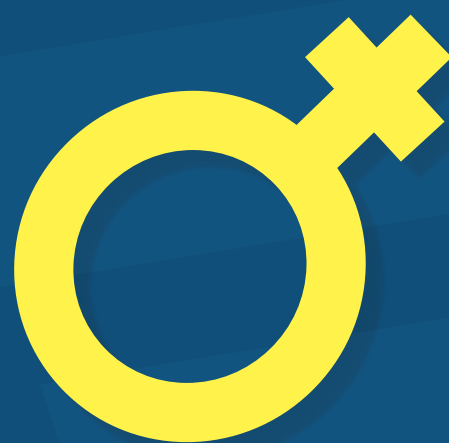




Women's Day

Newsletter

8th March 2025



*#AccelerateAction for
gender equality in sports.*

**Happy International
Women's Day 2025**

AKWOS Launches

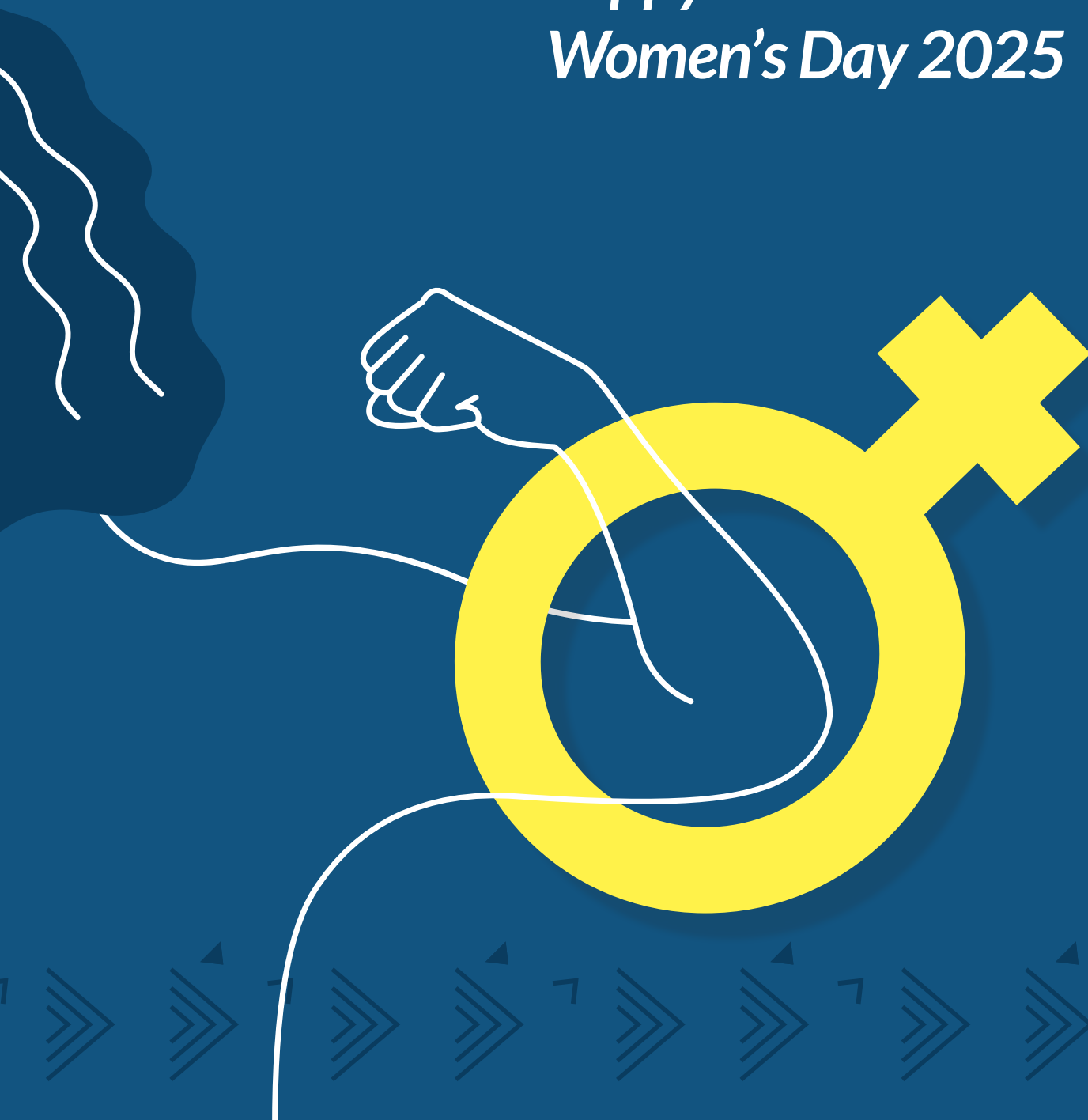
**Women's Inclusion in
Business Through Sports**





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***Happy International
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AKWOS Director Takes on New Role as President of the Global Observatory for Gender Equality and Sport - Lausanne, Switzerland



On this 8th of March, 2025, as we celebrate women in sports, AKWOS is particularly proud to highlight the achievements of our own Founder and Executive Director, Mrs. Félicité Rwemarikarika.

We are thrilled to announce that Mrs. Rwemarikarika has been appointed as the President of the Global Observatory for Gender Equality and Sport (The GO), a distinguished organization based in Lausanne, Switzerland dedicated to advancing gender equality and empowering women and girls through physical education, physical activity, and sport (PEPAS).

With her extensive leadership experience, Mrs. Rwemarikarika's appointment marks a natural progression in her impactful career. She was first elected as the first female president of the Women's Football Commission within the Rwanda Football Federation (FERWAF). In 2012, she was named an Ashoka Fellow, a prestigious recognition for social entrepreneurs. She later served as an advisor to the Rwanda National Olympic Committee, and after four years, she became its 1st Vice President. Her leadership and dedication were further recognized when she received the IOC Women in Sports Award for the African continent in 2016. Additionally, in 2018, she was honored with the Femme Francophone Award by the Association Internationale des Maires Francophones (AIMF).

Her new role with the Global Observatory will allow her to continue leveraging her expertise to **drive meaningful change and make a lasting impact in the world of gender equality in sports**. Mrs. Rwemarikarika's courage, determination, and unwavering commitment to progress remain an inspiration to all of us, and we are excited to see the continued impact she will have in this new chapter of her career.

[Read More](https://genderequalitysport.org/interview_felicite_rwemarikarika/) genderequalitysport.org/interview_felicite_rwemarikarika/





AKWOS Launches *Women's Inclusion in Business Through Sports*



A KWOS, in partnership with the **Kivinna till Kivinna Foundation** under the **GIZ Rwanda Fund**, is excited to announce the launch of a transformative 11-month program aimed at **empowering women through sport and fostering economic opportunities** in Rwanda. This initiative will be implemented in the districts of Rubavu and Musanze, focusing on enhancing the economic prospects of women by integrating physical activity, sports, and business development.

A Community-Based Approach

The program will roll out in Rubavu and Musanze, two districts with immense potential for community engagement and a growing interest in sports. These areas have also been identified as regions where women, especially in rural areas, have faced significant **challenges in accessing economic opportunities and financial resources**. The program seeks to

provide a platform for women to engage in business, enhance their financial literacy, and ultimately create lasting economic change for themselves and their communities.

By combining sports and business development, the initiative will provide women with the tools they need to unlock economic independence, create sustainable livelihoods, and overcome the barriers that have traditionally limited their involvement in business and entrepreneurship.

Program Overview

The AKWOS Empowerment Program will focus on providing comprehensive training and support in key areas of business development, financial management, and sports. Through workshops, hands-on activities, and mentorship, the program will equip women with the skills to succeed both in sports and in business.





The program will include the *following* key components:

1. *Business Model Canvas & Business Planning*

- o Women will be introduced to the Business Model Canvas, a strategic management tool that helps entrepreneurs visualize, design, and iterate their business ideas. Participants will learn how to develop comprehensive business plans, including defining their value propositions, target markets, revenue models, and key partnerships.

2. *Financial Management*

- o A critical aspect of entrepreneurship is understanding how to manage finances effectively. This component will focus on helping women learn how to create and manage budgets, track cash flow, and make informed financial decisions that can sustain and grow their businesses.

3. *Financial Literacy*

- o Financial literacy will be a core component of the program. Women will gain essential knowledge of saving, investing, and budgeting, with a particular focus on overcoming barriers to accessing finance. They will also learn how to navigate the financial systems in Rwanda and understand the basics of credit, loans, and grants.

4. *Marketing & Sales*

- o Understanding how to market and sell products or services is essential for business success. Participants will learn effective marketing strategies, including social media marketing, branding, and customer relationship management. The program will also focus on sales techniques, helping women to build strong sales pipelines and convert leads into customers.



5. Doing Business in Rwanda

- o The program will include in-depth sessions on the business landscape in Rwanda, including legal requirements, government policies, and opportunities available to entrepreneurs. Women will be introduced to resources and networks that can support their businesses as they grow and scale.

A Holistic Approach to Empowerment

This initiative takes a holistic approach to empowerment by combining practical business skills with the opportunity to engage in sports and physical activity. Through sport, women will not only gain confidence, discipline, and teamwork skills, but they will also build strong networks and relationships that can support their business ventures.

AKWOS is committed to creating sustainable economic growth by fostering entrepreneurship and providing women with



the tools, skills, and confidence they need to succeed. By offering training and mentorship in these key areas, the program aims to open new doors for women in Rubavu and Musanze, enabling them to become leaders in their communities and make lasting contributions to Rwanda's economic development. Through this partnership with Kivinna till Kivinna Foundation and GIZ Rwanda Fund,

AKWOS is paving the way for more inclusive business practices and empowering women to create lasting, positive change in their lives and the wider community. This program represents a powerful step towards breaking down barriers and building a more inclusive and sustainable future for women in Rwanda.



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