



Investing in Young Businesses in Africa Women Entrepreneurship for Africa (IYBA WE4A)

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

'Investing in Young Businesses in Africa: Women Entrepreneurship for Africa' (IYBA WE4A) is a partnership between the European Union (EU), the Organisation of African, Caribbean and Pacific States (OACPS) and the German Federal Ministry for Economic Cooperation and Development (BMZ). It is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) multi-donor partnership 'Employment Promotion for Women for the Green Transformation in Africa' (WE4D) and it is part of the Team Europe Initiative 'Investing in Young Businesses in Africa' (IYBA).

Women-led small and growing businesses are a significant and vibrant part of African economies, but they face major constraints to growth. IYBA WE4A combines the expertise of its partners to create a pathway to success for women entrepreneurs in Sub-Saharan Africa. To unlock their full potential, IYBA WE4A seeks to enhance business capacities, improve access to financial services and boost growth opportunities for African women entrepreneurs leading businesses in green sectors.

With the aim to grow sustainable and inclusive businesses, IYBA WE4A offers entrepreneurship training, investment-readiness support and fitting financing products to African women entrepreneurs, while strengthening the offer of effective technical and financial services by local and regional entrepreneurial ecosystems.

Overall, IYBA WE4A marks a significant step towards a greener, more inclusive economy where women entrepreneurs across Sub-Saharan Africa can flourish and generate quality employment opportunities in sectors striving for environmental sustainability and climate friendliness.

Objective

Increase the economic empowerment and financial inclusion of women entrepreneurs contributing to the green transformation.

Funding partners

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

Implementation Lead

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) through the multi-donor partnership 'Employment Promotion for Women for the Green Transformation in Africa' (WE4D)

Implementing Partners

- Goodwell Investments
- Investisseurs & Partenaires (I&P)
- Tony Elumelu Foundation (TEF)

Countries

Cameroon, Kenya, Malawi, Mozambique, Senegal, Tanzania, Togo, Uganda

Duration

- WE4A Pilot Phase: February 2021 – December 2023
- IYBA WE4A: January 2024 – September 2027



Approach

GIZ coordinates the implementation of four intervention areas that work hand in hand to support African women entrepreneurs on their journey to growth and scale:

Grow

Investment-readiness training and growth-stage financing support women entrepreneurs in accelerating their growth and accessing formal financial products.

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IIP INVESTISSEURS
& PARTENAIRES

Ideate

Early-stage women entrepreneurs enhance their business skills through TEF's entrepreneurship programme, mentoring and seed funding.

THE TONY ELUMELU
FOUNDATION

Develop

A strengthened entrepreneurial ecosystem offers gender-responsive and green business development services for women entrepreneurs to grow their businesses.

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Connect

Women entrepreneurs capitalize on networks and knowledge exchange regarding best business practices to drive collective growth and innovation.

Impact

By promoting women's entrepreneurship in green sectors, IYBA WE4A contributes to greener and more inclusive growth in Africa. Accelerating the growth and improving the investment opportunities of women-led enterprises, the programme contributes to closing the gender gap in African labour and financing markets.

Working hand in hand with local entrepreneurial ecosystems and financial actors, IYBA WE4A boosts the quality and relevance of technical and financial sup-

port for African women entrepreneurs, improving necessary business development services and financing structures.

Furthermore, successful women entrepreneurs serve as role models and encourage other women and girls to pursue their career of choice. Ultimately, IYBA WE4A aims to increase women's power and influence by removing barriers to work, enabling decent employment and supporting women's enterprises to thrive.



Contact

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Zusammenarbeit (GIZ) GmbH

Employment Promotion
for Women for the Green
Transformation in Africa
(WE4D)

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