



widu

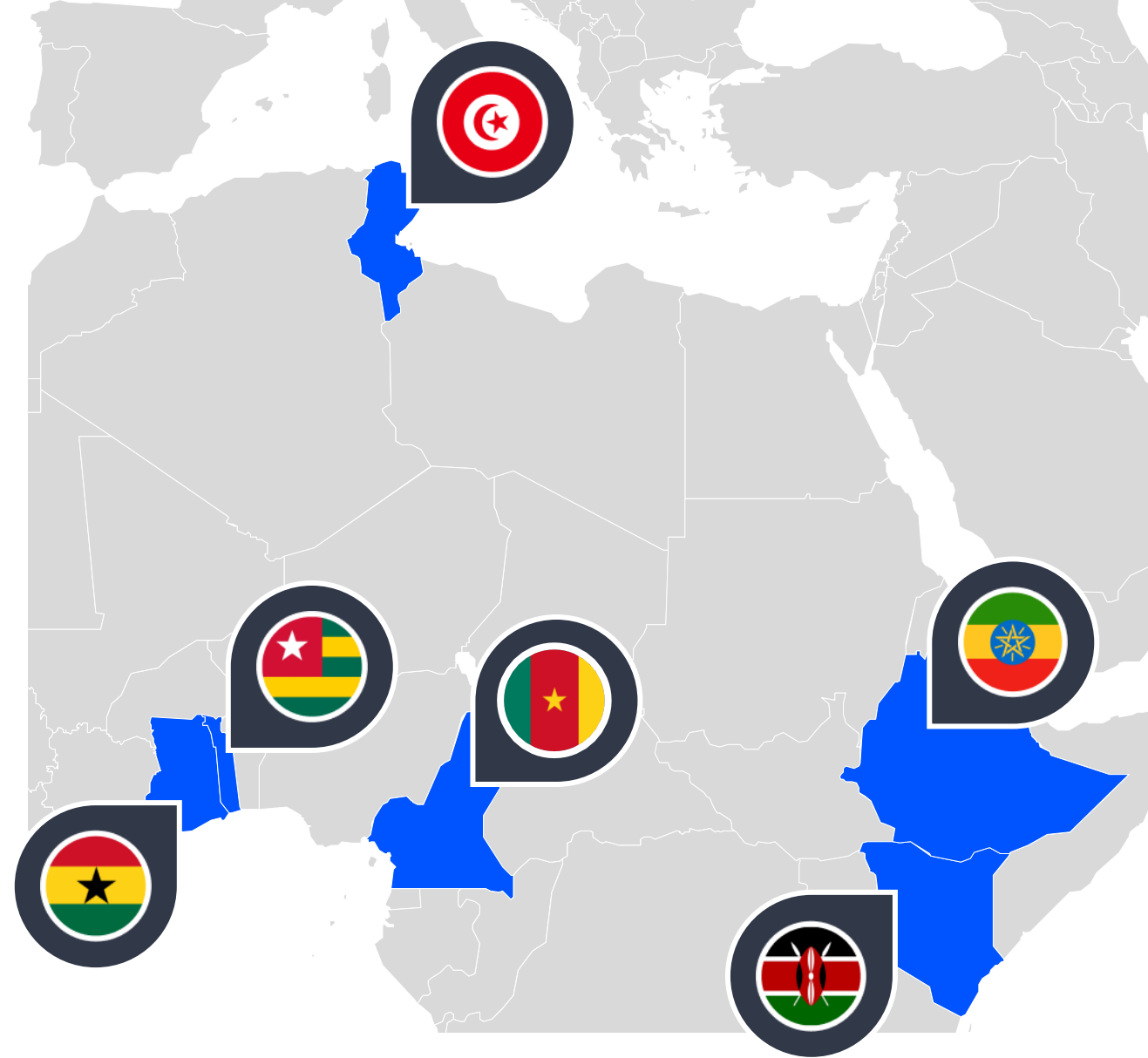
Agenda

About WIDU.africa – Introduction to Project

- Our Approach
- Donor meets entrepreneur
- WIDU Platform
- Grants Overview
- WIDU Process
- Our Impact since 2019
- Strategic partnerships in Europe and Africa

WIDU.africa: Our approach

- WIDU.africa as an innovative approach to support job creation in Africa by redirecting remittances. By **providing grants** and **individual coaching** measures to African entrepreneurs
- Utilizing the diaspora's money to unlock the economic and social potential of African small businesses
- **Regional (multilateral) Projekt**, present in 6 African countries



Donor meets entrepreneur

The African diaspora in Germany sends almost 2.6 billion euros to Africa every year. Over 90% of this is used purely for private consumption.

- Idea behind WIDU: Leverage remittances from the diaspora in Europe towards investments in SMEs in Africa to create or maintain jobs.

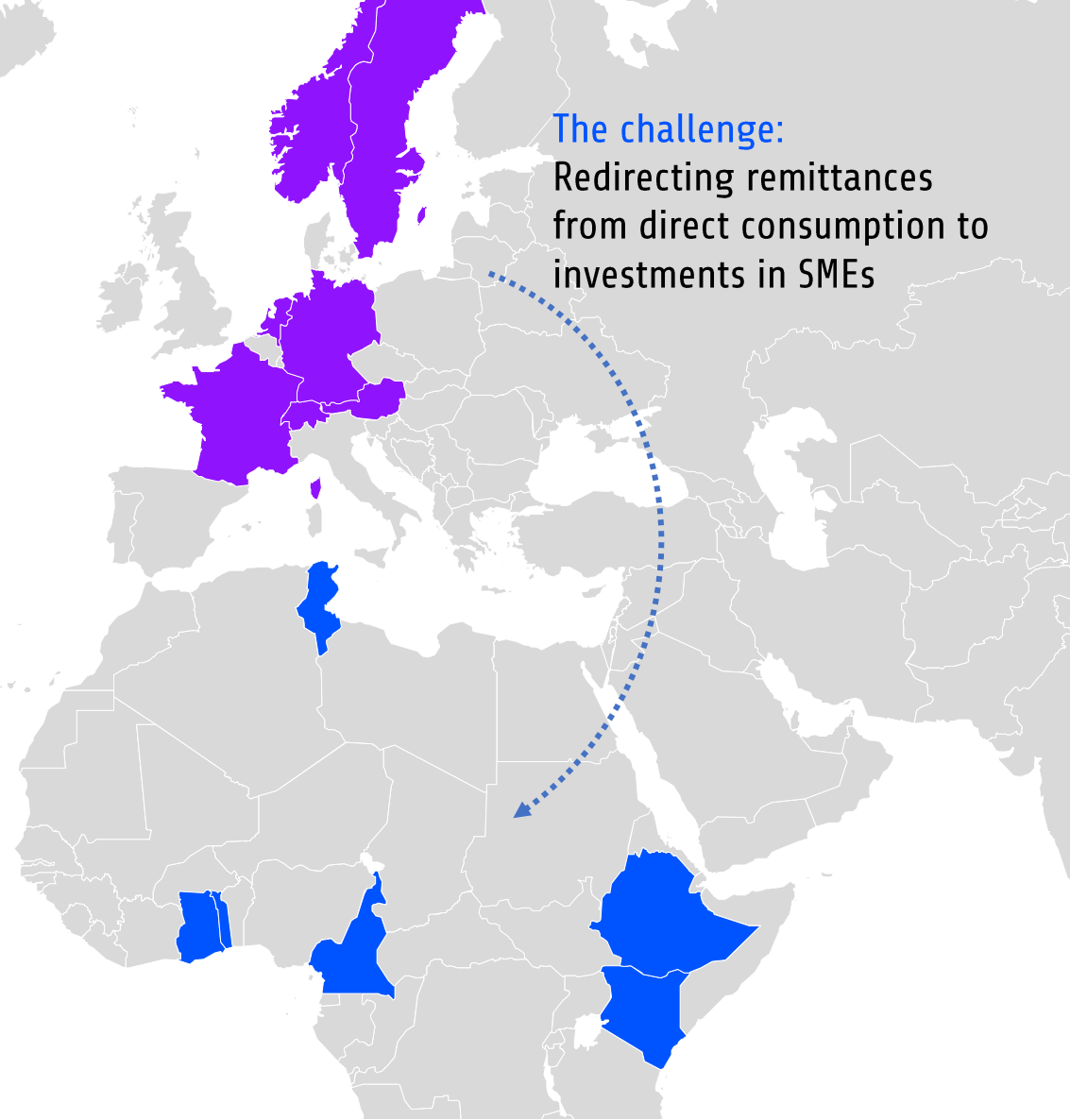
The African diaspora in Europe

- Sends money back to their home country
- Has family and friends in the home country with good business ideas.
- Wants to contribute to the development of the home country and improve the current local situation.

Entrepreneur in Africa

- Has good entrepreneurial ideas.
- Is familiar with the local business environment.
- Often benefits from basic business management advice.
- Needs financing.

The challenge:
Redirecting remittances
from direct consumption to
investments in SMEs



WIDU Platform



Grant financing



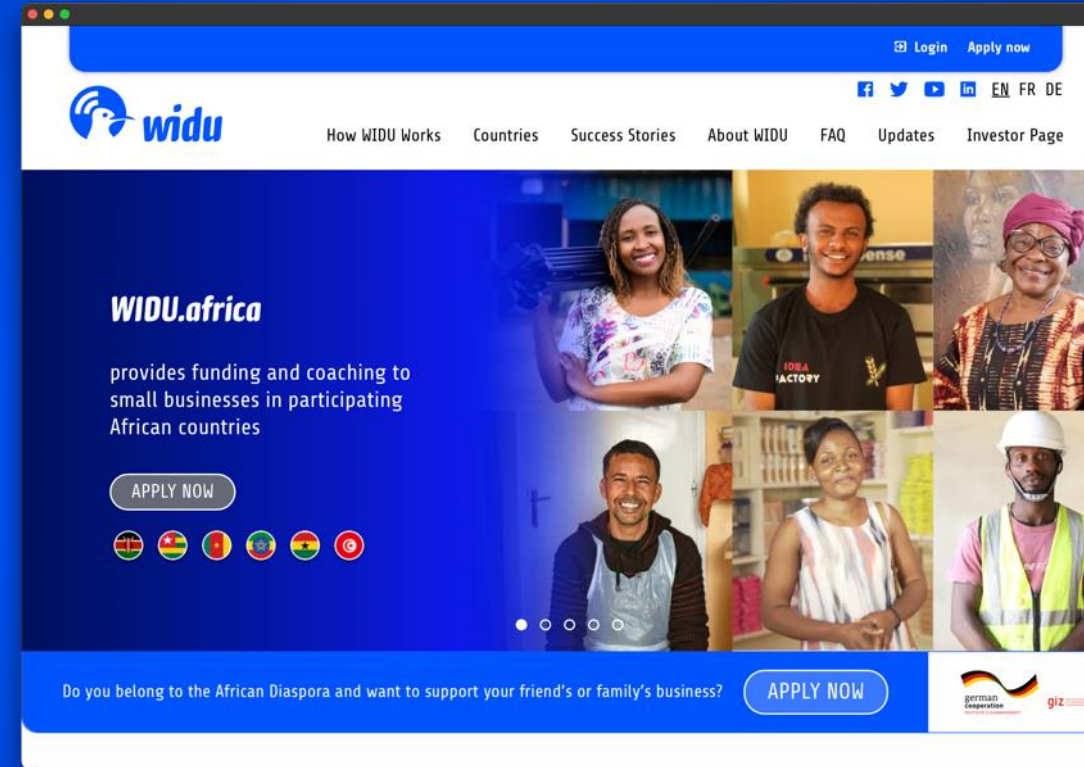
Individual coaching for each entrepreneur



Transparency for all parties throughout the process



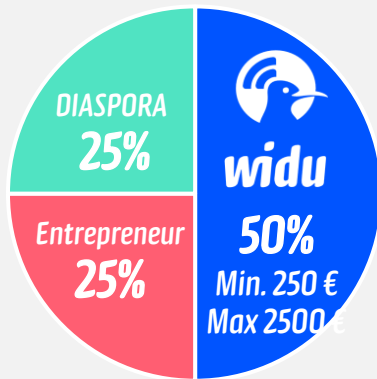
Implemented by
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Cooperation (E.ON ERC)



Approach: redirecting remittances from direct consumption to investments into micro and small businesses.

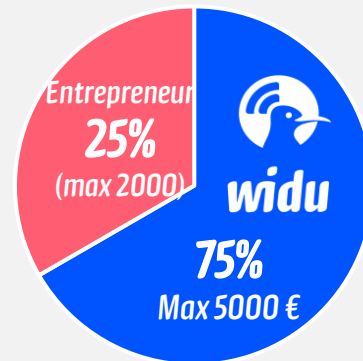
Grant Overview

Original WIDU Grant



- Small businesses from all sectors
- Financing and mentoring
- Private investment by the entrepreneur required

Thematic Local Call



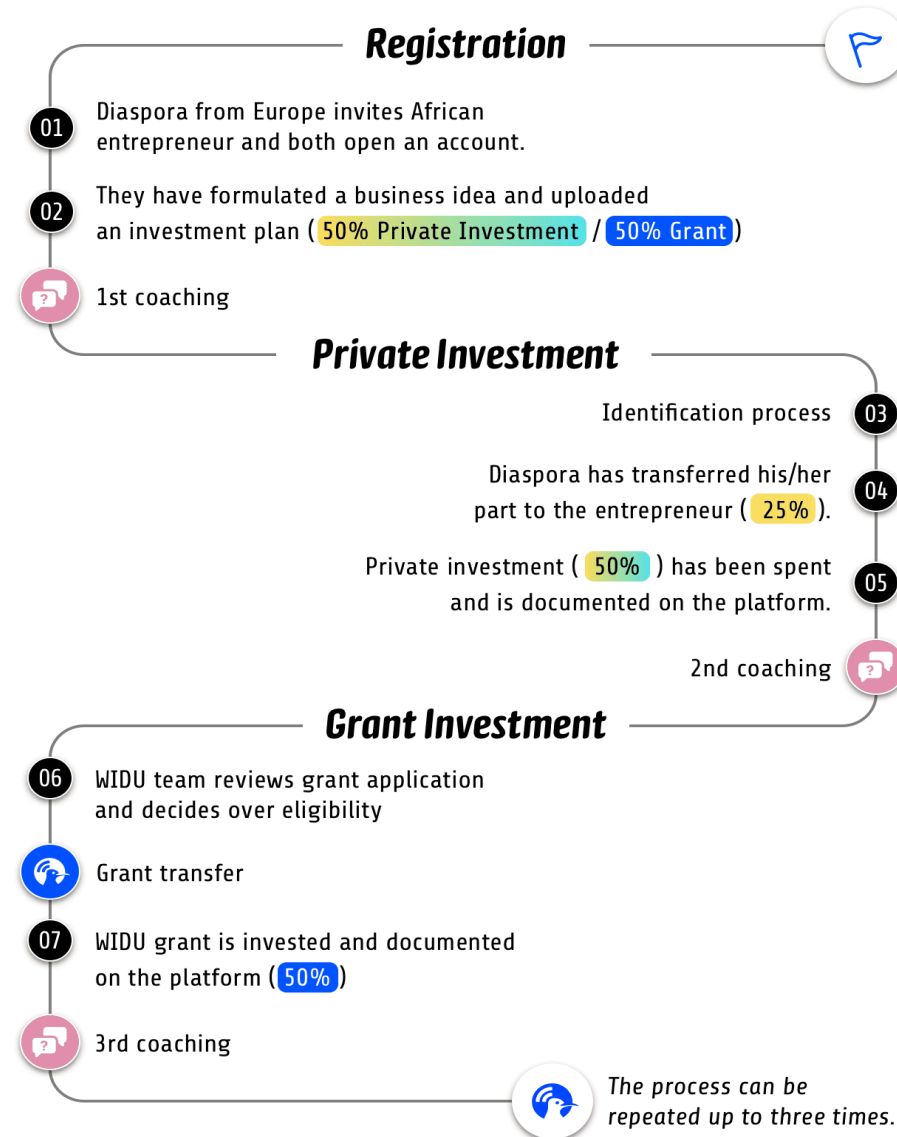
- Companies in specific sectors, e.g., the green sector
- Financing and mentoring
- Private investment by the entrepreneur required

Response Grant



- Innovative companies mitigating the effects of crises
- Financing and mentoring + €2,500
- No private investment by the entrepreneur or the diaspora is required

Original WIDU Grant- Process Chart



WIDU - Our Impact since 2019

>5,300
Supported
businesses

49%
Women led
businesses
supported

51%
Jobs for
Women

3,800,000 €
Mobilized investments

10,300
Newly created
and retained
jobs

We are looking forward to your questions!

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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

[| WIDU - Financial support for small businesses in Africa](#)

[WIDU-Podiumsdiskussion zu KKMU-Finanzierung in Afrika | WIDU](#)

[Germany's platform for remittances to Africa's entrepreneurs – DW – 09/16/2020](#)

