




UWWEZ

Unleashing the potential of women social entrepreneurs from underprivileged communities in Sub-Saharan Africa

CONTENTS



KEY CHALLENGES IDENTIFIED IN SUB-SAHARAN AFRICA	p.3-6
BEHIND THE UWEZO PROJECT: WHO WE ARE	p.7-9
OUR SOLUTION: THE UWEZO PROJECT	p.10-13
OUR PILOT EDITION IN TANZANIA	p.14-22
WHAT COMES NEXT?	p.22-25

KEY CHALLENGES IDENTIFIED IN SUB-SAHARAN AFRICA

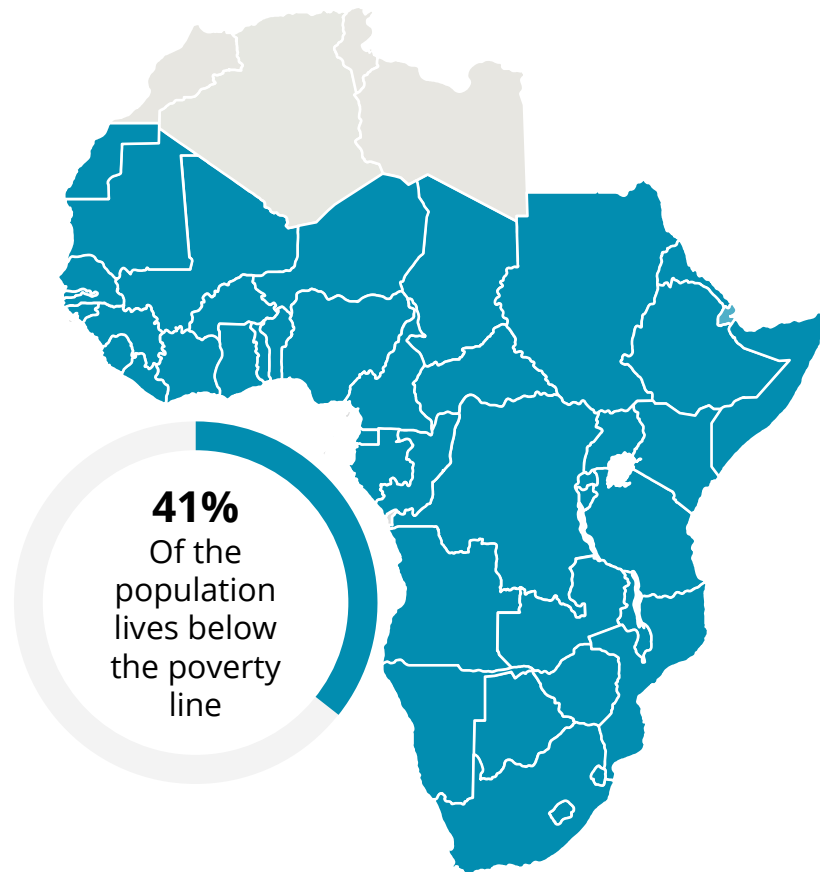
- Rampant social & environmental issues...
- ... Are reinforced by the Covid-19 crisis
- ... And could be fixed by the untapped potential of women entrepreneurs



SUB-SAHARAN AFRICA

04

Rampant social & environmental issues



- **POVERTY**

– « expected to be home to about a third of the people who are newly impoverished by COVID-19”. In Tanzania, 49,4% of the population lives below the poverty line (1,90\$ per day).⁽¹⁾

- **GENDER INEQUALITIES**

Sub-Saharan Africa is the lowest ranking region in the SDG Gender Index and should gender equality continue to progress at the same rate, Sub-Saharan Africa would still need 121.4 years to close its gender gap.⁽²⁾

- **CLIMATE CHANGE**

In SSA, temperature is now increasing by 0.4°C per decade in Africa, more than the global warming rate of 0.2°C to 0.25°C⁽³⁾. Moreover, strong physical and ecological effects of climate change intersect with large populations of poor and vulnerable communities, with fewer resources for coping.

COVID-19

A worsening of the key challenges

05

A threat to gender equality

● **WOMEN ARE MORE LIKELY TO LOSE THEIR JOBS**

According to McKinsey, women are 1.8 times more likely to lose their jobs than men during the epidemic

● **WOMEN ARE LESS RESILIENT TO ECONOMIC SHOCKS**

“Across the globe, women earn less, save less, hold less secure jobs, are more likely to be employed in the informal sector. They have less access to social protections and are the majority of single-parent households. Their capacity to absorb economic shocks is therefore less than that of men.”⁽¹⁾

● **WOMEN ARE THE MOST VULNERABLE**

“Women and girls are particularly hard hit by many of these impacts, with an increase in gender-based violence also being reported in multiple African countries.”⁽²⁾

A source of increased poverty

● **EXTREME POVERTY IS BOOMING AGAIN**

“The pandemic could also drive up to 40 million people into extreme poverty in Africa in 2020, erasing at least five years of progress in fighting poverty.”⁽³⁾

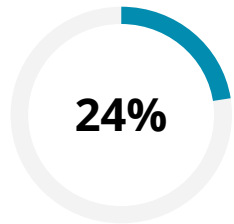
● **INEQUALITIES ARE EXACERBATED**

The World Bank has shown that COVID-19 has exacerbated already existing inequalities. “As lockdowns have disproportionately affected informal sectors and small and medium-size companies in the service sector, less educated workers, those with temporary contracts, the self-employed, and women have been most severely impacted by the crisis.”⁽²⁾

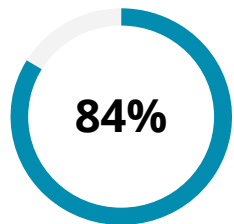
SUB-SAHARAN AFRICA

06

The untapped potential of women social entrepreneurs



24% of African women are entrepreneurs in Africa and contribute from 7 to 9% of the continent's GDP. ⁽¹⁾



84% of female entrepreneurs surveyed in Africa are willing to start a business to have a positive impact on society in 2019. ⁽¹⁾

Yet, they face many hurdles



LACK OF HIGHER EDUCATION & EDUCATION GAP

Female grassroots entrepreneurs lack technical skills (management, basics of law & finance) and consider it is a huge barrier to the development of their businesses.⁽¹⁾



LACK OF INFORMATION & PROPER SUPPORT

Grassroots entrepreneurs are often isolated, thus more likely to lack mobility, digital connectivity, proper information about guiding or financing structures and how to reach out to them.



LACK OF ACCESS TO FINANCING

"The difficulty accessing financing structures and lack of advice on fundraising make raising capital challenging, particularly for women."⁽¹⁾

BEHIND THE UWEZO PROJECT WHO WE ARE

- The team
- The NGO



THE TEAM

08



Juliette GABRION

President of Follow'her, Project coordinator - Fundraising

Graduated from **ESSEC Business School**, Juliette is a **freelance consultant in the development sector**. She became president of Follow'her in 2019 after one year of managing projects for the NGO.



Juliette VIGATO

Member of Follow'her, Project coordinator - Partnerships

Juliette studied management at **HEC Paris Business School** with a focus on **social innovation and inclusive business**. After several professional experiences in the field of social entrepreneurship in Africa, she joined Follow'her's team last year.



Joana PINA

Member of Follow'her, Research & Report coordinator

Graduated from **ESSEC Business School**, Joana is a **freelance consultant and analyst** in the **sustainable finance industry**. She joined Follow'her last year.



Emeline DUKIC

President of They Act For Women, Communication manager

Graduated from **Emlyon Business School**, Emeline is a **consultant in sustainability development**. She founded They Act For Women, communication partner of Follow'her.

THE NGO

Follow'her



Our NGO:

- Follow'her is a French NGO providing support to social entrepreneurs in Africa & in the Middle-East since 2014

Our approach:

- We focus on grassroots entrepreneurs isolated from the entrepreneurial ecosystem
We target projects combining women empowerment & environmental impact

Key numbers:

12 projects supported since 2014 in MENA and Sub-Saharan Africa

6 years of experience helping NGOs and social entrepreneurs

200+ women beneficiaries of our projects

Our three means of action



FIELD VOLUNTEERING



BUSINESS COACHING



PROJECT DESIGN


OUR SOLUTION THE UWEZO PROJECT

UWEZO 


*Unleashing the potential of grassroots women
social entrepreneurs in Sub-Saharan Africa*



OUR VISION



Women social entrepreneurs, especially from underprivileged communities, have the power to foster inclusive development and to end the vicious circle of poverty, while addressing rampant social and environmental issues.



OUR MISSION

12



We aim at **unleashing the potential** (UWEZO in Kiswahili) **of social entrepreneurs from underprivileged communities in Sub-Saharan Africa** focusing on projects tackling **environmental and gender equality issues** in communities.



We want to provide these women with the appropriate **guidance, support, financing and network** so that they can thrive and maximize their impact.

OUR MEANS OF ACTION



SUPPORT women social entrepreneurs from rural and poor urban communities to help them reach their full potential

- Identification of grassroots entrepreneurs by local institutions, associations and individuals from our local partners' network
- Training
- Business materials : toolkit and directory of supporting structures
- Communication support
- Grants to support their businesses
- Follow-up and business coaching



CONNECT these entrepreneurs with the entrepreneurial ecosystem and facilitate these connections

- Mapping of the entrepreneurial ecosystem stakeholders (from local to international level)
- Matchmaking between entrepreneurs and supporting structures through networking events
- Matchmaking between entrepreneurs and volunteers or mentors
- Connections between stakeholders of the ecosystem to harness potential synergies



ADVOCATE for an increased inclusion of these entrepreneurs within the social entrepreneurship ecosystems

- Research and data collection on the challenges faced by grassroots women social entrepreneurs
- Practical guide including concrete recommendations for a more connected and optimized ecosystem that better integrates them
- Dissemination of the report to international organizations, NGOs and policy makers & call to action

OUR PILOT EDITION IN TANZANIA

UWEZO 

TZ 2021



OVERVIEW OF OUR PROGRAM

WHAT ?

A challenge competition for grassroots women social entrepreneurs
Winners will be awarded with entrepreneurship training, participation to a networking event, connection to funding opportunities and a 6-month business support with local and experienced entrepreneurship coaches and trainers from Unleashed Africa, our main partner.

WHERE ?

In Dar Es Salaam and Zanzibar, where 2 training sessions will be held.

WHEN ?

The application process starts in April 2021 and the training will take place in August. The follow-up support will last until December 2021.

WITH ...

Unleashed Africa, our main partner and local coordinator for this edition.
UA is a social enterprise founded in 2016, focused on youth development, social innovation and entrepreneurship. They will work on project sourcing, deliver the training & ensure the follow-up.



28

Social Tanzanian enterprises supported in 2020

4 000

Girls benefit from UA's online platform for youth empowerment

5

Years of experience in the field of social entrepreneurship and women empowerment



BENEFICIARIES TARGETED

Selection criterias –TZ 2021

PROFILE

- Women aged between 18 and 35 years old
- Residing and conducting their business in Dar es Salaam, Kisarawe or Zanzibar in underprivileged communities
- Limited resources for their businesses (especially financial and human resources) & isolated from the social entrepreneurship support ecosystem

SOCIAL MISSION

- The project impact combines women empowerment, sustainable development, environment
- The project fosters the development of an identified community in a sustainable and inclusive way

ENTERPRISES

- Between early stage and scale stage : proof of concept is required & post-revenue businesses are favored
- Real potential for scaling up and increasing impact in a significant way



BENEFICIARIES TARGETED

17

What UWEZO will bring to them



SUPPORT

- 6-days of entrepreneurship training for the selected entrepreneurs: entrepreneurs who show the most potential and impact (verification of the projects and needs assessment through to field visits)
- Online promotion of the projects: social media strategy, interactions with local media
- Grants for high-potential projects
Business toolkit and mapping of supporting structures
- Follow-up and personalized coaching



CONNECT

- Connection to local stakeholders through a pitching event
- Building of long-term relationships to connect these entrepreneurs to supporting structures at any time
- Connection to international volunteers and mentors



ADVOCATE

- Research on the challenges faced by grassroots women social entrepreneurs
- Practical guide including concrete recommendations for a more connected and optimized ecosystem that better integrates them
- Dissemination of the report of Uwezo TZ 2021 to international organizations, NGOs and policy makers & call to action

BENEFICIARIES TARGETED

A concrete example

Do you want to picture what the social enterprises supported by UWEZO would look like?

In 2018 and 2019, Follow'her supported a young social entrepreneur in Kenya who would perfectly match UWEZO's criteria!

The entrepreneur



Eliza Ntukai Lesale is a 27 year-old entrepreneur. She lives in an isolated Maasai community, located 4 hours away from Nairobi in 4x4. She has a high school diploma, speaks English but is not digitally literate. Married to a Maasai man, she has to take care of their 4 children.

Obstacles to growth & scaling up

- No business model, no regular source of revenues, depends on grants
- Prices fixed without market analysis & costs calculations
- Lack of digital literacy for Eliza
- No financial or monitoring tools

The social enterprise

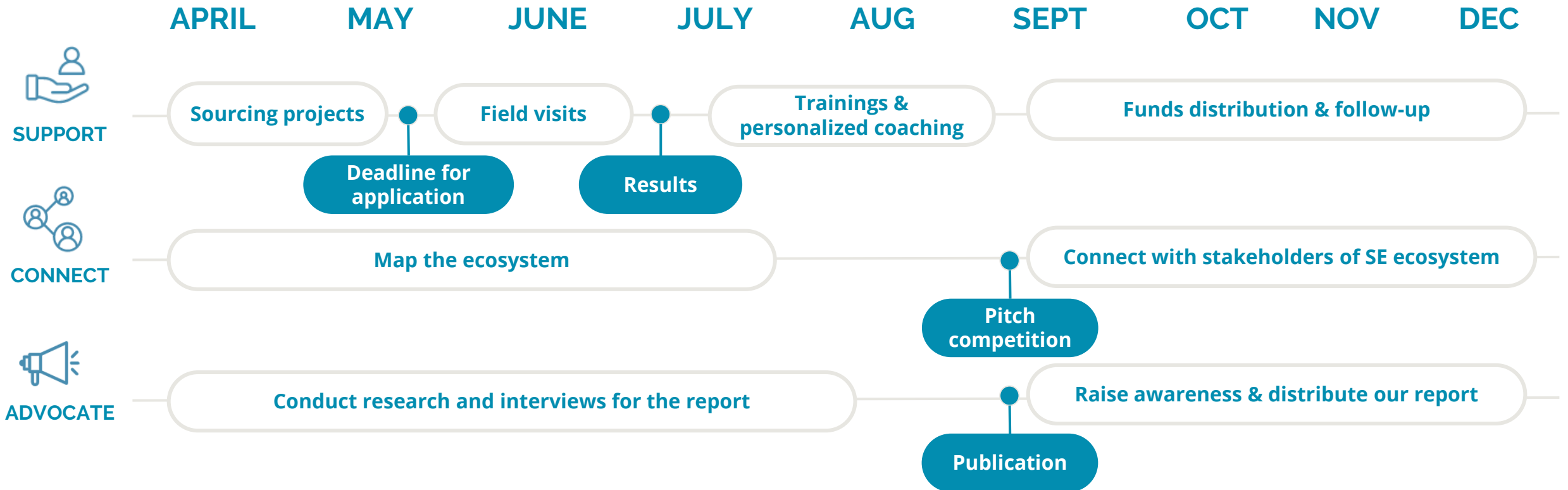


Maji Mamas is a social enterprise training and employing 28 Maasai women to build water tanks. It enables these women to get their own source of revenue and provides an easy and free access to clean water to families within their communities.

Support from Follow'her

- Basic digital literacy training (Google drive, Word, Excel)
- Creation of a basic book of accounts
- Training on the basics of financial calculations with a focus on price setting & costs calculations
- Elaboration of a business plan & advice on formal registration
- Increase of online visibility – creation of social media accounts

TIMELINE - UWEZO TZ 2021



Given the current sanitarian crisis, all field visits and physical events will be organised by our partner, Unleashed Africa

EXPECTED RESULTS

The performance of the UWEZO project is monitored through key qualitative and quantitative indicators that are reported on a monthly basis. Here are our main expected results:



SUPPORT

30 high-potential social enterprises identified throughout the UWEZO challenge

20 promising grassroots women social entrepreneurs trained



CONNECT

1 pitch competition with networking opportunity

1 synergy workshop conducted with at least 5 funding and support structures of the ecosystem



ADVOCATE

30 stakeholders of the entrepreneurial ecosystem interviewed for our report

1 online presentation event of the report gathering at least all structures involved in UWEZO

IMPACT MEASUREMENT

Our methodology

BENEFICIARIES

IMPACT DIMENSIONS

VERIFICATION MEANS



SUPPORT

Women social entrepreneurs & their communities

- Economic & political empowerment of women
- Socio-economic development of communities
- Positive environmental impact



CONNECT

Women social entrepreneurs
Entrepreneurial ecosystem stakeholders

- Relational capital & network building
- Ecosystem development



ADVOCATE

Women social entrepreneurs
Social entrepreneurship structures

- Political empowerment of women - improved status and influence among policy makers & communities
- Ecosystem development & transformation
- Awareness

We ensure a thorough verification process throughout:

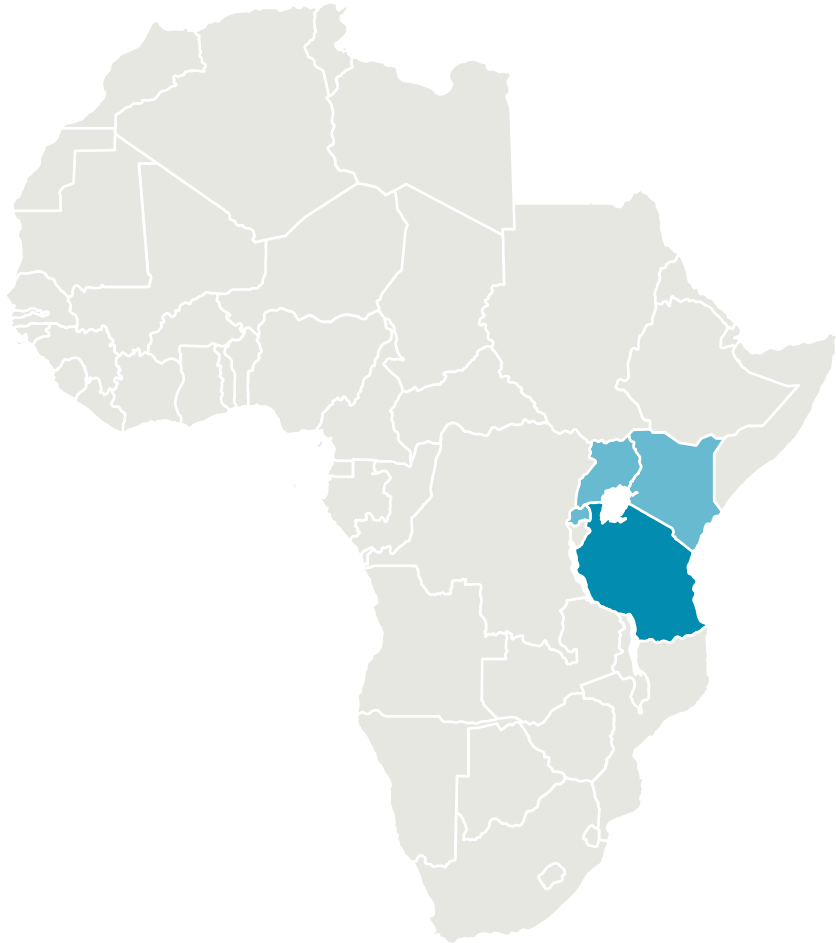
- One-on-one interviews conducted with challenge finalists at different stages: 6 interviews over a one-year period, with baseline assessment before the training
- Field mission by volunteers
- Monitoring of social networks & trends within the ecosystem
- Regular check-in calls with stakeholders

TANZANIA 2021, WHAT COMES NEXT?

The UWEZO project is
designed to be
REPLICABLE & SUSTAINABLE



OUR DEVELOPMENT PLAN



PILOT EDITION

Our pilot edition in Tanzania is meant to be replicable in the area targeted but also to be extended to other regions of Tanzania (Arusha, Iringa, Dodoma). Each edition will enable us to collect data about the entrepreneurs so that we can improve the following editions.



SCALE UP

Once the sustainability of the project in Tanzania is ensured, our goal is to scale up to 3 other countries in East Africa (Kenya, Uganda, Rwanda) within a few years. Each edition's assessment and improvement will upgrade each part of the project: Support, Connect & Advocate

LET'S WORK TOGETHER

24

If you share our vision and you want to contribute to unleashing the potential of grassroots women entrepreneurs, we would love to explore collaboration opportunities, whether technical, financial or related to communication strategies.

How can you help ?



EXPERIENCE-BASED KNOWLEDGE



FUNDING



NETWORK

WHAT WE CAN ACHIEVE TOGETHER

- **INTEGRATION**
Of social entrepreneurs with high-potential projects within the local ecosystem
- **SYNERGIES**
With stakeholders of the social entrepreneurship ecosystem (local & international)
- **PRECIOUS INSIGHTS**
From our study on the field through our local partners


CONTACT



Juliette GABRION

President of Follow'her, Project coordinator - Fundraising

 juliette@follow-her.org

 +33 6 62 61 86 87

FOLLOW'HER, FOLLOW US !

