

“Go Green” Project with CARE International

VOEWOFO was chosen from “CARE International” as one of two NGO’s in the Kilimanjaro Region to operate in their three years (2017 - 2020) project called “Go Green”.



“Go Green” has the goal of increasing the number of people adopting and directly benefitting from solar products and clean-cookstoves, through a market-based approach: Directly introducing business opportunities for rural women, through facilitating links with the private sector, “Go Green” will both: increase disposable household income for women

entrepreneurs as last-mile sales agents, and indirectly contribute to reducing indoor pollution, reducing women’s workload, saving fuel costs and reducing forest degradation.

→ Some facts about climate change in the Kilimanjaro Region in between...

... the Kilimanjaro Region is one of the worst affected Regions in Tanzania by the impacts of climate change and climate variability. It used to be known as one of the greenest and coldest regions but is experiencing unusual heat and registered the hottest day in the country, reaching 36°C on 20 March 2016.

Over the past 30 years, the region has experienced a general increase in temperature, decrease in precipitation levels, heavy and unpredictable rainfalls, floods and droughts. The World Wildlife Fund (WWF) have reported that Mount Kilimanjaro’s ice fields have decreased by 80% in the past 100 years and what remains is likely to disappear between 2015 and 2020.

→ Problem analysis

- Globally, over 1.3 billion people lack access to electricity and 2.6 billion people live without clean cooking facilities
- Within the Sub-Saharan Africa, it is reported that 600 million people, about two-thirds of the population, live without electricity
- This means that 43% of the global population living in the dark, are based on the African continent
- According to the 2012 census, use of modern sources of energy (electricity or gas) for cooking in the Kilimanjaro region is 7% (average), rising to 10% in urban districts and plummeting to 2% in the rural areas
- The majority of households - 89.6% - used wood-fuel, 77.8% firewood and 11.8% charcoal as the main source of energy for cooking



→ The four main barriers of using clean energy products

1. Insufficient access to finance
2. Inadequate awareness of (good quality) products and services
3. Inefficient distribution channels
4. Insufficient skills to install and use clean energy products and troubleshoot problems

→ Solution

“Go Green” will address the four identified barriers to accessing clean-energy products through a well-defined, structured and market-led supply chain that enables access to appropriate, good quality and affordable products.

→ Result

- 450 women entrepreneurs will establish clean energy businesses and selling competitive and quality products according to the demands of the population in rural areas of Kilimanjaro Region.



Voice of Empowered
Women Foundation



CARE International has the overall responsibility for project management, with the activity implementation being carried out by VOEWOF and another local NGO. VOEWOF is looking forward to empower women in entrepreneurship with clean energy products and with that aspired to support the environment protection of the Kilimanjaro Region. Only together we can achieve changes!

Thank you for your interest!

If you have any questions regarding this project please contact info@voewofo.org.

We will be happy to answer your questions.