



GLOBAL ANNUAL REPORT

2024



WOMEN AT THE HEART OF CHANGE

Preface

What began in 2012 as an innovative educational program has blossomed into a global movement of women transforming their lives and their entire communities. Over the past decade, Buzz Women has evolved from an initiative focused on knowledge-sharing to a dynamic force for systemic change. Today, we are witnessing the start of an extraordinary new chapter—one in which women are no longer just participants in their futures, but the architects of it.

Since 2023, we've approached expansion from a new perspective with the introduction of the Community Model, which is a peer-led facilitation approach that enables Anchor Women to become trainers themselves and extend knowledge deeper into their communities. In 2024, we measured the impact of these community trainers and found their results to be just as effective as those of our staff-led programs. Buzz Women's approach ensures that knowledge is rooted within communities, creating continuous learning systems and sustainable change driven by the women themselves.

Looking ahead, we foresee an acceleration of this movement in the coming years. With each new woman who joins us, the ripple effect grows stronger, reaching more corners of the globe, touching more lives, and amplifying the change we've already set in motion. The future is in their hands and we are privileged to be witnesses to this remarkable transformation.

As we share the stories, milestones, and impact of 2024 in this report, we invite you to join our journey and feel the power of the women carrying this movement forward.

Dave Jongeneelen & Uthara Narayanan
Founders Buzz Women



CONTENT

GLOBAL ANNUAL REPORT 2024

Activities, results, and impact of the Buzz Women programs in India, The Gambia, Tanzania, Georgia, Ukraine and The Netherlands.

Financial reports are published separately.

OUR VISION AND MISSION.....	4
OUR PROGRAMS.....	5
OUR IMPACT.....	6
A GLOBAL MOVEMENT.....	13
• INDIA.....	15
• THE GAMBIA.....	19
• TANZANIA.....	23
• GEORGIA.....	26
• UKRAINE.....	29
• THE NETHERLANDS.....	32
HEADING TOWARDS THE FUTURE.....	36
OUR PARTNERS.....	37



Our vision and mission

Imagine a **balanced world** where women have found their voice, express it freely, believe in their abilities, come together in sisterhood to craft their lives and nurture their communities. A world that is prosperous not just in terms of economic wealth but psychological strength, social capital and ecological resilience. That's the world we are building through **Buzz Women**, a global ripple movement of women finding their inner strength and then creating unstoppable waves of transformation in their families and communities.

To begin this **transformational journey** for the women, we enable them with critical knowledge, skills and inspiring opportunities at their doorstep which will enhance their capabilities and leadership.

Our holistic training and hand-holding programs address various dimensions of poverty through the **5 Cs—Cash, Care, Climate, Community, and Confidence**. Our interventions are tailored to be context-specific and impactful, ensuring they meet the real needs of the communities we serve.





OUR PROGRAMS

Buzz Women's schools on wheels bring knowledge, skills, and tools to the doorsteps of rural women who otherwise have no access to education. We offer education, inspiration, and support. This creates the enabling environment where the transformation process starts. We have learnt to approach progress holistically. Currently we have 4 different programs:

Inner Strength

This program equips women with foundational skills in **self-confidence, self-awareness**, financial literacy, business basics, and communication—all delivered through two intensive half-day sessions. It also fosters a supportive community environment where women identify a leader among themselves, selecting a Community Anchor through a democratic process. This selected Anchor plays a vital role in facilitating continuous learning within the community.

Inspiration Fellowship

Over six months, this fellowship nurtures **leadership skills** among Community Anchors, focusing on building confidence, effective communication, community engagement, and problem-solving abilities. Anchor Women facilitate monthly Beehive sessions, a key touchpoint that brings Buzz Women trainees together in their villages for ongoing learning, shared problem-solving, and mutual support. This structure ensures that skill-building is both sustainable and rooted in each community's context.

Buzz Business

This six-month program equips women with the skills and knowledge to **start or grow their own businesses**. It covers essential topics such as developing business ideas, managing finances, and practical entrepreneurial skills. Through structured mentorship and hands-on training, participants gain the confidence and tools needed to create sustainable income-generating activities, fostering economic resilience within their communities.

Buzz Green

This program emphasizes **eco-conscious leadership** and sustainable livelihoods over six months. It provides training on climate change awareness, ecopreneurship, natural resource management, climate-smart technologies, and sustainable agricultural practices. With an emphasis on actionable, village-level solutions, Buzz Green encourages women to lead the way in building climate-resilient communities and securing local food systems.



IMPACT

**Educating women and
fempowering communities
results in a Triple Ripple Effect:**

1. PERSONAL TRANSFORMATION

A life-transforming boost in self-confidence and self-awareness. Women break the cycle of poverty and dependency, using their own power, talent and voice.

2. COMMUNITY TRANSFORMATION

Building local economies & restoring local ecologies. Women become confident entrepreneurs, starting and expanding their businesses. Women become active climate agents, taking climate action in their homes, businesses and communities.

3. SYSTEM TRANSFORMATION

Changing the social, political and entrepreneurial fabric of society. Women become change-makers and decision-makers in society, transforming patriarchy and poverty from within. Women become inspiring role models for their children, breaking deeply rooted intergenerational patterns of dependency.



MONITORING & EVALUATION

Our Theory of Change

At Buzz Women, we believe that empowering women with financial literacy, entrepreneurship skills, and leadership training has a ripple effect—transforming families, communities, and economies. But how do we ensure that our efforts translate into real, measurable change? This is where Monitoring & Evaluation (M&E) becomes a game-changer.

More than numbers

M&E is not just about tracking numbers; it's about measuring real impact—understanding what works, what doesn't, and how we can scale our efforts to create sustainable, long-term change. It ensures that our programs are data-driven, efficient, and continuously evolving to serve the women we work with in the best possible way.



MONITORING

Monitoring at Buzz Women is focused on tracking the implementation of our programs, ensuring activities are delivered as planned, and capturing immediate results. We monitor:



Program Reach & Participation

Number of women trained, percentage of attendance, and engagement levels.



Skill Adoption

How many women apply their training in financial management, business, or leadership roles?



Resource Utilization

Are women accessing financial services, using tools provided, and implementing sustainable practices?



Community Involvement

Levels of local stakeholder participation and family support for women's initiatives.

We use surveys & questionnaires, focus group discussions, technology, on-site observations and stakeholder feedback.

EVALUATION



Evaluation focuses on assessing the effectiveness and impact of Buzz Women's programs, ensuring they lead to meaningful and sustainable change. Key evaluation metrics include:



Financial Empowerment

Percentage increase in women's financial independence and household income



Entrepreneurial Success

Business survival rates, revenue growth, and job creation.



Social & Leadership Impact

Women's participation in decision-making, leadership roles, and community initiatives.



Behavioral Shifts

Adoption of sustainable practices, financial habits, and gender norms transformation.



Poverty Reduction

Long-term decrease in multidimensional poverty indicators among participants.

We use longitudinal studies for tracking women's progress over time, impact assessments, case studies, community scorecards and benchmarking against similar programs and global best practices.



OUR IMPACT IN NUMBERS

Since our start in 2012 up to 2024 we have educated and empowered almost **705.414 women** across **17.517 communities** spread over **6 countries** on **3 continents**.

In 2024 we have trained **134.497 women**, showing the rapid growing impact we have with our Buzz Women program.

6 COUNTRIES

17.517 COMMUNITIES

705.414 WOMEN

14.703 ANCHOR WOMEN

8,184 BUZZ GREEN

16,915 BUZZ BUSINESS

THE NETHERLANDS

UKRAINE

GEORGIA

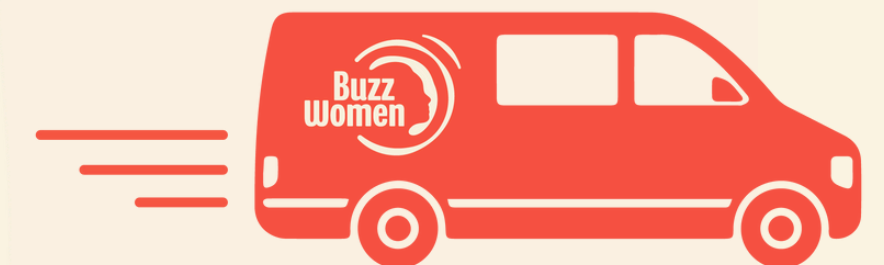
THE GAMBIA

TANZANIA

INDIA

We aim to reach **10 million women by 2032**, igniting a **transformative ripple effect** by cultivating spaces for women to learn, share and encourage each other's growth- creating **deep, lasting change**.

Every day more women join, ready to drive change in their communities



In 2023 we conducted an impact study in India. We are proud to share the outcomes:

THE TRIPLE RIPPLE EFFECT

125 %

Increase in savings

97 %

Financially literate

74 %

started / expanded business



92 %

Initiate community dialogues

83 %

green village goals

89 %

have leadership skills

80 %

make household decisions



SUSTAINABLE DEVELOPMENT GOALS

Buzz Women contributes directly and indirectly to the Sustainable Development Goals (SDGs) through its programs. Buzz Women is contributing by providing financial literacy, building self-confidence, offering entrepreneurship training, leadership development, climate change awareness and action and eco-preneurship.

1. No poverty

(Indicator 1.2.2): Buzz Women provides financial literacy and entrepreneurship training, reducing the percentage of women living in poverty by increasing their income and savings.

4. Quality Education

(Indicator 4.3.1): Buzz Women offers easily accessible educational programs focused on practical skills, such as financial management and entrepreneurship, for women in rural areas.

5. Gender Equality

(Indicator 5.5.2): Buzz Women empowers women with leadership skills and self-confidence, increasing their participation in leadership roles and decision-making processes within their communities and businesses.

8. Decent work and economic growth

(Indicator 8.5.1): Buzz Women supports entrepreneurship by providing training and support for women to start and expand their own businesses, promoting sustainable economic growth.

10. Reduced inequalities

(Indicator 10.2.1): By empowering women through education and skill-building, Buzz Women promotes social, economic, and political inclusion.

13. Climate action

(Indicator 13.3.1): The Buzz Green program provides training on climate change awareness, close-to-home climate action, and eco-preneurship, helping women adapt measures to become more resilient to climate change and enhancing food security.

17. Partner for the goals

(Indicator 17.16.1): Buzz Women collaborates with various partners, including government agencies, foundations, and NGOs, to improve the effectiveness of their programs and expand their reach.



A GLOBAL MOVEMENT

Buzz Women is a dynamic international women's empowerment movement that unites independent local women's organizations across the globe. Each participating organization adapts and applies the Buzz Women concept and methodology within its respective country, creating a powerful network of women empowering women.

“Through collaboration, local ownership, and the shared Buzz Women concept, we envision a world where women lead the change toward a more equitable and empowered future for all.”

ROOTED IN INDIA

Buzz Women finds its roots in India. Building on the Indian success, we have grown exponentially over the past 12 years. In 2018 we spread out to the African continent, where we established Buzz Women in The Gambia. In 2023 we launched our program in Tanzania. Besides India and Africa, Buzz Women also collaborates with local women's organizations in Europe. In 2020 Georgia joined our network as a social franchise country, followed by Ukraine in 2022.

FOCUS ON AFRICA

Buzz is now focusing on expanding to new countries in Africa and further growth in the existing countries. We expand our movement to new countries through partnerships with local implementing partners. In 2025 we'll launch a new partnership in Kenya and we aim to start in Ivory Coast and Senegal.

BUZZ IN THE NETHERLANDS

incubator and facilitator

Buzz Women Netherlands plays a crucial role as an incubator within the movement. The team in the Netherlands actively seeks new countries where the Buzz Women concept can be introduced, fostering global growth and impact. We provide our local partners with seed capital and ongoing support, assisting them in building organizational capacity and sustainable operations. Each local organization within the Buzz Women network operates independently, tailoring the movement's methodologies to their specific cultural and regional contexts.



ಆರೋಗ್ಯ

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN

WOMEN SUPPORT WOMEN



INDIA

Organization: Buzz Women India

Since: 2012- India is the cradle of Buzz Women

“If I had to define this year in one word, it would be growth”

- Uthara Narayanan, Chief Changemaker of Buzz Women India

In 2024, Buzz India expanded in scale, strengthened team capacity, and deepened resilience in overcoming challenges. Partnerships with civil society organizations, funders, and incubators further reinforced our mission and widened our impact.

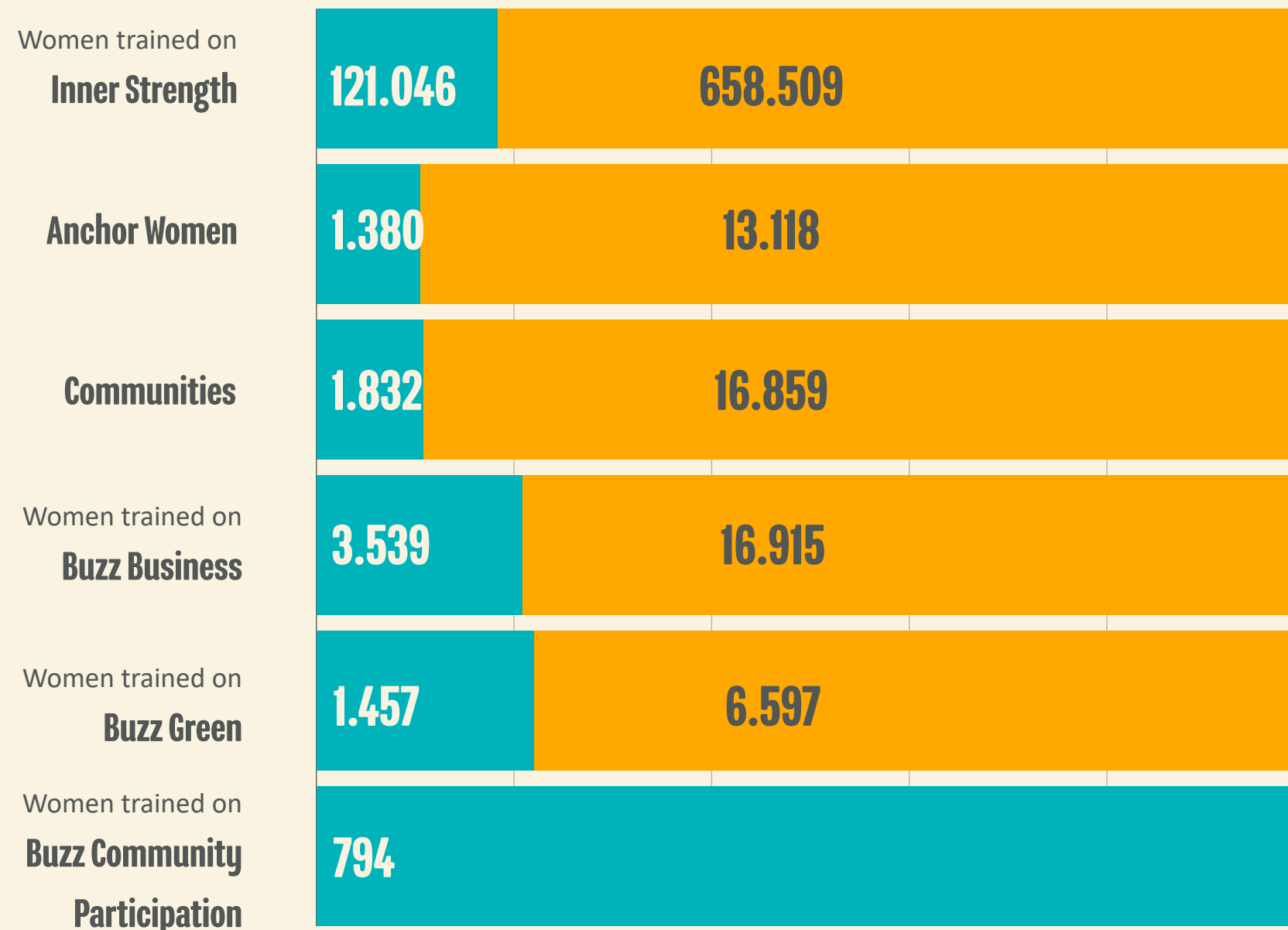
We kicked off the year with the Buzz Global Meet-up in Karnataka. It was a time of co-learning, strategising and ideating. It was powerful to witness the global team together and see how far our movement has grown.

Most importantly, we grew with our communities. We are reaching out to more women each year and we foresee an exponential growth by implementing our community model. Our aim is to train the Anchor Women to become future trainers, empowering them to drive local change. By establishing an advisory board, named AvalaBuzz, we are amplifying women's voices in our movement, the most important stakeholders of Buzz. This is a step to make us a truly grassroots organisation where the women we work for will formally participate and contribute in the decision-making, and keep us on track to address the challenges faced by their communities.

INDIA

RESULTS IN 2024

RESULTS SO FAR



HIGHLIGHTS 2024

- Global Meet-up in India:** The Buzz global team visited India for over a week and joined us on the field. Members of all six countries were present.
- Ambassadors visit:** The Buzz Netherlands Ambassadors visited India in November to strategise and build the Buzz vision and mission. The team sat together to envision the Buzz dream and draw out the journey for this dream to become a reality.
- Seeds of Change:** We partnered with ClimateRISE Alliance and IIM-Bangalore to organise a convening ‘Seeds of Change’, exploring the intersections of rural women's livelihoods, entrepreneurship, and climate action.
- AvalaBuzz Advisory Board:** This is a transformative endeavour by the women, of the women and for the women aimed at formally integrating rural women into our decision-making processes. We’ve been meeting with the board every quarter.
- Awards and Recognition:** This year has been filled with gratitude through numerous recognitions we’ve received;
 - Uthara Narayanan, received the Thought Leader award from CauseBecause. She also received the Motwani Jadeja impact Fellow to represent India in New York at the UN General Assembly.
 - Buzz Women was awarded the certificate of recognition “Excellence in Action” for our commitment to women’s empowerment. We were one among 10 awardees of the Swavalamban Challenge Fund by SIDBI selected from over 500 applications!
 - Buzz India received an award from B.Pac for our commitment to women empowerment as well as the CSI Award from Catalyst for outstanding contribution and multisectoral collaboration towards impacting millions of lives through Grounded Climate Response.

IMPACT STORY

FINDING STRENGTH AND SUPPORT

"HOW DO I LIVE IN THE MOMENT? I'M CONSTANTLY SCARED OF WHAT'S TO COME."

This used to be the story of Shashikala's life. At home she often doesn't feel safe with a husband who drinks and gets angry with her when somebody calls her in the evening. Out of curiosity and the desire to not miss an opportunity that arrived at her doorstep, she attended last year the Buzz Fellowship program. "For the first time in my life, I had someone to share my pain and sorrow with. It was comforting to be around women who understood me."

During module 3 of the Fellowship, she was required to draw her 'model grama', which is a visualization of her dream village. Everyone agreed that Shashikala was the most passionate. She drew a good school, hospitals, houses that were comfortable to live in, and women who were happy. "I found this exercise to be liberating!"

Shashikala admits: "The Fellowship program terrified me at first. I had to step out of my comfort zone, talk to people, and partake in activities." But look at her now! She's organising activities for women so they can be happy and find support and comfort.

" I find so much strength being with a group of women who support me. My objective is to build that ecosystem for other women who need this too. And I want to ensure my daughter gets a very good higher education and achieves things in life I couldn't. "

SHASHIKALA

Shashikala is from Hoskote village, Mandya, and works as a daily-wage worker. She is an anchor woman and completed the Buzz Fellowship program in January 2024. This hasn't been an easy journey for Shashikala.





THE GAMBIA

Organization: Buzz Women Gambia

Since: 2018

**“I’m particularly proud of the way challenges were met head-on—
with adaptability, teamwork and a shared commitment to progress.”**

- Fatou Cham, Chief Changemaker of Buzz Women Gambia

Buzz Gambia has consistently demonstrated its ability to uplift rural women, providing them with opportunities to realize their inner talents and achieve their goals. With our mobile classrooms we bring opportunities to low income women, who live in the rural villages and urban communities of The Gambia.

The overall objective is to support these women to become financially literate and to improve their money management practices and develop their businesses. We help them reduce dependency, enhancing self-efficacy and feeling empowered. This mission not only provides livelihood opportunities for communities but also promotes a vibrant economy.

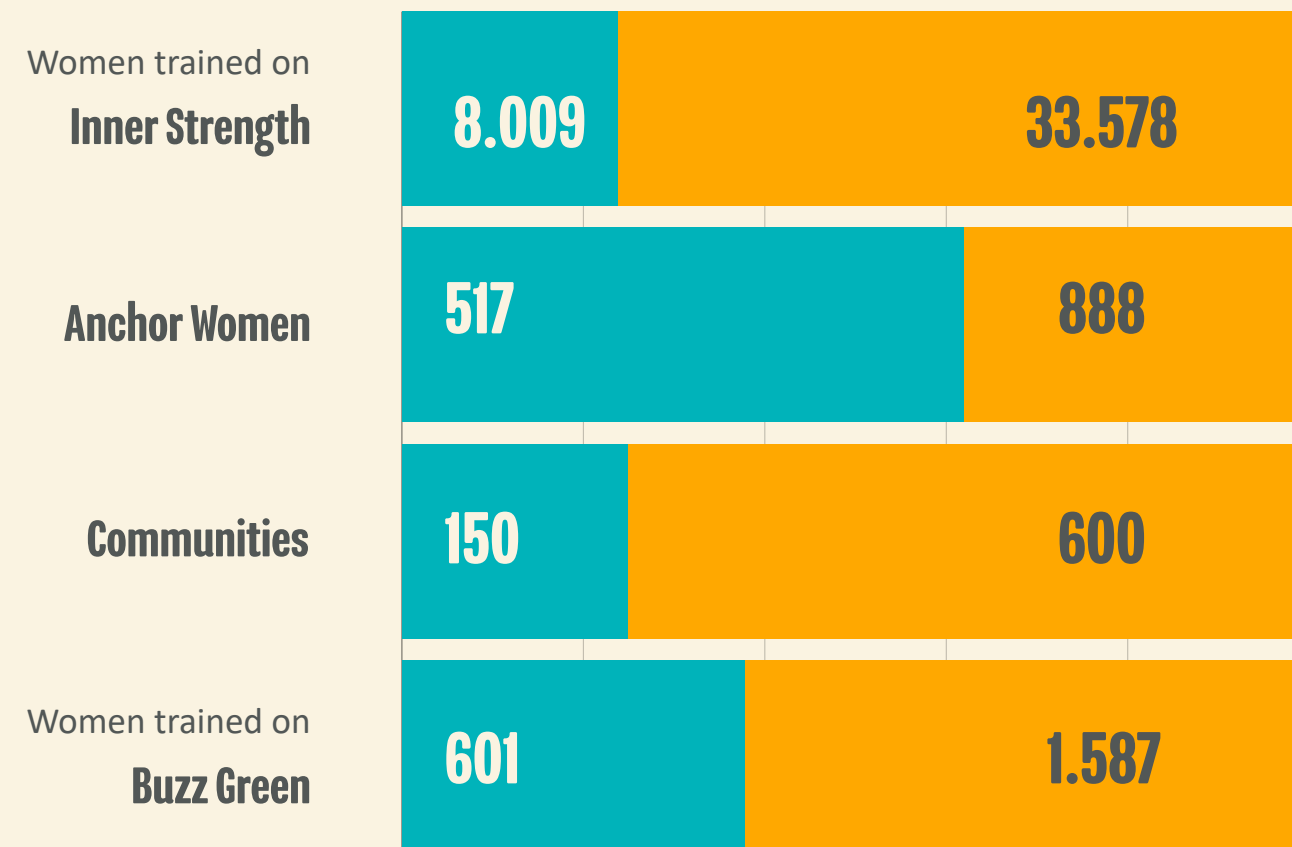
Buzz Women Gambia plays an important role in further developing and scaling up the programme in Africa. Last year, we organized the West African Hub Leadership Program. This initiative gathered female leaders from different West African nations with the aim of extending the Buzz Women program throughout West Africa. It was truly inspiring to meet all participants. Imagine the potential impact we could make when the Buzz Women movement grows. sparking change across families and villages!

2024 was a year of resilience and innovation. The team worked tirelessly to refine operations, ensuring efficiency without losing sight of the human touch. I’m particularly proud of the way challenges were met head-on—with adaptability, teamwork and a shared commitment to progress. Whether it was streamlining workflows or fostering collaboration, every effort contributed to a stronger foundation for the future. It’s inspiring to see how far we’ve come, and I can’t wait to see what’s next.

THE GAMBIA

RESULTS IN 2024

RESULTS SO FAR



HIGHLIGHTS 2024

- Implementation of the FAO Partnership:** Buzz Gambia signed a Letter of Agreement with the Food and Agricultural Organization (FAO). The agreement aims to provide tailored financial literacy training for Women Oyster Value Chain Actors in The Gambia across six communities within the West Coast and North Bank Region.
- Establishment of the Gambia Women Cooperative Credit Union (GaW2Cu):** This project aims to establish a cooperative credit union for women across The Gambia. Women groups have been registered, and the next step is to formalize the registration with NACCUG, with operations starting in 2025. There have been positive developments in this initiative. The women received the message with hope and courage to shape their financial landscape. We have engaged mobile money partners to ease the accessibility of service points, this will enable easy access to make deposit and withdrawals without travelling a longer distance to save time and energy.
- Guru Revolving Loan Program:** This Program was launched to support community chest initiatives aimed at starting green businesses. Five groups have been supported to start businesses in fields such as poultry, organic seasoning production, tomato paste production, and soap making.
- West African Hub Leadership Program:** This initiative gathered female leaders from different West African nations. During the program, the participants participated in a week-long leadership trail, to explore different pathways for expansion and partnership.
- Tree planting:** After completing the Buzz Green training in Tumani Tenda, women, elders, and stakeholders planted 135 fruit and forest trees, establishing the Buzz Gambia Forest. Inspired by the training, the community committed to nurturing the forest and conducting annual tree-planting exercises to preserve it for future generations.

IMPACT STORY

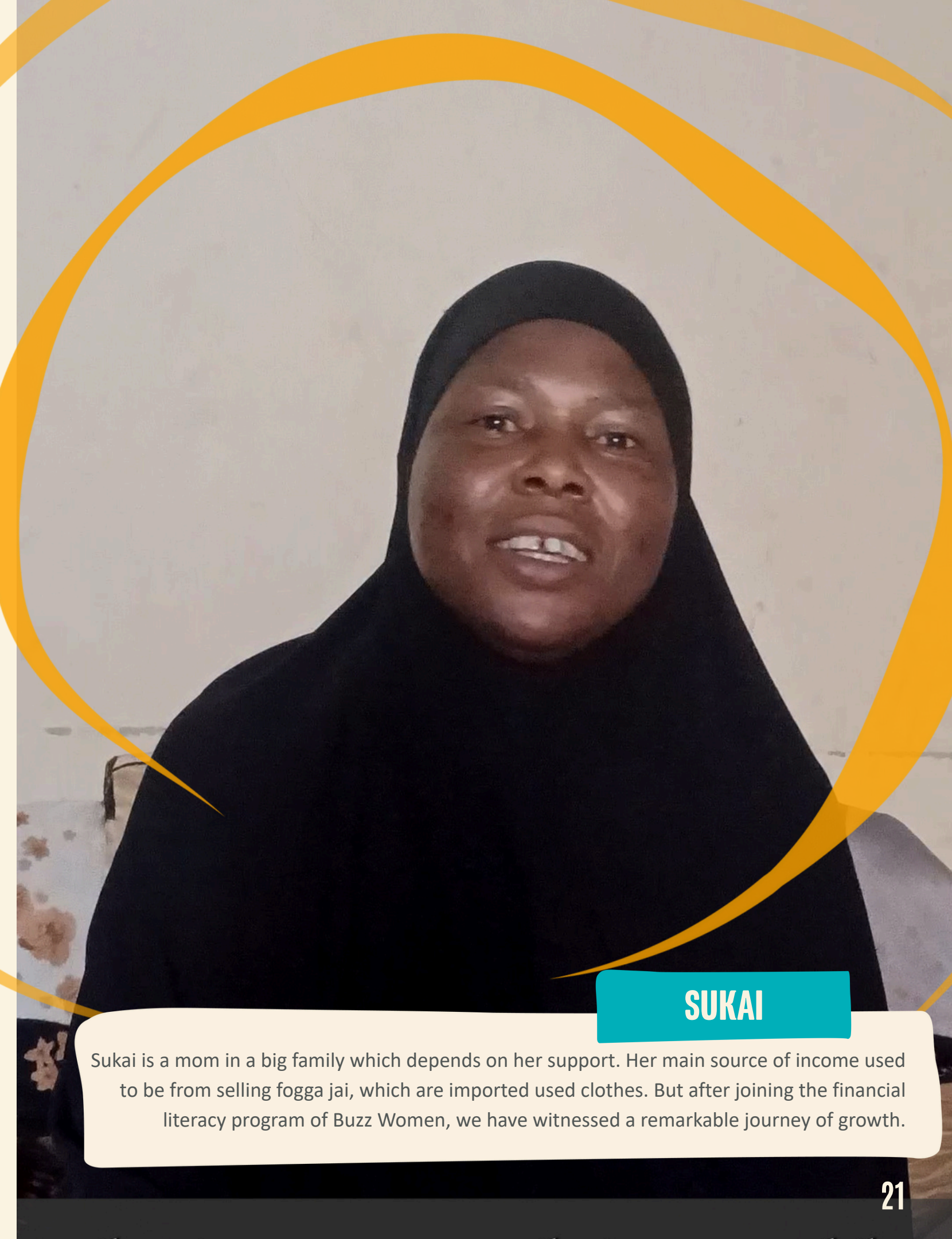
A JOURNEY OF GROWTH

For many years Sukai depended on her fogga jai trade. Her struggle was obvious, because she had to support her family. Before joining Buzz Women's program, she was lacking a systematic saving plan for growing her business and saving.

“ THE PROGRAM ENABLED ME TO DOUBLE MY INCOME AND IMPROVE MY BUSINESS, BY SETTING UP A SAVINGS BOX IN MY HOUSE. I SAVED ANY AMOUNT POSSIBLE FROM MY USED CLOTHES BUSINESS.”

Two years down the line Sukai was able to open a grocery shop, which flourished. This enabled her to buy herself a taxi to support the family better.

Sukai has always been ambitious and wants to grow. Women like her fuel the energy in our work, and this amplifies when women are supported, they will make informed choices to define their own lives.



SUKAI

Sukai is a mom in a big family which depends on her support. Her main source of income used to be from selling fogga jai, which are imported used clothes. But after joining the financial literacy program of Buzz Women, we have witnessed a remarkable journey of growth.





TANZANIA

Organization: The Sote Initiative

Implementer of the Buzz Women program

Since: 2023

“We have started to get very positive and inspiring feedback from the women we have served.”

- Gasto Lekule, Chief-Changemaker of Buzz Women Tanzania

The year 2024 started very well, with a full week of energizing brainstorming and interactions with leaders from the global Buzz Women network who gathered at the Buzz Women office in India. This week's lessons deepened our understanding of specific countries' programs and most importantly about the strategic direction of the global Buzz Women movement.

We are very proud of our highly competent and committed team. Who in 2024 managed to train more women on the Inner Strength program, trained more Anchor Women to become leaders of their communities and planted more tree seedlings than the year before.

In addition to that, we have started to get very positive and inspiring feedback from the women we have served, as some have reported they have started to keep financial records, a behavior they didn't have before and which has led to an increase in income and savings. Compared to the previous year where we had a bit of struggle in mobilizing women to join our programs, we experienced an increased enrollment and we even started to receive unsolicited phone calls from women who wanted us to train their groups. Furthermore, we solidified our collaboration with government authorities at regional and district levels, while building partnerships with likeminded NGOs.

From such promising trends, we hope for an even better 2025, where we will be having more trained women, establishment of more partnerships with local and international organizations, as well as deepening our community impact.

TANZANIA

RESULTS IN 2024

RESULTS SO FAR

Women trained on Inner Strength	1.598	2.598
Anchor Women	154	250
Communities	38	58

HIGHLIGHTS 2024

- Expansion:** The Buzz Women program expanded to new wards in Moshi District council-Kirua South, West and East reaching more women and communities.
- Partnerships:**
 - We partnered with USAID Kizazi Hodari Project in delivery of financial literacy training in Moshi District Council.
 - We started a collaboration with Pamoja Nguvu Foundation to train their women using the Buzz Women curriculum. This has been supported by the Netherlands.
- Training & education:** Two team members participated in training programs organized by The Foundation for Civil Society, where they learnt about Mobilizing Local Support and Local Fundraising respectively.
- Tree planting:** The tree planting activity is an ongoing success. Currently a total of 838 trees were planted in Rombo District Council by 212 women from 10 self help groups, promoting environmental conservation and community involvement.

IMPACT STORY

A FLOURISHING BUSINESS

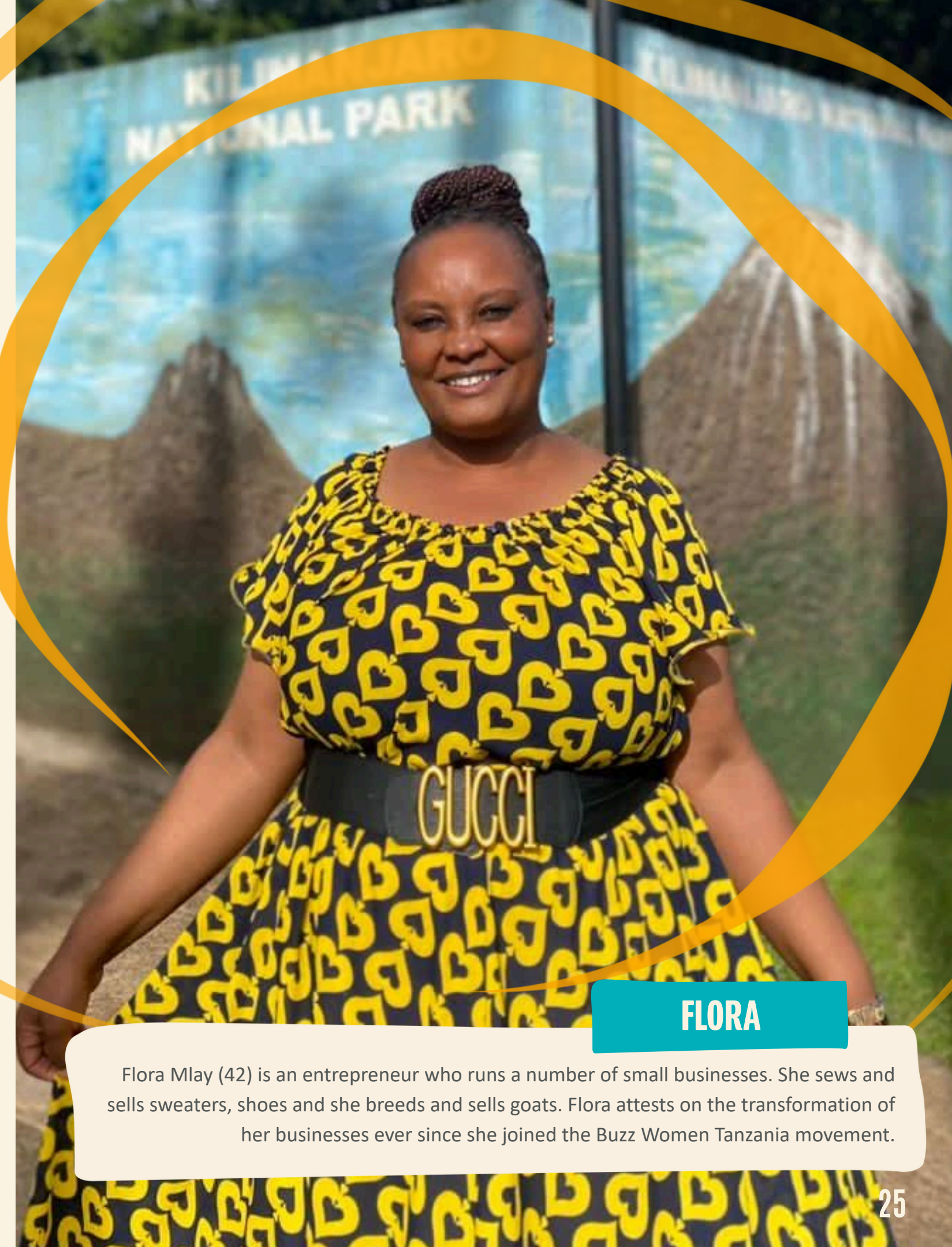
The training I received through Buzz Tanzania enriched me in several ways, especially in financial record-keeping. You can all imagine how hectic it can be to run three or more businesses at once. Proper record-keeping is crucial in this context.

Before the training, I realized I was missing some key points. It enlightened me on common mistakes many of us make as entrepreneurs—for example, only recording specific events like merchandise purchases, without understanding that record-keeping should be a continuous activity. Since then, I have worked on improving my record-keeping habits, and it has brought significant positive changes to my businesses."

Flora was proposed by her fellow members in the group to be an Anchor Woman. She has successfully managed to mobilize her fellow members in the group to take collective financial goals setting initiatives. Currently they are working on access to clean cooking resources where every member will acquire a gas stove. Flora: "I took this bold step after experiencing the benefits of identifying financial goals and working in the direction of their fulfillment at an individual level as a result of the Buzz training."

Among many other goals, she planned to build herself a kitchen this year and worked in the direction of fulfilling this goal.

“ Many thanks to Buzz Tanzania for the training that they extend to our local communities. We encourage and support the good community work that they do ”



FLORA

Flora Mlay (42) is an entrepreneur who runs a number of small businesses. She sews and sells sweaters, shoes and she breeds and sells goats. Flora attests on the transformation of her businesses ever since she joined the Buzz Women Tanzania movement.



GEORGIA

Organization: Crystal Fund and MFO Crystal

Implementer of the Buzz Women program

Since: 2020

“This year was about planting seeds, with the expectation of seeing them blossom in the future.”

- Maya Kobalia, Chief Changemaker of Buzz Women Georgia

The year 2024 was anything but ordinary—a rollercoaster of socio-political shifts and challenges in Georgia, the region and beyond. It tested our perseverance and commitment to gender sensitivity in every possible way.

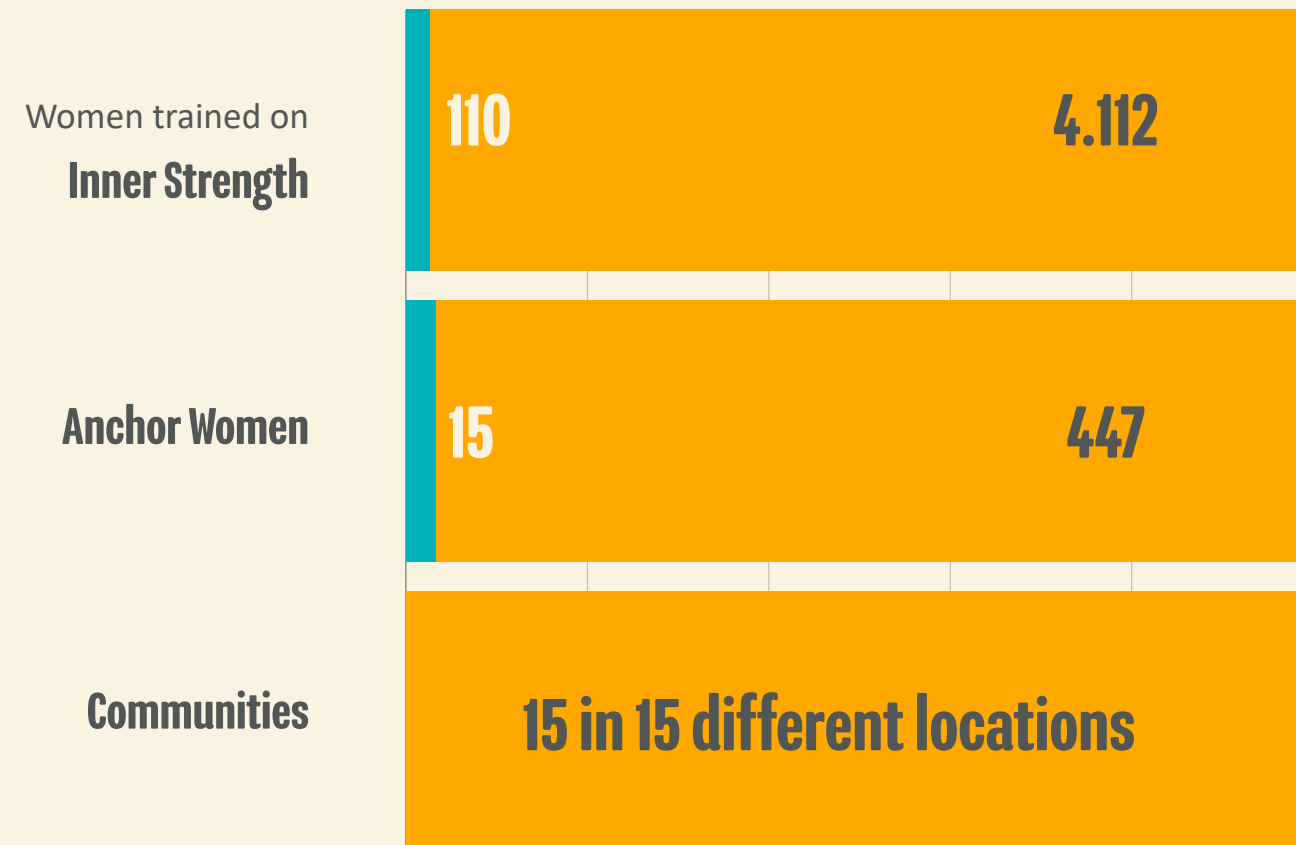
Looking back, and after speaking with some of our late Buzz Ambassadors and local women leaders, we believe we have successfully navigated these challenges. A proud milestone was seeing our Anchor Women independently organize festivals and local events—true signs of empowerment.

This year was about planting seeds, with the expectation of seeing them blossom in the future. The post-election period further highlighted the urgent need for safe, motivational, and reliable platforms for women. We remain committed to helping Georgian women find their own voice and light, knowing that while systemic change takes time, every small step forward leads to greater inspiration and lasting impact.

GEORGIA

RESULTS IN 2024

RESULTS SO FAR



HIGHLIGHTS 2024



Anchor Women:

- Our selected 15 Anchor Women in different villages have started spreading the word and initiating meetings on a regular basis, watching films about outstanding, powerful and inspirational women's stories and jointly discussing the needs of their communities.
- In July, the first strategic planning and 3-day retreat meeting was held in Bakuriani for the Anchor women, to further deepen their knowledge in the area of gender stereotypes and cognitive biases, financial savings and presentation skills.
- Our young Anchor Woman Nia Khachapuridze (Hotel Owner in Dzama Valley) is actively developing farming activities. Recently, as part of one of the grant projects, she received 126 cows/Danish Jersey from Denmark and is currently engaged in the process of setting up/equipping the farm.
- Our Anchor Woman, Tako Bakradze from the village of Martkopi is the founder of pottery house and social enterprise "Ulevi". With Ulevi, youth, musical and educational and poetry festivals have been organized in the community, aimed at promoting the region, supporting art and creative fields, and developing intergenerational socialization and networking.



Gender Bonds: Crystal partnered with the Asian Development Bank (ADB) last year. They issued the region's first Gender Bonds, aimed at strengthening women-owned micro, small and medium-sized enterprises. In 2024, as part of ongoing partnership with ADB, the first meeting on the importance and connections between climate change, energy-efficient resources and women's economic empowerment was conducted, featuring Anchor Woman Lili Pulariani.

IMPACT STORY

DAKA LEADS BY EXAMPLE

Daka's personal mission is to inspire confidence and motivation among women in her community, encouraging them to embrace entrepreneurship and farming.

Her enterprise, now officially registered as "Skiji House" LLC, includes an international-standard dried fruit family workshop and a tourist complex featuring a hotel and a gastronomic space. Currently, Daka operates three charming wooden cottages and employs local women. She leads by example, proving that with determination, anything is possible.

“ TO TEACH SOMEONE TO SWIM, YOU NEED TO SHOW THEM A COUPLE OF TRICKS, TALK ABOUT SWIMMING, AND THEN THROW THEM INTO THE WATER. THEY’LL EITHER LEARN TO SWIM OR GET SCARED. THAT’S EXACTLY WHAT I’M DOING. I SHARE MY EXPERIENCE, GUIDE THEM, AND PUSH THEM INTO ACTION. IF IT WORKS, THAT’S FANTASTIC!”

Through Buzz Georgia’s community meetings, Daka actively educates women about financial literacy, the importance of saving, and essential entrepreneurial skills. Together with the women in her community, she strives to advance entrepreneurship and farming, strengthening not just her community but also the Guria region and the country as a whole.



DAKA BERDZENISHVILI, BUZZ AMBASSADOR

One of our incredible Buzz Ambassadors, Daka Berdzenishvili, has achieved remarkable milestones! She won the European Union's prestigious "Green Guria" competition and has expanded her business significantly.



UKRAINE

Organization: CSR Ukraine/Ukrainian Women Entrepreneurs (U&WE) Hubs

Implementer of the Buzz Women program

Since: 2022

“I am proud that, despite the war and hardships, Ukrainian women find the strength to learn and contribute to strengthening the country.”

- Maryna Saprykina, Chief-Changemaker of Buzz Women Ukraine

Ukrainian women entrepreneurs continue to impress with their resilience and desire to develop the country's economy even in the difficult conditions of war. Due to the occupation of our territories and widespread destruction, many businesses have closed, with only a few managing to relocate. Men are leaving businesses to defend our country. As a result, women have felt an unprecedented need to strengthen the economic front and support the home front. Women are stepping into leadership roles, taking over management and entering business.

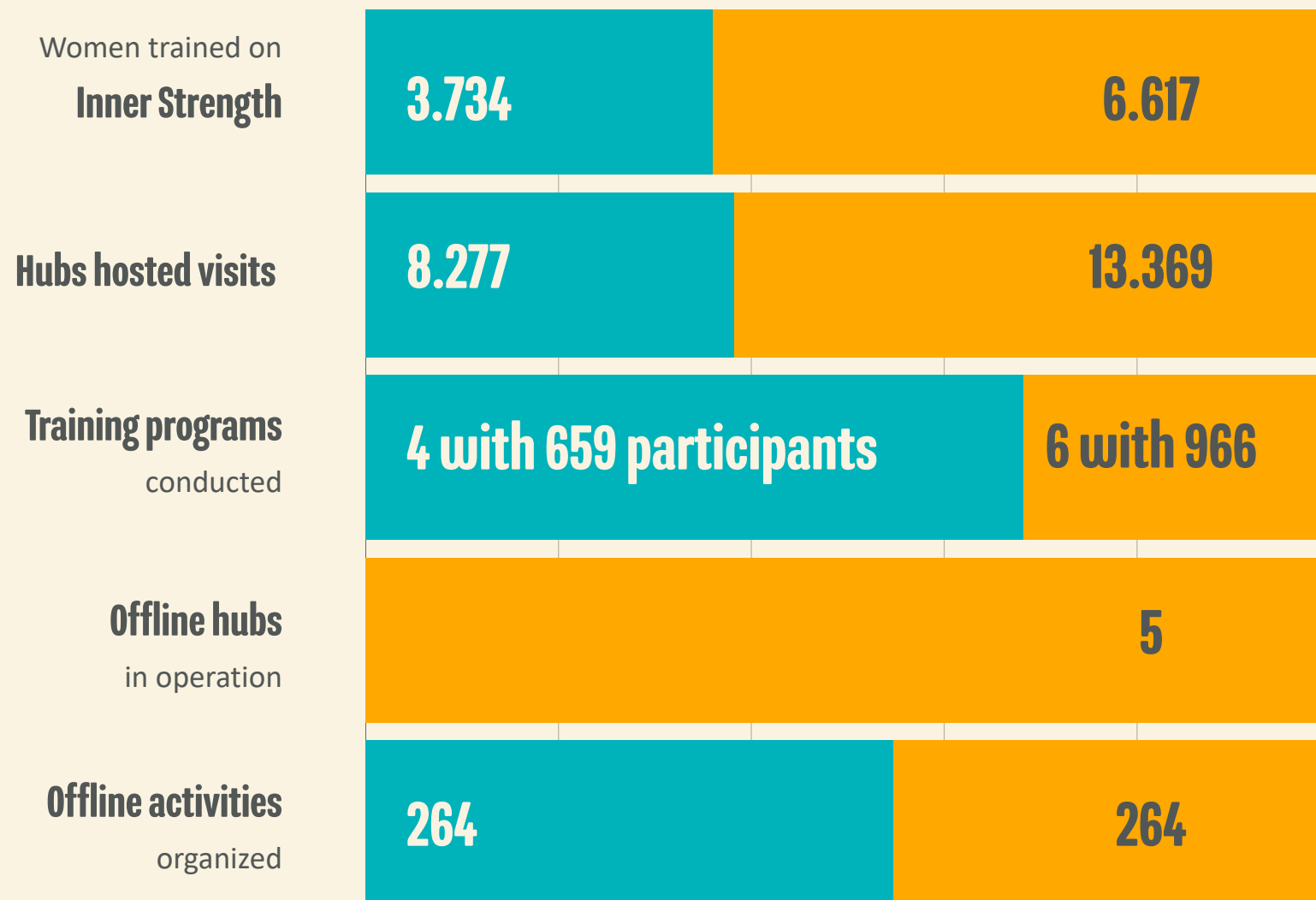
To support them, teach management skills and help streamline business processes, we launched the U&WE Hub educational program 2,5 years ago. Our hubs are located in Kyiv, Brovary, Zaporizhzhia, Chernivtsi, and Ivano-Frankivsk. To date, we have built a community of over 6,600 women entrepreneurs. Among the program participants are many internally displaced persons (IDP's) who were forced to leave their homes and relocate their businesses.

I am proud that, despite the war and hardships, Ukrainian women find the strength to learn and contribute to strengthening the country. Additionally, I feel immense value in being part of the global Buzz Women movement, which inspires self-transformation and business growth. I would also like to express my sincere gratitude to the Government of the Netherlands for their support and the opportunity to develop and scale the community of women entrepreneurs in Ukraine.

UKRAINE

RESULTS IN 2024

RESULTS SO FAR



HIGHLIGHTS 2024

- New offline hubs:** we opened 2 new Hubs in Zaporizhzhia, in a frontline city, and in Kyiv, the vibrant capital of Ukraine. Currently, we have five offline U&WE Hubs providing their work in five communities in Ukraine: Kyiv, Brovary, Zaporizhzhia, Chernivtsi, and Ivano-Frankivsk.
- Offline activities:** U&WE Hubs organized 482 offline activities so far: lectures, workshops, sessions with psychologists, business games, etc.
- Product Catalog of Women’s Businesses:** we issued a product catalog to increase the presence and influence of women entrepreneurs who are part of the U&WE Hub community in international markets by promoting their businesses. The printed edition was presented at the Embassy of the Kingdom of the Netherlands in Kyiv.
- Updated program:** Our entrepreneurship training program has undergone a significant transformation. The updated program is designed to provide a more comprehensive and inspiring learning experience for aspiring women entrepreneurs. Furthermore, we have started focusing on developing entrepreneurial competencies based on the EntreCorp framework, a well-regarded system from the European Commission, ensuring that our participants acquire the essential skills needed for success in the business world.

IMPACT STORY

A STORY OF ENDLESS RESILIENCE

Liudmyla Sirko is a lawyer from Enerhodar. She lost her business due to the war and now lives in Zaporizhzhia. She actively helps internally displaced persons (IDP's) and contributes to the restoration of the de-occupied territories. She created the NGO 'Family Circle / Public Expertise', opened a humanitarian headquarters and a social canteen for IDPs.

Before the war, Liudmyla had a camp called “Azure Rainbow” on the shores of the Azov Sea, but due to the invasion, she had to leave everything in the occupied territories.

But she didn't give up and developed a strategy for the development of a children's center using the knowledge she gained. She opened an extremely cozy and safe project space for children in Zaporizhzhia. In this space, children can study with teachers so that their parents can work and support the country's economy. The space is safe, because it is located in the basement.

“ I'M CONVINCED THAT IT IS POSSIBLE TO RUN YOUR OWN BUSINESS. THE MAIN THING IS TO CONTROL YOURSELF, DO SOMETHING AND NOT BE SHY TO ASK FOR HELP. ”



LIUDMYLA SIRKO

The story of a mother raising five children who left occupied Enerhodar and started a new business in Zaporizhzhia.



THE NETHERLANDS

Organization: Buzz Women

Since: 2012

“2024 has been a pivotal year for Buzz Women Netherlands—a year in which we truly embraced our role as the ‘incubator’ of the Buzz movement.”

- Dave Jongeneelen, Chief-Changemaker of Buzz Women The Netherlands

As a compact yet deeply committed team, our energy has been focused on enabling and supporting our partners across the globe, with a special emphasis this year on preparing for expansion across the African continent.

A key milestone in this journey was the launch of the first-ever African Hub Program in September, hosted in Buzz Gambia. It was a moment of pride and inspiration to welcome potential partners from various African countries, all eager to learn about our model and bring the Buzz spirit to their communities. This program marks a bold step toward realizing our vision of a stronger, more connected African network.

In our enabling role, we also continued to invest in the tools and identity that bind our global movement together. A shining example is the development of our fresh new brand identity—created with the generous and creative support of [Positivity Branding](#) in Amsterdam. This new look and feel captures the heart of what we do: creating waves of empowerment that start small and grow wide. This year we will further implement the new corporate identity in all participating Buzz countries and develop a new website.

In November, a group of Buzz Netherlands Ambassadors visited India to work together with the India Team. It has been a valuable journey in so many aspects. Experiencing the movement firsthand allowed our ambassadors to better share its story, mobilize their networks, and open doors to funding and partnerships.

As we reflect on the progress of 2024, we’re both proud and grateful. Proud of the momentum we’ve built, and grateful for the passionate individuals and partners who are walking this journey with us. We look ahead to the coming years with excitement, ready to deepen our impact and extend the reach of Buzz even further.

THE NETHERLANDS



HIGHLIGHTS 2024

- **Feasibility Study Kenya:** Based on the findings of the feasibility study done by international research organisation ICRW, Buzz Women has decided to launch its program in Kenya in 2025. The potential of Kenya is in many ways promising, and we consider Kenya a key country in light of our mid- and long-term ambitions. Next to this we are extremely proud to have the Emerging Leaders Foundation (ELF) as our local partner to implement the program.
- **Ambassador trip to India:** Our Buzz Netherlands Ambassadors worked together with the India Team during a visit in November. For the Ambassadors, this was a chance to immerse themselves in the heart of Buzz Women's largest operations.
- **Women on a mission podcast -** The podcast we co-host has been rebranded and is now called Women on a Mission. While Buzz Women co-founder Uthara visited The Netherlands, we organised a beautiful dinner at our office with the podcast guests to have a conversation around what it means to be a woman on a mission.
- **Buzz Women rebranding:** We are very proud to have launched our new logo and brand identity. The logo represents the ripple effect that is being created when a woman gets the opportunity to unleash her inner power. It's a powerful tribute to the women we serve and aligns with the vision of the Buzz Women movement.
- **Ukraine strategy program in Moldova:** As part of our partnership with U&WE we facilitated an intensive 4-day strategy program to guide the Ukrainian team on building the movement of women entrepreneurs in Ukraine during these exceptionally difficult times, to become even more effective in their approach and strategy.

IMPACT STORY

BEING IMPACTED

After an intensive and inspiring week in India as a Buzz Women Ambassador, I was filled with gratitude and admiration. Over 640,000 women in India have been trained in cash, confidence, climate, care, and community, creating a ripple effect of transformation that touches entire communities.

THIS PROGRAM WASN'T JUST ABOUT MAKING AN IMPACT – IT WAS ABOUT BEING IMPACTED

During a week-long program the Dutch Buzz Women Ambassador team worked alongside members from the Buzz India team on three strategic questions. For example my group explored the questions: 'What is needed to further elevate female entrepreneurship and drive consistent growth?' This program wasn't just about making an impact—it was about being impacted. The passion, resilience, and ambition of these women, combined with the powerful collaboration between the Indian and Dutch Buzz Women Ambassador teams, left a lasting impression on me.

“ For me, this journey has reaffirmed the power of connection and courage in shaping a better future. It was a week of learning, growing, and contributing to something truly meaningful. I look forward to continuing to contribute to Buzz Women’s mission now and in the future. ”



**NICOLE VAN THOOR - FOUNDER OF SPARGLE
AND BUZZ WOMEN AMBASSADOR**

buzz women



Heading towards the future

OUR LONG TERM GOALS

Accelerate our Reach

10 million women educated and empowered by 2032

Deepen our Impact

Sustained education & entrepreneurship in

250.000 communities

SCALE

Grow in existing and new geographies with a focus on India and Sub-Saharan Africa (direct model).

SHARE

Train social franchise partners around the world in our Buzz Hub to implement the model in their own countries (partnership model).

SUSTAIN

Hand-over the knowledge to local communities: creating a force of certified community trainers inside each community (community model).

HIGHLIGHTS 2025



INDIA

- Pilot of a new program: Buzz Care, focusing on holistic community support, integrating health, well-being, and livelihoods.
- Buzz Green is deepening its efforts in regenerative ecology by working closely with farmers to promote sustainable practices.
- We are expanding into new districts, supported by new donor partnerships, to broaden our reach and impact.



THE GAMBIA

- Expanding our partnerships and enter into new regions
- Enhancing financial literacy programs and supporting new business ventures
- Extend our enterprise development fund, giving more women access to start and scale their green businesses



TANZANIA

- Introduction of two additional modules – Buzz Green and Buzz Business
- A sustainable funding and partnership strategy
- Further expansion and growth of the program



GEORGIA

- Advance our women in economic topics.
- Promote gender equality: Address systemic barriers, and elevate the voices of women and girls to ensure inclusivity and empowerment.



UKRAINE

- Add two more hubs to reach more women across Ukraine
- Create a self-sustaining community of women entrepreneurs and work on improved access to credit.



THE NETHERLANDS

- Implementing the Buzz Women program in Kenya in partnership with ELF-Africa.
- Supporting the implementation of proof-of-concept initiatives for the Buzz Women program in new countries across the West African region.

