

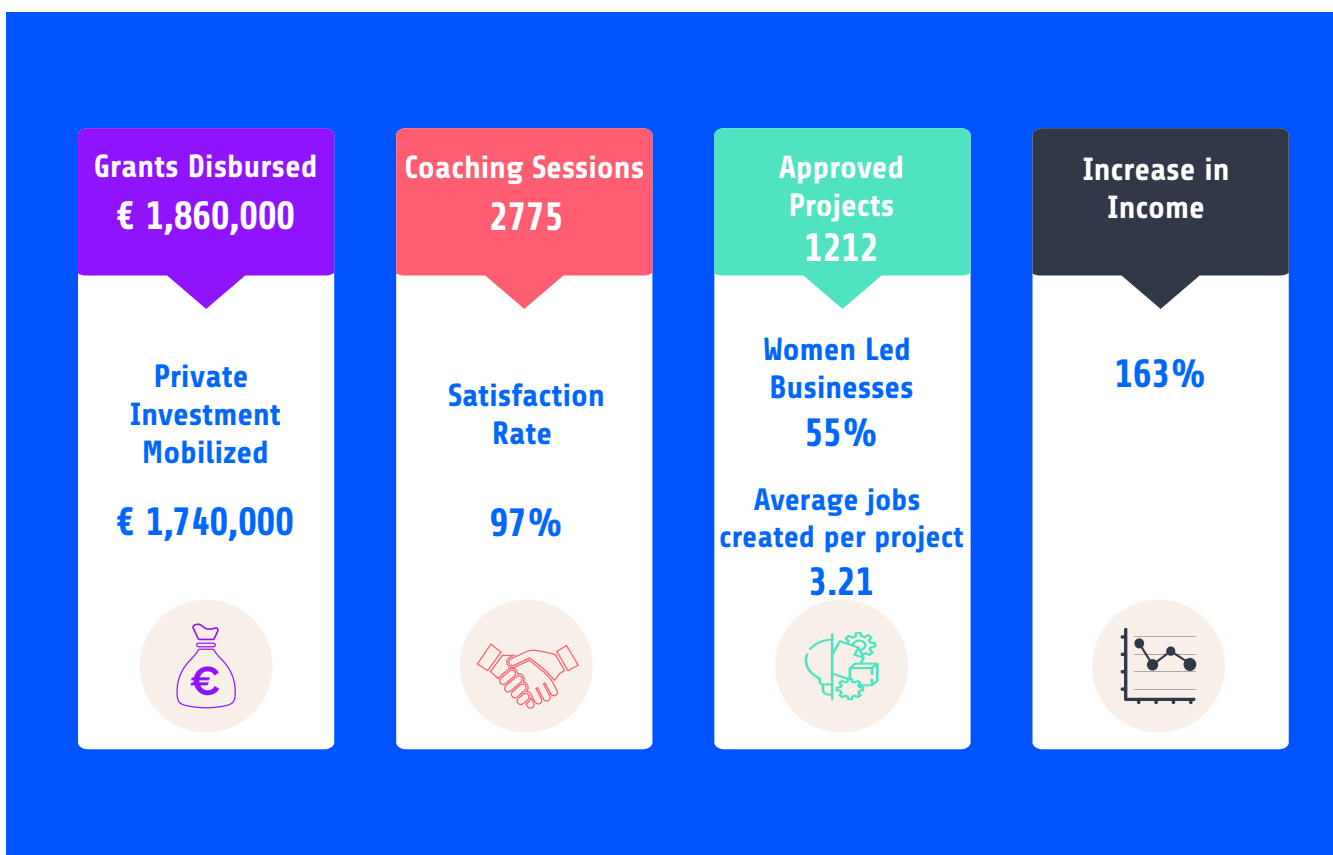
Dear All,

Happy 2025! To our entrepreneurs may this year bring groundbreaking business innovations, loyal customers, and the success you deserve. To the Diaspora Community, may this be a year of meaningful connections, impactful contributions, and shared success stories. As you support family and friends back home, foster new partnerships and drive sustainable change across the borders, your unwavering commitment to progress inspires us all.

This marks WIDU's fourth-quarter update— a time to consolidate the achievements of 2024, reflect on lessons learned, and set the stage for an even more impactful year ahead. Let's build on past successes and work together to unlock new opportunities and drive lasting change in 2025! For the latest updates and news, we invite you to visit our webpage at <https://widu.africa/news>.

HIGHLIGHTS

WIDU Project Results



- Grants disbursed **1.86M** Euros
- Private investment by diaspora donors and entrepreneurs **1.74M** Euros
- Coaching sessions conducted **2,775**, with entrepreneurs rating a **97%** satisfaction rate
- Approved **1068** projects, resulting in an average of **3.21** new and sustained jobs per project, with **55%** of those opportunities benefiting women.
- Achieved a **163%** increase in income for the supported projects.

The Role of SACCOs as International Remittance Providers in Kenya Report Launch



Photo credits: FSD Kenya and SASRA

WIDU Kenya participated in the launch of The Role of SACCOs as International Remittance Providers in Kenya report held in October 2024. The research by the International Fund for Agricultural Development (IFAD), Financial Sector Deepening (FSD) Kenya, and the SACCO Societies Regulatory Authority (SASRA) highlights the significant, yet underutilized role of

SACCOs in leveraging diaspora remittances to promote financial inclusion and drive economic growth in Kenya. WIDU was featured as a case study on the use of remittances to support MSMEs.

Figure 30: WIDU Baseline and Endline 2021-2024

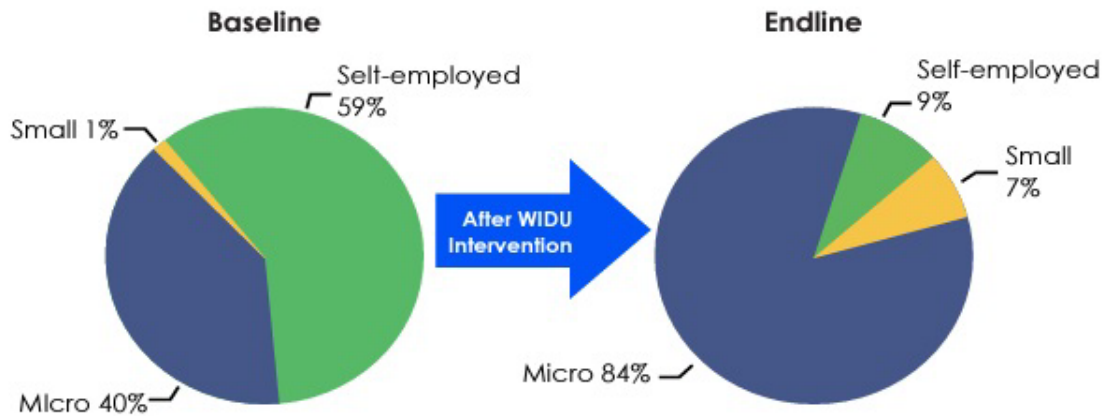


Photo credits: FSD Kenya and SASRA

The findings highlighted both the challenges and opportunities for SACCOs in the remittance sector, emphasizing the importance of strategic partnerships with fintech companies and the adoption of digital platforms to overcome regulatory and technological barriers. Additionally, the report underscored the significant role of diaspora remittances in Kenya's economy and encouraged SACCOs to position themselves as key players in offering investment-focused remittance services. WIDU's involvement in this research is one way of enhancing strategic relationships within the ecosystem and sharing lessons learnt and best practices in harnessing diaspora engagement for sustainable economic development. Find more details on the report here: [The Role of SACCOs as International Remittance Providers in Kenya](#)

Partners in Transformation Desk Workshop

WIDU Kenya participated in the Partners in Transformation Workshop organized by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH's Partners in Transformation Desk. This interactive workshop brought together various GIZ projects and partners within the MSME support ecosystem to explore practical strategies for addressing unmet needs and enhancing support for small, medium, and micro enterprises.

Through solution mapping, thought-provoking discussions, and collaborative ideation, participants developed recommendations, some of which will be integrated into WIDU Kenya's coaching training and entrepreneur support groups.



For more information on Partners in Transformation Desk, visit <https://wirtschaft-entwicklung.de/en/partners-in-transformation/partners-in-transformation-desks>

Technical Implementation Agreement for WIDU.africa has been signed

We are pleased to announce that the technical implementation agreement between GIZ WIDU and the Government of Kenya, represented by the National Treasury and the State Department of Diaspora Affairs, has officially been signed. This milestone reflects a shared commitment to fostering development cooperation that enhances diaspora investments and supports small, micro, and medium enterprises (MSMEs). WIDU will continue working closely and aligning priorities with the State Department of Diaspora Affairs to maximize its impact and drive sustainable growth for entrepreneurs across the country.

Project Visit: Uzwela Medical Centre



In this issue, we spotlight Uzwela Medical Centre, a project located in Mwiki – a healthcare facility established by licensed medical practitioner Christine Kerubo in partnership with her diaspora partner, Widney Nkere, based in Germany. Driven by a passion for providing quality and affordable medical services, Christine founded the clinic to address critical healthcare needs in the low-income area, with a particular focus on reproductive health.

Supported by WIDU.africa, through two rounds of funding, Uzwela Medical Centre is now accessible to hundreds of community members. The initial WIDU grant enabled Christine to set up the facility and procure essential medical and office equipment and facilitated the company registration by ensuring the facility has full licensing from the medical, laboratory, and pharmacy boards. Today, the facility employs five people and has expanded its services to include a pharmacy, meeting the growing healthcare demands of the community.

A recent visit to the facility by WIDU team accompanied by GIZ Promoting e-commerce in Africa (PeCI) project in the Sustainable Economic Development and Digitalisation (SED) Cluster MSME Working Group confirmed the success of the project in contributing to SDG 3: Good Health and Well-being, ensuring healthier lives and promoting well-being for all ages; SDG 8: Decent Work and Economic Growth, fostering sustainable livelihoods and SDG 17: Partnerships for the Goals, demonstrating the impact of collaboration between diaspora communities, local entrepreneurs, and development organizations in driving meaningful change.

Summed up by the entrepreneur, *“The grant investment played a big part in getting the machines, equipment and non-pharmaceuticals I needed to be able to start the business. It also enabled me to get the services of a lawyer who took me through the important aspects of company registration and registered the company. We are now fully licensed by the medical board, Laboratory board and the Pharmacy board. As a medical centre, we have increased our services, we have now opened our pharmacy, and we expect to see an increase in revenue.”*

GIZ WIDU Supports Inaugural Jamhuri Diaspora Awards



Photo credits: State Dept. for Diaspora Affairs

GIZ WIDU was honoured to support the State Department of Diaspora Affairs in their inaugural Jamhuri Diaspora Awards held at Trademark Hotel in a hybrid ceremony on 13 Dec 2024. The event was graced by Hon. Roseline Njogu, Principal Secretary of the State Department of Diaspora Affairs, and attended by members of the diplomatic corps, senior government officials, industry leaders, and partners. Representing GIZ and the WIDU community, Fridah Kibuko conveyed a message of support from GIZ Country Director Mr. Bodo Immink.



Photo credits: State Dept. for Diaspora Affairs

This event recognized Kenyans excelling in various fields, with awards presented both in person and virtually. Attendees included members of the diaspora, their families, and representatives across diverse sectors. A highlight of the evening was the recognition of Prof. Seronei Cheison, a dedicated WIDU brand ambassador, who received the “Special Recognition Award.” Prof. Seronei has been instrumental in mobilizing diaspora engagement and fostering innovative businesses in Kenya's North Rift, Western, and Eastern regions. His leadership in implementing food security projects with WIDU and his commitment to connecting the diaspora with local communities is a great example to many.



Photo credits: State Dept. for Diaspora Affairs

GIZ WIDU is proud to have supported this event and congratulates all honourees for their contributions to building a better Kenya.

Project implementation reminder to entrepreneurs

To all WIDU entrepreneurs, we appreciate your dedication to driving growth and creating meaningful impact through your businesses. To sustain the integrity and effectiveness of our program, we emphasize the importance of fulfilling your contractual obligation to report on grants disbursed if you have not done so.

This reporting process is part of WIDU's accountability framework, ensuring that every resource entrusted to your business is documented and tied to tangible outcomes. The timely completion of your project, including the submission of receipts, invoices, and impact stories via the WIDU platform, is not only a contractual requirement, but also an important element to strengthen our collective ability to scale, replicate, and support other entrepreneurs like you.

We urge you to prioritize the closure of your projects. Should you encounter any challenges, please contact us promptly at kenya@widu.africa for assistance.

Diaspora Engagement activities



On 25 October WIDU Kenya represented by Fridah Kibuko participated in the Strategy for Trade & Investment Opportunities Webinar organized by the Association of the Kenyan Diaspora in Belgium and Luxembourg (AKDBL) that aimed to sensitize the Kenyan diaspora in the region on the investment opportunities back home. Fridah's presentation highlighted WIDU's innovative development approach, which focuses on creating jobs through small and micro-enterprises in collaboration with the diaspora.



The event was graced by H.E Prof Bitange Ndemo, Kenyan ambassador to Belgium and Luxemburg, Dr Shem Ochuodho the President of Kenyan Diaspora Alliance among other diaspora leaders and innovators in Europe and the US.

On 14th December 2024, WIDU was represented by brand ambassador Veronica Kariuki in the Jamhuri Day Celebrations held in France. The project leveraged on the exhibitions to highlight how diaspora members can effectively support family and friends back home through the platform.

The event, which brought together approximately 60 participants, provided an informal setting for discussions on diaspora contributions and networking.

WIDU continues to engage with the diaspora across various platforms as part of its strategy to foster diaspora involvement, promote ownership, and amplify diaspora voices in sustainable development.

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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.