



2025

Impact Report

info@techherfrica.org - www.techherfrica.org

**© 2026 – Tech Herfrica Support Foundation (Tech Herfrica).
All rights reserved.**

This report may be freely distributed and cited with proper attribution. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, such as electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Tech Herfrica, except for brief excerpts used for non-commercial purposes and with full credit given.

For permission requests, contact info@techherfrica.org

Content

- P05. About Us**
- P09. Leadership in Reflection**
- P13. Top Lessons Learned in 2025**
- P17. Impact Dashboard**
- P31. 2025 Impact Evaluation**
- P45. Special Projects**
- P64. Impact Stories**
- P75. Other Engagements**
- P90. Awards**
- P94. Media Footprint**
- P96. 2025 Outlook**
- P100. Partners**
- P101. Our Team**
- P109. Our Corporate Policies**
- P110. Memories**
- P112. Contact**





About Us

At Tech Herfrica, we are committed to bridging the digital and financial divides that hinder the socio-economic progress of women, girls, and youths in rural African communities. Our comprehensive programmes promote digital and financial inclusion, providing underserved groups with the tools and resources they need to thrive.

We leverage innovative digital technologies to enhance literacy and provide essential financial education, enabling women, girls, and youths to manage their finances effectively, make informed decisions, access vital financial services and build financial resilience.

Our work addresses the intersectionality of gender, poverty, and limited access to technology and financial services. Ultimately, our goal is to contribute to breaking the cycle of poverty in Africa, one community at a time. By equipping women, girls, and youths with the digital and financial knowledge, skills, and tools they need to succeed, we are confident that we can create a more equitable and inclusive society for all.

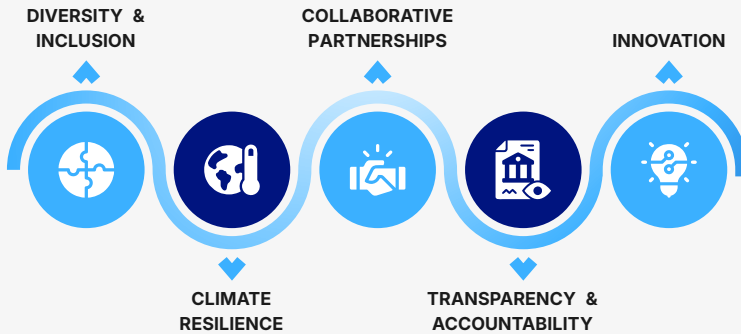
• Our Mission

To equip rural African women, girls, and youth with the knowledge, skills, and tools to boost their literacy, income and well-being by leveraging technology, finance, and innovative programmes.

• Our Vision

We are working towards a continent where women, girls, and youth in underserved communities in Africa are enabled to prosper in the digital economy.

• Our Core Values



• Our Goals

DIGITAL & FINANCIAL INCLUSION

 **Social Inclusion**

 **Business Scale-up**

 **Women's Economic Empowerment**

 **Poverty Reduction (Cash & Dignity)**

 **Digital Equity**

• **Global Focus:** The SDGs We Champion



1.4: Equal Rights to Ownership, Basic Services, Technology and Economic Resources.



2.3: Double the Productivity and Incomes of Small-scale Food Producers.



4.5: Gender Equality and Inclusion.



5.8: Promote Empowerment of Women through Technology.

5.9: Adopt and Strengthen Policies and Enforceable Legislation for Gender Equality.



9.8: Universal Access to Information and Communications Technology.



10.1: Reduce Income Inequality.

10.2: Promote Universal Social, Economic, and Political Inclusions.

10.3: Ensure Equal Opportunities and End Discrimination.



Encourage Local Consumption and Waste Reduction.



12.5: Substantially Reduce Waste Generation.



13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.



17.1: Enhance the Global Partnerships for Sustainable Development.

17.2: Increase the Exports of Developing Countries.

Leadership in Reflection 2025

- **Scaling Impact, Strengthening Systems, and Expanding Across Borders**

2025 represented a defining chapter in Tech Herfrica's evolution, marking a clear shift from localized interventions to structured, scalable, and regionally relevant impact. Building on the foundations laid in previous years, our work matured into stronger systems, deeper partnerships, and a sharper focus on measurable outcomes for rural women, girls, and youth. What began as community-centred programming increasingly took on a regional dimension, reflecting both the growing demand for inclusive digital solutions and the adaptability of our model across diverse socio-economic contexts in West Africa.

Throughout the year, Tech Herfrica expanded its footprint across 14 rural communities, directly impacting 420 participants across three states and three geopolitical zones in Nigeria, as well as one region each in Liberia and Sierra Leone. This expansion was intentional and strategic, anchored in our belief that sustainable inclusion requires not just access, but usability, relevance, and long-term support. Our programs continued to prioritize women who had historically been excluded from digital tools, financial systems, and formal economic opportunities, ensuring that growth did not come at the expense of equity.

In 2025, our interventions moved beyond digital literacy as a standalone outcome. Alongside skills training, we facilitated access to devices and supported the opening of 95 new financial accounts, enabling participants to engage more confidently with formal financial systems. These efforts were designed to ensure that digital access translated into tangible improvements in livelihoods, financial resilience, and economic participation. For many recipients, this represented their first sustained interaction with digital platforms, banking services, and structured business support.

A major milestone in 2025 was the independent impact assessment conducted by 60 Decibels, following Tech Herfrica's participation in the Chat for Women's Livelihoods Accelerator with Turn.io. Through structured interviews with women micro-entrepreneurs, the assessment provided rigorous third-party validation of our approach and outcomes. The findings confirmed that Tech Herfrica is successfully reaching women with limited prior exposure to digital tools, online markets, and formal business training, with the program representing a first entry point into structured digital and financial literacy support for many participants.

- **Key Evidence from the Independent Assessment**



406 women micro-entrepreneurs independently assessed through structured interviews by 60 Decibels, providing rigorous third-party validation of Tech Herfrica's impact.



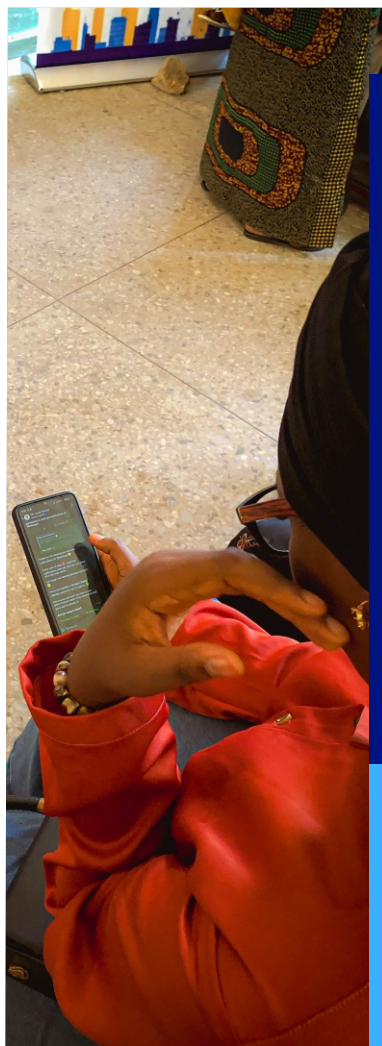
Over 80% of participants expect future income growth with around 70% reporting improved business performance, including increased sales, customer reach, and marketing effectiveness.




Approximately 2/3 (two-thirds) of the participants have already recorded higher revenues and profits, demonstrating tangible economic outcomes beyond skills acquisition.



Strong user satisfaction was recorded, with a **Net Promoter Score of 39**, 66% able to sell at fair prices, and 95% reporting no unresolved challenges.





The assessment revealed clear and measurable outcomes. Participants reported improved business operations, expanded customer bases, increased sales, and more efficient marketing practices. Many women noted reduced time spent searching for buyers, reflecting improved market access and operational efficiency. A strong majority expressed confidence in future income growth linked directly to their participation in Tech Herfrica's programs. High levels of user satisfaction and a strong willingness to recommend the platform to peers underscored the trust and relevance Tech Herfrica has built within these communities. Importantly, the evaluation also highlighted areas for continuous improvement, including the need for refresher training, simplified financial management content, and enhanced online safety education. These insights are now actively shaping our program design and delivery.

The transformative potential of this work was powerfully illustrated through the journey of entrepreneurs like Mildred, the founder of a women-led enterprise combining vocational training with eco-friendly service delivery. Despite years of dedication, her business had remained constrained by limited visibility and informal systems. Through the Digital Skills for Entrepreneurs program implemented by Tech Herfrica in partnership with GIZ, DTC Nigeria, and GOPA Worldwide, and funded by the European Union and the German Government, Mildred acquired practical digital tools that enabled her to professionalize her operations. Shortly after completing the program, she secured a high-value contract that resulted in her first single-contract revenue of ₦1,000,000. Her success was not an isolated outcome, but a compelling demonstration of how targeted digital skills training can unlock access to higher-value markets for women-led enterprises.

Beyond individual success stories, 2025 was also a year of deepened institutional engagement and regional collaboration. In partnership with ECOWAS, Tech Herfrica implemented digital literacy programs in Liberia and Sierra Leone, extending our impact beyond Nigeria and reinforcing our commitment to regional inclusion. The program focused on digital skills and e-commerce training for women entrepreneurs, delivered through a three-day in-person Training-of-Trainers approach that combined two days of intensive instruction with one day of practicum, allowing trainers to apply their skills by training local women.

Key tools and platforms covered included WhatsApp Business, mobile banking, Instagram, Facebook, and mobile money solutions. Through this initiative, 25 women in Liberia and 30 in Sierra Leone were directly trained as trainers, who in turn trained 25 and 27 rural women entrepreneurs respectively, with plans to further cascade their knowledge to at least 25 more women within three months. This multiplier effect demonstrates the program's potential to reach a far wider audience and generate sustainable impact. Alongside this, we also delivered the second and third cohorts of the Digital Skills for Entrepreneurs program, incorporating lessons learned from previous implementations to strengthen outcome tracking, effectiveness, and long-term sustainability.

Our work in digital inclusion and women's economic empowerment received continental recognition when Tech Herfrica was awarded Best Digital Inclusion Initiative at the 2025 MEA Awards. This recognition, conferred by an independent committee, affirmed the credibility, relevance, and effectiveness of our approach, and reinforced our position as a trusted actor within the digital inclusion ecosystem.

Reflecting on 2025, we recognize the central role of evidence, partnership, and adaptability in achieving sustainable impact. Independent evaluation strengthened our accountability to both communities and partners, while guiding improvements in program design. The year reinforced our understanding that digital inclusion is most effective when it is user-centred, reinforced over time, and embedded within supportive economic and policy ecosystems.

As we look ahead, Tech Herfrica remains committed to scaling responsibly, deepening impact, and working collaboratively with communities, governments, and development partners. The progress achieved in 2025 has laid a strong foundation for the next phase of our journey, grounded in learning, collaboration, and a shared commitment to inclusive growth across Nigeria and West Africa.



Imade B.

Imade Bibowei-Osuobeni

Executive Director



Top Lessons Learned in 2025

01

Continuity Deepens and Sustains Impact

Sustained engagement with the same communities over time proved more effective than isolated interventions. Continuous presence built trust, strengthened adoption of digital and financial tools, and enabled deeper, long-lasting outcomes for women, girls, and youth.

02

Follow-Up Is Critical to Long-Term Behaviour Change

Training alone proved insufficient to achieve sustained impact. While initial sessions provided foundational knowledge, it was the consistent follow-up, structured mentorship, and deliberate post-training engagement that truly reinforced learning. Ongoing support allowed participants to clarify challenges encountered in real-world application, receive tailored guidance, and build confidence over time. This continuous engagement significantly improved skills retention, deepened practical understanding, and enabled recipients to translate knowledge into measurable outcomes within their businesses and communities.

03

Inclusive Design Requires Co-Creation

Inclusive design is most effective when participants are actively involved from the earliest stages of program conception, rather than being consulted after decisions have been made. Co-creation allows programs to be shaped by the lived experiences, cultural contexts, and real needs of the people they are meant to serve. By engaging participants as partners in design, implementation, and feedback, solutions become more practical, accessible, and relevant. This approach not only improves adoption and sustainability but also builds trust, ownership, and a sense of value among participants, ensuring that interventions truly respond to community realities rather than assumptions.

04

Real-Time Monitoring Enables Responsive Programming

Shifting from periodic assessments to more real-time data monitoring allowed faster adjustments and improved responsiveness to participant needs and contextual changes.

05

Community Trust Is Built Through Consistency, Not One-Off Projects

Communities responded most positively when engagement was continuous rather than episodic. Regular follow-ups, repeat activities, and visible long-term commitment reinforced credibility and trust. Over time, this consistency encouraged deeper participation, improved adoption of tools and knowledge, and strengthened community ownership of programs.

06

Partnerships Thrive on Shared Value and Accountability

The most effective partnerships were those grounded in clearly defined shared goals and mutual accountability. Moving beyond transactional relationships, joint planning and shared impact measurement ensured all partners remained invested in outcomes. This approach strengthened collaboration, improved coordination, and increased the sustainability of interventions.

07

Embedding Data into Management Improves Program Quality

Data became most valuable when it informed day-to-day decision-making rather than being used solely for reporting purposes. Insights from needs assessments, monitoring activities, and participant feedback helped refine program design and delivery in real time. This data-driven approach improved relevance, efficiency, and overall impact.

08

Institutional Memory Strengthens Organizational Resilience

Documenting processes, workflows, and lessons learned proved critical in maintaining consistency during transitions. Strong institutional memory reduced disruptions caused by staff changes and ensured that knowledge was retained within the organization. This practice enhanced adaptability and reinforced long-term organizational stability.

09

Policy Advocacy Extends Program Reach

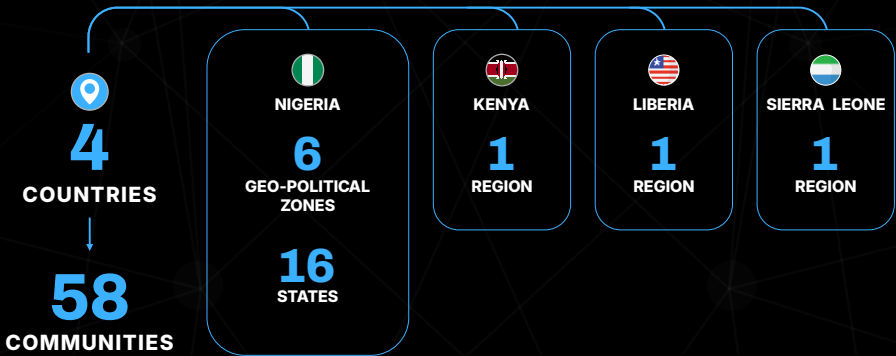
Engagement with government institutions and policymakers helped translate community-level insights into broader systemic change. Policy advocacy amplified grassroots efforts by influencing enabling environments for digital and financial inclusion. As a result, program impact extended beyond direct recipients to wider communities and institutions.





Impact Dashboard

From Inception Till Date

 **6,770** RURAL WOMEN, GIRLS & YOUTHS IMPACTED




426
MOBILE DEVICES
DISTRIBUTED


243
BANK ACCOUNTS
OPENED


1
BUSINESS
REGISTERED


₦4.1M+
DISBURSED AS
BUSINESS FINANCE


₦13M+
FACILITATED IN TRADE

| Smartphones Distributed

[From Inception (2023) to December 2025]

426

**MOBILE DEVICES
DISTRIBUTED**

411

IN 2023

14

IN 2024

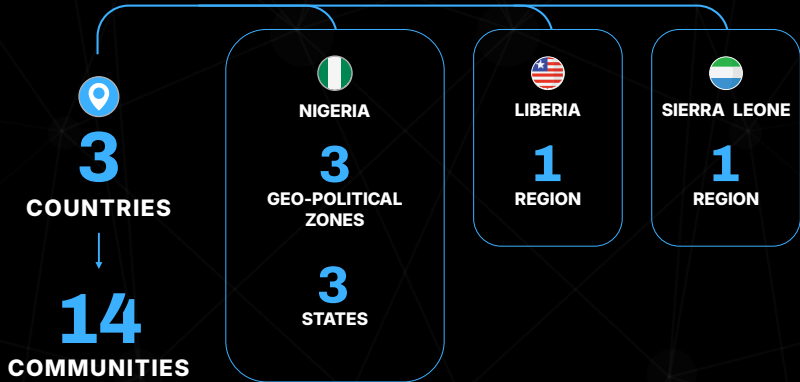
1

IN 2025



| 2025 Impact Dashboard

 **421** RURAL WOMEN, GIRLS & YOUTHS IMPACTED



| | |
|--|--------------------------------------|
| 1 MOBILE DEVICE DISTRIBUTED | 95 BANK ACCOUNTS OPENED |
|--|--------------------------------------|

What Digital Tools Were Used For

Insights on Impact

(Sample Size: 406 women micro-entrepreneurs)

Primary Uses of Phones and Digital Tools



WhatsApp for Business: Used by the majority of participants to communicate with customers, promote products, and manage orders.



Facebook for Business & Online Marketing: Widely adopted to expand customer reach and improve visibility beyond local markets.



Digital Payments & Fintech Services: Enabled users to receive payments, save money, and participate in formal financial systems.



Access to Business Information: Phones were used to access pricing information, customer demand trends, and basic business knowledge.



Networking & Market Linkages: Participants used digital tools to connect with buyers, suppliers, and peer entrepreneurs.

Key Outcome Questions Assessed



Q1: Has access to digital tools improved your business performance and income?



Q2: Has it improved your access to financial services such as payments, savings, or accounts?



Q3: Do you use digital tools to access useful business or market information?



Q4: Have digital tools helped you connect with customers and other entrepreneurs?

Reported Outcomes

- **Around 70% of users reported improved business operations,** including increased sales and customer reach.
- **Over 80% of participants expect future income growth** linked to their use of digital tools.
- **Two-thirds of users reported increased revenues or profits** since joining the program.
- **A Net Promoter Score (NPS) of 39** indicates strong satisfaction and perceived value.

Main Reasons for Limited or No Impact (Minority of Respondents)

- High cost of mobile data
- Poor or unreliable internet connectivity
- Device damage or technical issues
- Need for refresher or simplified training content

Data Source

*Independent Impact Assessment by **60 Decibels**, conducted through **406 structured interviews** with Tech Herfrica recipients (2025).*

2025 Impact Evaluation

I Our Context

The digital divide refers to the gap between individuals, communities, or regions that have access to digital tools, the internet, and technology-based opportunities and those that do not. This divide goes beyond just a lack of devices or connectivity; it also includes disparities in digital literacy, skills, and the ability to effectively use technology for education, business, and everyday life.

Across Africa, millions of women, girls, and young people in rural communities are being left behind due to this divide. It hinders their ability to improve livelihoods, access financial services, connect with broader markets, access health care and adapt to challenges like climate change and gender-based violence.

For rural women who are farmers and traders, the digital divide means they cannot use technology to increase agricultural productivity in the face of climate-related challenges, access financial services or leverage digital platforms to sell their goods at fair prices and reach new customers through electronic and social commerce. For girls and youth, it translates to limited access to quality education, fewer job opportunities, and an inability to compete in an increasingly technology-driven world.

The challenges faced by rural women, girls, and youth are not just assumptions.

Data shows that:

- 01** Women are 15% less likely than men to use mobile internet in low and middle-income countries, resulting in about 265 million fewer women having access (**GSMA, 2024**).
- 02** In South Asia and Sub-Saharan Africa, 60% of the 785 million women not using mobile internet live in these regions, with gender gaps of 31% and 32% respectively (**GSMA, 2024**).
- 03** The gender gap in smartphone ownership has narrowed from 15% to 13%, but 200 million fewer women own smartphones than men (**GSMA, 2024**).

04

Affordability, literacy, and digital skills are the main barriers to mobile internet adoption, with women facing these challenges more due to social norms and structural inequalities like lower education and income (**GSMA, 2024**).

05

Youth unemployment in Africa remains high, driven by a lack of digital skills needed for today's jobs (**ILO, 2023**).

It is not just about the data; the lack of access to digital tools and skills has far-reaching consequences:

01

Low Productivity for Farmers: Rural women, who produce much of Africa's food, cannot use weather apps or digital farming tools to plan their work, making them more vulnerable to climate-related disruptions.

02

No Market Access: Without access to digital platforms, rural traders are stuck selling in their local markets, often at unfair prices.

03

Financial Exclusion: Many rural women and youth cannot save money, apply for loans, or access other financial services that could help grow their businesses.

04

Missed Opportunities for Youths, Especially Girls: Youths, especially girls in underserved areas, are missing out on essential STEM education and digital skills, leaving them unprepared for future careers and widening gender gaps in economic opportunities.

05

Increased Gender-Based Violence: Lack of access to digital tools limits women and girls' ability to report violence, seek help, or connect with support systems, while technology can provide critical channels for protection and support.

At Tech Herfrica, we know that solving these challenges requires a holistic approach. That is why our programs focus on giving women, girls, and youth access to digital tools, skills, and opportunities that can truly change their lives.



Digital Skills: We equip women, girls, and young people in underserved communities with essential digital skills, financial literacy, and entrepreneurship training using local languages, enabling them to use technology to learn, find employment, or start and grow their businesses.



Access to Smartphones and New Markets: By providing smartphones to rural women farmers and traders, we help them connect to digital platforms and e-commerce solutions, allowing them to access new markets, sell products more efficiently, and earn fair prices.



Promoting Financial Inclusion: Through strategic partnerships, we facilitate access to mobile banking, credit, health insurance, and savings tools, equipping women and youth to manage their finances and grow their businesses.



Responding to Climate Challenges: We train rural women to use digital tools for weather updates and best farming practices, helping them adapt to climate change and improve agricultural productivity.



Creating Safe Spaces Through Technology: Digital platforms provide women and girls with a means to report gender-based violence, seek support, and connect with communities that offer protection and assistance.

Bridging the digital divide goes beyond providing internet access. It also includes equipping rural women, girls, and youth with the tools they need to create better lives. In rural Africa, farmers and traders are often undervalued despite being the driving force behind their communities. With the right resources, they can transform their lives and fuel broader economic progress. When women farmers gain access to markets, they can sell more and earn more. When girls are trained in digital skills, they can dream bigger and set higher goals. When youth are given opportunities, they can create a brighter future for themselves and their communities.

At Tech Herfrica, we do more than teach underserved communities how to use technology, we equip them with the essential skills and tools in a way that is needs-based, culturally relevant, and delivered in a language they understand, ensuring their success in a rapidly changing world. Our mission is to bridge the digital divide, break the cycle of poverty, and drive economic and social progress, ensuring that no one is left behind.

This context shapes our mission and emphasizes our commitment to creating lasting, meaningful impact for rural women and youth across the communities we serve. The outcomes we deliver, outlined in detail on the following pages, include:

• Key Outcomes

- Enhanced digital, financial, and entrepreneurial skills.
- Improved business turnover and sales through initiatives like **Her Local Market**.
- Increased access to financial services, including savings, loans, and bank account operations.
- Broader access to smartphones.
- Greater employment opportunities and higher income for women and youth.
- Increased participation of girls in Science, Technology, Engineering, and Mathematics (STEM).
- Expanded access to tools for climate-smart agriculture.

These outcomes reflect our unwavering dedication to equipping rural women and youth with the skills, resources, and opportunities needed to build resilient and sustainable communities.

| Our Initiatives



EquipHer4Growth

EquipHer4Growth is an innovative and award-winning initiative designed to break the cycle of poverty for rural African women in farming and trade by providing holistic digital and financial training. Unlike traditional programs that focus solely on digital or financial literacy, EquipHer4Growth integrates both, delivering training in local languages and contexts while ensuring access to internet-enabled or feature-rich mobile devices tailored to their needs.

This initiative enhances agricultural productivity through smart farming techniques, mitigates climate change effects, reduces post-harvest losses, and boosts incomes by at least 50% through e-commerce and financial service access. Women are introduced to precision agriculture tools and resilience strategies while also learning to leverage social platforms like WhatsApp, Facebook, and Google My Business for business growth and networking.

A key differentiator is its inclusive, community-driven model that actively involves men to foster lasting support and adoption. The program facilitates access to financial services, including non-interest loans, long-term savings, and health insurance, ensuring sustainable growth and well-being for participants. EquipHer4Growth enables women to make informed decisions, and drive socio-economic progress within their communities. With the introduction of an AI-powered WhatsApp chatbot in 2024, the program has significantly expanded its reach and impact, complementing in-person training for greater scalability.



Access to Markets

We have co-created a technology enabler in the form of an e-commerce web application, herlocalmarket.com. The aim is to connect female farmers and traders in rural and underserved communities to domestic and international buyers for quality food items at the best prices. This ensures that farmers earn more while buyers pay less. Thus, it contributes to improved income for farmers, a reduction in post-harvest waste, and improved food security.

Agric Scale-Up

This innovative approach centers on specialized training and support tailored to equip rural farmers, especially women, to improve agricultural productivity. The goal is to provide them with the necessary knowledge and tools to effectively respond to changing climatic conditions and adopt innovative agricultural practices, ultimately boosting their capacity to move from subsistence to commercial farming.

The initiative's key objective is to enhance agricultural productivity through the adoption of modern technologies, improved seed varieties, and best farming practices considering the effects of climate change. Importantly, this initiative is closely linked with our other solutions, EquipHer4Growth, Access to Financial Services, and Access to Markets, ensuring that the results translate into tangible economic progress for recipients.



The PoliServe Dialogue

PoliServe Dialogue is an annual initiative held on October 15 to commemorate the International Day of Rural Women. This impactful platform bridges the gap between rural women and policy makers, government officials and business leaders who shape policies and craft solutions that affect their lives, ensuring that these women's voices do not just inform decisions but actively drive change. It provides a unique opportunity for rural women to share their challenges and needs candidly, while stakeholders work alongside them to co-create actionable solutions. Far more than a discussion forum, the dialogue catalyzes meaningful, tangible actions that bring real, lasting impact to the lives of rural women.



Summer Skill Up

Summer Skill Up is a transformative program designed to equip Nigerian teenagers in underserved communities with a unique combination of practical digital, and entrepreneurial skills. The initiative bridges the gap between traditional vocational training and the modern digital economy, offering comprehensive instruction in hairdressing, barbing, digital literacy, financial management, and entrepreneurship.



STEM Her

In many underserved African communities, girls encounter significant obstacles to entering Science, Technology, Engineering, and Mathematics (STEM) fields, which limits their career prospects and exacerbates the gender gap. Stem Her tackles this challenge by focusing on public secondary schools in Nigeria, providing girls with essential digital skills and exposing them to a wide range of STEM opportunities. The program's goal is to ignite and sustain their interest in STEM careers, leading to a more inclusive and innovative future. This initiative focuses on educational programs and creates mentorship opportunities with female STEM professionals. To support the education of girls, the program offers financial assistance through scholarships and grants to girls pursuing STEM education in public secondary schools. Also, selected girls take on roles as Digital Champions, running STEM Clubs in their schools to further encourage and support STEM education among their peers, under the supervision of selected teachers who serve as Digital Advocates.

Digital Literacy for All

The Digital Literacy for All initiative equips youths aged 18-35 in rural African communities with essential digital skills and tools, ensuring equal participation of 50% males and 50% females. By bridging the digital divide, we enable these young individuals to access opportunities in education, entrepreneurship, and employment.



Scale Her

ScaleHer represents a comprehensive initiative dedicated to unlocking the potential of young girls between the ages of 16 and 25 in rural and underserved communities in Africa. By integrating digital technology and financial inclusion, this programme facilitates the expansion of their business ideas and acquired skills, enabling them to establish sustainable businesses and improve their livelihoods. Tailored specifically for young girls with a passion for entrepreneurship, ScaleHer equips them with business-building knowledge, digital tools, digital and financial literacy, and access to business start-up capital, enabling them to succeed in their chosen ventures.

Access to Financial Services

As part of the EquipHer4Growth solution, we facilitate access to financial services for our participants. Through partnerships and collaborations, we implement the following:

Éferené: Under this initiative, we provide non-interest loans to women who have received comprehensive digital and financial literacy training and require non-interest loans to scale up their businesses or agricultural activities. Éferené is a Bini word, which means wealth has come.

Access to Health Insurance: We facilitate access to health insurance for rural women, ensuring that they have a safety net for healthcare expenses.

Access to Long-term Savings: We partner with financial institutions to provide tailored financial services that welcome rural women into the formal financial sector, helping them save for immediate and long-term expenses.

| 2025 Impact Evaluation Assessment

- Methodology

We conduct our impact evaluation openly and transparently, ensuring that we measure meaningful metrics and gather sufficient insights to assess the effectiveness of our programs/ interventions. This approach allows us to learn and utilize valuable lessons from the evaluation process.

Our monitoring and evaluation design is built on the following principles:

01

Participatory Approach: We foster the active involvement of stakeholders in the design, implementation, and evaluation processes.



Utilization Focused: We ensure that monitoring and evaluation findings are actively used for decision-making and program improvement.

02

03

Ethical Considerations: We adhere to ethical standards in data collection, storage, and reporting, ensuring privacy and confidentiality.



Cultural Sensitivity: We acknowledge and respect the cultural context in which interventions are implemented.

04

05

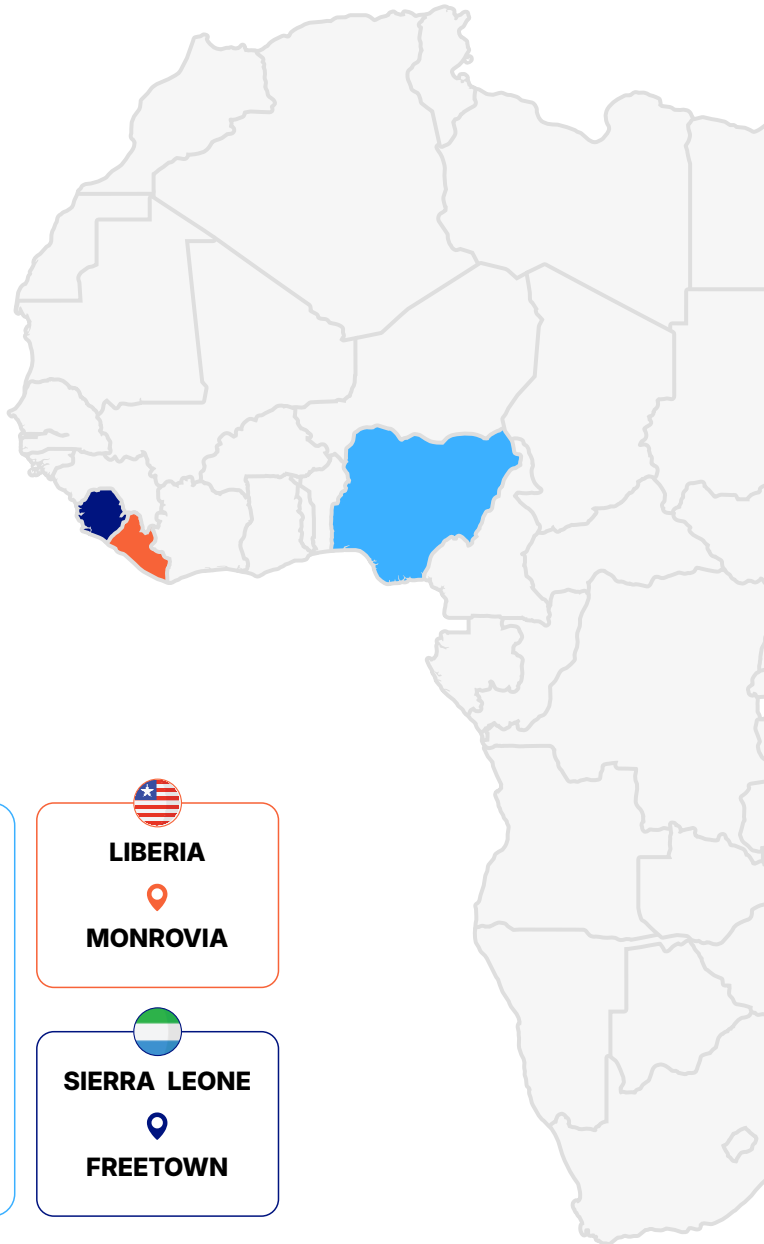
Adaptability: We are flexible to accommodate changes in project scope, objectives, or external factors that may impact program outcomes.





To assess the impact of our training, we perform both pre- and post-assessments before and after each training session. Similarly, to determine if our programmes impact the income of participants, we gather baseline and endline data, comparing their income levels before and after the intervention.

In terms of data collection, we employ a combination of quantitative and qualitative methods, such as surveys, interviews, and focus groups.

| 2025 Breakdown of Impact




NIGERIA


LAGOS
(SOUTH WEST)

AKWA IBOM
(SOUTH SOUTH)

FCT
(NORTH CENTRAL)


LIBERIA


MONROVIA


SIERRA LEONE


FREETOWN

| 2025 Breakdown by Location

LAGOS

Surulere **63** Alausa, Ikeja **15** Workstation **11**
Creative Space, Surulere **25**

FCT

Abaji **33** Kado **61** Kabusa **62** Wuse II **25**

AKWA IBOM

Ubetim **27**

LIBERIA

Monrovia **25**

SIERRA LEONE

Freetown **30**

ScaleHer Biz (Online) **24** Tech2Trade (Online) **20**

| 2025 Breakdown by Innovative Solutions

EquipHer4growth **240**

Summer Skill Up **0**

STEM Her **25**

Agric Scale-Up **11**

Scale Her **20**

Digital Literacy 4 All **63**

Access to Markets (HerLocal Market) **0**

PoliServe Dialogue **62**

| 2025 Impact Assessment

• Digital Skills Training | Monrovia, Liberia | 23 Participants

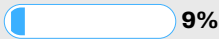
Q1

How has your confidence or approach changed regarding teaching adult learners, especially those with limited digital exposure?

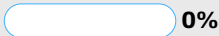
A. I feel much more confident and prepared



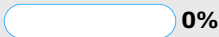
B. I feel somewhat more confident



C. No major change in confidence or approach



D. I still feel unsure about how to teach them



Q2

Do you now plan to apply inclusive facilitation strategies (e.g., repetition, storytelling, peer learning) in your sessions?

YES 100% NO 0%

Q3

Do you now feel confident using tools or examples to teach pricing for profit and digital customer engagement?

YES 100% NOT ENTIRELY 0%

NO 0%

Q4

What new challenges do you anticipate as a trainer in the field?

A. Poor internet or device access in rural areas



B. Language or literacy barriers



C. E-commerce and digital marketing



D. My own limited experience teaching



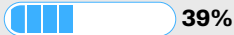
E. I don't anticipate any challenges



Q5

How do you intend to support continuous learning or follow-up with the women you train after the initial session?

A. Creating WhatsApp groups for regular tips and check-ins



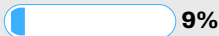
B. Scheduling follow-up visits or calls



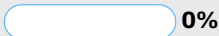
C. Linking them to digital learning platforms or resources



D. Encouraging peer learning groups



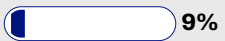
E. I don't have a plan for follow-up yet



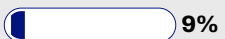
Q6

What further support (tools, mentorship, resources) do you need from Tech Herfrica or ECOWAS to succeed as a community-based digital skills trainer?

A. Teaching materials in local languages



B. Access to devices or internet data



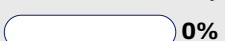
C. Regular mentorship or refresher training



D. Financial or logistical support for field sessions



E. None — I feel fully prepared



• **Digital Skills Training** | Freetown, Sierra Leone | 30 Participants

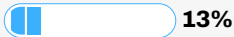
Q1

How has your confidence or approach changed regarding teaching adult learners, especially those with limited digital exposure?

A. I feel much more confident and prepared



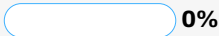
B. I feel somewhat more confident



C. No major change in confidence or approach



D. I still feel unsure about how to teach them



Q2

Do you now plan to apply inclusive facilitation strategies (e.g., repetition, storytelling, peer learning) in your sessions?

YES 97%

NO 3%

Q3

Do you now feel confident using tools or examples to teach pricing for profit and digital customer engagement?

YES 100%

NOT ENTIRELY 0%

NO 0%

Q4

What new challenges do you anticipate as a trainer in the field?

A. Poor internet or device access in rural areas



B. Language or literacy barriers



C. E-commerce and digital marketing



D. My own limited experience teaching



E. I don't anticipate any challenges



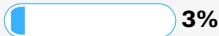
Q5

How do you intend to support continuous learning or follow-up with the women you train after the initial session?

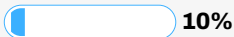
A. Creating WhatsApp groups for regular tips and check-ins



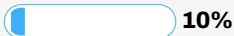
B. Scheduling follow-up visits or calls



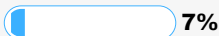
C. Linking them to digital learning platforms or resources



D. Encouraging peer learning groups



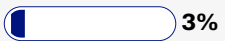
E. I don't have a plan for follow-up yet



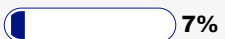
Q6

What further support (tools, mentorship, resources) do you need from Tech Herfrica or ECOWAS to succeed as a community-based digital skills trainer?

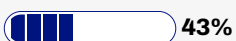
A. Teaching materials in local languages



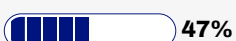
B. Access to devices or internet data



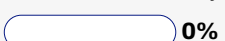
C. Regular mentorship or refresher training



D. Financial or logistical support for field sessions



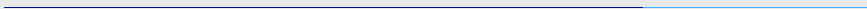
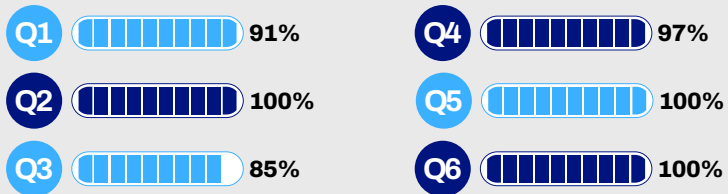
E. None — I feel fully prepared



• **Digital & Financial Literacy** | Abaji, FCT Nigeria | 33 Participants

- Q1** Has the training improved your knowledge and skills?
- Q2** Has the training improved your motivation to use technology?
- Q3** Do you now trust or feel confident to use technology?
- Q4** Do you now understand what E-commerce is?
- Q5** Can you now use WhatsApp and phone calls for your business?
- Q6** Do you now feel confident doing a long term savings plan?

KEY: THE COLOURED BARS REPRESENT "YES".

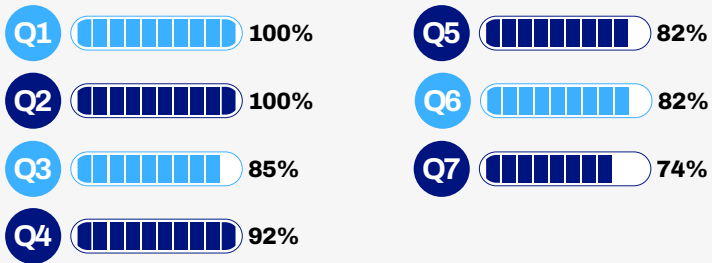


• **Digital & Financial Literacy**

Ubetim, Akwa Ibom, Nigeria | 27 Participants

- Q1** Do you now know how to properly use your smart phones?
- Q2** Do you now know the meaning of e-commerce and what it entails?
- Q3** How has your understanding of digital literacy changed after this presentation?
- Q4** Do you now know how to incorporate technology into your farming/trading practices based on the information shared?
- Q5** Did the financial literacy segment improve your understanding of how to manage business finances?
- Q6** Do you feel more confident in applying basic financial principles to your business after the training?
- Q7** Do you feel more prepared to engage with technology and financial services following this presentation? If yes, why and if no, why not?

KEY: THE COLOURED BARS REPRESENT "YES".

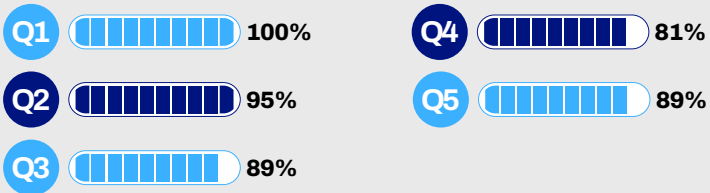


• **Digital & Financial Literacy**

Surulere, Lagos, Nigeria | 63 Participants

- Q1** Do you now know why discipline is the shortcut to success?
- Q2** Do you now understand how choosng excellence can transform your growth and results?
- Q3** Do you now know what digital literacy entails and why it is essential?
- Q4** Do you now understand how digital literacy can guide and expand your career choices?
- Q5** D you now know how motivation and discipline complement each other in goal achievement?

KEY: THE COLOURED BARS REPRESENT "YES".





Special Projects



PoliServe Dialogue 2.0 and Launch of the \$100,000 Rural Market Fund



Tech Herfrica's PoliServe Dialogue 2.0 was held on **15 October 2025** at **Kabusa Market, FCT**, convening **about 100 stakeholders**, including **62 market women**, alongside government agencies, financial institutions, and development partners. Under the theme ***Smart Business, Sustained Growth***, the Dialogue created a direct platform for grassroots women to engage policymakers and service providers on business formalization, tax reforms, financial inclusion, digital banking, and well-being, reinforcing Tech Herfrica's mission to drive women's economic participation through technology, finance, and policy awareness.

A major milestone of the event was the official launch of Tech Herfrica's **\$100,000 Markets Fund**, a non-interest revolving fund designed to address financing barriers faced by women in rural and underserved communities. The Fund combines fixed-deposit investment and accessible loans, targets micro-entrepreneurs and rural SMEs, and is projected to support **5,000 women within three years**, while strengthening financial capability and sustainable business growth. Through expert-led sessions by FCT-IRS, the Ministry of Women Affairs, CAC, EFINA, GTBank, and community partners, participants gained practical knowledge on taxation, registration, savings, digital tools, and mental wellness. Overall, PoliServe Dialogue 2.0 deepened collaboration across sectors, expanded access to capital and digital finance, and strengthened pathways for long-term economic empowerment of women entrepreneurs.



Women Economic Empowerment Policy Testing and Implementation



Tech Herfrica played a central and catalytic role in advancing the Lagos State Women's Economic Empowerment (WEE) Policy, driving its transition from policy intent to practical, on-the-ground impact for women across the state.

In the policy's formative phase, Tech Herfrica, working in strategic partnership with the Policy Innovation Centre (PIC), led critical policy-testing activities across the five IBILE districts: Ikorodu, Badagry, Ikeja, Lagos Island, and Epe. Through direct engagement with women entrepreneurs, market leaders, and community stakeholders, Tech Herfrica ensured that the WEE Policy was grounded in the lived economic realities of women operating in informal and small-scale sectors. Insights from this testing phase directly informed the co-development of a localized, inclusive, and action-oriented capacity-building framework and curriculum, designed to respond to barriers such as low financial literacy, limited access to finance, and weak market linkages.

Building on this foundation, Tech Herfrica once again moved to implementation by delivering a targeted capacity-building training for 15 lyalojas on **13 November 2025** at the Lagos State Ministry of Women Affairs and Poverty Alleviation (WAPA). This intervention was intentionally designed as a policy domestication strategy, strengthening the capacity of influential market women leaders who can cascade knowledge and practices across their networks.

Tech Herfrica led the design and delivery of the training, applying its expertise in women-centered financial and digital inclusion. The sessions focused on practical financial inclusion, simplified bookkeeping, and loan readiness, using highly visual, low-literacy-friendly methods tailored to market contexts. By facilitating direct engagement between Iyalojas and formal financial institutions, Union Bank and Access Bank, Tech Herfrica also addressed trust gaps, demystified lending processes, and strengthened pathways for women's access to finance.



The proposed impact of this project is both direct and multiplier-driven. At the individual level, women leaders gain the skills, confidence, and institutional linkages needed to manage finances effectively, access credit responsibly, and support business growth. At the community level, trained Iyalojas are positioned as change agents, capable of cascading knowledge to hundreds of market women within their districts—significantly extending the reach of the WEE Policy. At the systems level, the project strengthens collaboration between government, financial institutions, and women-led markets, embedding the WEE Policy within everyday economic structures.

As implementation scales across the IBILE districts, Tech Herfrica will continue to lead a phased, evidence-driven rollout that integrates feedback from pilot interventions, promotes digital and financial access, and leverages multi-sector partnerships. Through this approach, Tech Herfrica is not only supporting the implementation of the WEE Policy but actively shaping a sustainable model for women's economic empowerment, one that enhances financial inclusion, strengthens local economies, and delivers lasting impact for women in Lagos State and beyond.



Digital Skills and E-commerce Training



In partnership with ECOWAS, Tech Herfrica spearheaded the design and delivery of a comprehensive Digital Skills and E-commerce Training program for women entrepreneurs in Liberia and Sierra Leone, marking a significant step in extending our impact beyond Nigeria and reinforcing our commitment to regional inclusion. Tech Herfrica took the lead in developing the program curriculum and training manuals, carefully designing content that was practical, context-specific, and easily adaptable for trainers and participants with varying levels of digital literacy.

The training was delivered through a structured three-day in-person Training-of-Trainers (ToT) approach, which combined two days of intensive instruction with a one-day practicum. This design allowed trainers not only to gain mastery over digital tools and e-commerce practices but also to immediately apply their skills by training local women entrepreneurs within their communities. Core tools and platforms covered included WhatsApp Business, mobile banking, Instagram, Facebook, and mobile money solutions, equipping participants with the skills to expand their business presence, streamline operations, and access financial services.

Through this initiative, Tech Herfrica directly trained 25 trainers in Liberia and 30 trainers in Sierra Leone. These trainers subsequently reached 25 and 27 rural women entrepreneurs in their respective countries and are expected to further cascade their knowledge to at least 25 additional women each within three months. This deliberate multiplier approach ensures that the program's impact is not limited to the initial participants but continues to grow organically, demonstrating Tech Herfrica's commitment to creating sustainable, scalable, and transformative economic opportunities for women entrepreneurs across West Africa.

[Read Full Report Here](#)



Digital Skills for Entrepreneurs



Between April and August 2025, Tech Herfrica led the implementation of the second and third cohorts of the Digital Skills for Entrepreneurs programme in Abuja, in partnership with GIZ, the Digital Transformation Centre (DTC) Nigeria, and GOPA Worldwide, with funding from the European Union and the German Government. Building on the success of an earlier pilot phase, the programme was designed to strengthen the digital capacity of women entrepreneurs and support sustainable business growth through practical, applied learning.

Across Cohort 2 (April–June 2025) and Cohort 3 (July–August 2025), a total of 61 women entrepreneurs were equipped with essential digital skills to improve visibility, efficiency, and profitability in their businesses. Tech Herfrica led programme delivery, combining in-person and virtual training sessions with personalized coaching, mentorship, and targeted business support. The hybrid approach ensured flexibility while maintaining strong engagement, even in the face of connectivity challenges common to virtual learning environments.

The curriculum focused on practical tools and real-world application, covering areas such as social media marketing, e-commerce, digital content creation, and workflow management. Participants were trained to use platforms like Facebook Ads to reach new customers, Trello to improve task and workflow management, and digital tools to strengthen record-keeping and operational planning. Onsite coaching sessions enabled participants to translate theory into practice, refine their digital strategies, and adapt learning directly to their business models.

Tech Herfrica also delivered sector-specific coaching, providing tailored guidance to women operating in agriculture, fashion, retail, and professional services. This contextualized approach allowed participants to address industry-specific challenges while maximizing the relevance of digital tools to their unique business needs. Despite initial participant dropouts during the pilot phase, Tech Herfrica ensured continuity by swiftly onboarding replacements, all of whom completed the programme and participated fully.



The programme generated measurable and meaningful outcomes. Many participants reported increased revenue and improved operational efficiency, particularly through the use of Facebook Ads for customer acquisition and Trello for business organization. Several women began independently designing their digital content and actively leveraging social media to increase brand visibility and customer engagement. Beyond individual gains, the programme fostered peer learning and collaboration, with participants sharing resources, exchanging referrals, and forming strategic business partnerships.

Overall, the Digital Skills for Entrepreneurs programme demonstrated Tech Herfrica's strength in designing and delivering women-centered digital inclusion initiatives that translate skills into economic outcomes. By combining hands-on training, mentorship, and ecosystem partnerships, the programme not only strengthened individual businesses but also contributed to building a resilient network of digitally empowered women entrepreneurs in Abuja.

[Read Full Report Here](#)



Digitalisation Benefits for Agri-SMEs



On November 13, 2025, Tech Herfrica, in partnership with the International Trade Centre (ITC), implemented a targeted capacity-building programme focused on strengthening digital adoption among Agri-SMEs in Nigeria. As the implementing partner, Tech Herfrica led the design and delivery of the training, drawing on its expertise in digital inclusion, entrepreneurship, and business resilience.

The training was designed to deepen participants' understanding of digital transformation within Nigeria's agricultural sector and to demonstrate, in practical terms, how digital tools and digital financial services can improve business growth, productivity, and long-term resilience. Beyond awareness, the programme aimed to build confidence among Agri-SME operators to actively adopt and apply technology within their day-to-day operations.

The sessions covered key thematic areas critical to successful digitalisation. Participants were introduced to the entrepreneurial mindset required for digital adoption, with emphasis on adaptability, innovation, and openness to change. The training explored the business case for digitisation, highlighting how digital tools can reduce inefficiencies, expand market access, improve record-keeping, and strengthen supply chain coordination for Agri-SMEs. An overview of relevant digital tools for agriculture was provided, alongside practical discussions on financial literacy in the digital era, including the use of digital payments, platforms, and data for improved financial decision-making.

Participant engagement throughout the programme was notably strong. Many participants shared how previous exposure to the EAT programme had already influenced their digital adoption journey. One participant explicitly noted that the EAT programme motivated her to begin digitising her business, underscoring the sustained relevance and impact of the training interventions delivered by Tech Herfrica.

A key insight from the sessions was participants' rapid identification of relevant digital solutions, even where prior awareness had been limited. While many Agri-SMEs were initially unfamiliar with the specific digital service providers presented during the training, they were able to quickly assess and select platforms aligned with their operational needs. Digital agribusiness platforms such as Farmz2u and Vendease emerged as particularly relevant, with participants highlighting their potential to improve market access, logistics, and supply chain efficiency.

The programme also demonstrated immediate business applicability. Dantata Foods & Allied Products Company Limited identified a real-time opportunity to integrate one of the showcased digital solutions into its operations, reflecting the practical and action-oriented nature of the training.

As the sessions progressed, the facilitation team observed that some participants exhibited higher levels of business sophistication and digital maturity than initially anticipated. In response, Tech Herfrica dynamically adapted the training approach, shifting from foundational digital awareness to more advanced discussions on scaling strategies, data-driven decision-making, and the strategic use of digital tools for business expansion.

Interactive case discussions further enriched the learning experience. Participants engaged in critical conversations on the responsible use of technology, including emerging risks such as artificial intelligence misuse through voice and image cloning. These discussions encouraged reflection on data ethics, digital safety, and responsible innovation, reinforcing the importance of trust and accountability in the digital economy.

Overall, the programme strengthened participants' readiness to embrace digital transformation, not only by increasing knowledge of available tools but by fostering a mindset of strategic and responsible digital adoption. Through its role as implementing partner, Tech Herfrica ensured that the training remained practical, responsive, and closely aligned with the realities of Agri-SMEs, contributing to more competitive, resilient, and digitally enabled agricultural enterprises across Nigeria.



[Read Full Report Here](#)

TECH2TRADE

Empowering Young Women for the Borderless Digital Economy

Application Deadline:
NOV 15 | 12PM
Apply via link in bio

training starts on
Mon. 17th - Wed. 19th.
10am - 12:30pm

Are you a young woman with dreams of building a better future for yourself and your family? Do you want to learn e-commerce, social media and digital marketing skills, and AI Skills to sell your skills globally and earn from anywhere?

In This Training You will learn how to:

- Leverage Artificial Intelligence (AI).
- Launch and grow your own online business or brand.
- Earn globally through freelancing and remote work platforms.
- Set up and manage cross-border e-commerce stores.
- Use data and digital marketing to grow online visibility and sales.
- Develop an entrepreneurial and global mindset.

In This Training You will learn how to:

- 100% free training — Fully Sponsored
- Transport allowance for committed

Training Duration: 4 impactful days
Limited slots available – 100 Girls & Women only!



Tech2Trade Digital Skills & Career Empowerment Programme



The Tech2Trade Digital Skills & Career Empowerment Programme was delivered through a strategic partnership led by Faslearn, in collaboration with FastHer and FMR Agency, and implemented by Tech Herfrica. This collaboration brought together complementary expertise in digital skills development, career readiness, and entrepreneurship support, ensuring the programme was practical, inclusive, and closely aligned with current labour market and digital economy needs.

Held from 17–20 November 2025, the four-day intensive training was designed and coordinated by Tech Herfrica to equip women with the digital, career, and entrepreneurial competencies needed to successfully transition from job seekers into active creators and digital entrepreneurs. Through this initiative, 20 women entrepreneurs were supported to build in-demand skills aligned with the evolving digital economy and the future of work.

Tech Herfrica structured the programme to move beyond basic digital exposure by integrating mindset development, hands-on technical learning, and real-world application. The training addressed key barriers such as limited access to digital skills, uncertainty around career pathways, and low awareness of emerging opportunities in freelancing, e-commerce, and technology-enabled work.

Participants progressed through carefully sequenced learning modules, beginning with Digital Foundations and Career Mindset, which introduced growth-oriented thinking, digital confidence, and essential literacy skills. This was followed by Social Media and Digital Marketing, where participants learned how to use digital platforms strategically, develop content, and build visibility for their services or businesses.

The programme further explored Freelancing, Artificial Intelligence, and the Future of Work, exposing participants to the gig economy, practical AI tools, and portfolio-building strategies that support access to remote and flexible income opportunities. The final module focused on E-commerce and Financial Literacy, equipping participants with skills to start and manage online businesses, understand basic financial principles, and present capstone projects that demonstrated readiness for real-world engagement.

By the conclusion of the programme, participants had developed tangible, in-demand digital skills, including the ability to build a website at no cost, create digital marketing content, and explore freelancing and e-commerce pathways. All successful participants received certification, and several were supported toward job placements and internship opportunities, reinforcing the programme's strong focus on economic outcomes.

Overall, Tech2Trade reflects Tech Herfrica's continued commitment to empowering women with future-ready skills, strengthening pathways to decent work, and advancing inclusive participation in the digital economy.



Scale HerBiz

PILOT DIGITAL SKILLS TRAINING
FOR WOMEN ACROSS NIGERIA



ScaleHer Biz Initiative



ScaleHer Biz Initiative, a collaborative initiative implemented by Tech Herfrica in partnership with the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN) is a programme that was delivered virtually between January and February and engaged 24 women entrepreneurs drawn from 15 states across Nigeria. It was designed to strengthen women-led businesses by equipping participants with practical digital skills to drive business growth, expand customer reach, and improve income generation through the strategic use of digital and e-commerce tools.

Throughout the programme, participants were guided through hands-on sessions focused on building sustainable digital business models and leveraging technology to reduce operational costs. A significant outcome of the initiative was the expansion of e-commerce capabilities among participants. Fifteen of the twenty-four women successfully set up fully functional Bumpa websites, enabling them to establish an online presence without incurring high development costs. This translated into an average savings of ₦300,000 per participant that would otherwise have been spent on website development, allowing them to redirect resources toward core business needs.

The programme also emphasized strategic business planning as a foundation for long-term growth. Participants were supported to develop structured and actionable business plans using the Business Model Canvas, equipping them with the tools to clearly define their value propositions, customer segments, revenue streams, and operational structures. This approach empowered the women to make informed decisions and implement more effective business strategies.

In addition, ScaleHer Biz focused on strengthening participants' digital marketing and content creation skills. Seventeen participants successfully produced advertisement videos tailored to their businesses, improving their capacity to promote products and services online. The programme further introduced participants to the use of artificial intelligence-powered video tools, enabling them to create engaging digital content more efficiently. This exposure enhanced brand visibility, improved customer engagement, and positioned the women to compete more effectively in the digital marketplace.

Overall, the ScaleHer Biz initiative demonstrated the transformative potential of targeted digital capacity building in supporting women entrepreneurs. By combining practical digital tools, strategic planning, and innovative content creation, the programme contributed to increased confidence, reduced business costs, and improved growth prospects for women-led enterprises across Nigeria.

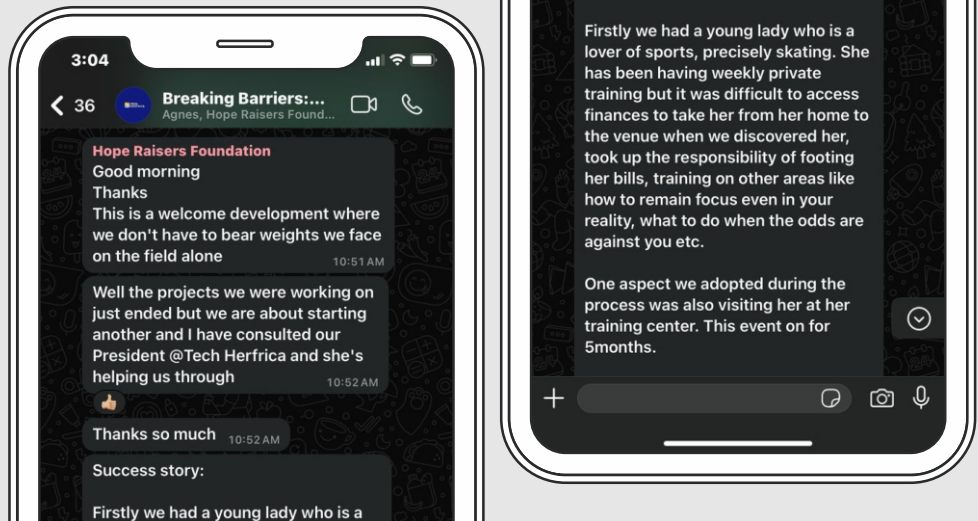


STEM Her Initiative



Tech Herfrica conducted a Monitoring and Evaluation (M&E) exercise for the STEM Her initiative at Government Day Secondary School, Wuse II, Abuja, on November 6, 2025, to assess progress and strengthen programme sustainability. This engagement built on the project launched in October 2024 in partnership with the Federal Capital Territory Secondary Education Board (SEB), Child of Christ Community, Mashindano, Laerryblue Media, and Faslearn. A key focus was the continued growth of the STEM Club established during the launch phase, which has expanded with the addition of 15 new members, reflecting sustained student interest and engagement in STEM learning.

The session combined onboarding for new members with refresher training for returning students, reinforcing digital literacy and responsible technology use. Students also received hands-on training on Google Gemini, where they learned basic prompt engineering and practical applications of AI for research and learning. As a result, participants demonstrated increased confidence in using digital and AI tools, stronger peer collaboration within the club, and growing interest in integrating these skills into their academic work, highlighting the initiative's role in building foundational STEM and digital competencies among students.

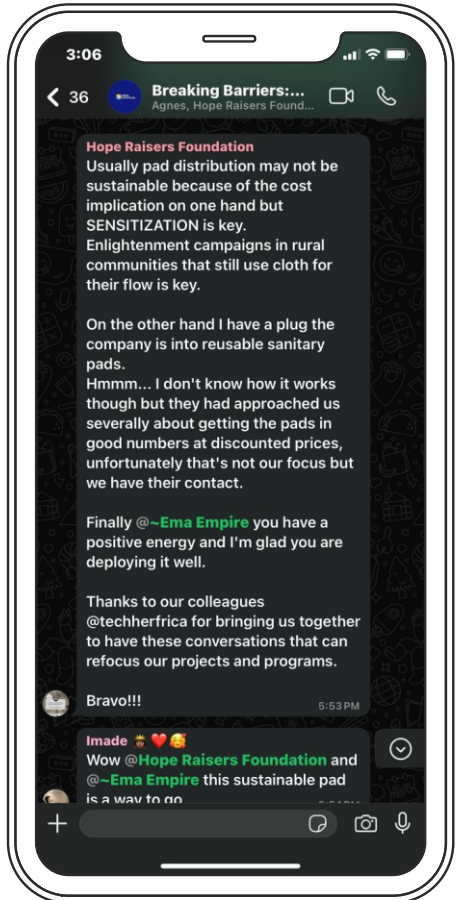
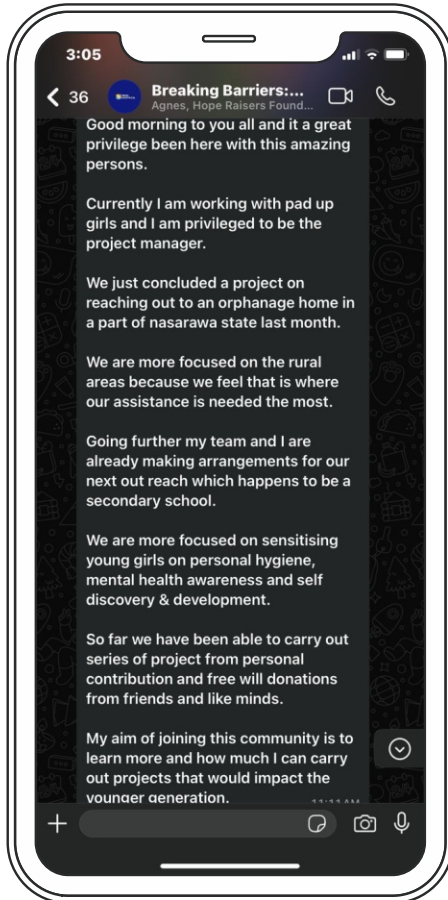


Rural Community of Practice

The Rural Community of Practice, an initiative under Tech Herfrica, has been instrumental in driving community impact through knowledge-sharing and collaborative training programs. Comprised of changemakers dedicated to implementing programmes in rural communities, the group collaborates to exchange perspectives, share lessons learned, foster valuable connections, and cultivate partnerships that ensure successful programme implementation. Through these collective efforts, members have actively trained and supported others, ensuring that vital skills and resources reach underserved communities. One notable collaboration is with Pad Up Girls Foundation, which partnered with Tech Herfrica to train 350 girls on menstrual hygiene and the use of technology for menstrual health awareness. This initiative not only educated young girls on proper hygiene practices but also introduced them to digital tools that enhance accessibility to menstrual health information.

Other members of the group have led impactful training sessions across various sectors, including digital literacy, entrepreneurship, and health. The success of the Rural Community of Practice highlights the importance of collaborative learning in rural development.

Members not only benefit from peer-driven training but also play active roles in extending knowledge to others. By fostering a culture of mentorship and capacity-building, the group ensures that development efforts are sustainable and far-reaching. Through partnerships, structured training, and continuous engagement, the Rural Community of Practice is shaping a new generation of community leaders equipped with the skills to drive social and economic change.



Join the Community Here



Breaking Barriers Guidebook

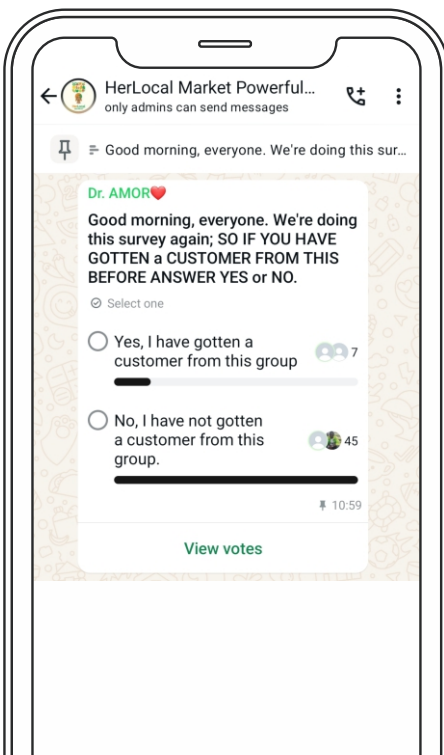
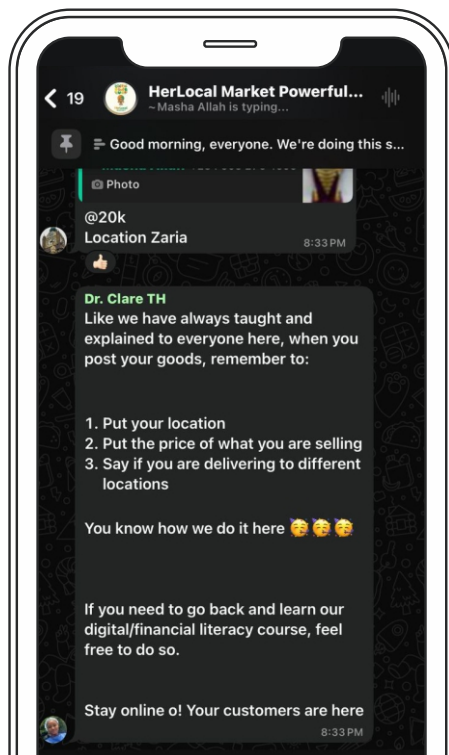
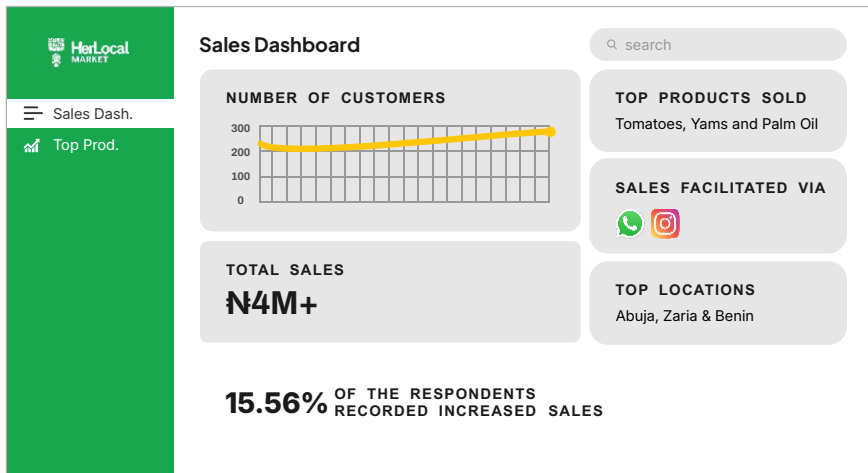


The Breaking Barriers Guidebook has significantly influenced the developmental space by providing changemakers with strategic insights on effectively implementing women-focused programs in rural Nigeria. By addressing gender disparities, the guidebook empowers social impact leaders with practical approaches to tackling poverty, improving education, and enhancing healthcare access for women. It emphasizes program sustainability, ensuring that initiatives continue to benefit communities long after initial implementation.

By serving as a crucial resource for rural development professionals, social impact entrepreneurs, and NGOs, the Breaking Barriers Guidebook has enhanced the efficiency of grassroots programs. It has helped development actors refine their approaches, leading to better program design, stronger partnerships, and more impactful interventions. This guidebook has become an essential tool for creating inclusive and transformative solutions in rural communities across Nigeria.

[Get it Here](#)

HerLocal Market Dashboard (2025)



Impact Stories

Scale HerBiz

DIGITAL SKILLS TRAINING FOR
50 WOMEN ACROSS 15 STATES



The Scale HerBiz Initiative: A Story of Transformation

When the Scale HerBiz Initiative first began, its goal was a powerful one: to equip 50 women entrepreneurs from across Nigeria with the essential digital skills and tools they needed to reach more customers, grow their businesses, and compete confidently in the modern digital economy.

This vital programme, led by Tech Herfrica in collaboration with the Small and Medium Enterprises Development Agency of Nigeria (SMEDAN), was created to address a glaring issue. The data was clear; while countless women were running successful businesses in sectors from agriculture and fashion to IT and catering, a staggering 76% had never earned a single Naira online. Without a digital presence or the right tools, their immense potential was simply being left untapped.

Then, a challenge emerged. As the training was about to start, only 24 of the 50 originally selected women were able to take part. What could have been seen as a setback, however, quickly turned into a unique opportunity. The smaller group size fostered a more intimate and supportive environment, allowing for personalised guidance and deeper, more meaningful engagement.

Over four intensive days of virtual training, followed by ongoing support and mentoring, the women gained hands-on, practical experience with platforms that would go on to transform their enterprises. They mastered tools like Google My Business, learned graphic design with Canva, explored the potential of AI-powered tools, and used the Business Model Canvas to build stronger, more sustainable business strategies.

The results, simply put, were profound.

Five of the participants shared particularly powerful stories of their transformation:

• **Tohfarms Company**



Since registering on Google My Business, we've been contacted by countless new customers looking for everything from chickens and eggs to goats and fish. Some now walk directly into our farm, while others place orders online for home delivery. I was even inspired to register my second business, TohClean Services, using the very same skills. Canva helped us design promotions and posts to thank our customers, and AI video tools gave us a new way to show our appreciation. I am deeply grateful for this change.

Golor Okiemute

MD, TOHFARMS

• **Fadenbles Concepts (Fashion & Design)**



One of my biggest wins was finally learning to design my own flyers. It's saved me so much time and money, and the results are far better for my brand. Setting up Google Business has massively boosted my visibility, and I've now used Facebook ads to secure real sales. Above all, the Business Model Canvas keeps me focused on sustainable growth. This programme has been a true gamechanger for me.

Kehinde Adeniyi

• Demlade Couture



I run two separate businesses and was always confused about how to present them. Now, thanks to Scale HerBiz, I confidently manage both under a single, cohesive digital presence. I post regularly on Facebook, Instagram, and WhatsApp, and I've even started using AI image generators to model my new product designs. My confidence in the digital world has grown beyond measure.

Adedipe Boluwatife

• Bakare Bukola Digital Learning



This training properly brought my business into the digital age. I now create my own logos and flyers using Canva and produce professional videos with AI tools that have given my products a global reach. The Business Model Canvas keeps me strategic, helping me target the right clients. It has been an unforgettable and truly life-changing experience.

Bakare Olubukola

• Pleinoret Foods

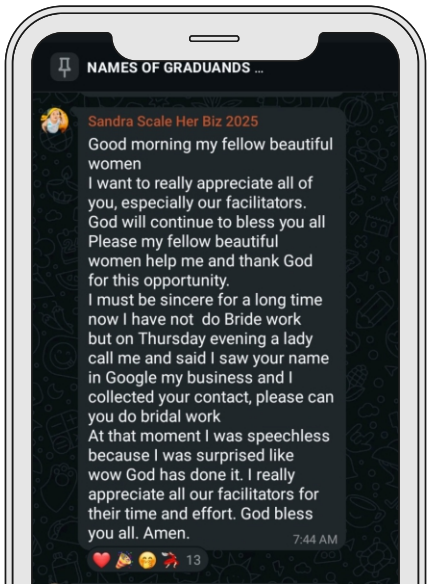
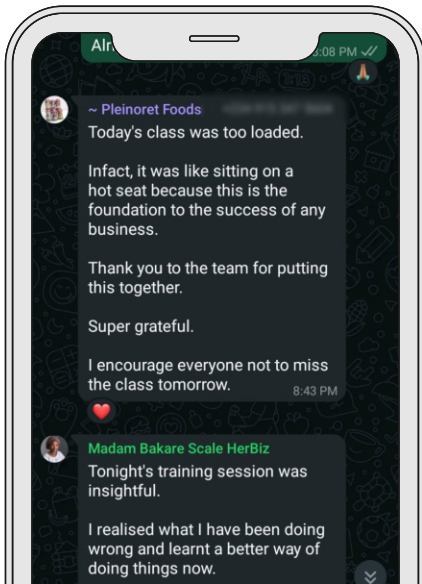
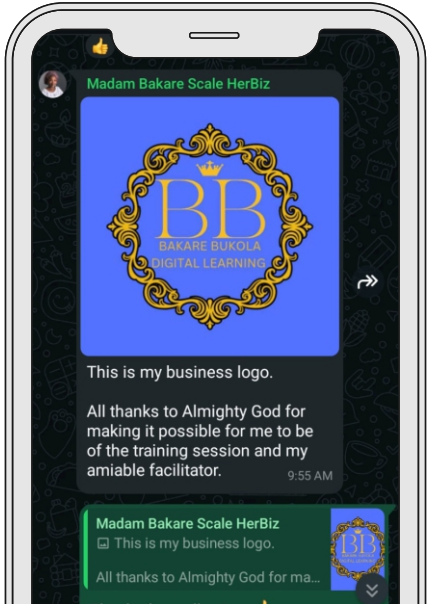
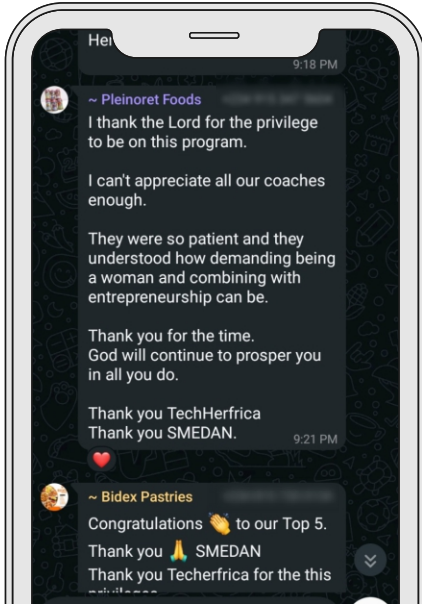


My sales have increased from just one or two orders a week to over thirty. I now edit and design my own marketing videos, and I recently received my first customer enquiry directly from Google My Business. Scale HerBiz has turned my small operation into a fast-growing, competitive brand.

Temitope Obafemi

PLEINORET FOODS

• More Testimonials



Scale HerBiz stands as proof that when women entrepreneurs are given the right digital tools, they don't just survive—they thrive. From farmers to caterers and fashion designers, these 24 women finished the programme with practical skills, renewed confidence, and tangible business results that speak for themselves.

This initiative is far more than just a training programme; it is a crucial movement towards inclusive economic growth. By actively bridging the digital divide, Tech Herfrica and SMEDAN are unlocking new opportunities for women to compete in larger markets, expand their reach, and achieve genuine financial independence. From one farmer successfully registering two businesses online to a food entrepreneur scaling from two to thirty orders a week, Scale HerBiz is actively rewriting the story of women-led enterprise in Nigeria.

As one participant so eloquently put it:

"This training didn't just change my business; it changed how I see myself. Now, I believe I can compete with anyone, anywhere."



Mildred's Story **She made her first Million!**

For years, Mildred's life was defined by hard work, resilience, and sacrifice. At 40 years old, she was already the proud founder of Vendas Global Concepts, a business she started in 2014 out of her deep commitment to empowerment and community service.

Her business operated through two strong arms: a leather production and training centre where she taught artisan skills to youth and women, and a cleaning services company offering eco-friendly solutions to homes and businesses across Abuja.

Despite her dedication, Mildred struggled. She trained others, crafted quality leather products, and delivered reliable cleaning services, yet her rewards were inconsistent. Larger, high-paying clients seemed out of reach, and her analogue systems and limited visibility kept her constrained. By the time she heard about the Digital Skills for Entrepreneurs (DSE) Training, implemented by Tech Herfrica in partnership with GIZ, DTC Nigeria, the European Union, and GOPA Worldwide, she was emotionally drained.

"I felt invisible," she recalls. "I was doing everything right, but I wasn't getting the results I dreamed of."



On the first day of the DSE training, Mildred sat quietly, carrying the weight of her unrealised potential. But everything began to change as the sessions unfolded.

The training introduced her to the power of digital tools in the simplest and most practical ways. She learnt how to design professional business materials on Canva, but most importantly, she was introduced to Quotation Maker—a tool that would later transform her business.

Shortly after the training, Mildred came across a golden opportunity: a high-profile cleaning contract at an embassy, working directly for an ambassador. This time, instead of sending an informal proposal, she applied what she had learnt. Using Quotation Maker, she created a polished, branded, and structured quotation.

The professionalism of her presentation instantly positioned her as a credible and competitive service provider.

The result? Within a week of completing the job, Vendas Global Concepts earned its first ₦1 million from a single contract.

"It felt unreal," she says. "For the first time, I knew I could compete at the top level."

This was more than just a financial win. For Mildred, it was validation that her years of hard work had not been in vain. It was proof that women-led businesses, with the right digital tools and training, could access elite clientele and thrive.

Today, Mildred is scaling her business with confidence. Her cleaning company is expanding its client base, whilst her leather training centre continues to empower more young women.

Mildred's transformation is exactly what Tech Herfrica's work is about. By delivering the DSE curriculum in collaboration with GIZ, DTC Nigeria, the European Union, and GOPA Worldwide, Tech Herfrica isn't just teaching digital skills—it is unlocking economic mobility, restoring hope, and empowering entrepreneurs to achieve real breakthroughs.

For Mildred, the journey from frustration to her first million-naira contract is a powerful reminder that with the right tools and support, overlooked entrepreneurs can break barriers, scale their businesses, and thrive in the digital economy.

"Today, I feel seen and valued," she says. "I now know that I have what it takes to compete—and win."



***Today, I feel
seen & valued.***

***I now know that
I have what it
takes to compete
—and win.***



From Local Spice Seller to National Champion: How Tech Herfrica Ignited Digital Growth for UTO Spices

In the heart of Nigeria, UTO Spices and Marinades Ltd was built on a powerful mission: to deliver authentic, MSG-free Nigerian flavours—from natural spice blends to traditional dried vegetables—to health-conscious families and diaspora communities, all while empowering local farmers. Yet, for founder Uto, a critical gap remained. Despite producing high-quality, sustainably sourced products, the business was constrained by poor online visibility, manual inventory tracking, and basic accounting processes. The digital world was a frontier she hadn't yet conquered.

Enter Tech Herfrica. Their Digital Skills for Entrepreneurs training became the catalyst for transformation. For Uto, it was more than a course—it was a digital awakening. "Before Tech Herfrica, I wasn't aware of the powerful, simple tools at my disposal," she recalls. The training provided the essential roadmap, shifting her mindset from hesitant to confident in leveraging technology.



The impact was immediate and practical. Uto began using Canva to create stunning, professional product images that told the story of her authentic, nutritious blends. She implemented BrandDrive to efficiently manage inventory and send polished invoices, streamlining operations that were once manually intensive. Her social media presence transformed from static pages to engaging platforms that connected deeply with customers craving genuine Nigerian tastes.

But the story didn't end there. Armed with new digital prowess and a sharpened business pitch, Uto took her refined brand to the national stage. She entered the highly competitive WENA Pitch Competition, showcasing not only her exceptional products but also a modern, scalable, and digitally-savvy business model. The result? UTO Spices and Marinades emerged victorious, winning the pitch competition and gaining significant recognition.

Tech Herfrica's intervention was the pivotal turnkey. By bridging the digital divide, they empowered Uto to strategically position her agri-business for growth, allowing her to effectively communicate her value proposition of quality, sustainability, and cultural authenticity. Today, UTO Spices stands not only as a proud provider of traditional flavours but as a national award-winning company, ready to meet strict regulatory standards and scale into new markets—all because the right tools and digital confidence unlocked its potential.

Other Engagements



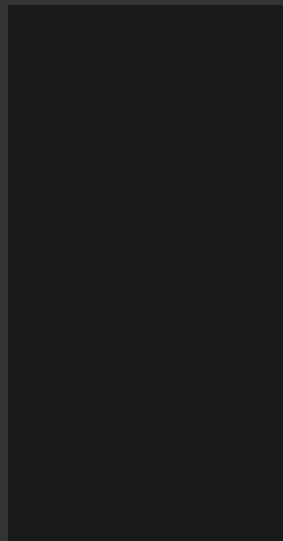
Accelerating Digital Trade and Entrepreneurship for Women in Nigeria

On **24 June 2025**, Tech Herfrica participated in the **Training of Trainers (ToT) Workshop on Accelerating Digital Trade and Entrepreneurship for Women in Nigeria**, held in Abuja and organized by the **ICR Facility** in collaboration with **WCCIMA**. The workshop brought together trainers and digital champions to build capacity for delivering practical, gender-sensitive digital skills programs for women entrepreneurs at different levels of digital maturity. Tech Herfrica's participation reaffirmed its commitment to advancing digital and economic inclusion, especially for women in underserved and rural communities. Key discussions focused on **overcoming barriers** such as limited internet access, high data costs, and low digital confidence, while emphasizing learner-centred approaches, local role models, peer support networks, incentives, inclusive content delivery, and strong monitoring and evaluation to drive sustainable women's economic empowerment.

CBN Youth Action Event – High-level Debriefing for the Summit of the Future



Tech Herfrica was represented at the **CBN Action Event: High-Level debriefing for the Summit of the Future**, held at the Central Bank of Nigeria headquarters in Abuja, on **31st January, 2025**. The event aimed to familiarize participants with key outcomes of UNGA 79, particularly the Pact of the Future. Discussions highlighted CBN's commitment to financial inclusion and youth participation in economic policymaking, the UN's support for youth-led transformation and climate action, and the Ministry of Youth Development's call for research-driven youth engagement and stronger institutional support, including plans for a Youth Desk at CBN. Overall, the event emphasized the central role of young people in Nigeria's sustainable development, the importance of data, values, and global awareness, and the need to empower youth to actively shape the nation's future.





Courtesy Visit To The Emir, Garki Palace, Abuja



We paid a courtesy visit to the Emir of Garki's Palace in Abuja on the **8th of April, 2025** with **Hope Raisers Global Foundation** to seek approval for a **Financial Literacy Training for women in the Garki community** scheduled for **12 April 2025**. Although His Royal Highness was unavailable, the delegation was received by palace officials, who reviewed the proposal outlining the training's focus on financial education and access to a non-interest revolving loan scheme for women entrepreneurs. The visit resulted in official approval to conduct the training, allocation of space outside the palace as the venue, and logistical guidance for event setup, successfully establishing collaboration and support for the initiative.

Digital Skills for Entrepreneurs Success Stories



The European Union, GIZ DTC Nigeria, and GOPA Worldwide Consultants hosted the Digital Skills for Entrepreneurs (DSE) Success Story Capturing Session in Abuja to document and celebrate the programme's impact. On the 22nd, August 2025. The session brought together participants from all DSE cohorts under the Women in Business and Youth in Business tracks, who shared testimonies on how digital skills improved their visibility, customer engagement, sales, and business efficiency. Key highlights included evidence of sustainable business growth, strengthened peer learning, and the introduction of the MentHer Network, a structured mentorship initiative. Tech Herfrica's participation reaffirmed its commitment to amplifying success stories and advancing digital skills as a driver of sustainable entrepreneurship for women and youth across Nigeria.





International Conference on Theory and Practice of Electronic Governance (ICEGOV) 2025

Tech Herfrica participated in the **International Conference on Theory and Practice of Electronic Governance (ICEGOV) 2025**, held from **4th–7th November 2025** at the **Shehu Musa Yar'Adua Centre, Abuja**. Organized by the United Nations University (UNU-EGOV) and NITDA under the patronage of the Federal Ministry of Communications, Innovation and Digital Economy, the conference focused on “Shaping the Future of Digital Governance through Cooperation, Innovation, and Inclusion.”

The conference convened academia, government, civil society, industry, and international organizations to share insights on digital governance. Tech Herfrica engaged in workshops, keynote sessions, and panel discussions exploring the role of emerging technologies— particularly AI—in inclusive and people-centered digital transformation. ICEGOV 2025 highlighted the importance of collaboration, innovation, and inclusion in building ethical, people-centered digital governance, reinforcing Tech Herfrica's commitment to inclusive digital transformation.



Gender Mainstreaming in NDC 3.0: Gender Inclusion in Nigeria's NDC 3.0



We participated in the Technical-Level Breakfast Meeting on Gender Inclusion in Nigeria's NDC 3.0, held on May 26, 2025, in Abuja. The meeting convened government, civil society, development partners, and gender advocates to advance gender-responsive climate action in Nigeria's third Nationally Determined Contribution.

Discussions focused on integrating gender equity across key sectors—energy, agriculture, waste, and transport—while addressing gaps identified in NDC 2.0, including limited gender indicators, lack of disaggregated data, and weak inclusion of women in climate decision-making. The forum emphasized sector-specific strategies, improved data systems, capacity building, and inclusive budgeting to strengthen women's participation in climate resilience efforts. Tech Herfrica reaffirmed its commitment to advancing gender inclusion, digital empowerment, and equitable climate action.





Nigeria Online Harm Protection Bill

The Stakeholder Workshop on the Nigeria Online Harm Protection Bill, held on **July 21–22, 2025**, in Abuja and organized by **Advocacy for Policy and Innovation (API)** in collaboration with NITDA, convened key actors from government, civil society, digital rights groups, and the tech ecosystem. The discussions focused on strengthening online safety through platform accountability, victim redress mechanisms, and the protection of civic and democratic freedoms.

Deliberations also addressed critical challenges such as digital illiteracy, online safety education, and effective regulation of digital platforms, emphasizing the need for trust, accountability, and continuous stakeholder engagement. The bill aligns strongly with Tech Herfrica's commitment to fostering safe, inclusive digital spaces, particularly for rural women, girls and other citizens of the country.



Project Launch - Accelerating Trade and Entrepreneurship For Women In Nigeria

The launch of the **Accelerating Digital Trade and Entrepreneurship for Women in Nigeria** project took place on **26th March 2025** in Abuja, bringing together key stakeholders committed to advancing women's participation in the digital economy. Implemented under the Investment Climate Reform Facility in collaboration with WCCIMA and supported by partners including the EU, British Council, and GIZ, the initiative aims to equip women entrepreneurs with digital skills, mentorship, and access to financing. The project emphasizes the importance of strategic partnerships and digital trade in driving inclusive economic growth, empowering women to scale their businesses and contribute meaningfully to Nigeria's economic development.



She's Included Gender Inclusion Conference and Summit 2025



The She's Included Gender Inclusion Conference and Summit 2025 was held on **30–31 January 2025** at the **State House, Abuja**, bringing together policymakers, gender advocates, and development stakeholders to advance gender inclusion in Nigeria. Organized by the **Office of the Vice-President**, the summit focused on breaking systemic barriers and promoting sustainable economic and financial empowerment for women and girls, in line with SDG 5. A key highlight was the launch of Project ShesIncluded, structured around six pillars—Safety, Economy, Wellbeing, Business, Farm, and Education—aimed at creating inclusive pathways for women and girls to thrive through collaborative and genderresponsive approaches.





The Women With Stories 2025

The Women with Stories 2025 event, held on **August 28, 2025**, in Abuja, brought together women from diverse backgrounds in a safe and supportive space to share their personal stories of resilience and growth. Through guided cluster storytelling sessions, participants were encouraged to express themselves freely, fostering emotional healing, empowerment, and deep connections. With strict privacy measures and creative elements such as an art showcase, the event highlighted the power of storytelling as a tool for healing and community building. Tech Herfrica's participation reaffirmed its commitment to supporting women's emotional well-being and creating inclusive spaces for self-expression.





UN Women: Women's Empowerment through Digital Transformation in Sub-Saharan Africa



On **Thursday, August 21, 2025**, Tech Herfrica participated in the **Women's Empowerment through Digital Transformation in Sub-Saharan Africa** virtual consultation organized by **UN Women's Regional Office for West and Central Africa**. The consultation focused on addressing the gender digital divide, advancing women's economic participation, and promoting inclusive digital transformation. Discussions highlighted persistent barriers to digital access for women and girls, showcased impactful initiatives such as African Girls Can Code and Girls in ICT programs, and emphasized the need for digital skills development, entrepreneurship, and gender-responsive policies. The engagement reinforced the economic potential of digital inclusion and the importance of collaborative efforts to ensure women are empowered and not left behind in Africa's digital future.

Validation & Design Workshop on Closing the Gender Gap in Digital Financial Inclusion in Africa



Tech Herfrica participated in the Validation & Design Workshop on closing the gender gap in digital financial inclusion in Africa, organized on Thursday, August 2025 by PreCEFI in partnership with Women's World Banking. Held in Abuja as a hybrid event, the workshop convened key stakeholders to validate research findings and co-create practical strategies to advance women's financial inclusion, with a strong focus on Northern Nigeria. Highlights included research insights from five states, a strategic MoU between Women's World Banking and SANEF to expand agent banking, and panel discussions addressing barriers such as lack of identification, cultural norms, and infrastructure gaps. The workshop reinforced the importance of multi-stakeholder collaboration in building a more inclusive digital financial ecosystem for women.





YALI Impact Conference and Award Night 2025



We participated in the Impact Conference and Award Night 2025 organized by YALI Network Abuja in Abuja on Saturday, 6th December 2025. The conference brought together leaders and development actors to explore the theme of transformational leadership and collaboration for socioeconomic development. Key sessions highlighted the role of visionary leadership, innovation in housing, and the impact of digital transformation and artificial intelligence on the future of work. The discussions emphasized that while AI is transforming productivity, human creativity and emotional intelligence remain essential. Overall, the event reinforced the importance of collaboration, inclusive solutions, and human-centered innovation in driving sustainable development.





Awards



EVENT

2023 SDG Digital Game
Changers Award

AWARD

SDG Digital Game Changers Award
in the People Category

ISSUER

The International Telecommunication
Union (ITU) and the United Nations
Development Programme (UNDP)



EVENT

Community & Human
Rights Awards (CAHR)

AWARD

Gender Equality Award for Women
Empowerment in Nigeria

ISSUER

CSR-in-Action

MEA
Business

EVENT

MEA Business Awards

AWARD

Best Digital Inclusion Initiative 2025

ISSUER

MEA Markets



EVENT

TIBA Gala Dinner/Award Night

AWARD

Impactful NGO of the Year Award

ISSUER

The Iconic Brand Awards



EVENT

Future Awards Africa 2024

AWARD

Agriculture Prize

ISSUER

The Future Awards Africa



EVENT

WSIS Prizes 2024

NOMINATION

Capacity Building

ISSUER

World Summit on the Information Society



EVENT

African Women and Youth Agro Trade and Investment Summit 2.0

AWARD

Food Security Advocate Award

ISSUER

Youth Africa Magazine



EVENT

Nonprofits Excellence Awards

AWARD

Women Empowerment Champion

ISSUER

CSR Reporters



EVENT

2023 Visionary African Women Summit

AWARD

Visionary African Woman Award

ISSUER

Lilian Ike Foundation



EVENT

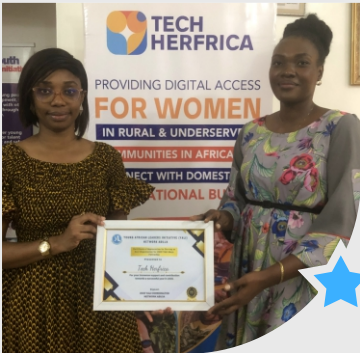
Inspiring Leaders, CEOs, and Startups Award and Dinner

AWARD

Inspiring Magazine Visionary Leadership Award

ISSUER

Inspiring Youth Africa Magazine



EVENT

2023 YALI Abuja Fellowship

AWARD

Certificate of Appreciation

ISSUER

YALI Network Abuja

Media Footprint



Empowering Rural Women via Digital Inclusion: A Dialogue with Imade Bibowei-Osuobeni

Source: *Talented Women Network*

Nigeria Aims for 70% Digital Literacy by 2027 Despite 63.1% Current Rate

Source: *Ainvest News*



Top 5 Tech Entrepreneurs Bridging Urban Community Gaps

Source: *WRLDBEST*

The Tech Herfrica Model: Bridging the Digital Divide for Women

Source: *International Alliance for Women in Tea*



Building Capacity: Trainers Equipped To Teach Digital Skills To Rural Women

Source: *CediRates*

Firm unveils \$100,000 fund to support women entrepreneurs

Source: *NAN News*



2026 Outlook

| From Growth to Intentional Scale





In 2026, Tech Herfrica will transition from a phase of expansion to one of intentional, strategic scale. Building on years of grounded implementation and learning, our focus will shift toward deepening impact in rural and underserved communities while strengthening the systems, partnerships, and delivery models required for long-term sustainability.

This next phase reflects a clear strategic choice: to scale what works, protect programme quality, and ensure that digital inclusion efforts translate into measurable economic and social outcomes for women and youth.

Our work will continue to advance the Sustainable Development Goals, with particular alignment to **No Poverty (SDG 1)**, **Zero Hunger (SDG 2)**, **Quality Education (SDG 4)**, **Gender Equality (SDG 5)**, **Decent Work and Economic Growth (SDG 8)**, **Reduced Inequalities (SDG 10)**, **Climate Action (SDG 13)**, and **Partnership for the Goals (SDG 17)**.

• 2026 Impact Commitments

By the end of 2026, Tech Herfrica aims to:

-  **Reach 10,000+ women and youth**
in rural and underserved communities.
-  **Deploy low-bandwidth digital learning models**
across rural and underserved communities in Nigeria.
-  **Integrate basic and practical AI tools**
into at least **70%** of training programmes.
-  **Establish 5–7 active strategic partnerships**
that directly support funding, policy influence, and programme scale.

These commitments reflect a shift from reach alone to outcomes, depth, and durability of impact.

• Pathways for Impact

01

Digital Skills and Future-Ready Learning

In 2026, Tech Herfrica will strengthen its digital skills pipeline to prepare women and youth for participation in today's and tomorrow's digital economy. Our focus will be on:

- Advancing beginner-to-intermediate digital literacy pathways
- Delivering accessible, low-bandwidth learning models tailored to rural contexts
- Integrating practical AI applications, including:
 - AI-assisted content creation and productivity tools
 - AI-enabled support for small businesses, such as marketing, customer engagement, and basic analytics

All AI integration will be guided by clear guardrails prioritizing ethical use, data privacy, transparency, and gender inclusion, with a strong emphasis on safe and responsible adoption.

02

Inclusive Entrepreneurship and Market Access

Tech Herfrica will continue to strengthen the link between digital skills and livelihoods by scaling programmes that directly support enterprise growth, income generation, and market participation.

This includes deepening impact through flagship initiatives such as **EquipHer4Growth, Access to Financial Services, ScaleHer, Access to Markets, and Digital Literacy for All**. Across these programmes, priority will be placed on:

- Practical application of skills
- Clear pathways to income and market access
- Long-term sustainability beyond training

Our focus will remain on enabling women and youth not only to participate in the digital economy, but to benefit meaningfully from it.

03

Partnerships, Policy, and Systems Change

Strategic collaboration will remain central to Tech Herfrica's scaling approach. In 2026, we will prioritize fewer, deeper partnerships with:

- Government agencies and parastatals

- Digital and financial inclusion actors
- Private sector and development partners
- Local and international civil society organizations

Rather than expanding partner lists, our focus will be on co-creation, joint implementation, and resource mobilization.

Tech Herfrica will also strengthen its policy engagement by actively tracking and responding to emerging frameworks affecting digital & financial inclusion, gender equity, and entrepreneurship. Our policy work will produce actionable outputs, including:

- Policy briefs and position papers
- Practical implementation toolkits
- Stakeholder convenings and dialogues, such as the PoliServe Dialogue
- Evidence-based recommendations that translate policy intent into practice

Our goal is to ensure that policy does not remain aspirational, but becomes operational and inclusive at community level.

• Looking Ahead

In 2026, Tech Herfrica will consolidate its role as a credible, impact-driven platform for digital inclusion, grounded in community realities and aligned with global best practice. By prioritizing intentional scale, strong partnerships, and measurable outcomes, we will strengthen our national footprint and continue to lay the foundation for responsible cross-border expansion across Africa.

Our mission remains unchanged and urgent:

To equip rural African women, girls, and youth with the knowledge, skills, and tools to boost their literacy, income and well-being by leveraging technology, finance, and innovative programmes.



Joy S-Y

Joy Shaddai-Yekini

Director of Planning,
Policy and Operations



Partners

We actively engage in collaborative partnerships for the achievement of our corporate goals and, by extension, Sustainable Development Goals.



Our Team

• Board of Directors



Thelma Ibe | Non-Executive Director
Founder, Faslearn Africa

Dr Farrokh Tellohosseini | Independent
Non-Executive Director
Organisational Change Management, Iran



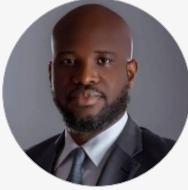
Imade Bibowei-Osuobeni | Non-Executive Director
*Public Policy Advisor, Business Consultant &
Member, United Nations eTrade for Women*

Diamond Tumaku | Non-Executive Director
Founder, Green Space



Prof Sola Akirinade | Independent
Non-Executive Director
*Fmr Provost, Anti-Corruption Academy of Nigeria
& Professor of History, University of Ile-Ife*

Awele Otakpor | Non-Executive Director
Forensic Accountant & Certified ACCA Internal Auditor



Dr Ese Owie | Non-Executive Director
*International Trade Expert and Co-founder of
Cavendish Institute, South Africa*

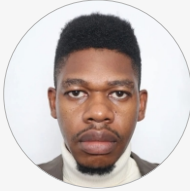
Pamela Femi-Ojo | Independent
Non-Executive Director
Business Finance Professional



Ayodeji Stephen Adekanbi | Non-Executive
Director
*Sustainable Energy Lead, ReEnergy Africa/Energy
Consultant*

Kemi Adefisayo | Non-Executive Director
Social Impact Strategist and Entrepreneur





Akocho (John) Ijachi | Non-Executive Director
International Brand Strategist and Creative Director

Millie Abilla | Non-Executive Director
Founder, Pacecode Digital



Esohe Ekunwe | Non-Executive Director
Digital Transformation Advisor, Youth Advisor to the EU Delegation to Nigeria & ECOWAS

• Management Team



Imade Bibowei-Osuobeni |
Executive Director/Chief Strategy Officer



**Oyebanbughi
Esther Inyang, Esq. |**
Director of Planning,
Policy and Operations
(2024 - 2025)



Joy Shaddai-Yekini |
Director of Planning,
Policy and Operations



**Ivie Peace
Ogiemwonyi, Esq. |**
Director of Legal
Affairs and Digital
Inclusion Initiatives



Samuel Ayimoro |
Director – ICT and
Innovation



**Ejeh (Franklyn)
Ogbaje |**
Senior Legal Adviser



Michael J. Jordan |
Global
Communications
Advisor



Osim Edward |
Head of Programme



Kenneth Osesa |
Director – ICT and
Sales



**Tamuno-omie Terry-
John Ogodire |**
Head of Design

• Unit Heads



**Ashara Oluebube
Maryclare |**
Project Manager,
HerLocalMarket
WhatsApp Community



Loveth Walker |
Head of Climate Action
Unit



**Favour Jesutomisin
Godswill |**
Head of Programs Unit



Promise Isong |
Head of Social
Media Unit



Ibe Ikechukwu |
Head of Research Unit



**Osaze Isabel
Aiyedun |**
Head of Policy
Advisory Unit



**Ada Obioma
Ndubuisi |**
Head of Tech
Ambassadors Unit



Funmilola Seun Alake |
Head of HerLocal
Market
Social Media Unit

- Members

57
MEMBERS

4
COUNTRIES



NIGERIA



UK



KENYA



INDONESIA

Our dedicated members stand at the heart of our organization, contributing invaluable time and effort to make a positive impact on the communities and women we serve. Comprising **fifty-seven (57) passionate individuals** located in **four (4) different countries**, our members embody the spirit of unity and collaboration.

Their diverse backgrounds bring a richness of perspectives that enhance our projects, initiatives and programmes, fostering a truly global approach to our mission.

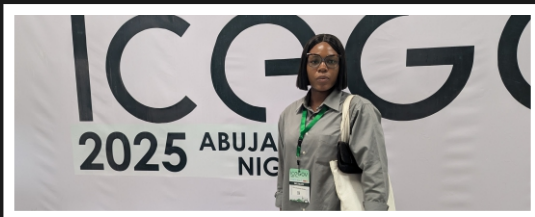


Our Corporate Policies

- Anti-Fraud and Anti-Corruption Policy
- Change Management Policy and Plan
- Communication Plan
- Core Corporate Culture
- Privacy and Data Protection Policy
- Disability Inclusion Policy
- Gender and Diversity Policy
- Enterprise Risk Management Plan
- Monitoring and Evaluation Policy
- Code of Conduct and Ethics
- Corporate Governance
- Whistle Blowing Framework
- Human Resource Policy
- Financial Management Policy
- Partner Management Policy
- Employee Service Agreement
- Safeguard Policy
- Procurement Management Policy
- Succession Policy and Plan

Memories









Headquarters: **Abuja, Nigeria**

  +234 911 240 3696

   tech_herfrica   Tech Herfrica

 info@techherfrica.org  www.techherfrica.org

