



PHOTO CREDIT : MEDA

ATTEINDRE

JULY 2023

SUPPORTING HIGH-POTENTIAL MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMEs) IN HAITI

BACKGROUND

ATTEINDRE (ATTAIN) is a four-year activity funded by the U.S. Agency for International Development (USAID) and implemented by Mennonite Economic Development Associates (MEDA). In partnership with local organizations, and using pay-for-results incentives when appropriate, Atteindre aims to strengthen unserved and underserved high-potential MSMEs, to increase economic opportunities and jobs, particularly for vulnerable households. Thanks to Atteindre's support, MSMEs in sectors such as agriculture, handicrafts, and general trade are benefitting from tailored business advisory services, workforce development services, and targeted financial services. These MSMEs are also in a better position to seek capital from a diversified pool of finance providers. Atteindre's support helps MSMEs improve their managerial and technical capacity, access needed capital, increase their revenues, and contribute to the well-being of their communities through inclusive economic growth.

OBJECTIVES

Atteindre supports the creation and expansion of MSMEs in underserved and unserved communities through:

- Increased access to business advisory and workforce development services
- Improved utilization of financial products and services by MSMEs
- Strengthened business ecosystem for MSMEs

ACTIVITY DESIGN

Partnerships: Through a performance-based incentive approach, MEDA partners with qualified local business and workforce development service providers and Haitian financial institutions to enable them to expand their services to formal and informal MSMEs that are typically excluded from high-quality business advisory and workforce development services.

Gender Equality and Social Inclusion: Atteindre is a fully gender-integrated initiative and will promote both gender-equitable and youth-related behavior change and outcomes to achieve inclusive market systems.

KEY ACCOMPLISHMENTS

Since its launch in August 2020, Atteindre has made some good strides in achieving expected results despite a difficult social and economic environment. Key accomplishment to date:

- 10,000 MSMEs have received access to tailored business advisory services
- 4,500 MSMEs in key resilience zones have received \$3.4 million in loans to support their livelihoods and to create and expand businesses
- Supported MSMEs have experienced on average 26% increase in sales
- 50% of Atteindre's partner business advisory service providers are women-led
- 73% of MSMEs supported by Atteindre are women-owned
- 82% of clients at Atteindre partner financial institutions are women.

USAID works to build a stable and viable Haiti, and provides life-saving humanitarian assistance to Haiti's most vulnerable and hard-to-reach people. <https://www.usaid.gov/haiti> and follow @USAID/Haiti on X and Facebook.