



TV

UNITED NATIONS NATIONS UNIES

U.N. IN ACTION

Week of 4 September 2006

Programme No. 1025

Duration: 3'52"

FIGHTING POVERTY WITH ROSES IN RWANDA

VIDEO

MISTY

LANDSCAPE/GREENHOUSES

WOMEN WALK INTO

FRAME/EUGENIE IN FRONT

MUKANTWALI ON-CAMERA

BEATRICE GAKUBA INSPECTING
ROSES

AUDIO

NARRATION

In Rwanda one effort to eradicate poverty starts with the early morning mist. The abundant moisture promotes the growth of greenhouse roses. They are a luxury item for export. They bring in much needed foreign currency and provide local farm workers a higher than average salary and social benefits.

(20")

Of the two hundred employees at this rose farm 80 percent are women. Many suffer from the consequences of genocide and war that devastated Rwanda twelve years ago. Eugenie Mukantwali lost her parents and siblings.

(15.5")

MUKANTWALI: (In French)

"Bodies, I saw very many of them. If I start to talk about them, I will cry."

(4.5")

NARRATION

After the genocide Beatrice Gakuba returned from exile to rebuild her country. She began to

grow roses from the ashes of the genocide.
(10”)

NARRATION

Rwanda had only exported tea and coffee. Gakuba’s gamble paid off. Today, her farm, Rwanda Flora, exports 400 tons of roses a week to the International flower market in Amsterdam. Jacqueline Yezakuzwe is pleased.
(20”)

YEZAKUZEW ON-CAMERA

YEZAKUZWE: (In English)

“We are happy about what we’re doing. We are paid every month, and well.” (4”)

PACKING ROSES FOR EXPORT

NARRATION

Even if a machine could cut the stems, it is done by hand. No special skills are required. New employees can be trained in a very short time.
(10”)

MAN CARRIES BOX OF ROSES
TO REFRIGERATOR

A customs officer makes sure that only roses go into the boxes. Once the roses are packed, they need constant refrigeration. Sometimes the electricity fails and a week’s work wilts away. This is bad for business and also for the workers. Gakuba cares about both.
(22.5”)

GAKUBA ON-CAMERA

GAKUBA: (In English)

“My experience at the UN has taught me that I can combine both the business and give social services to my workers.” (6”)

WOMAN TREATS FINGER

NARRATION

Besides flowers, roses grow sharp thorns. If a worker pricks her finger she finds care at a nearby health centre. The rose farm pays for all employees to join the government's healthcare system. (14")

CHILDREN IN SCHOOL

During the workday the women leave their children at school. With the money they make, they can afford to keep educating their children, unlike many other Rwandan families. (10")

YEZAKUZWE ON-CAMERA

YEZAKUZWE: (In)

"We even have a contract. We are registered in the social security programme, so we won't have problems in old age." (6")

CUTTING AND MEASURING
ROSES

NARRATION

Rwanda Flora with its responsible and enlightened business approach represents a new kind of enterprise in the African context. These roses that may end up as a birthday bouquet in a far-away land, have a direct impact on the lives of poor people in Rwanda. The success here may inspire others to try new agricultural exports to make the economy grow and help achieve the development goal of cutting poverty by half in the coming decade. (30")

UN LOGO

This report was prepared by the United Nations.