

Stand up Africa!

So says the Sukuma Afrika initiative, a partnership between the United Nations and the private sector that supports young African entrepreneurs in pursuing the Millennium Development Goals, and applauds businesses that will help reduce poverty

Whether it's recycling Kenyan plastic bags into fence posts or harnessing Morocco's wilderness for skincare, Africa's young entrepreneurs are capable of original and striking ideas that can make a difference.

The Sukuma Afrika Young Entrepreneur's competition encourages just that: young people across the continent are applauded for ventures they create that can help halve poverty in Africa by 2015, in line with the eight UN Millennium Development Goals (MDGs).

Open to African youth up to 35 years of age who present a for-profit business model that contributes to one or more of the MDGs, the competition aims to bring exposure to the outstanding efforts of the winners and to connect them with stakeholders in a position to mentor and finance their business ideas.

The entrepreneurs, our winners, pitched their ideas at a celebratory ceremony at the New York Stock Exchange as part of the 2010 UN General Assembly events in support of the MDGs. Distinguished representatives from the major partners in this initiative; Amir Dossal, Executive Director, UN Office for Partnerships; Niels Christiansen, Vice President Public Affairs, Nestlé; William Asiko, President, The Coca-Cola Africa Foundation; Bob Annibale, Global Director of Citi Microfinance and Community Development; Magali Bongrand, Founder, Instinct; and Hepsy Mkhungo, Head of Transformation, SAB Ltd, led a dynamic panel on the role of the private sector and the MDGs in Africa and were on hand to congratulate the Sukuma Afrika Award winners. Below are the winners' businesses at a glance.

Partners of the Sukuma Afrika Young Entrepreneur's Awards 2010 include: The United Nations Millennium Campaign, The United Nations Office for Partnerships, *Africa investor*, Nestlé, Citi, The Coca-Cola Africa Foundation, The Crossland Group, INSTINCT and SAB Ltd

www.sukumaafrika.org



Private Sector Panel on MDGs and Africa: Niels Christiansen, Vice President Public Affairs, Nestlé; William Asiko, President, The Coca-Cola Africa Foundation; Bob Annibale, Global Director of Citi Microfinance and Community Development; Magali Bongrand, Founder, Instinct; Hepsy Mkhungo, Head of Transformation, SAB Ltd



Winners of the Sukuma Afrika Young Entrepreneur's Competition 2010 on the trading floor of the New York Stock Exchange, flanked by Hubert Danso, co-Founder and Chairman of the Sukuma Afrika judging panel, and Magali Bongrand co-Founder, Sukuma Afrika (on the right)

Name: Elorm Goh
MDG targeted: 1 – eradicate poverty and hunger
Company: Food Transactions Limited
Country of residence: Ghana
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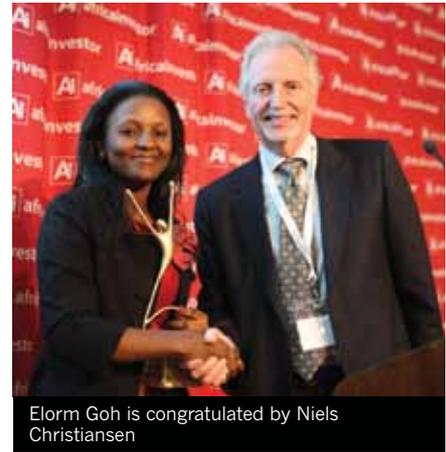
A lot is said about the increase in production or yield as the remedy for the continent's bad fortunes in agriculture. Although that may seem the most prudent way of aiding the case of insufficient food and poverty on the continent, one key element of the value chain that needs to be promoted more effectively and efficiently is marketing of agriculture produce.

Food Transactions recognises the need to promote marketing in agriculture by its establishment of the AGRIMARKET Project. This project seeks to create walk-in shops in various urban markets, stimulate intra-regional trade and contract supplies with processing industries. The project would ensure collection of produce from farmgates, store it and facilitate trade.

"We plan on working and living

within farm communities to help us better appreciate their challenges and hence forge towards a common goal," project founder Elorm Goh says. The project will build model farms and also encourage contract production and extend expertise services. In five years of operation, 5% of profit after tax will be allocated towards a fund aimed at providing these communities with basic and essential amenities.

Food Transactions Limited's main mission and objective is to be a trail blazer in the marketing of at least 50,000MT annually of produce such as maize, millet, rice, soya beans, sesame seeds, cowpea, shea nuts and cashews. Their activities can be categorised as the following: buying from production zones and distributing to urban markets; serving as intermediary for farmers



Elorm Goh is congratulated by Niels Christiansen

and processing industries; purchasing during bumper seasons; re-packaging and storing towards lean seasons when prices usually escalate, and exploring market opportunities.

"We are passionate about Africa and its people and our core philosophy is to work with farmers to improve their fortunes and that of their communities while building a solid and sustainable agribusiness for mutual profitability, food security and poverty alleviation," Goh says.

Name: Ntombenhle Khatwane
MDG targeted: 2 – achieve universal primary education
Company: Bhala Africa Stationery & Publishing
Country of residence: South Africa
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Bhala Africa is a publishing business that produces readers in ethnic South African languages. Publishing everything from pre-teen novels to text books, non-fiction reference books and study workbooks and guides, Bhala Africa's target market is the African market and those seeking a different perspective to African history.

"The idea for Bhala Africa was strongest when I was searching for books to buy for my pre-teen daughter," says Ntombenhle Khatwane. "There were no books in her home language nor were there English fiction books reflecting her people or her environment. So she read books about characters from all over the world but Africa, and idolised people and characters that were not African. I was not happy with the impact this would have on her identity and self-esteem." Having learned the importance of esteem and identity herself, she was

spurred on to be active in changing and improving the African identity.

"What affirms us as Africans?" she asks. "We have to start reflecting ourselves differently starting with what we read about ourselves. I am African and understand the African education system and its shortcomings and I want to change it for the better. I want our education to produce Africans who are capable because they are taught that they are capable. I want to leave a personal legacy that contributes to the sustainable development and democratisation of Africa."

Bhala Africa has already received a tender to supply public libraries in the Mpumalanga Province, which is a stepping stone to getting more provincial and national libraries stocking their books. The company is also building an online platform, and is considering purchasing their own printing machine to print their books



Ntombenhle Khatwane accepts her award from Bob Annibale

cheaper to make them more affordable. They've also just printed an English second language workbook/study guide for pre-high school learners.

"There's a huge challenge in that most high school students have a poor foundation of English and consequently struggle throughout high school and in other subject areas because English is the language of instruction," says Khatwane. "This is selling very well and students feel very supported by it. Income from this should ensure we acquire our printing machine soon."

Name: Mourad Hamida

MDG targeted: 3 – promote gender equality and empower women

Company: Cooperative Tazgamout

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Mourad Hamida, disheartened by the amount of poverty and inequality in his native Morocco, began a cooperative which aims to empower women by allowing them to improve their livelihoods by cultivating the local argan forest. In 1980, argan oil was discovered to contain several rare biological compounds with high therapeutic value, and Berber claims of the many virtues of the oil were substantiated by Western scientists. Today, argan oil is quite valuable and is used in cosmetics to treat signs of ageing and acne. It has a lot of advantages for the human body including, it is believed, the repression of cancerous cells.

Hamida spent four years living in rural Morocco, during which time he experienced the hardships of rural living. It was the plight of the women living in the Moroccan countryside

that particularly touched Mourad and inspired him to begin Cooperative Tazgamout, an initiative which helps rural women harvest argan oil and sell it. By helping the women cultivate the argan forest, Hamida believes that the Cooperative gives them access to opportunities to enrich their lives financially. It also adds to the development of the area and the preservation of the UNESCO-protected argan trees. The women of the Cooperative produce top quality, 100% organic argan oil, which is then exported to various companies and agents working with the US \$2.79 billion natural organic skin care, hair care and cosmetics market.

After collecting the fruit of the argan tree, the women use a machine to extract the oil. This machine produces five litres of argan oil per hour. The oil is then filtered and bottled, and sent to

be certified. Hamida aims to have the Cooperative producing 1000 litres of argan oil per year. It was particularly important for him that the Cooperative support the MDGs as his ultimate goal is to fight the poverty and gender inequality that is rampant in rural Morocco. Winning the Sukuma Afrika Award for MDG 3, Promoting Gender Equality and Empowering Women, has been a dream come true for Hamida and his wife.

“I believe in the work I am doing because it alleviates poverty among women and enriches their lives,” he says. “Working side by side with Sukuma Afrika means that the Cooperative will reach a wider audience and attract more investors, enriching countless more lives than it already has. In the future, I want to further develop and expand the Cooperative.”

Name: Ernest Jura

MDG targeted: 4,5,6 – reduce child mortality, improve maternal health, combat HIV/AIDs, malaria and others

Company: Collabmed Solutions Limited

Country of residence: Kenya

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Ernest Jura, who hails from Kenya, did not set out to create a business to support the MDGs. What he intended was to create a company based on the principle of improving patient care. His belief was that creating a company that helps Africa manage healthcare information effectively and efficiently would eventually boost healthcare for all in Africa, raise living standards across the continent and generally improve the lives of all it touched. His company, Collabmed, aims to achieve open, respectful and passionate collaboration with its clients, partners and communities; to be innovative and ensure constant positive growth; and to be accountable to clients, partners, shareholders and employees for commitment, quality, results and security.

Jura’s vision for the company is for it to become the leading healthcare

information manager in Africa and to be among the top worldwide distributors of healthcare information. The idea for this initiative came to him when he worked for National AIDS Control Programme as a software developer. He became aware of the challenges facing the healthcare industry regarding information management and decided to rectify the problem. Jura won the Sukuma Afrika award for MDGs 4, 5 and 6, which are Reduce Child Mortality Rates; Improve Maternal Health Care; and Combat HIV/Aids, Malaria and Other Diseases. “Winning this award has given us really great publicity,” he said of the Sukuma Afrika award that he and Collabmed won. “It has also given us as a team a positive relevance to what we are doing as a company. It means a lot going into the future. The onus is on us to make this company a beacon in Africa and globally.”



Ernest Jura accepts his award from Hepsy Mkhungo

Collabmed’s team is made up of highly talented individuals who, like Jura, are passionate about and dedicated to the success of the company. Looking to the future, Jura is actively pursuing clients and pushing towards achieving critical mass. Collabmed has a stable software platform that has taken the company through the process of understanding its clients. Now, Jura and Collabmed are moving towards profitability and sustainability, which they aim to achieve in the next year.

Name: Charles Kalama
MDG targeted: 7 – ensure environmental sustainability
Company: EcoPost Ltd
Country of residence: Kenya
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Charles Kalama is presented with his award by William Asiko

EcoPost Ltd is a manufacturing and recycling business that aims to create an integrated waste management system for the city of Nairobi. The company was founded by Charles Kalama, a biochemical engineer, and Lorna Rutto, a career banker. EcoPost utilises waste plastic as a resource to manufacture aesthetic, durable and environmentally-friendly fencing posts. The company aims to clean the environment, provide an alternative solid waste management solution, create wealth and employment opportunities and provide an alternative to timber. In the process, EcoPost aims to minimise deforestation, protect water catchment areas and mitigate climate change.

In 2008, Kalama began searching for ways of creating an integrated waste management solution for Nairobi, with a focus on unlocking and utilising the latent value of Kenya's municipal waste streams. His realisation at the time was

that, without adequate solutions, the waste problem would continue to grow. Persistent research led Kalama to the possibility of recycling waste plastic into fencing posts. The idea was borne out of the fact that there is huge demand for long-lasting and environmentally-friendly fencing posts, and waste plastic is hugely abundant and readily available. Kalama uses waste plastic to create value, thus also providing a viable waste management solution which contributes towards conserving Kenya's forests and water catchment areas. Unregulated and unlicensed timber felling in the Mau forest is estimated to have destroyed a staggering 222,000 acres. The irony is that this dwindling forest keeps Kenya alive. It feeds five lakes and several rivers used for irrigation and generation of over 50% of Kenya's electricity. Kenya experienced a serious prolonged drought in 2008-2009. The company aims to

create employment for Kenya's youth, about 70% of which are unemployed or underemployed.

According to Kalama, this award will go a long way towards publicising EcoPost's efforts to conserve Kenya's environment in a socially conscious for-profit business model. This award has also given EcoPost massive advertising and access to a much wider audience, which will serve to strengthen the work that EcoPost has done, and will continue to do in order to achieve the MDGs and help Kenya's continued development.



Foundations Investor Roundtable on Social Entrepreneurship in Africa and Sukuma Afrika MDG Awards

3 May 2011, Cape Town, South Africa

2011

This Summit, which will take place on the eve of the World Economic Forum Africa, will be a one-day, dynamic Summit comprising panel discussions, a series of project presentations from corporates on their inclusive business models, foundations supporting entrepreneurship in Africa, leading social entrepreneurs and extensive facilitated partnership brokering, networking and one-on-one meetings on the fringes.

The Summit represents an invaluable knowledge platform for foundations from around the globe that support economic development in Africa and will host a unique partnerships marketplace facilitated with partners from the United Nations to match inclusive business models with foundations and social entrepreneurs.

The Summit will also host the 2011 Sukuma Afrika Young Entrepreneur's MDG Awards.

Who should attend:

- International foundations
- Corporate foundations
- Venture philanthropists
- CSI professionals
- Major companies operating in Africa
- Microfinance organisations
- Business associations
- Development finance institutions
- Social entrepreneurs
- Sukuma Afrika alumni

Supporting partners:



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