



**MENTEE**

**Rokiadou Traoré**

Director, [Herou Alliance](#)



Mali

Rokiadou Traoré is a dedicated green entrepreneur and Director of Herou Alliance, with a strong focus on sustainable development in Mali. She holds an MBA in Management from Istanbul University and a Master's in Economic Planning from ESEA-Dakar. With a career spanning export management and international project leadership, Rokiadou has worked in Turkey, the United Nations in Switzerland, and collaborated with global partners across Africa, Asia, the Middle East, and Europe. As a UNFCCC negotiator on behalf of Mali, she focuses on agriculture and food security, contributing to climate change discussions and strategies. She has been recognised by the UNCCD (United Nations Convention to Combat Desertification) as a land Hero and she has received numerous fellowships, including the Mandela Washington Fellowship and the West African Climate Leadership Program. Passionate about women and youth empowerment in rural Africa, she is developing a sustainable Moringa value chain through Herou Alliance, aiming to impact 150,000 women producers and plant 10 million trees.

**Herou Alliance**

Herou Alliance is a green enterprise driving sustainable development through an inclusive Moringa value chain that creates economic, environmental, and social impact across Africa. Focused on empowering women and youth, the company has trained nearly 100 women Moringa producers and planted over 2,000 Moringa trees in the Koulikoro region, contributing to reforestation and combating desertification. Herou Alliance exports a variety of organic Moringa products to more than seven countries, highlighting global demand for nutritious and sustainable solutions. By addressing systemic inequalities and fostering collaboration, Herou Alliance ensures the widespread benefits of its initiatives, creating a lasting ripple effect of positive change in rural communities.



**MENTOR**

**Eunice Mwongera**

CEO & Founder,  
Hillside Green