

## Programme Strategies

### Training and Business Development Services

Target members are able to access relevant, life-changing training in the areas of Business/Entrepreneurship, Leadership and Management, Health Education, and Self-Development (Life Skills, and Literacy and Numeracy). Marketable technical/vocational skills trainings are offered to the young women in particular. Moreover, growth-oriented women receive business development services through which their innovation and growth will develop

### Organizing and Institution Development

Saving and credit cooperatives as well as other forms of organizing bring the target members together to ensure sustainable livelihood and other services. Capacity development interventions are implemented to strengthen the capacities of the institutions. The target women and girls are able to access micro-finance and micro-insurance services through their cooperatives.

### Strategic Partnership and Learning

Strategic partnerships with like-minded organizations are created in order to share learning and promote the replication of WISE's good practices. Through this, the expansion of outreach in other parts of the country where WISE is not operational materializes



## Key Achievements

- Organized over **35,000 women and 850 weavers households** in eight sub-cities of Addis Ababa in **79 Saving and Credit Cooperatives** and provided them with access to various training and capacity building opportunities.
- Through the provision of financial services, over 35,000 women and girls and 850 weavers households were enabled to initiate or expand their preferred lines of micro-enterprise operation. To this effect, a loan of around **230 million Birr** has been disbursed, and over **Birr 90 million** mobilized as savings. The highest loan one can take has reached **Birr 150,000 and Birr 300,000** from a primary cooperative and union respectively.
- An assessment done on 1000 randomly selected target women and girls revealed that the success rate is **82.5 %**. See [www.wise.org.et](http://www.wise.org.et) for factors that contributed to the success of the women and girls .
- Two well-equipped three-storey buildings constructed for training and products display facilities.
- To date over **21,000 target members** of over **140 like-minded organizations**, located in almost all regions of the country, have received the direct training services of WISE in different subject areas . Furthermore, over **700 of 125** Government, UN, international and local non-government and private organizations have received WISE's training of trainers (TOT) in Basic Business/Entrepreneurship Skills (BBS), Leadership and Management and other related topics

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# WISE



Economic Empowerment Programme  
for Low-income Women and Girls

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Organization for Women in Self Employment (WISE) is an Ethiopian residents' charity registered with the Ministry of Justice in August, 1997. WISE commenced its full programme operation in January, 1998. The Organization has been working with poor self-employed women and girls in their efforts to achieve self-reliance and improve the quality of their lives. The major focus areas are the economic and social empowerment of women and girls and thus, the improvement of their position and condition in society.

**The main direct target groups of WISE are poor self-employed women and girls in Addis Ababa who are mainly engaged in home based production and micro-scale trading activities and unemployed women and girls who wish to engage in micro-enterprise operations. Although WISE directly focuses on the economic and social empowerment of women micro enterprise operators, the interventions are equally appropriate for men and women farmers and other vulnerable groups.**

Currently, WISE focuses its programme attention on 68 Woredas within eight of the ten sub-cities of Addis Ababa namely; Kirkos, Nefas-Silk-Lafto, Akaki-Kaliti, Addis Ketema, Kolfe-Keranio, Gulele, Bole and Yeka. The justification for focusing on these geographical areas of Addis Ababa is the deepened poverty among most residents and the related socio-economic situations that challenge women's status and position.

## Vision

WISE envisions a nation where absolute poverty is eradicated and women play active part in development.

## Mission

WISE exists to work with low-income women and girls in their efforts to become economically empowered, develop resilient families and become active players and beneficiaries in the development of Ethiopia..

## Core Values

WISE attempts to pursue a holistic approach in addressing the problems of poverty among the target group. Its engagement is based on core values that have been nurtured since its inception and continue to inspire and motivate its staff and govern the day-to-day activities of the organization. These core values include accountability (both downward and upward), participation, empowerment, compassion, partnership, commitment to excellence and professionalism..

WISE, as a center of excellence, strives to provide leadership, capacity building training and support, best practices, space for sharing experience and networking in the area of women's leadership for economic empowerment.



## Objectives

**1: Create Employment Opportunities.** Low-income women and girls and, by extension, their family members and others, are able to have employment opportunities from which they are able to draw income in a sustainable manner. The programme has started focusing more on female youth who strive to become self-employed as well as employed by others

**2: Develop transformational women leaders.** Strong transformational women leaders are developed to lead resilient families in order to overcome poverty, withstand hardships, and develop supportive family members. Moreover, the women leaders are able to build strong SACCOs and other forms of institutions that can provide sustainable services to their members. Individually, the target women and girls are expected to emerge as visionary, effective leaders in their business enterprises, Iddirs, households, communities, and other institutions of which they are a part.

**3: Build sustainable institutions of the target members.** The institutions of the target members, mainly SACCOs and producer/trade groups, are developed to ensure self-reliance and provision of sustainable services, both financial and non-financial, to their members. WISE strives to become a center of excellence in community-based SACCOs development. The Union and primary SACCOs also become examples from which others can learn.

**4: Promote learning and the replication of good practices.** The Organization continually builds partnerships with like-minded organizations to promote learning and scale up good practices. These partners include national and international charities, community-based organizations, societies, research and technology institutions, government, private organizations, and academic institutions. WISE aims to emerge as a center of excellence on which like-minded organizations can rely for the effective transfer of good practices. In such a way, the outreach of the programme will expand to benefit more women and girls.