



Harnessing diaspora remittances to unleash African SME's potential

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WIDU.africa

*the online platform promoting small
businesses through a combined
financing and coaching approach in
cooperation with the diaspora*

About WIDU.africa

WIDU.africa is a project implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) with the primary aim of improving the employment and income potential of micro and small entrepreneurs. To do so, WIDU cooperates with the African diaspora in Europe. All project activities are carried out via the specially developed online platform, www.widu.africa, which was launched in November 2019. After successfully piloting in Ghana and Cameroon, the project has progressively expanded its activities to Ethiopia, Kenya, Togo and Tunisia.

Since then, the WIDU project has been working to harness the potential of the diaspora for economic development and job creation. Through this cooperation, it has been possible to implement various joint activities aimed at mobilizing members of the African diaspora for the benefit of micro and small businesses in these six countries. Using an innovative and digitized approach, WIDU aims at

maximizing the impact of remittances from Africans living abroad in a simple, direct, and transparent way. This is an opportunity to overcome the barriers associated with access to finance and make households more self-sufficient through income diversification.

In concrete terms, through this approach, an entrepreneur can benefit from the financial support of friends and family abroad and double his or her contribution thanks to a subsidy of up to 2.500 euros offered by WIDU. In addition to financial support, WIDU entrepreneurs also benefit from professional and individualized coaching.

Participation is open for entrepreneurs in all sectors of activity and is subject to the following conditions: you must be supported by a diaspora donor living in one of the nine countries in Europe (Germany, Austria, Belgium, Denmark, France, Norway, the Netherlands, Sweden, and Switzerland) and wish to support an entrepreneur located in one of WIDU's six partner countries.

The Challenge

Employment prospects are key to development and stability across different regions of Africa. Many entrepreneurs in Africa have the potential to create new jobs. However, they often lack not only access to financial services and capital but also to individual coaching and training to expand their entrepreneurial skills.

At the same time, the African diaspora in Europe presents a major opportunity to address these challenges, transferring billions of Euros to their countries of origin each year. So far, only a small proportion of it is invested in businesses and their activities. There is untapped potential to involve the diaspora as a contributor to entrepreneurial engagement through capital and knowledge transfer. By leveraging the resources and expertise of the diaspora, WIDU can create outstanding opportunities for African entrepreneurs.

Our Approach

WIDU.africa focuses on supporting micro and small businesses to create sustainable jobs as well as to foster digital transformation. Through a combined grant up to 2,500EUR and a coaching approach adapted to the entrepreneurs needs, the project unlocks the potential of entrepreneurs, turning their ideas into employment and income. To achieve this, WIDU.africa cooperates with the African diaspora in Europe. It is the diaspora that invites friends and family in their countries of origin to participate in the program and thus makes an initial, qualitative pre-selection of businesses that they consider eligible. In addition, the project thereby reaches those micro and small businesses that would otherwise have little or no access to other forms of financial support or training.



Our Results

Since the platform went live in October 2019, WIDU.africa has successfully contributed to economic development in its six partner countries.

The platform mobilized more than 8 million euros of private investments and paid out 9 million euros in grants that benefitted more than 5,480 businesses. More than 2,520 of the supported businesses were owned by women. WIDU.africa support resulted in more than 10,000 new and sustained jobs. Particularly women benefitted from these efforts: almost 50% of those jobs were held by women. After over 11,500 coaching sessions, 95% of participants testify that the provided coaching improved their business skills.



The platform mobilised more than

€ 8m

Euros of private investments and paid out

€ 8.9m

Euros in grants

that benefitted more than
5,480 businesses.

46%

of the supported businesses were owned by women.

WIDU.africa support resulted in more than

11,000 new and sustained jobs.

Almost **53%** of those jobs were occupied by women.

After over

11,500 coaching sessions

95% of participants testify that the provided coaching improved their business skills.

As of February 2024



WIDU Funding Instruments for Small Businesses in Africa

WIDU.africa aims at providing context-specific funding instruments to support micro and small enterprises that can be easily scaled up.

Original WIDU Grant

The Original WIDU Grant is the project's first and main funding instrument. It aims to facilitate access to finance for micro and small businesses with the support of the diaspora. Through this instrument, members of the African diaspora living in Europe can support financially their family and friends in developing their businesses in the African participating countries. The private joint investment must include 25% part of the entrepreneur and 25% financial support from the diaspora. WIDU supplements this amount with a grant up to a 2,500 euros (equivalent to 50% of the joint investment). The entrepreneur and diaspora pair can register up to 3 times, ensuring continuity in their development and the viability of their activities.

- For small businesses from all business sectors
- A private investment by the entrepreneur is required
- A financial contribution by the diaspora is required

Local Call

In 2022, WIDU.africa launched the Local Call. This fund-

ing instrument is available directly to local entrepreneurs to boost their businesses in specified thematic areas and does not require the support of the diaspora. Each Local Call addresses a specific topic, which may differ from country to country depending on strategic priorities from partners and donors (Women Call, Green Call, Digitalization Call, etc.). The local call provides grants of up to 5,000 EUR, and the entrepreneur's minimum share of the total investment is 25%.

- For innovative small businesses from specific sectors or thematic
- A private investment by the entrepreneur is needed
- No diaspora contribution is required

Corona Business Grant

In spring 2020, within six weeks, WIDU had set up the Corona Business Grant and, over the course of the following 2.5 years, successfully contributed to the mitigation of the COVID-19 pandemic effects. This rapid response instrument has proven its effectiveness and is available to be implemented in cases of emergency on very short notice. Through the instrument, more than 500 MSMEs were supported, creating and sustaining over 1000 jobs.

- No private investment is required

WIDU.africa in Practice

To reach its goal, WIDU.africa developed a digital platform to ensure inclusion, accountability, and transparency. It uses a combination of online and offline approaches for efficiently and securely managing project proposals and collecting results data. The digital approach ensures a high level of scalability.

The only requirement for using the platform is having a device with internet access, which is mostly the case, even in rural areas. In addition to financial support, the entrepreneurs receive personalized coaching from local business advisors that enables them to implement their business plans effectively. In this way, African entrepreneurs learn new skills crucial to establishing new businesses or running their existing businesses successfully.



How does WIDU work?

Step 1

A diaspora member registers on the platform and sends an invitation link to the entrepreneur.

Step 2

The entrepreneur describes his or her project and submits the investment plan on the platform, in coordination with the diaspora. Once pre-selected, the entrepreneur receives a first visit from the WIDU coach. Together, they assess the needs and opportunities of the business, and make any adjustments to the investment plan if necessary.

Step 3

The entrepreneur receives his or her funds from the diaspora and spends their private investment.

Step 4

After providing receipts that prove his or her expenditures of the private investment, **the entrepreneur receives his or her second coaching session**. Afterwards, WIDU decides whether the entrepreneur is eligible to receive the WIDU Grant.

Step 5

After receiving and spending the WIDU Grant according to the investment plan, **the entrepreneur needs to document his or her expenditures on the platform again and will receive his or her third business coaching**. After successfully closing their project on the platform by submitting proof they can then apply for a second Grant!

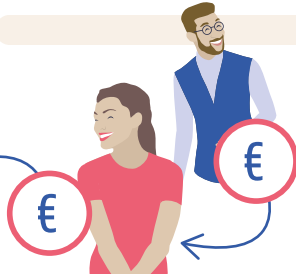
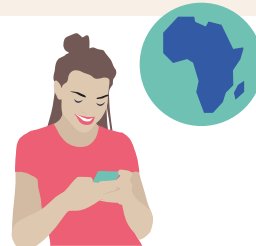


1

Registration on
the platform

Submission of the
investment plan

2

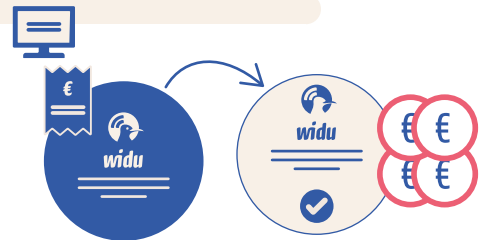


3

Receipt of funds and
private investment

Grant application

4



5

Project closure



Success Stories

*Empowering entrepreneurial mindset:
Unveiling the WIDU impact on
African Entrepreneurs' Journeys*



Mellow Group – Inspiration for a Generation of Young Entrepreneurs

Sandra Aboh Tembei, a young engineer turned entrepreneur, leads Mellow Group Limited, a pioneering company in Cameroon's steel industry. Her vision? To revolutionize Africa's economic landscape by shifting from imports to local manufacturing powered by cutting-edge technologies.

Mellow Group doesn't just produce steel products; it crafts quality furniture, decorative items, and construction accessories while also offering interior decoration services. Sandra's company even collaborates with local carpenters, promoting community engagement and supporting artisans.

To strengthen her entrepreneurial journey, Sandra received support from the WIDU project through technical assistance and a grant. With the project and a private investment from a diaspora relative, Sandra was able to acquire a new industrial machine. This acquisition significantly improved the production process and reduced product delivery times. Sandra speaks favorably about the impact of the grant on Mellow Group's activities: *"We were able to acquire an industrial machine that allowed us to speed up the production process and the delivery time of all our products. Our customers are satisfied, and we receive multiple recommendations thanks to WIDU's grant."*

Sandra's efforts and impact within the entrepreneurial ecosystem in Cameroon were recognized on November 17,

We were able to acquire an industrial machine that allowed us to speed up the production process.

Sandra Aboh Tembei

My personal goal is to bring back enough skills in Africa to tackle the energy problem faced by the continent as a whole and Cameroon in particular.

Fokam Jacques Isacar

2023 when she received the Young Entrepreneur of the Year award during the WIDU Awards ceremony. During this event, Sandra expressed her gratitude with humility: *"I am so surprised to receive this award; 'My gratitude goes to WIDU and my coach. She ensured that we progressed at every step, and I am very grateful to her. This is the recognition of hard work, and I am very grateful that all this work has paid off."* Fueled by this recognition, Sandra plans to expand her activities in Cameroon, reinforcing her commitment to economic growth, technological progress, and job creation. Sandra Aboh Tembei's success testifies to the transformative power of the entrepreneurial spirit initiated by the new generation of entrepreneurs in Africa.



Entrepreneur
Sandra Aboh Tembei

Diaspora Donor
Fokam Jacques Isacar, Germany

Funding Program
Original WIDU Grant

Created & Sustained Jobs
5 Jobs

Beta Blockers – Ethiopian Crackers to reduce malnutrition among children

Meet four young entrepreneurs from Addis Ababa, who want to impact the lives of millions of Children in Ethiopia through locally sourced crops: Naol, Kirubel, Mussie and Yoseph. Together, they developed a recipe for crackers that can fight malnutrition of children.

Naol and his friends are 5th-year Pharmacy students at Addis Ababa University and started their entrepreneurial journey by participating in the Hult Prize for Addis Ababa University. After winning The Hult and the NextGen East Africa World Food Programme Innovation Competition they started implementing their business idea: *“Starting a business while still enrolled in university is very challenging. But the good thing is that we are four people, and we share our loads together and solve them as a team”*. Their participation in WIDU enabled them to scale up the idea and to kickstart production of their nutritional crackers and other Supplement food products. To help children facing Malnutrition in Ethiopia, Beta Blockers Initiative uses local ingredients like wheat maize and other locally found product for their cookies. In addition, they offer trainings for mothers and children about nutritious dietary practices.

WIDU's Corona Business Grant allowed them to implement and start their working site, they were able to purchase important equipment like an oven and mixer. During their coaching sessions they modified their business plan:

In our coaching sessions we got excellent practical on job trainings on marketing research, business management and sustainable customer handling. We are very pleased for having such kind of professional experiences.

Naol Oli

I like to support interesting Ideas which are sustainable and Community influencing Projects. I believe Social Entrepreneurship should be widely assisted both in Ethiopia and Africa to elevate the quality of life.

Amartii Tadasse

“It is the best culture of funding style that WIDU is following, it energizes the youngster and the coaching helps to invest it in the right investment. From my perspective it is the best way to help Entrepreneurs in Ethiopia and Africa”, says Naol. Looking back on their entrepreneurial journey so far, he adds: “I learned an important lesson: Bearing most of the risks leads to enjoying most of the rewards.”



Entrepreneur
Naol Oli

Diaspora Donor
Amartii Tadasse, Sweden

Funding Program
Corona Business Grant

Created & Sustained Jobs
7 Jobs

Smart Footwear – Diaspora funding and expertise allowed a shoe workshop in Ghana to flourish

Together with his friend Stephen, economist Silas Amo-Agey from Lausanne, Switzerland participated in WIDU.africa: “As an economist, in my publications and my PhD at the University of Lausanne in Switzerland, I explore the links between health, work and well-being. My aim is to find a way to reduce inequality and poverty and improve well-being around the world.” Silas supported Stephen, who owns a shoe workshop in Accra, in more than one way; especially Silas expertise in combination with the WIDU coaching changed Stephen’s way of running his business.

Stephens workshop “Smart Footwear” produces men’s and women’s shoes and sandals. Through private investment and his WIDU funding, Stephen was able to purchase new machinery for his workshop. Thanks to his new grading and stamping machines he can now provide 80 per cent of the production process in his workshop. Less outsourcing enables Stephen to speed up his processes and to now meet even tight deadlines by his costumers.

Today, Silas and Stephen look back at their participation in WIDU with satisfaction. When asked what stood out for him, Silas answers: “I found it exciting to watch Stephen develop professionally over the course of the project and become more financially independent. I mean, after all, he

The skills I learned in WIDU coaching have advanced my business in ways I could not have imagined before

Stephen Duah

I find WIDU’s intervention—in collaboration with diaspora donors—very timely and impactful in changing lives and giving hope to local small-scale entrepreneurs.

Silas Amo-Agey

was a skilled, smart businessman before, who was able to support his family and knew what he needed to grow his business. He just didn’t have access to these things.” He continues: “The best way to explain his progress is probably with an example: Before we started the project, accounting was not a priority for Stephen. And now? He keeps books and what’s more – on my and the advice of his coach – he has even set up an investment account with a local mutual fund, which he uses to generate additional funding for his business. I find this transformation incredibly impressive and am very happy for him.”



Entrepreneur
Stephen Duah

Diaspora Donor
Silas Amo-Agey, Switzerland

Funding Program
Original WIDU Grant

Created & Sustained Jobs
2 Jobs

Ka-Akwacha Hotel – Dream Jobs in Tourism for Young People

Leonard Adundo is a successful hotel owner from Kisumu, Kenya. Even though he never planned to start a career in the hospitality industry, everything changed when his wife passed away. He decided to take over her family's business – a hotel called Hangover Ka-Akwacha Hotel and to pay tribute to her with his success.

Leonard Adundo is driven by a commitment to quality and continuous improvement in his work. He's ambitious with a strong motivation to be successful as he took over the hotel of his wife's family. Through the WIDU funding Leonard was able to buy modern restaurant equipment for Hangover Ka Akwacha Hotel: Refrigerators, seats, tables and cutlery. The investment has enabled him to hire 17 employees, especially young people and women.

Beyond the investments to upgrade the restaurant, he was also able to improve the hotel's accommodations with new beds, bedding and TV sets, among other things.

With WIDU and his donor Susan, who lives and works in Germany, Leonard was able to make a big leap forward with the "Hangover Hotel Ka-Akwacha Foods" and fulfilled his vision of creating jobs and contributing to his community.

I can guarantee the employees and myself a decent income and thus make a contribution to improving living conditions.

Leonard Adundo

I was a business owner in a small town in Kenya myself before moving to Germany and I am well aware of difficulties in establishing a business. For that reason, I am passionate about empowering individuals aspiring to venture into business.

Susan Obiero

Leonard's positive impact as a young entrepreneur and his contributions to the community in Kenya were recognized on December 2022 when he was awarded as second runner-up for a WIDU Award as Best Service Company of the Year during the WIDU Awards ceremony in Nairobi.



Entrepreneur
Leonard Adundo

Diaspora Donor
Susan Obiero, Germany

Funding Program
Original WIDU Grant

Created & Sustained Jobs
17 Jobs

Philab – WIDU Grant enables expansion of spice production

In Ablavi's shop in Lomé, the capital of Togo, the air is filled with the intense aroma of spices and herbs. Vibrantly colored containers in red, green, and yellow adorn the walls of her store. In these containers, you can find dried garlic, ginger, cinnamon, turmeric, pepper, black cumin, and parsley. Ablavi, the 58-year-old entrepreneur and founder of PHILAB, makes her living by producing spice blends. Ablavi is highly successful in this endeavor, as not only in Togo but also abroad, numerous supermarket chains, restaurants, and hotels now rely on the founder's spice blends.

In 2017, Ablavi turned her vision into reality and founded PHILAB. *"My motto is: Cooking can be simple and creative when you always have a good spice at hand."* To live up to this promise, Ablavi processes the products in her store's kitchen according to the highest quality standards. She carefully inspects and sorts the purchased spices, meticulously removing impurities from the final product with precision. Anything that doesn't meet the required quality is ground into a fine powder. This process explains Ablavi's success and why so many dishes in Lomé are enhanced with her spices.

PHILAB is a clear example that business models don't need to be complicated to function very well. Nevertheless, every business start-up is a challenging endeavor, especially

My motto is: Cooking can be simple and creative when you always have a good spice at hand

Ablavi Anika

My motivation was to support my sister with creating jobs in Togo

Yao Anika

when aiming for the highest quality, as in Ablavi's case. To earn enough from her spices and meet the growing demand, Ablavi had to find ways to produce more spices. However, she lacked the financial resources necessary for the required investments.

At the right moment, her brother Yao Anika, who lives in Germany, learned about WIDU.africa. Convinced of the idea of becoming her diaspora donor, he invited his sister to participate in the Original WIDU Grant program: *"My motivation was to support my sister in creating jobs in Togo."* With her participation, Ablavi received a private investment from her brother and the WIDU grant. She used this money to purchase machinery and packaging for her products. She says, *"The investments allowed me to increase my production capacity."* Finally, she could respond to the demand for her product.



Entrepreneur
Ablavi Anika

Diaspora Donor
Yao Anika, Germany

Funding Program
Original WIDU Grant

Created & Sustained Jobs
2 Jobs

Embalini – A Tunisian packaging company goes green

With the support of WIDU, Soumaya Hammami has transformed her cardboard packaging project into a totally eco-responsible business.

Just a few years ago, Soumaya Hammami was meant for a completely different career path. After obtaining an applied degree in health and professional safety from the Institut National de Travail et des Études Sociales in Tunis in 2009, Soumaya started her career within the municipality of Mejez el Bab in the North region of Béja, becoming very active in civil society. *“While working for the municipality, I realized that plastic waste management was a real issue for our region, but also for our country in general. That’s when my project idea was born.”*

In the midst of the COVID-19 crisis, she set herself the challenge of becoming an entrepreneur and launched “biopack SH”, her business project for the production of paper and cardboard packaging, a biodegradable alternative she sees as an obvious way of ensuring a cleaner industrial future. Soumaya took part in WIDU twice, with the support of a relative living in Germany, and obtained the classic grant that helped her to acquire the raw material and a paper-cutting machine.

“WIDU’s support has opened up new horizons for me as a medium-sized project and is helping to sustain job oppor-

While working for the municipality, I realized that plastic waste management was a real issue for our region, but also for our country in general. That’s when my project idea was born.

Soumaya Hammami

tunities in the face of the economic crisis.” In July 2023, a new financing instrument for women entrepreneurs was launched in Tunisia in cooperation with the WoMENA project implemented by GIZ: the Local Call: #WomenCall. Soumaya seized this opportunity, and obtained a grant of 16,500 DT to help her develop her new waste paper recovery activities.

“My recent immersion in the field of waste paper recovery represents a significant change. A breakthrough made possible thanks to WIDU. Without this program, it would have been difficult to achieve.”

Renamed “Embalini”, Soumaya’s company aims now to apply the circular economy model to its activities, and eventually become a 100% Tunisian-produced packaging company. The company doesn’t just produce simple packaging, but a healthy packaging medium adapted to international standards for the agrifood and medical sectors.



Entrepreneur
Soumaya Hammami

Diaspora Donor
No diaspora donor involved

Funding Program
Local Call: #WomenCall

Created & Sustained Jobs
5 Jobs



*What is the impact of the WIDU.Africa
project on job creation, business
performance and knowledge increase?*

WIDU Rigorous Impact Evaluation

The Rigorous Impact Evaluation was conducted over the last three years to get a full picture of the impact of WIDU. africa in the two pilot countries Cameroon and Ghana. During this period, the project collected data in over 1,800 interviews with more than 700 businesses, including a control group of entrepreneurs not supported by WIDU. Study participants were interviewed three times across different time-intervals. This approach has allowed WIDU to draw conclusions about the direct and indirect effects of WIDU support on micro-enterprises.

Methodology: To understand the impact of the WIDU project, the research team followed a Difference-in-Difference (DiD) approach, collecting panel survey data from 493 project participants and non-project participants in Ghana and Cameroon across three points in time.

- Baseline: Before the 1st coaching visit
- Midline: Before the WIDU grant payout
- Endline: 6 months after grant payout

Non-participants were selected from within the pool of WIDU applicants but had left their application idle for at least 3 months. The survey data was complemented by qualitative data in the form of in-depth interviews with the diaspora, entrepreneurs and WIDU coaches.

Limitations: Selection bias may be present due to the non-random allocation of treatment and comparison groups. The time passed between baseline and endline was longer for the comparison group (15.8 vs 13.9 months), and we encountered interview attrition and some missing values.

Researchers: A team of consultants from Athena Informatics, Impactloop and Scio Network.

Results

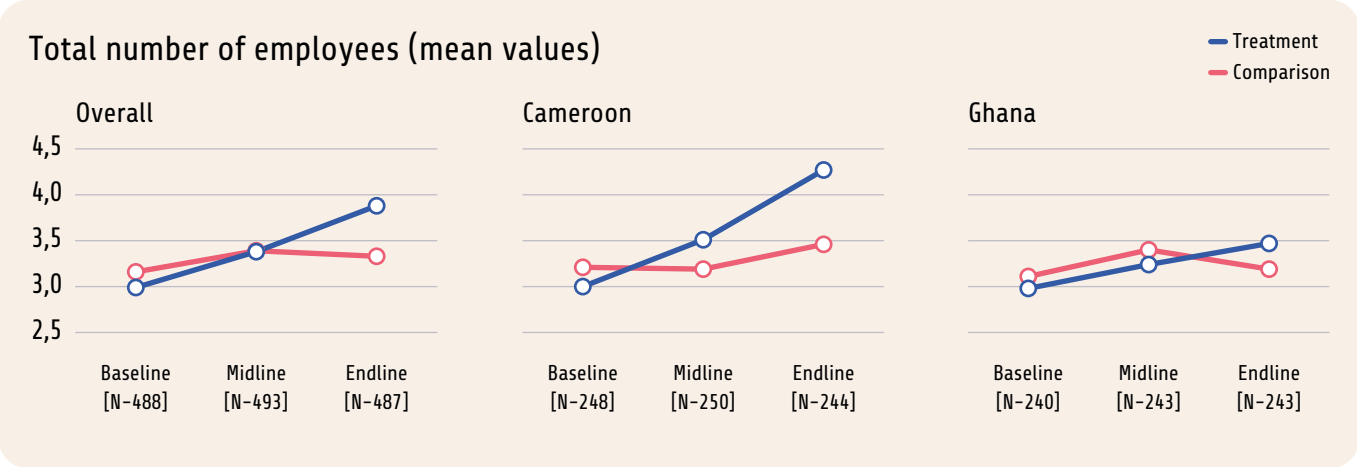
WIDU creates new jobs

Entrepreneurs supported by WIDU demonstrably create more new jobs than those who did not complete the programme.

At the start, the comparison businesses had on average more employees (3.2 vs. 3), but this reversed at the endline (3.9 vs. 3.3). Also, a higher share of WIDU-supported businesses experienced an increase in employees compared to the comparison group (55% vs. 42%), and fewer observed a decrease (18% vs. 25%). The decrease in employees observed in comparison businesses was also larger (-2.4 vs -1.7) than that of the treatment group. In Cameroon, businesses saw a more substantial increase in employees (0.9) compared to Ghana (0.4). The DID revealed an effect size of 0.8 employees (95% confidence interval), six months after grant payout.

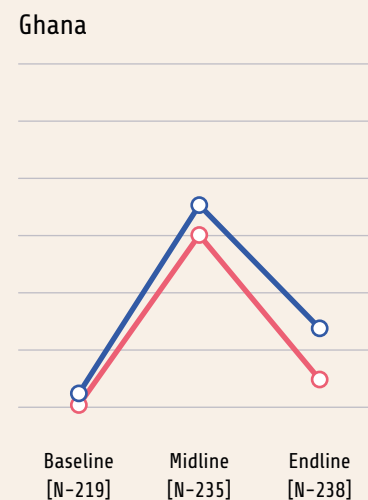
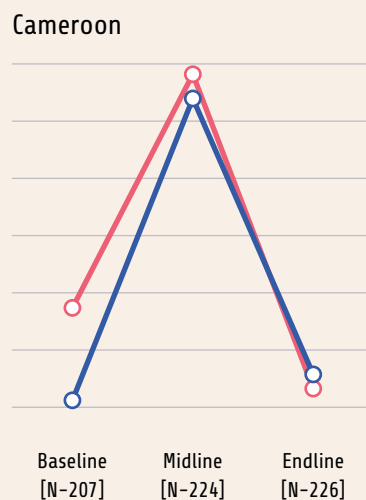
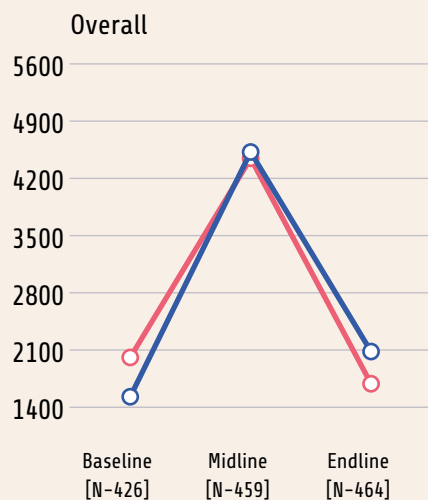
WIDU increases Business Performance

Businesses in both groups first experienced an increase in both revenue and profit and then a decline, due to external factors. Nearly 75% of businesses were negatively affected by inflation, leading to a loss in transactions and profit. For the treatment group, both turnover and profit, which was lower at the start, increased on average whilst they decreased for the comparison group (baseline to endline). Yet, positive changes amongst WIDU participants were greater in Ghana than in Cameroon. The DiD indicates an attributable impact of EUR 845 in revenue and EUR 293 in profit at the endline.



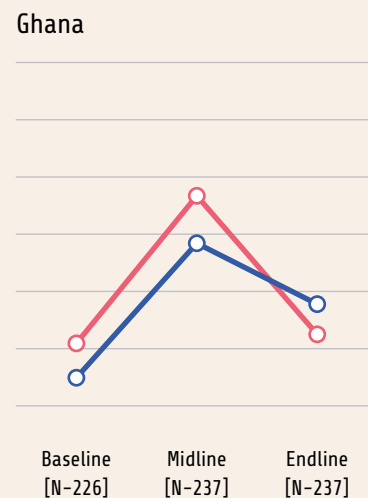
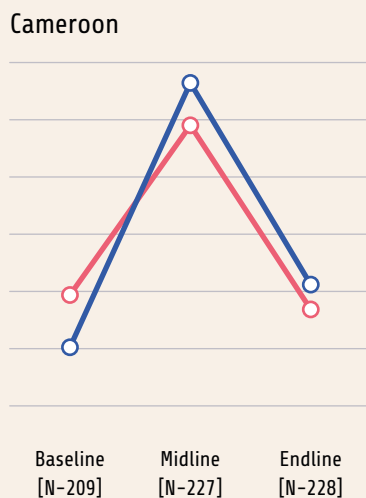
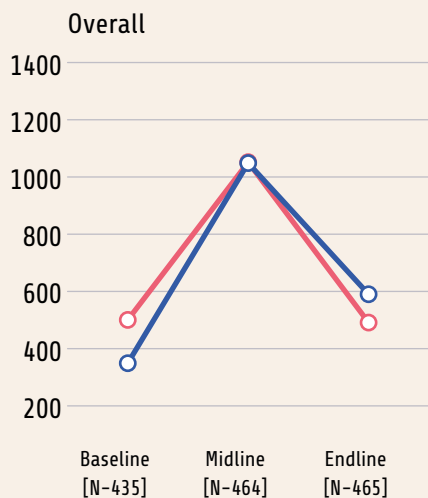
Average business turnover in the last six month (in Euros)

— Treatment
— Comparison



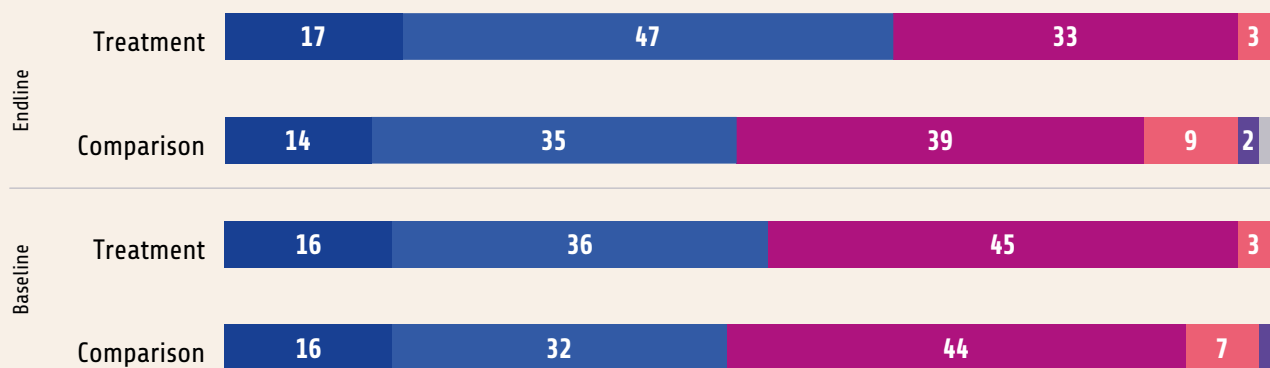
Average business profit in the last six month (in Euros)

— Treatment
— Comparison

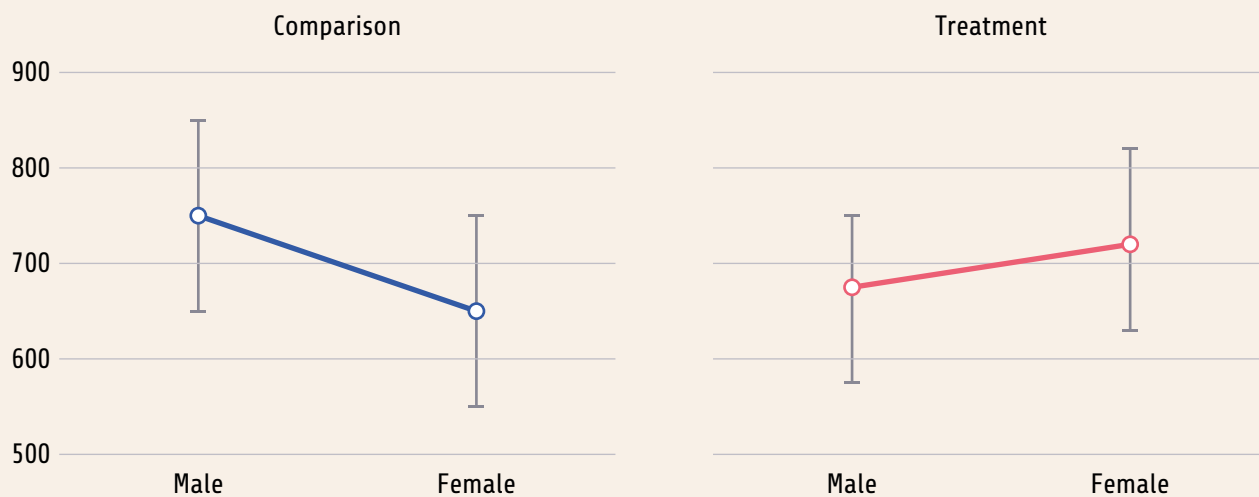


How would you assess your financial capability? (in percent)

Very good Good Medium Poor Very poor No info



Predictive margin of business profit in last six month in relation to gender (in value)



WIDU encourages Business Formalisation

The share of WIDU-supported businesses that are tax-registered increased from 31% at the baseline to 46% at the endline, whereas the comparison group's share remained unchanged. Also, more treated businesses started keeping (or improving) a record-keeping system for employees, and for income and expense.

WIDU increases Business Knowledge

The supported entrepreneurs state that their skills have improved – this effect is particularly clear in the area of accounting. Here, WIDU coaching demonstrably helps more entrepreneurs to document their income and expenditure and thus track their company's turnover and profits.

Overcoming gender barriers

The RIE, in line with other studies, shows that women entrepreneurs face additional gender-specific barriers compared to men, for example regarding accessing finance. At the baseline, their businesses were on average smaller, less formalised and less profitable. However, when participation is interacted with gender, we find that the negative effects of being a female entrepreneur are no longer statistically significant over time, even when controlling for other factors. Thus, WIDU neutralizes some gender-specific barriers women entrepreneurs are facing.

Indirect Effects of WIDU

Survey and qualitative data suggests that WIDU has many other positive effects on the beneficiaries' lives. On the household-level, WIDU improves the access to education, nutritious food and healthcare of family members. Entrepreneurs improved their social standing, while women and youth entrepreneurs in turn report an increased decision-making power.





*Exploring opportunities of partnerships
and collaborations to contribute to
WIDU's positive impact on SMEs in Africa.*

How to Get Involved

Opportunities to Invest in WIDU.africa

Organizations working towards promotion of job creation in Africa by specifically targeting micro-enterprises as well as Development Banks or other Funding Organisations can cooperate with WIDU.africa. Cooperation with WIDU means benefitting from our established structures in our partner countries and from our connection to the African diaspora in Europe. Our funding instruments are proven, flexible and can be set up easily and quickly.

- Original WIDU Grant
- Existing and/or new Local Calls
- Rapid response grant

The WIDU platform combines technical and financial development cooperation approaches: entrepreneurs receive financial support and at the same time undergo tailored capacity building measures (business coaching).

Cooperation with WIDU offers:

- To promote economic development in Africa through the SMEs support in Africa
- Targeted promotion of economic sectors (e.g. Local Calls)
- Possibility to reach and support enterprises in Africa directly in the event of a crisis (Corona Business Grant and Rapid Response Grant)
- Access to diaspora networks in Europe

The benefits of WIDU:

- The project has three different financing instruments adapted to African entrepreneurial ecosystems alongside the needs of entrepreneurs;
- WIDU is available in six African countries so far, with the possibility of expansion;
- WIDU involves the African diaspora in Europe, currently in nine countries, with the possibility of expansion;
- WIDU has an extensive communications network and a strong brand awareness.

Our partners



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