



Annual Africa Conference on Social Entrepreneurship

Concept

Theme: Sustainable Social Entrepreneurship as a Framework for Social Transformation

Date: 30th - 31st October 2019

**Venue: Tangaza University College
Nairobi – Kenya**

1. Introduction

The transformation of the continent requires qualified people who understand the challenges and are able to design innovative solutions to adequately respond to these challenges. Therefore, the investment in the training for the agents of social transformation is a requisite for changing the face of Africa.

Social transformation in Africa is still vaguely defined. We conceive social transformation as a process of conscientiousness that influence systemic change of the structures that oppress people and create a better society where people well-being is guaranteed. Social transformation is a multidisciplinary concept and can be achieved in different fields.

Africa is moving and there are great signs of social transformation in many sectors. We witness a growing youthful generation that is active, innovative and contributing to solving social challenges and creating an impact. The youth are assuming leadership in the political and economic sphere of the continent.

Africa is still confronted with some of the bloodiest conflicts that are affecting the lives of the millions of people. However, there are great efforts towards sustainable peace and security. In term of governance, many countries in Africa have embraced a democratic path and are setting good examples for many other countries who are lagging behind. In this dynamic environment of Africa, we see the awakening of the social civil society organisations that are the voice of the voiceless and poor. These social civil society organizations are putting pressure on their government to deliver good governance. The social transformation of Africa can longer be ignored but there is need to set the mechanism to push forwards the process that is already in motion.

There is a new Africa that is emerging and this image should be portrayed well. The academic institutions have an important role to play to address the challenges of social transformation through training, research, developing models and dissemination of knowledge. The growing phenomenon of Social innovation and social enterprise is contributing to the transformation of negative image and transformation of lives. Hence this provides a framework for understanding the social transformation in Africa.

There are many actors who are playing key roles in the supporting social innovation, creation of sustainable social enterprises as response to the major challenges Africa faces. The focus of these actors is to see that the social enterprise creates impacts, systemic change, transform the lives of the community, and bring about social transformation.

Ashoka supports social entrepreneurs who are change makers all over the world. Ashoka works to promote sustainable enterprise that are impacting the lives of people, influencing system change and creating new systems.

Tangaza University College - The Institute of Social Ministry was founded in 1994 to prepare the agents of change for the church and the society. They

work for social transformation in different sectors such as governance, peace and security, sustainable development, pastoral ministry, organisation management and social entrepreneurship.

2. Conference Organisers

The conference will create opportunities for the practitioners, academics and civil society organisations to engage and contribute to the growth of sustainable social enterprise in Africa. Tangaza University College - The Institute of Social Ministry and Ashoka East Africa- Venture/Fellowship are co-partners of the AACOSE III in collaboration with others partners.

1. About Tangaza University College

Tangaza University College (TUC) is a Constituent College of The Catholic University of Eastern Africa (CUEA). TUC is committed to providing an all-round quality education in an environment which promotes excellence in teaching and learning, research and scholarship as well as ethical and integral development.

The Institute of Social Ministry (ISMM)-TUC, strives to become a centre of excellence and innovation for ministerial learning and social transformation to promote human dignity and sustainable future. We have been preparing agents of change for the fields of community development, organization and project management, leadership, conflict resolution, social entrepreneurship, good governance, sustainable development, civil and development education for the Church and the Society. This year ISMM will be celebrating its silver jubilee. This is 25 years of commitment to social transformation through training social innovators and leaders for the 21st century.

Tangaza has been championing social entrepreneurship since 2010 through the MBA in Global business and sustainability- social entrepreneurship that is offered in partnership with Università Cattolica - Milan and E4Impact Foundation. Through this programme more than 200 social entrepreneurs have built sustainable and impactful social enterprises that are transforming the lives of thousands of people.

The leading role that Tangaza University College plays as an academic institution in the social entrepreneurship ecosystem in Kenya makes it the focal point for social entrepreneurship. TUC is highly committed to the support and creation of an enabling environment for the growth of social entrepreneurship in collaboration with other active partners in the ecosystem.

b. About Ashoka East Africa

Social entrepreneurs are the driving force of Ashoka's past, present and future. Their role in Ashoka's journey has evolved over time. At first, Ashoka set out to identify social entrepreneurs and showcase their impact and, through this, define the field. At the time, the term social entrepreneur did not even exist in the public lexicon.

Today, social entrepreneurs have both a name and a recognized place in society. Ashoka's pioneering role in building the field and creating the largest association of world-class social entrepreneurs has directly impacted millions of people around the world. Countless more people have been impacted by the numerous pathways Ashoka has opened for investors, partners, and influencers to contribute to the broader field of social entrepreneurship.

Ashoka East Africa strives to shape a regional, entrepreneurial, and competitive citizen sector, one that allows entrepreneurs to thrive and enables the regions citizens think and act as Change makers since 2000. For the past years Ashoka East Africa has grown considerably both in terms of numbers of leading social entrepreneurs (Ashoka Fellows) elected and supported and also in our greater efforts to build a more conducive environment for change.

Ashoka East Africa has contributed to a collaborative ecosystem to search for leading social entrepreneurs in the region and nominated them as Ashoka Fellows thus supporting growth and development of the sector together with partners from other sectors since 2001. Ashoka have directly invested resources in fellowship engagements with these Fellows. Ashoka Fellows cut across different sectors and come from all the four East Africa countries and about 70 others from across the globe with their work here in East Africa.

1. Conference Partners

TUC and Ashoka seek other partners to support the organisation of the conference. There are different five levels of engagements that partners can have.

- **Friends:** They provide a financial assistance of Ksh.100,000/=. The logo of the friends will be put on the programme; AACOSE website and social media, free entrance to the conference and a stand for exhibition in the conference market place.
- **Starter:** They make a financial contribution of Ksh. 150,000/=. The logo will be put on the AACOSE website; social media; programme; poster, notebooks, form part of the panel and will have a free entrance to the conference and a stand for exhibition in the conference market place.
- **Basic partners:** Committed to give financial support of Ksh. 200,000/= and mobilise their network to attend the conference. They will co-create

1 session with main partners, have their logo in the programme, AACOSE website, social media, banner and poster. They will also have free entrance to the conference, a stand for exhibition in the conference market place and conference welcome package materials.

- **Advanced partners:** They provide financial support of Ksh. 400,000/= and mobilise their network to attend. They will co-create up to 2 sessions with the main partners, have their logo in the programme, banner, poster, AACOSE website, social media and stage screen.

- **Premium partners:** They offer financial support of Ksh. 500,000/= and mobilize their network to attend. They will co-create one thematic area with the main partners and participate in the co-creation of the conference. Have their logo in the programme, banner, poster, AACOSE website, social media, stage screen and media package. They will also have free entrance to the conference, get a stand for exhibition in the conference market place and a welcome package material.

4. Goal

The conference seeks to address from an academic and practitioners perspective the question of sustainable and impactful social enterprises, scaling innovative solutions for social challenges, and reinforce social entrepreneurship as a powerful force to create and lead transformative social change at scale in Africa. The conference conceptualizes social transformation within the framework of sustainable social innovation and social entrepreneurship.

5. Objectives

The conference pursues the following:

1. Discuss the experiences and trends of social transformation in Africa
2. Identify key sectors where social transformation is taking root in Africa
3. Identify the contribution of sustainable social enterprise to Africa transformation
4. Build a support system for the sustainable social innovation in Africa.
5. Examine the methodology and practices that contribute to social transformation

6. Conference Methodology

The conference will blend academic paper presentations, panel discussions, and case studies. The conference will be conducted in plenary and breakout sessions that will deal in depth with specific themes.

7. Thematic Areas

- 1. Practices and Framework for Social Transformation in Africa:** It will discuss the emerging practices of social transformation. It should propose frameworks that can be used to spur the growth to social transformation. It discusses the practices that are driving systemic changes, and bringing about transformation.
- 2. Drivers of Sustainable Social Innovation:** Present how sustainable social innovation is contributing to impacting lives, and the ingredients that are necessary for social innovation. How to support the practices and growth of sustainable innovation. The strategy to put in place to enhance sustainable social innovation. This links sustainable social innovation to the achievement of SDGs.
- 3. Building Sustainable Social Enterprise:** Discuss what it takes to build a sustainable social enterprise in Africa. Bring forth the essential elements of sustainable social enterprises that is crucial for the success and creating impact and changing lives. The contribution of social enterprise as a game changer in youth and women empowerment. The contribution of social enterprise to job creation and to curb youth unemployment.
- 4. Impact Investing for Sustainable Social Enterprise:** Which type of investment for social enterprise and how to build a sustainable financial model for the social enterprise.
- 5. Technology and Social Transformation:** Look at how technology has become an enabler of social transformation. This thematic area looks at the technological penetration in Africa and how that is contributing to systemic change in Africa.
- 6. Legal framework:** Currently there are no legal framework to support social enterprise. Development of legal framework for social enterprise in Africa is crucial for the growth of social enterprise in Africa.

8. Participants

The conference target 800 participants. The participants come from academia, social entrepreneurs, students, funders, private sectors, and development partners, local and county government.

9. Conference Outcomes

The conference will advance the discussion on social entrepreneurship and create support systems for the sustainable enterprise in Africa. The participants will be able to network and find ways to create synergy in support of the sustainable enterprise. The presentation and discussion of the conference will be published as a book