



Buzz Women

YEAR OVERVIEW

2021

***An overview of impact and activities from Buzz Women in
India, The Gambia, Georgia and The Netherlands***

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Dear friends and supporters of Buzz Women,

The story of Buzz Women is the story of the road less traveled. Not only are we going to places far away from the main roads, also metaphorically we are discovering new grounds. For us it is very exciting to share all our adventures with you, the people supporting us in our journey. As we are approaching our 10 years anniversary in April 2022 we are more motivated and dedicated to reach even more women.

The past year we have seen a lot of progress in all countries where we are active, even despite the temporary setbacks caused by the pandemic. **We are proud to state that overall we have now brought transformation within reach for over 300,000 women and their families!** A major milestone in 2021 was the start of Buzz Women Netherlands, our newest 'baby' in the Buzz Women family.

Looking at our strategic direction the word ownership is key. Our long term goal is to make sure women take development in their own hands. It is them, not us, owning the Buzz Women movement and their own development process. A major step in reinforcing the sense of ownership is that in 2021 we have asked women in our network if they would be ready to 'pay it forward'. The question we asked them was if they were willing to make a financial contribution to our Shakti Fund, in order to give fellow women the same opportunity to transform their lives. The reactions of women have been overwhelming: they are very proud and committed to contribute to the growth of Buzz Women.

A question we often get is what makes Buzz Women unique? For me personally the answer is in our hearts (the incredible intrinsic motivation across our team) and in our impact. The combination of the depth of our impact (the ownership by the anchor women and beehives), the scale of our impact (educating over 1,000 new women every day) and the width of our impact (holistic; personal, economic, ecological, social) makes Buzz Women so powerful.

As the action happens in so many villages and cities around the world, I encourage you to read the stories from our various countries in this report. I hope the stories of the women keep on inspiring you to follow and support us as you have been doing for the past 10 years!

DAVE JONGENEELN -
CO-FOUNDER BUZZ WOMEN
AND NATIONAL COORDINATOR BUZZ NETHERLANDS



UTHARA NARAYANAN -
CO-FOUNDER BUZZ WOMEN AND
NATIONAL COORDINATOR BUZZ INDIA

For me, one word that describes the year 2020 is 'Resilience'. Our Buzz trained women proved their strength and mettle in the face of adversities brought by the pandemic. Their grit to find the solutions within and work towards surviving and sustaining during the pandemic is beyond any words. Our field staff, who are our core strength, were told that the Buzz's training fed the women with required confidence and our Beehives made sure that they stayed together as a community and supported each other during Covid-19 infection outbreak.

As an organisation we did not fundraise for distributing food since we felt we should support the government's efforts to reach food to the needy. We did not want to supplement their efforts until we knew there was a need. We found out that the Gelathis fundraised locally at their village level to feed the needy when the government entitlements took time to come. Also, our 'Scheme Book' made sure that the people in need and people who were eligible, were connected to the resources through the schemes available from both Government of India and Government of Karnataka.

Our Gelathis and Gelathi Facilitators made sure the information of all the schemes listed

out in the scheme book reached the respective villagers. The eligible villagers were directed and supported to avail the benefits of the schemes that were applicable to them, which served as a relief during pandemic. Our field staff made sure that the eligible villagers got compulsorily enrolled in some of the non-pandemic schemes like, NERG Job Cards, Sandhya Suraksha, Ayushman Bharath, Matruvandana, Manasvini, Bhagyalakshmi, etc that will benefit them beyond the pandemic period.

Post the lockdown and decreased effect of the pandemic, when our buses were back on field, we saw the happy faces and warm words of welcome by the women who proudly confirmed that our training helped them to be resilient and confidently wade through the troubled waters.

For me, this is the true achievement of all the work we did from the past 9 years!! The confident voices of women that said the knowledge we shared strengthened them is the real success!! The opportunities through our training that was taken to their doorsteps, successfully translated into meaningful action, which in turn supported their homes and communities, told me that the work is being done well.



FATOU CHAM -
NATIONAL COORDINATOR BUZZ
GAMBIA

My reflection 2021 gives me a sense of gratitude and hope. Grateful for the staff at Buzz for their dedication and passion for the work. Grateful to the women for coming out in numbers to dialogue with the team to share their thoughts and how to contribute to the Buzz growth strategy. In the process, I heard, I see and I feel the energy in their voices and how ready they are to take ownership of Buzz Women Gambia. How ready they are to support another woman and also how eager they are to achieve their dreams. The courage, humility and generosity amongst the women gives me the hope that with a united force, we can have a global movement of empowered women. I am hopeful and happy with the level of self-transformation amongst the women.

Reflecting from 2018 to 2021 on our activities, I write this with a smile seeing the level of emboldened women challenging, appreciating and acknowledging the work of Buzz and its impact on their lives, families and the communities.

The initiatives taken to realize their financial freedom is worth emulating.

With all the support from some local partners that allow us to reach country wide, the emergence of Agro food processors and Master trainers amongst the women, the introduction of the cooperative training, The Buzz green coming into action has laid the foundation for Buzz Women Gambia to be on a solid footing after 3years of operation and creating the space for women to voice out and choose what they really want as a community.

Finally, I am grateful to the Advisory Board members, The Buzzness club, Buzz Global and not forgetting colleague Changemakers and their support staff in India and Georgia for all the support. I am hopeful that we will be able to achieve the desired movement in the near future.



MAYA KOBALIA-
NATIONAL COORDINATOR BUZZ
GEORGIA

In 2021 - thanks to the USAID YES-Georgia's Program and its Buzz Georgia women empowerment component, more than 700 women throughout Georgia had access to financial literacy, entrepreneurship, business consultancy and personal growth. Most importantly to networking, self-care, self-reflection and inspiration, that is so widely spread among the members of the Buzz Georgia big family. We try to 'set the fire' of inspiration, self-care and lifting each other at the weekend trainings as well as at the 3-day retreats (additional motivational workshops) for the chosen Buzz Georgia Ambassadors and then with the help of numerous activities and steps that follows: like big Christmas and March (Women's Day) women entrepreneurs Fairs and Exhibitions, Buzz Georgia's closed Facebook group (which is very active), onsite retreats, media coverage, Crystal Consulting, MFO Crystal's financial services, onsite visits with real Buzz Georgia's Bus and many more - we try to then extend and spread "the fire of motivation and shiny eyes" - in the local communities, where our Buzz Georgia

Ambassadors serve as strong local allies and opinion leaders in their regions and

communities. It's really rewarding and heartwarming to see how Buzz Georgia empowered women then try to spread the word and empower other women and girls around them.

Given the pandemic circumstance, in 2022 - Buzz Georgia trainings will continue both online and as well as onsite. We remain loyal to our vision and mission and most importantly to our belief that by empowering women, we empower families, villages, towns, cities, local economies, communities and future generations. Investing in women's education and empowerment reduces poverty and encourages economic growth and development. This is perhaps the only way out of today's tough times.

Some of our chosen Buzz Georgia Ambassadors have been chosen by the Georgian and Estonian Chamber of Commerce and Industry - they won the competition and together with other Georgian women entrepreneurs visited Estonia for further learning, developing and expanding the Estonian-European markets for their products.

INDIA

74098

Number of women
trained in 2021

299453

Number of women
trained till date

4531

Number of Anchor
Women enrolled till
date

120

Number of staff

Resilience and evolution are the two terms that keep Buzz moving ahead. Since 2012, Buzz's programs have evolved with the changing needs of women and communities. Buzz proudly introduced 2 programs 'Buzz Green' and 'Buzz Vyapar'. Both the programs were piloted on the ground for a year where extensive research and learnings from the pilots helped revise the curriculum and standardize it to its present state. Buzz Women also took periodic feedback from the women with whom the program was piloted in order to take a bottom up approach to curriculum designing and democratising program design.

Besides building new programs, the team also revisited the theory of change of the organization in order to re-align our vision and impact to the evolving programs and curriculums. We also created a Standard Operation Procedure (SoP) for the organization so that at no level, the quality of the organization's work diminishes. At Buzz Women, the strategic planning and formulation of organization goals is as important as execution and action at the last mile.

Apart from this, the news of job losses and salary cuts across levels, sectors were rampant during the last year. Buzz India decided to not cut jobs or salary. Buzz paid the salaries of each and every team member. The team includes the bus drivers, trainers, gelathi facilitators, and many field staff whose sole work was on field, but could not go due to the rapid spread of Covid- 19 infection. At Buzz, our staff is not just our employees, but our very own family members for whom our hearts beat and hands respond well at the time of crisis. For this to happen all our donors stood by us all through.

MONTHLY HIGHLIGHTS

FEBRUARY

Buzz Green was implemented in Tumakuru, as pilot in February 2021. We were overwhelmed by the interest shown in the program. The care for our planet is one we believe we should all take upon us and these women felt that too. 8 women stood up to become the Green Motivators in their village, which means they

will be spreading awareness and initiate local action to mitigate climate change. A commitment profoundly made because "climate change issue is very important to our lives, we are thrilled to participate", they said.

Through Buzz Green, we aim to create a responsible, eco-friendly lifestyle, greener neighborhoods and fertile ecosystem for future generations.

INDIA



APRIL

Buzz Vyapar is a program for women who want to take their business to the next level. Through the program we provide the women with mentorship and incubation to enable them to take the next step with their enterprise.

We are excited that the first cohorts have been initiated! The Buzz Vyapar program cannot be looked in isolation to all existing programs within the Buzz ecosystem, rather in continuity of them. The insights from the ground and the trust that our organization has built over the years will provide us with cognizance to strategically support women entrepreneurs sustain their businesses.



MAY

Women in the forefront to tackle climate change by protecting water, land and human health. A Buzz trained group of women became green entrepreneurs because of their eagerness for new opportunities. They started a natural tooth powder business in their village and our much valued partner Paakshantar is now also selling the tooth powder online.



We are beyond proud of this women group who became real changemakers and are aiming to create work for local women through their business.



SEPTEMBER

After another period of lockdown we were so happy to be back in the field! The heartwarming thing was the love we felt from the women, when all of them welcomed us back into the community after a period of lockdown. It confirmed the fact that the connection with the ground is incredibly strong and that the trust we've built overtime is one of our biggest accomplishments. From a survey we did, we found out that 96% of Anchor Women till this day continue to be engaged with Buzz. And they even introduce friends to take up their role as Anchor Women when they can not continue doing this themselves.



OKTOBER

With the coming of 35 new Anchor Women Facilitators, we have passed the milestone of 100 team members in India! To mark this proud occasion we had organized an orientation day program, where both new and existing Anchor Women Facilitators came together to share, learn and support each other.



INDIA

The Anchor Women are extremely important for the sustainability of our model and we are thrilled to welcome them into the Buzz family!



NOVEMBER

For us at Buzz Women 'Shakti', the divine force responsible for creation in the universe, is the starting point of everything. That is why we introduce the Shakti Fund. The Shakti Fund by Buzz Women is conceived as a pay it forward initiative: we ask Buzz trained women to donate 365 rupees, meaning 1 rupee a day, to empower another woman. In November we also opened up the Shakti Fund for the public, meaning YOU can empower a woman through Buzz's Self-Shakti program by donating 365 rupees. Through this we've been able to fundraise INR 433829 to kickstart the initiative!

DECEMBER

Our Community Anchor Facilitators were taken to the capacity building program for Buzz Green to the Gandhi School of Natural farming. The owner of the farm is Mr. Ravish who is following the mixed crop, organic and sustainable farming methodologies.

The Buzz team got the 1st hand experience of mitigating climate change actions on agriculture by seeing around the farm, observing the sustainable farming methodologies meticulously, interaction with Dr. Manjunath and Ravish on how best to motivate the trainees and the villagers to adopt sustainable agriculture practices. The day was well spent on learning through examples and exchange of ideas & solutions.



IMPACT STORIES

Enjoy these beautiful stories of Buzz trained women who are driving the Buzz Women movement in India.

Adding wings to the dreams

Hello I'm Amma Jan B

I'm 23 year old from Peresandra village, Chikkaballapura. I want to share with you my story of transformation. Going from shy Amma Jan to confident Amma Jan, which is the result of the Spoorthi training and being a Buzz Gelathi.

I always wanted to study something that would add wings to my dreams. But, post my completion of PUC 2nd, though I had enrolled into BE Aeronautical Engineering, my parents got me married in between her course. This clipped my dreams of studying further.

I always wanted to study something that would add wings to my dreams. But, post my completion of PUC 2nd, though I had enrolled into BE Aeronautical Engineering, my parents got me married in between her course. This clipped my dreams of studying further.



INDIA

I attended Buzz's Self Shakti training, as a result of the mobilization effort of the Anganawadi teacher. The Self Shakti, filled me with the necessary confidence, courage and communication skills, that after completing the training, I voluntarily came forward to become the Gelathi (anchor woman), as I knew my dreams can be achieved by undergoing further interventions from Buzz Women. Once I became the community's Gelathi, I underwent the Spoothi fellowship by Buzz, which made me start dreaming of my education all over again.



At Spoothi, I was told the power of knowledge and was encouraged to continue my education. I convinced my husband & family members to support me and allow me to study further. Today, who I see is Amma Jan, who is a student again, studying 7th semester of BE Aeronautical Engineering at Sri Jagadguru Chandrashekaranaatha Swamiji Institute of Technology, Chikkaballapura. I add more feathers to my dreams by aspiring to become a pilot!

Little drops, make the mighty ocean



Hello, I'm Soumya.

25 years old, a widow and single mother from Sundhgarahatti, Chitradurga. I fondly recall the self-shakti training given by Buzz's trainer Archana. Though I was running my tailoring business, before I underwent Buzz's Self Shakti training, I was not able to differentiate between income, investment, turnover & profit. I was blindly spending the money that I earned through my hard work.

Post training, I could understand the concept of running a business. I now write the accounts and I have mastered the book-keeping skills for my business. Apart from my business, through Buzz India, I now know the differences between 'wants' and 'needs'. The income and expenses of the house has been balanced by changing certain spending habits. By cutting down unnecessary expenses, I now channel my earnings into savings such as RD, Sukanya Samruddhi for my 2.5 years old daughter.

Today, I'm the community's Gelathi and I'm on the path to create awareness amongst the women in my village to be courageous in the face of adversity, to have a plan 'B' for life and ample amount of savings to back your life and dreams. I know the real value of my each and every effort and money earned. My life planning, earnings and savings are on track and the little savings of today will give me a big return in the future. I give the entire credit to my beloved 'Archana Madam', who gave me the Self-Shakti training which is taking my life in the path of ascent.



INDIA

WHAT'S AHEAD IN 2022

2022 is a special year for Buzz India, for it is our 10th year anniversary. These impactful 10 years are the result of the Women Trainees, Gelathis (Community Anchors), Gelathi Facilitators (Community Anchor Facilitators), Trainers, Master Trainers, Operations Team, Drivers, Management Team and Uthara. The vision and mission of Buzz India has seen successful translation from top to the grass root level and the key learnings from the field has been well received through bottom up mechanisms.

In 2022, we are starting our journey in a new district of Karnataka - Hassan and plan to include 1500 women through Self Shakti. We will take Shakti Fund to all taluks of the 6 districts we operate and make it an inclusive and powerful movement by the end of this year. Looking forward to a powerful new year!!

THE GAMBIA

3165

Number of women
trained in 2021

7098

Number of women
trained till date

190

Number of Anchor
Women enrolled till
date

11

Number of staff

Despite the pandemic 2021 has been a year of achievements and success stories from the Buzz Gambia team and our women in The Gambia.

The Buzz Gambia team is steadily growing and we are gaining more visibility and trust every day through radio, field tours and partnerships. Our flagship program Buzz Green has also landed in The Gambia and has been introduced to both women and men, who are now working on creating a sustainable eco-friendly habitat for everyone.

MONTHLY HIGHLIGHTS

FEBRUARY

Increasing visibility has been high on the agenda. With these newly branded buses we are ready to show off.



MARCH



We also focused on expansion of the team. We hired a new communication officer, Kebba Sallah. He is a natural connector and with his artistic skills he is a great addition to the head office team. Focussing on bringing out stories from the field and attracting and maintaining partnerships.

As part of our marketing and Communication Strategy 2021 our monthly radio talk show in partnership with Taxi FM takes place on the last Monday of every month. Buzz Trained women are called to give their impression of the training and the impact it had on them.

THE GAMBIA

Buzz also made an appearance on the weekly talkshow hosted by our partner SheTrade Gambia. Buzz was represented by National Coordinator Fatou Touray Cham and Kebba Sallah as Communications officer. Buzz Trained women were called to give their say via phone calls during the program.



JULY

The team continues to expand with the hiring of 3 new members. This brings the staff strength to 11.



AUGUST

The SheTrade Project was completed successfully with over 800 women having received the Buzz Women training.

Buzz Women goes nationwide! Since the start 3 years ago the focus has been on the West Coast Region, but a new partnership with SheTrade Gambia opened up the way to all 6 regions. The project aimed to reach 800 women in 9 months.



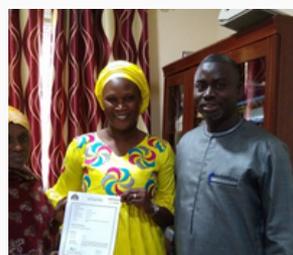
In partnership with GIZ, Buzz is conducting training in agro-food processing for women groups. After seeing the great benefit of and interest in this training we created a stepdown training, where women learn how to pass down this information and new skills to more women in their community. Promoting local food production and consumption



A turning point in the status of Buzz Women in The Gambia. Buzz Gambia has been granted her official NGO (Non-Governmental Organisation) status.



A great step in achieving our mission to inspire and impact people's life towards sustainable growth, dependency on one self, through our tailor made programme.



GIZ donates horticultural garden inputs to 3 community garden groups. This will enhance the production capacity of the women as a cooperative to be able to produce and earn more for the benefit of their groups and the community at large.



THE GAMBIA

SEPTEMBER

Buzz Green is our learning capsule about climate change awareness and action. It is focused on learning about the effects of a changing climate and about what actions you can take to mitigate the negative impact on your personal environment.



We did a pre-training tour to do one on one discussions with women in the community to really understand their day-to-day situation and set the ground for us to come and train them.

The team interacted with the community, to get first-hand information on the actual problem which will guide in future decision-making and planning to mitigate and adapt to the shifting climate change.

This visit further help synchronise the global Buzz network and also map out strategic plans for the upcoming years.



OCTOBER



In October the first Buzz Green training took place. Empowering women with the skills and knowledge to contribute towards mitigating climate change. This also extends to setting up new green businesses, that aim to use, produce and sell locally.

Buzz Women Co-founder Dave Jongeneelen and Chairman of the Buzz Gambia board Ousman Cham, have written a book about their unique friendship and all the wonderful things that have happened since they first met, including the start of Buzz Women! In The Gambia the launching event took place on the 20th of November, organised by Buzz Gambia team and special guests from all over the country where invited.



NOVEMBER

In November the team from The Netherlands visited The Gambia. The aim was to work on the 5 year strategy for Buzz Gambia and to connect with the team.

The team was also joined by Anne van der Heijden, a consultant in hydrogeology and water resources from Acacia Waters. Many villages on the riverside in The Gambia are affected by salt intrusion causing major disruptions in the daily lives of communities. Access to saline free water for consumption and agricultural purpose has become a major difficulty for this community.



In December Buzz Gambia embarked on meeting all Buzz Anchor Women across the West Coast region and Greater Banjul Area.

THE GAMBIA

The aim was to discuss with them our new plans and they also had the opportunity to talk about their expectations.

Another question we asked them was: 'Do you want to contribute financially to the transformation of other women in your country?' and the answer was a clear YES! A pay it forward system that gives us the means and energy to reach many more women! We call it the Shakti Fund.



IMPACT STORIES

Enjoy these beautiful stories of Buzz trained women who are driving the Buzz Women movement in The Gambia.

Awa and the boys from her neighborhood

Hello, my name is Awa Jammeh.

I'm a business woman and a Buzz Anchor woman in my village, Kuloro in the Western region of The Gambia. Through the Buzz program I got the chance to enhance my business and leadership skills. I would love to share with you this story:

The boys in my neighborhood used to call themselves "Ku teye jeh", meaning none of your business. They sat around on the street whole days just drinking. Spending as they get and standing by their code 'none of your business'.



One day the "Ku teye jeh" boys decided to start a car wash business, but on the very first day of business they accidentally broke a very expensive part of the machine. They were left with the burden of replacing the part of the machine or being out of business.



The Buzz training had taught me a lot about saving and I decided to use this new wisdom and share my learnings with the youth in my community. I advised them and taught them cash-saving skills. It didn't take long before the car wash business was saved by the savings I advised them to do.

I'm so happy and proud that I could use my new skills and share them with others. The car wash business continues to grow and there are more and more employment opportunities around.



THE GAMBIA

Market Revival



Hello, my name is Agi Fatou. I'm the very first Anchor Woman of Buzz Women in The Gambia and I'd like to share my story of influence, knowledge and determination.

Bafuloto community Market has been left unfunctional for over 5 years, due to its underdeveloped facilities like toilets, storage and stalls. The last straw on the camelback was when a woman unfortunately fell and died on her way from the market. Villagers especially women based on traditional beliefs grew suspicious as if the place was haunted, so they started opting for markets in the nearby villages. This was causing major disruptions for everyone, especially for local women and youths who depend on the market for their daily needs.

It was a burning issue and I felt I had to do something about it. I knew the locals had very strong beliefs so I decided to engage the current, the former and the founding VDC's (Village Development Committee) under whose mandate the market was established. I also met with our religious leaders and village ward heads. They told me the market could be revived if I could bring the women who are selling their vegetables at home to the market. Fortunately, I was able to convince 20 women to gather for a meeting.



It felt as if the whole village was waiting for someone to believe in and who believed in them. All parties converged to have a discussion about the way forward and now the market is back to business!



This was further made possible because of individual contributions from the community and setting up a saving scheme together, so we could build toilets and storage facilities for women. The human resource for the construction is the youths of Bafuloto and this has created employment opportunities for them.

I'm beyond proud I took the first step and I believe that everything is possible if we all work together!

WHAT'S AHEAD IN 2022

- Rolling out and implementing the Self Help initiative by the women to fund the training of another woman
- Expand to the Lower River Region (new Region)
- Finalize plans for the proposed Buzz Hub at the Sukuta Women's Garden
- Expand on the salt water farming and Buzz green activities in communities

GEORGIA

332 online

106 offline

Number of women
trained in 2021

668 online

106 offline

Number of women
trained till date

184

Number of Anchor
Women enrolled till
date

24+

Number of staff

Crystal Fund together with the MFO Crystal launched the "Buzz Georgia" component from the second half of 2020. Buzz Georgia is implemented as part of the USAID Georgia and the White House Women's Global Development and Prosperity (W-GDP) initiative.

Training module includes the personal growth component, with self-confidence being one of the key topics. Combining financial literacy with the components of personal growth and entrepreneurship, Buzz Georgia presents itself as a unique platform for promoting and empowering women entrepreneurs. Because of pandemic, lock-downs, travel restrictions and curfews, the trainings were adapted to the online setting - providing women in the regions with new knowledge, insights, interesting networking opportunities, boosted motivation and entrepreneurship skills. Instead of seeing the pandemic as a challenge, we turned it into a new opportunity for these women.

The diversity and inclusion of women and girls from different cultural, socio-economic, geographical and age groups, with a wide range of interests, backgrounds and experiences - makes the Buzz Georgia platform, trainings and its closed Facebook group very engaging, interesting, valuable, joyful and attractive place to be. Moreover, surprisingly a big number of women join without filling in the application form or without our invitation, but rather with the kind and strong recommendations from the previous Buzz Georgia training participants and Buzz Georgia chosen Ambassadors.

MONTHLY HIGHLIGHTS

MARCH

Buzz Georgia is becoming more and more popular women empowerment platform in Georgia and the word of mouth spreading really quickly and positively. Because we opened it up for anyone/Georgian speaking from around the world and because of its flexible online/weekend format, we moved beyond the Georgian borders. We had participants attending from Poland

(Poland) as well as a Georgian wine-maker woman, currently living and working in Virginia, the United States of America. She is now actively working in promoting Georgian wine in Virginia and nearby States. We consider this to be a great story of spreading the word about Buzz Women Global from the Country of Georgia to the other parts of the world.

GEORGIA

APRIL

During a 4-day tour through West-Georgia the team of Buzz Georgia and partner organisation Crystal went to visit entrepreneurial women to introduce the Buzz training and listen to their stories. These visits are crucial for understanding in what way Buzz can support the women in achieving their goals and dreams.



JUNE



What an indescribable proud moment to see physical trainings happening in West Georgia. For the first time, since the start in April 2020, the team has reached Georgian women at their doorstep with a bus instead

of online. Giving access to education and transformation to Georgian women and putting in place a permanent (online) learning system!



AUGUST

More and more women join the Buzz Women movement in Georgia. We were thrilled to see a new group of Anchor Women, in Georgia

called Buzz Ambassadors, stand up. During a retreat the Anchor Women from Borjomi received extensive training from Buzz about personal and entrepreneurial skills. 'Amazing women, with big dreams!', said Chief Changemaker in Georgia Maya Kobalia.



SEPTEMBER

The Buzz Georgia bus is back on the road and is driving towards west Georgia. Another pre-sale campaign has taken place to inform women about the programs and activities that Buzz offers.



Next to the economic and entrepreneurship programs, Buzz creates a space for women to share knowledge & experience and support each other to achieve their dreams.

DECEMBER

A cosy winter fair in Georgia where over 50 women entrepreneurs from the Buzz Georgia program were represent. Visitors could enjoy beautifully hand-made and locally produced products and buying wonderful gifts for this holiday.



GEORGIA

IMPACT STORIES

Enjoy these beautiful stories of Buzz trained women who are driving the Buzz Women movement in Georgia.

A refound passion

Hello, I'm Clara Mkheidze.

When I was a little girl my mom used to tell me everyday 'being a housekeeper is not a valued job'. At a young age I decided I wanted to become a business woman. Not wanting to be a 'house mom' gave me huge motivation and the energy I needed to create something for myself.

For 26 years I worked in tourism, but because of the pandemic this became a big challenge. During this time I reinvented a childhood passion: handmade jewelry. 'I believe that every crisis exposes a new opportunity', and so I started creating accessories myself. Every piece is unique and every piece has a different energy. While I'm making the



pieces I try to inject the energy that the customer needs. The customers tell me they can feel this and give me a lot of heartwarming feedback. This is a huge motivation and makes me happy to continue doing what I do.

Despite my 26 year experience with customer care, the Buzz Georgia program has taught me to redefine my communication skills and also new modern business skills. 'Because of the program I've been able to spread the word about my business in my neighborhood'. My plans for 2022 are to create a line of silver accessories to my collection!

A refound passion

Hello, I'm Salome Popiashvili and I'm passionate about gardening. I see gardening as an important community activity.

In 2019 I traveled to Berlin to participate in Urban Remedy, a training program on public gardening. I arrived very prepared and got maximum knowledge from all the people who had experience and love for this work. When I returned to Georgia, I decided to design a community garden.

After returning to Tbilisi I founded "Kokopeli," a community garden. Later, I became involved in the Buzz Georgia program which supports and connects women entrepreneurs.



GEORGIA



Today, Kokopeli is a unique youth project in Tbilisi, a garden where people can come together in a community of shared interest. Each weekend, roughly 10 young people come to Kokopeli to practice gardening together.

This is our space, where all of us are responsible for our own actions. I know that this place will become a place for people to realize their dreams and desires. I know that sooner or later this place will turn into a green center of the city, where people will come and learn a lot about themselves, as well as the environment, plants, ecology.



WHAT'S AHEAD IN 2022

In the framework of the USAID YES-Georgia Program and its Buzz Georgia and 2 other Components (Crystal Consulting and the YES-Georgia Youth Entrepreneurship School), in the next 2 coming years, Georgia will have more than 2,000 women - throughout the country - empowered with access to entrepreneurship, mentorship, financial literacy, business consulting, personal growth, skills-building as well as financial and non-financial services and networking.

Depending on the local and global pandemic situation, Buzz Georgia trainings will continue both - online as well as onsite. We believe there's lots of inspiration ahead, there's also more empowered women (together with their families and communities), as well as further support to each other, continuous co-creation of public good and bigger magic in 2022.

THE NETHERLANDS

14

Number of women
trained in 2021

14

Number of women
trained till date

7

Number of Anchor
Women enrolled till
date

4

Number of staff

From the 1st of May the Buzz NL team has been expanded with the coming of two new colleagues bringing team strength to 4. The focus will be on developing programs for women in The Netherlands and building the Dutch organization.

Where are we now in the Netherlands?

We have learned a lot about the needs of women in the Netherlands. We have been in contact with numerous community centers and other social partners, where ideas and approaches have been tested.

The first 'Inner Power' trainings have been given in Arnhem, Huizen and Amsterdam. A start will soon be made in Breda, Hilversum and other centres in Huizen.

The first training course was felt to be too 'pedantic' and was adapted accordingly. The second training was received very enthusiastically and now translates into a Beehive that meets every month. The inputs and feedback from the women again have been used to adjust and improve the program.

The goal is to provide The Inner Power training in 10 locations across the country by 2022. These locations (community centers, social centers) have already been approached and are enthusiastic.

There are now seven active Beehives in The Netherlands. Most of these started after participating in kick-off meetings in Austerlitz. Although the meetings were inspiring, it felt like too thin a foundation to start your own Beehive from.

To create a firmer foundation and respond to the needs of the women, we have developed a new three-day experience: The Gift. A program for awareness and activation in the areas of Buzz Women (personal development, money/work, climate, health and community). This will be run as a pilot in March 2022 and then rolled out further. From this experience, participants will start their own Beehive.

We are also creating a Beehive calendar that is filled with monthly inspiration sessions for Beehive members and beyond. This calendar will be a catalysator for building an active community of Beehives and people who want to join the Buzz Women movement.

THE NETHERLANDS

MAY

Buzz Women in The Netherlands has officially started with the coming of two new team members bringing team strength to 4. As we are learning from Buzz Women in India, Gambia and Georgia, we work on translating the Buzz success formula and program to the Dutch context. Setting up programs focused on the 5 C's (cash, confidence, climate, care, community) and starting local Beehives.



JUNE



We had an amazing morning organizing our first Beehive Startup day!

We organized this day to encourage and support women in setting up their own Beehive and to take them for a first spin to experience the magic of Buzz Women. This day was all about inspiring people as well as learning from the attendees so that we can support the Beehives in their future journey. It was moving to see that the energy and safety of a Beehive could be created within one morning with a group of people that had never met before.

SEPTEMBER

We were invited to share the story of Buzz at Aithra. Aithra is a women's network in the south of The Netherlands for entrepreneurial and ambitious women. It was amazing to feel the connection being made through sharing stories, knowledge and experience. We got connected to local organizations and projects that can support is in mobilizing women for The Inner Power training.



OKTOBER

In the start-up phase of Buzz Women in The Netherlands we are focusing on reaching women that connect with our values and mission. To do so we organise Startup Meetings at our office in Austerlitz. During these interactive mornings participants get to know the story of Buzz told by co-founder Dave Jongeneelen and in smaller groups they will join a Beehive session led by the Buzz Netherlands team.

Through questions participants are asked to reflect on their own lives and connect with the bigger world around them. The aim of the morning was to get people excited to start their own Beehive and join the global Buzz Women network.



NOVEMBER

Buzz Women The Netherlands has officially started in Arnhem. 7 brave women participated in the Inner Power pilot training. Learning about financial bookkeeping, financial and personal goal setting and about creating your own path towards reaching your dreams. For the Dutch team it was a very proud moment to see it all coming to life after months of preparation. From now on trainings will take place on different locations through partnerships with local organisations and projects.



THE NETHERLANDS

Buzz Women Co-founder Dave Jongeneelen and his life mentor Ousman Cham, have written a book about their unique friendship. During a wonderful book presentation, led by the amazing Jazz Trio Fluid, co-author Dave Jongeneelen gave a first glimpse at what we can expect by diving in and opening up to the Gift of Friendship.



DECEMBER

At the end of 2021 a new program is being developed: The Gift. The aim of the program will be to gain new perspectives on the areas of your life that matter most, the 5C's: cash, confidence, climate, care, community. In December we got to know experts and their practices, who's methods we'll implement into the new program.

WHAT'S AHEAD IN 2022

- Further development and implementation of our newest program: The Gift
- Bringing the Inner Power training to more women all over the country through partnerships with local organizations and projects
- Creating a support and inspiration system for Beehives
- Building a yearly calendar with a variety of monthly inspiration sessions for Beehives
- Partnerships with experts on the 5 C's and local organizations to deepen and widen the programs

GLOBAL FOCUS 2022 AND BEYOND

NEW COUNTRIES & AFRICA HUB

Focus in terms of new countries is on Africa. In the fourth quarter of 2022, we want to organize a 'Buzz Women Week' in The Gambia and invite interested partners and leading ladies from various African countries. The goal is to find the right female social entrepreneurs who can start up Buzz in their country.

In order to make The Gambia a real 'hub' for expansion in Africa, we are building an actual hub on the site of one of The Gambia's oldest and most beautiful women's gardens. In this Sukuta Gardens, a large piece of land is available to realize our own place that includes office space, training facilities, a 'made by Buzz Women shop' and the realization of a 'best practice garden' in which women from all over The Gambia can learn how to engage in sustainable agriculture.

DEEPER IMPACT - EXTENSION OF THE CURRICULUM

This year, Buzz Green is being rolled out in over 1,000 villages in India. In addition, Buzz Business (the incubation/acceleration program for entrepreneurs) is getting bigger and bigger - a total of 1653 entrepreneurs of which 500 new entrepreneurs have been added in the last six months alone.

With this, the ambition to help 'Ecopreneurs' start up / accelerate is taking more and more shape. This involves green and local entrepreneurship that responds to the daily needs of the communities.

A list of about 10 promising business models has been made with the idea to support many more female ecopreneurs.

In The Gambia, Buzz Green is very important and urgent in view of the tangible impact of climate change locally. We are now looking at how we can give the communities we work in

a 'Green Kick-Start'. A combination of planting trees, organic fertilization and mulching (improving the soil with organic material).

In India, we are in talks to set up Buzz Care together with Barefoot College. This involves education and awareness in the areas of nutrition, health and hygiene. By working together with Barefoot we can use the knowledge they have in this area and translate it to our own context.

SUSTAINABILITY - MOVING TOWARD A REGENERATIVE 'BUSINESS' MODEL

In India, we are in the process of implementing the Shakti Fund - asking women if they would like to make a voluntary contribution so that other women can also be trained. Contributions are already being collected.

Also in The Gambia, the Shakti Fund will be introduced in 2022 and women will start to contribute to the growth of Buzz Women. Meanwhile, there are already hundreds of women who contribute weekly to give other women opportunities!

In the Netherlands we will start with the Shakti Fund in 2022. All participants in The Gift will pay a base fee for the training and then a voluntary contribution to the Shakti Fund based on the value they experience and solidarity with other women.

2022

With our 10-year anniversary just around the corner, Buzz Women is going through tremendous development on all fronts and in all countries. The power and passion of more than 300,000 women is what drives and motivates us every day and we're proud to be part of their journey!