



# Women Entrepreneurship for Africa (WE4A)



## Catalysing the full potential of women entrepreneurs for employment creation and economic empowerment

### Context

The “Women Entrepreneurship for Africa” (WE4A) action is a partnership jointly supported by the European Union (EU), the Organisation of African, Caribbean and Pacific States (OACPS) and the German Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented by the Tony Elumelu Foundation (TEF), the Employment and Skills for Development in Africa (E4D) programme of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Seedstars Association for Entrepreneurship in Emerging Markets (SAFEEM).

WE4A provides African women entrepreneurs with enhanced business capacities, access to formal financial services and better market opportunities as well as helps them to integrate into local, regional and international value chains.

WE4A builds on the existing Tony Elumelu Foundation Entrepreneurship programme and combines the initial entrepreneurship training and seed capital with support through local entrepreneurial ecosystems as well as support to grow and access second stage financing.

WE4A combines the expertise of the partners to create a pathway to success for women entrepreneurs in Sub-Sahara Africa.

### Objective

Increase economic inclusion and empowerment of women as well as create more decent jobs in African economies.

### Funding partners

- European Union (EU)
- Organisation of African Caribbean and Pacific States (OACPS)
- German Federal Ministry for Economic Cooperation and Development (BMZ)

### Implementation

- Employment and Skills for Development in Africa programme (E4D / GIZ)
- Tony Elumelu Foundation (TEF)
- Seedstars Association for Entrepreneurship in Emerging Markets (SAFEEM)

### Region

Sub-Saharan Africa

### Duration

February 2021 – December 2023

# Strategy

The interventions have been divided into three components:



### 1. The Initiator

Entrepreneurship programme and seed financing for African women entrepreneurs, helping them to get started. 2420 entrepreneurs supported (5000 USD grant each, total 12,1 Mio. USD grants)



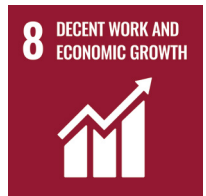
### 2. The Enabler

Catalyzes the entrepreneurial ecosystem to support African women entrepreneurs.



### 3. The Accelerator

Accelerates the growth of African women entrepreneurs and second stage financing. 99 entrepreneurs supported (1,950 Mio. EUR grants)



# Impact

WE4A contributes to closing existing gender gaps in the labour markets, especially in terms of quality jobs and in terms of empowering women entrepreneurs and promoting women's entrepreneurship. Moreover, women who become successful entrepreneurs serve as role models in their societies and encourage other women and girls to pursue their choice of career. Beyond the immediate effects on directly supported businesses, WE4A improves the business development support structures for African women entrepreneurs through collaboration with the local entrepreneurial ecosystem including SME agencies, chambers and business associations, financial institutions, enablers and regulators, innovation hubs and national accelerators, local financial and non-financial business service providers and women's networks.

## 2,100 women-led enterprises


enhanced their business capacities (measured by turnover increase, staff increase, access to value chains or reaching sector specific standards)

## 5,900 new decent jobs

have been created in women-owned enterprises

## 552 entrepreneurs

with access to further 2nd stage funding



*“I am proud that I have managed to overcome all odds. I am proud that I mustered the courage to found and build a team, even though I am defined by only one thing, namely being a woman, and I am proud of my perseverance, even in difficult times ...”*

Leandra Lyimo  
Founder of REFIXIT, Dar es Salam / Tanzania

**Contact**

**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**

Employment and Skills for Development in Africa (E4D)  
Miriam Douiri  
[miriam.douiri@giz.de](mailto:miriam.douiri@giz.de)

**European Union (EU)**

Joanna Kahiluoto  
[joanna.kahiluoto@ec.europa.eu](mailto:joanna.kahiluoto@ec.europa.eu)

**Organisation of African, Caribbean and Pacific States (OACPS)**

Junior Lodge  
[junior.lodge@acp.int](mailto:junior.lodge@acp.int)

**Tony Elumelu Foundation (TEF)**

Somachi Chris-Asoluka  
[somachi.chris-asoluka@tonyelumelufoundation.org](mailto:somachi.chris-asoluka@tonyelumelufoundation.org)

**Seedstars Association for Entrepreneurship in Emerging Markets (SAFEEM)**

Elizabeth Jones  
[elizabeth@seedstars.com](mailto:elizabeth@seedstars.com)

The WE4A project is enhancing business capacities of women-led enterprises and supporting their integration in local and international supply chains. / Photos: © TEF / Design: blila.

Published by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH / As of October 2023 / GIZ is responsible for the content of this publication