



A unique and social methodology in Guinea

GUINEA



- 12 million inhabitants
- 174th country out of 187 in the HDI ranking*
- 66% of the population lives in rural areas
- 38% of the population lives in severe multidimensional poverty

*Human Development Index
Source : hdr.undp.org/en/countries/profiles



MILLENNIUM GOALS



BACKGROUND



A vital need for support to succeed

In Guinea, the poorest, especially women, received very little schooling. As a result, they have great difficulty accessing secure and stable employment. So, to make a living, they take the initiative! From one day to the next, they set up a small street shop or workshop. But without access to capital and training, they find it difficult to develop and sustain this activity. They have a vital need for capital and training to succeed in what they do, to get out of the 'survival economy' and plan for the future.

MISSION



Support for vulnerable entrepreneurs

In 2016, Entrepreneurs du Monde created WAKILI which means Will, Perseverance to support these vulnerable but enterprising men and women, help them to develop their income-generating activities and improve the well-being of their families. The WAKILI team pays special attention to people with disabilities or living with HIV.

METHODOLOGY



Tailored outreach services

The team offers micro-entrepreneurs socio-economic services (training, individualized support, social referencing, etc.) and adapted financing (microcredit, savings). WAKILI is the only social microfinance institution in Guinea to grant loans without guarantees or group or personal bonds, to offer the chance to open a savings account without up-front fees and to credit these savings on sight.

SUPPORT



Full support to develop self-reliance

Entrepreneurs du Monde recruited a team and trained it, in part in TOGO, with the team of ASSILASSIME*, the MFI created by Entrepreneurs du Monde in 2012. The experts of Entrepreneurs du Monde (GIS, methodology, HR, Finance, legal) and the WAKILI team have prepared the management tools, procedures and training modules. The team continues to be supported to build skills, structure the program and transform it into an independent local legal entity.

*MFI: Microfinance Institution

Mariama CONTE

Organized, hardworking and a good manager



I learned (and loved) the business by helping Mum when I was a teenager! I'm organized, hardworking and I manage my business well. I had managed to grow my business but it collapsed when I got sick. After this long illness, I desperately needed a boost. WAKILI gave me a chance! I got a loan to buy back stock and get a cooler and then a freezer. This allows me to sell cold drinks in addition to canned goods, soap... Today, with this income and that of my husband, we can cover our expenses and those of our 4 children. I'm working hard to develop my grocery store, and I'm about to be able to fix the roof of our house.



90%
OF WOMEN

FOCUS



Installation d'une pépinière maraichère sur pilotis

Volunteer support for farmers

To contribute to the challenge of food security and reduce the exodus to major cities, WAKILI supports farmers with technical and financial means. This support leads them to increase their skills, returns and income.

In 2019, WAKILI started by supporting 347 producers through:

- Loans for the purchase of materials and small equipment (average amount: 1,200 euros).
- Advisory support to improve the technical management of crops, to deal with insects and disease and to optimize use of the agricultural calendar.



The advisory support is deployed through:

- Theoretical training: knowing one's soil and the best suited crops, combatting erosion, limiting water loss on the plot, bringing water to the plot.



- Technical agricultural demonstrations in «Field Schools» on plots owned by farmers taking part in the program (27 training interventions for 269 participants).



KEY FIGURES

	Beneficiaries	Micro-entrepreneurs with at least 1 loan	Loans granted	Average loan amount	Outstanding loans	Accumulated savings	Operationally sustainable	Employees
2018	3,112		4,807	€ 189	€ 306,102	€ 47,221	31%	28
2019	4,918	3,744	4,006	€ 235	€ 960,736	€ 60,316	40%	24
Objectives 2020	8,000	7,000	9,100	€ 235	€ 2,138,500	€ 118,500	55%	45

HIGHLIGHTS



Prioritizing rural outreach

To get closer to the rural world in the Boké region, WAKILI has opened a 4th agency, in Koba, a city of 55,000 people located 120 km from Conakry.

An effective trio is boosting developments for the rural world: the agriculture advisor of Entrepreneurs du Monde, the agricultural technical advisor of WAKILI and the National School of Agriculture and Livestock (ENAE) of Koba. Among other things, they prepare a storage credit to meet the needs of grain farmers.



Great performances by Boffa's producers

Producers in Boffa, the 3rd WAKILI agency, have already significantly improved their yields this year. Their satisfaction with the harvests was noticed by other farmers in the area who have in turn joined WAKILI.

OUTLOOK



Support for Survivors of Sexual Violence from September 28, 2009

WAKILI will support more than 100 women victims in their economic and social integration. This is in collaboration with the Dr. Denis Mukwege Foundation, the Global Fund for Survivors of Sexual Violence in Conflict, the Guinean Organization for Human Rights (OGDH) and the Association of Victims, Relatives and Friends of September 28 (AVIPA).

These women will thus have access to a savings account paid at 2% per year, training, a credit for their



income-generating activity, personalized coaching and social referring if necessary.

Assessing the quality of the services

The team will conduct a SPI4 social audit, in addition to the satisfaction study conducted in 2019 which revealed that 96% of entrepreneurs were very satisfied with WAKILI's services in general, and 100% felt the same about the training.

Excerpt: *Our host is respectful, helpful. She gives as much time as it takes to calmly answer our questions.*

PARTNERS



CONTACTS

Executive Director: Ngaradoum Akominassi Ndemign
> dieudonne.ndemign@entrepreneursdumonde.org
Head of Social Microfinance Unit: Marie Forget
> marie.forget@entrepreneursdumonde.org

ON THE WEB

> www.entrepreneursdumonde.org
> WAKILI

MORE ABOUT