

kilimanjaro challenge february 2025



background.

Empowering women in Tanzania's blue economy is crucial for unlocking economic opportunities, driving sustainable development, and promoting gender equality. Over 10 million people rely on marine and coastal resources, with women heavily involved in activities like post-harvesting, processing, and seaweed farming. Despite their vital role, women remain underrepresented in the maritime workforce. VSO, through the Randstad-funded Boosting Blue Economy (BBE) project and the Kilimanjaro Challenge, aims to empower over 100 marginalized youth, focusing on women, by providing business development services, leadership training, and networking opportunities. This initiative seeks to enhance women's participation, address barriers, and create inclusive, lucrative business models in the blue economy sector.





program focus.

Our initiative aims to overcome significant barriers hindering women's participation in Tanzania's blue economy. These barriers include gender discrimination, lack of specialized assistance, limited representation in decision-making, environmental degradation, and the impact of unpaid care work. Through the Volunteering for Development (V4D) approach, VSO plans to empower over 100 marginalized youth, especially women, by providing inclusive business development services, psychosocial support, and promoting women-led cooperatives.

Key interventions include collaboration with private sector companies for skills training, certification by local government and educational institutions, and support from NGOs for women's empowerment and family services. Our goal is to enhance women's economic empowerment, improve childcare services, and foster their participation in decision-making forums. By December 2025, we aim for 70% of targeted women to report increased income, improved business capacity, and access to childcare, along with heightened knowledge of their rights and active engagement in community forums.



Our comprehensive approach includes training programs, financial services, market access, quality assurance, and fostering partnerships to ensure sustainable development and gender equality in the blue economy sector. We seek donor support to implement these transformative initiatives, empowering women to drive sustainable development and economic growth in Tanzania's coastal areas.

"Empowering women in Tanzania's blue economy is not just an opportunity—it's a necessity for sustainable development, gender equality, and the well-being of our nation." - UNWOMEN, 2021

project outcome.

Our goal is to enhance the participation and success of women-led enterprises in the blue economy sector

project output.

By December 2025, at least 70% of 100 targeted women will report increased income, business expansion, and improved capacity to sustainably manage marine resources, contributing to their economic independence and the health of the blue economy.



By December 2025, at least 70% of 1000 targeted women will report increased knowledge about their rights and will exercise those rights to improve working conditions and performance in the fisheries sector.



By December 2025, 100 women in the fisheries sector will have access to childcare assistance, evidenced by 50% utilization of childcare services and a 40% increase in reported satisfaction with service accessibility.



By December 2025, at least 70% of 1000 targeted women will be actively engaged in community forums in the blue economy, demonstrating behavioral change and new business practices as measured by pre-and post-program surveys.



project budget.

