

Dear All,

Welcome to our first quarter update of 2025, offering January to March updates. For the latest updates and news, we invite you to visit our webpage at <https://widu.africa/news>

HIGHLIGHTS

WIDU Project Results



- Grants disbursed **1.94M** Euros
- Private investment by diaspora donors and entrepreneurs **1.82M** Euros
- Coaching sessions conducted **2,932**, with entrepreneurs rating a **97%** satisfaction rate
- Approved **1,262** projects, resulting in an average of **3.40** new and sustained jobs per project, with **54%** of those opportunities benefiting women.

Partnership with the GIZ ProSEET Project

#LOCAL CALL: Empowering Micro and Small Businesses in Refugee and Host Communities in Turkana West.

WIDU.africa and ProSEET are supporting micro and small businesses in refugee and host communities in Turkana West through financial support and coaching.

Eligible Business Sectors

-  Creatives & Crafts
-  Agribusiness (food production/ processing, sustainable farming)
-  Waste Recycling
-  Any other innovative businesses

Apply Now



www.widu.africa/kenya

Apply now and take your business to the next level



WIDU and Promoting Employability and Entrepreneurship in Turkana West (ProSEET) project are excited to provide a practical example of how GIZ Integrated solutions look like and how programme synergies can be tapped indeed! In March, a job order to support 100-120 small and micro businesses of the host community and refugees in Turkana West was signed between ProSEET project in the Forced Displacement and Migration Cluster and WIDU in the Sustainable Economic Development Cluster.

ProSEET brings its comparative advantage in understanding the refugee context and its capacity-building programmes for thousands of young people and women in entrepreneurship. In turn, WIDU is enhancing the impact by providing additional coaching and business grants to help these selected businesses bring their ideas to fruition. This collaboration effectively combines the strengths of both projects, ensuring the effective mobilization of entrepreneurs and the efficient processing of business grants thus ensuring GIZ's optimal utilization of resources.

State Department for Diaspora Affairs Courtesy Visit



WIDU Kenya hosted Amb. Hellen Gichuhi, Secretary for Welfare and Partnerships – State Department for Diaspora Affairs (SDDA) in February. The courtesy visit focused on tapping synergies from development partners working on the diaspora engagement component, amongst exploring potential areas of collaboration between WIDU and SDDA in 2025.

Spotlight on the Creative Economy: WIDU Supports ‘Cards on the Table’ Stage Play



This Valentine's through the support of WIDU, the curtains closed on unforgettable performance at **Braeburn Theatre - Cards on the Table by Shirleen Wangari's Blackwell Productions**. Set in 1992, the play followed an ex-couple who reunite for a heist, only for secrets to unravel and events to take an unexpected turn. Blending stage acting, stand-up comedy, and live music, the production left the audience in stitches.



WIDU continues to practically demonstrate how the partnership with the diaspora drives innovation and economic growth across sectors, including the arts.

[CLICK TO WATCH](#) the setting scene. The cards may be off the table, but the best is yet to come!

Project visits and Success story Coverage



This quarter, the WIDU team conducted projects quality checks across the North and South Rift regions, covering Turkana, Nakuru, and Uasin Gishu counties. Most businesses are in food security such as apiculture, smart farming, tea value addition, post-harvest reduction and other sectors in service industry and health. Entrepreneurs reported increased productivity, market reach, and job creation, proving that the Programme approach is sustaining jobs in the MSME sector while boasting linkages to access to finance and ultimately improving the local economic resilience.



For example, Tabitha Wanjira and Alaine, a DRC refugee tailor and fashion designer located in Kalobeyei Settlement. With WIDU's support, the business acquired additional sewing machines, garment accessories, and set up an e-commerce platform: **iCONNECTke**. With proceeds from the sales, they have diversified production and established a training facility that currently accommodates 20 refugee trainees. The workforce has grown from having 2 employees to a team of 26, with the entrepreneur acknowledging how the WIDU grant and coaching scaled their business.

We share these stories with you to illustrate the real and lasting impact of technical and financial cooperation driving economic transformation at the grassroots level.

Commemorating International Women's Day



In celebrating International Women's Day, WIDU Kenya joined the global movement themed: **#ForALLWomenandGirls: Rights. Equality. Empowerment**, by spotlighting the vision, determination, and creativity of women-led businesses. Throughout the week, WIDU shared their stories on the website- <https://widu.africa/success-stories> and social media platforms.

When women share their journeys, struggles, breakthroughs, and victories, they not only celebrate their resilience but also empower others to push boundaries. Each story amplifies the voices of women entrepreneurs, proving existing possibilities when they are empowered.

The campaign culminated in a WIDU regional virtual event, bringing together over 200 women entrepreneurs and business coaches from the 6 WIDU.africa countries (Cameroon, Ethiopia, Ghana, Kenya, Togo, and Tunisia). The event was a dynamic space where women connected across borders, exchanging knowledge, offering mentorship, and igniting inspiration. Representing Kenya was **Grace Mokeira**, founder of **Amore fashion line**, and Coach **Trizah Kimani**, who both spoke on the realities of women in business and encouraged them to **"...fearlessly conquer your spaces..."** Grace encouraged fellow women entrepreneurs to embrace confidence in breaking barriers and creating sustainable enterprises.

WIDU Kenya Training of Coaches



Project implementation reminder to entrepreneurs

WIDU held an in-person “**Training of Coaches**” session in Naivasha, officially welcoming WYLDE International, the newly recruited coaching organization. The two-and-a-half-day event was more of a refresher where the coaching team proactively led the exchange of best practices, used role play to crack complex case studies experienced on the ground.



The session had a special guest, **Mr. Taita George** – a Kenyan diaspora living in Germany who has supported 15 startups and MSMEs. Taita passionately told his story, providing unique insights from a diaspora investor's perspective, emphasizing the critical role coaches play in ensuring successful project implementation despite challenges like traveling to remote areas with limited infrastructure. His appreciation for the coaches' monitoring efforts was evident in an emotional account of the change he has experienced through his mother's profitable vegetable enterprise that has enabled her to open a bank account and maintain business records. For businesses to transform from informal to formal, it is the small things that count!

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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.