

- Pitch Corner SMDC 2022 -

# Women Empowerment In Entrepreneurship (W.E.I.E)

Rwanda, launched on  
June 2<sup>nd</sup> 2022

Jerry Ndayishimiye –  
Head of Marketing and PR  
Officer



En collaboration avec :



# ABOUT W.E.I.E (Initiative by S.U.L Mobility)

The WEIE initiative is a biannual 90 days training program that aims at creating the next generations of women pioneers and ambassadors of Green Electric Mobility and transport with the purpose of triggering a gender equity revolution in the transportation and logistics sector.

It serves as a professional driving and self employment skill development platform for over 2000+ female candidates interested in venturing in green moto taxis transport, digital tech, eco-friendly logistics, and parcels delivery.

Our goal is to accelerate and bridge the gender gap in the delivery of transport and logistics services across Africa starting with Rwanda.



by



- Pitch Corner SMDC2022 -



# W.E.I.E MAIN ACTIVITIES & CORE COURSES

BIANNUAL PROJECT (Typical Project Activities)	
1	Preliminary meeting and sensitization workshops with all project stakeholders
2	Recruitment and Selection of female beneficiaries in collaboration with the City of Kigali
3	Conducting a needs assessment for the selected beneficiaries
4	Acquisition of training materials and equipment through project funding and donations
5	Identification and engagement of training program partners
6	Conducting a 90 days vocational training program with the selected beneficiaries
7	Provision of assets + working gadgets & kits to the beneficiaries – e.g. e-motorcycle, e-scooter, smartphone, working kit, etc.
8	Post-graduation advisory assistance and technical support.

## CORE COURSES

1

**Financial Inclusion &  
Cashless Systems**

2

**Customer  
engagement &  
interaction**

3

**E-commerce  
logistics, delivery, &  
transport alertness**

4

**Professional riding  
and GBV  
counter-measures**

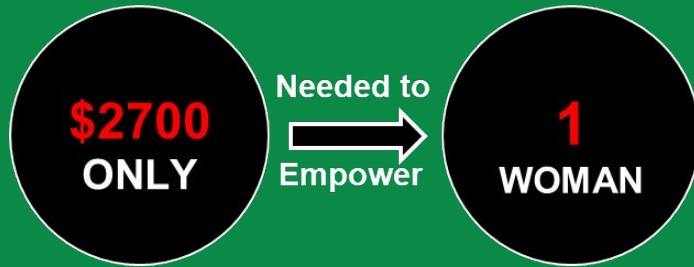


CLIMATE  
CHANCE



Support the W.E.I.E Initiative  
through the:

#shecanride  
Movement



Every **\$2700** gives one beneficiary a 90 days training course, an electric motorcycle, a smartphone, working kit/uniform, and a chance to start earning anywhere between **\$12** and **\$15** per day.



Woman trainee receiving instructions from her lead trainer during W.E.I.E Initiative 90 days training program, 2022

- Pitch Corner SMDC2022 -




# Contact




**SUL**

**Connect with us:**


 +250786481520

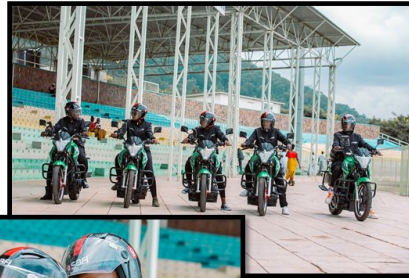
 [sulmobility.com](http://sulmobility.com)

 @sulmobility

 @sulmobility

 SUL E-Mobility Company

 [info@sulmobility.com](mailto:info@sulmobility.com)



CLIMATE  
CHANCE



DAKCLIM  
Dakar Agil pour le Climat



Women Empowerment In Entrepreneurship

by

**S.U.L**  
MOBILITY

- Pitch Corner SMDC2022 -