

RWANDA FLORA



*Growing roses
on the
ashes of genocide*



In Africa

- 1 in 6 children dies before the age of 5
- Nearly half of the African population survives on 1USD per day
- This is unchanged from a decade ago

WHY?

- Will good governance and democracy alone end poverty?
 - Is public investment used effectively?
 - What role is there for the private sector?
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Good governance and democracy

- Today, Africa is better governed than ever before, yet there are still sources of conflict and tensions that have never been resolved since colonial time
- Despite increasing donor interventions and financial contributions, high levels of poverty still persist and societies face the human and institutional toll of the HIV/AIDS pandemic, among other challenges
- There are still countries on the continent that lack accountability, rule of law, government legitimacy, equitable access and distribution of resources; there is a continual vacuum in public services and lack of conducting environments that will enable citizens to participate in country affairs

Effectiveness of public investment

- Africa's public investments have gaps in ensuring a transformation developmental path towards poverty reduction
- Public investments should target to increase the number of African countries to move towards middle income status with improved standards of living, quality of life and participatory governance
- Performance contracts should be drawn up by donors and governments that provide a timeframe for achieving the results, say in 10-15 years
- Although some countries will not generate sufficient internal resources to graduate from assistance within this timeframe, significant progress should be recorded towards fostering a healthier, better educated and more productive population

Private sector development

- There is a general consensus that improved private sector support will lead economic growth in Africa
 - This will require that the public sector and donor community support institutional strengthening to enable the development of African entrepreneurship
 - This will be achieved by improved government transparency and accountability, less wastage of donor funds (donors and governments) and fighting against all levels of corruption
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The way out...

- What capacity does Africa need to:
 - Create wealth for people living in rural area
 - improve and diversify rural economy
 - Promote rural entrepreneurship
 - Invest in women and youth
 - How do you build this capacity?
 - The role of private sector
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Innovative actions:

Rwanda's war against poverty

- Rwanda Flora has joined other players in agri-business to confirm that growth in small holder agriculture offers the best prospects for transforming rural economies
- After overcoming the challenges of producing roses under non-favorable conditions, we have taken a bold move to embark upon an aggressive and ambitious out-grower program in rural Rwanda
- The idea here is to showcase that the private sector have to be seen investing in projects and activities that takes into account an Integrated Human Development approach in order to accelerate Development in post conflict environment
- Productive poor, when and if given opportunity, can perform in the most unexpected manner
- Here the case of Rwanda is very relevant where just a few years following genocide, demoralized and dehumanized populations can be transformed into productive small agri-businesses producing high quality crops for export

Rethinking development, Time to deliver

RWANDA FLORA'S PILOT

Pioneering

Initiatives

Linking

Out-growers to

Trade



Private Sector Innovation in Rural Assistance

PILOT Program

- ❖ **PILOT will transform 600 rural farmers (targeting women and youth) covering a total area of 120ha into profitable agri-business enterprises and increase revenue at all levels of the production-marketing chain by diversifying and expanding horticultural production and marketing in Rwanda**
- ❖ Create 4,255 rural jobs
- ❖ Rural farmers revenue will increase from 1USD to 10USD within 3 years
- ❖ Develop rural infrastructure (cold stores, irrigation)
- ❖ 600 out-growers on social contracts with access to education, health care, day care and HIV/AIDS counseling
- ❖ Duration: 3 years: 8.49 million USD

Social contracts

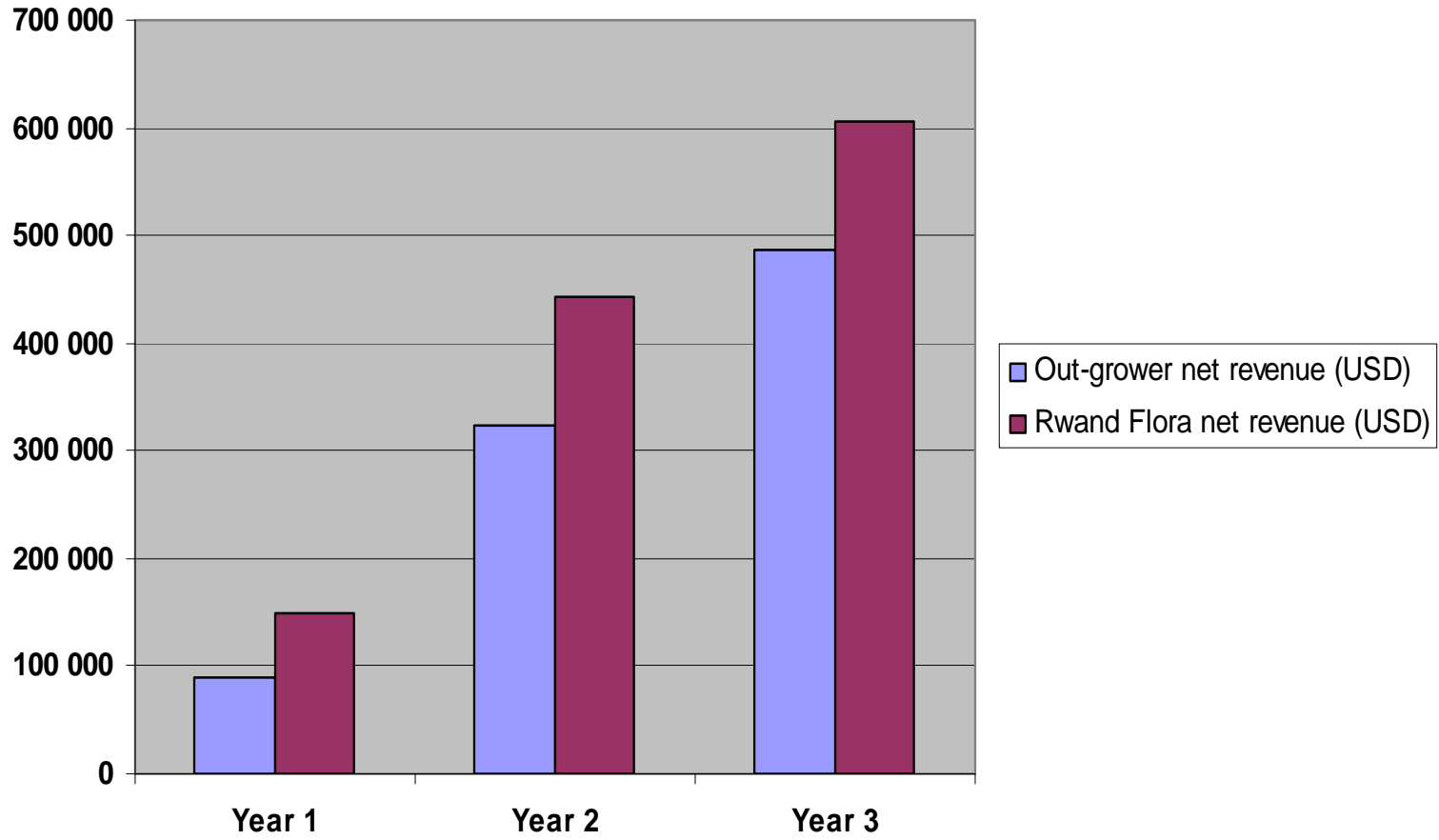
Expected results by year 3

Indicator	Currently at Rwanda Flora	After expansion (6-18ha)	PILOT	Total
Increase in number of rural jobs created	200	>600	4,255	>5,055
Increase in number of rural women employed	160	>480	2,268	>2,908
Increase in number of rural children going to school	400	>1,200	2,400	>4,000
Increase in number of rural people on a medical plan	1,200	>3,600	6,000	>10,800
Increase in number of rural people with access to daycare	200	>600	600	>1,400
Increase in number of rural people having had HIV/AIDS training	200	>600	600	>1,400

Out-grower profile

- ❖ Small farmers who are already engaged in some sort of income generating activity
- ❖ Youth whose education was interrupted by the genocide, head of household, young girl school dropouts
- ❖ Of the total outgrowers, RF is targeting 80% to be women and youth, women from female headed households will be particularly targeted

PILOT net revenues



Murakoze

