FAMILY CIRCLE LOVE LAB ORGANIZATION (FCLLO)

From Trauma to Trade: Women-Led Agribusiness and Healing Initiatives in Rwanda

Organizational Profile

Family Circle Love Lab Organization (FCLLO) is a Rwandan local non-governmental organization founded and led by women survivors of Sexual and Gender-Based Violence (SGBV). For over a decade, FCLLO has worked at the intersection of trauma healing, women's economic empowerment, and community transformation, with a strong belief that sustainable recovery from violence requires both psychosocial healing and dignified livelihoods.

FCLLO was created in response to the deep, long-lasting psychological, social, and economic impacts of SGBV on women, girls, families, and communities. Our approach is holistic: we heal trauma, rebuild confidence, restore dignity, and create income-generating pathways that allow survivors not only to survive, but to thrive.

Operating mainly in Rwanda and based in the Southern Province (Huye District), FCLLO combines community-based mental health and psychosocial support (MHPSS) with green livelihoods, social enterprises, and women-led agribusiness. Our work aligns with Rwanda's national priorities on gender equality, youth employment, climate resilience, and inclusive economic growth.

Key Achievements and flagship initiatives

1. AVOWOMEN Ventures Ltd – Women-Led Organic Avocado Value Chain

AVOWOMEN Ventures Ltd is a women-driven social enterprise attached to

FCLLO, created to ensure that survivors of SGBV gain access to sustainable green jobs, land-based livelihoods, and participation in export-oriented value chains.



What we have achieved

- Established and maintained a healthy avocado plantation on FCLLO land (6.6 hectares).
- Majority of trees are **Hass avocado**, the most demanded variety on international markets.
- Complementary varieties include **Fuerte** and **Choquette** (large-sized avocados exceeding 1.5 kg).
- Women survivors are fully involved in:

  - Organic production practices
  - Irrigation and water management (often carrying water by hand during dry seasons)
  - Pest and disease control using non-chemical methods
  - Soil protection and pollution-free farming
- Built strong technical know-how at grassroots level, despite limited resources.



Current reality and challenges

Our avocado trees have started producing fruits, marking a critical transition from production to commercialization. However, this stage has revealed serious structural challenges:

- Market access is our biggest barrier.
- In Rwanda, existing exporters and traders buy avocados from small farmers especially women at very low farm-gate prices, then resell at high margins internationally.
- The real value of the avocado never returns to the farmers, despite their long-term investment, labor, and environmental stewardship.



Our strategic need

We are actively seeking:

- **Market linkages** with fair and ethical buyers
- **Investors and business partners** willing to work directly with women producers

- **Technical support to obtain GLOBALG.A. P (GGAP) certification**, which is essential for accessing premium international markets, including Asia

For women survivors of SGBV, this is not only about selling avocados it is about recognition, dignity, and justice. These women have transformed pain into productivity, cultivating organic avocados while healing trauma. They deserve fair pricing, visibility, and long-term partnerships.

We strongly believe that Chinese partners, with their experience in agribusiness, logistics, certification, and market access, can play a transformative role creating a win–win cooperation that supports women's empowerment while ensuring quality, traceability, and reliable supply.

2. TULOSOFACO – TUZAMURANE LOVE SCENT SOAP Factory

TULOSOFACO (Tuzamurane Love Scent Soap Factory) is a women-led soap-making social enterprise born from FCLLO's Ergotherapy Program.



Ergotherapy at FCLLO

Ergotherapy is one of FCLLO's most powerful psychosocial and economic reintegration approaches. It helps survivors:

- Reconnect with normal life after trauma
- Engage in meaningful, creative, and productive activities
- Restore self-esteem and social identity
- Build pathways toward economic independence

Through ergotherapy, women are supported to do what they love, transform skills into products, and gradually move from dependency to self-reliance.

Achievements of TULOSOFACO

- Women survivors trained in soap production and basic entrepreneurship
- Regular production of handmade soaps for local markets
- Creation of a safe working space that combines healing, solidarity, and income generation

Challenges facing TULOSOFACO





Despite strong commitment and effort, TULOSOFACO faces major constraints:

- Limited access to quality raw materials
- Insufficient technical support to improve soap formulation and consistency
- Gaps in skills related to:
  - Product standardization
  - Packaging and branding
  - Market competitiveness
- Need for advanced training to meet regional and international quality standards

There is a clear potential for growth, but women need skills upgrading, technology transfer, and mentorship to become competitive and sustainable.

Partnerships with experienced manufacturers, technical institutes, and investors especially those familiar with Chinese production efficiency and quality control systems could unlock this potential.

3. VUGA UKIRE Trauma Healing and Resilience Hub

The Vuga Ukire Trauma Healing and Resilience Hub is FCLLO's newest flagship initiative, designed to scale up access to professional mental health services in Rwanda.

Vision and Purpose

"Vuga Ukire" means **"Speak and Heal"**.

Officially launching in Huye Town, the Hub translates more than 10 years of rural, community-based trauma healing experience into a professional, urban, and confidential setting.



Launching Ceremony of the Vuga Ukire Trauma Healing and Resilience Hub

What the Hub Offers

- Compassionate, confidential, and culturally sensitive mental health support
- Individual and group therapy
- Family and couple counseling
- Support for survivors of SGBV, youth, professionals, and vulnerable populations
- A safe alternative for people who need mental health services but fear stigma

The Hub responds to a growing demand for mental health care in Rwanda, while also creating a sustainable service model that generates income to support free community-based services.

Why partner with FCLLO

FCLLO is not asking for charity we are proposing strategic partnerships.

By working with FCLLO, partners gain:

- Direct access to women-led, impact-driven projects
- Transparent, community-rooted implementation
- Alignment with ESG, gender equality, and sustainability goals
- Opportunities to co-develop:
    - Ethical avocado export chains
    - Certified organic production
    - Value-added manufacturing
    - Mental health innovation

For partners in China, this represents a meaningful opportunity to:

- Strengthen China–Africa cooperation at grassroots level
- Invest in high-quality agricultural products
- Support women's leadership and GBV prevention
- Build long-term, trust-based supply and knowledge partnerships in Rwanda

OUR CALL TO ACTION

We are looking for partners who will:

- Help us access fair markets for our avocados
- Support GLOBALG.A. P certification and export readiness
- Provide technical and skills support for soap production
- Invest in scaling women-led social enterprises
- Amplify women's voices globally as agents of change

Women who have survived violence are not victims forever.

With the right partners, they become farmers, entrepreneurs, healers, and leaders—locally and internationally.

We warmly welcome dialogue, visits, and collaboration.