The Key is Partnership
 Achieving more with less

Annual Report 2022
In gratitude to our partners

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PfC is a member of:
Frivillighet Norge (The Association of NGOs in Norway), Virke (The Federation of Norwegian Enterprise), The Norwegian-African Association (NABA), and has consultative status at the UNs Economic and Social Council (ECOSOC).

Front page photography: From the daycare at Good Samaritan Training Center.
Photography: PfC/ Simon Yemane.
In 2012, PfC was founded to move the traditional way of viewing social change away from aid to real partnership, where each partner has an equally important role in forming the change. The starting point to create change is the entrepreneur on the ground, who experiences society’s needs, sees opportunities, and works relentlessly to find lasting solutions. Operational support and access to funding are often prerequisites to succeed. Bringing the process further – from running a local operation to creating systemic change – requires yet further skills and often other forms of partnership.

Operating as an entrepreneur in a low-income country often implies challenges due to limited infrastructure. These challenges represent tremendous opportunities for society if a well-functioning partnership can be built. Early childhood care and education is such an opportunity. Without it, mothers struggle to get educated and work. Businesses lose talent and efficiency. Government loses tax income. On the other hand, a thriving early childhood care and education sector benefits children, women, families, businesses, the economy, and society. So why do so many countries lack ECCE? Because the sector can only thrive through a concerted effort which includes private business, NGOs, CSOs, as well as local and national government institutions. This is where PfC’s model is crucial.

Partnership for Change fosters systemic change through building solid partnerships where each participating partner is equally important in building a value chain for change. The various elements of the value chain have different financial opportunities – or, so to say: the “colour of money” implied is different for each element. While often, there will be attractive business opportunities, there will most likely also be need for philanthropic money. And everything in between will be needed.

Through Early Childhood Care and Education, PfC works for equal opportunities for children to develop to their full potential. How do we ensure this through systemic change, and what opportunities does this create?

In short, we make partnerships that create legal infrastructure, establish professional training, and build model educational centres. This forms the foundation of a self-sustaining sector. Additionally, this development creates huge demand for products and services, and targeted support to entrepreneurs can spur further economic growth.

All these elements are provided by different partners, and with different “colour of money”. While our aim is focused on the children, the result is also thousands of jobs created, as well as increased opportunities for young women to get education and decent work.

PfC has a small, but highly skilled staff. For years, we had the pleasure of working with Arni Hole as a consultant. Arni has 30+ years of experience with leading positions in Norwegian government functions. Seeing the tremendous value her background gave to our work, I invited her to take over my role as Chair of PfC. I am very happy that she accepted this challenge. Last year, our managing director, Anne Karin Nygård, decided to go into retirement. While we are sad to miss her fantastic work and her deep commitment to underprivileged women, her legacy lives on and she still is and always will be part of the PfC family.

Ingrid Stange
Founder of PfC
Who we are

-We see ourselves as a catalyst uniting the dream of change and the resources needed to realise it.

OUR STARTING POINT

Inclusive and sustainable development begins with giving children a good start in life, continues with equality in education and work, and centres on the ability of different actors to partner towards the same goals.

OUR APPROACH

1. Identify Need
2. Partner with changemaker or build from the ground
3. Develop Pilot
4. Build Partnerships
5. Catalyse systemic change

OUR GOAL

A society where women and children can develop to their full potential

OUR MODEL

- Safe surroundings
- Inclusive education
- Decent jobs
- Environment and climate
- Access to health services
- Access to care services
- Early Start
- Quality and relevance
- Choice
- Job Creation
- Improve Existing Jobs
- Capacity Building
In the autumn of 2022, I succeeded Ingrid Stange as chairperson of PfC. It was an honour and a challenge to take over the steering wheel, after Ingrid’s 10 years at the helm. Luckily, I had been working as a consultant for PfC since 2018 and knew the specific partnership modality of this organisation.

Cooperation with partners in developing economies has changed a lot in the past ten years: Poverty is again on the rise, social unrest and conflict prevail, the pandemic gave serious setbacks, climate changes are showing grim expressions, a war in Europe has global effects as regards food safety. People are displaced within or outside their own countries on the African continent, and children go hungry.

Nevertheless, PfC stays in Ethiopia and our model of genuine partnership shows to be more resilient than the traditional «donor-beneficiary» relationship. The results and impact of working both with national authorities and private sector/NGOs in a «tripartite» collaboration, are promising. Only then can we reach targets and goals set by Ethiopia’s government and civil society – in a common strive for systemic changes as pillars of development.

Our recent pride is that Ethiopian authorities in 2023 adopted a National Quality Standard for Early Childhood Care and Education, the first one in their history. Together we aim at establishing quality kindergarten services for children 0-4 years of age in many regional states in Ethiopia as well as in Industrial Parks. Plenty model centres are established in collaboration with PfC, especially in Addis Ababa. Training programs for three types of professionals are designed, successful delivered, and should be institutionalized.

We know that children «learn how to learn» from year zero; this is when the brain develops most intensely. To start pre-school at 4 or 5 misses a crucial developmental window. Early childhood care and education also secures healthy nutrition plus social, emotional, and physical development in safe surroundings. Furthermore, it is necessary for freeing women’s time from household chores to work in the formal economy, and the sector itself is a major job-creator; both offering professional jobs and demanding deliveries (products and services) of all kinds that can be produced locally. Early childhood care and education surely constitute a «Triple Win»!

I want to thank our Ethiopian partners as well as our Norwegian financial partners.
Early child care and education

Sector development in Ethiopia

ECCE is a triple win for societies: it is good for the children, for mothers and families, and for the economy. Our experience over years of supporting vocational training and entrepreneurship for women supports this, and PfC decided to do something about the severe lack of it in Ethiopia.

The Early Childhood Care and Education Programme has given toddlers a tremendous advantage, enabled mothers to stay in the formal economy - building financial freedom for themselves – and enabled the creation of hundreds of formal jobs.

To support the development of the ECCE sector, PfC supports the creation of a national standard and framework, train professionals, and build self-sustaining model centres. Additionally, the sector relies on a broad value-chain of goods and services that must also be developed: From learning materials and books, to clean water and renewable energy. Therefore a holistic programme has been developed.

“Where governments have provided access to universal childcare, the financial benefits have strongly mitigated the costs”

-The Economist’s childcare dividend initiative
Programme results

318 ECCE professionals trained
28 educational centres renovated and technically assisted
500 toddlers offered quality care and education
150 decent jobs in formal sectors created
198% average increased incomes by programme trainees
25 media houses trained in the importance of ECCE on national development
Baseline mapping of ECCE in Ethiopia conducted
National Standard for Early Childhood Care and Education created
Entrepreneurship fund for ECCE value-chain development created

“This is a real partnership for change. The programme is a ground-breaking act for changing both the present and the future of Ethiopia”

-Mr Nebiyou - Gender mainstreaming and monitoring expert

Ethiopia’s investment was initially only in kindergartens, 4-7 years, with no focus on children below 4. This started to change after a 2017 directive, and the programme has put ECCE on the map. There is now a strong focus and commitment to 0-4 early childhood care and education.

Partners:

Ivar S. Løges Foundation

Formue

Grieg Foundation

Erna & Knut Enge's Children Foundation
Early Child Care and Education

Good Samaritan Ethiopia

Through PfCs work we see that the lack of satisfactory care and education services for toddlers is a major challenge in Ethiopia. As a result, many women have to say no to both education and work. The centre at Good Samaritan Ethiopia (GSE) opened in May 2020 and provides a high-quality care and education service for 30 children.

The centre services children of mothers who attend the Vocational Skill Training at GSE, as well as of other single mothers in the area. Professional architects and nursery specialists have worked on the design of the nursery and the green area, and all staff are trained professionals. It has become a safe and good playground for the children to develop.

Good Samaritan Ethiopia (GSE) is an Ethiopian organization supporting the most marginalized sections of society, particularly young women and children. GSE’s vision is a society where all have equal opportunity.

“My child has received a high-quality feeding program, and as a result of the organization’s services, his physical development has improved, his behavior has become more stable, and his demeanor has changed to a more welcoming one, and I have been given the opportunity to work because I have free time”

- Meseret, mother of son in the centre

The centre uses Montessori pedagogy and materials to provide a stimulating learning environment that develops independence, encourages empathy, and inspires a lifelong love of learning. Drøbak Montessori has provided educational materials. The centre is fully equipped.

The teachers utilize aspects of local cultures. Traditional songs, dancing and holidays are incorporated part of the activities.

At least 90% of women become mothers, many at an early age, and only 1% can afford day care in Ethiopia. The remaining 99% must rely on extended family, and often older children, with little or no knowledge of childcare, if they want to work.
39% of children under age 5 in Ethiopia are stunted. At the Good Samaritan Ethiopia centre all children get free meals two times a day, resulting in 0% malnutrition. Some children were malnourished when starting, but have now been declared healthy. The centre is regularly visited by a nurse who follows up the health of the children.

“This centre is very important for the community. Mothers can come and deliver their children here, and they can go to work or attend vocational training here at Good Samaritan Ethiopia. The children are safe here. They get food and we take good care of them. The children learn to be self-confident and ready for life”.

- GSE staff
Five Dots

Providing educational materials to all children in Ethiopia

Five Dots, as many small businesses in Ethiopia, struggled to access financing despite a strong concept and increasing demand. With a modest grant, the company could buy needed machinery and materials in bulk, which enhanced productivity and reduced production cost. This has allowed numerous care and education centres to upgrade their learning materials, as well as creating decent jobs locally.

Five Dots is a social enterprise manufacturing quality yet affordable learning materials for children aged 0-4. Its vision is to fulfil the educational needs of ALL Ethiopian children and plans to also establish a model care and education centre and a furniture company.

14 women who previously worked a dangerous and low paid job as garbage collectors were hired to produce the materials. Flexible shifts have been introduced which enables the women to also tend to family responsibilities while earning twice as much as they used to.

Photo: Oscar Haugejorden
Due to the project support Five Dots has achieved:

- 80% increase in productivity
- 163% increase in turnover
- 450 playing materials produced
- 28 centres with 656 children have access to quality playing materials
- 14 marginalized women hired by Five Dots have doubled their income

“Our satisfaction comes from seeing our products stimulate children while also changing the mothers’ life. Both the mothers working with us and also mothers of the children in the daycare centers”

-Sinedu Abera (founder of Lewet/Five Dots)

‘Now I know I will never have to collect garbage to survive again. Because I have a new skill’.

-Meseret Mekonnen (staff at Lewet/Five Dots).

As the sector continues to expand in Ethiopia, Five Dots prepare to expand their business in order to supply the newly established centres with quality playing materials and furniture.

“PfC helped us realize our dream in a short time. It paved our way to sustainability.”

Photo: Ida Dingsør
Green Scene

Solar Product Sales Agent Training for Access to Clean Energy and Decent Work

The pilot project will demonstrate that innovative awareness and sales techniques facilitate large-scale adoption of new clean technologies in rural households. Solar is the most suitable clean technology, but few can afford to invest in a reliable system. Green Scene has solved this by offering its products through Pay-As-You-Go (PAYGO), making it possible for anyone to switch to clean energy while also saving money. The project trains sales agents to inform communities of the benefits of switching to solar – creating decent jobs, stimulating local economies, improving health, and reducing emissions.

35-year-old Rekik is an engineer from Ethiopia’s capital city Addis Ababa. She grew up with access to power and firmly believes energy equality is a way to empower her country’s population. She started Green Scene Energy PLC, a private limited company established in 2016, aims to supply affordable, high quality solar energy products to the off-grid areas of Ethiopia.

- Improving health
- Creating decent jobs
- Reducing emissions
- Stimulating local economies

“We really saw the difference I could make in this moment. I saw how light can change lives.”

– Rekik Bekele, founder of Green Scene Energy

Photo: Green Scene Energy Archives

Engineering was never a vocation that Rekik was going to let go lightly. One of her first jobs was installing solar power in a hospital. She remembers witnessing first-hand how it enabled midwives, who had previously been delivering babies with phone torches sandwiched between their teeth.

Partners:
Ethiopia has 22 million households, of which 15 million, or 68%, do not have access to electricity. The government’s National Electrification Program (NEP-2) plans to connect 8 million households to the national grid. This leaves 7 million households, or 35 million people, permanently off-grid, without affordable energy access.

Consumer culture in Ethiopia is typified by tiny disposable income, distrust of unfamiliar technology and heavy dependence on kerosene lamps, wax candles and dry-cell battery torches. All of these are expensive, inefficient, hazardous to health and / or harmful to the environment. Only 7% of the population use clean fuel and technology as their primary source of energy.

5 training locations established
75 sales agents trained (35% women)
18 sales events held in communities
264 households use solar as main energy source as a result of the project. The project goal is 1000 by 2024

“Working with Green Scene as a Sales Agent benefited me in a variety of ways, as the income I received covered the rental cost of the house I live in, and it also helped me learn more about the details of solar home products as I plan to grow in that direction”

– Sintayew Turu, sales agent trainee
The pre-hospital service in Ethiopia is low quality and severely understaffed. To tackle this challenge Tebita and PfC started three projects: A college to train Emergency Medical Technicians, a first aid kit production company to address the acute shortness of medical materials, and a building that will house all Tebita’s activities and sustain the projects long term.

Mr. Kibret Abebe, a licensed nurse anaesthetist with more than 25 years of experience in health care in Ethiopia, founded Tebita in 2008. Kibret had first-hand experience with the consequences of no emergency response service, watching injured patients arriving hospital in taxies. He quit his job, sold his house and car and bought two ambulances to start Tebita Ambulance. Tebita is the first private sector emergency medical service company in Ethiopia and is one of the few companies in the country that have state-of-the-art ambulances.

Tebita Paramedic College
Tebita and PfC established Ethiopia’s first paramedic college to improve the emergency response system in Ethiopia and create employment for disadvantaged youth. We have so far trained 71 trainees, in three batches, which have undergone extensive theoretical and practical education. All trainees are chosen from marginalized communities. Once graduated, 100% of trainees have found employment, both at Tebita and in other hospitals.

“The building is the epitome of realizing my dream. I sold my house and car believing in the cause of creating a quality, accessible, and affordable emergency service. The building will make sure the activity is sustained and it will allow us to expand our dream”.

Kibret Abebe, Founder

48% female trainees
The target for female trainees was set to 40%, but Tebita has achieved 48% in Batch 2 and 3. This is due to an active recruitments strategy towards women, with a community outreach programme and targeted ads in radio and TV. Many claimed it would be impossible to get even 20% at the outset, but the project has clearly shown that women can and want to work as EMTs

89% completion rate
All vocational skills training programmes suffer from drop-outs, especially those serving youth and women from communities living in poverty such as Tebita. Rates up to 40% are common, so 11% is decent. However, we strive for 0%.
First aid kit manufacturing business
“A nation with 120 million citizens cannot depend on foreign bandages and equipment. Producing this necessary good is essential to our survival as a nation”
Kibret Abebe, Founder

Tebita started a modest first aid kit production facility in 2017. During Covid the facility also started making protective gear. Tebita began to promote the usage of the kit, and it didn’t take long before they began receiving requests from customers. The demand for first aid kits is huge and Tebita has tripled its production over the last two years, creating new jobs and spreading awareness of safety measures.

“The challenges in the training gave me opportunities to understand and learn about EMT and I look forward to hopefully being employed in Tebita and advance my education”
-Nesuha Awol, trainee

333% increase in production since starting out
The new machines have enhanced productivity and quality considerably.

2000 kits produced and sold in 2022
All kits produced have been sold and the biggest buyer is Ethiopian Insurance Company, Ethiopia’s largest auto insurance. Tebita have also started selling kits to day care centres. They aim at selling 5000 annually next year.

8 decent jobs created
The increase in machinery and production has created new jobs.

5 sewing machines purchased
The funding provided allowed Tebita to buy quality machines that deliver a good product.

1 embroidery machine purchased
This machine has enhanced Tebita’s profit as they can do this expensive process in-house. It has also opened up for more external revenue as they can take on embroidery assignments for other companies.

1 337 293 ETB earned in 2022
2022 was a record year and their total earnings are equivalent to NOK 267 459.

“This training is my only opportunity to escape the cycle of poverty and pursue my dream of becoming a doctor”
– Lidya, graduate

Partners:

Ivar S. Løges Foundation

Tebita’s business model proves that profitability and social impact are not mutually exclusive.
Felek

Design for decent work

Felek focuses on keeping Ethiopia’s rich history of book artistry going using ancient binding techniques in leather. Though there is an increasing interest both domestically and abroad for Ethiopian design and products, many find it hard to compete in the global market. This is mainly due to a lack of a properly trained professionals in the country. The training at Felek will focus on creating a curriculum centered on branding and quality control.

The aim of the project “Design for Decent Work” is to improve the leather-finishing sector. This is done through improving the vocational skills education program and generate employment opportunities for vocational skills graduates.

We’ve already received requests from several leather companies looking to hire the trainees, which speaks to the success of this project. We will be working with the Felek team and our partners to explore ways to scale this program even further.

- Ato Frew, Dean at Productivity Improvement and Center of Excellence

In addition to training in craftsmanship and leather works, life skills training is essential for the students. This will make them more competitive on the labor market.

Software
Electronic design software training isn’t given at most institutions. As a result of this, this is implemented in the training at Felek.

Creativity
Classes are dedicated to finding inspiration and translate it to a finished design.

Soft skills
Basic problem-solving skills, communication, and writing.

Photo: Fitsum Abera
My favorite part of the training was the design thinking. I learned that anything is possible and I saw that working in action through the training. I feel like I have taken one step toward my dreams, the first large step is believing its possible.

- Meskerem Getachew

With the advantage of having an insider’s look of what the market demands of them, paired with the training they receive, we are confident that it will allow vulnerable women to find financial stability.

- Suleiman, founder of Felek

Felek has established the first private leather quality improvement center in Ethiopia for disadvantaged vocational skills graduates and teachers. Space for training is provided by the Government.

Annual Activity 2022:

☑ Renovated and equipped a 400m² training and production space for leatherworks that will serve as a national model of excellence.

☑ Organised a grand graduation ceremony with a trainee fashion show, attended by approximately 100 people.

☑ Trained 30 trainees, of which 10 are trainers at a government college and 20 are women from marginalised communities pursuing a career in creative leatherworks.

☑ Purchased laptop computers so trainees can master online design models and software.

93% of trainees completed training in the first year

61% of unemployed trainees are employed after training

Partners:
Ivar S. Løges Foundation

Photo: Fitsum Abera
Good Samaritan Ethiopia offers vocational training to women living in poverty. Many are single mothers. The project provides high quality and safe facilities and free education for all participants. Most graduating students find jobs through our close collaboration with the local business community.

PFC has partnered with Good Samaritan Ethiopia since 2015 and graduated 854 trainees. Many go on to decent jobs and some start their own businesses.

Good Samaritan Ethiopia (GSE) is a non-governmental organization established in 2003 by Elsabeth Habtamu. Elsabeth ran away from home at the age of 9 to avoid a forced marriage. She has used her experience and devoted her adult life to helping the most marginalized sections of society, particularly young women, and children. GSE’s vision is a society where all have equal opportunity.

The training program includes:

- Vocational skills training in either food preparation, sewing or hairdressing and beautification.
- Life skills
- Entrepreneurial skills

Together, PFC and Good Samaritan have achieved several milestones:

- Established and renovated its own centre outside Addis Ababa
- Upgrading its machinery and equipment to be industry-leading
- Becoming a nationally accredited Centre of Excellence

33% Hair Dressing
36% Food preparation
27% Sewing
4% Child care giving
The unemployment rate in Ethiopia is twice as high for women (26.4%) as for men (12.2%), and women stay unemployed longer.

Research shows that attending vocational skills training after secondary school increase young people’s chance of escaping unemployment and poverty.

“We now have an income and can save money. We hope to grow our business with hiring some staff and provide for our families.”
- Edlawit and Aynadis, graduates

“Akaki is a suburban area of Addis Ababa where many unskilled youth and marginalized women are found. Training some of these women in vocational skills has enabled them to start their own business or get employed to generate income and lead a better life.”
- Berhanu, staff at Good Samaritan

“We normally hire at least 20 new recruits from GSE every year, and they are always our best employees. We are proud because we know these jobs change lives. It really is a win-win situation; we get skilled staff, and they get opportunities”
- Yohannes Worku from Asdem Garment, one of the local employers who recruit from the centre

83% of students complete their training, and 90% of graduates find employment. GSE offers soft loans for graduates who wish to start their own business and need starting capital. 29 graduates have received a loan since the program started and the repayment rate is 100%.

Partners:

Ivar S. Løges Foundation

Photo: Simon Yemane
Siiqqee

Keeping Girls in School

Siiqqee Women’s Development Association (SWDA) was founded in 1997 by a committed Ethiopian woman, Zertiun Tefera, with the strong conviction that women living in poverty can control and improve their livelihoods and futures through education. However, girls have less education than boys as they drop out earlier, especially from middle-school.

296 girls are currently receiving support and a total of 326 girls have passed through the program. Most spend 5-6 years before graduating. 97 of the girls have so far continued their education either through vocational skills college or by going to university. 100% of the girls stay in school after joining the program.

Project activities:

- Providing school materials
- Health insurance
- Food and shelter
- Tutoring and mentoring
- Vocational and entrepreneurial classes
- Establishing girls clubs
- Advocacy

This results in lower drop-out rates, better academic performance, reduced teen marriages and pregnancies, reduced youth homelessness, better nutrition and increased wellbeing.

“I am always discussing with my father and brother about gender equality. Both agreed on gender equality and started sharing house chores. Thus, there is no division of labor based on sex in our family”.

– Mimi Zelalem, student in the Siiqqee program and participant in mentorship program
Evidence is collected to prove their effectiveness and used to advocate local government to implement “girls clubs” in other schools on local budgets. 2 schools have submitted interest so far.

**Systemic Change**

*Cascading mentorship*

In addition to supporting the girls directly, it focuses on equipping them with the ability to be mentors themselves, to their own friends and relatives.

150 girls become mentors to 750 mentees, who in turn mentors 3800, which again lead to 10 000. So far impact is better than the hypothesised numbers.

**Project impact in numbers**

- 0 percent drop-out among the girls in the program
- 4 times higher exam pass rate than national average
- 30 girls has graduated university
- 53 girls have started their own small business
- 100 percent of girls in the programme have avoided forced marriage and teen pregnancy

Siiqee alumni marry and give birth later than national averages. 40% of Ethiopian girls marries before 18. 0% of Siiqee girls do. Youngest girl married was 26, and all graduated from the programme and achieved tertiary education first. 14% of graduates are mothers. All are married and educated before giving birth.

Do you support your family financially?
- 38% Yes, all the time
- 40% Yes, sometimes
- 22% No, I cannot afford

84 % are unmarried

Only 14 % are mothers

**Partners:**

![Formue Foundation](image)

![AKO Foundation](image)