



FUTURE
FORWARD

INNOVATIONS FOR YOUTH EMPLOYMENT IN AFRICA



Ashoka Globalizer Summit on Youth Employment

12th–14th February 2015

CAPE TOWN
SOUTH AFRICA



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Dear Participant,

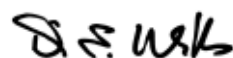
On behalf of The MasterCard Foundation and Ashoka, we would like to welcome you to Cape Town and the 2015 Ashoka Globalizer Summit on Youth Employment in Africa. Since 2012, The MasterCard Foundation and Ashoka have been partners in identifying Africa's leading social entrepreneurs who are designing solutions to address the root causes of the youth employment challenge across the continent. Under our Future Forward: Innovations for Youth Employment in Africa program, we have elected 25 Ashoka Fellows in 10 sub-Saharan African countries who are implementing game-changing innovations that will enable young people in Africa to create employment opportunities, secure meaningful livelihoods and become valued contributors to their country's economy.

Our Globalizer Summit is a convening that builds on the insights we've gained through the Future Forward program. We hope to activate a community of changemakers who can take the impact of these employment innovations and trends to the next level. Over the last four months, 12 of the Future Forward Fellows have been participating in the Ashoka Globalizer program, engaging in intensive mentorship with business consultants and senior advisors who have helped them refine their strategies to grow the impact of their innovations. Concurrently, in October of last year, Ashoka Changemakers held an online challenge aimed at identifying the best ideas from African youth, aged 18-30, who are also providing unique and innovative solutions for youth employment. Five remarkable winners were identified—each representing diverse approaches, sectors and populations in their work.

Bringing these two teams together, the Globalizer Summit on Youth Employment aims to accelerate the impact of social entrepreneurs and young changemakers who are working on one of the most critical issues of our time. Changemakers Day will kick off the three-day Summit with dynamic and solutions-focused activities for changemakers dedicated to and engaged in changing the employment ecosystem for Africa's youth. While the following two days will serve as working sessions for the Globalizer Fellows, this first day serves as a period of collaboration between thinkers, doers and innovators. As social entrepreneurs, business professionals, practitioners, educators, and engaged young people, we are delighted to have you join us to learn (and share) your experiences and help us shape a more enabling ecosystem with increased economic opportunities for African youth. As a result of this process, we envision a strengthened network equipped with inspired action plans and tools for future collaboration.

We are pleased that you have joined us in Cape Town, and hope you will also join us online to continue this evolving conversation about youth employment. Together, let's move #AfricaYouthFwd!

Sincerely,



Diana Wells, PhD
President
Ashoka: Innovators
for the Public



Ann Miles
Director, Financial Inclusion
& Economic Opportunities
for Youth
The MasterCard Foundation

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ub-Saharan Africa faces a paradox that has global relevance and implications: it will be home to the largest youth population in the world by 2050 and although literacy rates (by 6%) and education enrollment rates (by 9%) have been on the rise, youth unemployment continues to stagger above 60% across the region. Half the population is younger than 25 and the population of 15-year-olds in sub-Saharan Africa will be increasing by a half million every year until 2035.

It is apparent that as the world is changing rapidly, so are demographics, employment, the workplace and the skill-sets that are needed to contribute in the 21st century. African youth can no longer expect to follow the paths that generations before them took or wait for the government to supply what once perceived to be secure long-term jobs. The entire employment system needs to be reframed and the mindsets of individuals in public, private and civil sectors need to shift so that more opportunities are created for youth to thrive.

The good news is this region has great potential for innovation and economic development that will be spearheaded by young African men and women—the most educated generation ever. Not only will they find long-term jobs, they will also create them.

The challenges are complex, but there are already in place some very innovative youth-centered and systems-oriented solutions that are helping youth create value in today's rapidly evolving marketplace

Recognizing this opportunity for action, the MasterCard Foundation and Ashoka have joined forces to launch the Future Forward partnership. By identifying and supporting social entrepreneurs who are tackling youth employment issues in sub-Saharan Africa, Future Forward creates and expands approaches for young people to practice changemaking skills. These approaches help young adults seize new opportunities and pursue meaningful livelihoods in the global economy.

This partnership supports a new way of thinking starting with identifying the skillsets relevant to the future of employment, and extending to how public, private and citizen sectors collaborate. Additionally, it is building nurturing environments that allow young people to become the leaders of both today and tomorrow and who will be responsible for changing the future of Africa.

How will young Africans create or secure sustainable and meaningful livelihoods?

The challenge is that young people in sub-Saharan Africa are struggling to translate their skills into productive employment. Mastering multiplication tables and learning to read a newspaper won't be enough, even with greater access to capital or mentorship support. Young leaders must be able to apply changemaking skills like leadership, teamwork, creativity, and empathy in order to take charge of their futures as agent of change.



The MasterCard Foundation works with visionary people and organizations to create a world where everyone can learn and prosper. With a particular focus on Sub-Saharan Africa, the region with the largest population of young people in the world, the Foundation is developing innovative youth learning and financial inclusion programs to contribute to the continent's social and economic progress. It was created in 2006 by MasterCard Worldwide when it became a public company and is based in Toronto, Canada. The MasterCard Foundation operates independently and is governed by its own Board of Directors, President and CEO, and Senior Management Team.

Ashoka: Innovators for the Public

Ashoka is the largest network of social entrepreneurs worldwide, with nearly 3,000 Ashoka Fellows in 70 countries putting their system changing ideas into practice on a global scale. Founded by Bill Drayton in 1980, Ashoka has provided start-up financing, professional support services, and connections to a global network across the business and social sectors, and a platform for people dedicated to changing the world. Ashoka launched the field of social entrepreneurship and has activated multi-sector partners across the world who increasingly look to entrepreneurial talent and new ideas to solve social problems.

Ashoka Fellows remain the core of our community, and their insights show us how the world is moving and what is needed next. Ashoka's mission has evolved beyond catalyzing individual entrepreneurs to enabling an "everyone a changemaker" world. This means equipping more people – including young people – with the skillset and a connection to purpose so they can contribute ideas and effectively solve problems at whatever scale is needed in their family, community, city, workplace, field, industry, or country. This evolution comes from the urgent realization that the pace of change is accelerating in an increasingly complex and interconnected world. Our strategic initiatives focus on setting in motion the people, resources and ecosystems that will bring about a social revolution where everyone contributes to change for the good of all. Working in partnership with private, philanthropic and citizen sector players we are achieving large-scale social innovation that is grounded in decades of entrepreneurial experience.



Ashoka Globalizer

Our world has changed profoundly. And a world of rapid change is a complex landscape to navigate. Technologies and globalization have transformed traditional power structures, opening opportunities for millions to participate in society in ways that they could not before.

Today, we live in a more decentralized, flat and fluid world where there are fewer rules. Knowledge is no longer the only skill needed – the world needs people who are creative, flexible, and empathic problem-solvers, comfortable with collaboration and being creative in evolving environments. While we do not know what tomorrow's problems are going to be, we do know that we will need everyone to be equipped with the skills to deal with new challenges.

The Scaling Challenge

The challenges that social entrepreneurs face include navigating an environment where social innovations too often remain local. Great business ideas go global to serve customers around the world but efficient market forces are often not at work in the social sector. Although many ideas and the entrepreneurs behind them have the potential for global spread, the social sector still lacks the processes, resources and mechanisms necessary to globalize ideas successfully.

The Ashoka Globalizer is working to help change this scenario. It taps into Ashoka's global reach, selection process and network of social and business entrepreneurs to connect "ready to globalize" innovations with the strategic and intellectual support they need to go global rapidly and efficiently.

The Ashoka Globalizer: a platform for accelerating impact worldwide

The 2015 Globalizer on Youth Employment in Africa convenes 12 leading social entrepreneurs in Cape Town, South Africa to help them overcome the strategic, operational and personal challenges of accelerating the impact of their ideas. These Ashoka Fellows have spent several months preparing with teams of advisors from Ashoka's community of business sector partners to build robust scaling strategies. Through intensive peer-to-peer exchange and one-on-one conversations with a select group of leading business and social entrepreneurs and executives, our Strategy Thought Partners, these Ashoka Fellows will receive further insights and guidance into strategies to ready them for the growth path ahead.

Profiles of Ashoka Fellows

How can we embed skills development in the education system to improve the employability of young graduates?



As a Human Resources manager, Detoun observed that educated Nigerian youth required support to fine-tune their employability skills. Alongside 2 partners, she pioneered AGDC Employability & Enterprise Development Ltd/GTE in 2007. She now runs The Skills Development Practice, a private human capital development company that targets Nigerian youth between the ages of 15 – 35. The goal is to advance a wide-diversified education system, instrumental in contributing to Nigeria's economic growth by way of suitable manpower production, relevant to the needs of industry, society and an evolving technological work environment.

Through its affiliates, including local and international partnerships, AGDC raised over US \$831,584.45 in funding to train over 24,404 beneficiaries in both employability and enterprise skills across all six geo-political zones in Nigeria. AGDC also supported a growing base of indirect beneficiaries through various community development projects; including a "Pay-it-Forward" project, and an Enterprise TV Project; with extensive coverage, reaching over one million viewers nationwide annually. Detoun and her team are consolidating lessons learned and effort towards building a complementary initiative, The Skills Development Practice, to capture the full market potential of their model.

In March 2010, 7,500 Nigerian youth responded online to AGDC's call for participation in the International Youth Foundation funded employability development program. This program was initially projected for only 70 individuals. Likewise in January 2011, 25 individuals were selected from a pool of 6,875 applicants signaling a need to scale. Employer feedback is overwhelmingly that employees lack the required skills to get their work done. This signals a significant national skills shortage and an apparent incapability of existing educational institutions to address this issue.

The general approach requires a skill development system that produces an employable labour force particularly at the entry and supervisory levels to sustain Nigeria's nascent economic growth. Detoun's strategic "Top of Pyramid" approach is to implement this alongside Higher Education Institutions (HEIs) and employer bodies, initially through a pilot project, in collaboration with relevant private sector stakeholders and identified international development partners. The pilot project will include a trainer of trainers module, an online learning platform and the development of youth led career hubs within the HEI learning ecosystem. This approach will encourage collective responsibility and seamless implementation at scale. Success will be marked by youth confidence in self-navigating the economy, ability to articulate and demonstrate basic skill-sets in demand in a 21st century workplace, and efficient school to work practices that exist within Higher Education Institutions and the wider labor market.



How do we strategically merge the education and experience of young people with employment opportunities?



Dorien Beurskens and Raj A. Joseph founded Young Africa (YA) to empower underprivileged young people aged 15-25 in Africa with marketable skills, so that they can pursue self-employment or access opportunities in the job market. Young Africa sets up and runs model skills training centers that bring together local entrepreneurs, students and a community in one place. The centers offer practical and integral training in industrial, agricultural and commercial skills plus a range of services to the local community. YA integrates life skills education and entrepreneurship to prepare youths for employability and entrepreneurship. The centers achieve self-sustainability through rent payments from the entrepreneurs who use the facilities for production and training, and serve as a living example of youth empowerment and model for other organizations.

Since 1998, two Young Africa skills training centers in Zimbabwe and one in Mozambique are set up and very successfully handed over to local management. At these centers, over 25,000 young people have received integral vocational training. Evaluations of YA graduates in Zimbabwe show 80 percent feel economically and socially enriched after their training. 83% of YA graduates are economically active, gaining income, thus enjoying improved living conditions. YA's model is cost-effective allowing each center to become financially self-sustainable, which has attracted a lot of interest of other organizations and authorities.

Southern Africa has 20 million young people between 15 - 25 years of age, and unemployment rates among

these youths is at 43-51%. YA's innovation impacts reduction in poverty and vulnerabilities among youths in Southern Africa, by adequately preparing them for employment or self-employment through its holistic skills training model. Young Africa wants to use these years of experience and success to scale-up the organization's reach across new countries in Southern Africa. Plans are in place to establish ten new training centers and to disseminate the YA methodology to another 100 organizations who will replicate the YA model. This will impact 500,000 students after 10 years. Instead of keeping education and work separate, Dorien has found a way to merge the education and experience of young people with the under-resourced needs to local businessmen and artisans. In the process she serves both and creates linkages and networks. This approach is highly replicable and has huge potential to push for collaboration.

To scale YA's operations in Southern Africa and share the model of youth empowerment with authorities in youth development, and other NGO's and private sector partners, YA will expand the organization from 5 centers in 3 countries to 10 more model training centers. Five new centers will be model centers and franchised. Five others will be attached to industries to offer in-training to the company's workers and its community. This will have an impact to reach out to 75,000 in 10 years time, with a cumulative effect of poverty reduction on at least 300,000 family members. The YA model will be disseminated to 100 other organizations who could replicate it to potentially 500,000 youths over 10 years. The scaling operation will be managed from a hub in Zimbabwe, which will focus on capacity building of franchisees, partners and organizations implementing the YA model.



Esther Eshiet

Afterschool Centre for Career Development

How can we change the norm so that all young people can transition seamlessly from school to work?



In Africa, the generational norm is to gain admission in school (at the secondary or tertiary level) graduate, and look for a job. In the case of women, the norm is also to get married. With a dearth in career guidance and counseling across the continent, young people are allowed to learn and find their path through experiential learning which is mostly expensive and dangerous. It is for this reason that the Afterschool Centre for Career Development provides early career activation programmes empowering young people with tools and resources on career choices, opportunities, and prospects as well as hands on experiences enabling them to transition seamlessly from school to work.

Afterschool Centre for Career Development is working on scaling its impact to over 5,000 young people it has reached through its interventions. Through her work, Esther has seen young people gain employability skills, work experience, internships, apprenticeships and employee referrals to organizations who absorb Afterschool Center for Career Development trainees.

Esther is in strategic partnership with the Ministry of Education in Cross River, Ekiti and Ondo States

and currently brokering learning partnerships with some Universities in Nigeria to mainstream career counseling and auxiliary services across its different faculties and departments.

There is a high demand for this idea as a lot of young people go into school without a clear understanding of why they are studying their course of discipline. Of the over 177 million people who live in Nigeria, 60% of them are young people. Given the high poverty and unemployment rates, it is extremely difficult for this demographic to find work. Through Afterschool Centre for Career Development's interventions, young people have gained clarity on their career aspirations, job experiences through a learning-on-the-job model, became self-aware and passionate about their career choices as well as the transition from school to work.

Afterschool Centre for Career Development has a three pronged scaling strategy: franchise current model for other public and private organizations to adapt the model and mainstream afterschool programming in their youth focused interventions, create networks and partnerships with different organizations in creating that ecosystem that will entrench a new norm in society, and engage in policy advocacy to ensure that young people have the relevant tools and resources to build sustainable careers.



Fredrick Ouko

Action Network for the Disabled (ANDY)

How can we build self-esteem and promote inclusivity in working environments?



Through leadership and entrepreneurship trainings, internships, and governance programs, Action Network for the Disabled (ANDY) creates inclusive working environments and builds the self-esteem of the disabled. The leadership and entrepreneurship program puts members through a rehabilitation and confidence building program to develop essential team building skills. In addition, each member identifies a passion they can cultivate through their career which is how specific internships are identified. In order to promote inclusivity in formal companies, ANDY takes partners through an extensive process to create accessible spaces and acceptance of persons with disabilities by employers and colleagues at the workspaces. The governance program promotes inclusivity as a national value.

Fred has already made strides in shifting the mindset of large corporations in Kenya having already worked with 30. To tip the behavior of companies in Kenya towards persons with disabilities on a grand scale, his goal is to forge partnerships with 100 large companies over the next five years. Over 320 youth with disabilities have found job placements through his program and many more are trained and supported to start their own ventures. Fred is also involved in advocacy work on a Pan-African scale. With support from a number of development partners, he has played a key role in founding the African Youth with Disabilities Network, an initiative involving 12 countries across Africa. This network gives young people with disabilities a platform to advocate for a stronger focus on inclusion at the African Union, East African Community, World Bank, and other global institutions. He has leveraged over £ 150,000 to support this important work in Kenya.

Persons with disabilities account for more than 15% of Kenya's population and are faced with extremely high levels of unemployment and poverty. Stigma and discrimination for this group know no boundaries and often begins in the family. The situation is no different in the formal workplace where the general perception is that people with disabilities are a liability to the employer. From ANDY's work predominantly in one county, Fredrick and his team see a need to scale this work and impact to other counties based on numerous requests and need for persons with disabilities to access employment via a vis the underlying challenges/obstacles. This will result in an inclusive environment that celebrates diversity leading to employment of many persons with disabilities and ultimately be an important route out of poverty

ANDY aims to tip the behavior of companies, government institutions, non-profit organizations and the public in Kenya towards people with disabilities. To do so, Fredrick feels that he needs to get to 100 large companies over the next five years.

Fred will work with disability organizations in various counties across the country to expand the reach and assist those with disabilities in learning how to outreach to local companies. At the same time, he and ANDY want to help people with disabilities start their own businesses and provide the requisite entrepreneurial trainings, support, internships, mentors and start-up capital for them to launch their business ideas.

A social enterprise will be established to deal in impact-sourcing while availing digital jobs to people with disabilities without any restrictions on the type of disability. ANDY will utilize various government legislation to promote employability.



How do we use the values of peer-to-peer learning to overcome an education and youth unemployment crisis?



IkamvaYouth's main objective is to significantly increase the academic results of township school learners so that they can access tertiary education, learnerships and employment opportunities. The organization achieves this by providing supplementary tutoring and mentoring to learners in grades 8 - 12, where learners work in small groups with volunteer tutors, who facilitate peer-to-peer learning and ensure that learners equip themselves and each other with the knowledge, skills and networks they need to overcome South Africa's education and youth unemployment crises.

IkamvaYouth currently operates in 10 communities in 5 provinces in South Africa and has reached over 1,000 learners in 2014. IkamvaYouth's Matric results have consistently far-exceeded national averages annually with average pass rates of between 82 - 100% since 2005. A 2013 survey of our alumni showed that IkamvaYouth's alumni are faring better than their counterparts nationally; being half as likely to drop out of tertiary studies and earn a median income of R9000pm, compared to <R3000 earned by fellow black South Africans.

Partnerships with local municipalities enable IkamvaYouth to access free tutoring and office space. IkamvaYouth has developed multi-year funding relationships with donors such as Capitec Bank and ABI and also receives annual grants from foundations and trusts, including the Omidyar Network, the DG Murray Trust and the Potter Foundation.

IkamvaYouth aims to replicate its results at IkamvaYouth branches in other contexts.



The proportion of 15 - 24 year olds who are not in education, employment and training (NEETs) has been rising in South Africa; from 26% in 1996 to about 33.5% in 2013. A survey of Ikamva alumni in 2013 showed that only 10.4% of Ikamvanites are NEET. To date, IkamvaYouth has consistently replicated its results in all 5 provinces the organization operates. Over the last 2 years, Ikamva has received over 50 requests for partnerships from individuals and organizations around South Africa, as well as from four other countries.

IkamvaYouth's key approaches to scale include community collaboration, government partnerships, social franchising, branches as centres of excellence for training and support to other organizations and leveraging technology and global partnerships.

IkamvaYouth has partnered with the International Centre for Social Franchising (ICSF) and is exploring what social franchising can mean for IkamvaYouth. These efforts have focused on updating and publishing the Operations and Training manuals and website (the ikamvayouthzone.org), developing increasingly sophisticated monitoring, tracking and reporting technology and processes, and working through potential revenue models for sustaining community collaboration.

The Western Cape Provincial Government has committed funds to the Year Beyond programme, which sees stipended volunteers implementing the IkamvaYouth model in schools. From 2015, the IkamvaYouth team is exploring a partnership with Upsocial, a Spanish educational initiative looking to improve educational outcomes in Spain by introducing the IkamvaYouth model in Spanish communities.

How can we create a sustainable future through harnessing information technology, collective intelligence and a global community?



Inspired by the open source and free software culture, Jokkolabs is a not-for-profit initiative that aims to invent a sustainable future through the use of information technology and the collective intelligence of a global community of collaborative entrepreneurs.

Through its network of creative spaces, Jokkolabs empowers collaborative entrepreneurs – those who share the value of openness and collaboration – to grasp business opportunity, increase creativity and innovation, tackle pressing challenges we face, and reinvent our future for a shared prosperity. By providing affordable, flexible co-working and office space, Jokkolabs creates the environment for collaborative entrepreneurs to build networks, learn, share ideas and collaborate on new projects.

As an action tank, Jokkolabs engages with a community of volunteers to stimulate innovation and entrepreneurship through events, seminars, training (Global entrepreneurship week, InnovAfrica, Pitch elevator, Startup Weekend, etc.), and other projects. As of 2012, Jokkolabs has welcomed over 50 Jokkowokers, who have gone on to launch various ventures, 22 of which are still being cultivated within the coworking space. The model has also spread to France, Burkina Faso and Nigeria in addition to its original site in Senegal. Jokkolabs launches initiatives in response to timely social issues. For example, during the recent contentious elections in Senegal, Jokkolabs set up the IT backbone that allowed local COs to monitor the election in real time. Similar

collaborative, open source initiatives are now being cultivated for health & agricultural challenges. Jokkolabs has several partnerships with the private sector such as the Google Tech User Group.

By 2050, Africa will account for half of the world's population growth, and by 2100 its current 1.1 billion population could quadruple. Population projections from the United Nations estimate a workforce of 1 billion Africans by 2050, an increase in the continent's share of the global workforce from 12 - 23%.

To turn it into an opportunity, we need to unleash the creativity and potential of entrepreneurs to turn their ideas into reality by empowering them to move from assistance to entrepreneurship. Karim and his team believe that they can build a vibrant network of creative space in every African country (facilitating the integration of the African market).

With a strong model now present in Dakar, Karim would like to continue employing a franchise model to spread similar Jokkolabs around West Africa – all rooted in the co-working manifesto. The center in France is one part of the goal to tear down walls between Africa and the West and allow for the maximum exchange of ideas in the face of global challenges. The strategy for Jokkolabs now is to develop a knowledge and collaboration platform that helps the hub managers and the entrepreneurs to improve collaboration and leverage the advantages of the Jokkolabs network. With the help of the Ashoka Executive in Residence and the Globalizer, Jokkolabs created a Memorandum of Understanding and other tools. Jokkolabs needs to develop its “brand equity” in order to pull in collaborative entrepreneurs.





How can we put young people in charge through a “business of hope” centred on innovation and creativity?

RLabs was birthed to address the socio-economic challenges on the Cape Flats in Cape Town, South Africa in 2008. Using education, technology, innovation and entrepreneurship as catalysts for social change, Marlon developed a community-driven model with a strong focus on youth and women. The model provides training, creative spaces for social innovation initiatives and incubation for high-potential community-driven businesses.

RLabs has ignited similar initiatives and other RLabs hubs in 22 countries working with partners in public and private sectors. RLabs has equipped more than 31,000 community members with skills reaching more than 20,000 families. 75% of RLabs graduates are also economically empowered after its training program. RLabs has also served more than five million people with access to social change and personal services via its mobile solutions. Some funding partners include USAID, Rockefeller Foundation, Omidyar Network and DFID. These funding sources represent 50% of RLabs income in 2014 with the remainder being generated through consulting services and investments. RLabs’ goal is to increase impact by 10-fold and increase self-generated income through consulting.

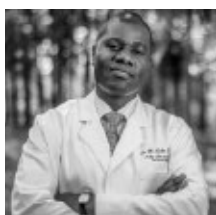
South Africa has the third highest unemployment rate in the world for people between the ages of

15 - 24. More than 50% of young South Africans are unemployed with a great need for relevant skills training, access to economic opportunities and developing a culture for grassroots entrepreneurship and small businesses. The challenge of youth unemployment is happening across Africa, and this presents the opportunity for possible RLabs expansion.

The main focus for the next five years is increasing impact and developing sustainable models for RLabs to support the growth. Increasing its training impact will be done through its current Academy programmes and extending its reach through a community-driven model (RLabsU) providing local community champions with the tools to setup local academies. RLabs will also leverage existing partnerships with other youth and community organisations as well as public and private sector representatives to provide the Youth Cafe model to young people who are unemployed or underemployed. RLabs will co-fund its impact with its partners through its Market Insights, Training and Technology services. Market Insights offer specific grassroots insights with a focus on emerging markets and youth. RLabs’ training services are available to employers who want to equip their staff and sponsored training where beneficiaries of third party organizations are equipped with skills. RLabs donor income partners have always been key to its success and RLabs aims to grow the number of strategic donor partners.



How do we render healthcare safe and affordable and in turn, herald a growing health information technology industry across Africa?



MicroClinic Technologies is commercializing a health information technology (IT) solution for clinics in Africa branded ZiDi™. ZiDi™, which translates to “Go above and beyond” in Kiswahili, is offered as a hardware/software utility pay-per-use service. It’s a one-stop-shop all-inclusive offering which makes ZiDi™ affordable, easy to install and maintain. Clinics prepay 25-80 cents per patient and are provided with equipment, installation, training, cloud data storage, and customizable real-time reports.

ZiDi™ is currently operational in two private clinics, one public health center and a large 140 bed public District hospital in Kenya, where the solution has been piloted for the past 12 months. To date, over 100,000 patient records have been archived on the platform, over 90 health workers are routine users and 14 youth are employed to provide technical support, of which four are Blue Angels working in direct contact with the clinics to lead the transition from paper-based systems to the digital platform. The Blue Angels were also able to develop leads in 60 clinics within 2 weeks; 15 of these clinics have signed a contract to be served in January - February, 2015.

The development and deployment of ZiDi™ to date has been achieved through a combination of private financing, debt financing, grants, proceeds from awards, operating revenue and goodwill from a variety of partners, notably, Microsoft 4Afrika.

Over 80% of patients in Africa access care in small-to-medium peri-urban and rural clinics, the proverbial hard-to-reach segment. Clinics serving this segment tend to be understaffed, overwhelmed by the

manual charting workload, inefficient or unaffordable. The adverse impact on human life and treasure is significant. For example an estimated 30% of cases in Kenya are misdiagnosed, 30% are exposed to counterfeit drugs and 44% of patients are priced-out of services. The affordability of health care is accentuated by the high youth unemployment rates. The promise of ZiDi™ far exceeds enabling the health sector in Africa to be paperless. It renders healthcare safer and affordable, and heralds a new growth sector in Africa - Health IT.

Once installed in 1,000 clinics by 2017, ZiDi™ will improve service delivery in facilities serving the bottom of the pyramid by standardizing care, minimizing misdiagnosis and exposure to counterfeit or overpriced drugs for approximately 20 million patients per year and create a minimum of 250 health IT jobs.

A smart distribution network is critical for scaling ZiDi™ within the hard-to-reach segment. We are establishing sales, distribution and customer support networks powered by Blue Angels. Blue Angels are selected based on key changemaker-like attributes – empathy, entrepreneurship, team-spirit, creativity, aspirations of being a community change agent, connectedness, and a problem solving attitude. Blue Angels serve as independent sales or customer support agents committed to support the uptake of ZiDi™ in the clinics and receive a performance-based commission for their services.

Uncommon partnerships with vocational institutions and non-profit organizations with career development programs is a novel distribution approach in the health sector that will enable ZiDi™ to access more youth and target new markets. ZiDi™ believes that having a shared changemaker philosophy with its partners is an added benefit.



How can we merge wellness with youth employability to create a new industry buzzing with highly demanded wellness coaches?



The Africa Yoga Project (AYP) trains youth and builds the wellness industry so that previously un- or under-employed youth from marginalized communities earn a self-sustaining income as community leaders who build healthy, wellness promoting communities. AYP does this by providing a training academy that improves youth employability in the wellness industry, provides a learn & earn program of community service and practice of skills, and builds the wellness industry across Africa. The primary target populations are the youth from marginalized communities, and then the overwhelmingly large potential clients of the African Wellness Industry.

Through AYP's training ("academy"), which provides wellness industry skills and fosters community service, each week 100 academy participants provide 300 free classes to over 6,000 people in marginalized communities. Participants improve their teaching and communities learn about yoga and health. AYP runs a free class every Saturday, which attracts over 250 people a week to experience yoga and build community at the AYP studio. In building the wellness industry AYP has Western and African partners, including the Baptiste Power Yoga Institute, HealCode, and Journal Engine. AYP now teaches in Sierra Leone, Rwanda, Uganda, Tanzania, Ethiopia, South Africa, and Namibia. In Kenya alone, five studios have opened since AYP began, directly or indirectly fostered by AYP and employing AYP trained teachers.

Almost all of AYP's budget, over USD 1 million, is from earned income, demonstrating market potential and success of the model.

AYP attracts students from across Africa, including South Africa, Ethiopia, Sierra Leone, and Rwanda. AYP plans to expand the model to at least three additional countries in the next five years. Tourism operators and resorts contact AYP to hire teachers, as do gyms, studios, and private clients. In five years, Paige expects 100,000 middle and upper class East Africans will be enrolled in affordable, weekly, health-promoting classes with AYP teachers, and 50,000 residents will access free classes/ services for trauma relief and self-efficacy. Mental health organizations across Kenya are also keen to adapt her model.

AYP plans to expand its training model, service learning opportunities, and expansion of the wellness industry through entry into three additional countries within five years. Currently in countries with AYP teachers, AYP provides free classes to marginalized communities with AYP teachers/academy members: preparing a new generation of yogis to drive the growth of the yoga and wellness industry in their respective countries and demonstrating clear economic and social benefits from the wellness industry. Through this model of testing expansion by responding to applications for training (demonstrating at least some market demand) AYP can then target the most viable communities as the next in line for AYP franchising and expansion.



How can we equip young girls to break the cycle of poverty through technology innovation?



Regina empowers young girls and women to be creators of technology, not just consumers of technology. By teaching them to code and introducing them to mentors, girls learn to lead, innovate, problem solve and become economically independent. Tech Needs Girls is equipping girls with the skills to create technology that will shape their lives, families and communities and break the cycle of poverty that has held them for decades. Tech Needs Girls works with young girls between 6 -18 years and young women studying STEM in university. They also work with a large group of Muslim girls from slum communities.

Tech Needs Girls has 465 mentees in two regions in Ghana. They are starting their first girls high school Tech Needs Girls club in a new region that will cater to 1,200 girls. They have partnered with four local universities to build female mentor clubs comprised of women studying STEM. They also designed an exciting mentor club structure that is replicable and scalable. The biggest group is comprised of Muslim girls from slum communities who are all in school and have escaped being forced into early marriage. The girls are also interning at a software company where they can put their skills into practice. Tech Needs Girls is working to scale its innovative curriculum to all public schools so that they can change the way science and technology is taught in Ghana. Regina and her team are embarking on a road show to rural areas to ensure that they help connect the unconnected.

Computing jobs are among the fastest growing and the highest paying, yet few women are benefitting from these occupations. These trends increase social inequalities and barriers to girls' advancement opportunities. Girls need to have technology skills in order to thrive in the 21st century as more than 95% of all jobs have a digital component. With Africa being the fastest growing technology market, there is a demand to see more technology solutions designed to solve local problems. With the global gender gap in technology there is also a demand to get more girls and women in STEM careers and the potential to scale the idea globally.

Tech Needs Girls has developed a unique coding curriculum specifically catered to girls that encourages problem solving and critical thinking. They have also designed a mentorship program where they recruit mentors from women studying STEM in the universities. Mentors and mentees across regions and countries get to share information through a web portal where they upload videos, images, contribute to the curriculum, create blogs and share experiences on learning to code. Mentees also get to put their skills into practice and earn money through internships in software companies. The Tech Needs Girls model is currently running in three regions in Ghana and plans to expand to five more regions. They will be working with the government to scale the curriculum to all public schools in Ghana to change how science and technology are taught. They are also planning to scale to Nigeria, South Africa, Kenya, Tanzania, Sao Tome and Principe through a franchising model or through partnering with organizations in those countries.



How can we incentivize youth to tackle climate change, one of the most pressing challenges of our time, through the creation of green jobs?



Verengai pioneered a catalytic and innovative capacity building program for youth ages 18 - 35 in Africa to effectively address the climate change challenge. The program harnesses the power of ICTs through a Climate Change Virtual School programme, knowledge management, and a Social Incubation fund for new promising ideas. Upon completion of courses, participants have access to the social innovation fund that offers small grants to pilot innovative ideas in the field of climate change adaptation or mitigation.

The Development Reality Institute currently enrolls 2,000 participants every year from over 30 African countries, indirectly impacting the lives of over 100,000 people in Sub-Saharan Africa. It identifies, supports and nurtures the world most promising climate change oriented young entrepreneurs from Africa. Over two years, the program investment reached US \$300,000 in 2014. The program received support from strategic organizations such as the American Business Council Foundation, African Capacity Building Foundation, Swedish International Development Agency, Youth Empowerment and Transformation Trust, Global Development Network and United Nations Development Program. This is in addition to receiving 7 international awards for innovation and creativity, including the prestigious UN supported World Summit Award. The project has generated a powerful network of social

entrepreneurs working on the ground and implementing ground breaking solutions for their communities in response to the climate challenge.

The current generation has a vital linkage role between generations in order to hand over a clean earth. "Demographic dividend" in Africa is the highest around the globe with more than 200 million people aged 15 - 24 years (and double as many by 2045). Upon scaling, the idea has potential to shape youth empowerment in Africa. While creating a new breed of social entrepreneurs, the Development Reality Institute is influencing public policy on climate change, raising the much-needed awareness and in the process creating a climate resilient Sub-Saharan Africa.

Development Reality Institute's scaling strategy is to grow climate change virtual school enrollment to 6,000 participants annually by 2017 through smart networks, massive online marketing and use of social media. Smart networks will allow a much larger audience across Africa and will support the French and Portuguese version of the platform. The focus is now on generating a self-sustaining financing model through supporting an online payment system and excessive marketing. With an efficient payment system, the program can fully sustain itself growing exponentially in the next three years. An increase in the uptake of climate change virtual courses will reflect positively on the potential climate oriented social entrepreneurs initiating ground breaking solutions to the climate crisis.



How can we leverage untapped potential and increase the employability of young offenders?



Nafisika brings out the dormant potential within young offenders in prison. Nafisika does this by motivating young local student volunteers from universities and the general society to engage with these young offenders in a highly dynamic prison environment where both parties mutually gain. Through this process and the interaction with Nafisika volunteers, young offenders gain practical skills, entrepreneurial skills, business skills, and a college certificate. These skills increase their employability and/or their ability to start and run their own business.

Since she started Nafisika in 2009, Vickie has concentrated her efforts in six prisons in, and around Nairobi where she has tested and refined her ideas. The curriculum has been adopted and fully integrated into the prisons where Vickie works. Furthermore, Nafisika has been granted permission to operate in all 110 prisons in Kenya. 90% of inmates in Nafisika's exit/ follow up program are currently in gainful employment. Nafisika has partnerships with the United States International University and KCA University from where they get a talented pool of volunteers who receive university credit. Big picture, Vickie looks to lead the creation of a consortium of organizations within the criminal justice system to advocate for policy reforms in the sector.

The demand for rehabilitation is stronger than it ever has been before. The Kenya Prison Service aligned with ideology of running prisons as rehabilitative centres. Other organizations across East Africa are demonstrating interest, such as the Rwanda Prison Fellowship. This has dealt Nafisika a very interesting challenge: East Africa has 589 prisons with over 200,000 offenders.

Scaling up the volunteer experience program to provide a greater platform for young people to engage in changemaking will be Nafisika's major lever. To do this, the organization will partner with more universities and institutions, corporations and other organizations. The volunteer experience will be open to local and international youth.

'Best Practice Awards' to recognize, encourage and celebrate effective rehabilitation practices by prisons, organizations and reformed young offenders can be a second lever. This national campaign will define and create a market for changemaking as well as set the standard for rehabilitation across the country and beyond. The campaign will then go Pan-African to recognize other prison institutions well as rehabilitation organizations. It will set the standard on changemaking and cause a mindset shift across societies.



Ashoka Changemakers leverages Ashoka's global network of 3,400 leading social entrepreneurs and 20,000 social innovators to find, connect and empower high-potential changemakers to increase the rate of change around critical social issues through collaborative competitions and partner networks. Over the past ten years, Changemakers has collaborated with social entrepreneurs, corporate leaders, foundations, media partners, and enthusiastic supporters to pioneer new models of identifying, supporting, and scaling social innovation.

As part of the Future Forward partnership, Ashoka and The MasterCard Foundation launched the Youth Innovations for Employment in Africa challenge in October 2014 to find bold new ideas—for young people and by young people—to address big picture issues around youth employment in Africa. Nearly 200 young people from 25 sub-Saharan African countries between the ages of 18 and 30 entered their ideas for creating bright futures for young people in Africa, and giving them better pathways to meaningful and sustainable careers. Profiles of three of the early entry winners were featured on Forbes.com and plans to engage more entrants in regional bootcamps and online engagements are in the works.

The five top solutions each received \$1,500 USD in unrestricted funding to be used towards the implementation of the work described in their challenge entry and received an all-expenses-paid trip to the Ashoka Globalizer Summit in South Africa where they have received training, support, and visibility critical to their growth and realizing the full impact of their social innovations.

Profiles of Changemakers Winners



Organization Name: KadAfrica
Role: Co-Founder & CEO
Country: Uganda
Age: 30

Organization Name: GiftedMom
Role: Co-Founder & Head of Engineering
Country: Cameroon
Age: 22

Innovation summary

Founded in 2012, KadAfrica builds resilient farming communities centered on the empowerment of young women. Thousands of out-of-school young women have gained sustainable livelihood options—as young agro-entrepreneurs cultivating passion fruit on small tracts of unused land—while reinvigorating commercial fruit farming in Western Uganda.

Innovation summary

Founded in 2013, GiftedMom is Cameroon's first mobile health platform, designed to improve the health of pregnant women, new mothers, and their children. The platform saves lives, too. Offering a comprehensive suite of services, GiftedMom's free SMS services sends reminders about the importance of prenatal care and breastfeeding directly to subscribers' mobile phones. The platform tracks vaccinations for children and also makes immunization schedules available to their guardians. Recognizing that unemployment is huge issue in Cameroon, GiftedMom also identifies, trains and engages with passionate youth to work as community health workers and peer educators.

Biography

Born in Kenya to a Ugandan father and a Kenyan mother, Eric returned to Uganda to work in advertising in 2008 (after having lived in the UK, Nigeria, and South Africa). He never thought that he would become a farmer.

Biography

While studying at the Polytechnique Engineering School in Yaoundé, in his home country of Cameroon, Alain founded PO Labs (in 2012)—a tech incubator for fellow engineering students to solve “bottom of the pyramid” problems.

Driving from Uganda to Kenya, Eric had a stark realization: as he was crossing the border to enter Kenyan roads, he noticed that such roads were lined with thriving, large-scale agricultural ventures that did not exist in Uganda. He asked himself, “why is there so much lush fertile land sitting unutilized, while Ugandans were depending on imports from just across the border to satisfy their demands?” Through meetings and hours of research about agricultural possibilities, he learned that 70% of the passion fruit in Uganda—a popular fruit made into juice in the country—was imported. With fertile soils and high altitude, Ugandan farmers could be fully capable of meeting this local demand if equipped with the skills, resources, and inputs to grow the high-value fruit. In setting up KadAfrica, Eric and his co-founder and wife, Rebecca Kaduru, made it their mission to combine their agro-entrepreneurship spirit with women's economic development by empowering and supporting out-of-school young women (aged 14-20) to start and maintain their own passion fruit farms.

Alain would go on to use his information technology training to tackle one of Africa's biggest health issues: maternal and infant mortality.

While visiting his childhood friend and doctor (co-founder Dr. Conrad Tankou) in a rural health clinic in Cameroon, Alain learned that 17 premature babies had lost their lives due to complications from illnesses like syphilis, chlamydia, and malaria. The deaths were preventable, and the grieving mothers would still have their children had they received proper care during their pregnancies. After doing research, the two friends discovered that over 800 pregnant women die per day in the world from causes that can be prevented by a proper follow up. They realized that they could combine technology and health to equip pregnant women and new mothers with medical resources, while at the same time engaging with health workers to both foster healthier communities and to change the landscape of unemployment in Cameroon.



Organization Name: Tiwale Community Based Organization
Role: Founder & Director
Country: Malawi
Age: 20

Innovation summary

Founded in 2012, Tiwale empowers women to overcome poverty by creating sustainable ventures that transform their communities into flourishing hubs of young entrepreneurs.

Tiwale's Design Project trains women to do traditional fabric dye-printing. Some of the revenue from the sale of women's handiwork is used to fund other programs offered by the organization that give women opportunities for self-sufficiency. These programs include a school grant program that covers fees, transportation costs, school supplies, and offers a small living stipend, plus the flagship microfinance loan program. The microfinance loan program is, essentially, a business plan challenge. Innovators with the best ideas receive interest-free loans to help turn their ambition into action.

Biography

Born and raised in Malawi, Ellen left the country at the age of 16 when she was selected to attend the prestigious African Leadership Academy in Johannesburg, South Africa—where she graduated with a diploma in leadership, entrepreneurship and African Studies.

Ellen recognized early on the tough conditions that face young women in her landlocked country: girls are less likely to go to school than boys, thus contributing to a harsh reality where women are not only uneducated, but also lack economic opportunities. While these women are innovative, they have limited access to capital, with banks denying them loans for lack of referrals or collateral.

Already a budding entrepreneur since her pre-teens, Ellen decided to delay starting university for a year after graduating from ALA to launch Tiwale. The organization gained further international support when she was featured on the award-winning photoblog, Humans of New York.



Organization Name: Twim Academy
Role: Founder & President
Country: Nigeria
Age: 27

Innovation summary

Founded in 2013, The Twim Academy in Idaban, Nigeria, is a school for media and the creative arts. It offers young people—typically between the ages of 18 and 35—courses in basic computer skills, photography, video production, web design, and visual effects.

Media and arts students who want to grow their skill set and gain real-world experience can sign up for six-week, certificate-level courses, or earn Twim Academy diplomas in more structured, semester-long classes. Both course types offer plenty of hands-on experience and students walk away with expertise and vocational skills, because the last thing young people in Nigeria need—or can afford—is empty experience.

Biography

As an undergraduate in Nigeria, Olumide was already designing for print publications and the web. However, upon discovering that he wanted to improve his skill set, he had to travel all the way to India to further learn.

While in India, he realized that there was a need to encourage people to learn not only skills, but also entrepreneurship. It was also there that he decided to better understand their vocational education models, so he could put them to effective use in Nigeria.

Upon returning to Nigeria, with new insights and a passion for positive social change, Twim Academy was born. At the moment, Olumide also hosts on the radio "Director's Angle"—a popular inspirational broadcast series that uses movies and entertainment-based themes to teach lessons on skills development, entrepreneurship, better living and youth empowerment.



Organization Name: AEPT - Détenus et Entrepreneuriat

Role: Founder

Country: Burkina Faso

Age: 28

Innovation summary

Founded in 2011, AEPT aims to help former prisoners reintegrate into society and to reduce the rate of re-incarceration by offering education and training programs.

Currently, AEPT-Détenus et Entrepreneuriat offers French literacy courses to inmates in the Ouagadougou Correctional Facility (MACO). They are now planning to expand the project to each of the nearly 30 prisons across Burkina Faso—and to introduce entrepreneurship programming to get young men and women back to work. By forging partnerships across different sectors, including with state departments and other non-government organizations, AEPT-Détenus et Entrepreneuriat aims to bring hope and opportunities to prisoners.

Biography

Burkina Faso's government collapsed under the pressure of protests demanding a change in leadership in October 2014. President Blaise Compaoré stepped down one day after the parliament building in the capital city, Ouagadougou, went up in flames, officially ending his 27-year rule. During Compaoré's reign, major human rights problems included the abuse of prisoners, harsh prison conditions, arbitrary arrest and detention, and judicial inefficiency.

Hado has been working to innovate and transform the prison system since the founding AEPT-Détenus et Entrepreneuriat. He firmly believes that education is a right for all. Despite inmates being set free, the number of prisoners has increased over the years in addition to repeat offenders—not only due to political issues, but also economic reasons as well. Under these conditions and recognizing that that prisoners want to create better futures for themselves after prison, but often lack the education, skills, and opportunities to do so, AEPT-Détenus et Entrepreneuriat was born.



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