Launched in 2016, the Resilient Economy and Livelihoods (REAL) program is improving farming practices in the Wolayta Zone in Ethiopia where communities experience repeated cycles of crop failure and hunger. Communities also lack proper sanitation and suffer from poor health as a result.

iDE Canada is helping smallholder farmers build profitable agricultural businesses and is working with local manufacturers to introduce and sell affordable toilets.

Ethiopia: results to date

iDE has 35 years of experience and a track record of success in finding business solutions to challenges related to sanitation and agriculture. We have worked in Ethiopia since 2005.

74,695 households helped

373,473 individuals helped

$458 average annual income increase

17:1 benefit-to-cost ratio

Since 2005, for every dollar invested by our donors, iDE has turned it into $17 of income or savings for a person living in poverty.

Ethiopia: results to date

about iDE

iDE Canada creates income and livelihood opportunities in developing countries around the world. We invest in local entrepreneurship, building businesses with a focus on two main sectors: agriculture and sanitation.

Thirty-five years ago, we recognized those experiencing poverty were some of the savviest customers in the world, willing to invest in products and services that provide real benefits to their health and income earning potential. Our teams around the world have helped 27 million people so far.

For more info or to donate, please contact

iDE Canada
9 Higgins Avenue
Winnipeg, Manitoba
R3B 0A3

204 786 1490
info@idecanada.org
idecanada.org

We hope we can count on your generosity in supporting the REAL project, a business model that will continue to benefit vulnerable populations in Wolayta, Ethiopia long after the project is complete.
agriculture

the opportunity

Most years in Wolayta, 50% of the rural population faces temporary food shortages; this increases to 90% in years of extreme drought. As a result, 60% of households rely on overextended government support and 30% receive food aid.

Many conditions work against smallholder farmers achieving success: outdated agricultural technology, poor quality seeds, limited knowledge of the value of their crops and farming practices that have degraded the soil quality and result in lower yields.

125,000

By 2019, REAL will help 125,000 people escape the cycle of poverty and hunger through improved access to quality seed, irrigation technology and training.

our approach

farm business advisors
iDE recruits and trains local salespeople who go from village to village, offering training and advice and selling quality agricultural products on commission. The REAL project will train 40 new farm business advisors.

irrigation
iDE is working with local entrepreneurs to supply affordable pumps, low-pressure drip irrigation and manual well drilling. Farmers will use this technology to grow high-value vegetable crops in the dry season when prices are at their peak. Our goal is for 2,000 farmers to use this technology to improve their yields and incomes.

technology
Using palm-sized projectors, local extension workers can show educational videos to farmers in their homes. These videos—produced in local areas using farmers people know and trust—help farmers learn about and apply improved techniques. iDE is working with local government extension offices and farm business advisors to bring this technology to many farmers.

farmer training centres
iDE is collaborating with local government to establish 20 farmer training centres. Centres will serve as hubs for learning and demonstrating new technologies and improved farming techniques.

sanitation

the opportunity

Less than 30% of rural households in Ethiopia have adequate sanitation. This results in high rates of diarrheal disease and worsens malnutrition. Young children are particularly at risk. For adults, illness often means time away from the workforce, lost income and medical expenses.

25,000

By 2019, 5,000 toilets will be sold, benefitting 25,000 people.

our approach

product
iDE has completed market research, product design and market testing. There is strong demand for affordable toilets in rural areas. iDE is working with eight local toilet manufacturers to produce a product specifically designed for Wolayta.

promotion
To generate awareness and demand for toilets, iDE is training 36 local salespeople. Using targeted marketing and promotional tools, salespeople position the toilet as a durable, affordable and aspirational product.

your money multiplied

4:1

The European Union is providing $4 for every dollar donated by our supporters. We need to raise $511,000 over the next two years.