

# FLOURISH

**Financial and Livelihoods Opportunities Using Regenerative Innovations for Sustainable Households**

The FLOURISH project addresses socioeconomic challenges faced by women and youth in farming communities who are marginalized despite their critical role in global supply chains. Key issues include gender inequality, limited youth inclusion, and restricted access to finance and markets, exacerbated by climate change and social norms. The project intends to build inclusive financial ecosystems, promote regenerative agriculture enterprises, and incubate green enterprises such as herb farming, poultry, and beekeeping, linking beneficiaries to markets and digital financial services.

The Coca-Cola Foundation's support will enable the Rainforest Alliance to collaborate with local farming communities on the FLOURISH project. Over the course of eighteen months, this program aims to strengthen farmers' resilience by fostering financial and livelihood development while advancing sustainability objectives in both regions.



## OFFICIAL PROJECT NAME

**FLOURISH (Financial and Livelihoods Opportunities Using Regenerative Innovations for Sustainable Households)**

## LOCATION



**Kenya:** Mt. Kenya landscape

**Côte d'Ivoire:** Bossématié Landscape

## PROJECT PERIOD

Beginning in November 2025 for a duration of 18 months

## PRIORITY ISSUES



**Economic empowerment:** Financial inclusion for women, youth, and marginalized communities



**Climate-smart agriculture:** Supports women and youth to build resilient incomes, access markets, and drive sustainable green enterprises.



**Climate resilience:** Green job creation



**Regenerative agriculture:** Building resilient farming systems

## FUNDER

The Coca-Cola Foundation (TCCF)

## IMPLEMENTING PARTNERS

The Rainforest Alliance

## RAINFOREST ALLIANCE CONTACT

**Janet Mwikali Muema**, project coordinator

[Jmuema@ra.org](mailto:Jmuema@ra.org)

## MAIN PROJECT OBJECTIVES



### Strengthen inclusive financial services for rural women and youth.

FLOURISH aims to strengthen financial inclusion, reduce vulnerability, increase regular access to capital, and enhance long-term economic resilience for women and youth entrepreneurs.



### Scale income-generating activities through nature-based enterprises for women and youth.

This project seeks to create meaningful livelihood opportunities through entrepreneurship and the development of greener jobs. By strengthening small business development and expanding vocational pathways, the project seeks to support participants to increase their income, gain confidence in self-employment, and benefit from more inclusive economic participation.



### Promote agroforestry and regenerative agriculture for better livelihoods and climate resilience.

By adopting agroforestry and regenerative agriculture, farmers can unlock new economic opportunities, strengthen their financial stability, and build long-term resilience. These sustainable practices not only enhance soil health and biodiversity but also diversify income streams through the cultivation of high-value crops and products. As they improve their land's productivity and access emerging green markets, they are better equipped to achieve economic empowerment, reduce vulnerability to climate shocks, and secure more consistent and reliable incomes for themselves and their families.



Photo by Joos Bastmeijer

## PARTNER COMMUNITIES

This project aims to benefit at least 5,000 women and youth. This includes:

- **Smallholder farmers** in Kenya and Côte d' Ivoire
- **Farm workers and cooperative members** who will gain access to financial inclusion initiatives, market linkages, and capacity building
- **Women and youth** who will gain access to entrepreneurship training, revolving funds, and green business opportunities

