

## Dear Colleagues,

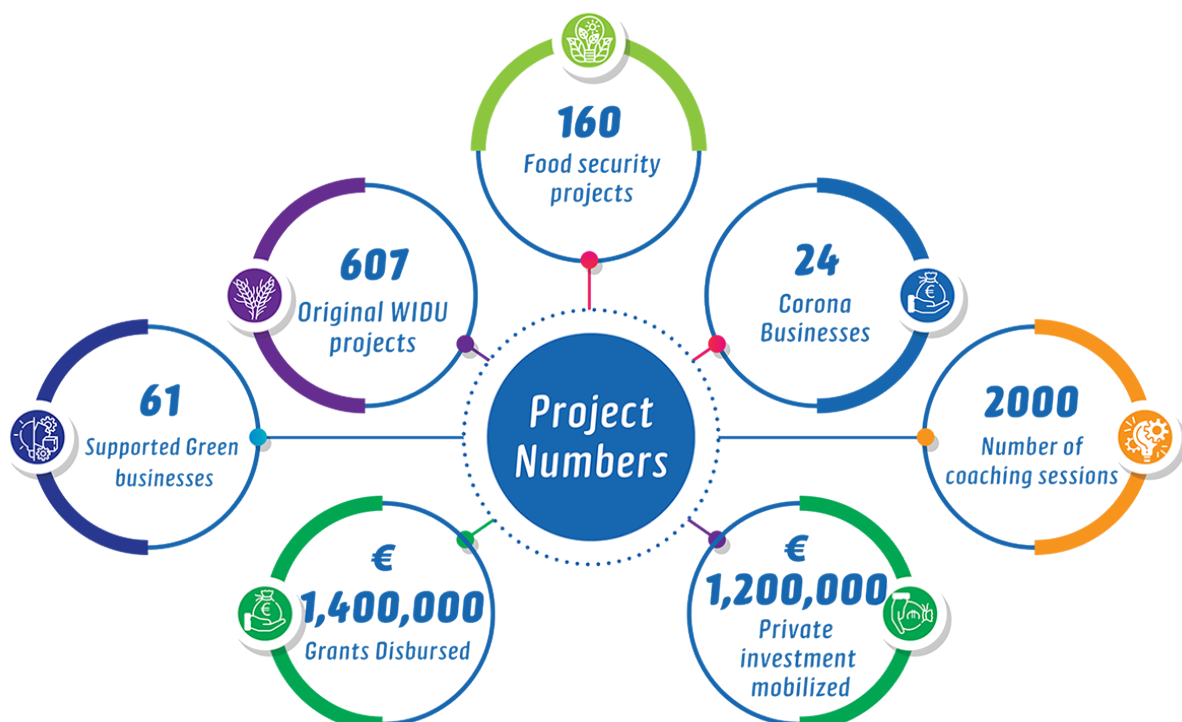
Happy New Year! As we say goodbye to 2023, we want to thank you for your continuous support and collaboration throughout the year. 2023 was marked by significant achievements, seen in the impressive numbers and positive impact we collectively made. Your commitment played a crucial role in making this journey not only successful but also rewarding. As we usher in 2024, we carry with us valuable lessons garnered from our experiences over the past three years. Our focus remains on championing quality projects distinguished by innovation, job creation multipliers, and the cultivation of generational businesses.

We look forward to continuing this journey together, building on the foundation of shared success and collaborative efforts. Thank you for being an integral part of our accomplishments, and here's to a prosperous and fulfilling year ahead.

*Please see below the quarterly updates of October to December 2023 and feel free to refer to quarter updates from January to August from WIDU Website ([www.widu.africa/updates](http://www.widu.africa/updates))*

*Should you have important information / updates for our partners and entrepreneurs, please send us an email via [kenya@widu.africa](mailto:kenya@widu.africa).*

## HIGHLIGHTS WIDU Project Results



As of the end of December 2023, the project has reached several key milestones:

- Disbursed **1.4 Million Euros** and mobilized **1.2 Million Euros** in private investment by diaspora donors and entrepreneurs.
- Conducted **2000 coaching sessions** with a **96% satisfaction rate** among the entrepreneurs.
- Approved **851 projects**, resulting in the creation of **2600 jobs**, with **53%** of those opportunities benefiting women. On average every project created **3.35 jobs**
- Achieved **208% increase in income** for the supported projects.

## Project Visits / Follow Up



GIZ WIDU Kenya team conducted project site visits for quality control, progress monitoring, platform support, and overall project assessment as well as capturing entrepreneurial journey stories. The visits conducted in the month of November covered the South Rift, Western, Eastern, Coast and Mount Kenya regions.

During these visits, the team witnessed the remarkable resilience of the entrepreneurs, evident in their innovative business approaches. Entrepreneurs showcased their adaptability to challenging economic conditions by fabricating machines locally to enhance business efficiency, implementing value addition strategies for distinctive market positioning, and leveraging local resources and knowledge.

Noteworthy examples include a thriving moringa producer in Tharaka Nithi, an entrepreneur in Embu County engaged in sunflower farming and production of edible oils, and a business focused on sweet potato farming, actively addressing post-harvest waste through innovative baking solutions. These visits provided valuable insights into the creativity and tenacity of entrepreneurs in different regions, reinforcing the impact of the GIZ WIDU Kenya project.



## Diaspora Outreach Strategy: 23-24 Nov



In Berlin, from November 23 to 24, 2023, the WIDU team collaborated with representatives of the Kenyan diaspora for a two-day reflections workshop on refining the diaspora engagement strategy. The workshop focused on evaluating the successes of the past three years while identifying key areas for improvement in the upcoming phase.

The result of this collective effort was the formulation of a diaspora strategy for Kenya, uniquely shaped by the principles of the Feminist Development Approach. This approach ensures an all-encompassing inclusivity, considering every diaspora member, regardless of their social context, economic status, gender, or occupation.

Crucially, the strategy underscores the significance of actively engaging with the Kenyan diaspora network. By seeking continuous feedback, we aspire to sustain and enhance the impact of WIDU's initiatives, fostering a dynamic and responsive relationship with the diaspora community.

## WIDU Kenya Impact Assessment Report

Look out for the impact assessment report of the WIDU Kenya Phase 1. The study was conducted October to December 2023 with an objective of assessing the impact of the Original WIDU Grant (OWG), and Local Thematic Calls, specifically the green call, and the food security call.

Conducted by Impact Loop Limited, a research company with roots in both London and Kenya, the assessment employed a meticulous tracer study.

This encompassed 203 survey interviews, 15 In-depth Interviews (IDIs) with entrepreneurs, 3 Focus Group Discussions (FDGs), 10 Key Informant Interviews (KIIs) with coaches, and 5 KIIs with diaspora members. The report delves into compelling findings related to job creation, income fluctuations, the efficacy of coaching, and the diaspora's role. Notably, it explores indirect effects such as the reduction of domestic violence, amplified supplier networks, an expanded market share, and a surge in business innovations.

The results of the impact assessment will offer insights that will not only inform future WIDU strategies but also contribute to the ongoing discourse on sustainable development in Kenya.

## 10th KDA Homecoming Convention: 6-8 Dec 2023



The Kenya Diaspora Alliance (KDA) held its 10th Annual conference 6-8 December 2023. The conference delved into various aspects, including the diaspora's contribution as investment accelerators, their inclusion in national building, and their involvement in governance. Additionally, the event sought to honour exceptional Kenyans making noteworthy contributions in their respective fields on a global scale.

23 entrepreneurs supported through the WIDU project had the opportunity to show case their products, leveraging the convention as a dynamic platform for networking, learning, and accessing valuable market opportunities.

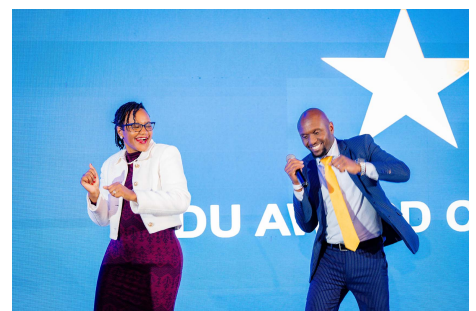
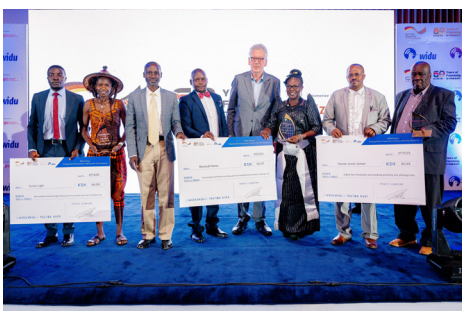
## WIDU Kenya Awards – Second Edition



Twenty-eight awards were up for grabs during the WIDU Kenya Awards on 7 December 2023 attended by entrepreneurs, diaspora, coaches, coaching organisations, diplomatic agencies and Government of Kenya. Hon. PS Roseline Njogu, Principal Secretary for the State Department of Diaspora Affairs, graced the event as the chief guest. In her remarks the PS reinforced diaspora as a distinguishable catalyst for change and applauded GIZ for the innovative WIDU project that practically harnesses the diaspora remittances through a bottom-up approach that is aligned to Kenyan government agenda.

The WIDU Kenya Awards ceremony was a vibrant spectacle of pomp, color, and dancing. Entrepreneurs, having undergone a rigorous nomination and public voting process, were awarded various prizes, including cash awards, training opportunities, and market branding. Notably, seven categories were acknowledged, encompassing excellence in green business, food security, digital business, service sector, youth businesses, 8 regional champions and coaches of the year. The event was attended by distinguished guests, including representatives from the German Embassy, EU representatives, the European Investment Bank, development partners, and GIZ Country Director, Mr. Bodo Immink.

[Click Here](#) to watch the highlights of the ceremony.



## Coaches Meeting



One of the distinguishable characteristics of WIDU project is provision of individualized coaching to entrepreneurs based on the business model canvas and financial literacy. Entrepreneurs rank WIDU coaching with a satisfaction level of 96%. In order to recognize the excellence in coaching, WIDU held a meeting on 8th of December 2023 with all the coaches. In attendance was the WIDU Kenya team, coaches and representatives from the coaching organizations, Association of Startup and SMEs Enablers of Kenya (ASSEK) graced by the Head of WIDU.africa Programme, Mr. Wolfram Zunzer.

The meeting focused on lessons learnt in the first phase, areas to improve and underscored the role of integrity as the guiding principle in all of WIDU's operations.

## Diaspora Investment Conference: 13-15 Dec 2023



The inaugural Diaspora Investment Conference, hosted by the State Department of Diaspora Affairs, was held 13-15 December at the Kenya International Conference Centre (KICC). WIDU Kenya participated in the conference as a strategic partner for the state department of diaspora affairs and had the project advisor Mr Eric Ndambuki participating as a panelist in one of the sessions where he shared the approach for WIDU as a pathway for Kenyan diaspora in Europe to invest back home by supporting their relatives with entrepreneurship aspirations.

During the closing ceremony of the conference which sought to facilitate networking and collaboration among different stakeholders, Fridah Kibuko representing GIZ Kenya Country Director Mr Bodo Immlink shared GIZ development cooperation approach of integrating diaspora into sustainable development approach. She extended an invitation to the Kenyan diaspora in Europe to join hands in supporting their families and friends through the WIDU.africa platform, a sentiment which was echoed by Ruth Owino, WIDU focal point in Belgium who stated that the project has helped in breaking the cycle of handouts.

## ***NON-WIDU INFORMATION***

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In this section we highlight events that may be of interest to WIDU partners and entrepreneurs. These activities are neither conducted nor supported by WIDU.

### ***Blue Water Kenya- Kenya Diaspora Business Mentorship Seminar***

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Blue Water Kenya invites you to join the **2024 Kenya Diaspora Business Mentorship Seminar** the **17th of January**, where **Lucy Jeffrey**, a seasoned expert, will serve as the key trainer. This transformative event is tailored for aspiring entrepreneurs seeking to make a global impact. With a focus on education, financial literacy, and international business, Lucy's diverse expertise promises to empower Kenyan entrepreneurs, equipping them with the essential knowledge, skills, and connections needed for success in the global business arena.

Don't miss this opportunity to elevate your entrepreneurial journey. For more details and to register, **Click Here**

# CALENDAR

Day	Month	Event
11-12	January	WIDU ETH- KE Training of Coaches
12-14	March	WIDU Training of Coaches

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