



Addis Ashagrie, an entrepreneur supported by the LIWAY program, shows some of the plastic pellets produced by his recycling business in Addis Ababa, Ethiopia
(Image: TechnoServe / Nick Rosen)

QUICK FACTS



24 million
The number of job opportunities transitioning to a greener economy could create globally by 2030

Here's what we need to get there

Adopt sustainable practices in the energy sector, use electric vehicles, and increase energy efficiency in existing and future buildings



A Just Transition

WHY IT MATTERS

The scale of job opportunities in the green economy is significant. Transitioning to a greener economy could create 24 million job opportunities globally by 2030 if we adopt sustainable practices in the energy sector, use electric vehicles, and increase energy efficiency in existing and future buildings. A global economic shift is necessary to transition to a nature-positive and low-carbon economy, however, this transition must ensure that the benefits from climate and nature action are fairly distributed across communities as well as micro, small and medium-sized enterprises (MSMEs).

The just transition brings appreciable opportunity to smallholder farmers and businesses in low-income countries. Climate change is fundamentally shifting how global agriculture and food systems operate. The impact of this phenomenon can be felt at every link of the value chain, as intense storms, floods, and droughts reduce smallholder productivity and hinder buyers' ability to predict the volume, quality, and consistency of the commodities they procure. These dynamics are increasingly apparent in developing countries, where agriculture remains an important driver of economic growth and employment. With unpredictable weather patterns adding complexity to market actors' decision-making, livelihoods and economic stability are under threat.

TECHNOSERVE'S APPROACH

TechnoServe's approach to the just transition involves helping companies and other market actors as they move away from a business-as-usual mindset where environmental and social benefits are sacrificed for economic growth and toward one that simultaneously amplifies economic, social, and environmental benefits.

At TechnoServe, we understand the vital role of MSMEs in this transition and tailor our programs to help them access finance, connect with market players, and thrive in the green and circular economy. We prioritize projects in which the majority of the financial benefits flow to people at the bottom of the pyramid – with a focus on women, youth, and traditionally marginalized groups.

A Just Transition

Our Work

COMMERCIAL AGRICULTURE FOR SMALLHOLDERS AND AGRIBUSINESS TECHNICAL ASSISTANCE FACILITY (CASA TAF) | FCDO | AFRICA AND ASIA | 2019-

TechnoServe's Technical Assistance Facility works with agribusinesses to assess and integrate high-priority environmental solutions into their operations, mitigating emissions and increasing supplier resilience. TechnoServe supported Kentaste, Kenya's largest coconut product manufacturer, to convert coconut husk into biochar, avoiding waste production and creating an effective organic fertilizer for farmers in its supply chain. Kentaste will generate ~2,670 tons of coconut husk per year, yielding ~565 tons of biochar. Accounting for some loss, this is equivalent to around 760 carbon removal certificates that can each be traded for \$100 or more, therefore increasing processor revenue by potentially over \$76,000.

LIVELIHOODS IMPROVEMENT FOR WOMEN AND YOUTH (LIWAY) | SWEDEN AND THE EMBASSY OF THE KINGDOM OF THE NETHERLANDS (EKN) | ETHIOPIA | 2017-2024

The LIWAY program is a nine-year initiative implemented by TechnoServe, SNV Netherlands Development Organization, Mercy Corps, and Save the Children International. By creating a more sustainable and inclusive job market and economy, the program seeks to increase employment and incomes for 200,000 women and youth in Addis Ababa, Ethiopia. LIWAY supports industries like recycling plants, eCommerce platforms, construction, processing, and manufacturing that could grow and generate jobs for unskilled or semi-skilled women and youth.

REGENERATE RWANDA | SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY | RWANDA | 2022-

ReGenerate Rwanda aims to break the cycle of vulnerability, poverty, and gender inequality in Rwanda's poorest and environmentally fragile districts in the Western and Southern Provinces. The program is utilizing a market systems approach to catalyze systemic changes that result in sustainable, increased incomes for 30,000 individuals (70% women) living in poverty in these target regions. ReGenerate Rwanda will apply a regenerative business lens to reduce economic, environmental, and social barriers that keep poor women, youth, and men trapped in poverty and unlock opportunities for their full engagement in and benefit from economic opportunities. One of these opportunities is to empower local entrepreneurs as "agents" who act as a critical link between the private sector and smallholder farmers.



A snapshot from Anahat for Change Foundation, an organization supported Greenr. The foundation offers hassle-free, sustainable solutions that contribute to a greener world while supporting women in need. (Image: Anahat for Change Foundation)

The inclusive agent model is a core strategy of Regenerate Rwanda to bridge the "last-mile gap" and create a sustainable, market-based system for delivering products, services, and information to remote rural communities. To date, the program has helped businesses hire 2,200 new agents and enabled 18,000 farmers to access insurance.

GREENR SUSTAINABILITY ACCELERATOR PROGRAM | IKEA FOUNDATION AND VISA FOUNDATION | 2023-

Greenr empowers entrepreneurs to scale up and achieve greater environmental impact from their products and services, simultaneously boosting the economy and creating new jobs. The equity-free accelerator provides tailored business advice and mentoring to high-growth businesses with products and services that positively impact the environment. Greenr aims to unlock the potential of more than 350 Green Small and Growing Businesses (SGBs) in sectors such as waste management, textiles, food & agriculture, clean tech, renewable energy, green construction, and feminine hygiene. To achieve this, Greenr is offering capacity-building and business-acceleration support while increasing access to finance and markets.

To date, the program has strengthened approximately 270 MSMEs in 70 cities across India, supporting them to scale their impact. Of these MSMEs, 81 are women-led and experienced an average revenue increase of 55%. Thus far, \$3.6 million in capital has been unlocked.