

# GIZ Business Hub Ethiopia

## Together towards sustainable development

Work with the private sector? Of course! This is something that GIZ has been doing for many years. Partnerships with the private sector are crucial to development cooperation to achieve the global sustainability goals set out in the 2030 Agenda. When state actors pool their re-sources and energies with those of the private sector, we significantly enhance the impact of development outcomes.

### Development partnerships with the private sector

Partnerships with the private sector combine the skills and capacity of private companies with those of government and civil society actors. The public and private stakeholders each assume a share of the financing and cooperate in designing, planning and implementing these projects. Cooperation that draws on the complementary strengths of the partners involved can achieve development results and help to change and improve local conditions as required at business management level. Emphasis is placed on creating sustainable structures that remain in place once the joint project is completed.

### GIZ Business Hub Ethiopia

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Ethiopia established the GIZ Business Hub Ethiopia in 2021 to coordinate its strategy for working with the private sector. Ethiopia has been making significant progress in its economic development for several years and is now achieving annual growth of around 10% (pre-Covid). Following this development, GIZ Ethiopia's portfolio in the field of private sector development has been growing and cooperation with the private sector has become a crucial factor to this.

The Business Hub is dedicated to fostering the establishment and implementation of development partnerships with the private sector. This effort includes advising both international and national companies on collaboration opportunities with GIZ and offering support and assistance in jointly developing project ideas with the private sector.

The GIZ Business Hub Ethiopia works closely with the Special Initiative "Decent Work for a Just Transition", develoPPP4jobs.de, and the GIZ Business Scout for Development Programme.

The Business Hub currently coordinates, implements and supports several projects with the private sector, incl. 12 development partnerships with the private sector in close cooperation with projects and programs. The development partnerships have a total volume of approx. 30 Million Euros, of which more than half (65%) come from funds of private sector partners.

### What do we offer?

You want to take the opportunity to expand your business: open up new exciting markets, get to know international and local business partners and create sustainable job prospects.

We provide you with advice and know-how, financial support and networking with local and international companies.

### Private Sector Collaboration

The Business Hub currently coordinates, implements and supports several projects with the private sector, incl. 15 development partnerships with the private sector in close cooperation with projects and programmes. The development partnerships have a total volume of approx. 40 Million Euros, of which more than half (65%) come from funds of private sector partners.



Fig. 1 and 2

MELA sanitary pads in production.

# Examples of Private Sector Cooperation Projects

## Green jobs for decent work in the menstrual hygiene sector in Ethiopia.

To address the increasing demand for sustainable menstrual products and leverage economies of scale, the “Special Initiative on Decent Work for a Just Transition II” is collaborating with Mela for Her Company. The project is commissioned by the German Ministry for Economic Cooperation and Development and implemented by the GIZ Business Hub in Ethiopia.

Mela for Her is a social start-up enterprise that aims to transform women’s and girls’ lives across Ethiopia by providing them with access to affordable and eco-friendly menstrual products and menstrual health education while creating green job opportunities.

The project aims to increase the production and product quality of the company while offering on-the-job training and creating new green jobs, particularly for women and youth, in the menstrual hygiene sector in Ethiopia.

So far, a total of 54 women are trained in the production of reusable sanitary pads (among these 4 disabled women), 49 Jobs have been created from these 15 maintained, and 32 new jobs have been created. A total of 121 women from Yiregalem, Sidama region trained a Sales Skills, Social Marketing, and Menstrual Hygiene Management training.

As a seed capital for the trained Sales Skills, Social Marketing, and Menstrual Hygiene Management trainees 1600 menstrual hygiene products /kits were delivered to 50 women with a total value of Birr 567,150.

Due to the support, Mela for her company has increased the number of employees from 14 to 36, and production has increased from 10,000 pads per month to 40,000 pads per month. Besides additional 15 indirect jobs were created in Mela for her production places.



Fig. 3 and 4

MELA sanitary pads demonstration.

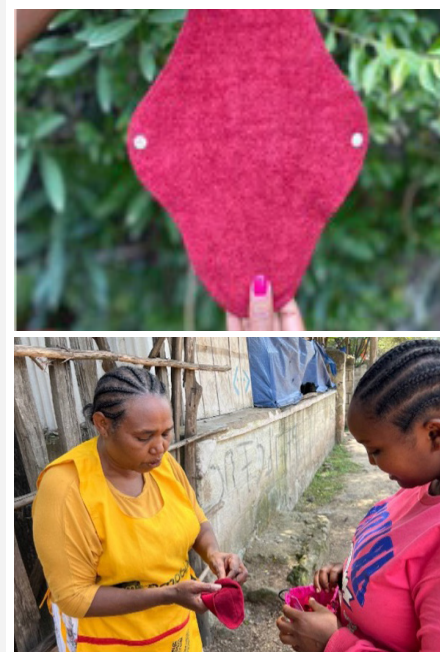


Fig. 5 and 6

One of the training participants at Salma Furniture



## Establishment of a training center for the wood sectors and furniture works (develoPPP)

The aim of the three-year project (Nov. 2020 – Oct. 2023), was to set up a training center for the wood sector and furniture industry in Addis Ababa that offers practice-oriented training to improve the employability of people.

The focus was on supporting young people, women, and people with disabilities. Following the establishment of the training center, which also offers suitable workplaces specifically for training people with disabilities.

Salma Furniture not only taught general carpentry and furniture manufacturing skills, but also trained the trainees in resource-efficient working methods and the reuse and refurbishment of used wood and furniture.

In this way, the company is making an important contribution to resource conservation and the recycling of wood waste as well as environmentally friendly furniture production. To ensure a broad impact, a total of 335 other participants, including 72 women, such as vocational school teachers, university students, and employees from other wood processing companies, were trained.

The successful project has great potential for scaling up. Together with Salma Furniture and vocational training institutions, other wood processing companies from Addis Ababa would like to take up and expand the resource-conserving approach and practice-orientated training as part of a sector-wide industry initiative. The aim is to place an even greater focus than before on disadvantaged groups.

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