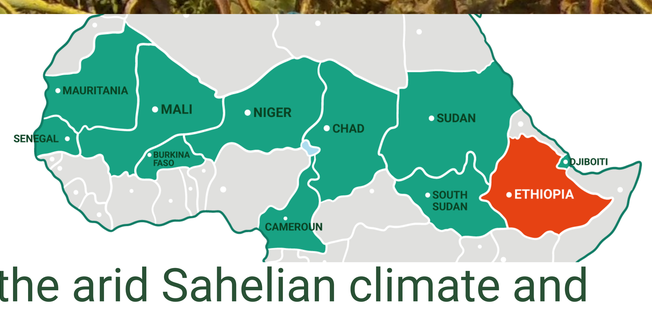
ALOE VERA, A PROMISING PLANT

Strengthening women's livelihoods by fostering new economic opportunities

GREEN INITIATIVE SOS SAHEL



Ethiopia, Borana region

Project duration: 3 years

This project aims to **promote** and **boost** the aloe vera sector, a product that thrives in the arid Sahelian climate and with a yet untapped potential. By focusing on the creation of job opportunities for women, income from the sector can be increased dramatically. The Borana region is faced with major obstacles to its economic development, such as the gender pay gap and the lack of employment opportunities for women. By supporting **all levels of the aloe vera value chain**, from production to the sale of derived value-added products, this project encourages **sustainable economic development** that capitalizes on **local agricultural potential** and contributes to **reducing the gender gap**.

5 000 jobs created in the aloe vera sector

+10% income for farmers through the sale of derived products

-50% gender employment gap

1 000 jobs indirectly created

RESULTS

Smallholder farmers

→ **Farmers are grouped into commercial entities and receive technical training**

→ **Collecting and processing centers are created, and producers are provided with marketing support (branding, labeling etc.)**

→ **The value chain's linkages with local and international markets is improved**

→ **+ Jobs, income, production volumes, farmers' bargaining power**

+

A boosted value chain, with an improved structure, connectedness and technology, granting a better quality of life to the population (especially for targeted youth and women)

THE PROJECT'S POTENTIAL

- Aloe vera is respectful of the environment, requires little water and is suited for the arid Ethiopian climate
- Strong demand from local and international markets
- A crop that offers a variety of derived products (cosmetics, food, industrial, traditional medicine)

BY INVESTING IN THIS PROJECT, YOU WILL CONTRIBUTE TO THE SDGs

FUNDS NEEDED

- By investing €65,000, you will contribute to opening 6 aloe vera processing businesses
- By investing €84,000, you will fund the professional training of 5,000 rural women in business management

Global budget of €750,000