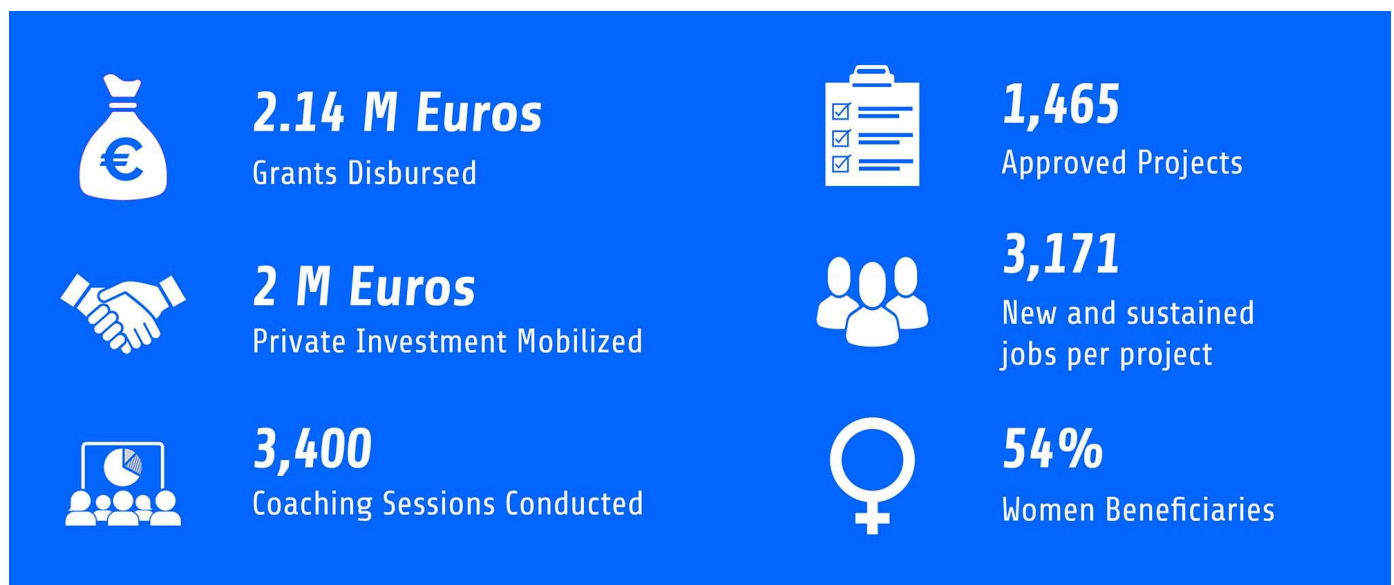


Dear All,

Welcome to the third edition of WIDU Kenya's Quarterly Update for 2025! In this issue, we share key highlights and milestones from July to September 2025. For more stories, updates, and resources, visit our website at www.widu.africa.

HIGHLIGHTS

WIDU Project Results



- Grants disbursed **2.14 M Euros**
- Private investment by diaspora donors and entrepreneurs **2 M Euros**
- Coaching sessions conducted 3,400, with entrepreneurs rating a **97% satisfaction rate**
- Approved **1,465** projects, resulting in an average of **3,171** new and sustained jobs per project, with **54%** of those opportunities benefiting women.

WIDU Expands to 29 European Countries!

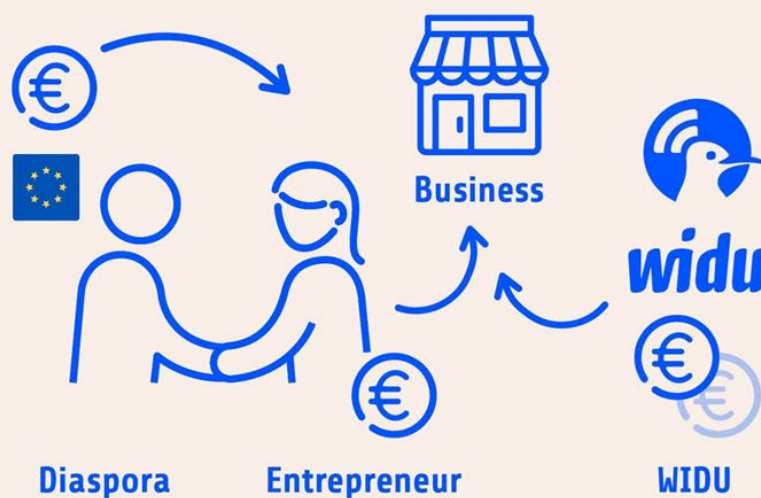
WIDU is now available in all EU countries!



WIDU has reached an exciting milestone now present in 29 European countries, covering every EU member state along with Switzerland and Norway. This expansion opens the door for even more African diaspora members to partner with entrepreneurs back home, creating stronger businesses, more jobs, and greater impact across Africa.

Original WIDU Grant

How it works



Now up to 3,000 €!

Accordingly, some system changes have been updated:

- First application: €300 – €3,000 (1:1:2 funding ratio for the Entrepreneur, Diaspora Donor, and GIZ respectively)
- Consecutive 2nd & 3rd application: €500 – €5,000 (1:1:1 funding ratio for the Entrepreneur, Diaspora Donor, and GIZ respectively)
- 10% grant amount will be retained and disbursed after grant reporting
- First coaching visit will be provided before project approval to strengthen business idea.



**Information session:
How to take part in WIDU?**

Join us online on Sunday, October 5th at 06:00 PM EAT

Promoting micro and small businesses in Africa in
collaboration with the diaspora in Europe

More information on
→ www.widu.africa



The smart way to support your friends and family!



Please refer to comprehensive information on these changes: <https://widu.africa/news/owg-upgrade> and join our virtual information session on **5th October 2025, 1800 hrs (EAT)** to learn more. (Meeting link: [Kenya Info Session](#)).

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.

Key Features for Returning Entrepreneurs



Equal Investment



Personalized Coaching



Continuous Support



Diaspora Engagement

ProSEET Call Progress

Following the launch of the ProSEET Local Call "Empowering Micro and Small Businesses in Refugee and Host Communities in Turkana West" in May, implementation has continued to advance steadily. To date, **134** entrepreneurs have been onboarded, with **43%** drawn from the refugee and **57%** from the host communities respectively. Gender distribution reflects strong participation by women, with **57%** of the enterprises being women-led.



The WIDU and ProSEET teams, together with local coaches, continue to carry out onsite visits to monitor progress, quality control and support entrepreneurs. These visits provide valuable insights into how the call is driving enterprise growth, encouraging innovation, and contributing to job creation in Turkana West and Lokichogio.



One example is Safi Mfariji, a 29-year-old Congolese entrepreneur based in Kakuma Refugee Camp. Safi runs Mama Samaki, a fish business serving households and retailers. With support from the call, she moved from a simple open-air stall to a shop, installed solar power, and acquired a freezer for storage. These upgrades have allowed her to expand her services, reduce losses, and improve the quality of fish available in her community.

She has also strengthened her financial management and record-keeping, combining the benefits of both the grant and personalized business coaching.



"The ProSEET Call has helped me improve my business, the solar power installation and fridge has enabled a great change at my workplace, and I really appreciate it. Now I am managing my financial records very well" – Safi Mfariji, Mama Samaki.

State Department Diaspora Affairs Visit

On 18 August 2025, the German Embassy and GIZ paid a joint courtesy call to Principal Secretary Hon. Roseline Njogu of the State Department for Diaspora Affairs, led by Mr. Alexander Fierley, Deputy Ambassador of the Federal Republic of Germany to Kenya. Discussions focused on bilateral cooperation in the areas of labour migration and diaspora engagement, with particular emphasis on ongoing efforts under the WIDU project.



Photo Credits: SDDA

The delegation included Mr. Bodo Immink, GIZ Country Director, and Dr. Christoph Zipfel, Cluster Coordinator for Sustainable Economic Development (SED). This meeting also marked Dr. Zipfel's first official engagement with the Principal Secretary. The German Embassy and GIZ expressed their appreciation for the strong collaboration with the State Department for Diaspora Affairs and reaffirmed their commitment to deepening the partnership to advance shared goals of sustainable economic opportunities and enhanced diaspora engagement.



Photo Credits: SDDA

WIDU and SDDA Delegation Visit to Uasin Gishu and Nandi Counties



In August, a joint delegation from GIZ Kenya and the State Department for Diaspora Affairs (SDDA) visited Uasin Gishu and Nandi counties for a two-day engagement led by Dr. Christoph Zipfel (Programme Director – Sustainable Economic Development Cluster), Fridah Kibuko (WIDU Kenya Country Coordinator), and Mr. Bonface Munzala (Director, Savings, Investment & Remittance Division–SDDA).



A key highlight during the visit was a tree planting and seedling distribution event in Kabulwet, led by Edka Concepts, a WIDU-supported agribusiness at the forefront of climate-resilient enterprise development. Established in 2020, Edka Concepts supplies indigenous trees, coffee, and avocado seedlings across Baringo, Nandi, and Uasin Gishu counties; helping farmers diversify income sources while restoring ecosystems.



During the event, the enterprise distributed 12,500 tree seedlings to 300 farmers, including members of the Kabulwet Coffee Cooperative Society, with Nandi County Deputy Governor Dr. Yulitta Mitei in attendance. By combining environmental conservation with livelihood creation, Edka Concepts illustrates how diaspora-backed businesses can promote climate-smart agriculture, support reforestation efforts, and generate local employment now employing over ten permanent and seasonal staff.



The delegation also visited other WIDU-supported enterprises in healthcare, education, and agribusiness, including:

- Medglobe clinic: a medical facility that expanded from a small pharmacy to a full-service clinic, creating four jobs and bridging healthcare gaps in Kipkaren Salient.
- Emerald Valley Medical Center: Located in Eldoret town healthcare facility provides comprehensive outpatient care as its core service, complemented by specialized reproductive health, optical, and pharmaceutical services. It plays a vital role in extending quality healthcare access to residents of the Langas informal settlement.
- Kipkenda Poultry Farm: a circular poultry farm incorporating cost-saving feed formulation using Azolla while supplying chicks and eggs to farmers in the region. The farm currently employs five people.
- Samoo Hills Tea: An enterprise that begun from Nancy's kitchen dealing in blending and packaging locally sourced tea creating 12 jobs. Click to watch her story: <https://youtu.be/l8-tcu9t0Co?si=7oww7NS7v2ADj2uB>

- Humpty Dumpty School, Eldoret: With WIDU's support, the Crèche and Kindergarten in Eldoret has been able to establish state-of-the-art facilities that provide a safe, stimulating, and modern learning environment. This investment has strengthened early childhood education by offering quality care and foundational learning, ensuring children receive the best possible start to their educational journey.

Diaspora Voices: Diaspora Courtesy Visit

In August, we had the pleasure of hosting two Kenyan diasporas from Germany; Angela Hainja and Caro Mawangi of AG Career Hub, who also serves as WIDU Kenya's Diaspora Focal Person in Germany. The two visits highlighted diaspora mobilization efforts following the new platform changes, discussion on the progress of ongoing supported projects and social remittances, providing a moment to reflect on how diaspora mobilization continues to shape lives and communities.





Angela shared an inspiring story. From her outreach efforts, seven students living with sickle-cell anaemia have been awarded full scholarships to study at the WIDU-supported Talanta Junior School in Budalangi. Caro, on the other hand, joined the monthly Kikao session with our coaches and took time to appreciate them, applauding their dedication to guiding entrepreneurs on their business journeys.

WIDU Participation at the AU-AIR Remittance Experts' Workshop



The African Union, through the African Institute for Remittances (AIR), convened an experts' meeting in Naivasha, Kenya, from 25th to 28th August 2025 to review the draft "Reference document on strategies for leveraging remittances and diaspora engagement". The forum gathered experts, policymakers, and development partners from Benin, Ethiopia, The Gambia, Kenya, Zambia and Zimbabwe to provide technical feedback and recommendations to strengthen the guidelines ahead of adoption by AU member states.



To support this process and reinforce the project's commitment to diaspora engagement as a driver of financial inclusion, entrepreneurship, and sustainable development, WIDU facilitated the participation of six delegates. These included two representatives from the Ethiopia Diaspora Services (EDS), two representatives from Kenya's State Department for Diaspora Affairs (SDDA) – Savings, Investment and Remittances (SIR) Division, and two diaspora engagement focal persons from WIDU Ethiopia and WIDU Kenya. Mr. Jarso Boru, Deputy Director at the SDDA- SIR Division, shared Kenya's experience in advancing diaspora and remittances engagement, including the recently validated Diaspora Investment Strategy. The reference document under review seeks to guide AU member states in developing structured strategies that link remittances and diaspora contributions with financial inclusion, entrepreneurship, and sustainable development.

WIDU Participates at the Annual KWIG event (Fridah)

KWIG
KENYAN WOMEN IN GERMANY
PRESENT

SAT 6TH SEPT
11AM - 11PM

Event 2025

IN ATTENDANCE
FLORIAN KRENN

IN ATTENDANCE
FRIDAH KIBUKO
(COUNTRY COORDINATOR, WIDU - KENYA)

widu

ENTERTAINMENT POLICY

HOSTED BY: DJ YAMBO MAKORA, DJ C-FINEST, DJ BUUCHEZO, KIDS DJ PRINCESS PHILLY, LIVE MUSIC ARUTHI & JOY WENDO
AFTERPARTY ENT | MC DJ RABBA & DJ ROY B

@KULTUR ZENTRUM, KUZ.
Dagobertstraße 20B 55116 MAINZ

◆ **FOOD COURT** ◆ **KIDS CORNER BY MALACK**

FOR TICKETS: www.eventbrite.com/e/kwig-annual-event-2025-tickets

POWERED BY **ortel MOBILE**

Tumatuma **DIASPORA** **PAZURINA** **IOM** **TSAVO** **MIGRATURNEY** **Optiven**

On 6 September 2025, the Annual Kenyan Women in Germany (KWIG) Cultural Event brought together the Kenyan diaspora community and friends of Kenya in Mainz, Germany, for a day filled with cultural exchange, dialogue, and networking. This year's gathering was particularly special as it showcased not only Kenya's rich heritage but also the transformative role of the diaspora in shaping sustainable development back home.



Photo Credits: KWIG, Fonki

Leading the GIZ delegation was Dr. Jan Schwaab, Head of the 1730 Unit (Digital Transformation in Africa), whose participation underscored the importance GIZ places on digital tools and diaspora partnerships as catalysts for inclusive growth. Dr. Schwaab spoke about the many dimensions of diaspora engagement, extending beyond remittances to include cultural exchange, investment, and knowledge transfer. Representing WIDU Kenya, Fridah Kibuko joined him in engaging diaspora members, sharing updates on WIDU's work, and strengthening direct connections with the community.



Photo Credits: KWIG, Fonki

The KWIG event provided WIDU with a valuable platform to connect directly with diaspora members, including WIDU donors, to share updates on new software changes, explain how these improvements streamline processes, and gather feedback to ensure the platform continues to meet the community's needs.



Photo Credits: KWIG, Fonki

Beyond the discussions, the event celebrated Kenyan culture abroad, featuring traditional delicacies such as ugali, samosas, nyama choma and managu. For WIDU, it was an opportunity to strengthen ties with the diaspora while demonstrating how digital transformation can turn remittances into sustainable investments that create jobs and opportunities back home.

COMING UP

Date	Activity	Venue
5 th October 2025- 1800 hrs (EAT)	Info session: WIDU changes and platform navigation	Virtual (Microsoft Teams) https://tinyurl.com/mpwj4z4z
13-17 th October 2025	WIDU Regional Strategic Planning Workshop	Tunisia

OUR PARTNERS



STAY CONNECTED



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. Participating Europe countries include all the EU member states along with Norway and Switzerland .