



TRAIDE Foundation Impact Report

Developing sustainable private sector
solutions in Africa

2023-2024



Achievements at a glance



37

business cases
developed



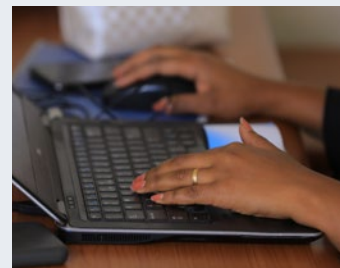
93

organisations in
our partnerships



24

projects initiated



4 EUR million

funding
unlocked

Active in 20+ sectors

Healthcare • Water • Outsourcing • Fintech • Digital Education • Clean cooking • Renewable energy • E-mobility • Plastic Recycling • Circular fashion • Agri-tech • Regenerative agriculture • Cocoa • Coffee • Organic fertilizer • BSF • Maize • Potato • Pineapple • Agro-logistics • Dairy



Active in 6 countries



Ethiopia



Rwanda



Burundi



Uganda



Tanzania



Kenya

Working on Impact with Dutch Private Sector

Supporting sustainability and food security

- Improved potato seeds
- Black Soldier Fly fertilizer technology
- Data-driven smallholder loans
- Cocoa agroforestry models
- Living income for coffee farmers



16
NL companies



8
NL companies

Strengthening supply chains

- Traceability systems for EUDR compliance
- Potato cold-chain warehousing
- Pineapple processing
- Innovative horticulture crop aggregation

Developing innovative water solutions

- Climate-smart irrigation solutions
- Digital twin technology for water utilities
- Business model for rural water point maintenance



4
NL companies



3
NL companies

Improving basic healthcare

- Income generation model for health extension workers
- Digital platform with standards for healthcare providers
- Multi-parameter vital sign patient monitor for low-resource settings

About TRAIDE

Our Goal TRAIDE Foundation aims to solve development challenges by engaging the private sector to create long term, commercially viable solutions.



Our Approach We develop impactful business cases and build strong and equal partnerships between local and international companies in emerging economies.

Where We Work Our activities currently span several East African countries, including Ethiopia, Rwanda, Burundi, Tanzania, Uganda and Kenya. With offices in Addis Ababa, Kigali and Bujumbura, our team of 15 business developers provides local and dedicated support to help the private sector achieve its impact potential.



The challenge

Traditional development approach does not always provide efficient or long-term solutions for SDGs

Challenging context of pre-competitive markets makes it difficult for international businesses to invest

High risk due to regulatory bottlenecks and volatile markets

What we do about it

Identify private sector, market-driven solutions that can help solve local problems



Build partnerships between international and local businesses to implement these solutions through business models



De-risk through attracting finance and addressing enabling environment



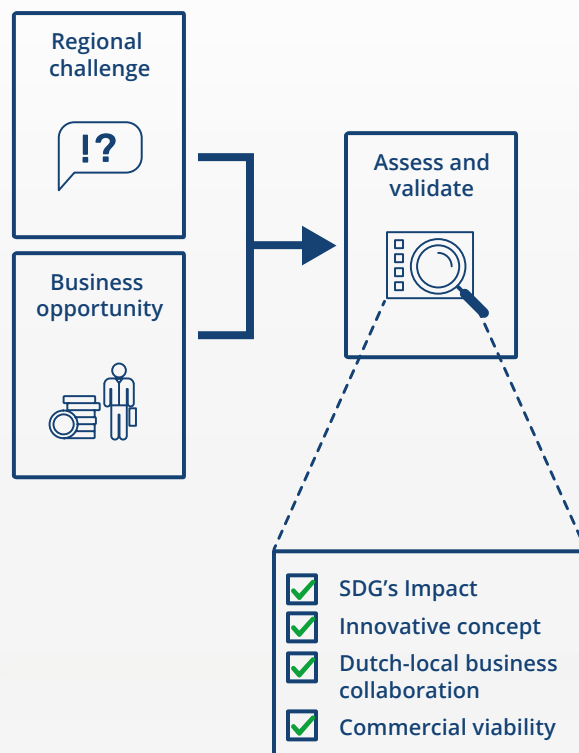
Our methodology

Assess

Build

Grow

The Assess phase focuses on identifying a match between local development challenges and private sector solutions. It involves conducting research, stakeholder consultations, and feasibility analyses to validate the commercial viability, impact potential, and scalability of potential interventions.

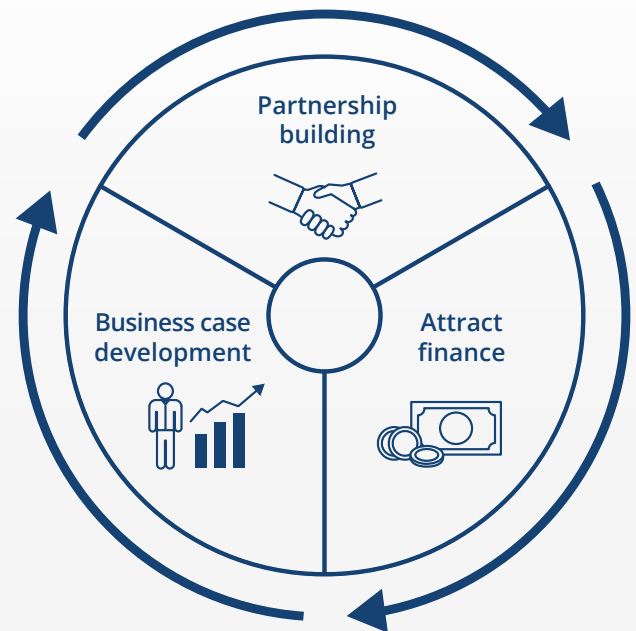


Assess

Build

Grow

The Build phase focuses on developing comprehensive business cases in close collaboration with local and international companies and other stakeholders, integrating sustainability, Responsible Business Conduct (RBC), and inclusivity, while also attracting the necessary funding to implement pilots on the ground.



Assess

Build

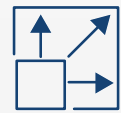
Grow

The Grow phase is dedicated to implementing the pilots and scaling the developed business concepts, with a strong focus on ensuring long-term impact and sustainability.

Rollout phase



(Regional)
scaling



Sharing our knowledge



TRAIDE works through an adaptive programming approach and prioritises continuous learning and improvement.

We share learnings about our way of working with our partners such as the Netherlands Ministries of Foreign Affairs and Agriculture, Embassies, development partners, businesses and private sector associations. We do so by:

Developing knowledge products



Providing strategic input for policy and instrument design



Organising learning sessions with peer organisations



Sharing experiences with partners



Case studies



Entrepreneur-driven Model for Healthcare Extension

TRAIDE is supporting Healthy Entrepreneurs with piloting their innovative model in Ethiopia, which turns community health workers into Community Health Entrepreneurs (CHEs). Equipped with training, smartphones, and affordable health products, CHEs deliver essential care directly to rural families while earning an income, improving access to health products, lowering costs, and boosting local livelihoods.

A pilot project has started with 50 CHEs in regional health post, serving thousands of households, and aims to scale across Ethiopia in the coming years.

LOCATION	Eastern Hararghe, Oromia, Ethiopia
PARTNERS	Healthy Entrepreneurs, Ministry of Health, local regional health bureaus, UNICEF, Amref Health, PSI, Care Ethiopia

Cup2Cup: Closing the Loop on Plastics

Ethiopian Airlines transported 19 million passengers in 2024, many of them passing through Bole International Airport. Each flight produces a significant amount of waste, including plastic cups and cutlery.

TRAIDE helped to build a partnership between Ethiopian Airlines and Crown Packaging and Plastics, leading Dutch provider of plastic packaging in Ethiopia. Crown will recycle in-flight plastic waste such as cups and cutlery into packaging materials.

The model prevents plastic from ending up in landfills, lowers imports of virgin plastic, saves foreign currency, and creates local jobs.



LOCATION	Addis Ababa and Debre Zeit, Ethiopia
PARTNERS	Crown Packaging & Plastics PLC, Ethiopian Airlines



Digital Twin Technology for Improved Urban Water Management

TRAIDE supported Nedomco Africa in developing its business model in Ethiopia, pioneering digital water solutions. Through its Academy, Nedomco trains and certifies young Ethiopians in cloud and AI engineering which the company applies to improve urban water systems.

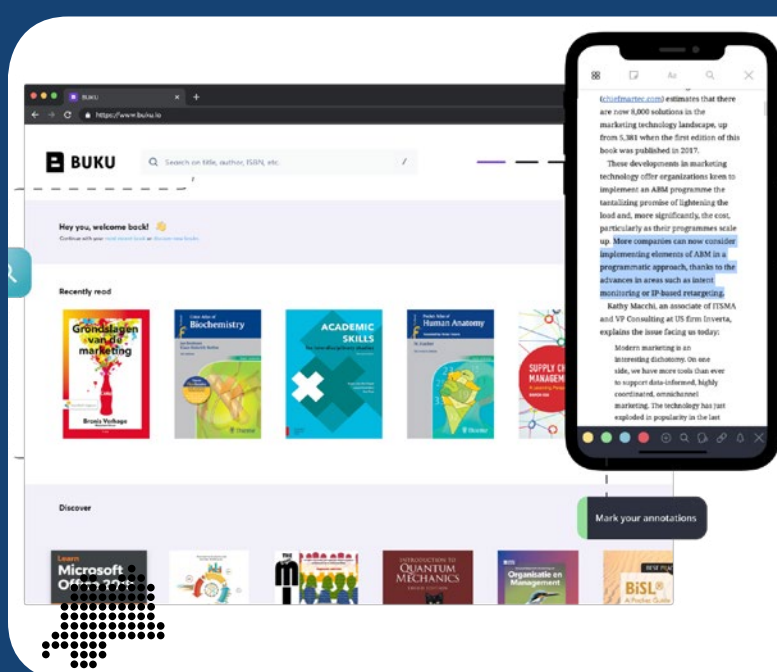
Nedomco has launched a partnership with the Dire Dawa Water Supply and Sewerage Authority, setting up the country's first digital twin water system in Ethiopia's second largest city. The project uses a computer copy of the physical water infrastructure to detect leaks and optimise water distribution. Currently, around half of all water distributed does not reach the city's 500,000 residents.

LOCATION DireDawa, Ethiopia

PARTNERS Nedomco Africa, Dire Dawa Water Supply and Sewerage Authority, Microsoft Netherlands

CREATE Rwanda: Digitizing TVET

The CREATE partnership, developed by TRAIDE, strengthens the mandate of the Rwanda TVET Board (RTB) to digitize technical and vocational education in Rwanda. Under a Swiss Agency for Development and Cooperation project, BUKU – a Dutch provider of digital learning materials – produced 156 digital books as a first step. Building on this foundation, CREATE is now using GIZ develoPPP funding to train RTB staff nationwide in digital content creation and to establish a sustainable, embedded system for future content development. In addition, TRAIDE facilitated a partnership between RTB, Close the Gap, and the Ministry of Education to supply devices for students and staff, further reinforcing Rwanda's digital education infrastructure.



LOCATION Rwanda

PARTNERS BUKU B.V., Rwanda TVET Board (RTB), Close the Gap, GIZ develoPPP, Swiss Agency for Development and Cooperation (SDC)



Black Soldier Flies: Waste-to-Fertilizer

Marula Proteen is a Dutch company specialised in Black Soldier Flies, using the larvae to transform organic waste into high-quality organic fertilizer.

TRAIDE supported ProTeen in building a partnership and attracting funding from the Rwanda Green Fund, allowing this consortium to launch a large facility at the site of Avocado Oil Industries; Rwanda's largest avocado processor. Here, ProTeen will transform 200 MT of avocado waste into 50 MT of organic fertilizer every month.

LOCATION Kigali, Rwanda

PARTNERS Marula Agribusiness B.V. (Marula Proteen), Avocado Oil Industries (Impact4Africa), One Acre Ventures

Impact Cluster: Partners in Pellets

Partners in Pellets (PiP) combines clean fuel production, stove distribution, and carbon finance to scale clean cooking in Rwanda.

TRAIDE built a partnership between BioMassters, a biomass pellet producer and distributor of stoves, and Mimi Moto, a Dutch high-tier pellet stove producer, to launch pellet cooking as a sustainable and healthy alternative to traditional biomass such as charcoal. Supported by FairClimateFund, which developed a methodology for carbon credits, and Bix Capital, which provided prefinancing of stoves, TRAIDE successfully attracted funding for an Impact Cluster project to scale this solution.



LOCATION Kigali, Rwanda

PARTNERS BioMassters, Mimi Moto, FairClimateFund, Bix Capital



Impact Cluster: Eza Potato+

Following a Sustainable Development Goal Partnership (SDGP) project funded by the Dutch government in the potato value chain, TRAIDE supported the project development of the Eza Potato+ Impact Cluster. In partnership with Hollanda Fairfoods, Holland GreenTech, VDS-Acampo, Agriseed, and Simbuka, the project will support farmers produce high-quality Dutch variety seeds and ware potatoes. It will also strengthen the potato value chain through GAP training, disease control, seed and soil maintenance, storage solutions, and improve access to finance through risk assessments and alternative collateral loan options. Ultimately, a financed and strong seed multiplication chain will be established to supply the Rwandan and regional potato sector.

LOCATION | Rwanda

PARTNERS | Hollanda Fairfoods, Holland Greentech, Agriseeds, Simbuka, VDS-Acampo

Brewing Shared Value From Farm to Roaster

Bette Buna is a Dutch-Ethiopian coffee exporter with deep roots in the local community. TRAIDE supported the company in mobilising RVO funding under the Subsidy Programme for Responsible Business to develop interventions that improve living incomes, improve working conditions, and prevent child labour.

The project aims to establish a climate-smart harvest and post-harvest learning centre, strengthen due diligence systems, and ensure traceability in line with the EU Deforestation Regulation. This will directly benefit 3,500 smallholder farmers and their families in Sidama, with spill-over effects across the cooperative system. Farmers will benefit from higher productivity, better quality coffee, and stronger access to European markets.



LOCATION | Sidama, Ethiopia

PARTNERS | Bette Buna BV, DDM Trading PLC, Social Movement on Inclusive Life Ethiopia, TechForce

Reach out



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Our partners



TRAIDE Foundation is funded by the Netherlands government and closely collaborates with the Ministry of Foreign Affairs, Ministry of Agriculture, Netherlands Embassies, and the Netherlands Enterprise Agency (RVO).