

## CONCEPT PAPER

# AACOSE Youth Innovation Challenge

**AFRICAN YOUTH: INNOVATING FOR  
INCLUSIVE AND SUSTAINABLE SOCIAL  
IMPACT**

**2024-2025**

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SOCIAL ENTERPRISE KENYA  
Promoting Social Entrepreneurship in Kenya



# BACKGROUND

Across the continent, young people are stepping up as agents of social change, harnessing innovation to tackle pressing social issues. From leveraging technology to bridge gaps in education, improving health and well-being to championing for sustainable agriculture, the young people are crafting solutions that are improving the livelihoods and promoting an inclusive future.

In efforts to empowering this young generation, Tangaza University has in collaboration with other partners developed the AACOSE Innovation Challenge. AACOSE Innovation Challenge is an initiative aimed at fostering innovation among young people and inspiring and celebrating their contribution towards the Sustainable Development Goals.

This challenge recognizes the importance of engaging the youth in finding innovative and sustainable solutions to various social problems. The Challenge is an annual event associated with the Annual Africa Conference on Social Entrepreneurship (AACOSE).

The theme for the AACOSE Innovation Challenge 2025 **"African Youth: Innovating for Inclusive and Sustainable Social Impact"** This competition aims to inspire and support the young generation of innovators to play a crucial role in shaping the future of Africa.

AACOSE Innovation Challenge 2025 seeks to identify, recognize, and reward young innovators who have come up with innovative solutions that solve effectively and sustainably the societal issues. It is an opportunity for young innovators to showcase their innovation in tackling societal issues and creating a more sustainable and inclusive future

AACOSE Innovation Challenge 2025 is hereby inviting young people to share their innovative solutions for sustainability and inclusivity with proof of concept.

The challenge is open to individuals and teams between the ages of 18 to 35 years who are students or also non-students.

## 1. OBJECTIVES OF THE CHALLENGE

- To encourage young people to explore innovative solutions addressing social challenges in Africa.
- To identify and recognize outstanding innovations that have the potential to make positive impact in the society.
- To provide a platform for young innovators to showcase their ideas and connect with mentors and industry experts.
- To foster a culture of entrepreneurship and sustainability among the youth.

## 2. THEME

Participants are encouraged to develop solutions in the following areas:

- ✓ **Tech for Social Good:** Use of technology to solve social challenges and transform lives through digital innovation
- ✓ **Climate resilience:** Initiatives that are tackling environmental issues and promoting sustainability
- ✓ **Access to Finance:** Innovation for inclusive finance
- ✓ **Health and well-being:** Mental health awareness campaigns, maternal and child health, affordable healthcare, improving access to primary care services, etc.
- ✓ **Creative Economy: Art, and Culture for social change**
- ✓ **Agriculture and Food Security**

## 3. ELIGIBILITY CRITERIA

The challenge is open to:

- ❖ **Students:** Individuals or teams with at least one member currently enrolled in a university or higher education institution.
- ❖ Participants must be between the ages of 18 to 35.
- ❖ Submissions can be individual or team-based (up to 4 members).
- ❖ Innovations must be original and have potential for practical implementation.

## 4. SUBMISSION GUIDELINES

- Participants must submit a detailed description of their innovation, including a prototype or proof of concept.
- A brief video presentation (5 minutes) explaining the innovation and its potential impact

## 5. PROCESS

STEP  
01

### Call Announcement:

1st February 2025

STEP  
02

### Submission Deadline:

15th February 2025

STEP  
03

### Selection Process:

Evaluation of submissions will be conducted to select top entries for further consideration by 28th February 2025.



STEP  
04

### **Verification:**

Shortlisted entries will undergo a verification process to ensure the validity of the submitted information and the feasibility of the proposed innovations.







STEP  
05

### **Rounds:**

Selected participants will advance through another round of presentation and Q&A to determine the winners.

## **6. SCORING CRITERIA**

Submitted innovations will be evaluated based on the following criteria:

-  **Problem:** Demonstrate an understanding of the problem and be able to articulate it well.
-  **Innovation:** Demonstrate how the solution works and show the originality of the idea in promoting a more inclusive and sustainable future through social innovation.
-  **Validation and Feasibility** should demonstrate the idea's validation through a minimum viable product (MVP) or proof of concept.
-  **Impact:** Demonstrate the impact the solution will have on Sustainability and Inclusivity
-  **Scalability and Sustainability:** The potential for the innovation to be scaled up for broader impact.
-  **Presentation and Communication Skills:** Clarity and effectiveness of the presentation.

## **7. AWARDS**

The **winners** will be awarded during the 8th Annual Africa Conference on Social Entrepreneurship (AACOSE) in May, 2025

# TH AACOSE

Annual Africa Conference on Social Entrepreneurship



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