



East Africa

Social Enterprise Conference

Addis Ababa - Ethiopia
January 16, 2018

Addis Ababa Hilton
Keynotes | Panel Discussions
Breakout Sessions | Exhibitions

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Our Partners



Welcome Note



Dear Delegates,

As Country Director of the British Council in Ethiopia, I am delighted to welcome you all to the East Africa Social Enterprise Conference. Needless to say, we are excited that this conference has attracted an estimated 300 delegates, representing five countries from East Africa and beyond.

The success of this regional conference in attracting so many participants reflects the fact that 'social enterprise' is now truly becoming an African as well as a global agenda. The idea that business or enterprise can be a force for social good and development, applying the power of business not only to create jobs but also tackle some of our most entrenched social and environmental issues, is gaining huge traction. Academics, leaders of government, civil society, social enterprise and other key stakeholder institutions are becoming increasingly aware of this and interested in exploring the concept further.

Our social enterprise work in the region reflects this growing interest and aims to contribute to the debate as to how business can bring even greater societal benefit. Through the implementation of the Support for Social Enterprises in Eastern Africa project funded by the European Union we have conducted researches for better understanding of the social enterprise sector in

Ethiopia and Kenya. We have created a range of capacity building, networking, partnership, and collaboration opportunities that benefitted over a thousand people with stakeholder institutions in both countries. The British Council's flagship Global Social Enterprise (GSE) programme, currently being implemented in 29 countries across four continents, draws on the UK experience in the sector to promote its growth around the world. We build capacity in the sector, forge international networks, and support policy leaders to create ecosystems in which social enterprise and social investment can thrive. Our work supports positive social change, inclusive growth and sustainable development.

Last year, 2017, was a special year for us as the British Council, as we celebrated 75 years since establishing our first office in Ethiopia. This regional social enterprise conference, the first of its kind, marks our first major event in the next chapter of our long and mutually beneficial relationship with Ethiopia and the region.

So, once again, I should like to extend a very warm welcome to all delegates, especially our guests of honour, our guest speakers, colleagues who have travelled from far and wide, and of course our national partners implementing different activities of the East Africa Social Enterprise project.

I also want to take a moment to thank the many practitioners who are setting aside their entrepreneurial pursuits to spend time sharing their narratives with the wider social enterprise and stakeholder community. Last but not least, I would like to extend my deepest gratitude to the organising teams in Ethiopia and Kenya who worked so hard to make this conference happen.

I wish you all fruitful deliberations and an enjoyable stay in Addis Ababa.

All best wishes,

A handwritten signature in blue ink, appearing to read 'Peter Brown'.

Peter Brown
Country Director, British Council Ethiopia

Support for Social Enterprises in Eastern Africa

Support for Social Enterprise in East Africa is a two-year project financed by the European Union and implemented by the British Council. The project is designed to support underserved populations to access social protection, health, education and jobs and in doing so help foster inclusive and sustainable growth for human development. More specifically, the project strives to promote and strengthen an evidence-based social enterprise approach in addressing these development priorities in East Africa, notably in Ethiopia and Kenya.

Systemic, evidence-based, collaborative approaches underpin our work with policymakers and influencers, social enterprise intermediaries and practitioners. Through the implementation of the project, we create a range of capacity building opportunities for the different key beneficiary stakeholder institutions we work with. We support social entrepreneurs with access to training, mentoring and funding opportunities through capacity building programme activities implemented by partner civil society and business development support providing organizations. Programmes run by partner universities and Technical and Vocational Education and Training (TVET) colleges promote the integration of social enterprise education in their curricula. We conduct social enterprise sector mapping, organize international study tours from East Africa to EU countries, and convene policy dialogues. In doing so, we support policymakers and influencers with evidence bases and platforms to share knowledge, best practices and tools to create conducive policy ecosystems for social entrepreneurship and investment development.

The East Africa Social Enterprise conference is a key element of the project, promoting collaboration and partnership between the social enterprise communities within and between Kenya and Ethiopia and the wider region and with Europe. The agenda is consequently informed by insights from the intervention in the past two years.

The social enterprise landscape in Ethiopia and Kenya reveals a young social enterprise scene, majority of

social enterprises are young and so are their leaders. Driven by this reality, deliberations focussing on investing in young people, to unlock the youth potential, are hoped to inspire commitment to champion this growing movement.

The questions about social enterprises objectives are important to help gauge the focus of social enterprises towards social good beyond creating employment opportunities. Social enterprises deliver products and services across diverse sectors: health, education, agriculture, etc. With due consideration, we have dedicated time to discuss how businesses with a social and environmental purpose can drive sustainable and inclusive development and help to address some of the biggest challenges targeted by the UN's Sustainable Development Goals.

We have seen that majority of social enterprises in Ethiopia and Kenya expect their venture to grow, mainly by expanding their services and attracting new customers or clients. However, these are not without challenges. Most frequently reported barrier to growth is the lack of capital in the form of debt or equity while obtaining grant funding is listed as the second biggest barrier to growth. Social Enterprises struggle in accessing finance which requires skills in selling their ideas, articulating their uniqueness from mainstream businesses. The breakout sessions present space for discourse on these and more.

Join the 300+ delegates to share and learn more about social enterprise, discuss on emerging issues, and debate future directions and necessary measures to scale up support for social enterprises in the region.

Find out more from the East Africa Social Enterprise project website at <https://ethiopia.britishcouncil.org/programmes/society/east-africa-social-enterprise> or at <https://www.britishcouncil.co.ke/programmes/society/social-enterprise-east-africa-landing> and the global programme website at <https://www.britishcouncil.org/society/social-enterprise>.

Programme

| Time | Content |
|-----------|--|
| 0830 | Arrival and registration |
| 0900-1530 | Plenary |
| 0900 | Welcome Peter Brown, Country Director, British Council, Ethiopia |
| 0910 | Opening Remarks FDRE Ministry of Urban Development and Housing |
| 0920 | Message from the European Union Delegation to Ethiopia Erik Habers, Head of Cooperation, |
| 0930 | Keynote: Why Social Enterprise? Speaker: Peter Holbrook, Chief Executive, Social Enterprise UK |
| 0950 | Keynote: Social Enterprise in developing and emerging economies Speaker: Magdalena Huszcza, Vice President, Foundation for Social and Economic Initiatives, Poland |
| 1010 | Keynote: Investing in Young People: Promoting Youth Entrepreneurship for Inclusive Growth Speaker: Kebour Ghenna, Executive Director, Initiative Africa; Pan African Chamber of Commerce and Industry (PACCI) |
| 1030 | Break for refreshments |
| 1100 | Panel Session: Social Enterprise in the SDG era How can social enterprises help to make progress on the Sustainable Development Goals? Moderator: Sydney Tetteh-Hushie, British Council, Ghana Panellists: Ronald Osumba, Chair, Youth Enterprise Development Fund, Kenya Paula Woodman, Senior Advisor, Global Social Enterprise Programme, British Council Peter Oloo, CEO, Social Enterprise Society of Kenya Brukty Tigabu, General Manager, Whiz kids Workshop Rahel Boon-Dejene, Managing Director / Founder, R&D group |

“ Harnessing the
potential of social
enterprise for inclusive
and sustainable growth ”

| | |
|-----------|---|
| 1230 | Break for Lunch |
| 1400 | <p>Panel Session: Building enabling ecosystems for social enterprises</p> <p>Moderator: Genevieve Kebe, Skills and Enterprise Portfolio Lead, Sub Saharan Africa, British Council</p> <p>Panellists: Amma Lartey, CEO & Policy Lead, Social Enterprise Ghana Duncan Onyango, East Africa Director, Acumen Mary Mwangi, East Africa Chapter Manager, Aspen Network of Development Entrepreneurs (ANDE) Peter Holbrook, Chief Executive, Social Enterprise UK Ayatam Simeneh, Executive Director, Beautiful Minds</p> |
| 1530 | Break for refreshments |
| 1600-1730 | Interactive Workshops |
| | <p>Break out 1: Building your story</p> <p>Facilitated by: Mahlet Mairegu, British Council Ethiopia</p> <p>Remarkable brand and marketing experience shared by social enterprises from Ethiopia and Kenya</p> |
| | <p>Break out 2: Delivering impact through tech innovations</p> <p>Facilitated by: Anna Chojnicka, Country Manager Reach for Change Ethiopia</p> <p>Converse with Tech based social entrepreneurs from Ethiopia and Kenya, social enterprise solutions that use drones/mobiles/etc. to deliver services</p> |
| | <p>Break out 3: Making your enterprise investor ready</p> <p>Facilitated by: Tigist G. Araya, Managing Partner at East Africa Gate (EAGate)</p> <p>Learn how to position your business to attract investment, hear from social enterprises in the British Council investor readiness programme in Ethiopia and Kenya and from Intermediaries running the programme.</p> |
| | <p>Break out 4: Social Enterprise in Civil Society Organisation (CSO) space Can social enterprise be nurtured as a mechanism for sustainability within the CSO community?</p> <p>Facilitated by: Dr Lemma Degefa, Business and Organization Development Advisor</p> <p>Discussions on the need to explore what social enterprise can offer to help CSOs rethink their sustainability model. Insights from Civil Society Organisations running Social Enterprises and/or delivering community based social enterprise leadership programmes.</p> |
| 1730 | Networking reception |
| 2000 | End |

Speakers Profile



Amma Sefa-Dedeh Lartey,
Africa Regional Director, Reach
for Change,
Co-founder, Social Enterprise
Africa

Amma leads the Africa region of [Reach for Change](#) - a Venture Philanthropist which runs accelerators, incubators and hubs for social entrepreneurs in key growth markets including Ghana, Tanzania, Rwanda, DRC, Chad, Senegal and Ethiopia. Reach for Change identifies and invests in social entrepreneurs, who have the highest potential to improve the world for children, women and youth and implements programs to scale their impact. Entrepreneurs receive funding, training, coaching, etc. to develop and scale their organizations to deliver measurable social impact in a way that is financially sustainable. She brings to this role a background as a social entrepreneur and a passion for children's rights. She is also co-founder of Social Enterprise Africa (SE Africa). SE Africa supports entrepreneurs and other organizations in the Social Enterprise space in various African countries, to set up and grow national networks to develop vibrant national social enterprise ecosystems. She is also co-founder of [SE Ghana](#), the Ghana affiliate of SE Africa. Amma graduated with a BA from the University of Ghana and an MBA from Babson College. She is a Fellow of the fifth class of the Africa Leadership Initiative-West Africa and a member of the Aspen Global Leadership Network.



Ibrahim Mamma
Organizational Development
and Capacity Building, Vantage
Consulting

Ibrahim brings in multi sector project management experience. He has worked with a wide array of multi-national organizations. He has vast experience on urban development, governance and capacity development. Ibrahim has undertaken various research and projects development in Social Enterprise development, acceleration and support provisions. He is also skilled in organizational diagnosis and development. He is a certified management and leadership development skills training designer and facilitator. He has experience in capacity development and training design targeting many Africa countries' governmental institutions. He has strong network and experience in consulting services. Ibrahim holds a Master of Arts in Development Management (MA) from Germany and Master of Public Administration (MPA) from South Africa. He has a Bachelor's Degree in Economics from the Addis Ababa University.



Kebour Ghenna

Key policy influencer in business and civil society sectors in Ethiopia and the Region

Currently, he is the Executive Director for Pan African Chamber of Commerce and Industry (PACCI), an organization established by 32 African National Chambers and the only voice of African Business and Executive Director of Initiative Africa, a prominent network of Civil Society Organizations and an implementation partner to the British Council. To mention some of his prior positions, he has served as President for Addis Ababa Chamber of Commerce, Ethiopian Chamber of Commerce and the Ethiopian Business Coalition against HIV/AIDS. He also served as vice president of the Ethiopian Red Cross and Executive Director of the New Partnership for African Red Cross and Crescent Societies. He publishes compelling articles on national and international issues in different newspapers and social media.



Magdalena Huszcza

VP, Foundation for Social and Economic Initiatives

FISE is an independent polish non-profit organization, set up in 1990. FISE strives for the reality in which everyone has access to a decent work. At the center of our interest and actions we place human beings and work - as a value and an important element of human life.

Since 2009 FISE leads Warsaw Social Economy Support Centre for individuals, social economy entities, local authorities, labour market and social support institutions that are interested in using social economy tools to resolve local problems. Magdalena was one of creators and since 2009 she is the director of Social Economy Support Centre. She is responsible for planning and strategic management, supervision of advisers and trainers, supervision of individual paths of support for social enterprises, process of donations for creating jobs for people at risk of social and professional exclusion. She also works as social economy trainer and adviser.

Magdalena has a master's degree in psychology. She is an author of few publications related to social economy and vocational activation.





Paula Woodman
Senior Advisor for the British Council's Global Social Enterprise programme

Paula Woodman is the senior advisor for the British Council's Global Social Enterprise programme, which promotes the development of social enterprise and investment to help address entrenched social and environmental problems, build trust between the UK and other countries, and support more sustainable inclusive and prosperous societies. Paula is an economic development professional with over 20 years of experience in enabling a more impactful business environment, by creating an evidence base, mainstreaming the agenda within education, and highlighting the potential for ethical consumer labels. Paula is a visiting fellow at the University of London and sits on the steering group for 'The Future of the Corporation' challenge from the British Academy.



Peter Holbrook
CEO, Social Enterprise UK

Social Enterprise UK is the respected national body for social enterprise across the UK yet has members across the world. SEUK represents a wide range of social enterprises and social investors and is constituted to grow the sectors size and capacity, build the evidence base, visibility, and build an environment where social enterprises can thrive. SEUK works to promote social enterprise as a model for changing both business and society.

SEUK inform the policy agenda, influence the political agenda, promote the benefits of social enterprise through the media, campaigns and events, and undertake a leadership role in thinking about how to grow a sustainable economy and develop better business behaviors.

Peter has established, developed and supported hundreds of diverse social enterprises over his career. He advises government taskforces in the UK and overseas and chaired the Social Enterprise World Forum, the global network of social businesses until 2015.

Peter has previously worked for Oxfam, Greenpeace and various disability charities. He has experience of working in overseas development, community development and public health. Peter started his career with Marks and Spencer PLC and also spent several years with Body Shop International

He was appointed a CBE in 2015 by Her Majesty the Queen.





Peter Ouma Oloo
Co-Founder and Chief
Executive Officer of Social
Enterprise Society of Kenya

Peter Ouma Oloo is the Co-Founder and CEO of Social Enterprise Society of Kenya (SESOK). Peter leads the organization's strategy, growth and impact worldwide including entrance to new markets and expanding diverse portfolio of high impact enterprises that have directly improved the quality of life of many people. Peter is responsible for the development of SESOK'S new initiatives, its capacity and investment strategy and tools.

Peter is an accomplished social entrepreneur providing consultations on a range of areas. He is also an experienced and skilled ICT professional, passionate about the infusion of innovative ICT solutions into businesses to automate and make them highly competitive, sustainable and profitable, while conserving the environment. He runs his company, Dot Max IT Company Ltd.

Peter is a former Executive Director of KOICA Alumni Kenya Chapter (KAKC), currently a Board Member of Lake Victoria Sustainable Development Center (LVSDC) and Director of Shekkas Ltd. Peter runs a top Kenyan blog and hosts a TV show both focusing on technology, entrepreneurship, and innovations.



Rahel Boon-Dejene
Managing Director/Founder
R&D Group

Mrs. Rahel Boon-Dejene is an Ethiopian born Dutch social entrepreneur who aims to bring positive impact by creating job opportunities, developing soft skills for visionary young professionals and by stimulating entrepreneurship mindset.

In 2010, she founded R&D Entrepreneurship and Outsourcing Centre plc, which is one of the first social enterprises in Ethiopia. The company serves international and local clients in (offshore) outsourcing and diverse business acceleration services. R&D has so far created job opportunities for over 200 youngsters and work with over 50 SMEs in Ethiopia.

Mrs. Boon-Dejene is the founder of Partners4Change, a platform for young professionals from all sectors collaborate to seeking to improve sustainable development outcomes through smarter, more innovative, more effective public-private partnerships (PPPs).

Due to her remarkable works, Mrs. Boon-Dejene has been selected one of the 16 young sustainable leaders by Earth Charter International and Sustainable young professional of the Year by the Dutch sustainability movement and nominated by AWEP for WOE in 2011, 2013 and 2015 respectively.

Rahel holds an honor MBA degree from the University of Wolverhampton (UK), masters in Social Entrepreneurship from the University of Amsterdam and BA in International Business Management from Arnhem Business School.

Case Stories

(Photo: © British Council)



British Council Ethiopia Country Director Peter Brown (right) is excited with the prototype Nisre-Tena fixed wing UAV that Fassika (left) designed and is building to send drones that deliver blood in rural Ethiopia

Maisha

To leverage the potential of technological opportunities to address key development issues affecting millions of local population groups, Lead Technology Officer Fassika Fikre and social enterprise expert Tizzita Mengesha cofounded MAISHA, a company that launched mTena and is developing NISRE-Tena to promote access to much needed health information and services at huge scope and scale. mTena, an SMS-based mobile application, provides maternal and infant care information to pregnant women and new parents during gestation and nursing period. Nisre-Tena, a drone blood delivery system, aims to launch drones that deliver blood to people in remote, isolated and inaccessible rural areas in Ethiopia. Fassika overlooks the technical side of mTena, designed and is building the prototype Nisre-Tena fixed wing UAV.



Fiona Mwaura

Tinder

Fiona Mwaura set up Tinder, a company that develops products and business models that benefit the environment and produce affordable products for the low-income people of Kenya. Tinder's 'green' charcoal is produced from the Prosopis Juliflora tree which was declared a noxious weed by the Kenyan government, because it is distractive to the natural eco-system, reduces biodiversity through invading farm lands and it is also harmful to livestock. Working closely with the local community, Tinder selectively harvests P. Juliflora before converting it into high quality charcoal using efficient and modern equipment.



Kibret Abebe speaks at a panel discussion organized by the British Council in Addis Ababa, Ethiopia, on December 30, 2016

Tebita Ambulance

In his quest for private sector involvement and role to play in the development of the ambulance and pre-hospital emergency care business, Kibret Abebe proposed a convincing business concept to the Ministry of Health to craft enabling regulatory standards and license Tebita, the first and only private ambulance service enterprise in Ethiopia. Tebita provides high quality, affordable and equitable ambulance service to both rich and poor people, victims of deadliest car accidents as well as paramedic services to the Ethiopian national football teams pro bono. Tebita also offers training and supplies emergency equipment. Kibret uses a viable business model that invests the profit generated by the more lucrative businesses to cross-subsidize the less financially-viable ambulance wing. Kibret plans to establish a trauma centre in Ethiopia and launch an air ambulance in East Africa.



Calvin Okello

M-Shamba

Calvin Okello launched M-shamba, a social enterprise that provides digital extension services to smallholder farmers across East Africa through the use of interactive voice, SMS and Apps. This is accompanied by digital inclusion programmes.





Bruktawit (centre) presenting Tibeb Girls, the latest creation from WhizKids, at the Social Enterprise Boatcamp 2017

Whiz Kids Workshop

Determined to promote the availability and accessibility of affordable and quality education opportunities for children in Ethiopia and realizing the outreach opportunities of broadcast and other mass media to educate children and youth at huge scale, Bruktawit Tigabu cofounded with her husband WhizKids Workshop, a company that produces a series of educational television programmes aired to deliver locally relevant and culturally acceptable content in local languages of Ethiopia. Bruktawit is in the process of translating materials into widely spoken international and local languages in Africa and launch these in different countries of the continent.



Francescah Munyi

KOFAR

Francescah Munyi established KOFAR, a social enterprise that processes and sells fortified compost and soil conditioners. Francescah's products that reverse acidity, boost moisture retention and increase quality yields in Kenya.





Solomon Mulugetta, shares his experience to policymakers and influencers attending a masterclass in Ethiopia during 2017

Eshururu

Driven by his discovery of the uncertainties and vulnerabilities to serious risks and life-long negative impacts that children left in the hands of unskilled nannies are exposed to, Solomon Mulugeta set up Eshururu, a nanny training centre that develops thousands of professional caretakers. Solomon arranges financial aids from international organizations interested to rehabilitate young unemployed women groups to cover their training costs. Solomon plans to scale up this arrangement and create local jobs for returnee migrants. Also in the horizon is a massive expansion plan to launch multiple branches in Addis Ababa and across the country.



Ayatam was among the social entrepreneurs represented from Ethiopia and Kenya at the 2017 Social Enterprise Boat Camp

Beautiful Minds Ethiopia

Tons of leftover soaps from over 500 hotels in Addis Ababa alone end up in landfill every day, aggravating environmental sanitation issues that pose health challenges. On the other hand, millions of poor people who cannot afford soap live in poor hygiene, exposed to communicable diseases such as diarrhoea and blindness due to trachoma. To combat the water, sanitation and hygiene (WASH) related issues that pose such health challenges; Ayatam Simeneh started Beautiful Minds Ethiopia, a recycling company that promotes access to affordable soap to prevent communicable diseases caused by poor hygiene while improving environmental sanitation by collecting leftover soap from hotel rooms and turning it into value. Beautiful Minds distributes the recycled soap through schools to reach children. Ayatam plans to expand the project and operate in several regional states across Ethiopia.

Stay Updated

In Ethiopia

Project website:

<https://ethiopia.britishcouncil.org/programmes/society/east-africa-social-enterprise>

Facebook:

<https://www.facebook.com/BritishCouncilEthiopia/>

In Kenya

Project website:

<https://www.britishcouncil.co.ke/programmes/society/social-enterprise-east-africa-landing>

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Find out more

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