



# RWANDA GREENPRENEUR NETWORK

JULY 2022







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### RWANDA GREENPRENEURS NETWORK 2022 PROJECT PLAN

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# INTRODUCTION



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**Rwanda like many countries face the effects of climate change which has led to natural disasters and economic disruption. However, Rwanda has recognized the importance of innovation as a solution to the negative impact of climate change by committing to policy actions and implementation towards a green and climate resilient economic growth model. Rwanda currently boasts of a burgeoning entrepreneurship ecosystem that includes amongst others, incubation hubs, innovation hubs, accelerators, co-working space, and research centers all striving to take ideas to mature businesses. Yet, these laudable initiatives are yet to tackle the challenges faced by many startup businesses especially by the youth and women.**

Rwanda's economic growth has been robust with an average GDP growth of 8% pre-pandemic. However, this growth has not translated to enough quality and sustainable employment for the growing youth of the country. This is a complex problem that matters to the growth of the economy because in a country with a population of roughly 13 million (NISR 2021), the youth within the ages of 14 to 35 years old makes up close to 40% of this population. Moreover, the government's National Strategy for Transformation (NST1), which is a 7-year medium-term strategy (2018–2024) included job creation as one of the key components of the economic pillar of the strategy. The target is to create 1.5 million productive and decent jobs by 2024 through off-farm employment and expanding the possibilities within manufacturing industries, value addition of minerals, construction, tourism, and information technology in a knowledge-based economy. Achieving this target would ensure that no one is left behind in the country's economic growth as well as to consolidate the trust that the citizens have on their own government.

Yet, recent numbers from the quarterly Labor Force Survey of the National Institute of Statistics of Rwanda (NISR – Q3 2020) shows that even though there has been an increase of 6.4% in off-farm employment corresponding to the net job creation of 120,978 jobs between 2018 and 2019; however, there has been job losses in sectors like construction, tourism, human health and social work, information, and communication, etc. The implication is that the year-on-year employment target would be missed unless drastic and innovative approaches are utilized to deconstruct the challenging circumstances presented. This challenge when solved will reduce the poverty level amongst youth and spur sustainable economic growth that is anchored on technological innovations.

# 2 OBJECTIVE



**GGGI Rwanda would like to establish the Rwanda "Greenpreneurs" Network. GGGI will partner with YouthConnekt Africa (YCA) Hub, Ministry of Youth, Rwanda National Youth Council, and other evolving incubation hubs within the start-up ecosystem in Rwanda to establish the Rwanda Greenpreneurs Network. A network that will develop and coordinate a framework that will connect the different entities that are working to support the young green entrepreneurs from concept stage to a sustainable business that contributes to meet the set targets in the national development plan including the SDGs and NDCs.**

The Network will provide opportunities to strengthen and leverage youth collaborative and innovative abilities, utilizing the platform to link innovators and investors to identify potential partnership. Moreover, the Network will create awareness within the existing startup innovation ecosystem through networking engagements, outreaches, and aligning policies to practical needs that benefits the support structure for entrepreneurs.

This project will also provide the opportunity for the youth to contribute to the aim of the government of Rwanda which is to raise the profile of young people's innovative solutions as a vehicle of change in Africa. The government of Rwanda is keen to support ideas and innovative solutions from young people aged between 15 to 35 years old (African Charter<sup>[1]</sup>) by working with existing entities that can support to scale up green business solutions such as the YCA Hub. As a result, GGGI seeks to establish a platform and network that could serve as a one-stop center for youth development that includes different entities and that also offers unique business solutions as stated in the project outcome.

GGGI supports members in strengthening policy, planning and regulatory frameworks and institutional capacity to achieve green growth outcomes. By strengthening national, sub-national and local green growth planning, financing, and institutional frameworks; increased green growth investment flows which enable partner governments to implement green growth policies such as improved multi-directional knowledge sharing and learning to empower local and external agents to drive green growth processes in partner's



governments. Once the Network has been established the partnership will be expanded to include the Regional Green Innovation Fund to support at minimum 2 to 3 greenpreneurs.

By establishing the Rwanda Greenpreneurs Network, we want to enable a green “ecosystem” of support for young people. The core of this ecosystem will be (1) skill-building programs such as Greenpreneurs and Student Energy and Youth Climate Lab’s larger program offerings (2) investors and organizations financing youth-led projects, growing the green jobs sector, and supporting young people to access decent employment in the green economy, and (3) a network that cultivates relationships, new collaborations, and a global knowledge-sharing platform.

The project will build a structured Rwanda Greenpreneurs Network based upon GGGI’s Greenpreneurs work, by identifying the gaps and challenges in Rwanda to strengthen national co-ordination among youth innovation hubs, investors, mentors, start-ups, and the green entrepreneurs. This will enhance their skills, knowledge, and capacities in order to build inclusive viable start-ups and businesses that concurrently address challenges of unemployment, promote resilience, social inclusion, gender equality, and self-sufficiency.

Moreover, this will help tackle climate change and environmental sustainability challenges. The project will develop a co-ordination platform along the entrepreneurship ecosystem and value chain, linking all the stakeholders involved in youth entrepreneurship and creating a system that can closely align with related green business policies and opportunities in Rwanda. This will ultimately create green jobs that is in line with NST1’s target of creating 1.5 million productive and decent jobs by 2024.



## ORGANIZATIONS AND GOVERNMENTAL PARTNERS INCLUDE THE FOLLOWING:

- Ministry of Youth and Culture
- Ministry of Environment
- FONERWA
- REMA
- YouthConnekt Regional (YCA) Hub & Fund
- Rwanda National Youth Council
- Districts Youth Representative (Musanze and Nyagatare)
- Rwanda Greenpreneurs
- Impact Hub
- 250 Start-ups
- Inkomoko
- WE4F-East Africa Regional Innovation Hub
- Norrsken Foundation
- BDF



# GREENPRENEUR NETWORK DEVELOPMENT: A SNAPSHOT



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## STEP 1: PREPARED DATABASE (MAY)

The database was created in May 2021 and is continuously being updated as we engage with more stakeholders. As of the end of August the database included 130 greenpreneurs, a combination of 26 incubations hubs and start-ups, 9 accelerators and financial institutions, 56 governmental and non-governmental partners, and 52 mentors/coaches, etc.

## STEP 2: STAKEHOLDER ENGAGEMENT (MAY–JULY)

### 2.1 INTERVIEWS WITH GREENPRENEURS

The first activity involved different meetings and interviews with Rwanda greenpreneurs and different government and non-government organizations that promote greenpreneurs with the aim to identify the gaps and challenges in Rwanda to strengthen national co-ordination among youth innovation hubs, investors, mentors, start-ups, and the green entrepreneurs. This will enhance their skills, knowledge, and capacities in order to build inclusive viable start-ups and businesses that concurrently address challenges of unemployment, promote resilience, social inclusion, gender equality, and self-sufficiency. Which include the following:

#### 2.1.1 Interviews with Greenpreneurs such as

- Green protectors
- Volta irrigation
- Greenpreneurs in Musanze
- Greenpreneurs in Nyagatare

### 2.1.2 Interviews with the government institutions

- Ministry of Youth and Culture
- National Youth Council

### 2.1.3 Interviews with non-governmental organization

- YCA regional Hub
- Norrsken

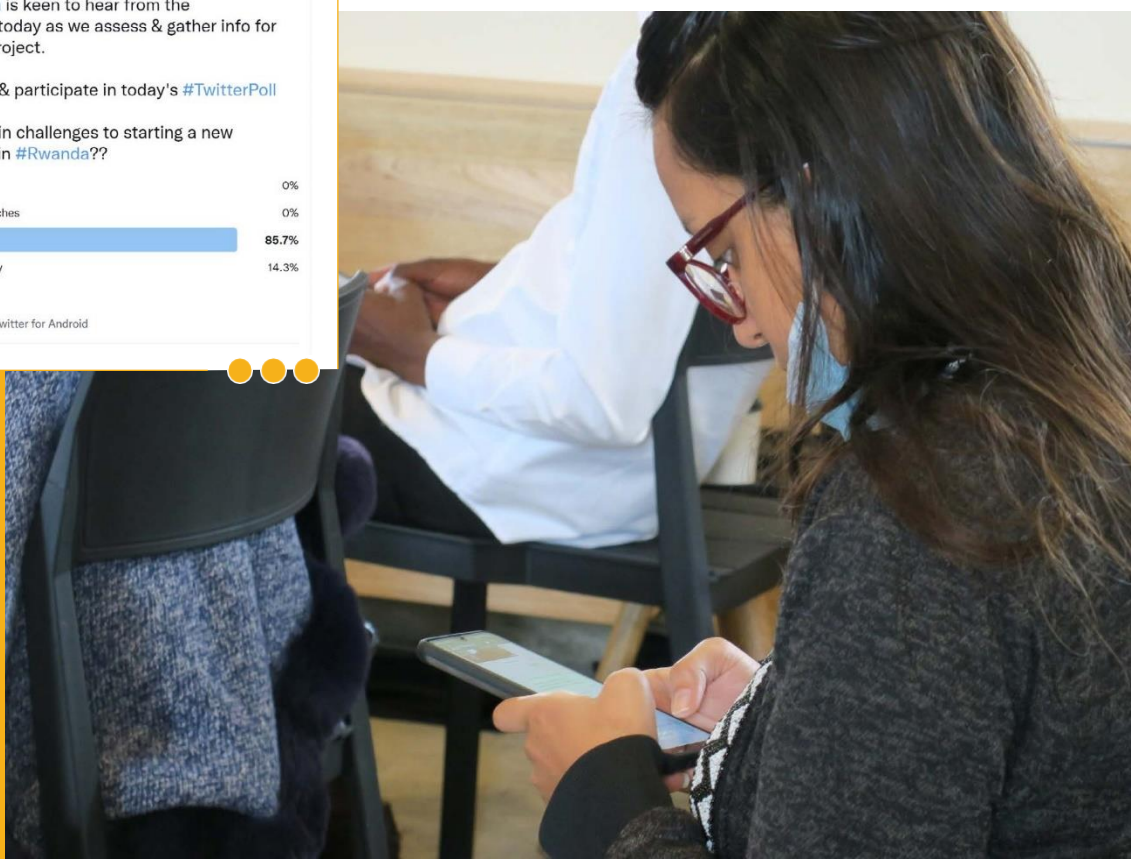
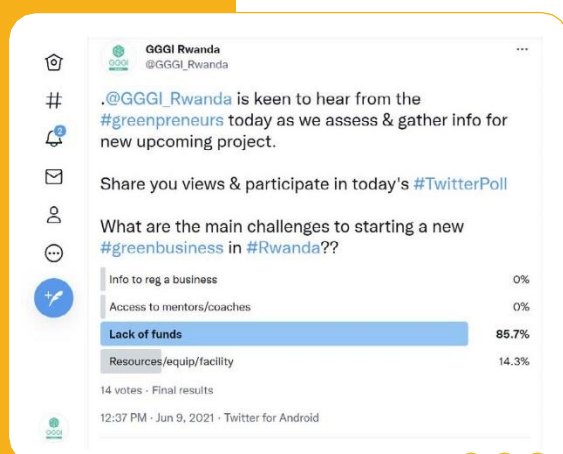
### 2.1.4 Meeting with hubs and accelerators

- 250 Startups
- Inkomoko
- Impact Hub
- WE4F-East African region

## STEP 3: ONLINE SURVEY

There was a shared online survey to better understand the opportunities, challenges, and concerns of greenpreneurs.

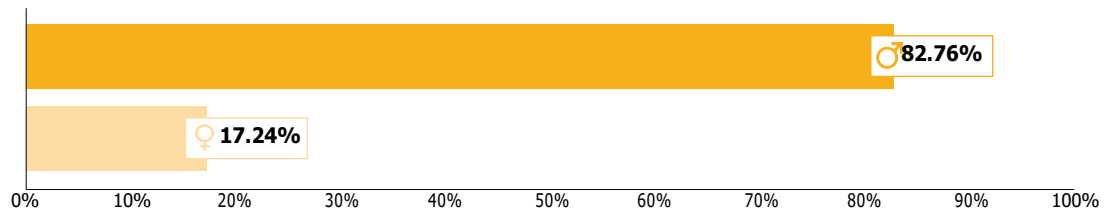
- Based on a Twitter poll feedback, 85% of greenpreneurs indicated that their main challenge is a lack of funds. (The Twitter poll was sent on June 9.)
- On the June 16, GGGI sent an online survey to all greenpreneurs in Rwanda using the existing database and only 29 greenpreneurs responded to the survey.
- [https://www.surveymonkey.com/analyze/Pj5eqMGf4D\\_2FGtqcpMU8fchfM55MDj786TNffjm2Eej24WsBe\\_2FJ7xA157tbBbml3A?utm\\_source=dashboard](https://www.surveymonkey.com/analyze/Pj5eqMGf4D_2FGtqcpMU8fchfM55MDj786TNffjm2Eej24WsBe_2FJ7xA157tbBbml3A?utm_source=dashboard).



### 3.1 SURVEY RESULTS

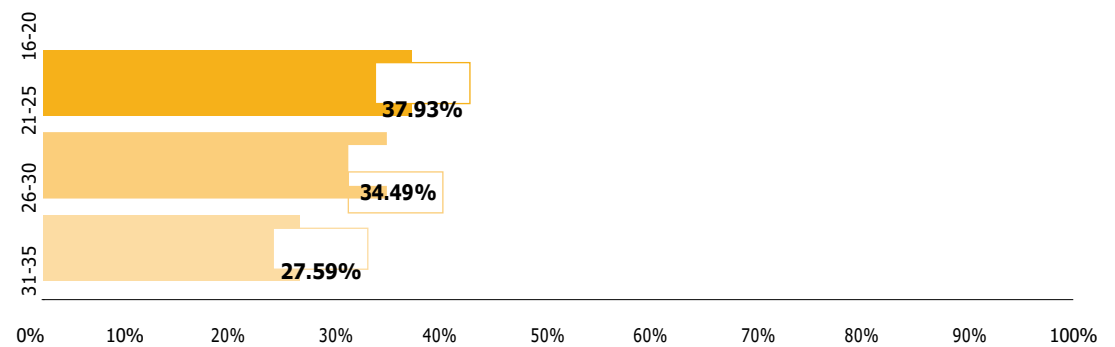
The majority of the responses from the greenpreneurs indicated that common challenges were a lack of funds as well as capacity building.

#### What is your sex?



Aswer Choices	Responses	
Male	82.76%	24
Female	17.24%	5
Total		29

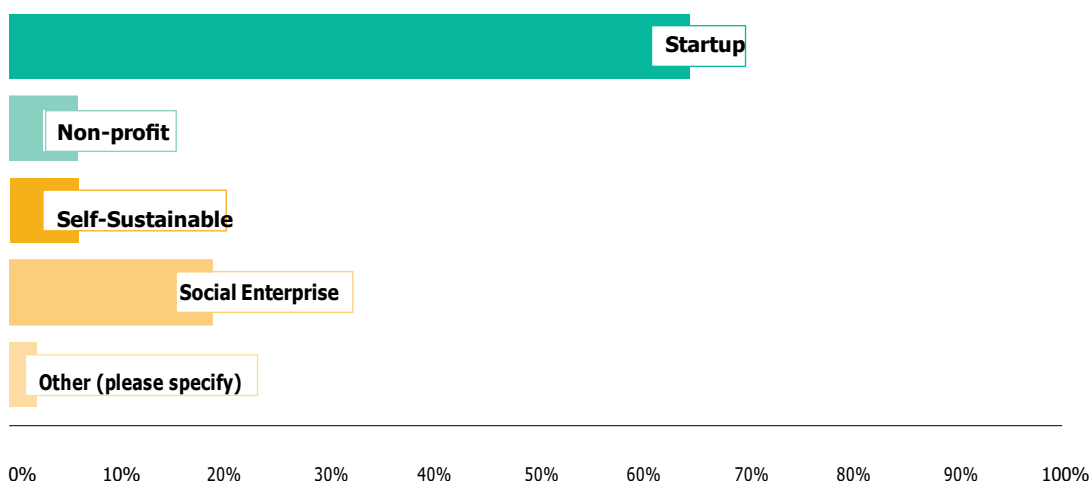
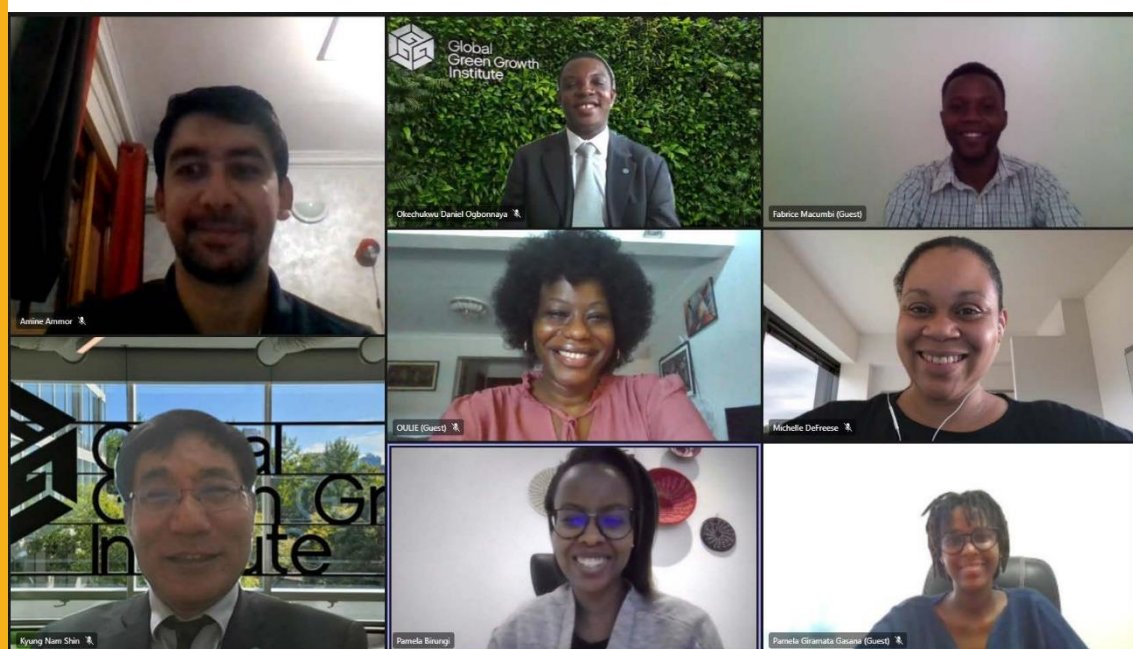
#### What is your age range?



Answer Choices	Responses	
16-20	0.00%	0
21-25	37.93%	11
26-30	34.49%	10
31-35	27.59%	8
Total		29

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Is your  
business/  
company a:



Answer Choices	Responses	
Startup	65.52%	19
Non-profit	6.90%	2
Self-Sustainable	6.90%	2
Social Enterprise	17.24%	5
Other (please specify)	3.45%	1
<b>Total</b>		<b>29</b>



## STEP 4: SIGNING OF MOU BETWEEN GGGI AND YCA REGIONAL HUB & FUNDS



### AREAS OF COLLABORATION

1. To achieve the objective stated in Article 1, the Parties will cooperate in the following areas:
  - Identify, document and share effective solutions, policies, and best practices to advance youth in environmental sector.
  - Strengthen the Eco-brigade model in Rwanda and support its expansion across Africa in collaboration with the YouthConnekt Aficar Hub.
  - Organise knowledge sharing opportunities to create awareness, share findings, lessons learnt with key stakeholders within the sector working groups.
  - Support green entrepreneurship, green innovations, and sustainable and inclusive youth development through platforms, webinars, events etc.
  - Connect youth to peers, resources, skills, and economic opportunities in the environmental sector through digital platforms.
  - Provide support to young green entrepreneurs and start-ups through capacity building, trainings and mentoring.
  - Empower youth to contribute to Africa's green growth agenda and showcase innovative solutions to environmental issues.
  - Support relevant YCA and GGGI programmes and activities and design solution to scale up innovations, build and accelerate green ventures across Africa.
2. The Parties' cooperation and collaboration in the above areas and on activities agreed upon between the Parties shall be subject to the respective mandate, objectives functions, policies and procedures of the Parties.

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### 4.1.1 PLANNING MEETING BETWEEN GGGI AND YCA REGIONAL HUB & FUND

Considering that we are dealing with a worldwide pandemic, the two organizations decided on key activities to be delivered in 2021:

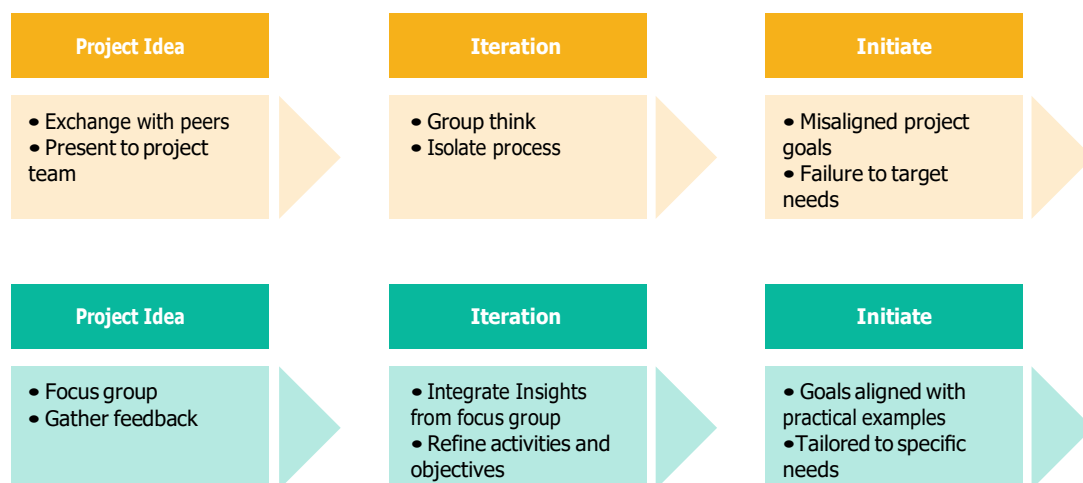
- GGGI to participate in a youth connect summit in Ghana to create awareness (Add pic of DANIEL). During the summit, GGGI officially became a member of the steering committee (add the summary from the BTOR and the name of the steering committee)
- GGGI to consider establishing a steering committee
- YCA Hub and GGGI to organize a knowledge sharing event

### 4.1.2 MEETING WITH THE MINISTRY OF YOUTH

- Ministry of Youth approached GGGI to support the expansion of the Eco brigade into Secondary Cities

## STEP 5: ESTABLISHING A FOCUS GROUP

### 5.1 PURPOSE OF THE FOCUS GROUPS



#### Organizers



#### Participants



A total of five young facilitators from Rwanda were briefed and trained on their role as facilitators of the focus group. There were five focus groups created, each focus group had a minimum of six members and maximum of 15 members.

Based on the number of greenpreneurs in the database, focus groups were classified based on the sector and activities that they are involved in throughout Rwanda:

- Focus Group 1: Water and sanitation
- Focus Group 2: Waste management and recycling
- Focus Group 3: Building construction, energy, urban mobility, and technology
- Focus Group 4: Agriculture and manufacturing
- Focus Group 5: Education

## 5.2 RWANDA GREENPRENEURS NETWORK

### Focus groups' general questions asked by the facilitator

- Knowing what you now know, is there anything you would have done differently when you were first starting your enterprise?
- What advice would you give to someone who is trying to become an entrepreneur?
- What do you strive to achieve with your company? (aim/goal/mission)
- What would you say is needed for this network to be viable and useful for you?
- What current methods have you used to raise funding?
- How do you market your company/NGO/start-up?
- How is your organization different from other existing ones? What is your added value?
- Do you feel that you have the right resources and relationships?
- Who do you look to for advice or mentorship?
- How has COVID-19 affected your enterprise and how are you overcoming the challenges and limitations?
- What are the specific challenges that you face based on your sector(s)?

### Overview questions asked by the PM

- What do you think about the idea that "struggling" is key to learning, especially as an entrepreneur?
- What did you identify in your first check-in exercise, when asked: "What are you struggling with?"
- Identify three ideas to ensure you learn from these kind of struggles
- Identify three ideas or tactics to help you manage the difficulty associated with "struggling" (disappointment, loss, or motivation, etc.)

### Agenda

Opening remarks, introduction of GGGI – Pamella Birungi  
Introduction of Greenpreneurs – Andrew Kareba  
Context, purpose of focus groups – Michelle DeFreese  
Introduce themselves and ask Daniel's questions – GGGI PM  
Focus groups and sector questions – Youth facilitator  
Closing remarks – Pamella Birungi

## Focus Groups' Schedules

### AUGUST 31 – FOCUS GROUP 1

**Theme(s):** Water production and distribution

**Facilitator(s):** Emmanuel Sindikubwabo – [emmnganza@gmail.com](mailto:emmnganza@gmail.com) – +250 787 900 024, and involvement of all the facilitators

**GGGI PM:** Francois Xavier Tetero – NAP Senior Officer, Sustainable Water Infrastructure Management – [francois.tetero@gggi.org](mailto:francois.tetero@gggi.org)

**Venue:** Atelier, KN 14 St, Kigali, Rwanda

**Duration:** 1 pm to 4:30 pm

AUGUST 31, 2021						
	Name and Organization	E-mail	Phone	Sector	Location	Attendance
1	Joseline Ihirwe – Volta Irrigation	<a href="mailto:jihirwe17@alumni.alueducation.com">jihirwe17@alumni.alueducation.com</a>	+250 785 145 754	Water Production and Distribution	Bugesera	Confirmed – Virtual
2	Fabrice Baraka – “Green Irrigation”	<a href="mailto:auwayo17@alumni.alueducation.com">auwayo17@alumni.alueducation.com</a>	0783 118 970	Water Production and Distribution		Confirmed – In-person
3	Jackson Sylvestre Karara – Uruhimbiri Kageyo Cooperative (UKC)	<a href="mailto:jackkarara@gmail.com">jackkarara@gmail.com</a>	+250 787 451 847	Water Production and Distribution	Gicumbi	Confirmed – In-person
4	Chris Irakoze – Eza Neza	<a href="mailto:chris@ezaneza.com">chris@ezaneza.com</a>	Eza Neza: +(250) 784 448 308	Water Production and Distribution		
5	Yvette Ishimwe – Iriba Water Group	–	+250 783 508 911	Water Production and Distribution		
6	Eric Safari – AquaSafi	<a href="mailto:info@aquasafi.rw">info@aquasafi.rw</a>	+250 785 617 714; +250 782 009 474	Sanitation		Confirmed – TBC if in person or virtually
7	Paulin Buregeya – COPED LTD.	<a href="mailto:bpaulin@copedgroup.com">bpaulin@copedgroup.com</a>	+250 788 508 290	Sanitation		Confirmed – TBC if in person or virtually

### Water production and distribution

- What are your limitations regarding water distribution (equal household access)? How are you tackling these challenges?
- Is your innovation capable of withstanding the side effects and uncertainties of climate change (i.e., drought)? Can it withstand the needs of the population?

### Water sanitation

- How have you dealt with the limitations of the sanitation sector?
- How do you minimize the environmental impact of your practice (system, storage)? What type of technology do you use?



## SEPTEMBER 2 – FOCUS GROUP 2

**Theme(s):** Waste management and recycling

**Facilitator(s):** Christian Nsengimana – [c.nsengiman@alustudent.com](mailto:c.nsengiman@alustudent.com) – 0785 663 435

**GGGI PM:** Michelle DeFreese – Sr Officer, Rwanda Green Growth – [michelle.defreese@gggi.org](mailto:michelle.defreese@gggi.org)

**Venue:** Atelier, KN 14 St, Kigali, Rwanda

**Duration:** 1 pm to 4:30 pm

SEPTEMBER 2, 2021						
	Name and Organization	E-mail	Phone	Sector	Location	Attendance
1	Ghislain Irakoze – Waste Management	<a href="mailto:ghislain@wastezon.com">ghislain@wastezon.com</a>	0780 587 059	Waste Management	Kigali	
2	Aldo Muhizi Kamel – Manufacturing LTD	<a href="mailto:aldomuhizi@gmail.com">aldomuhizi@gmail.com</a>		Waste Management	Kigali	
3	Ubwenge Ltd.	<a href="mailto:efsd101@gmail.com">efsd101@gmail.com</a>		Waste Management	Kigali	
4	Joel Arusha – Koperative Inshuti Za Kawa	–	0785 510 364	Waste Management	Huye	
5	Noel Nizeyimana – GreenCare Rwanda Ltd.	<a href="mailto:nizeyimananoel1989@gmail.com">nizeyimananoel1989@gmail.com</a>	+250 784 030 834	Waste Management	Huye	
6	Dominique Xavio Imbabazi – VSC	<a href="mailto:dximbabazi@gmail.com">dximbabazi@gmail.com</a>	+250 788 674 087	Waste Management		
7	Monica Umwari – Angaza Ltd.	<a href="mailto:ahazaza2511@gmail.com">ahazaza2511@gmail.com</a>	+250 784 872 385   +250 728 835 863	Waste Management	Kigali	
8	Joel Mitali – BTRACOM Ltd.	<a href="mailto:btracomlimited@gmail.com">btracomlimited@gmail.com</a>	Tel: 0788 274 845 / 0783 047 937	Waste Management	Kigali	
9	Sheillah Munsabe – “Fashion and interior décor recycling”	<a href="mailto:smunsabe17@alustudent.com">smunsabe17@alustudent.com</a>	Phone: 078222467	Recycling	Kigali	
10	Solange Ingabe - Akarwa Fayn Décor	<a href="mailto:ingabesolangebala@gmail.com">ingabesolangebala@gmail.com</a>		Recycling	Kigali	
11	Leon Nduwayezu – AgroPlast Ltd.	<a href="mailto:nduluwa@yahoo.fr">nduluwa@yahoo.fr</a>		Recycling	Kigali	
12	Jemima Kakizi – Environmental Artist	<a href="mailto:kakizijemima@gmail.com">kakizijemima@gmail.com</a>		Recycling		
13	Nadine Ishimwe – Nadine’s Flowerpots	<a href="mailto:inaddy07@gmail.com">inaddy07@gmail.com</a>		Recycling	Kigali	
14	Vedaste Dusabimana – plastic waste recycling	<a href="mailto:duveda774@gmail.com">duveda774@gmail.com</a>		Recycling		
15	Divin Lionel Dushimimana – making charcoal out of paper	<a href="mailto:dushidivin@gmail.com">dushidivin@gmail.com</a>		Recycling		
16	Olivier Niyodushima – Habagri Astech Ltd	<a href="mailto:niyolivier7@gmail.com">niyolivier7@gmail.com</a>		Recycling	Rubavu	

## Waste management

- Have you been able to connect with the institutions in place that deal with waste management (i.e., COPED)?
- What kind of support do you and other waste management entrepreneurs need?
- According to you, are investors prone to fund waste management initiatives?
- Do you have resources for technical advice and oversight (are they accessible)?

## Recycling

- What resources and contacts do you have to obtain the recyclable materials? How do you salvage the material?
- What are the limitations of recyclables and recycling?
- Is the current ecosystem in Rwanda beneficial for your enterprise? How?
- Are there materials that you would like to recycle, but currently do not or cannot? How could this network assist you regarding these limitations?

## SEPTEMBER 9 – FOCUS GROUP 3

**Theme(s):** Buildings and construction, energy, urban mobility and technology

**Facilitator(s):** Annet Mbasinga – [a.m.annetmbasinga@gmail.com](mailto:a.m.annetmbasinga@gmail.com) – 0781 899 041

**GGGI PM:** Dheeraj Arrabothu – Senior Green Buildings Officer, Rwanda – [arrabothu.dheeraj@gggi.org](mailto:arrabothu.dheeraj@gggi.org)

**Venue:** Atelier, KN 14 St, Kigali, Rwanda

**Duration:** 1 pm to 4:30 pm

September 9, 2021						
	Name and Organization	E-mail	Phone	Sector	Location	Attendance
1	Rosette Muhoza or David Kinuzi – My Green Home	<a href="mailto:rosettemu560@gmail.com">rosettemu560@gmail.com</a> <a href="mailto:davekinz82@gmail.com">davekinz82@gmail.com</a>		Buildings and Construction	Kigali	
2	Eric Kariningufu – 3E Power Ltd.	<a href="mailto:erick@3epower.co.rw">erick@3epower.co.rw</a>	3E: +250 788 312 929	Energy	Kigali	
3	Alice Mukashyaka – Starlight Africa	<a href="mailto:amukashyaka17@alustudent.com">amukashyaka17@alustudent.com</a>	0785 077 303	Energy	Kigali	
4	Yvette Mariza Mukamuhoza – Great Lakes Power Ltd.	<a href="mailto:qlprwanda@gmail.com">qlprwanda@gmail.com</a>		Energy	Kigali	
5	Yvonne Umuraza – 3R for Green Ltd.	<a href="mailto:umuy2006@gmail.com">umuy2006@gmail.com</a> <a href="mailto:3rforgreen@gmail.com">3rforgreen@gmail.com</a>		Energy	Kigali	
6	Honoré Mugiraneza – ENERGICOTEL Plc.	<a href="mailto:honeza7@gmail.com">honeza7@gmail.com</a>		Energy	Kigali	
7	Liban Mugabo – Safe Gas Rwanda Ltd.	<a href="mailto:info@safegaz.com">info@safegaz.com</a>		Energy	Kigali	
8	Yves Mutsinzi – Kigali Rides	<a href="mailto:yvesmutsinzi5@icloud.com">yvesmutsinzi5@icloud.com</a>		Urban Mobility (Transport)	Kigali	
9	Gentil Ndobu – Citybuddiz	<a href="mailto:gentilndobu@citybuddiz.com">gentilndobu@citybuddiz.com</a>		Urban Mobility (Transport)	Kigali	
10	Daddy Sadiki Rubangura – Ziv Kigali Ltd.	<a href="mailto:daddyrubangura@gmail.com">daddyrubangura@gmail.com</a>		Technology	Kigali	

### **Buildings and construction**

- How do you ensure that the materials you are using are sustainable (locally sourced, recycled, etc.)?
- How does your approach improve construction techniques (innovation)?
  - Would it be able to sustain the housing demands in Rwanda?

### **Energy**

- Do you have access to funding/grants in your sector? Are there restrictive eligibility conditions? (I.e., does your project have to be developing a technology?)
  - Is there enough governmental and/or policy support?
- What factors do you perceive as having the greatest influence on successful interactions across the clean energy value chain and within the broader clean energy ecosystem?
- Is there a lack of renewable energy technologies (RTEs) and if so, does it affect the success of your project? How can this issue be tackled?
- Are there any regulatory constraints that present challenges for your enterprise?

### **Urban mobility (transport)**

- What incentives are offered to encourage citizens to alter their transportation habits?
- Is your innovation positioned for success with the current established infrastructure? If not, what changes would have to be made to maximize success?
- What is the affordability of the approach?

### **Technology**

- How sustainable is your business (sustainability measures)? How does your innovation help tackle climate change and environmental issues?
- Do you have a mentor in the business, or can you seek one out?
- Have you been able to find collaborators in Rwanda?



## SEPTEMBER 16 – FOCUS GROUP 4

**Theme:** Agriculture and manufacturing

**Facilitator(s):** Faïda Zoubeda – [faidazoubeda1@gmail.com](mailto:faidazoubeda1@gmail.com) – +250 785 284 378

**GGGI PM:** Brigitte Nyirambangutse – Senior Officer – Rwanda Program – [brigitte.nyirambangutse@gggi.org](mailto:brigitte.nyirambangutse@gggi.org)

**Venue:** Atelier, KN 14 St, Kigali, Rwanda

**Duration:** 1 pm to 4:30 pm

September 16, 2021						
	Name and Organization	E-mail	Phone	Sector	Location	Attendance
1	Daniella Uwase – AG Network	<a href="mailto:uwase.daniella@aqnetwork.rw">uwase.daniella@aqnetwork.rw</a>	0780 749 863	Agriculture	Kigali	
2	Jean-Claude Niyomugabo – Speke Farms	<a href="mailto:niyomugabojeanclaude47@gmail.com">niyomugabojeanclaude47@gmail.com</a>		Agriculture	Bugesera	
3	Fred Shyaka – Fred Agro Business	<a href="mailto:fredshyaka789@gmail.com">fredshyaka789@gmail.com</a>		Agriculture	Nyagatare	
4	Janviere Mukashumbusho	<a href="mailto:mjanviere12@gmail.com">mjanviere12@gmail.com</a>		Agriculture	Ruhango	
5	Vital – Koperative Y'Ikibingo	–	0786 244 660	Agriculture	Huye	
6	Theogene Ingabire - Rwanda Biosolution Ltd.	<a href="mailto:ingabiretheogene@gmail.com">ingabiretheogene@gmail.com</a>		Agriculture	Kigali	
7	Janvier Uwayezu	<a href="mailto:janvis741@gmail.com">janvis741@gmail.com</a>		Agriculture	Kigali	
8	Benjamin Gisa – GISA Farm and Kaso Enterprise	<a href="mailto:gisabenjamins@gmail.com">gisabenjamins@gmail.com</a>		Agriculture		
9	Thierry Shema – Crop Tech Ltd.	<a href="mailto:tshema13@gmail.com">tshema13@gmail.com</a>		Agriculture	Kigali	
10	Kevin Shema – Umuti	<a href="mailto:umutirw@gmail.com">umutirw@gmail.com</a>		Manufacturing	Kigali	
11	Larry Paul SSebagala – GreenAfrika Ltd.	<a href="mailto:plarry@greenafrikarw.com">plarry@greenafrikarw.com</a>		Manufacturing	Kigali	
12	Jean-Pierre Ngabonziza – Trace Group Limited	<a href="mailto:tracerwanda@gmail.com">tracerwanda@gmail.com</a>		Manufacturing	Kigali	
13	Josue Uwizeye – Josh Innovation LTD.	<a href="mailto:uwizeyejosue@gmail.com">uwizeyejosue@gmail.com</a>		Manufacturing	Kigali	

### Agriculture

- Do you have a network in place among farmers to assist and help one another?
  - Have you worked with fellow agriculture entrepreneurs to spot a gap in the market?
  - Have you developed plans with farmers based on results from a market/value chain study?
  - Have you presented a business plan to an investor (project, bank or individual) to access financial support?

### Manufacturing

- How does your innovation help tackle environmental and sustainability challenges?
- Are there any sources of information and resources available for new manufacturing entrepreneurs?



## SEPTEMBER 23 – FOCUS GROUP 5

**Theme (s):** Education

**Facilitator(s):** Regine Ishimwe – [regine.ishimwe18@kepler.org](mailto:regine.ishimwe18@kepler.org) – 0786 288 904

**GGGI PM:** Liliane Uwanziga Mupende – NAP Project Lead – [liliane.mupende@gggi.org](mailto:liliane.mupende@gggi.org)

**Venue:** Atelier, KN 14 St, Kigali, Rwanda

**Duration:** 1 pm to 4:30 pm

September 30, 2021						
	Name and Organization	E-mail	Phone	Sector	Location	ATTENDANCE
1	Grown Green Consultant Ltd.	<a href="mailto:growgreenyy@gmail.com">growgreenyy@gmail.com</a>				
2	Eva Peace Mukayiranga or Ineza Grace Umuhoza – The Green Fighter	<a href="mailto:evapeace0801@gmail.com">evapeace0801@gmail.com</a> <a href="mailto:gracineza@gmail.com">gracineza@gmail.com</a>		Education	Kigali	
3	Fidele Gisore – Social Entrepreneur/The Challenges Group	<a href="mailto:gfidele280@gmail.com">gfidele280@gmail.com</a>		Education	Kigali	
4	Prudence Ndabasanze – Nature Rwanda	<a href="mailto:ndabasanze@gmail.com">ndabasanze@gmail.com</a>		Education	Musanze	
5	Yves Rugira – Award-winning Environmental Journalist	<a href="mailto:yvason77@gmail.com">yvason77@gmail.com</a>		Education	Huye	
6	Providence Akayezu – Conservationist/ National Geographic Explorer	<a href="mailto:pakayezu@gmail.com">pakayezu@gmail.com</a>		Education	Kigali	
7	Valerie Akuredusenge - Conservation Heritage – Turambe	<a href="mailto:chturambe@gmail.com">chturambe@gmail.com</a>		Education	Musanze	
8	Patience Shumbusho – Eco-Arts	<a href="mailto:patienceshu@gmail.com">patienceshu@gmail.com</a>		Education	Rubavu	
9	Green Icons	<a href="mailto:greenicon10@gmail.com">greenicon10@gmail.com</a>		Education		
10	Constantin Cyubahiro – Go Green Rwanda	<a href="mailto:cyubahiro.constantin@yahoo.com">cyubahiro.constantin@yahoo.com</a>			Kigali	

### Education

- What approach do you have to environmental education? What connections/efforts have you made to expand your reach?
  - How do you implement environmental education in the curriculum? How do students respond to it?
- Do you have the money and manpower for training and education?

### 5.2.1 First focus group held on August 31, 2021 as a hybrid meeting

Due to COVID-19 restrictions and regulations, every participant had to be tested prior to the focus group meeting; unfortunately, we did not receive as many as we had expected.



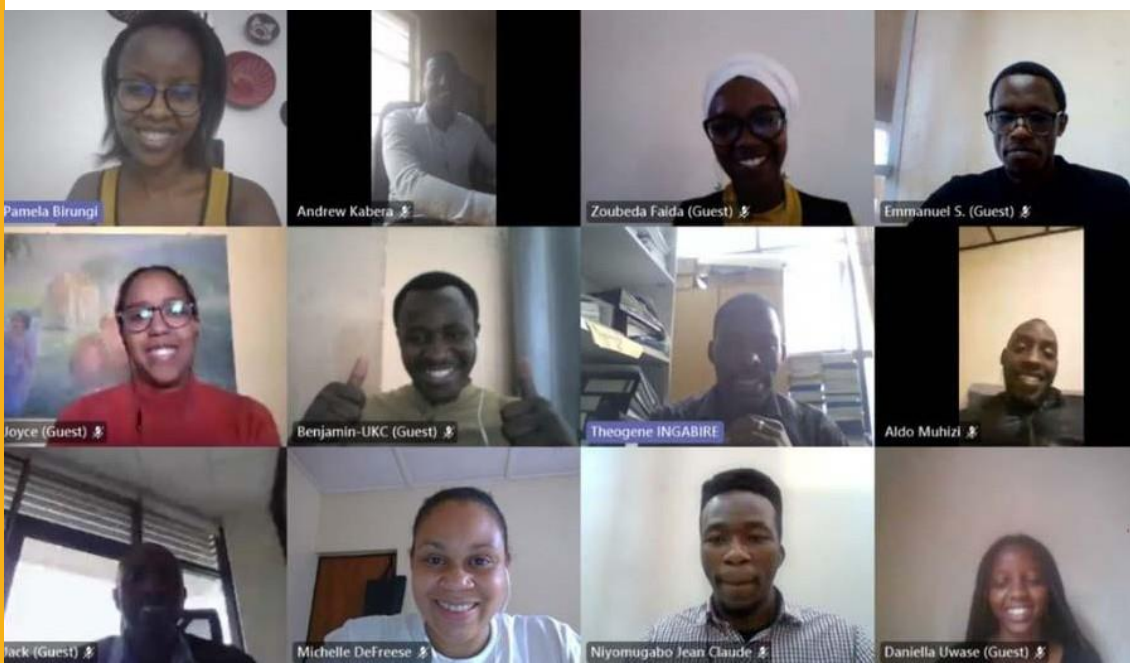
@ GGGI Rwanda

### 5.2.2 Second focus group held on September 9, 2021 – physical meeting (Add photos and report from discussions)



@ GGGI Rwanda

### 5.2.3 Third focus group held on September 16, 2021 – virtual meeting (Add photos and report from discussions)



@ GGGI Rwanda

## DISCUSSION SUMMARY – FOCUS GROUPS

### FOCUS GROUP MEETING – AUGUST 31, 2021

#### Water and sanitation focus group – session notes

Facilitator: Emmanuel Sindikubwabo

GGGI Members: Andrew Kabera, Pamela Birungi, Michelle DeFreese, and Joyce Gatera

Participants:

- Jackson Sylvestre Karara – Uruhimbi Kageyo Cooperative (UKC)
- Benjamin – Uruhimbi Kageyo Cooperative (UKC)
- Paulin Buregeya – COPED LTD.
- Fabrice Baraka – “Green Irrigation”

Location: atelier and virtual

Pamela started by introducing GGGI and Rwanda’s country program. Andrew, Michelle, and Joyce discussed the Rwanda Greenpreneurs Network project, the progress made so far, and the purpose of the focus groups. Michelle presented more context on the water and sanitation sector in Rwanda. Emmanuel then took the greenpreneurs into deep-dive discussions around key questions.



#### Discussion:

##### What have you done, what have you learned, what is next, and what are you struggling with?

- Greenpreneurs briefly discussed the achievements of their companies and key lessons learned for their period of existence, including that getting off the ground is always difficult and that young entrepreneurs go through many struggles that sometimes lead many to give up.

##### What do you think about the idea that “struggling” is key to learning, especially as an entrepreneur?

- Greenpreneurs who attended the focus groups’ meetings emphasized that struggling is key to learning for a businessperson because, as they face difficulties and problems, they can be more creative and innovative in what they do to thrive and succeed.

##### What did you identify in your first check-in exercise, when asked: “What are you struggling with?”

- Roadblocks, difficulties, problems faced and still facing.

##### Identify three ideas to ensure you learn from these kinds of struggles

- Being more creative and innovative, Risk forecasting, building capacities.

##### Identify three ideas or tactics to help you manage the difficulty associated with “struggling” (disappointment, loss, or motivation, etc.)

- Greenpreneurs said that accepting failures as not failures but as opportunities to learn and grow, help them handle difficulties associated with struggling. However, they recommended that mentorship and different support can help them be more resilient and impactful in their societies.

##### How can you embed these ideas or tactics into your plan, drafts, or next learning iterations?

- They emphasized the need for strategic planning, iteration practices, etc. However, they also explained that they needed more capacity-building around planning, fundraising, and investor relations. It also seems they do not clearly understand what green business is; they need platforms to be able to raise their concerns and be heard for transformative change around business policies and practices in Rwanda. They would also need more incentives for market de-risking, for more enabling conditions, growth, etc.

The session was adjourned by PMs thanking greenpreneurs for their interest and a brief interview with the facilitator and greenpreneurs.

## FOCUS GROUP MEETING – SEPTEMBER 9, 2021

### Physical Meeting – session notes

Facilitator: Christian Nsengimana and Annet Mbasinga

GGGI Members: Andrew Kabera, Pamella Birungi, and Michelle DeFreese

#### Participants:

- Noel Nizeyimana – GreenCare Rwanda Ltd.
- Monica Umwari – Angaza Ltd.
- Larry Paul Sebagala – GreenAfrika Ltd.
- Benjamin – Uruhimi Kageyo Cooperative (UKC)
- Patrick – Green Icons
- Joel Mitali – BTRACOM Ltd.
- Fidele Gisore – Social Entrepreneur/The Challenges Group
- Daddy Sadiki Rubangura – Ziv Kigali Ltd.
- Rosette Muhoza – My Green Home
- Patience Shumbusho – Eco-Arts

Location: atelier

The participants introduced themselves, provided more details about their businesses and their hopes for this network and focus group (networking and strengthening partnership in the Greenpreneurs Network; tools and advice; solution-finding; learn from other greenpreneurs; etc.).

Pamella and Michelle introduced GGGI and the Rwanda Greenpreneurs Network. They had an ice breaker to ensure the participants were comfortable and opened the floor to the key questions and discussions that followed.



### Discussion:

#### What do you think about the idea that “struggling” is key to learning, especially as an entrepreneur?

- **Benjamin (UKC):** Through struggles, you know what went wrong and what went right, so that you don’t face the same struggles again. It’s been a struggle to educate farmers about the technologies used. UKC has put strategies in place to reach out to them. Through their struggles, they acquired skills to understand the customers’ needs and to provide them.
- **Larry (Green Afrika):** It’s not about the destination; you must enjoy the journey. If you don’t face challenges, it means your route is not realistic.
- **Rosette (My Green Home):** Rosette stated that she has gone through many struggles, and it has helped her see her strengths, but it can get more challenging and unbearable when the struggles are too big to handle.
- **Fidele (Challenges Group):** Constant struggles discourage the entrepreneurs, the system is not designed to help greenpreneurs to grow fast, and academics should be well connected to the private sectors. If you struggle for too long, it’s no longer learning.
- **Patience (Eco-Arts):** He thinks that every entrepreneur should be asking themselves what could be done to prevent struggles before they happen.
- **Larry (Green Afrika):** “Struggling is inevitable for entrepreneurs. You simply have to give it a time frame.”
- **Daddy Sadiki (Ziv Kigali Ltd.):** He said having a purpose is very important because it keeps you going. He sometimes thinks of quitting but then remembers the reason why he started in the first place.
- **Monica (Angaza Ltd.):** She argued that when you don’t struggle, you don’t value the opportunities you get as an entrepreneur.

#### Identify three ideas or tactics to help you manage the difficulty associated with “struggling” (disappointment, loss, or motivation, etc.)

- A good mentor can direct your energy and resources based on your strengths.
- Launch an awareness program to help people learn about your business.

Most of them argued that money is the biggest issue as they grow in entrepreneurship, and that they’re struggling with finances. They also say that it is the policies that affect them, that all you must ask yourself the question: “How is the business going to benefit the society and the investor?”

GGGI PM, Tetero, also shared some insight into his sector, which led to some good conversations. He explained how good mentors can direct you where your energy should be focused, and where the resources are, based on your perceived strengths.



## FOCUS GROUP MEETING – SEPTEMBER 16, 2021

### Virtual Meeting – Session Notes

Facilitator: Faida Zoubeda and Regine Ishimwe

GGGI Members: Andrew Kabera, Pamela Birungi, and Michelle DeFreese,

Participants:

- Aldo Muhizi – Kamel Manufacturing LTD.
- Benjamin – Uruhimbí Kageyo Cooperative (UKC)
- Daniella Uwase – AG Network
- Edouard Turatsinze
- Gentil Ndoba – Citybuddiz
- Theogene Ingabire – Rwanda Biosolution Ltd.
- Jackson Sylvestre Karara – Uruhimbí Kageyo Cooperative (UKC)
- Larry Paul Sebagala – GreenAfrika Ltd.
- Jean-Claude Niyomugabo – Speke Farms
- Olivier Kolome
- Thierry Shema – Crop Tech Ltd.
- Yves Rugira – Award-winning environmental journalist
- Patrick – Green Icons

Location: Virtual meeting on MS Teams

In her opening remarks, Pamela welcomed all the Greenpreneurs and introduced the GGGI Project managers to the session. She gave some background on GGGI and explained the purpose of establishing the Rwanda Greenpreneurs Network.

Andrew provided more insight into the Network and the research and work that has been done so far, while Michelle explained the purpose of the focus groups and the expected outcomes.

Dr. Brigitte, Lilian, and Dheeraj presented on their specific sectors: Brigitte discussed modern agriculture, focusing on agri-tech and innovative solutions; Lilian presented on the preservation of natural resources in cities and urban areas and community-driven solutions; and Dheeraj highlighted the opportunities in green building cities which play a big role in mitigation and adaptation.



### Discussion:

#### What are the challenges that you have faced and how did you overcome them?

**Faida:** Greenpreneurs in Rwanda face a lot of challenges because it is difficult to know who to approach. Being connected/aware of different technologies. Have learned to adapt to these challenges through this approach.

**Regine:** She is not an entrepreneur, but she has noticed that people are afraid of entering the market (they are intimidated). However, having a plan can help one feel surer and more confident.

**Benjamin UKC:** Difficulty in training and reaching out to some regions. As they are based in Gicumbi, they have challenges in transportation (no convenient movement to distribute products). The product is green and fresh which means it must arrive before 3 days after being dispatched. It is important to have a well-established infrastructure. A customer-centric approach is key. Partnerships will also help to enable sustainability and effectively produce/maximize green growth.

**Daniella Uwase:** Organization is in the starting stages (her organizations will create profiles for Rwandan forests/green spaces). Challenges in finding expertise in how to conduct research, and not enough funds for an engaging website. They need to do more research and connect with potential partners and stakeholders to fund and gain expertise.

**Theogene:** Their technology is not yet accepted/known. A shift from chemical fertilizers to organic ones is more of a challenge since not everyone knows the importance of that switch. They need capital to boost the production and awareness. COVID-19 affected their finances and thus, they are currently trying to overcome the challenges of the pandemic. Funding would be very beneficial.



**Jackson:** Starting out was a challenge; they needed to provide data to get funding, but they did not have any. It took 2 years to get financial support. Changing/unstable policies for funding/finances. There is no grazing period; you only have 2 months to start paying the loan back.

**Jean-Claude:** Challenges in changing the mindset of the people and changing their agriculture habits to become more sustainable. There is a lack of capacity-building and a lack of support in funding. They need knowledge or access to technology to monitor the impact of small-scale farmers or youths.

**Aldo:** Business focus is mainly with business concepts and concepts within a particular field (agriculture). Their challenges are: a lack of business skills (needed expertise from partners), water shortage, and feasibility (how well does the product work?).

They worked with an ex-pat to determine that factor and what it was. They also participated in many competitions to learn more and expose their organization and visibility.

#### **\*\* IN BRIEF**

- COVID-19 has been a big challenge to most of the businesses which were still at the emerging phase. Some of them have already collapsed while others are trying to find other ways to operate despite the effects of the pandemic.
- There is a clear fear that they will not be taken seriously because of their age and experience.
- Limited finance and resources: This led many young entrepreneurs to withdraw. To overcome this challenge, some greenpreneurs chose to use available resources and tried to make the best out of each opportunity that is presented to them. They are using the available resources, such as organizations, funds, or banks, to fund their businesses by presenting their viable business idea and showing how it will generate the income back to those funders.

#### **What do you think about the idea that “struggling” is key to learning, especially as an entrepreneur?**

**Benjamin:** Struggle gives you great perseverance and determination. It ensures that you don't make the same mistakes. You value the learnings you gain out of these struggles. Gives the ability to plan, think big, innovate, and learn.

**Jean-Claude:** Entrepreneurs need to be challenged to ensure that they will respond to the challenges of the community. You learn a lot through hardships and mistakes. In terms of team members, you can see what you want to look for in future employees.

**Jackson:** Contributes to a person's ability to make decision and differentiates them from the other actors.

**Aldo:** Can help to find innovative solutions to problems. Being able to adapt when things don't go as planned.

#### **5.2.4 On August 12, 2021, for International Youth Day**

GGGI put together an online awareness campaign to promote and highlight some of the greenpreneurs in Rwanda (Add photos)



Moses is the regional coordinator of the Africa Youth Leadership Forum (AYLF) and the founder & MD of Katmos Consult Company Ltd. AYLF offers training and mentoring to young leaders to advance values and principles that promote transformation and servant leadership.



Jean Claude is the owner of Rwandan Farming & Venture, an online media platform that educates youth about agriculture, biodiversity, environmental conservation in Rwanda through photos imagery and discussions.

@jcnnyomugabo  
@RwandaFarming



With his company GreenAfrika, Larry Paul offers alternative to plastics, with products made from cassava, sugar cane and other innovative sources. They aim to use biodegradable and environmentally friendly products that do not pollute the earth.

@larrypaul4

@GGGI Rwanda



Ineza is an eco-feminist and the CEO of The Green Fighter, a youth-lead environmental organization that aims to contribute to the sustainable development of the country through education and by ensuring the safety and protection of the environment.

@InezaGrace  
@GreenfighterRw



Monica Umwari is the managing director of Angaza. It is a Rwandan eco-brand that transforms Kigali's non-biodegradable waste, such as vinyl advertising banners and jute rice bags, into one-of-a-kind, eco-friendly and functional bags.

@Angazalt



Patience is the founder & CEO of Eco-Arts. With this initiative, he is working to connect children with nature through education and by promoting the importance of sustainable conservation and eco-tourism.

@AmbayouthRwa  
@EcoArts6



Thierry is the managing director of Crop Tech Ltd., a leading expert in agribusiness that employs decent technology in post-harvest handling solutions for your agricultural commodities, such as maize.

@ThierryShema1  
@tech\_crop

@ GGGI Rwanda



Nadine Ndahiro, Arsene Gatera, Irankunda Shema Thierry Henry, and Kevin Shema are the founders of **UMUTI**, finalists in the 2018 GGGI Global Greenpreneurs competition. The company uses banana and plantain trunks that remain after harvest to create eco-friendly paper packaging bags. Their products use *circular economy* approaches not only to reduce the amount of waste that reaches landfill sites, but also to create valuable products that are fully *biodegradable*.

@UMUTI\_RW

@ GGGI Rwanda



@FZoubeda  
@InkingiModern

Faida is the founder of Inkingi Modern Farmers, a business dedicated to the development of agroecology, with the objective of creating access to clean food and building climate resilience.



@AldoMuhizi

Aldo is a water and environmental engineer, coordinator/Founder of UR-Young Water Professionals. An engineer at Kamel Manufacturing LTD, a waste management and sanitation company that uses their own designed system to treat grey water into fresh water.



@MugabeChristia  
@NgoziNaturals

Christian is the founder of Ngozi Naturals. His business offers homemade, plant-based soaps made with natural ingredients such as organic clay and essential oils.



@b\_mushayija

Benjamin is a Social entrepreneurs in Agriculture he is the CEO and founder of GISA Farm, which deals with organic poultry farming.

@ GGGI Rwanda

## STEP 6: ORGANIZE KNOWLEDGE SHARING EVENT (NOVEMBER 25, 2021)

*Link to the recording:*

<https://www.youtube.com/watch?v=Pppg83zzPNI&t=2s>

**This section will include the concept note for the Knowledge Sharing Event held at Norrsken House**



### HYBRID KNOWLEDGE SHARING WEBINAR – RWANDA GREENPRENEURS NETWORK

DATE – November 25, 2021

ONLINE – Zoom link

Rwanda like many countries face the effects of climate change which has led to natural disasters and economic disruption. However, Rwanda has recognized the importance of innovation as a solution to the negative impact of climate change by committing to policy actions and implementation towards a green and climate resilient economic growth model. Rwanda currently boasts of a burgeoning entrepreneurship ecosystem that includes amongst others, incubation hubs, innovation hubs, accelerators, co-working spaces, and research centers all striving to take ideas to mature businesses. Yet, these laudable initiatives are yet to tackle the challenges faced by many start-up businesses especially by the youth and women.

Rwanda's economic growth has been robust with an average GDP growth of 8% pre-pandemic. However, this growth has not translated to enough quality and sustainable employment for the growing youth of the country. This is a complex problem that matters to the growth of the economy because in a country with a population of roughly 13 million people (NISR 2021)<sup>[1]</sup>, the youth within the ages of 14 to 35 years old, makes up close to 40% of this population. Moreover, the government's National Strategy for Transformation (NST1<sup>[2]</sup>), which is a 7-year medium-term strategy (2018–2024) included job creation as one of the key components of the economic pillar of this strategy. The target is to create 1.5 million productive and decent jobs by 2024 through off-farm employment and expanding the possibilities within manufacturing, value addition of minerals, construction, tourism, information technology in a knowledge-based economy. Achieving this target would ensure that no one is left behind in the country's economic growth as well as to consolidate the trust that the citizens have on their government.

Yet, recent numbers from the quarterly Labor Force Survey of the National Institute of Statistics of Rwanda (NISR – Q3 2020) shows that even though there has been an increase of 6.4% in off-farm employment, corresponding to the net job created of 120,978 jobs between 2018 and 2019, there has also been job losses in sectors like construction, tourism, human health and social work, information and communication, etc. The implication is that the year-on-year employment target would be missed unless drastic and innovative approaches are utilized to deconstruct the challenge. This challenge when solved will reduce the poverty level amongst the youth population and spur sustainable economic growth that is anchored on technological innovations.



### **Background: (job creation and environmental protection/conservation)**

Rwanda currently boasts of a burgeoning entrepreneurship ecosystem that includes among others, incubation hubs, innovation hubs, accelerators, co-working spaces, and research centers, all striving to take ideas to mature businesses. Yet, these laudable initiatives are yet to tackle the challenges faced by many start-up businesses especially by the youth and women. With Rwanda's youth within the ages of 14 to 35 years old, making up close to 40% of this population and the country's NST target of creating 1.5 million productive and decent jobs by 2024, it will create the perfect opportunity to create synergies and reduce the poverty level amongst youth and spur sustainable economic growth that is anchored on innovations.

### **Expected Outcomes:**

The webinar offers a platform to share knowledge to stimulate dialogue on the green entrepreneurship ecosystem in Rwanda and create opportunities for youth to thrive within it. By identifying the gaps and challenges in Rwanda and to strengthen national co-ordination among youth innovation hubs, investors, mentors, start-ups, and the green entrepreneurs, it will enhance their skills, knowledge and capacities in order to build inclusive viable start-ups and businesses that concurrently address challenges of unemployment, promote resilience, social inclusion, gender equality, and self-sufficiency. Moreover, this will help tackle climate change and environmental sustainability challenges. Through the Rwanda Greenpreneurs Network project and Eco-brigade, we will develop a co-ordination platform along the entrepreneurship ecosystem and value chain, linking all the stakeholders involved in youth entrepreneurship and creating a system that can closely align with related green business policies and opportunities in Rwanda.

This project also provides the opportunity for the youth to contribute to the aim of the government of Rwanda which is to raise the profile of young people's innovative solutions as a vehicle of change in Africa. The government of Rwanda is keen to support ideas and innovative solutions from young people aged between 15 to 35 years old (African Charter<sup>[1]</sup>) by working with existing entities that can support to scale up green business solutions such as YCA Hub. As a result, GGGI seeks to establish a platform and network that could serve as a one-stop center for youth development that includes different entities that offer unique business solutions as stated in the project outcome.





## Draft Agenda

Virtual Knowledge Sharing Webinar – Youth Entrepreneurship in Rwanda

Date: November 25, 2021

Draft Agenda

Time	Activity/Session	Speaker
<b>Moderator:</b> To be determined		
<b>9am</b>	<b>Opening Remarks</b>	GGGI Country Representative
	YCA Story, Rwanda Chapter, Youth Entrepreneurship	ED YCA Regional Hub
	Youth Empowerment , Youth Entrepreneurship What mechanisms has the government of Rwanda put in place to support innovators and start-ups? What strategies exist to give financial support? Eco-brigade program Shortcomings (challenges and gaps) of the entrepreneurial ecosystem in Rwanda.	Ministry of Youth and Culture
	Introduction to GGGI; Global Greenpreneurs and Greenpreneurs in country programs	Hakku Bang
	Entrepreneurship in Rwanda and how does RDB ensure that the ecosystem in Rwanda is sustainable and allows greenpreneurs to thrive?	RDB
	Providing more insight on young entrepreneurs in Rwanda and the country's goals Youth statistics in Rwanda, relevancy of entrepreneurship. Job creation and the country's plans.	NYC (ES) Amine or Grace (YouthConnekt)
	Current programs for young entrepreneurs Programs/accelerators/hubs currently in place	Darrell Kofkin – Cofounder of Shibuka
	How are hubs and financial institutions supporting young greenpreneurs? Accelerators/hubs and their role in supporting young entrepreneurs Challenges and gaps	InkoMoko Norrskén 250 start-ups BRD
	Climate change impacts and how youth can be part of the solution Demonstrating the impact of climate change on Rwanda and the relevancy of encouraging youth to engage in an environmental approach.	MoE/REMA and FONERWA
	Introduction to the Greenpreneurs program, what is green entrepreneurship, what is a green business, and key sustainable principles for green businesses.	Hakku Bang
	Where the environment and entrepreneurship meet Solution-finding. How green entrepreneurship is a solution to economic growth and environmental protection.	Michelle DeFreese
	The future of entrepreneurship How to ensure the viability of youth projects/initiatives. Potential and changes that have to be made to maximize success.	Norrskén Foundation
	Success Stories – Greenpreneurs in Rwanda (two males and two females)	Ineza Umuhoza – The Green Fighter Ghislain Irakoza – Wastezon Christelle Kwizera – Water Access Rwanda
	Closing Remarks	Moderator

### **Organizations and Governmental Partners include:**

- Ministry of Youth and Culture
- YouthConnekt Regional Hub & Fund
- Rwanda NYC
- MoE
- GGGI
- Norrsken Foundation
- FONERWA
- REMA
- BDF (Business Development Fund, Rwanda)

### **Potential List of Speakers:**

- GGGI Greenpreneurs HQ Lead (Hakku Bang)
- Greenpreneur (Ineza (CONSERVATION/ EDUCATION), Joseline (AGRICULTURE), or Umuti (WASTE)); My Green Home, Wastezon,
- District Representative (Alfred Turikurugamba [Nyagatare] or Moses Mutabazi [Musanze])
- An accelerator --> InkoMoko (Helle or Teta)
- Norrsken Foundation (Pascal Murasira, MD Norrsken East Africa)
- YCA Regional Hub & Fund
- GGGI representative
- MINITYOUTH representative
- NYC representative (?)
- KOICA
- UNDP – Generation Unlimited – Speaker (TBD)

### **List of invitees**

#### *Hubs and start-ups*

- YouthConnekt Hub
- 250 Start-ups
- Start-up Grind
- Westerwelle Start-up Haus
- Norrsken Foundation
- FONERWA
- Start Hub Africa
- Skill Africa
- EU Initiative – Hanga hubs
- East Africa Regional Innovation Hub
- Impact Hub Kigali
- Iris Hub Rwanda
- IBS Rwanda
- The Challenges Group
- GPP Rwanda
- BAG Innovation
- DOT Rwanda

- Shibuka
- Enviroserve Rwanda Green Park
- kLab Rwanda
- ICT Chamber
- FabLab
- Awesomity Lab
- Earth Systems
- Kigali Agency for Entrepreneurs (KAE)

### **Accelerators**

- ALU
- Echoing Green Foundation
- InkoMoko Accelerator
- The Land Accelerator
- Accelerate 2030 – Rwanda
- FinTech Hub
- The Innovation Accelerator (iAccelerator) – Imbutu Foundation
- Kepler
- Incubator and Accelerator Facility (I/AF)

### **Investors**

- Norrsken Foundation
- ROKOSAN Company
- AeTrade Group
- BPN Rwanda
- Koica

### **Financial Institutions**

- Kigali Finance Center Development Bank of Rwanda (BRD)
- AfDB
- Bank of Kigali
- IFC
- BeneFactors
- Business Development Fund (BDF)
- National Industrial Research and Development Agency (NIRDA)
- The World Bank

### **Government and NGOs**

- MINICOM
- REMA
- MINICOFIN
- RDB
- BRD
- UNDO/UNEP
- FAO Rwanda

- WaterAid Rwanda
- Enabel
- KfW
- International Union for Conservation of Nature (IUCN)
- Nordic Development Fund (NDF)
- ICLEI
- Rwanda Institute for Conservation Agriculture (RICA)
- National Agricultural Export Development Board (NAEB)
- Rwanda Agriculture Board (RAB)
- Rwanda Youth in Agribusiness Forum (RYAF)
- Rwanda Forestry Authority (RFA)
- Rwanda Water Resources Board (RWB)
- Rwanda Climate Change and Development Network (RCCDN)
- Reinforcement of Developing Initiatives in Rural Environment (REDIRE)
- MINAGRI
- Ministry of Local Government
- City of Kigali and Districts (Huye, Musanze, Muhanga, Nyagatare, Rubavu, Rusizi)
- Center of Excellence in Biodiversity and Natural Resource Management (CoEB)
- Vi Agroforestry
- Water For People
- USAid
- Nile Basin Club (NBC)
- ARCOS Network
- Rwanda Women's Network (RWN)
- Rwanda Initiative for Sustainable Development (RISD)
- Alex Mulisa
- Christelle Kwizera
- Nadine Ndahiro, Arsene Gatera, Irankunda Shema Thierry Henry, Kevin Shema
- Francine Munyaneza
- Pierre Damien Mbatezimana
- Theophile Hakizimana
- Faida Zoubeda Uwase
- Kevine Kagirimpundu and/or Ysolde Shimwe
- Alice Nkulikiyinka
- Yvette Ishimwe
- Jean Bosco Nzeyimana
- Joshua Whale
- Paul Stuart
- Abhinav Gautam and Ganza Justus
- Tabi Joda
- Benjamin Mushayija Gisa
- Noel Nizeyimana
- Mamy Ingabire
- Sakina Usengimana
- Alex Ntale
- Thierry Muditi
- Janvier Uwayezu
- Philip Lucky
- Roland Ruhumuriza
- Alice Nkulikiyinka
- Silvin Songa
- Edmond Tumwine
- Brian Ngarambe
- Benoit Musabyimana
- Steven Niyonzima
- Giovanni Davite
- Therese Sekamana
- Ottavio Davite
- Pierre Bayiringire
- Dalira Uwankunda
- Paolo Paganin
- Olivier Mbera
- Eric Kariningufu
- Paulin Buregeya
- Vicky Murabukirwa
- Janvier Gasasira
- Robert Bayigamba
- Yussouf Ntwali
- Brook Getachew
- Joshua Akparanta
- Liban Mugabo

#### **District contacts**

- Alfred Turikurugamba (NY)
- Theoneste Twahirwa (NY)
- Francis Safari (NY)
- John Gumisiriza (NY)
- Dieudonné Uwingabire (MUH)
- Moses Mutabazi (MUS)
- Constantin Kayire (HU)
- Emmanuel Hakizimana (HU)

#### **Mentors**

- Darrell Kofkin
- Michaella Rugwizangoga
- Sangwa Rwabuhiri

## **Rwand Greenpreneurs**

- Joseline Marie Ihirwe – Co-founder
- Sheillah Munsabe
- Jeremiah Thoronka
- Gloria Uwera
- Fabrice Baraka
- Daniella Uwase
- Alice Mukashyaka
- Romain Gabiro
- Ghislain Irakoze
- Mugabe Christian
- Alice Magaka
- Solange Ingabe
- Jean-Claude Niyomugabo
- Jackson Sylvestre Karara – President
- Chris Irakoze – Co-founder
- Leon Nduwayezu – Founder
- Aldo Muhizi – Water Engineer and Operational Manager
- Joshua Uwizeye – CEO
- Marie-Ange Mukagahima – CEO and MD
- Emmanuel Ndateba
- Philbert Nyirimanzi – President of the Cooperative with 30 members
- Laurent Demuyck – Founder & CEO
- Amar Inamdar – Managing DirectorEric Safari – Founder & CEOYvette Mariza Mukamuhiza – CEO
- Larissa Uwase, Regis Umugiraneza, Clarisse Murekatete, and Elyse Ada Irirashenono – Founders
- Aimable Rwanzunga – Business Development
- Yvonne Umuraza – Managing Director
- Mutoni Jean d’Arc
- Jovanih Nzamukosha
- John Biringiro
- Fred Shyaka
- Francis Safari – Coordinator of Youth Volunteers in the Nyagatare Sector
- Moses Katurebe
- John Gumisiriza
- Kenneth Rwasande
- Joseph Bagambe
- Alex Kayinamura
- Silvia Nzamwita
- Augustin Turatsinze
- Deus Bonane
- Oliver Mutesi
- Jd Ndayisenga
- Francis Ngarambe
- Samuel Habumuremi
- Pascal Niyonsaba
- Jonas Ngaruye
- Innocent Nzigiyiye
- James Nkotanyi
- Claire Uwangabe
- Sharon Kayirebwa
- Jean Paul Barendyabo
- Alex Kagame Rukundo
- Moreen Mutesi
- Sam Mugarura
- Kelia Ingabire
- Vanice Mukanyampeta
- Theo Mbarushimana
- Janvier Mukashumbusho
- Peninah Sanyu
- Jean Bosco Yambabariye
- Juliet Mutesi
- Vanice Mukakarisa
- Jmv Nsengiyumva
- Jean Claude Mushimiimana
- Edwin Sine
- Crispus Arider
- Ernest Murwanashaka
- Jean De Dieu Ndaisenga – Civil Engineer
- Alice Mutoni
- Jose Ayinkamiye
- Sandrine Rusaro
- Albert Karenzi
- Benique Bisangwabagabo
- Conslatrice Nisingizwe
- Emmy Bonane
- Japhet Bizimungu
- Oliva Kirabo
- Joel Arusha – President
- Vital – President
- Theogene Nshimiyimana – Business Owner

## STEP 7: DRAFT SYNTHESIS REPORT FOR THE RWANDA GREENPRENEUR NETWORK

- Technical Synthesis Report to outline the process and analyzes of all that was done regarding the existing ecosystem in Rwanda
- Design infographics
- Produce a highlights' video of the greenpreneurs focus groups and field trips (highlights' video has been shared via SharePoint)





# 4 BACKGROUND INFORMATION – PROJECT BRIEF ON RWANDA'S GREENPRENEURS



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## 4.1 RWANDAN CONTEXT

With a goal to bring together young African innovators to fast-track green growth across the continent that will create green jobs, sustainable businesses, and support environmental conservation and protection, Rwanda is well positioned to showcase and scale up efforts to promote homegrown innovations and self-reliance among its youth.

In Rwanda, the aim of the government is to raise the profile of young people's innovative solutions as a vehicle of change in Africa's green growth; identify and support ideas and innovative solutions from young people aged between 15 to 35 years old (African Charter); generate and support student entrepreneurship with a focus on global environmental issues; bring together ideas and solutions for young people to connect, learn and develop synergies; provide seed capital and support to the winning social enterprise from ideation to prototype/market entry phase and create general awareness about environmental issues and green growth concept in Africa.

Climate change exacerbates the existing vulnerabilities of young people. Young people are concerned about the unprecedented threats posed by global climate change and many are already experiencing its impacts, such as increasing water scarcity, declining food security, and more frequent disasters and disease risks. Young people not only have a right to participate in responding to climate change, but they also need to be involved since climate change is a defining issue of their present and future lives.

Rwanda's Green Growth and Climate Resilience Strategy was created in 2011 and remains a ground-breaking piece of policy making. It was one of the first such documents to be produced anywhere in the world and has had a significant impact on Rwanda's development trajectory. The Strategy has helped to put green growth at the heart of decision making, not just for the government, but also the private sector and civil society. Given the cross-cutting nature of the Strategy, it has also informed the development of our broader National Strategy for Transformation, which includes specific environmental and climate objectives.

Rwanda is continually raising the bar, as we constantly hear news coming from the country of additional national commitments to action. A market-based solution to sustainable energy from biomass, hydropower, micro-grids, and off-grid communities are being developed. An e-waste site, renewable construction materials, green buildings and green villages are further evidence Rwanda is living in, and creating a more prosperous, sustainable, and green society.

GGGI Rwanda has in 2018 signed an event-related collaboration agreement between the Ministry of Youth as part and the Africa Green Growth Forum (AGGF) green awards provided to the winner of the contest. GGGI Rwanda has followed this up with continuous engagement with YCA Regional Hub & Fund with the intention to go into concrete collaboration to support innovation and green jobs amongst the youth.

## 4.2 WHY A RWANDAN GREENPRENEURS NETWORK?

GGGI has partnered with YCA Regional Hub & Fund, Ministry of Youth, Rwanda National Youth Council, and other evolving incubation hubs, accelerator programs, and other organizations that support greenpreneurs within the start-up ecosystem in Rwanda to establish the Rwanda Greenpreneurs Network. A Network that will develop and coordinate a framework that will, in turn, connect the different entities that are working to support the young green entrepreneurs from concept stage to a sustainable business that will contribute to meeting the set targets in the national development plan, including the SDGs and NDCs.

The Network will provide opportunities to strengthen and leverage youth collaborative and innovative abilities, utilizing the platform to link innovators and investors to identify potential partnership. Moreover, the Network will create awareness within the existing start-up innovation ecosystem through networking engagements, outreaches, and aligning policies to the practical needs that will benefit the support structure for the entrepreneurs.

This project will also provide the opportunity for the youth to contribute to the aim of the government of Rwanda which is to raise the profile of young people's innovative solutions as a vehicle of change in Africa. The government of Rwanda is keen to support ideas and innovative solutions from young people aged between 15 to 35 years old (African Charter<sup>[1]</sup>) by working with existing entities that can support to scale up green business solutions such as the YCA Hub.

As a result, GGGI seeks to establish a platform and Network in 2022 that could serve as a one-stop center for youth development that includes different entities that offer unique business solutions.

GGGI Rwanda and the YCA Hub have signed an MOU in 2021 to establish the Rwanda Greenpreneurs Network that will be developed into a platform(s) and will:

- Connect youth to their role models, peers, resources, skills, and economic opportunities, aiming to fill the gap between youth and those opportunities.
- Provide capacity building, training programs, and masterclasses, by partnering with existing organizations that support greenpreneurs in Rwanda.
- Provide incubation programs for start-ups and accelerating scalable ventures.
- Develop a database of experts working in the green growth sector, including those from the public and private sectors, civil society, and entrepreneurs.
- To create awareness and promote the importance of a green business, green growth, the work young people are already doing to foster this model of development and experiences of young green growth innovators.
- Enable youth to contribute to Africa and Rwanda's green growth agenda and showcase innovative solutions to environmental issues and global challenges.
- Provide a platform for youth to gain access to financial support for their green growth innovations, and increase awareness of, and care about, environmental issues and the role green growth can play in addressing them.
- Inspire young people to influence others and their communities to address environmental challenges in their own lives.
- Inspire young people to develop new ideas to help tackle the most pressing problems in relation to the rapid pace of urbanization, impact of climate change on cities, and resources scarcity.
- Design solutions for communities and counties at large that will address the effects of climate change and the environment such as urbanization, water and sanitation, energy, public transport, land usage, and sustainable development, which will include action plans about environmental challenges or global challenges.

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## GGGI VALUE ADD

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Rwanda Greenpreneurs Network Objectives:

By establishing the Rwanda Greenpreneurs Network we want to enable a green “ecosystem” of support for young people.

The core of this ecosystem will be:

- (1) skill-building programs such as Greenpreneurs and Student Energy and Youth Climate Lab’s larger program offerings;
- (2) investors and organizations financing youth-led projects, growing the green jobs’ sector, and supporting young people to access decent work in the green economy; and
- (3) a network that will cultivate relationships, new collaborations, and a global knowledge-sharing platform.

The project will build a structured Rwanda Greenpreneurs Network based upon GGGI’s Greenpreneurs work, by identifying the gaps and challenges in Rwanda to strengthen national co-ordination amongst youth innovation hubs, investors, mentors, start-ups, and the green entrepreneurs. This will enhance their skills, knowledge, and capacities in order to build inclusive viable start-ups and businesses that concurrently address challenges of unemployment, promote resilience, social inclusion, gender equality, and self-sufficiency. Moreover, this will help tackle climate change and environmental sustainability challenges. The project will develop a co-ordination platform along the entrepreneurship ecosystem and value chain, linking all the stakeholders involved in youth entrepreneurship and creating a system that can closely align with related green business policies and opportunities in Rwanda. This will ultimately create green jobs that is in line with NST1’s target of creating 1.5 million productive and decent jobs by 2024

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## GGGI’S ROLE WOULD BE TO:

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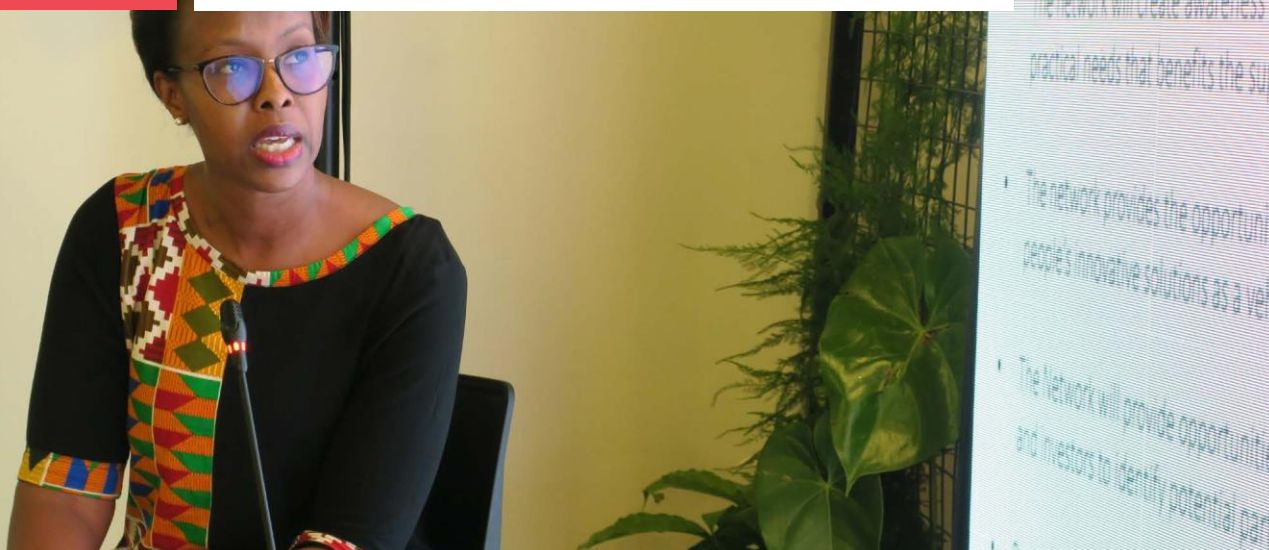
1. List all existing programs and initiatives in Rwanda, e.g., Eco-brigade, YouthConnekt Hub, Bid Network, Start Hub Africa, Westerwelle Haus, Norrsken Foundation, and Kigali Innovation City.
2. Develop a situational analysis and assessment report including all stakeholder engagement activities, interviews, surveys, and meetings held to document ecosystem support in Rwanda
3. Identify specific objectives and targets by existing programs based on the country’s needs, priorities, and programs that can be promoted to showcase greenpreneurs innovations and solutions in Rwanda.
4. List all partners’ matrix MINITYOUTH, FONERWA, MoE, AFDB, UNDP, Norrsken, Impact Hub, Imbuto Foundation, etc., to consider all partnerships and alliances.
5. Map potential donors/ partners/ investors, for funding opportunities, technical partnerships with consideration of all existing initiatives and their priorities as well as any gaps and needs to be considered.
6. Draft agreement with the YCA Hub (considering the YCA Strategic Agenda to “Educate, Empower, and Employ”).
7. Design solutions to scale up innovations and build and accelerate green ventures.
8. Develop a website platform that includes commitment from each partner and clear roles and responsibilities that will include training programs, mentoring programs, coaching modules, knowledge-sharing activities, and skills-development initiatives.
9. Mobilize resources and support to increase the number of youths accessing finances for their own businesses or start-ups, and increase the number of green jobs.

Here are some of the existing initiatives as described below with their current source of funding of which further research will be needed to get a clearer picture of their areas of focus and funding source. The government’s plan is to house most of these initiatives within the Kigali Innovation City.

	Description of activities	Current funding
Eco-brigade	Initiated in 2019 by the Ministry of Youth and Culture, the Youth Eco-brigade Program, which is a group of youth cooperatives working for environmental ecosystem protection, and is one of the government of Rwanda's initiatives that targets environmental conservation as well as creating green job opportunities.	Domestic government funding (Ministry of Youth and Culture)
YouthConnekt Hub	YCA Hub is a Pan-African platform that seeks to empower young people through enhancing their knowledge, experiences, and skills while investing in their ideas, innovations, and initiatives.	Multiple partners including USAID, African Union
Start Hub Africa	An East African Hub that collaborates with local universities to train entrepreneurs to be able to build scalable innovative businesses through the Hub Academy.	Local universities and Ministry of Education
Westerwelle Haus	Membership-based shared workspace complemented by workshops, mentorship, and sponsorship for start-ups.	Membership fees and funding from the Westerwelle Foundation for International Understanding, a German-based non-profit organization
Kigali Innovation City	Located in Kigali's Special Economic Zone is set to accommodate world-class universities, technology companies, biotech firms, and commercial and retail real estate on 70 hectares of land.	Africa50, a pan-African infrastructure investment firm. Multiple partners including AFDB (African Development Bank)
Kigali Finance Center	Rwanda Finance Limited is a state-owned company mandated by the government of Rwanda, to position Rwanda as a financial hub by fostering cross-border trade and investments. The company advocates for the highest regulatory standards and the most attractive products and services to suit the needs of global investors and financial institutions. Rwanda has also begun to attract large-scale investment opportunities in new and upcoming sectors including green and sustainable financing, Fintech. Services include fund management, private equity investment, and global training.	Government of Rwanda
Norrskan Foundation	Recently launched with the aim of becoming an innovation hub for entrepreneurship for East Africa.	Funding from the Norrskan Foundation (non-profit)
FONERWA Accelerator Program	Green growth hub, an incubator and accelerator program geared to build and accelerate green business champions in Rwanda.	Ministry of Youth, Ministry of Finance, and Ministry of Environment

# 5

## RWANDA GREENPRENEURS NETWORK 2022 PROJECT PLAN



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Level	Description	Means of verification	Risks and assumptions	Gender and poverty marker	CRF outcome/output	Indicator
Impact	Institutional capacities and co-ordination mechanisms put in place to synergize and connect the different stakeholders in the youth development sector by creating a value chain for entrepreneurs to be able to access the necessary information, tools and resource for sustainable green business	Government policies reflecting the increase in youth entrepreneurship and jobs created	1. Capacity needs assessment to meet the needs of the young entrepreneurs. 2. Availability of stakeholders (public and private) to partner and contribute to the project's success.	Gender, poverty	SO2. – Creation of green jobs. SO3. – Increased access to sustainable services.	2.1. Number of green jobs created (millions)
Outcome	Policy review, and technical consultation workshop completed	Workshop report (with established database of the greenpreneurs ecosystem in Rwanda)	Availability of different stakeholders to participate in the technical consultations and the needed authorization for reviewed policy established.	Gender	IO3. – National, regional, and global capacity to drive and expand green growth ambitions is enhanced.	1.3. (old) – Extent to which green growth policies adopted by governments are aligned with the four elements of green growth. To be assessed on a 4-point balanced scorecard with a maximum score of 4



Level	Description	Means of verification	Risks and assumptions	Gender and poverty marker	CRF outcome/output	Indicator
Output	Thematic Working Group on Youth entrepreneurship established	Sector Working Group minutes and reports from the related government Ministry and agencies	Availability of key stakeholders within government and authorization to activate the working group by the mandate government ministry.	Gender, poverty	O3. – Strategic partnerships/ networking, knowledge transfer, and capacity building delivered to enable members and local and external agents to drive, implement and expand national, regional and global green growth ambitions.	1.1. (old) – Number of completed advisory outputs that inform the development of government green growth policies.
Outcome	Resources Mobilization and Investment Facilitated for selected greenpreneurs	Number of jobs Greenpreneurs facilitated to access finance as well as additional resources mobilized for project continuity	The willingness of the Greenpreneurs to go through the process of capacity development that will help them access funding, join incubation, and/or acceleration programs.	Gender, poverty	IO1. – Accelerated access and secured climate finance/ green investments for members from both public and private sectors.	At least three greenpreneurs pass through training and are able to pitch their business to investors
Output	Organize trainings, masterclasses and pitch events on the sideline of major conferences like CHOGM and SE4ALL, holding them all in Kigali	Event Report (list of all greenpreneurs and participant list by thematic sector)	Readiness of trained greenpreneurs to pitch their business ideas to potential investors, and availability of interested investors.		O1. – Bankable, investment plans and inclusive business solutions developed to translate green growth plans and strategies into green investment plans and projects for public and private sector financing. O3. – Strategic partnerships/ networking, knowledge transfer and capacity building delivered to enable members and local and external agents to drive, implement, and expand national, regional, and global green growth ambitions.	Develop the capacity of at least three greenpreneurs in business an investment plans to attract early stage financing
Output	Rwanda Greenpreneurs Network established	Documentation of establishment	Encourage different key actors in the entrepreneurship ecosystem to join the inaugural Network	Gender, poverty	O3. – Strategic partnerships/ networking, knowledge transfer and capacity building delivered to enable members and local and external agents to drive, implement, and expand national, regional, and global green growth ambitions.	Pioneer the establishment of the Rwanda Greenpreneurs Network to serve as a platform to coordinate all green entrepreneurship activities in Rwanda

Level	Description	Means of verification	Risks and assumptions	Gender and poverty marker	CRF outcome/output	Indicator
Output	Knowledge management, dissemination and partnerships	Communication and knowledge management reports produced	Ability to collect verifiable data and stakeholder engagement managed effectively.	Gender, poverty	O3. – Strategic partnerships/networking, knowledge transfer and capacity building delivered to enable members and local and external agents to drive, implement, and expand national, regional, and global green growth ambitions.	Four key knowledge products developed and disseminated to stakeholders
Output	Capacity Building for sub-national level women-led youth entrepreneurs to tap into opportunities in the Rwanda entrepreneurship ecosystem completed	Training Reports and evidence of readiness to pitch their businesses to potential investors	Availability of women-led youth entrepreneurs at the sub-national level to go through the training program.	Gender, poverty	O1. – Bankable, investment plans and inclusive business solutions developed to translate green growth plans and strategies into green investment plans and projects for public and private sector financing.	At least one training in each of the four Provinces of Rwanda completed
Output	Project Management	Monthly reports and project results	The enabling environment exists for the project implementation.	Gender, poverty		Monthly reports and project results communicated regularly







**The Global Green Growth Institute**

19F Jeongdong Building, 21-15, Jeongdong-gil,  
Jung-gu, Seoul, Korea 04518

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