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The ECI was launched in April 2022 with 10 aggregators across 6 states (Abuja, Kaduna, Lagos, Oyo, Enugu, Rivers). The program has recovered 4,104MT of PET from the environment, this is 16% of the program target (25,000MT).

In 8 months, the ECI has empowered 1,164 registered collectors with PPE materials to ensure safety and increase productivity, through the ECI community visit and sensitization program, an additional 494 prospective collectors were reached.

The ECI system today is running between 45%-50% of its total inherent capacity, as we are working on deploying the equipment to Aggregator.

The working capital intervention has been operational for almost two quarters. That is, 6 months which is 25% of the project delivery period and we have recorded significant success with many of our aggregators.
As part of our phase 2 engagement plan, which was focused on the distribution of equipment to aggregators across the various project states, we simultaneously conducted community engagement/sensitization across various aggregator sites in the selected program’s states, as a form of sensitizing the community about the impact of waste and the ECI program.

The plan was to unveil the equipment and engage the communities, particularly all the onboarded collectors in these communities to participate in achieving the program’s goal of a clean and safe community, as a strategy to reach wider interested individuals.

<table>
<thead>
<tr>
<th>AGGREGATOR</th>
<th>ATTENDEES</th>
<th>PPE DISTRIBUTION</th>
<th>COMMUNITY ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Axis</td>
<td>91</td>
<td>94</td>
<td>60</td>
</tr>
<tr>
<td>Chanja Datti</td>
<td>328</td>
<td>328</td>
<td>328</td>
</tr>
<tr>
<td>Green Hill</td>
<td>70</td>
<td>56</td>
<td>7</td>
</tr>
<tr>
<td>Waste Xchange</td>
<td>66</td>
<td>60</td>
<td>-</td>
</tr>
<tr>
<td>Idrate Solution</td>
<td>72</td>
<td>72</td>
<td>-</td>
</tr>
<tr>
<td>Trash Monger</td>
<td>57</td>
<td>57</td>
<td>-</td>
</tr>
<tr>
<td>CeeTee</td>
<td>176</td>
<td>120</td>
<td>100</td>
</tr>
<tr>
<td>Recycle Garb</td>
<td>70</td>
<td>56</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>930</strong></td>
<td><strong>843</strong></td>
<td><strong>501</strong></td>
</tr>
</tbody>
</table>

A total number of 843 PPE materials were distributed to collectors onsite, however, PPE materials were also given to those who were absent, bringing the total number of empowered collectors to 1,164.
**Shakti Field Team**

The Shakti women are currently being supervised by 240 Rural Sales Promoters (RSPs), 14 Regional Sales Officers (RSOs) and 4 Administrative and Monitoring Officers (ADMoN), across the states where Shakti is operating. Each RSP manages and supervises 45 women and 40 women in the South and North respectively.

**2022 Empowerment**

For 2022, they were a series of empowerment

**In March 2022**, 1000 women were empowered which included 500 women in Akwa Ibom, 300 women in Southern Kaduna, and 200 women in Plateau bringing the total number of women to 6000 women.

**In July**, empowerment was carried out within the already existing Shakti territories and the empowerment involved two phases.

**Phase one (1)**: additional 2,088 women were empowered, which brought the total of women empowered to 8,088 women across all regions, this was concluded in August 2022.

**Phase two (2)**: 2,192 women were empowered across all regions bringing the total number of women to 10,280, the empowerment exercise was concluded in November 2022.

Each woman was empowered with a Unilever loan product worth #54,000

**Digitization**

A retailer ordering platform that delivers efficiency, analytics, and up-to-date capturing of women’s purchases is made possible through the use of the Boost platform (Taberna) and the Redash.

The Digital capturing pilot was done in Ibadan, All regions have been on-boarded on the Digital capturing (Boost/Tabarna)

**Redash:**

Redash: This is used for the analytics of all interactions on the Boost platform, it gives more details of all transactions, sales by SKUs, customers’ activities, routes and purchase history etc

**UFSA**

Unilever Field Sales Accreditation is a learning platform where the RSPs cascade teaching to the women on weekly basis on some selected topics to enable them to become better salespeople and increase their profitability.

The SAP training was done for the newly empowered 2,088 women.

**Interswitch**

Interswitch is a mobile money company with the issuance of POS machines.

A pilot was done in 4 shakti states of Niger, Lagos, Abuja, and Anambra with 200 women.

The RSPs involved were trained by Interswitch personnel and some women were activated and given POS machine for their daily transactions.
GUINNESS WOMEN EMPOWERMENT PROGRAM

Sponsor: GUINNESS
Number of Beneficiaries: 560
Project state: Kaduna, Imo, Edo and Osun
Duration: 2019 till date

2022 EMPOWERMENT

In 2022, Guinness Nig. Plc in partnership with Growing Businesses Foundation empowered 350 women in three States; Imo, Osun and Edo state. The empowerment trade items are Guinness Nigeria Plc nonalcoholic products i.e. Malta Guinness, Dubic Malt, and Origin Zero Tigernut

A grant of 4 (Four) cases of Guinness Non-Alcoholic drink, cooler, cooler stand, and a parasol were presented to the women. The overarching objective is to position the women to do business as means of moving their way out of poverty.

A TOTAL OF 350 WOMEN WERE EMPOWERED

150 Women were empowered in Owerri, Imo state in April, 100 women in Osogbo, Osun state, and 100 women in Benin City, Edo state both in May 2022 under the Guinness special empowerment program called plan W.

<table>
<thead>
<tr>
<th>State</th>
<th>No of Women</th>
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<tbody>
<tr>
<td>Imo</td>
<td>150</td>
</tr>
<tr>
<td>Osun</td>
<td>100</td>
</tr>
<tr>
<td>Edo</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>350</td>
</tr>
</tbody>
</table>

GROWING BUSINESSES FOUNDATION REPORT 2022
GALLERY

PPE DISTRIBUTION AND COMMUNITY ENGAGEMENT

Project  SHAKTI
GUINESS WOMEN EMPOWERMENT PROGRAM