

# ETHIOPIA - EMERTA



Recently, Ethiopia has developed as an African leader in economic growth. But this growth has not reached many families living in rural areas who rely on agriculture for their livelihoods. Through EMERTA (Ethiopians Motivating Enterprises to Rise in Trade and Agri-business; 'to leap to great heights' in Amharic), MEDA will provide the training and market connections that small and medium-sized businesses need to grow. In addition to agricultural growth, MEDA hopes to overcome social barriers to create strong and prosperous communities.



*Creating business solutions to poverty*

meda.org | 1.800.665.7026  
meda@meda.org





Project undertaken with the financial support of the Government of Canada provided through Global Affairs Canada



QUICKFACTS

- Population: 99.1 million
- Official language: Amharic
- 80% of population is employed in the agricultural sector
- 36% of land is arable
- GDP per capita: \$1,800
- 44% of the population is under age 14
- About 30% of the population lives below the poverty line

## Background

Despite rapid economic growth during the past decade, 87% of Ethiopians live on less than \$2 per day. More than 80% of the population live in rural areas, where most households are engaged in subsistence farming.

In 2015, the government of Ethiopia released its second Growth and Transformation Plan, which lays out ambitious goals designed to move the country to middle income status by 2025. Agriculture and extractives are two sectors of the economy that the government will focus on to drive growth.

For this growth to have broad, inclusive impact, small-scale producers, particularly women, must have greater opportunity to participate in the economy.



## MEDA's Assessment

The EMERTA project will work in the gem, rice and vegetable sectors to increase employment and income for women and men in the Amhara region in Ethiopia.

MEDA will help producers and micro-small-medium enterprises, particularly those led by women, improve their business performance and

promote a gender-sensitive business environment.

EMERTA will use several tactics to improve the livelihoods of Ethiopians. Matching grants will support business owners to adopt new technologies, apply new processes or enter new markets. Access to information, such as environmentally sustainable farm

practices, will help producers improve production and strengthen resilience to changing market and climate conditions.

The project will bring together business owners, government officials and other stakeholders to enable dialogue aimed at addressing issues within the targeted sectors.

## Outcome | 6-Year Project Budget

- 16,000 individuals in Ethiopia's rice, vegetable and gem sectors will improve their incomes, productivity and market access.
- 275 micro, small and medium-sized enterprises will gain access to information, technology and services to improve their business performance and create stronger market linkages.

