

Timeless Women's Conference Outcome report 2018

26TH - 28TH February, 2018
Azure Hotel, Nairobi



**TIMELESS
WOMEN'S
CONFERENCE**

2018



AFRICA'S ENTERPRISE REFORMATION



TIMELESS & DYNAMIC
PEOPLE . ORGANIZATIONS . PLACES



Nyakan June Munyeki

CEO, Timeless Dynamic Services LTD,
CEO & Founder, Timeless Women of
Wonder Foundation (TWOW)

“Africa’s ENTERPRISE Reformation”

Africa is home to Abundant human talent and natural resources that are mostly unharnessed. The potential is huge for economic transformation and Growth for Africa through these readily available resources. The season and Time for Africa is now - it is indeed the Next Frontier. It will take a transformational kind of leadership to drive Africa into its next course as we, the citizens and friends of Africa, map out key strategies to push this great continent forward into sustainable prosperity.

The dream I have for Africa is that of Abundance - a People who are thriving socially, economically, politically and who are nurturing the environment to guarantee livelihood for the future generation.

My belief in Shared Prosperity dictates that there is enough to go round for all. Africa needs to be accountable for its solutions and take responsibility of its challenges. We need to take a lead in shaping the African narrative. It's time for us to pull together with our friends of Africa and global partners to realize the Potential of our human and natural resources.

Building enterprises and developing leaders who are creating an enabling environment for enterprise development is key. Radical shifts in Business approach is critical for prosperity.

Leveraging Digital platforms, accessing new markets, creating new products, shifting Paradigms is the way to go.



A PLATFORM
FOR **DIALOGUE**
BETWEEN AFRICAN
WOMEN LEADERS
FROM ALL KEY
SECTORS TO START
THE **JOURNEY**
TOWARDS MAKING
OUR DREAMS FOR
A **FLOURISHING**
AFRICA A REALITY!

Timeless Women's Conference Outcome Report 2018



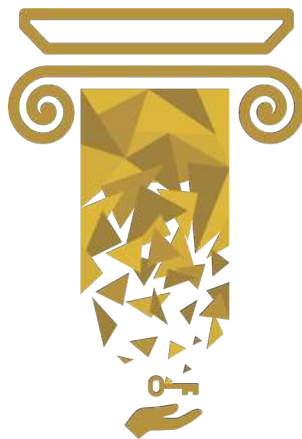
**TIMELESS
WOMEN'S
CONFERENCE**

2018

Timeless women of Wonder (TWOW) Works within these seven pillars and these form the basis upon which the outcomes of the Timeless Women's Conference 2018 are to be actioned.



Timeless
Leadership



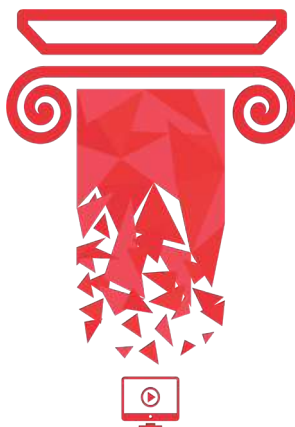
Timeless
Empowerment



Timeless
Entrepreneurship



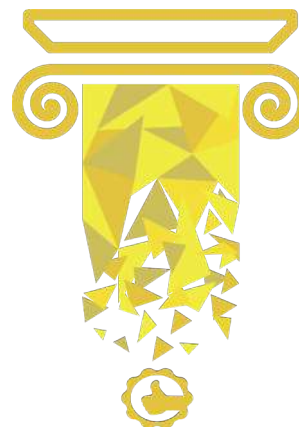
Social-Timeless
Communities



Media - Timeless
Interaction



Men - Timeless
Bridges



Timeless Celebration
& Recognition

CHIEF GUEST



H.E JEWEL HOWARD TAYLOR
VICE PRESIDENT, LIBERIA

SPECIAL GUEST



MR. SIDDHARTH CHATTERJEE

UN RESIDENT COORDINATOR AND UNDP
RESIDENT REPRESENTATIVE TO KENYA



TIMELESS
WOMEN'S
CONFERENCE

2018

TITLE SPONSOR

christian
aid

*Because you believed in us,
we've come this far,
You've unlocked and
supported our vision*

Thank you



Contents

About Timeless Women of Wonder Foundation (TWOW)	1
Executive Summary	2
Session Outcomes	2
Session 1: Investing in Africa	8
Session 2: Africa Going Global	10
Session 3: Making the Connections-the Networking Shift	13
Session 4: Africa's Shift - the Leadership Shift	16
Session 5: Africa's Entrepreneurial Shift	19
Session 6: Timeless Side Events	22
Session 7: Enterprise Workshop	29
Session 9: The Investor's Clinic	31
Session 10: Launch of the Timeless Women Accelerator Programme	33
Session 11: The Timeless Innovative Marketplace	35
Session 12: The Timeless Gala Dinner	36
Conference Outcomes within the TWOW Strategic Pillars	40



Abbreviations and Acronyms

AGOA	The African Growth and Opportunity Act
BPO	Business Process Outsourcing
FEMCOM	The COMESA Federation of National Associations of Women in Business
COMESA	Common Market for Eastern and Southern Africa
GDP	Gross Domestic Product
NSSF	National Social Security Fund
PPP	Public Private Partnership
SDG	Sustainable Development Goals
SME	Small and Medium-sized Enterprise
TWILE	Timeless Women in Leadership and Enterprise
TWOW	Timeless Women of Wonder Foundation
TWAP	Timeless Women Accelerator Programme
UN	United Nations
UNEP	United Nations Environmental Programme

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

About Timeless Women of Wonder Foundation (TWOW)

TWOW is a subsidiary of Timeless Dynamic Services Ltd and is responsible for developing, designing, and implementing initiatives that include African women in the social and economic transformation of Africa, and empowering them to optimize their potential in the process.

The platform brings together women from all over Africa and from all sectors to collaborate in the dialogue and development of solutions that will harness women's potential and contribute to the social and economic transformation of the communities, nation, and continent. Through Timeless Dynamic Services Ltd.'s annual forum "Timeless Women Conference", the women engage in dialogue on various issues pertinent to Africa's development and propose solutions that will scale impacts throughout Africa and enable women's engagement and empowerment in the process of development.

TWOW's strategy is "Collaboration for Greatness"; it collaborates with key stakeholders and like-minded people and organizations from all sectors, with a key partner in its strategy being men. Statistics and research show that most of the world's wealth sits in the hands of men, who hold most leadership positions, especially in the strongest sectors of the economy. It is for this reasons that TWOW involves men to support its initiatives as well as share wisdom, insights, expertise, and resources required to develop the potential of women and include them in all conversations and decisions regarding Africa's social and economic development.

Africa's ENTERPRISE Reformation

Africa is home to abundant human talent and natural resources that are mostly unharnessed. The potential is huge for economic transformation and growth for Africa through these readily available resources. It will take a transformational kind of leadership to drive

Africa into its next course, as the citizens and friends of Africa map out key strategies to push this great continent forward in sustainable prosperity, and have a people who are thriving socially, economically, politically and who are nurturing the environment to guarantee livelihood for future generations.

Shared prosperity dictates that there is enough to go around for all. Africa needs to be accountable for its solutions and take responsibility of its challenges. Africa's citizenry need to take the lead in shaping the African narrative; towards this end, building enterprise and developing leaders who are creating an enabling environment for enterprise development is key; radical shifts in business approaches is critical for Africa's prosperity; leveraging on digital platforms, accessing new markets, creating new products, shifting paradigms, is therefore the way to go.



Executive Summary

The Timeless Women Conference 2018 whose theme was “Africa’s Enterprise Reformation” was held from 26th – 28th February at the Royal Orchid Hotel in Nairobi. In attendance were enterprise leaders, both women and men, from Kenya, Africa, and the globe. Others in attendance included representatives from government, development, and the corporate sectors.

The overall purpose of the conference was to have a dialogue on how to develop, support, and nurture African enterprises to generate wealth and jobs (unlocking the next Frontier towards the 4th Industrial Revolution). Specifically, the conference sought to:

1. Identify practical solutions for growing enterprises in Africa.
2. Connect women enterprises in Africa with global and industry players.
3. Lay groundwork for industrialization/ manufacturing, value addition, production, agribusiness, and the role of women in the value chain.
4. Explore new opportunities in non-traditional sectors.
5. Connect women enterprises to new markets.

6. Develop leaders of the future for Africa, link in with global minds.
7. Showcase African brands, products, and services, and link in with investors and partners.
8. Influence collaborative and strategic partnerships for action, (interpersonal, men, multi-organizational, multi-stakeholder).

The Conference was made up of 11 Sessions that took the form of, among others, panel presentations, plenary discussions, and one-on-one professional advice between participants and investment professionals. The different panels were made up of speakers in top positions of leadership.

Session Outcomes

The three-day conference brought out tangible outcomes that will help drive enterprise, empower women in enterprise, as well as bring solutions for Africa, centering on innovation and enterprise development. The following table outlines the outcomes of each Session.

Table 1. Timeless Women's Conference 2018 Outcomes

Session	Outcomes
Opening Remarks ¹	<ul style="list-style-type: none"> • women are to be given the power to take responsibility over their lives, right from the household level. • the youth should be engaged by impacting them with knowledge and training in technology.
Investing in Africa	<ul style="list-style-type: none"> • relevant policies that will help support enterprise development should be written. • high impact enterprises through a change in mindsets should be built. • easy and affordable access to patient capital for women through, e.g. cooperatives, and partners ought to be developed • people should be equipped (skills building) to enable them build high impact enterprises. • effective pressure for changes in regulation by building relationships with leaders and key stakeholders should be put into place
Africa Going Global	<ul style="list-style-type: none"> • Africa should produce for the global market through consistency and standardization of products as well as meeting quality and standards. • Africa selling its culture: Embed Africa's culture and heritage in Africa's value proposition. • Branding and communication: Building Africa's brands to position them globally. • Building globally competitive brands for Africa's enterprises and services. • Media is to play a big role in shifting Africa's position globally.

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Session	Outcomes
Making the Connections – the Networking Shift	<ul style="list-style-type: none"> Unlocking value from a room full of high net worth and high value people and making it work for you, your vision, your institution, as well as your strategy. Every leader should be able to communicate who they are, what they do, how they do it, and the value of their innovation or institution to another person within 60 seconds.
Africa's Shift – the leadership shift	<ul style="list-style-type: none"> Michael Monari & Laura Akunga: To develop a framework for a simplified financial instrument for women in business. Maryanne Ochola: To determine what form of accelerator, incubator or funding programme women specifically benefit from, and how will it be sector specific. Tei Mukunya & Michael Monari: To mentor women in business. Katherine Ichoya: To rollout Timeless in Malawi, alongside Christian Aid, and other like-minded partners. COMESA to facilitate networks towards ensuring linkages by developing a simplified process to open up the trading spaces for women. It will require sector specific activities and the names of the women. Ministry of Trade and Industrialization will: <ul style="list-style-type: none"> Capacity build women entrepreneurs around managerial and technology skills development. Partner in techno innovation exhibitions to give innovators the platform to link to investors. Facilitate premises for women entrepreneurs to carry out their businesses.
Timeless Side Events	<p><u>Developing sustainable women enterprises through non-traditional ways</u></p> <ul style="list-style-type: none"> Research will be used to build enterprises Innovation hubs should be built. <p><u>Africa's Sustainable Energy – Powering Enterprises</u></p> <ul style="list-style-type: none"> Policy: determining the energy policies that exist and if they are gender sensitive, and simple enough for implementation. Access to information: Scaling access to information across opportunities, financing, etc. Simplify access to finance in the energy sector (develop an instrument). County participation: How can counties plug-in to the opportunities in the energy sector and act as the middle ground between the grassroots and those energy entrepreneurs already participating at a higher level. Identify ways of how to continually build skills and support women in the energy sector. women in the grassroots ought to be mobilized and introduced to Renewable World East Africa. Building on life skills (mindset transformation and confidence building) for women entrepreneurs. Partnership building. Have a champion to move the energy conversation to the southern African region. (Lesegho) Help strengthen the governance structure of women led businesses.
Enterprise Workshop	<ul style="list-style-type: none"> Creating more networking opportunities for women. Creating more investment clinics for women.
The Investors Clinic	<ul style="list-style-type: none"> Equip and empower enterprises to become investor ready. Identify women friendly investor solutions.
The Timeless Gala Dinner	<ul style="list-style-type: none"> Makueni County will support the empowerment of women for transformation and will invite Women of Wonder to partner with it to create impact in the county and beyond.

¹ Opening Remarks were made by Ms. Nyakan June Munyeki, CEO, Timeless Dynamic Services Ltd., CEO and Founder, Timeless Women of Wonder Foundation, and by the Chief Guest, Mr. Siddharth Chatterjee, the UN Resident Coordinator and UNDP Resident Representative to Kenya



Launch of the Timeless Women Accelerator Programme

Timeless Women of Wonder, together with Benchmark Solutions and Christian Aid Africa launched The Timeless Women Accelerator Programme at the Conference. Its overall objective is to instill different facets of organizational leadership, structures and systems to be able to propel women led businesses to the next level. A total of seven women entrepreneurs from various sectors were the first participants in this inaugural programme.

Launch of the Timeless Connect App

The App, to be used by entrepreneurs, will help create visibility for their businesses to Africa and to the world at large. It will also help entrepreneurs bring out their stories of the various initiatives they are carrying out. One can sell his or her products in the Timeless Connect App only if he/she is a member, however, anybody in the world can buy the product.

The Investors Clinic

This session sought to assist entrepreneurs with professional advice on how to build their businesses to the point where they are investor ready. The session took the following two approaches, i) Coming one to one with your investor whereby conference participants had the opportunity to have one-on-one discussions with professional investors, ii) Panel discussions whereby panelists provided expert feedback on various questions asked by the plenary with regards to how best to improve their businesses and what investors look for before they decide to invest in a business.

The Timeless Innovation African Market Place

On show at the Conference was the "Timeless Innovative African Market Place" that showcased women led enterprises. Various innovative products made in Africa were

on sale in the market with participating enterprises from the following areas:

1. Fashion and Design
2. Financial advisers
3. Food production
4. Agricultural systems around irrigation
5. Consultancy providers around Organizational Development

The Timeless Gala Dinner and Award Ceremony

The Gala Dinner was held at the end of the Timeless Conference. Guest in attendance included, among others, Hon. Esther Passaris, Nairobi Women Representative and Dr. Mary Okello, proprietor Makini Schools. The Chief Guest was Hon. Kivutha Kibwana, Governor, Makueni County. The Timeless Women of Wonder (TWOW) 2018 Awards were then presented to future leaders of Africa. The overall objective of the Awards is to celebrate Timeless Women for their achievements in economic and social impact, which is designed to inspire other Timeless Women to soldier on in their endeavors to make a difference in society. Men are also included in the awards as they form an important equation in the success of women.

Opening Remarks

Timeless Women Organization was formed as a vehicle for transformation and is focused on driving change through women in partnership with men. Men are either barriers or bridges towards women empowerment; the resources and money are in their pockets while the biggest influencers of decisions are women. The role of mentorship is key in delivering the Timeless Women's Organization's objective. In the just ended mentorship programme, 80% of the mentors were men in top positions of leadership, mentoring women keen in moving up to the next level in business.

For Africa to achieve greatness, its leadership has to be men and women who are thinking social, economic, political, and environmental



transformation, and be able to tackle Africa's challenges in tandem with economic development. In 2015, the Timeless Women Organization started a programme in the non-traditional sector of construction; to date over 25,000 women have gained various skills in construction ranging from masonry to painting. They are now using these skills to earn an income.

For Africa to grow economically, enterprise development cannot be ignored. There is a great opportunity for women in enterprise to improve on the value chain by moving to value addition and manufacturing, however challenges such as financial instruments and opportunities hinder them. Enterprise is therefore a mindset needed across all sectors and spheres of influence.

Some of the expected outcomes of the 4th Timeless Women Conference are:

1. The launch of the Timeless Connect App, a key change driver for women in business. This is an online platform for networking, knowledge sharing, and trading.
2. An opportunity for women to get access to markets for their businesses

3. Access to finance that is friendly to women.
4. Determine programmes and projects that can be implemented towards developing women.

In closing, I would love to thank all partners who have walked the journey with the Timeless Women Organization; Christian Aid, Benchmark Solutions, UN Agencies, the government, and Corporate partners such as, Centum, Keroche and Philips who all have been key drivers for change.

- (Ms. Nyakan June Munyeki, CEO, Timeless Dynamic Services Ltd., CEO and Founder, Timeless Women of Wonder Foundation).

For any nation or state to advance in terms of its economic growth, social enterprise, or social capital, the prime movers have to be women. It is therefore crucial that from the household to the national level women take responsibility. From the household to the national level, men have to stand up for the rights of the women and from the household to the national level, policies have to change to advance gender equality and the empowerment of women.

Africa has the largest number of youths, with the median age being 19 years. Over 70%

**Nyakan Munyeki,
CEO, Timeless Women
of Wonder giving her
opening remarks**



Mr. Siddharth Chatterjee, UN Resident coordinator and UNDP Resident Representative to Kenya

of Kenya's population is less than 30 years of age. This in itself is an opportunity that needs to be exploited in the next 15 years to catapult Africa forward in terms of knowledge and technology. This transformation can be achieved through four essential "E's", which are: Education, Employment, Empowerment, and Equity.

1. Education and skills by having diversified skillsets that match the economy of the nation.
2. Empowerment of women and girls so that they can be productive members of the workforce as a result of their education, and being empowered to determine the sizes of their families.

Case Example: Out of every 100 Kenyans employed, they have 81 people depending on them, half of whom are women and girls. The ideal number is for 50 or fewer dependents for every 100 Kenyan's employed. At this point demographic dividend would pay off and improvement of household incomes.

3. Employment: A solid plan is needed in the employment sector to absorb the large numbers of people going into the sector. The informal (entrepreneurship) sector also needs to be energized.
4. Equity: Inequity is a driver of social tension, including crime. Equity is therefore of paramount importance for an economy to advance.

The transformation of Europe, post second world war, was the start of what was called the martial plan; a martial plan of the same ambition is needed in Africa. Towards this end, new partnerships on investment in Africa will be crucial around, among others, the agricultural, and infrastructural sectors. By 2030, it is predicted that agriculture and agribusiness will be close to a US\$1 trillion business in Africa, with the consumer market being between a US\$2.5 and US\$3 trillion business; the population of Africa would then be 2.3 billion.

The coming years will be crucial in building Africa's enterprise – specifically in education, skills building, and access to quality health care, including maternal and child health outcomes. For Africa to advance, proper leadership is crucial as well as the inclusion of women in the space of equality, empowerment, leadership, and public policy.

In the case of Kenya, the push for the two-thirds Gender Bill will be decisive. For this to happen, four essential pathways will be required:

1. Supporting the adoption of legal reforms, policies, and programs to advance women's empowerment.
2. Supporting national capacities to promote and increase participation and leadership of women in decision making in the home, economy, and in the society.
3. Supporting the capacity to implement approaches to mitigate the impact of discriminatory health and education practices.
4. Supporting women to gain ownership and management of economic and environmental assets.

These pathways suggest the direction a country can take towards advancing their economies.

-(Chief Guest at the Conference, Mr. Siddharth Chatterjee, the UN Resident Coordinator and UNDP Resident Representative, United Nations)

“You cannot excel in kicking poverty out of the continent if you do not involve women. Women are the foundation of any society and if you do not include them and empower them, then it won't work.”

Mr. Siddharth Chatterjee



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Day One

Timeless Womens Conference Outcome Report 2018

Session 1: Investing in Africa

Session Moderator: Faith Muturi, CEO Delve Training

Session Objective: How to position Africa globally.

Thematic Areas:

1. Linking in with International, National and County Governments
2. Opportunities in Africa – Extractives, Infrastructure, Energy, Agriculture, Security, Education, Technology, Connectivity, Manufacturing
3. Private Public-Sector Collaboration
4. Role of Development in Revolutionizing Africa
5. Business Building Africa



SESSION 1 PANELISTS AND THE MODERATOR; FROM LEFT TO RIGHT:

Ms. Lessego Sennelo; Immediate former president of Women Chartered Accountants (AWCA), Mr. Siddhart Chatterjee; UN Resident coordinator and UNDP Resident Representative to Kenya, Ms. Faith Muturi (session moderator); Corporate Trainer, Media Personality, Moderator/ MC, Prof. Oyeyinka Oyebanji; Immediate Former Director, regional Office for Africa and Chief Scientific Advisor, UN Habitat, Mr. Richard Byarubaga; CEO National Social Security Fund, Uganda, Ms. Nyakan Munyeki CEO and Founder, Timeless Women of Wonder Foundation

Panelists:

1. *Siddharth Chatterjee - UN Resident Coordinator and UNDP Resident Representative to Kenya*
2. *Richard Byarubaga - CEO, National Social Security Fund, Uganda*
3. *Lesego Senneto - Immediate Former President of Women Chartered Accountants (AWCA)*
4. *Prof. Oyenyinka Oyebanji - Immediate Former Director, Regional Office for Africa and Chief Scientific Advisor, UN Habitat*
5. *Nyakan Munyeki, CEO and Founder, Timeless Women of Wonder Foundation*

Key highlights and discussions by each panelist:

1. On driving resources in the right investment direction and being good stewards towards investing in Africa, Mr Richard Byarubaga spoke about NSSF Uganda and its change towards reviving it to profitability and spreading its investments in Africa. On his appointment as the NSSF Uganda CEO in 2010, the fund was worth US\$ 0.5 billion with an estimated membership of 800,000; his strategy was to change the business model towards having more employers remitting to the fund. This took place and resulted in increased contributions, six-fold. The fund is now currently worth US\$2.4 billion, and is the largest fund in East and Central Africa. Its money has been invested into long-term investments (patient capital); the Fund is the largest investor in Safaricom, Kenya Commercial Bank, and Equity Bank. It has further invested over US\$500 million in the Bond market in Kenya, as well as in infrastructural development. It has also invested in Tanzania and Rwanda, and is dominant in Uganda.
2. On approaches that Africa needs to take in moving away from investments to production, Prof. Oyenyinka Oyebanji emphasized that Africa needs to reduce consumption and change the import



profile for it to get rich. Currently, 80% of African women are in agriculture - this, he said, needs to shift by the year 2030 by having no more than 30% of women in agriculture. This will happen only if production is made efficient. The order and sequence of growth of economies is from Agriculture to Industry and Services. In this regard, Africa has never had a green revolution, neither has it had an industrial revolution. It needs to move away from informal economies towards increasing its production efficiently by creating industrial environments.

3. On areas of opportunities that women in business need to tap into in Africa towards long-term investments, Ms. Lesego Sennelo spoke about Africa Growth and Opportunity Act (AGOA) and the opportunities therein. The AGOA agreement provides 3,000 different opportunities; unfortunately, only 10% of the product lines are being utilized, with 80% of the 10% being businesses from South Africa. This, she said, is a missed opportunity. Africa has the capability to produce food for the whole world; "how are we positioning ourselves to be the key players in this area?" she questioned!! There is need to think forward in terms of where food security will come from. There is need for Africa to industrialize its own resources through the creation of industries that will then create rich communities. Africa is rich with natural resources and opportunities; unfortunately, its citizenry does not understand the value that is there. The natural resources it has is not taken through the value chain, in terms of industrialization and manufacturing, thereby resulting in the loss of human labor, which then culminates to the lack of jobs.
4. On how women can move from micro to macro in their businesses' Mr. Siddharth Chatterjee stated that it would need to start at the household level whereby education

is first provided to the girl child, including the freedom to advance it by empowering her to make her own choices. There also needs to be affirmative action; it is only through this approach that governments will start putting women into positions of employment so that they can give the economy the push that is needed. Africa needs to industrialize by ensuring proper health structures are in place; therefore proper health prevention initiatives need to be put in place to reduce diseases and death, as well as proper strategies on reducing or ending non-communicable diseases. These approaches will setup the economies to leapfrog women into being at the forefront in leading the health revolution in Kenya, and the rest of Africa. A culture transformation towards industrialization is needed in Africa, and women need to be the KEY DRIVERS.

5. On Public Private Partnerships (PPP) Mr. Siddharth Chatterjee asserted that the old form of trade, through provision of Aid, is over. The new model will involve PPP's whereby the private sector will be determining areas or opportunities for investments. He proposed the need to have a World Economic Forum Africa whereby governments and private sector investors join hands to work together towards identifying opportunities to jointly work together towards wealth creation of the continent and the reduction of unemployment, which, as it is, is a threat to African economies.
6. On investing in Africa, Ms. Nyakan Munyeki begun by stating that "Africa built America; the slaves from Africa built America". Africa therefore has within it, skills, technical know-how as well as immense resources. African's needs to invest in Africa by contributing to what it requires to grow. Knowledge and information about what Africa has and the opportunities available as well as understanding what the statistics will be in the coming years (building businesses for

“A culture transformation towards industrialization is needed in Africa, and women need to be the KEY DRIVERS”

Siddharth Chatterjee

“Technology and innovation are key drivers for where Africa needs to go.”

Nyakan Munyeki



the future) will be of extreme importance for businesses.

The following were key questions she put across to the plenary:

- Are we investing and positioning ourselves globally with our African culture?
- Are we branding ourselves from the global platform?
- What is the role of media in shifting the narrative of Africa and positioning Africa's strength in the global platform?

Plenary Discussion

The following were the key discussion outcomes:

1. 10% of Africa's income goes to imports, one of which is jobs. Africa needs to manufacture its own products.
2. There is need to equip and empower entrepreneurs at the grassroots level on how to structure their businesses (branding, marketing strategies, etc.) and position them globally. This can be achieved by providing them with various trainings through, e.g. workshops and empowerment programs.
3. Individual's need to re-engineer their mindsets towards believing and valuing themselves more, and how they can present or communicate their worth or value on a global scale.
4. Africa's intellectual property needs to be protected; this can be achieved through e.g. educating creative's and innovators.
5. The power of Public Private Partnerships (PPP's) needs to be fully understood.
6. On empowering girls at the household level, legislation is needed as well as community involvement on the benefits of this. Faith Based Organization (FBO's) and leaders will also need to become allies in the journey of empowering the girl child.
7. Building high impact enterprises begins with investing in business development, skills and governance, as well as technology and innovation.

Session Outcomes

1. Writing relevant policies that will help support enterprise development.
2. Building high impact enterprises through a change in mindsets.
3. Develop easy and affordable access to patient capital through, e.g. cooperatives, and partners.
4. Equipping people (skills building) to enable them build high impact enterprises.
5. Put effective pressure for changes in regulation by building relationships with leaders and key stakeholders.

Session 2:

Africa Going Global

Moderator: *Fridah Kendi*

Objective: How can the African nations and the African people take stock of their strengths and weaknesses and turn them around to create a strong force and a strong voice that adds value and contributes to the world economy?

Thematic Areas

1. Making Global connections
2. Globalizing your brand and business
3. Radical use of Technology
4. Linkage with the West and East – Knowledge Transfer and Efficiencies
5. Tour impact on the socio-economic environment
6. Financing that works for Africa and Women

Panelists

1. Eddy Munyassia - Safaricom
2. Aarti Shah - Director, The Cobalt Partners
3. Prof. Ella King – United States International University (USIU)
4. Linas Gitahi - Transformational and Enterprise Coach, Former CEO Nation Media Group

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

5. Meicha Geohagen Moguche - International speaker, Trainer and Strategist and Founder of Radical Wellness Solutions for Women
6. Mary Luseka – CEO, Brand Kenya
7. Terry Mungai - Founder and CEO, Ashleys (K) Ltd

The following were the key highlights of the discussions:

1. "Africa going global", defined:
 - "A company may have a global presence but that does not make it global. Being global is a state of mind and choosing to take that state of mind and making everything that is out there available to you, and being aware." (Prof King)
 - It is about intra-Africa trade: As of January 2012, intra-Africa trade was between 10% and 13%; it currently stands at 13%, and by the year 2022 it is expected to have risen to approximately 25%. The Continental Free Trade Agreement is to be adopted at the next African Union Summit; the following needs to be done to make it a reality:
 - Africa needs to produce the goods and services it wants and needs.
 - Have in place financial products that SMEs can afford (cash flow based and not collateral based products).
 - Products should be made easier to buy between neighboring countries in terms of policy.
 - Trade disputes between countries should be resolved faster since the technology is there.
 - Protecting personal data as well as intellectual property.
 - Access to affordable and reliable Internet.
 - Selective use of block chain technology.
 - Re-define the African narrative, including celebrating and

leveraging on its diversity.

- Global means countries beginning to move in steps, by first trading with their neighbors, identifying areas of comparative advantage, and then investing in them.
 - Africa's biggest problem is that it continues to look for what it already has.
2. How to get to go global?
 - By receiving global information through e.g. research.
 - Becoming more globally aware of what people are doing.
 - Developing a broader perspective about who you are and what you are doing.
 - Applying the awareness obtained.
 3. How the media can showcase Africa towards positioning it globally: The media is in itself a reflection or mirror of the area it serves. There is a lot more the media needs to do in terms of projecting the right stories; however, there needs to be a deliberate drive on the content, and the media needs to do much more in ensuring that content is projected. The era of traditional media is no longer what it used to be; media is now many to one; we now can have our own stories.
 4. How Africa can use technology to position itself globally? By creating Internet access to the citizenry (empowerment) for them to take advantage of online activities such as jobs and businesses opportunities. This borderless community will serve a global audience, with the middleman being the Internet.
 5. On story telling: There is need to create our story and be able to share it clearly from a place of power, and not from a place of pain or disgrace.
 6. On the brand promise and how to deliver it: A brand is a promise that is delivered.
 - For any brand, the following will need

"Africa's biggest problem is that it continues to look for what it already has."

**Meicha Geohagen
Moguche**

"It is never about capital; it is about having great ideas. Great ideas will travel, great ideas will be funded!!"

Linus Gitahi



“The era of traditional media is no longer what it used to be; media is now many to one; we now can have our own stories.”

Linus Gitahi

to be considered and analyzed:

- What is the business's promise to the world?
- What is its identity?
- Where is it headed?
- What are its values?
- What does the business stand for?
- What would it never do?

The output from the above analysis will be the brand promise of the business, which has to be consistently communicated.

- For purposes of attracting investors, delivery of the brand promise is everything; it has to be consistent at all times.
- Kenyan business with a local and global outreach should work with Brand Kenya to ensure that their products or businesses live up to the brand promise that Kenya is sending out to the world.
- Brand Kenya is running a programme that will provide Kenyan businesses with the following:
 - Branding and Market Access: Brand Kenya is working on a pipeline that will help train entrepreneurs on brand development. It is also working towards facilitating market access and creating more value for Kenyan brands by working together with the Export Promotion Council, Kenya Tourism Board, and the Kenya Association of Manufacturers.
 - Intellectual Property: In partnership with Kenya Intellectual Property Institute (KIPI), Brand Kenya is working towards having businesses brands registered, logos trademarked, etc.
 - Quality: Brand Kenya has partnered with Kenya Bureau of Standards towards ensuring Standard marks are awarded to

only those businesses that meet the required standards.

7. Inter-county trade and what is being done to enhance it at the county and national level and to the world at large: In the case of Bungoma County, it focuses on its agricultural products that are then prepared and sold around the country. It has setup a fund that targets women in business; it provides them with seed capital as well as training on business management.
8. On revamping the cotton sector: The Kenyan government needs to revitalize farming of cotton and other related products as well as revamp the factories that produce cotton, its by-products, as well as silk products. “Africa's need to come together as a team; support each other and create solutions to the problems that it has; Africa's problems can only be solved by Africa's themselves.” Akinyi Odongo.

Session Outcomes

1. Productivity for the global market through consistency and standardization of products as well as meeting quality and standards.
2. Africa selling its culture: Embed Africa's culture and heritage in Africa's value proposition.
3. Branding and communication: Building Africa's brands to position them globally.
4. Building globally competitive brands for Africa's enterprises and services.
5. Media to play a big role in shifting Africa's position globally.



Session 3: Making the Connections-the Networking Shift

*Moderator: Princess Bola Adelani, Founder,
Royal Proclamations*

Overall Objectives:

1. Connecting key players and stakeholders (Government, Diplomatic Corp, Development agencies, private sector, regulators, foreign partners, communities).
2. Proactively build connections/relationships/network with key stakeholders and players that will drive businesses to the next level and position them for global impact.
3. Building skills in speed networking.

The following were the key outputs from the discussions:

1. The 7Cs shift that businesses must use to network:

- Conceptualization: Understanding that people are the bridges to the success of any business.
- Clarity: Being clear about ones next level and where they want to go; this will provide clarity on who to network with.
- Conquer fear and insecurities (self limiting beliefs).
- Congregate: Knowing where the people you need to connect or network with congregate.
- Communicate: Being able to communicate one's value proposition in 60 seconds (the business, the brand, and the value you bring to the table).
- Continue: Understanding that networking is a commitment to a lifestyle of building relationships - date your connections.
- Consistency: Thinking long-term.

2. Key learning's of the practical activity on

**Princess Bola Adelani;
Founder Royal
Proclamations**



**“You are only five
people away from
your next level.”**

**Princess Bola
Adelani**

how to speed network:

- Never use negativity; always use positive terms; stay within 60 seconds.
- What is the ultimate end of what you provide? What are the results?
- Communicate the core tangibles that you or your business delivers. To really hit home, bring out the key buzzwords: identify key words in your communication.
- Clarity is key; help people understand what is in it for them and communicate it in a way that is attractive.
- Do not sound confrontational (do not say “you need to!”).
- Stay away from generic descriptions,

e.g. “I’m a fashion stylist!” “I make clothes!”, etc. Combine BRAND and BRILLIANCE

- Communicate where you can be found and articulate the “why” in a person.
- Clearly bring out the value of your product and end result that you bring; sound positive.
- Congregate the people you need in your business.
- Include the following 3Ps in speed networking: The communication should be Prosperous, Powerful, and Purposeful.

Session Outcomes

1. Unlocking value from a room full of high net worth and high value people and making it work for you, your vision, your institution, as well as your strategy.
2. Every leader should be able to communicate who they are, what they do, how they do it, and the value of their innovation or institution to another person within 60 seconds.



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Day Two

Timeless Womens Conference Outcome Report 2018

“Leadership is about adding value to others; influence that adds value and empowers people to achieve results.”

Christine Musisi

Session 4: Africa's Shift - the Leadership Shift

Moderator: Christine Musisi, External Director, UNHABITAT

Objective:

1. Determining the leadership and transformation shift needed to transform Africa towards it becoming a dynamic force in the global arena.
2. Graduation Ceremony of the TWILE Mentorship Program, Class of 2017.

Panelists:

1. Hon. Naisula Lesuuda, Member of Parliament, West Samburu
2. Victor Dauda Tarfa, International Transformational Speaker/Mentor and Seasons Coach
3. Simon Mbevi, Transformational



From Left to Right- Mr. Victor Dauda Tarfa; Hon. Naisula Lesuuda, Ms. Christine Musisi, Mr. Simon Mbevi

Leadership Expert, Mentor and Pastor
The following were the key highlights of the discussions:

1. The Leadership and transformational shift needed to transform Africa

The kind of leadership that will propel Africa's enterprise reformation

- Leaders who are solution providers and who embed social and economic transformation as part of their leadership models.
- Leadership that will ensure there is good governance towards exploring the local resources, and its usage to better the life of the citizenry.
- Leaders who will unlock the potential of the resources around them.
- Leaders who will incorporate succession planning as part of their leadership journey and who will generate generational legacies.
- Charismatic leadership, which comes from the heart; a leader who will lead from the front, inspires his/her people, and is ready to deliver for the continent.
- Leadership that follows constitutions and laid out authority.
- Gender sensitive leadership, which understands that gender is not a competition but collaboration for the benefit of the community.
- Leadership that intentionally mentors the next generation of leaders.
- A leader that is both a visionary and a philosopher, and who has wisdom and knowledge.
- Servant leadership.
- Leadership that gives young people space to be innovative and creative.
- Leadership is about adding value to others; influence that adds value and empowers people to achieve results.

The role of the media, business, and political sectors in creating leadership that is focused on enterprise reformation.

- Politics: It plays an important role; it is about who gets what, when, and how. It is about confidence; if the citizenry is not confident about political atmosphere in a country, then there will not be any growth of enterprises.
- Media: It should be focused towards bringing out the good of the land, promoting confidence, and sharing

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

the positive stories taking place in different parts of the country.

The kind of leadership shift that is needed in the media to advance Africa to be a dynamic force in the world:

It first begins with individuals, who in their own respect are leaders and broadcasters of news, good or bad, through social media. Individuals should therefore focus on spreading positive news and solutions to problems the country may be facing.

The leadership challenges that may hamper the shift toward Vision 2063:

- Leaders who take the bag of leadership (position) but do not carry the baggage of leadership (the value that the citizenry derive from the work the leader does).
- Leaders who speak but do not act accordingly.
- Leaders who believe that the citizenry must speak what they say.

Strategies the continent can take in addressing the leadership challenges towards making the shift:

- Leaders need to show results and be sensitive to the needs of the citizenry.
- Citizens celebrating the leaders that are achievers and who bring out results.
- Focusing on issue-based politics.
- Electing more women leaders.
- Leaders who are ready to selflessly serve their country.
- Defining the kind of leadership needed, based around the following 5C's of leaders:
 - **Character:** Leaders who can be trusted.
 - **Competence:** Result oriented leadership; can they get the job done? Do they have what it takes?
 - **Conciliatory:** Leaders who do not build walls but build bridges. They preach and promote peace and collaboration.

- **Caring:** Leaders who know the needs of the people and want to make a positive difference in their lives.
- **Compelling vision:** Leaders who have a solid vision that would benefit the electorate.

2. Graduation Ceremony of the Timeless Women in Leadership and Enterprise (TWILE) Mentorship Programme, Class of 2017

As an outcome of past leadership sessions of the Timeless Conferences, delegates and panelists agreed to setup a leadership programme as an initiative to build value based transformational leaders who will deliver prosperity for Africa.

In the class of 2017, 24 Fellows successfully underwent the Leadership and Mentoring programme. They were drawn from across the following four spheres of influence:

1. Cooperate sector
2. Development sector
3. Enterprise sector
4. Government and public sector

24 captains of industries (male and female) volunteered their time to build the Fellows to be the next generation of leaders. The mentorship approach taken included, i) facilitated and taught sessions, ii) one-on-one mentorship, and iii) informal sittings.

The impact of the mentorship was evident from the feedback of the Fellows at the conference. The mentors imparted knowledge, experience, wisdom as well as connecting the Fellows to their networks. They finally charged their Fellows to mentor others in return through the passing on of fire torches at the graduation ceremony.

We look forward to a similar graduation at of the Timeless Women in Leadership and Enterprise Mentorship Programme (TWILE) 2018 class during the Timeless

“I promised you at the last Timeless Conference that I am going out for campaigns and I will come back an elected and not a nominated MP... I am truly timeless.”

Hon. Naisula Lesuuda

“You cannot be a good leader unless you are a good follower.”

Simon Mbevi



2019 Conference.

Keywords from the Fellows on what they took from the nine-month program:

1. "Transformational"
2. "Awesome"
3. "Insightful"
4. "Impactful"
5. "A complete mind-shift"
6. "Change of mindset"
7. "Avoiding the enemy called average"
8. "Africa here I come with digital solutions for learning"
9. "Strategy"
10. "Big business, big mindset, and be as disruptive as possible"
11. "Anything is possible if you put your mind to it"

TWILE 2017 Class (standing) and their Mentors (seated) during the graduation



Testimonies by Mentors on the journey taken on the Mentorship Program:

Mr. Mohamed Nyaoga, Lawyer:

"Together with my mentee, we walked a very good journey together. She was committed, very consistent, and very clear as to what she wanted. We first started by conducting a diagnosis upon which we picked out the areas we needed to deal with. We then put in place a structure to deal with the major issues and handled them one by one to their completion. There are many lessons we learnt together from the program, one of which was that a lot of times we do not know what we need, and we do not know how big what we need is; it is those very small things that we really struggle with that sometimes, if you get the right person, you will be able to deal with those issues, actually within an hour."

Ms. Karimi Kinoti, Christian Aid

"It was a real pleasure to be part of a mentorship program as a mentor; it is not as a mentor that you have all the answers, or you know everything. But in those conversations that your mentee talks about their vision, and sometimes the vision is not so clear in their own minds, you become more of a sounding board. They want to know what you think about this, what do you think about the other, and am I on the right track? You are then able to engage in that kind of a conversation. I was glad to have the opportunity to be able to groom others since as leaders, we are moving up, and therefore need to ensure that we are carrying others along."

Laura Akunga

"The lessons, the learning's and the best practices that I have been able to learn from my mentee are truly world class. We focused on a model around co-mentoring, because there are certain aspects of mentorship that I felt my peers and colleagues in the industry would meet her needs. We focused on her strengths, and opportunities around her business."

Christine Musisi

"The mentors make time to be intentional, structured, disciplined, and organized in order to add value to others. In that process of adding value to others, we are also further empowered. It is therefore a mutually beneficial arrangement."



Session Outcomes

1. Elect leaders who have the qualities that will propel Africa's enterprise reformation.
2. Use social media to develop or transform leaders.
3. Using media to promote or share positive stories.



Session 5: Africa's Entrepreneurial Shift

*Moderator: Karimi Kinoti, Head, Africa Division,
Christian Aid - UK*

Overall Objectives:

1. Unlocking Africa's resource and opportunities
2. Transforming business approaches
3. Creating new markets
4. Simplifying business, innovation and technology
5. Tapping into new opportunities - Agro processing, Agribusiness, value addition, infrastructure, construction, renewable energy, waste management services, textile development, manufacturing, extractives, maritime, recycling, repurposing waste, BPO.

Panelists:

1. Katherine Ichoya, CEO FEMCOM, COMESA
2. Jane Aranga, Director, Ministry of Industrialization and Enterprise Development
3. Maryanne Ochola, International Transformational speaker, Mentor and Seasons Coach
4. Tei Mukunya, CEO Azuri Health
5. Michael Monari, CEO Longitudinal Finance
6. Laura Akunga, Founder/CEO Benchmark Solutions Ltd

Introduction

Entrepreneurs and enterprises need to change direction and move to the next level for Africa to achieve its Vision 2063. They need to move towards the direction of production, job creation as well as value addition. Africa needs

From Left to Right:
Ms Tei Mukunya, Ms Maryanne Ochola, Mrs Jane Aranga, Ms Karimi Kinoti (Session Moderator), Mr Michael Monari, Ms Katherine Ichoya and Ms Laura Akunga





to export more than it imports, and to trade more amongst its member countries; Africa's intra-Africa trade is less than 15%, while trade between European countries is at 60%, and Asia at 40%. Medium and large enterprises also need to create a difference, and have impact in the society by coming up with solutions around the various environmental and social challenges facing the continent.

The following were the outcomes of the discussions around the key focus areas:

1. The place for enterprise and innovation in the Kenya government's priorities around economic development?

Under the Economic Pillar of Vision 2030, SMEs have been identified as the key drivers of economic growth in Kenya. To spur its economic growth, the country has set in place the following:

- National Industrialization Policy.
- Kenya Innovation Agency under the Ministry of Education that is geared towards addressing all matters related to innovation as well as support innovators in terms of technology development, commercializing their innovation, and market access.
- The Kenya Industrial Transformation Program, which is set to ensure that the industrialization agenda is taken to the next level through various enablers such as infrastructural development, embracing Public Private Partnerships, etc.
- Sessional Paper No. 2, of 2005, focusing on micro and small enterprises for employment and wealth creation.

2. Key challenges or setbacks of women owned enterprises or SMEs:

- Agency confidence whereby women business owners set low expectations or down play their businesses achievements. A mind shift towards positivity is needed.
- Women being synonymous with

micro-enterprises. This narrative has boxed women entrepreneurs; mentoring therefore becomes a critical component.

- Understanding how other peoples money (loans from banks) can be used to the advantage of their businesses.
 - Funding for small-scale businesses as well as their affordability is lacking.
 - Lack of management or technical business skills e.g. record keeping, money management, value chain assistance, etc.
 - Lack of Information (knowledge gap) on e.g. impact funds available to entrepreneurs, locally, regionally, internationally, and various solutions of funding that do not require collateral, such as the African Trade Insurance Agency.
 - Not taking advantage of the existing policies that are in place.
3. Avenues provided to women led business by the government (Ministry of Trade and Industrialization) to setup businesses
- The Ministry provides entrepreneurship pipelines by providing enterprise support right from micro to large enterprises.
 - For micro enterprises, the Ministry provides free premises at the grassroots level (jua kali worksites/sheds) available countrywide. Also available are at the county level are constituent industrial development centers.
 - For medium and large enterprises, the ministry has come up with special economic zones.
 - SME Parks and clusters available for medium and large enterprises.
 - Market days for women entrepreneurs that take place twice a week outside shopping malls in Nairobi.
 - Rooms for women in export business at the Export Promotion Council whereby they can use the premises to



display their products.

4. Way Forward

- Commercial banks need to tailor make solutions that are relevant to women owned businesses and to businesses in Africa.
- Women associations need to partner with other sector specific associations towards obtaining professional help and advice from, e.g. use of corporate lawyers when signing various agreements such as international trade or partnerships.
- Upscale financial literacy for women in business.
- Need for more women to venture out into manufacturing, real estate, and food security, among others.
- What form of accelerator, incubator or funding will women specifically benefit from? How will it be sector specific? How will it support women?

Session Outcomes

1. *Michael Monari & Laura Akunga*: To develop a simplified financial instrument or framework for women in business to access loans.
2. *Maryanne Ochola*: To determine what form of accelerator, incubator or funding instrument women in business can benefit from.
3. *Tei Mukunya & Michael Monari*: To mentor women in business.
4. *Katherine Ichoya*: To rollout Timeless in Malawi, alongside Christian Aid, and other like minded partners.
5. COMESA to facilitate networks towards ensuring linkages by developing a simplified process to open up the trading spaces for women. It will require sector specific activities and the names of the women.
6. Ministry of Trade and Industrialization will:
 - Capacity build women entrepreneurs around managerial and technology skills development.
 - Partner in techno innovation exhibitions to give innovators the platform to link to investors.
 - Facilitate premises for women entrepreneurs to carry out their businesses.



Session 6: Timeless Side Events

Introduction

This Session consisted of the following two parallel events:

1. Developing sustainable women enterprises through non-traditional ways
2. Africa's Sustainable Energy – Powering Enterprises

Below are the outcomes both events:

1. Developing sustainable women enterprises through non-traditional ways

Moderator: Faith Muturi, CEO, Delve Training

Session Objective:

1. To develop the food production value chain, moving from consumption to production.
2. To understand the role of Research and Development in building enterprise.
3. To promote fair trade.
4. Revolutionize technology and digital platforms.
5. Ways to tap into the new markets.

Panelists

1. Grace Mwangi – Founder & CEO, Panini Restaurants and Eboni Coffee
2. Yvette Ondachi – Founder & CEO, Ojay Greens
3. Vanu Khan - UN Women
4. Princess Bola Adelani – Founder, Royal Proclamations.
5. Rev. Julian Kyula - Founder & CEO, MODE International, Pastor Purpose Centre Church
6. Florence Wambugu – Founder, Africa Harvest

Introduction

Innovation and technology are key levers for building sustainable businesses and women can be pace setters in doing business in non-traditional ways. The enterprise

landscape demands that we look at business opportunities and embrace the non-traditional ways to drive business growth. The panelists shared their stories of how they stepped out into the non-traditional business, the challenges they faced, and what helped them thrive.

The entrepreneurial environment is volatile, complex and ambiguous and hence the need to adapt to the changing environment.

The following were the key outcomes of the conversations:

1. Traditional business done through a non-traditional way

Sub Saharan Africa spends a total of US\$ 40 billion annually on importing food. This narrative should change as Africa is endowed with resources, both natural and human to produce enough food to feed the world. Agriculture is a huge employer in Africa, especially for rural women, however the output versus the input is dispersing. Two Women with science backgrounds and thriving careers took a shift and ventured into the world of agriculture; working with the rural women to increase productivity and income, as well alleviate hunger and malnutrition. They did this using data driven approaches and technologies like mobile phones, and tissue culture of the banana.

- *Ojay Greene Ltd* which offers training, advisory services, and market access to small-scale farmers uses technology via the mobile platform for real time communication and coordinating the planting schedule with the farmers; they also carry out soil testing to ensure food safety.
- *Africa Harvest* uses science and technology, gender-sensitive, appropriate agricultural technologies and innovative institutional approaches to improve the livelihoods of rural communities.

“If it doesn't have your attention it's not going to work.

Focus on one thing, do it very well and it will make a way for other things.”

Rev. Julian Kyula



They use these non-traditional approaches to help farmers increase their production, alleviate hunger, poverty and malnutrition.

2. Seize opportunities by offering solutions

Ms. Grace Mwangi of Panini Restaurants and Eboni Coffee saw the opportunity of starting a food business when her and her colleagues struggled to get good and affordable restaurants to have lunch while in employment. Ten years after starting her own restaurant, she has grown her business and sells over 10,000 plates of food per day; she has now diversified to coffee production. Panini Restaurants trains its staff, who are mainly women from Mukuru kwa Njenga slums, by adding value to their skills and being competitive in what they do.

3. Finance

This was not considered a challenge, as there are many investors/financiers willing to partner with businesses. Entrepreneurs need to build their portfolio and profile, show consistent and sustainable returns in their books; they should also show integrity and honesty in their dealings. Financiers will be more than willing to partner with such businesses.

4. Specializing vs. diversification

Rev. Julian Kyula shared his journey on building a business, failing, and rebuilding again, growth and the lessons he learnt. KOPA credo has over 300 million customers spread over 30 countries with over one billion dollars in revenue in the last year. In business, focus is key; there is wisdom in knowing when the business has outgrown itself and needs to move up to a higher level.

From Left to right:
Mr Benson Ireri, Mr Geoffrey Kimiti Mburu, Mr Edwin Obiero, Mr Mithika Mwenda, Ms Meseret Teklemariam Zemedkun, Ms Lydia Muchiri & Ms Nyakan Munyeki





5. Markets

On working and empowering women to not only make the money but also to keep it in their pockets, and have control of it, Ms. Vanu Khan shared the need for women entrepreneurs to be specific on what they are selling and to whom they are selling. She mentioned the following as huge potential markets, which should be tapped into:

- Government tenders: They amount to billions of shillings each year; 30 per cent of contracts are given to youth, women and persons with disability.
- Halal market: There is a population of more than 1.6 billion Muslims across the globe that constitutes the halal market. It was reported that Kenya seeks to tap into the Kshs 360 trillion global halal industries and position itself as the hub of the growing sector in the region. The industry includes food processing, pharmaceuticals, financial services, clothing, tourism, and cosmetics among others that are in line with Islamic principles.
- Private sector: A review of the Safaricom prequalified suppliers showed that out of its 1000 vendors, only 2.7% were women; they were involved in supplying flowers, event management and catering services. Women need to move from soft businesses to hard-core business, which have greater returns.

6. Strategy and solution for sustainability

Agriculture should be taken as a business by embracing technology and intelligent farming. All countries that have become first world have grown through agriculture. They have mechanized it to the point that only 10% of the population is doing it while the rest are in manufacturing. Farmers therefore need to move from producers of raw material to manufacturing.

Research and use of technology is another strategy for sustainability, for purposes of being in touch of what is happening and the global trends. It is a dynamic world and things keep changing. The use of technology enhances efficiency to, and increases productivity.

Session Outcomes

1. Maximize the use of research to help build enterprises.
2. Build innovation hubs.

2. Africa's Sustainable Energy – Powering Enterprises

Moderators:

1. *Nyakan Munyeki, CEO and Founder, Timeless Women of Wonder Foundation*
2. *Paul Benson Ireri, Regional Coordinator, Climate Change and Sustainable Energy, Africa Division, Christian Aid*

Session Objective:

1. The role of women in the energy ecosystem.
2. Gathering experiences from enterprise and organizations involved in the promotion of sustainable energy.
3. Exploring potential policy options for promoting investment in clean energy.
4. Sustainable and renewable energy, particularly for productive use.
5. Sharing ideas and experiences of what has worked and not worked.

Panelists:

1. Geoffrey Kimiti Mburu, East Africa Regional Programme Manager, Renewable World East Africa
2. Edwin Obiero, Portfolio Officer, Africa Enterprise Challenge Fund
3. Ms. Lydia Muchiri, Senior Gender and Energy Advisor, Practical Action Eastern Africa Regional Office
4. Mithika Mwenda, General Secretary/ Executive Director, Pan African Climate

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Justice Alliance (PACJA)

5. Meseret Teklemariam Zemedkun, Program Manager, Energy, UNEP

Introduction

Discussions on Africa's enterprise or industry reformation cannot be complete without talking about energy, as an enterprise opportunity. The following were the key outcomes of the conversation:

1. The nexus between climate and energy:

Kenya over relies on hydropower (70%) for its energy use. The effects of climate change has brought about irregular supply of energy to drive the country's industries, the impact of which has been loss of jobs, loss of productivity (manufacturing), and the high cost of energy production; this has resulted in high manufacturing costs resulting in a rise in the cost of living. The reality of the changing climate can also be seen in the drying up of rivers and crops in farms.

There is need to change the mode of consumption and production as well as the way energy is currently being used. This opens up the opportunity for investment in various forms of renewable energy use such as off-greens, solar usage, and tapping energy in various forms. Women groups and entrepreneurs can therefore invest in such opportunities.

2. African Women in Energy Entrepreneurs Framework and how it is empowering women

Energy is now the new transformative approach that is being adopted through the application of the four "Ds", which are,

- De-carbonization,
- Democratization,
- De-risk, and
- De-centralization.

Energy has been seen as an enabler or critical pathway in achieving the Sustainable Development Goals (SDG's) in every sector. With women consisting of 60% of Africa's population, the UN Environment Africa Office

is now looking at approaches that would empower them in the energy sector.

The African Women in Energy Entrepreneurs Framework was conceived from the outcome of the African Environment Ministers Conference that was held in Gabon in June 2017, with its overall objective being for African women in the energy sector to be seen as change agents. Towards this end, women entrepreneurs in the energy sector are being targeted to join in on the initiative. The three pillars of the framework are as follows:

- Develop gender responsive harmonized policies (integrated approach policies).
- Access to finance and markets.
- Implementation and technical/business skills development.

3. Results of the Women economic empowerment programme project (Case Study)

The overall focus of this project was on accessing what challenges women face as energy entrepreneur's specifically micro and small women entrepreneurs in various renewable energy value chains. Many women were able to gainfully engage in energy businesses, earn incomes, and change around the lives and livelihoods of their families. In Kenya, the projects worked in seven counties with over 800 women in energy entrepreneurs; their businesses included selling of improved cook stoves, briquette production, and solar energy products.

Key challenges the women faced included:

- Access to business finance and markets.
- Business development skills.
- Lack of startup capital.
- Cultural barriers that prohibit women from leaving their homes and going out to look for markets.
- Lack of productive assets such as land to access business capital.
- Lack of sufficient time to focus on their businesses vis a vis their families;





hence most of their businesses were part-time.

- The women lacked self-confidence and self-esteem.

The project interventions therefore focused around equipping them with business, technology, agency empowerment, and self-leadership skills. The groups within which the women were in, organized trained them on:

- The culture of saving towards raising enough resources to plough back into their businesses,
- Methods of accessing affordable business capital from within their own environments,
- Market access

Key outcomes of the project:

- Women at the small-scale level were able to turn their businesses around towards profitability.
- The 800 women energy entrepreneurs were able to reach over 1.3 million Kenyans with energy products and services.
- Over 50% of the women were able to grow their businesses by over 50%.
- Users of the energy products were able to realize savings of over 57% in terms of household energy budgets.

Conclusion: This transformation can be scaled up to women in other regions, as there are business opportunities in the energy sector.

Key learning: More needs to be done for women to be able to participate effectively in the energy business sector. To attain this, they will need to have role models, as well as upgrade their skills.

4. Opportunities and challenges in taking mini-grids as a business venture for women entrepreneurs

Mini-grids are focused on electrification; Renewable World East Africa engages communities in a process called community implementation model whereby the communities energy needs are assessed and

matched to their usage, i.e. sizing the system based on the current and projected usages as well as their projected opportunities. The organization then helps them model their businesses in terms of, i) their cost revenue structure, ii) setting a flat tariff for communities, and iii) how to raise capital for their businesses. This approach is community driven, as they are the end users of the energy.

Key challenges in the energy sector as well as those faced by women include, i) not enough demand to justify the investment for energy in the rural areas with regards to value addition, storage of farm produce that needs to be taken to market, water pumping (irrigation) through electrification, etc., ii) access to finance; most organizations in the rural areas are structured as community-based organizations which do not attract financing. Women therefore need to be organized differently, e.g. as Companies, so that they can attract financing, iii) lack of trained women technicians to manage the grids - solar energy technicians, iv) future opportunities, v) information flow - access to information on the opportunities in the energy sector that can be trickled down to the grassroots women, vi) mobilizing of women groups at the grass roots to participate as entrepreneurs in the sector.

Going forward, there needs to be a link between energy, livelihoods, and the opportunities that can lead women to be income earners by capitalizing on decentralized energy.

5. What needs to be done to access financing for energy related businesses?

Africa Enterprise Challenge Fund provides funding by calling for applications that would test the available models; the funding duration is within six years. Under the Rural Innovation Assessment Tool (RIAT) for sub Saharan Africa, there is a funding opportunity of US\$ 15 million that will be used around seven countries including Kenya, the value of which will be US\$5.2 million per country; it will be result based.

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Plenary Discussions

The following were the key outcomes of the discussions:

1. Policies in energy

Policy is a key player in everything energy; it is not clear if the projects being carried out by entrepreneurs around energy are anchored on law.

2. Opportunities available in the energy sector

- Clean cooking.
- Decentralized energy systems.
- Solutions for the real estate market within the energy sector.
- Opportunities for women to train as technicians within the energy space and supplying solar rooftop panels (Renewable World East Africa).

- Taking advantage of the government regulation on solar water heating for every house that is built.
- Determining how to invest in women in energy enterprises to enable them graduate to a higher level of business within the same sector.

3. The Climate Change Act and Law - Kenya

Kenya is the only African country with a Climate Change Act and Law. It seeks to see how to integrate climate change into the national poverty reduction and sustainable development, under its Vision 2030.



Session Outcomes

1. Policy: determining the energy policies that exist and if they are gender sensitive, and simple enough for implementation.
2. Access to information: Scaling access to information across opportunities, financing, etc.
3. Simplify access to finance in the energy sector (develop an instrument).
4. County participation: How they can plug in to the opportunities in the energy sector and act as the middle ground between the grassroots and those energy entrepreneurs already participating at a higher level.
5. Identify ways of how to continually build skills and support women in the energy sector.
6. Mobilize women in the grassroots and introduce them to Renewable World East Africa.
7. Building on life skills (mindset transformation and confidence building) for women entrepreneurs.
8. Partnership building.
9. A champion to move the energy conversation to the southern African region. (Lesegho)
10. Help strengthen the governance structure of women led businesses.



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Day Three

Timeless Womens Conference Outcome Report 2018



Session 7:

Enterprise Workshop

Moderator: Dr. Pete Odera, Author, Leadership and Transformational Expert

Panelists

1. Andia Chakava, Country Director, New Faces New Voices
2. Terry Mungai, CEO Ashley's Kenya
3. Olive Gachara, Founder, and Chief Editor of Couture Africa Magazine
4. Hosea Kili, CEO LAP-TRUST, Kenya

Panelists gave their stories of how they got to where they are, as successful entrepreneurs.

Hosea Kili, CEO LAP-TRUST, Kenya

As a philanthropist, Mr. Kili takes care of young school going children, by paying their school fees, as well as older people by having their needs met during the retirement years. He runs an empowerment center in Nandi that is a shelter for women and girls who get pregnant while in school, and for boys and girls who have dropped out of school after Standard 8. It trains them in various fields

such as welding and plumbing.

He runs CPF Group that obtained the government contract to digitize records of all Kenyan's. Its core business however is Pension; the business seeks to get Kenyan's to live the best possible life without poverty.

CPF Group also runs a mobile pension fund that caters for over 20,000 people. To get into the fund, potential members can dial *289#. The fund covers individuals from children to older people. Its fund value runs well over Kshs one billion. It is the only scheme in Kenya, which introduced Group Life Accident Cover and an unemployment cover. It is available to pensioners, including those above the age of 80 years.

Olive Gachara, Founder and Chief Editor of Couture Africa Magazine

Ms. Gachara terms herself as a Magazine Publisher, Image Consultant, Angel Investor, and Startup Strategist. She is an all-round investor who started her business (a Modeling Agency) at the age of 19 years. She has run a number of different businesses and is currently the Founder of Couture Africa

From Left to Right: Mr. Hosea Kili, Ms. Olive Gachara, Ms. Terry Mungai, Ms. Andia Chakava and Dr. Pete Odera





Magazine, which is East Africa's first, and only fashion magazine.

She works with young entrepreneurs (50% being women); she terms entrepreneurship as a calling, being the hardest thing any one person can do but yet the most fulfilling. As an Angel Investor, she provides them with seed funding or start-up capitalization to get their businesses off the ground and make them investment ready.

She attributes her success to mentorship that she received early in her career.

Terry Mungai, CEO Ashley's Kenya

Having been employed for several years before going into business, Ms. Mungai said she got into entrepreneurship as a result of the loss of her job. She noticed at that time the lack of professionally run salons in the city as well as a decent place for men to have their haircut. This, she noted, was a huge niche that needed to be fully exploited as many office executives would prefer executive treatment in a salon that treated them right and created a value add experience. Ashley's Kenya has been in business since 1994 through a bank loan that she obtained to open up her first salon and barbershop.

With 400 staff members, Ashley's Kenya currently runs 15 outlets across the country, a college (Hair and Beauty Academy) that has trained over 10,000 students, 95% of who are working in its outlets. Ashley's also owns the franchise of Miss World Kenya; it has been awarded Miss Africa for two years consecutively, something that has never happened before.

Andia Chakava, Country Director, New Faces New Voices

An investment Professional, Ms. Chakava got into the industry by accident; a father figure, who was also in the same industry, influenced her into it.

Having studied and worked in Canada, she came back to Kenya and worked at Old Mutual,

for eight years. She then joined up with local investors and setup an investment fund that has patient capital approach and combines investing with technical assistance, which is regarded as value creation. The fund supports women led businesses by adding value to their investments. The initial investment to the fund per individual is US\$100,000.

Session Outcomes

1. Create more networking opportunities for women.
2. Create more investment clinics for women.
3. Training facility availed to Timeless by Hosea Kili in Nandi County.

Session 8: Launch of the Timeless Connect App

Overview

The overall objective of the Timeless Connect App is for entrepreneurs to create visibility for their businesses in Africa and to the world at large by connecting with other entrepreneurs and leaders of organizations towards creating solutions that will help propel them to the next level, as well as bring about real impact on enterprise development in Africa. The App will also help entrepreneurs bring out their stories and the various initiatives they are carrying out in the communities that have brought about a positive impact. One can sell in the Timeless Connect App only if he/she is a member, however, anybody in the world can buy the product

The Market Place

Within the Timeless Connect App, the Market Place is where one will be able to buy and sell services and products. The market place conversation will be steered by the following Timeless Connect Champions who will ensure that within it, conversations and sales take place as well as acceleration of the value of products.

Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

Testimonies by users of the Timeless Connect App:

"The App has helped me connect with people whom I never thought I would meet." Jane

"The App has created a platform for me to meet CEO's, Founders, and leaders of organizations who are very difficult to get a hold of on an ordinary day; this App has given me that platform to connect with them. One just has to simply update their profile by saying who you are, brand yourself, and connect with someone who you see can give you an opportunity to do what you are good at." Grace

"One of the great and amazing things about this App is giving one the opportunity to connect with people who are not just saying, but are doing great things." Rachel

"I'm in this App because I am already an influencer in my own sphere; I'm in the banking sector and the reason I joined this App was to bring in my skills so that anybody else who requires the skill can be able to pick it and get into a conversation. This App brings out the skills set of everyone and their area of influence as well as the space they are interested in. It also enables one to showcase themselves to the world and articulate their skills and the strength that they are bringing." Nyambura

Session 9:

The Investor's Clinic

Moderators:

1. Ms. Andia Chakava, Country Director, New Faces New Voices
2. Olive Gachara, Founder and Chief Editor, Couture Africa Magazine

Panelists

1. Lillian Marennya, Managing Partner, Assante Global Associates
2. Fred Murimi, CENTUM
3. Hursh Khopkar
4. Louise Potgeiter, Investment Management, South Africa
5. Jan, Financial Analyst, New Faces New Voices
6. Karl, Investment Officer

Introduction

How entrepreneurs can build their businesses to the point where they are investor ready is one of the biggest bottlenecks for unlocking women's success in as far as enterprise is concerned. The Investor's Clinic therefore sought to achieve the following:

1. To provide advice on how entrepreneurs can make their businesses investor ready.
2. To provide advice on how entrepreneurs can improve the impact of their businesses.
3. For entrepreneurs to find out what investors are looking for.

The session was made up of panelists specialized in carrying out due diligence on entrepreneurs to determine if they are fit to receive capital from interested investors, checking the businesses financial statements to determine if it qualifies to receive capital, clarification of the businesses model towards making it investment ready, and ensuring it gets the right funding for the type of business (business advice).

The Session took the following two approaches:

1. Coming one to one with your investor: In this approach, conference participants

"As an entrepreneur, research has to be your friend."

Lillian Marennya

"Always think of your business with the potential of selling it by building an excellent product or service."

Lillian Marennya

Timeless Connect App Champion	Category
Mercy Munyari	TWILE
Roseline Odhiambo	TWILE
Grace Mwangi	TWILE
Grace Kamau	Youth
Daniel Maithya	Men
Hursh Khopkar	Men



- had one-on-one sessions with the professionals who provided them with advice.
2. Panel discussions: In this second approach, the panelists provided expert feedback on various questions asked by the plenary with regards to how best to improve their businesses and what investors look out for before they decide to invest in a business.

- Clear use of the capital being requested for, and what it will be used for.
- A well thought out exit strategy from the business and how he/she will get their money back.
- The investor MUST see a return on their investment.
- Close engagement or involvement with the entrepreneur.

“Only 5% of applicants will achieve the funding outcomes that they want; this is so because in most cases the entrepreneur does not know how to be investor ready. Entrepreneurs therefore need to be supported towards how to prepare their businesses to be investor ready.”

The following were the key outcomes:

One-on-one discussions

The set up was in a room with investors giving free consultations to the Timeless women conference participants. The investors ranged from financial advisors to investment experts.

The session time with the investors varied depending on the intensity of the discussion, the participant's queries and the investors' interrogation and advice. It was a two-way communication in form of questions, answers and discussions. One of the timeless women participants, when asked, said that the investor's clinic was her highlight of the conference as she got direction on where to proceed with her consulting and advisory business. She was also challenged to move her business to the next level. Her interaction with the investor, she said, will be a continuous process.

Panel Discussion

The panelists took questions from the plenary. Below is their feedback:

1. What do investors look for in a business or an entrepreneur?
 - A sustainable return; the investor must obtain a return on their investment – the capital they put in as well as the profits they had anticipated.
 - Integrity and honesty.
 - The business owner's passion for the business.
 - Accountability, e.g. quarterly/annual reports showing how the business is doing.

2. What types of investors are there?

To determine this, the entrepreneur must first determine at what phase his/her business is at, i.e. idea phase, startup phase, high growth phase, or mature phase. Once this has been determined, the entrepreneur can then take the different categories of investors and suitably narrow them down based on the size of capital required and what it will be used for. The entrepreneur should be able to sit with an investor and clearly outline what amount of capital the business needs, and what it will be used for, and based on that capital injection, what the business will be able to achieve.

Only 5% of applicants will achieve the funding outcomes that they want; this is so because in most cases, the entrepreneur does not know how to be investor ready. Entrepreneurs therefore need to be supported towards this end so that they can be ready to receive the capital injection to their businesses.

3. Practical steps entrepreneurs can take to attract funding/investors

- The business has to show consistent growth.
- Build/invest in relationships with people or institutions that matter, e.g. banks, customers, etc.
- Gain knowledge of the industry by knowing who the competitors are, what they are doing right or different, if and how they got funding, the potential sources of funding, etc. Information gathering is critical in



advance of the problem.

- Proper and consistent record keeping of the business, e.g. financial statements.
- From the onset of the business putting in place the right financial systems, cooperate governance structures, compliance on tax and registration.
- Carry out research on potential investors.
- Realizing their skill sets and areas of strength and weakness

4. On building a solid business structures

Entrepreneurs should carefully structure their businesses structurally, procedurally and have a clear and well thought out business model including a clear strategy and understanding of the market. They should also have clarity on the quantification of that market in terms of Kenya Shillings or US\$. Most businesses collapse at the point when they are going through the biggest growth; this can be as a result of lack of well-structured operations or models. Entrepreneurs should design and create business that they can later sell off.

Only 5% of applicants will achieve the funding outcomes that they want; this is so because in most cases the entrepreneur does not know how to be investor ready. Entrepreneurs therefore need to be supported towards how to prepare their businesses to be investor ready

5. Practical examples or scenarios where entrepreneurs either get money or loose an opportunity?

- Getting money by focusing on building solid business structures and on excellence in the service or product being produced.
- Through loss of focus in the use of money, lack of research, and lack of integrity.

6. Valuations: They can be very subjective, especially with startups thereby making it difficult to comprehend the different

values that a valuer would bring to the table. It will all depend on how one defends their particular position as well as the warranties that are in place

Session Outcomes

1. Equip and empower enterprises to become investor ready.
2. Identify women friendly financial solutions.

Session 10:

Launch of the Timeless Women Accelerator Programme

Timeless Women of Wonder, together with Benchmark Solutions, and Christian Aid Africa launched an accelerator programme called The Timeless Women Accelerator Programme whose overall objective is to instill different facets of organizational leadership, structures, and systems to be able to propel women led businesses to the next level. Being the first lot of entrepreneurs, seven women, graduates of the Timeless Women in Leadership and Entrepreneurship Programme, were enlisted. The women, who run businesses in real estate, digital learning, food production, provision of health services, and the financial sector, have clear and established frameworks of how they want to expand their businesses both nationally and at continental level. Based on the outcomes of this programme, the partnership will be expanded further.

The following are the participants of the Accelerator Programme:

1. Wanjiku Wambugu – Micro Credit
2. Grace Mwangi – Panini Restaurant and Eboni Coffee
3. Josephine Wangiri – Digital space (digitizing education) Mercy Monyari – Food industry sector
4. Rosaline Odhiambo – Health care
5. Zipporah Mwachhi – Real estate, technology and food sectors
6. Terry Odula – Construction and housing sector



**ENHANCING
TRADE**



arts & culture

**COME
EXPERIENCE A
MUTICURRENCY
MARKET**
cash, barter, vouchers

**PASSING
DOWN TACIT
KNOWLEDGE**



manufacturing



innovation



value addition

agriculture



**LAUNCHING THE
TIMELESS INNOVATIVE
AFRICAN MARKETPLACE
POWERED BY:**



Launched by:
Karimi Kinoti,
Head of Africa Division at
Christian Aid



Session 11: The Timeless Innovative Marketplace

The TWOW Marketplace was held on the last day of the conference where various entrepreneurs showcased their products to the people in attendance. TWOW is about empowering women to venture into enterprise, the market place therefore offers a platform to showcase these enterprises and provide market access to the African audience. The timeless Innovative Marketplace pulls participants from women ran enterprises, women in non traditional economic sectors and disruptive technologies and innovations and women in key/strategic sectors that are core to the social economic wellbeing of the African continent, for instance, agriculture and related value chains. The Timeless Innovative Marketplace is also where the Unveiling Her

Star (One of TWOW's projects) products from sectors like recycling; for instance jewellery made from recycled articles, art pieces made from recycled materials, are showcased and this provides the grassroot woman with an opportunity to showcase her products to the high level individuals, organizations and the government in conference attendance. The sustainability plan of the Timeless Innovative Marketplace is to conduct a quarterly physical marketplace exhibition for the innovative enterprises:

1. This shall be in prime locations with a multicultural target audience who are likely to boost new global markets, e.g High end malls
2. Have an online marketplace through the timelessnessconnect app. This is in recognition of the fact that the most prime business location is online.



Items for sale at the
Timeless Innovative
Marketplace





About Timeless Women of Wonder (TWOW) (Unveiling Her Star; Women in Construction)

Timeless Women of Wonder (TWOW) is a vehicle designed to help develop, design and implement initiatives that will include African women in the social and economic transformation of Africa and empower them to become independent and help improve the quality of life in their neighbourhoods, in their families, in their counties, in the country and in Africa at large. The Timeless Women of Wonder Empowerment Pillar (the 2nd Pillar) is about Building Timeless Capacity, Skills Development and Job Creation in Future Industries (Construction, Oil, Gas, Energy, Extractives, Mining, Infrastructure, The Arts, Technology and Green Industries). In this pillar, one of the many TWOW's projects Unveiling Her Star (Women in Construction) is featured. Since June 2015, TWOW has empowered more than 20,000 women across three counties (Nairobi, Kiambu, in Kenya. About 1100 women were trained with skills in construction. All these women were awarded with certificates in their areas of trade at the basic artisanal level and are in various stages of assimilation into the industry through employment

or businesses. The National Government through the Ministry of Trade, Ministry of Housing and Ministry of Labour are working in Partnership with TWOW and County Governments to ensure that Government jobs and tenders in construction are also assigned to women. They are also working closely with TWOW to develop policies that enable women to take up jobs and businesses.

During the Timeless Women of Wonder Conference, the women from the Unveiling Her Star project are given a chance to attend the conference and on the third day of the conference during the market place, they are given a chance to showcase their materials to the people from all wakes of life in conference attendance. This is done to give them a chance to interact with high profile people; network, ask any questions of interest and also showcase their potential from their hand-made projects (this upholds the strategy of TWOW; Collaboration for Greatness). Outcomes

- Assimilation of the trained women into the construction workforce
- Apprenticeship within construction Industry for women trained in construction
- Replicate and scale the women in construction, across more counties in Kenya and more countries in Africa.





Session 12: The Timeless Gala Dinner

Hosted by Ms. Nyakan Munyeki, CEO and Founder, Timeless Women of Wonder Foundation, the Timeless Gala Dinner 2018 was held on the last day of the Conference and was graced by a number of high profile guests who included, Hon. Esther Passaris, Nairobi Women Representative, Ms. Karimi Kinoti, Head of Africa Division at Christian Aid, and Dr. Mary Okello, Proprietor Makini Schools. The Chief Guest was Hon. Kivutha Kibwana, Governor, Makueni County. Also present was Madam Muthoni Likimani, a writer and a legend in the making; Ms. Esther Akoth 'Akothee' a successful Kenyan musician and entrepreneur; Princess Bola Adelani Founder Royal Proclamations; Micah Geohagen Muguchi, International speaker, Trainer and Strategist, Founder of Radical Wellness Solutions for Women; Ms. Laura Akunga, founder and CEO Benchmark Solutions, Victor Dauda Tarfa, International transformational speaker/mentor and seasons coach, among other great men and women from Kenya, Africa, and the world at large. The Timeless Gala dinner is incorporated in the seventh Pillar of the Timeless Women of Wonder, which is the Timeless Celebration and Recognition Pillar.

In her welcome remarks, Ms. Nyakan Munyeki stated that over the years, the Timeless Women's Conference has brought about tangible outcomes that have helped strengthen women led businesses. As a result of its partnerships, more than 25,000 women have been influenced, trained, and skilled in the construction industry, and more than 80 women in leadership have undergone a leadership and mentorship programme; these women are well on their way to becoming change agents in their spheres of influence. The Timeless Women's Conference 2018, she said, brought out tangible outcomes that will help drive enterprise, empower women in enterprise to drive growth and bring solutions for Africa, all centering on innovation and enterprise development.

On his part, Hon. Kivutha Kibwana stated his delight to be part of the Timeless world event. He commended the Timeless Women of Wonder Foundation for its drive, particularly for the continent, towards bringing global leaders to action, as well women to the center of development so that their energy and ideas come into play within enterprise and development at large. This Timeless movement, he said, could inspire a continental movement, or the reawakening of the continent as people get to know the centrality of enterprise in moving the African continent forwards.

Hon. Kibwana stated that in his early years as a law student at the University of Nairobi, he fought for the legitimization of women, and their position in social, political, and economic spheres. As a governor, he carried this with him, and has effected the following in his County:

1. Involving women in the decision-making arms of the county, right from the village level.
2. Ensuring that women, youth, as well as persons with disabilities are partakers of government business or enterprise.
3. Established a mango as well as a milk processing plant each of which buys its raw material from local famers in the area, majority of who are women.
4. The county is also putting in place a universal health care programme whereby elderly people above the age of 65 years receive free medical treatment. For those under 65 years, the head of a household registers he's or her family by paying an annual fee of 500Kshs or an equivalent US\$5. This amount will provide free treatment for the household for one year.
5. Securing water for households by providing seed water tanks to women groups who then organize themselves to buy additional water tanks for the remaining households.
6. The county avails loans for groups and individuals for an administrative fee of 3% per year.



Address by H.E Prof. Kivutha Kibwana, Governor Makeni County, the Gala dinner Chief Guest

"I am delighted to be part of the Timeless Women of Wonder world event. I commend the Timeless Women of Wonder (TWOW) Foundation for its drive, particularly for the continent, towards bringing global leaders to action as well as women to the centre of the development so that their energy and ideas come into play within enterprise and development at large. The Timeless Women of Wonder movement will inspire a continental movement and the reawakening of the continent as people will get to know the centrality of enterprise in moving the African Continent forward. In my early years as a law student at the University of Nairobi I fought for the legitimization of women and their position in social, political and economic spheres."

**H.E Prof. Kivutha
Kibwana, Governor -
Makeni County giving
a speech at the Timeless
Women's Conference
Gala Dinner**

As a governor, H.E Prof. Kivutha Kibwana has ensured or set up the following in his County:

- Involving women in the decision-making arms of the County, right

from the village level

- Ensuring that women, youth as well as persons with disabilities are partakers of government, business or enterprise
- Established a Mango Processing Plant and a Milk Processing Plant each of which buys its raw material from local farmers in the area, majority of who are women.
- The County is also putting in place a universal health care programme whereby elderly people above the age of 65 years receive free medical treatment. For those under 65 years, the head of a household registers his or her family by paying an annual fee of 500Kshs or an equivalent of US\$5. This amount will provide free treatment for the household for 1 year.
- Securing water for households by providing seed water tanks to women groups who then organize themselves to buy additional water tanks for the remaining households.
- The County also avails loans for groups and individuals for an administrative fee of 3% per year.







TIMELESS CONFERENCE 2018 AWARD WINNERS

- 01** Ms. Tima Keilah on the right receiving an award in Young Women in Leadership (The Rising Stars AWARD) from Ms. Olive Gachara, Publisher and Editor-in-Chief of Couture Magazine
- 02** Ms. Akinyi E. Odongo (right) posing for a photo after receiving The Fashion and Design Award from H.E Esther Passaris (Women Rep. Nairobi)
- 03** Doctor Amritpal Kalsi (center), a Forensic Odontologist receiving the Non - Traditional AWARD from Victor Dauda Tarfa (left), an International Transformational Speaker/Mentor and Seasons Coach
- 04** Ms. Laura Akunga (right), CEO and Founder, Benchmark Solutions receiving an award for her contribution in the Financial Service Sector from Ms. Shalom Munyiri, CEO Ritro Group
- 05** Ms. Winnie Ngumi (center), CEO, Space and Style Limited receiving the Entrepreneurial AWARD from Faith Muturi, Corporate Training Consultant/Thought Leader/ Speaker at Delve Training & Consulting Limited
- 06** Esther Akoth 'Akothee' (center) at the Timeless Women's Conference 2018 Gala Dinner. She received the Entertainment Award.
- 07** Red Cross Representative for Dr. Abass Gullet, receiving the Humanitarian AWARD from Ms. Meicha Geohagen Moguche, Founder, Radical Wellness Solutions for Women.
- 08** FIDA Kenya representative (right) receiving the Women Rights Activists AWARD
- 09** Ms. Terry Mungai, CEO, Ashleys Kenya receiving the Jitihada AWARD from Ms Hellen Mtawali
- 10** H.E PROF. Kivutha Kibwana (right), Governor, Makueni County receiving the Transformational Leadership AWARD from Hursh Khopkar, Business Development Accelerator/ Rustic Sales Strategist
- 11** Dr. Mary Okello (center), Founder and Chairperson, Kenya Women Finance Trust receiving the Women Pioneers AWARD (Alpha AWARD) from Makueni Governor, H.E Prof Kivutha Kibwana
- 12** Madam Muthoni Likimani (center), an activist and Veteran of the Women Liberation Movement receiving the Lifetime Achievement AWARD (The Legends) from Nyakan Munyeki (left), CEO and Founder, Timeless Women of Wonder
- 13** Ms. Juliana Rotich, winner of the Innovation AWARD at the Timeless Women's Conference 2018



The Timeless Women of Wonder (TWOW) 2018 Awards

Under its Timeless and Recognition Pillar, the objective of the TWOW Awards is to celebrate the Timeless Women for their achievements in economic and social impact, which is designed to inspire other Timeless Women to soldier on in their endeavors to make a difference in society. Some of the women have excelled in fields that have been traditionally reserved for men, or have overcome all odds and adversities in their fields of business.

The following TWOW Awards were presented during the Gala Dinner to the future leaders of Africa. The following table shows the list of winners and categories.

Session Outcomes

1. Makueni County will support the empowerment of women for transformation and will invite Women of Wonder to partner with it to create impact in the county and beyond.

Conference Outcomes within the TWOW Strategic Pillars

TWOW is working through its seven pillars to implement key initiatives responsible for scaling social economic impacts for Africa. The pillars are:

1. Timeless Leadership
2. Timeless Empowerment
3. Timeless Entrepreneurship
4. Social-Timeless Communities
5. Media-Timeless Interaction
6. Men-Timeless Bridges
7. Timeless Celebration and Recognition

Through these pillars, and specifically from the outcomes of the Timeless Women Conference 2018, TWOW will influence the social behavior of citizens and the social responsibility of organizations in order to have a lasting impact on the economic and social development of the African continent.

NO	Category	Winner
1	Young Women in Leadership (The Rising Star Award)	Tima Keilah
2	Fashion and Design Award	Ms. Akinyi E. Odongo
3	Non-Traditional Award	Dr. Amritpal Kalsi
4	Innovation Award	Ms. Juliana Rotich
5	Financial Service Impacts Award	Ms. Laura Akunga
6	Women in Enterprise (Entrepreneurial Award)	Ms. Winnie Ngumi
7	Women in Entertainment Award	Ms. Esther Akoth 'Akothee'
8	Humanitarian Award	Dr. Abass Gullet (Red Cross)
9	Women Rights Activist Award	FIDA Kenya
10	Jitihada/Enterprise Resilience Award	Ms. Terry Mungai
11	Transformational Leadership Award	H.E. Prof. Kivutha Kibwana (Governor, Makueni County)
12	Women Pioneers Award	Dr Mary Okello
13	Lifetime Achievement Award (Legendary Award)	Madam Muthoni Likimani





Timeless Women's Conference Outcome Report 2018



**TIMELESS
WOMEN'S
CONFERENCE**

2018

The following table lists out the Conference outcomes against the specific TWOW Strategic Pillars:

Pillar	Outcome
<p>1. Timeless Leadership</p> 	<ul style="list-style-type: none"> • Create initiatives and platforms for building transformational leaders who will propel Africa's enterprise reformation. • Need government involvement to provide a platform for mentorship for women in leadership and business. • Train women and youth with knowledge in technology and innovation. • Provide an enabling environment for women to network and increase their knowledge, enhance their experience and increase their networks • To create a platform (online/offline) for women to connect and network
<p>2. Timeless Empowerment</p> 	<ul style="list-style-type: none"> • Engage county governments, national governments, development agencies and the private sector to support: <ol style="list-style-type: none"> 1. Assimilation of the trained women in the construction workforce 2. Apprenticeship within industry for the women in construction 3. Replicate and scale the Women in Construction program across more counties in Kenya and more countries in Africa. • Regional bodies like COMESA to facilitate links across the region in order to open up the trading platform for women. • Start initiatives for women in energy in East Africa and Southern Africa. • Christian Aid, COMESA and other like-minded organizations to rollout Timeless Women of Wonder (TWOW) programmes in Malawi, alongside Christian Aid, and other like-minded partners. • Makueni County to partner with Timeless Women of Wonder (TWOW) to roll out programmes that will create social and economic impact in the county and beyond. • Training facility availed to Timeless by Mr. Hosea Kili in Nandi County.
<p>3. Timeless Entrepreneurship</p> 	<ul style="list-style-type: none"> • Put in place initiatives that will position Africa globally by: <ol style="list-style-type: none"> 1. Support and equip women enterprises to compete globally 2. Provide opportunities for women to tap into intra-African trade • Launch of the Timeless Women Accelerator Program to equip and support women-led enterprises to transform them into high impact enterprises. • To develop a framework for women in enterprise. • Build innovation and research hubs for women. • To develop gender sensitive policies within the energy sector. • County and National governments and development agencies and other stakeholders to partner with Timeless Women of Wonder (TWOW) to provide a platform for technovations to link to investors. • Create awareness for opportunities in energy sector to women • To provide a platform for women to trade in an online marketplace and periodic physical marketplaces.
<p>5. Media-Timeless Interaction</p> 	<ul style="list-style-type: none"> • Use the media as the platform for transforming the mindset and narrative of Africa. • Use of media to promote and share positive stories.

TIMELESS CONFERENCE 2018 PARTNERS



BREWERIES

The Home of Quality



NEW FACES NEW VOICES

WOMEN IN FINANCE NETWORK





Get in touch with us

www.timelessconference.com
info@timelessconference.com

+254 703 942 009

+254 796 270 003

