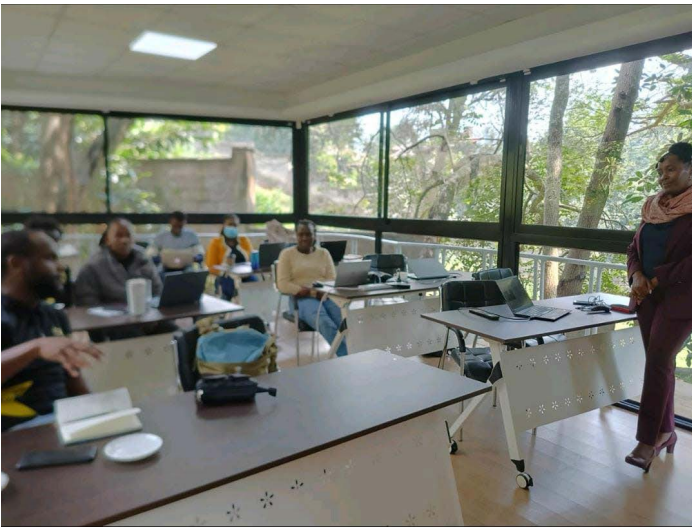
Meeting ID: 351 260 245 228
Passcode: et63z8



WIDU.africa, in collaboration with GIZ Kenya’s Partners in Transformation, Agri Jobs for Youth (AJ4Y), partners- Amka Justice Africa, and Ms. Faith Kisambi, co-hosted a session focused on gender inclusion. The session covered were on "Creating Safe and Respectful Workplaces: Prevention of Sexual Harassment for SMEs and Start-Ups" and "Unlocking Potential: Financial Inclusion for an Empowered Workforce."

Participants actively shared experiences and challenges, gaining insights on practical strategies to fostering safer work environments and enhance inclusive economic participation and workforce empowerment through financial inclusion . The initiative reflects GIZ's commitment to empowering M/SMEs and start-ups through inclusive practices.

Ongoza Financial Inclusion



Fridah Kibuko, Country Coordinator for WIDU Kenya, facilitated a training session on Financial Health Checks as part of Ongoza's Imarisha Investor Readiness Program. The program is designed to equip startups at various stages of funding with the tools they need to become investor-ready through specialized training and expert feedback.

Fridah's training emphasized the importance of establishing a strong financial foundation, enabling businesses to monitor their operations, assess liquidity, and implement internal controls. She covered key financial metrics such as working capital levels, equity ratios, and personnel optimization. She also stressed the importance of governance systems that ensure the business is distinct from its owner, especially for small, micro, and medium enterprises (SMMEs).

Drawing on WIDU's experience of supporting over 1,000 businesses in Kenya, Fridah used real-world case studies to illustrate how effective financial management can drive business growth and sustainability.

WIDU is now on the MSME Finance Gateway!



MSME Financing Gateway

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Kenya

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The Financing Gateway lists sources of financing, business support organizations and advisers so that you can quickly filter, select and link to financing options and business development services that match your needs → [Read more](#)

[Find Financing Options](#)

[Find Business Support Organizations & Advisers](#)



Photo credits – KEPSA

We are pleased to share that WIDU.africa has been listed as one of the development partners on the Kenya Private Sector Alliance (KEPSA) MSME Financing Gateway platform, providing micro and small businesses with access to finance and technical support. This platform allows M/SMEs to stay informed about financing options, capacity-building opportunities, and emerging markets from various ecosystem partners.

Through this collaboration, WIDU can extend its reach to more M/SMEs, offering both ongoing and new grant opportunities. For more information, please visit the platform at (<https://kenya.financinggateway.org/>).

Diaspora Engagement: WIDU at KWIG 2024 Conference



Photo Credits – State Department for Foreign and Diaspora Affairs

WIDU.africa participated in the 5th Annual Kenyan Women in Germany (KWIG) 2024 event on September 7th, 2024, in Mainz, Germany. This gathering brought together the Kenyan diaspora, entrepreneurs, community leaders, and organizations for a day of networking, learning, and cultural celebration. The event, made possible through collaboration with partners including the Kenyan Embassy in Berlin and the International Organization for Migration, focused on recognizing the contributions of Kenyan women in the diaspora and addressing key issues such as investment, entrepreneurship, and economic empowerment.

Wolfram Zunzer, WIDU.africa's Team Leader, provided a presentation highlighting the project's mission to improve income and employment potential for micro and small businesses in Africa: *"...by cooperating with the diaspora and encouraging innovative use of remittances, WIDU achieves two objectives at the same time. On one hand, WIDU supports the business ecosystem in Kenya, while on the other, it engages the diaspora in the development of Kenya in a tangible and practical way."* This is an example of how WIDU engages and strengthens the diaspora role as a catalyst for change and development.

Spot checks



The WIDU team recently conducted project visits in the North Rift region to check the progress of some of the supported businesses. Among the businesses visited is the Red Royal Cake - a designer bakery located in Eldoret CBD which opened in April this year. The business currently employs 8 and the entrepreneur who is a diaspora returnee was not shy to share his joy and business progress stating, *"I have been able to get back the funds I used in my joint investment!"*

Three key observations were made during the visits: First, entrepreneurs showed strong integrity in managing joint investment contributions and WIDU grants. Second, their business models demonstrated quality execution and innovation, with standout examples like the best Azolla Pond from Kipkenda Poultry Farm in Sinoin (Septonok) and exceptional greenhouses in Kapngetuny, Mutton City farm in Kolonget all in Nandi County. Third, the strong relationships between entrepreneurs and their diaspora donors were evident, with many entrepreneurs noting how regular follow-ups and strict adherence to WIDU regulations by their donors helped ensure successful outcomes.

Entrepreneurs' corner: Siloam Eye Clinic Launch



We are excited to celebrate the inauguration of the Siloam Eye Clinic in Eldoret's City of Champions. Named after the biblical narrative in John 9:7, the clinic's mission is to provide much needed ophthalmology care to the residents of the city and its neighbouring counties.

The clinic is well equipped with requisite equipment such as Retinoscope, 78 D lenses, Refraction sets, motorized tables, optical frames etc proudly explained by Dr Amos Kiptoo the clinic's proprietor. The clinic will not only provide essential ophthalmology care to the community but has also created 3 permanent jobs. All this is made possible through the contributions of the diaspora, Dr Amos and supplemented with WIDU grant and technical support.

The opening ceremony was graced by State Department of Diaspora Affairs' Mr. Boniface Munzala, Director of the Savings, Investment & Remittances (SIR) Division, CEC health from Nandi County, representative CEC from Uasin Ngishu County with GIZ represented by Ms. Fridah Kibuko, WIDU.africa – Kenya's Country Coordinator.

The enterprise showcases an innovative [GIZ Kenya](#) initiatives in enhancing healthcare accessibility through entrepreneurship and leveraging diaspora remittances.

In addition, the team visited three other innovative projects in the City of Champions:

- **Riley Bohan Foods Limited** – Deals in dried vegetable production solving the challenge of food loss in Kenya while extending the shelf life of perishable vegetables.
- **Mutton City Farm** – promoting sustainable Dorper sheep breeding
- **Red Royal Cake House** – a state-of-the-art bakery run by a diaspora returnee that focuses on designer cakes

The day concluded with a town hall session with WIDU beneficiaries from the Uasin Gishu County Government who took time to share their entrepreneur experiences with State Department of Diaspora Affairs while highlighting importance of remittances as sources of investments for M/SMEs.

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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.