

Dear All,

Welcome to our second issue of WIDU Kenya quarter update for 2025! This update offers key highlights from April to June 2025. For the latest updates and news, we invite you to visit our webpage at <https://bit.ly/WIDU-News>

## HIGHLIGHTS

### WIDU Project Results



**2.02 M Euros**

Grants Disbursed



**1,347**

Approved Projects



**1.92 M Euros**

Private Investment Mobilized



**3.14**

Average Jobs Per Project



**3,105**

Coaching Sessions Conducted



**54%**

Women Beneficiaries

- Grants disbursed **2.02M Euros**
- Private investment by diaspora donors and entrepreneurs **1.92M Euros**
- Coaching sessions conducted **3,105**, with entrepreneurs rating a **97%** satisfaction rate
- Approved **1,347** projects, resulting in an average of **3.14** new and sustained jobs per project, with **54%** of those opportunities benefiting women.

## Partnership with the GIZ ProSEET Project



On 2nd May 2025, WIDU, in collaboration with the GIZ project Promoting Employability and Entrepreneurship in Turkana West (ProSEET), launched the Local Call titled **Empowering Micro and Small Businesses in Refugee and Host Communities in Turkana West- #ProSEETCall**.

This initiative highlights the strength of GIZ's integrated approach, where synergies across projects create added value. In this case, WIDU's simplified grant and contract processing model offers a practical entry point for expanding support to remote and underserved communities.

To support the launch, targeted information sessions were held with local coaches and entrepreneurs to introduce the WIDU platform, clarify the objectives of the call, and outline participation requirements. These were further reinforced through an in-person refresher training at the GIZ Kakuma offices, equipping coaches for smooth onboarding and effective implementation.

Implementation has advanced steadily. To date, **173** entrepreneurs have registered on the WIDU platform, **71** coaching sessions have been facilitated, and **26** grants have been disbursed. WIDU and ProSEET teams have undertaken joint field missions to Kakuma and Lokichogio to monitor progress, carry out quality checks, and resolve any emerging process bottlenecks. These visits also provided an opportunity to assess the coaching sessions on the ground and ensure that implementation remains aligned with WIDU standards.



## ***Center for Entrepreneurship SME Loop Workshop***

In April, the GIZ-implemented Promotion of Self-Employment and Entrepreneurship in Kenya (C4E) programme convened the SME Loop workshop, bringing together 80 entrepreneurs from across key sectors including agro-processing, textiles, leather, and services. The workshop served as a platform for participants to deepen their business knowledge, sharpen growth strategies, and connect with critical players in the entrepreneurship ecosystem.





As part of the Access to Finance session, the WIDU Kenya team introduced the programme model, which supports micro and small enterprises through diaspora-backed financing and tailored business coaching. A follow-up Q&A session enabled participants to explore how to engage with the programme and assess its relevance to their scalability goals.



## ***Diaspora Investment Validation Workshop***

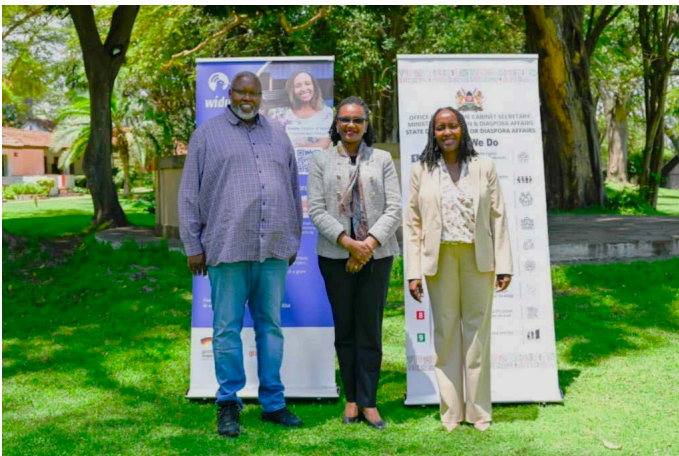
On 9-10 April 2025, WIDU supported the Savings, Investment and Remittances (SIR) Division of the State Department of Diaspora Affairs to facilitate the Diaspora Investment Strategy Validation Workshop in Naivasha.

The workshop brought together key government institutions, development partners, and private sector stakeholders including the State Departments for Trade, Labour, Immigration, and Lands, the Central Bank of Kenya, Kenya Revenue Authority, Capital Markets Authority, Africa Institute for Remittances, and the Commonwealth Secretariat.





The strategy aims to provide a structured framework to harness the full potential of the Kenyan diaspora, focusing on leveraging their skills, knowledge, financial resources, and entrepreneurial capabilities for national development.



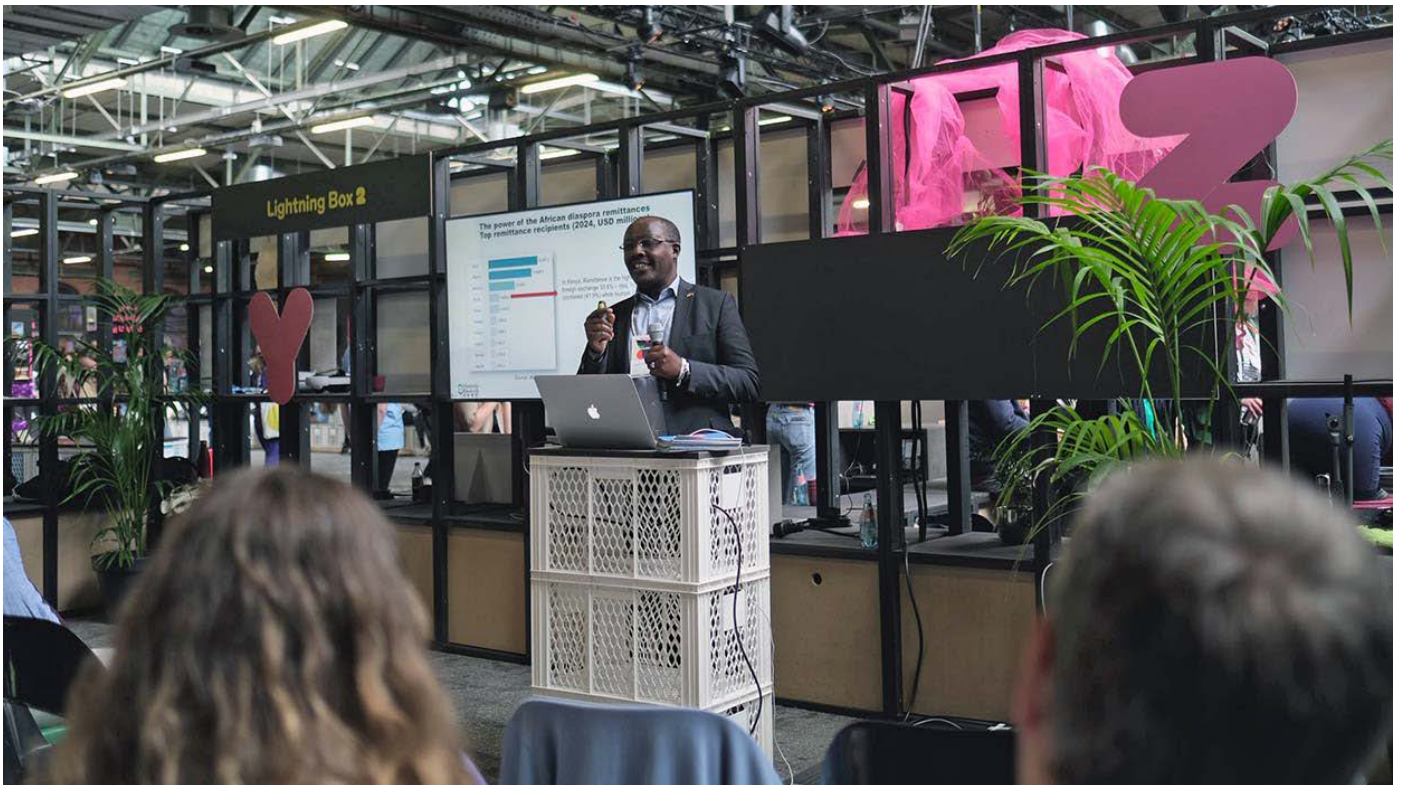
**Mr. George Taita**, a Kenyan WIDU diaspora donor based in Germany shared valuable insights from the diaspora perspective, emphasizing the importance of institutional safeguards and diaspora protection. In his words, "**It is good that the government is now putting checks and balances and protecting the needs of the diaspora.**" His views aligned with those of P.S. Roseline Njogu, who emphasized the importance of co-creating diaspora policies by engaging the diaspora voices, perspectives into every decision that affects them.





Also in attendance was **Dr. Christoph Zipfel**, Programme Director for Sustainable Economic Development, Employment and Digitalisation (SED Cluster), who reaffirmed GIZ's commitment to supporting skilled labour migration, private sector development, and digitalisation. He outlined the programme's strategic approach and shared key results achieved to date.

## ***WIDU participates at re:publica 2025***



At re:publica 25, held from 26–28 May 2025 in Berlin under the theme "Generation XYZ," WIDU.africa joined Europe's leading conference on digital society to contribute to conversations on the role of diaspora communities in sustainable development. Prof. Seronei Chelulei Cheison, one of the Diaspora Focal Points, shared his experience on how remittances typically directed toward essential needs such as education, healthcare, and housing has transformed small-scale entrepreneurs in his community.

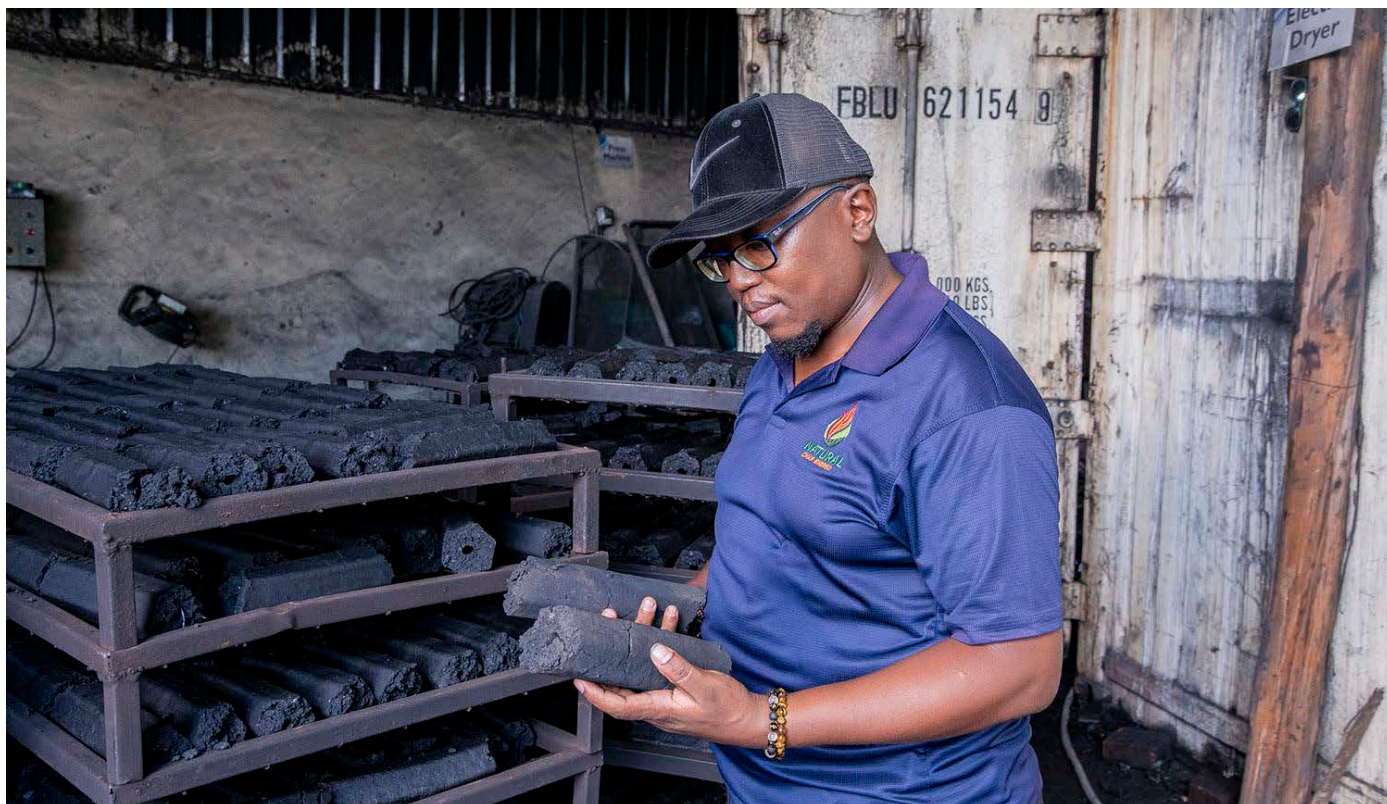
Citing global figures, he noted that "...in 2024, diaspora communities sent home over USD 905 billion. In Kenya alone, remittances amounted to KES 650 billion..." underscoring the significant role of this funding stream in household and national economies.



He shared a moving story of Hyvene, a Kenyan mother and widow who began an egg incubation venture using goat manure. Through support mobilized via WIDU, Hyvene's project grew into a reliable livelihood. Watch his input: [WIDU Republica Session](#)

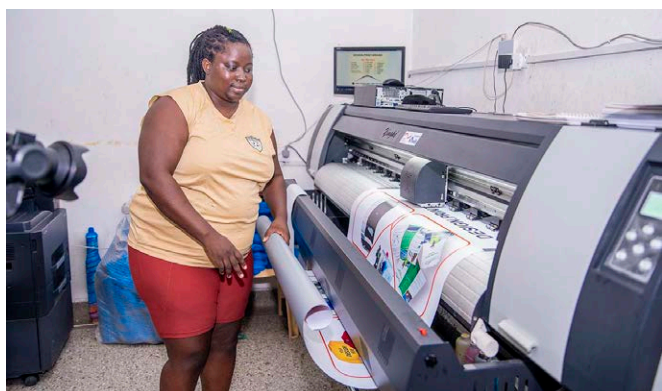


## Project visits and success story coverage



In June, the WIDU Kenya team conducted a series of spot checks and success story coverage visits across Kilifi and Mombasa counties, engaging with entrepreneurs funded under various WIDU grants including Original WIDU Grant (OWG) and Local Thematic Calls – Food Security Call and Green Call. Notable highlights included [Natural Char Energy](#) run by John Kirui in Shanzu, Mombasa.

With funds from the Green Call, John has transformed coconut shell waste into high-quality carbonized briquettes using a unique heat-circulating curing system. This innovation has cut down drying time from 4– 5 days to just one night, significantly boosting production. The business now employs 10 staff and 15 women casuals, contributing not just to clean energy solutions but also to inclusive job creation. John credits WIDU's support and coaching for helping him streamline his financial records and access additional financing from local financial institutions.





Nipe WiFi in Mariakani, offering affordable internet access with over 400 daily device connections; and Marie Designez in Bamburi, which has grown from a small printing shop to a full-service format printing and cyber café employing three staff. Other impactful businesses included [Afrifama's](#) youth-focused poultry and feed production, [GoldenStar Farming Limited](#) dealing in irrigation and sustainable farming equipment and agricultural innovations, SaweRotich Poultry Farm in Marereni, Kilifi, and [Merime Space](#) a co-working space and digital hub located in Kilifi town promoting digital entrepreneurship.

Across the projects, business coaching and access to WIDU's simplified financial tools have played a practical role in helping entrepreneurs grow their businesses. The initial funding has opened doors to further investment and formal financing.

## ***WIDU Kenya Joins Global Celebration of International Day of Family Remittance***



On 12 June 2025, GIZ WIDU.africa joined national stakeholders in the remittances ecosystem in commemorating the International Day of Family Remittances under the theme "Remittances Financing Development." The event was hosted by the International Fund for Agricultural Development (IFAD) and Kenya's State Department for Diaspora Affairs (Savings, Investment and Remittances Division).

Speaking during the panel discussion, "From Cash to Capital – Transforming Remittances into Investment", WIDU Kenya Country Coordinator, Fridah Kibuko, shared how the WIDU model blends diaspora-backed remittances with both technical and financial cooperation to support entrepreneurship and create sustainable jobs. Drawing from real stories on the ground, she highlighted the importance of strategic partnerships in advancing financial inclusion and driving progress toward the Sustainable Development Goals.



To amplify the global campaign, WIDU shared real stories from the diaspora capturing the voices behind the impact. This included video messages from [George Taita – Kenyan Diaspora in Germany](#) and [Bilha Njeri – Kenyan Diaspora in Netherlands](#) both speaking about their journeys and contributions through WIDU.

## ***WIDU participates at the 2<sup>nd</sup> Annual KEPSA MSME Conference***





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WIDU sponsored 15 entrepreneurs, with five selected to exhibit their products during the two-day event. The exhibitors represented diverse enterprises within the agro-processing and textile value chains, showcasing innovations such as moringa and sweet potato products, dried fruits and African leafy vegetables (ALVs), fish-waste-based organic fertilizer, and locally made textiles and fashion.

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***Website : [www.WIDU.africa](http://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.