We are grateful for your support!

Every dollar of your support has had $48 of impact!*

Ethiopians Driving Growth, Entrepreneurship, and Trade (EDGET)

Ethiopia 2019 Assessment Demonstrates Growing Impact of Project

5 YEARS
2010 – 2016

MEDA SUPPORTERS $1.6M
GLOBAL AFFAIRS CANADA $9.6M

Creating business solutions to poverty

DONOR IMPACT REPORT
ISSUE 5 | SEPT 2019
Building Business Capacity and Incomes

In 2010, MEDA launched the EDGET project, with a focus on increasing incomes for 10,000 men and women farmers and weavers. The project aimed to help smallholder rice farmers and small-scale artisans access much needed supplies, finances, support services and hands-on training. The goals included helping to increase their access to growing markets and improve their productivity through more effective techniques. As a result of MEDA’s work, many Ethiopian rice and textile entrepreneurs are producing high-quality products and reaching new and growing markets, which is driving growth and improving incomes and livelihoods. We see that the project indirectly helped to increase education, health and opportunities for their children and family members.

Today, EDGET continues to demonstrate positive, sustainable and GROWING impact on the livelihoods and businesses of small entrepreneurs in Ethiopia.

Bosena: Entrepreneur and Education Advocate

Bosena is a rice farmer who resides in the Libokemkem Woreda of Ethiopia. She has four children that she raised alone as a widowed mother. In 2012, Bosena was selected to participate in EDGET’s rotary weeder pilot group. In the project, she received training in soil management, crop production, and time-saving technology to apply to her farming of her one hectare of land. Bosena embraced the training and quickly became a lead farmer in her community, sharing the information she learned with other farmers. Together, they created a cost-sharing agreement to purchase the new weeder through a discount program provided by the project. As a result, she saw improvements in her overall rice production practices and, later, to her income and personal circumstances. By 2015, she was able to send her grandchildren to a private school. She also purchased iron sheets to complete houses for her and her son, and necessary household items and livestock. Today, Bosena proudly reports that her two eldest children are in university. In addition to this, she holds a leadership role within her community, and is an active member in two village savings and loan associations.

2019: Bosena continues her journey with MEDA through the EDGET--follow-on project EMERTA (Ethiopians Motivating Enterprises to Rise in Trade and Agri-business), receiving training and mentorship to support her business growth in the rice sector.
Meaningful & Sustainable Impact: EDGET 2019 Assessment

This year, MEDA returned to Ethiopia, three years after the EDGET project closed, to assess the project’s enduring impact, made possible by your support:

**INCOME**
Since project close, producer incomes continued to **increase** by an average of 34%.
Producers have nearly **doubled** their assets since project close.

**FINANCIAL SERVICES**
73% joined a savings and loan group and continue to see benefits today.
EDGET-initiated loan program to support business growth.

**MARKET LINKAGES**
30 Chencha-based weavers continue to supply garments for Ethiopian Airlines flight attendants under an EDGET-facilitated contract.

**GENDER EQUALITY**
82% received Gender Equality training that continues to have positive impact today.
Women reported more respect from husbands as a result of training and business activities.

**EQUIPMENT SUPPORT**
95% of producers are still benefiting from the equipment accessed through EDGET Innovation Fund discounts and grants.

**SUPPLY**
New rice varieties maintain good yields; government committed to further research through MEDA’s EMERTA project.

**ENVIRONMENT SUSTAINABILITY**
83% received Environmental Sustainability training.

**TRAINING**
Training contributed to major improvements in rice quality.
We are grateful you have entrusted us with your donation to MEDA’s work. Here’s how we delivered optimal results through the EDGET project:

**Growing Incomes:**

The MEDA Benefit-Cost Ratio (BCR)

MEDA is focused on building sustainable livelihoods and businesses in developing regions. Our goal is for incomes to continue to grow well beyond the life of our projects. One way we assess this ongoing impact is through the Benefit-Cost Ratio (BCR). MEDA calculates the BCR of a project to ensure your financial contributions are used efficiently and to measure the positive financial impact of our work on the individuals and families you support.

\[
\text{BCR} = \frac{\text{Total financial benefits generated from project activities}}{\text{Total project costs}}
\]

EDGET’s Sustainable Impact

The 2019 EDGET Impact Assessment revealed an ongoing cycle of results for the project:

- **BCR results**
  - 1:1 at project close (2014)
  - 5:1 3 years post-project (2019)

This means every dollar of the project budget, including your donations, translated into five dollars in increased income (5x the income) for EDGET participants in Ethiopia! *Your donation is multiplied 9.7 times through the matching grant, which means every dollar of your support has had $48.00 of impact!*

**THANK YOU!**