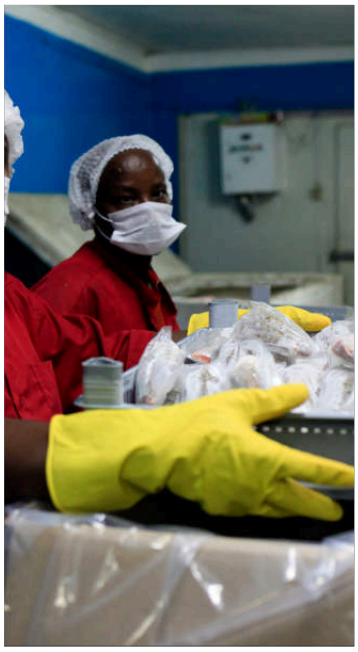
GEEL

GROWTH.
ENTERPRISE.
EMPLOYMENT.
LIVELIHOODS.

An African Development Organization

Strengthening enterprises, health systems and livelihoods through locally led solutions, regional partnerships and inclusive growth across the Horn of Africa.









Building Enterprise, Expanding Opportunity.



GEEL is an African development organization rooted in the Horn of Africa, with an operational footprint in Somalia, Kenya, Ethiopia, Sudan and South Sudan.

We work with governments, communities, businesses, investors and development partners to strengthen institutions, unlock opportunity and deliver locally grounded, practical solutions across our countries of operation.

Our programmes advance enterprise and market systems, employment and livelihoods, investment, health systems strengthening, digital healthcare, health financing and climate resilience.

Driven by local leadership and cross-border partnerships, GEEL supports resilient communities, competitive enterprises and stronger systems that contribute to sustainable development.

Vision

An inclusive, healthy and prosperous Horn of Africa where people, enterprises and institutions thrive in resilient and sustainable communities.

Mission

To strengthen enterprises, health systems and livelihoods through locally led solutions, regional partnerships and inclusive development across the Horn of Africa.

Core Values

Integrity. Inclusion. Innovation. Partnership. Sustainability.

Driving Change. Delivering Results.

SOMALIA PROGRAMME RESULTS (2018 – 2024)

1,800+
Enterprises supported to start and grow

12,500+
Jobs created or sustained

15,000+
People trained in market relevant skills

4,600+
Women empowered through enterprise and livelihoods programmes

350+
Market linkages and partnerships facilitated

24+
Sectors and value chains strengthened







OUR CREDIBILITY

LOCAL EXPERTISE	Deep understanding of regional markets, communities and development priorities.
PROVEN TRACK RECORD	Delivering impactful programmes that strengthen enterprise, create jobs and improve livelihoods.
STRATEGIC PARTNERSHIPS	Working with government, development partners, private sector and communities.
QUALITY AND ACCOUNTABILITY	Committed to transparency, accountability and results that drive lasting change.

Our impact is measured not just in numbers, but in stronger enterprises, better jobs and resilient communities.

REGIONAL PRESENCE. LOCAL IMPACT.

GEEL has an operational footprint across Somalia, Kenya, Ethiopia, Sudan and South Sudan.

Rooted in the Horn of Africa, GEEL works through local partnerships and context-led approaches to strengthen systems, markets and livelihoods.

OUR PRESENCE

5
Country footprint
Somalia, Kenya, Ethiopia, Sudan and South Sudan.

16+
Somalia regions reached
GEEL programme reach reported for 2018–2024.

50+
Somalia districts engaged
Urban, peri-urban and rural communities.

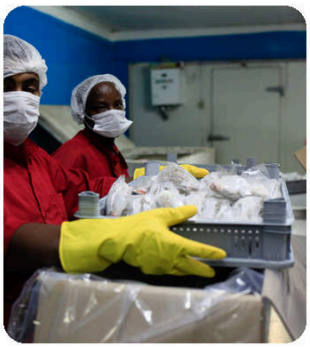
200+
Somalia local partners
Businesses, NGOs, CBOs and institutions.

WHERE WE WORK

FIVE-COUNTRY OPERATIONAL FOOTPRINT
Horn of Africa and neighbouring countries
Country markers indicate GEEL presence









From local roots to regional reach, GEEL builds stronger connections across communities and markets.

How GEEL Works. Practical. Inclusive Results Driven.



Across the Horn of Africa, GEEL combines market systems and inclusive development to strengthen enterprises, jobs, livelihoods and essential services.

We listen, co-design and deliver locally led solutions with communities and institutions to create lasting, inclusive results.

OUR APPROACH

01 Understand
We listen and analyse markets, communities and opportunities.

02 Plan
We co-design solutions with partners and stakeholders.

03 Implement
We deliver practical interventions through local partners.

04 Strengthen
We build skills, systems and linkages that increase capacity.

05 Measure
We learn, adapt and measure results for continuous improvement.

WE FOCUS ON

Partnership
Working closely with businesses, communities and institutions.

Inclusion
Ensuring women, youth and marginalized groups participate and benefit.

Market Solutions
Addressing real market gaps and unlocking economic opportunities.

Sustainability
Building resilient enterprises and systems that last.

ENABLING PRINCIPLES

Local Leadership
Solutions shaped and led by local stakeholders.

Gender Equality
Promoting equal access, voice and opportunity.

Innovation
Using data, technology and creative solutions.

Accountability
Transparent, responsible and results focused.

Collaboration
Bringing partners together for greater impact.

Learning
Adapting and improving based on evidence.



STRONG ENTERPRISES.
STRONGER MARKETS.
SUSTAINABLE GROWTH.

GEEL strengthens enterprise and market systems across the Horn of Africa, working with businesses and market actors to build competitive, connected regional markets.

We support private sector development through business services, better access to finance, stronger cross-border value chains and a more enabling policy and regulatory environment.

Our goal is to grow resilient enterprises, create decent jobs and link communities to markets and lasting opportunities.









WHAT WE DO

MARKET ANALYSIS
We analyze market opportunities, constraints and system bottlenecks.

VALUE CHAIN DEVELOPMENT
We strengthen value chains to improve productivity, quality and market access.

ACCESS TO FINANCE
We connect enterprises to finance and investment opportunities.

BUSINESS SERVICES
We support businesses with advisory, mentorship and technical services.

POLICY AND ENABLING ENVIRONMENT
We engage with stakeholders to promote policies that support enterprise growth.

MARKET LINKAGES
We connect businesses to suppliers, buyers and regional and global markets.

RESULTS WE DRIVE

- More competitive and productive enterprises
- Stronger and more resilient value chains
- Increased access to finance and markets
- Improved business environment and services
- More jobs and economic opportunities

> When enterprises grow and markets work better, communities prosper.

SECTORS WE SUPPORT

- Agriculture and Agribusiness
- Fisheries and Blue Economy
- Manufacturing and Trade
- Services and Tourism
- Emerging and Green Industries

INCLUSIVE GROWTH.
DECENT JOBS.
BETTER LIVELIHOODS.

Across the Horn of Africa, GEEL supports women, youth, displaced people and underserved groups to access better work, stronger enterprises and sustainable livelihoods.

Through skills development, enterprise support, livelihoods assistance and market connections, we help households build incomes, strengthen resilience and pursue a more secure future.









WHO WE FOCUS ON

WOMEN
Empowering women entrepreneurs and increasing economic participation.

YOUTH
Building skills, supporting enterprise, creating pathways to decent jobs.

IDPS AND VULNERABLE GROUPS
Supporting IDPs and vulnerable households to rebuild livelihoods and resilience.

EMPLOYMENT
Connecting people to jobs and decent work opportunities.

OUR IMPACT

Selected Somalia programme results

4,600+
Women supported through enterprise and livelihoods programmes

7,800+
Youth trained and supported into jobs or self-employment

3,200+
IDP and vulnerable households supported with livelihoods

12,500+
Jobs created or sustained across our programmes

WHAT WE DO

SKILLS DEVELOPMENT
Providing market-relevant skills and vocational training to improve employability and productivity.

ENTERPRISE AND LIVELIHOODS SUPPORT
Supporting small businesses and livelihoods with tools, mentorship, grants and business development services.

CASH AND LIVELIHOODS ASSISTANCE
Delivering cash support and asset transfers to help households meet needs and invest in their futures.

MARKET AND JOB LINKAGES
Connecting people to markets, value chains and employment opportunities.

> When we invest in people, we build stronger families, thriving enterprises and resilient communities.



STRONG PARTNERSHIPS. SMART INVESTMENTS. SHARED IMPACT.

GEEL works with investors, financial institutions, development partners and the private sector to mobilize resources, reduce risk and scale regional impact.

GEEL Capital, a subsidiary of GEEL Global, mobilizes finance for enterprise growth, jobs and inclusive development across the Horn of Africa.



HOW WE PARTNER

STRATEGIC PARTNERSHIPS

We work with development partners, government, NGOs and the private sector to deliver shared goals.

INVESTMENT FACILITATION

We connect viable enterprises and projects with investors and financial institutions.

BLENDED AND CATALYTIC FINANCE

We design and support blended finance solutions that reduce risk and mobilize private capital.

CAPACITY AND ADVISORY SUPPORT

We strengthen institutions, businesses and financial intermediaries to be investment-ready and impact-driven.

POLICY AND ENABLING ENVIRONMENTS

We engage stakeholders to improve policies, regulations and systems that support enterprise and investment.

KNOWLEDGE AND MARKET INSIGHT

We generate and share evidence and market intelligence to guide smarter investments and decisions.

WHO WE WORK WITH

Development Partners
Bilateral and multilateral agencies, funds and foundations.

Investors
Impact investors, private equity, venture capital and funds.

Financial Institutions
Banks, microfinance institutions and financial service providers.

Private Sector
Businesses, industry associations and market actors.

Government and Local Authorities
National and local institutions driving economic development.

> We believe that when capital meets opportunity and partnerships are built on trust, communities prosper and economies grow.

Let's build inclusive growth together.

Partner with GEEL Global and its subsidiary GEEL Capital to mobilize finance and advance livelihoods across the Horn of Africa.

WHAT PARTNERS GAIN

Access to real opportunities in high-potential sectors

Local expertise and deep market understanding

Reduced risk through strong due diligence and partnership models

Measurable social and economic impact

A trusted partner committed to transparency and accountability

STRATEGIC SECTORS. STRONG VALUE CHAINS. SUSTAINABLE IMPACT.

GEEL Global advances high-potential sectors that create jobs, strengthen enterprises and build resilient economies across the Horn of Africa.

We work along entire value chains - from inputs to markets - to improve productivity, quality, standards, finance and regional market connections.

Our work is locally led, inclusive and environmentally responsible.









OUR PRIORITY SECTORS AND VALUE CHAINS

AGRICULTURE

Improving productivity, quality and market access for key crops and horticulture.

- Cereals and grains
- Horticulture (fruits and vegetables)
- Oilseeds and pulses
- Input supply and services

LIVESTOCK

Strengthening livestock systems for productivity, health and market development.

- Cattle, camels, sheep and goats
- Animal health and services
- Feed and pasture management
- Livestock trading and export

FISHERIES AND BLUE ECONOMY

Promoting sustainable fisheries and aquaculture for food security and exports.

- Capture fisheries
- Aquaculture
- Fish processing and value addition
- Cold chain and logistics

HEALTH SYSTEMS & SERVICES

Strengthening health systems, digital healthcare and sustainable health financing.

- Health systems strengthening
- Digital health systems
- Health financing solutions
- Quality and workforce capacity

OUR VALUE CHAIN APPROACH

1. INPUTS AND SERVICES
Improve access to quality inputs, technology and business services.

2. PRODUCTION
Enhance productivity through training, tools and good practices.

3. PROCESSING AND VALUE ADDITION
Promote local processing, quality improvement and standards compliance.

4. MARKET LINKAGES
Connect producers and enterprises to local, regional and global markets.

5. FINANCE AND INVESTMENT
Facilitate access to finance and investment for growth and scale.

WHAT THIS DELIVERS

- More productive enterprises and value chains
- Increased incomes and employment
- Stronger food security and exports
- Resilient communities and environments
- Inclusive economic growth across the Horn of Africa

WE WORK WITH

Producers and cooperatives | Businesses and industry associations | Government institutions | Investors and financial partners | NGOs and development partners | Traders and market actors

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INNOVATIVE SOLUTIONS. RESILIENT COMMUNITIES. SUSTAINABLE FUTURES.

GEEL promotes innovation, technology and green solutions that help communities, businesses and systems become more productive, inclusive and climate resilient.

We invest in ideas and approaches that build adaptive capacity, strengthen local systems and create opportunities in a changing world.

Across the Horn of Africa, GEEL advances green solutions, locally led innovation and digital systems to build long-term resilience.



OUR FOCUS AREAS

INNOVATION FOR IMPACT

Supporting local ideas, entrepreneurship and technology solutions that address practical challenges.

RENEWABLE ENERGY AND GREEN SOLUTIONS

Expand access to clean and affordable energy through solar, energy efficiency and climate smart technologies.

CLIMATE RESILIENCE AND ADAPTATION

Building the capacity of community businesses to anticipate, absorb and adapt to climate and environmental shocks.

DIGITAL TRANSFORMATION AND TECHNOLOGY

Using digital tools and data to strengthen enterprises, health and public service delivery.

SYSTEMS STRENGTHENING AND LEARNING

Promoting practical learning, knowledge sharing and adaptive management to strengthen systems and sustain results.

HOW WE BUILD RESILIENCE

ASSESS
We analyze risks, vulnerabilities and opportunities.

INNOVATE
We develop and test context-appropriate solutions.

ADAPT
We strengthen capacity and systems to adapt and grow.

SCALE
We scale proven solutions for greater impact.

SUSTAIN
We promote ownership, partnerships and long-term sustainability.

> Innovation and resilience today create opportunity and prosperity tomorrow.

OUR APPROACH IN ACTION

Climate-smart agriculture
Improving productivity while building resilience to droughts and floods.

Water and natural resource solutions
Promoting efficient water use and sustainable land management.

Digital solutions for markets
Connecting producers to information, markets and services.

Clean energy access
Delivering solar solutions for homes, businesses and public institutions.

Risk management and DRR
Strengthening preparedness and reducing disaster risk.

Local innovation and youth solutions
Empowering youth and local innovators to lead change.

PARTNERS IN INNOVATION

- Research and academic institutions
- Technology and innovation companies
- Renewable energy providers
- NGOs and community organizations
- Government agencies and local authorities

STRONGER HEALTH SYSTEMS. CONNECTED CARE. HEALTHIER LIVES.

GEEL supports more inclusive and resilient health systems across the Horn of Africa, working with governments, providers and partners to strengthen institutions and improve access to quality services.

Our health work brings together systems strengthening, digital healthcare solutions and sustainable financing to improve how services are planned, delivered and monitored.









OUR HEALTH SYSTEMS PRIORITIES

HEALTH SYSTEMS STRENGTHENING
Building institutional capacity, governance and service delivery systems.

DIGITAL HEALTH SYSTEMS
Supporting health information, interoperability and digital care pathways.

HEALTH FINANCING
Advancing financing, resource planning and long-term sustainability.

SERVICE QUALITY AND ACCESS
Improving service standards, equity and people-centred access.

HEALTH WORKFORCE CAPACITY
Developing practical skills, institutional learning and leadership.

DATA AND DECISION SUPPORT
Strengthening monitoring, evidence use and data-informed decisions.

HOW WE STRENGTHEN HEALTH SYSTEMS

- **COUNTRY-LED PLANNING**
  Working with public institutions and local partners.
- **DIGITAL ENABLEMENT**
  Promoting appropriate, secure digital solutions.
- **FINANCING & SUSTAINABILITY**
  Supporting stewardship and efficient resource use.
- **WORKFORCE & SERVICE QUALITY**
  Building skills and improving delivery practices.
- **LEARNING & ACCOUNTABILITY**
  Using evidence and feedback to guide improvement.

> “Stronger health systems depend on capable institutions, connected information and financing that lasts.

OUR HEALTH COMMITMENTS

- Equity and inclusion
- People-centred solutions
- Safe, responsible data use
- Local ownership
- Learning and partnerships
- Sustainable financing

ACTING TODAY. PROTECTING TOMORROW. BUILDING RESILIENCE.

Climate change is one of the greatest challenges facing communities and economies across the Horn of Africa. GEEL works with partners to advance greener, more resilient and sustainable development throughout its regional footprint.

We integrate climate considerations into our programmes, partnerships and operations to protect natural resources and strengthen climate-resilient livelihoods across the region.



OUR CLIMATE ACTION PRIORITIES

MITIGATION AND LOW CARBON DEVELOPMENT

Promoting renewable energy, energy efficiency and low-emission practices to reduce our carbon footprint.

ADAPTATION AND RESILIENCE

Strengthening community resilience to climate impacts such as droughts, floods and extreme weather events.

NATURAL RESOURCE MANAGEMENT

Conserving forests, rangelands, water and biodiversity through sustainable management and restoration.

CLIMATE-SMART LIVELIHOODS

Supporting climate-smart agriculture, sustainable fisheries and green enterprises for resilient incomes.

DATA, MONITORING AND LEARNING

Using data and evidence to inform decisions, measure impact and drive continuous improvement.

PARTNERSHIPS FOR IMPACT

Collaborating with communities, government, private sector and partners to scale climate solutions.

WHAT WE DO

Renewable Energy
Expanding access to clean energy solutions for households, businesses and communities.

Sustainable Agriculture
Promoting climate-smart farming, soil health and water-efficient practices.

Water Security
Improving water access, harvesting and efficient use to build resilient communities.

Ecosystem Restoration
Rehabilitating degraded lands, protecting mangroves and increasing tree cover.

Community Awareness
Raising awareness and building capacity on climate action and environmental stewardship.

> Climate action is not just an environmental responsibility, it is an economic opportunity and a moral obligation. Together, we can build a sustainable future for the Horn of Africa.

Protect our planet | Strengthen communities | Drive green growth | Secure a better tomorrow

OUR CLIMATE COMMITMENTS

- Reduce our environmental footprint
- Promote renewable energy and efficiency
- Build climate-resilient communities
- Conserve natural resources and biodiversity
- Partner for climate solutions
- Continuously improve and report our progress

STRONG LEADERSHIP. GOOD GOVERNANCE. LASTING IMPACT.

GEEL is guided by a clear vision, strong leadership and a commitment to high standards of governance, transparency and accountability.

Our leadership brings experience in economic development, enterprise growth, health systems and partnerships across Somalia, Kenya, Ethiopia, Sudan and South Sudan.

We are committed to responsible stewardship of resources, inclusive decision-making and performance-driven management that delivers results and builds trust.



OUR LEADERSHIP STRENGTHS

EXPERIENCED LEADERSHIP
A diverse leadership team with deep expertise in economic development, enterprise, finance and livelihoods.

INCLUSIVE GOVERNANCE
Inclusive and participatory decision-making that reflects the needs and priorities of the communities we serve.

ACCOUNTABILITY AND TRANSPARENCY
Clear policies, open processes and regular reporting to ensure accountability to our partners and stakeholders.

PERFORMANCE AND RESULTS
Evidence-based planning, monitoring and learning to drive results and continuous improvement.

ETHICS AND INTEGRITY
Upholding the highest ethical standards in all our actions, relationships and use of resources.

RISK MANAGEMENT AND COMPLIANCE
Strong systems to manage risk, ensure compliance and safeguard people, assets and reputation.

OUR GOVERNANCE FRAMEWORK

Board Oversight
Strategic direction, oversight and fiduciary responsibility.

Management Accountability
Clear roles, delegated authority and performance management.

Policies and Systems
Robust policies and systems for finance, HR, procurement and operations.

Monitoring and Learning
Data-driven decision-making, learning and adaptive management.

Stakeholder Engagement
Regular engagement with partners, communities and stakeholders to inform and improve our work.

> Good governance is not just about systems and policies. It is about people, purpose and accountability. At GEEL, we lead with integrity, collaborate with trust and deliver with impact.

People centred | Purpose driven | Trusted partnerships | Results that last

OUR GOVERNANCE COMMITMENTS

- Transparency in our actions and reporting
- Responsible use of resources
- Zero tolerance for fraud, corruption and misconduct
- Safeguarding people and communities
- Respect for diversity, equity and inclusion
- Continuous improvement and learning

TOGETHER FOR ENTERPRISE. OPPORTUNITY. PROSPERITY.

GEEL works across the Horn of Africa to strengthen enterprises, livelihoods and resilient communities through local leadership and partnerships.

> “Let’s unlock potential, create opportunities and build a better future together.



GET IN TOUCH

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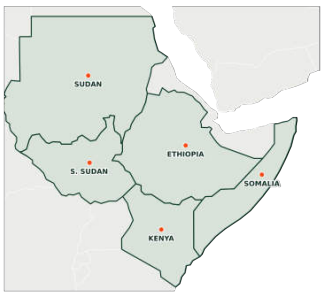
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SUDAN & SOUTH SUDAN: OPERATIONAL PRESENCE

Build partnerships | Invest in potential | Collaborate for impact | Transform lives

Our Commitment
We are committed to delivering results with integrity, transparency and accountability for the people and communities we serve.

TOGETHER, WE CAN ACHIEVE MORE.