

TWC 2019

REPORT

Socially & Economically

— SHIFTING THE NARRATIVE OF AFRICA —

YOUTH
&
WOMEN

MEDIA
&
TECHNOLOGY

ENTERPRISE
&
INDUSTRY



‘LIBERATING AFRICA SOCIALLY AND ECONOMICALLY’ SHIFTING THE NARRATIVE OF AFRICA

Opening Remarks - Madam Nyakan June

Building the vision of a great Africa that is free of poverty and prosperous, has not been an easy fit. In this case prosperity does not mean money but is rather holistic, wellness in people, thriving socially and economically where our social challenges will become a thing of the past because our way of life addresses any social challenge that comes up, predominant positioning to create wealth and to spread that wealth on global platforms.

This year's theme is Liberating Africa socially and economically, shifting the

narrative of Africa with key propellants being youth and women, Media and Technology and Enterprise and Industry. It's about time Africa moved from consumption to production.



Madam Nyakan June

CEO & Founder Timeless Women Of Wonder

**A PLATFORM FOR
DIALOGUE WITH
AFRICAN MEN AND
WOMEN LEADERS
FROM ALL KEY
SECTORS.**

**MAKING OUR
DREAMS FOR A
FLOURISHING
AFRICA A REALITY!**

Poverty And The Socio-Economic Liberation Of Africa

Poverty is a key address area to tackle towards Africa's liberation socially and economically. It is a complicated social issue, involving all areas of life, that is, the physical and the spiritual, which cannot be solved from one angle but rather needs a holistic approach. With this in mind it is vivid that the 21st Century requires a rethink. What we are dealing with is stronger and bigger. We are dealing with generational situations and to correct what is wrong in Africa we need bold and fearless women.



Pastor Esther Obasike

There are three concepts about Poverty in Africa

- Poverty as gender based discrimination against women, According to UN International Research and Training Institute for the advancement of women, 60% of the world's poorest and most vulnerable people are women who are dependent on their natural environment to earn a living and feed their families. Women especially those in extreme poverty suffer severe impediments that constraint free exercise of their rights thereby limiting their capacity for development.
- Social Economic improvishment, On April 11 2018 the World Bank, published a report indicating that the proportion of Kenyans living on the less than international poverty line; which is about \$1.90, in 2011 has declined from 46.8% in 2005- 2006 to 36.1% in 2015-2016. What are we doing to ensure vision 2030 is fully realized? I believe this conference is one of the tools that will be used to achieve this dream.
- Poverty and worldviews, to address poverty in Africa adequately we need to understand worldviews. The way we understand the nature of poverty and what causes poverty, is very important because it determines, how we respond to

poverty. Quoting John Maxwell, if I could do anything for people, I would help them change their perspectives not their problems. According to Charles Kraft, a person's socialization is the prison through which he or she sees the world. We cannot effectively address the realities in Africa without addressing our worldviews and our attitude.

If self-reliance or homegrown solutions is in parity, if we Africans do not think about our situation and seek a way for our self-support, we will continue to be beggars and so will be our children. Home-grown solution is my prescription. One of the major reasons we have not been able to succeed in fighting poverty as Africans is that we think that the west will come to fight the poverty for us. What they can do is support us, help us. The solution must be generated from Africa.

Transformational Goal Of Poverty

The goal of liberating Africa socio-economically should be transformational in papers and intent. For the transformational goal of poverty alleviation to be achieved, its perspective must be long term.

Hellen Anderson lists three steps to poverty alleviation

- 1.Christian education
- 2.Discipleship and
- 3.Capacity Building

Pastor Esther Obasike

A Co-Pioneer of The Redeemed Christian Church of God



Mr. Siddhart Chatterjee

By 2030 Kenya's population is going to be 65 million, by 2050 Kenya's population will be 95 million. By 2050 Africa's population will be, 2.3 billion. In 2050, 830 million young people will be in Africa but the opportunity to turn that power of the youth into a demographic opportunity a demographic dividend will happen, when we invest in education and skills. It is not the number of degrees that you have; it is the diversity of skill set that you have.

A country like Rwanda is already showing

the way with more than 65% of its women as parliamentarians. Today in Ethiopia, 50% of the cabinet is women. As a matter of fact, Africa is the beacon of hope for the rest of the world to emulate but what we must be doing is to change at the house hold level.

When a man and woman are earning income, they have disposable income. They have improved health care, education and when that starts to happen these children grow up into well-developed human adults.

The Sustainable development goals are 11 years away. What then are we doing to realize their achievement? In Kenya, for instance, we have the big 4 agenda.

A push must continue in Kenya for the two-third gender bill. Africa is the vision of the rest of the world. The change though starts from the households. Being agents of change is transforming people. No woman or girl should be left behind, we must reach the farthest behind; this Conference should meet this purpose of ensuring inclusivity by all for all.

Mr. Siddhart Chatterjee

United Nations Resident Coordinator & UNDP Resident Representative to Kenya

LEADERSHIP FOR WOMEN

Dr. Katherine Nyangui Ichoya



In the liberation of Africa socially and economically, we need to work on a couple of things:

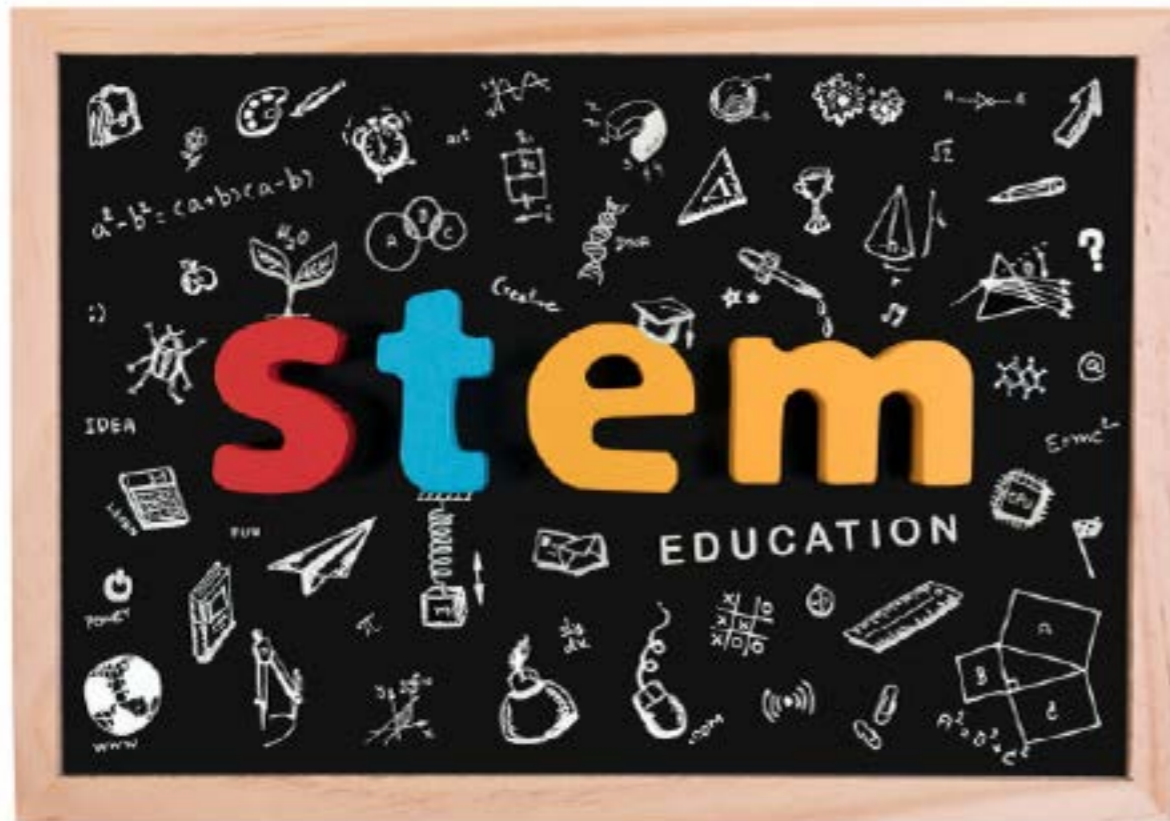
- Addressing issues that need to be addressed and doing that right now.
- Addressing the issues of policies that we have that are not making sense

As women we need to understand our role in transforming the society, we need to learn and do away with brain poverty. We need to address the matters at hand; we need to go back to the roots. In Nigeria, the women are establishing markets at the border points. The cross border traders ought to look unto that to facilitate linkages.

Skilled women ought to be at the forefront of the transformational journey. Unless we come up and speak to those who can take action, then there is a problem. Structured, informed and positive dialogues are the routes we ought to tread. If we do not speak now, then when are we going to speak?

Is there a disconnect between the policies and the programs we are implementing? What is it that we have not done as Women's group in Kenya?

Women in STEAM



Moderator: Ms. Faith Wich - GWSE

Panelists - young girls in STEAM

Ms. Sasha Munyeki Ms. Edna Mutheu Ms. Salome Njambi Ms. Claudia Nyasarora

A lot of jobs a lot of young people are applying for are going to be non-existent very soon but very few people are teaching that. What is technology doing in your industry as at now?

Ms. Noreen Makosewe

WHY STEAM?



Women make more than 50% of the population but a lot of times women do not envision themselves in the positions of scientists, astronauts, mathematicians. At the age of 15 girls begin to lose confidence in some subjects. What are some of the challenges girls face in STEAM?

Ms. Faith Wich



Africa will never be the same again. We are going to liberate her. We are ready to walk the talk. All of us should be proud of this great continent. Ms. Sasha Munyeki. Helping the young girls achieve their dreams should be the greatest goal to have.

Ms. Sasha Munyeki
A girl in STEAM

Session Remarks

The girls' sitting in this panel is amazing. As men we have a responsibility to endorse them. Having the courage to speak says a lot. Africa has been proved a very negative continent. It is time Africa focused on the positivity.

Mr. Peter Kinaynji,



"I am great, I am beautiful, I am a girl. You can be whatever you want to be. You are the future of our continent. God made boys and girls and we need each other. Never forget to partner. Thank you to the Panel, the teacher and Ms. Faith Wich."

Amb. Tabitha Seii



Session 2: Networking Session

Moderator: **Ms. Ladawn Townsend**

Session Objective: To help improve with confidence in the real world.



“Out of what you have heard today what help do you need to solve issues in your area. What problems are you facing and what solutions do you see for them? Turn to your neighbor, move around the room, the resources available here could be someone to help you.”

Ms. Ladawn Townsend

Session 3: Men Building Bridges-Collaboration with Men

Panelists

1. Mr. Victor Dauda Tarfa- Transformational leader, Mentor, believe we all have a higher calling
2. Pastor Emmanuel Atsu – Programming and Networking
3. Mr. Mwangi Mukami – Leadership Training and Public Service

Women are the foundation of our lives. They are our assistants in terms of decision making. There is a comparison path of the way we think of women and the opportunities we offer for women. The opportunity we offer for the women in the marketplace is almost similar to what we offer them in the house.



According to World bank's Report of 2017, 27 of the 28 poorest countries are in Africa. We have doubled poverty rates in Africa due to the challenge of skills and cultural attitude.

Key Highlights And Discussions On Promoting Women Leadership From The Panel Member

We can promote women in leadership by:

1. Articulating the woman's gender in Africa, this will aid in skills development
2. Supporting Women in conflicts to feel safe.
3. Creating Peace, in the context of development access. We need to create healing spaces of all the trauma women are carrying.

Mr. Mwangi Mukami

Women need support and that support will be provided by us the men. It is important for us men to greatly support the women.

Mr. Victor Dauda Tarfa

I see a great future for Africa but the problem we are experiencing is with networking. The world is waiting for us and we must all cooperate and do our best.

Supporting women in leadership has to do with indoctrination. We won't deal with the problem if we fail to deal with the religious misconception.

Collaboration of men and women provides the connected link. There is a role of the man and that of a woman. We must do away with the mindset of we are all equal.

Women have the skills and the ability to procreate. Women leadership ought to be confrontational.

Mr. Emmanuel Atsu

Looking at the statistics, men are leading and I believe that if we bring the other 50% on board Africa would transform quicker and faster.

I started the Timeless Women of Wonder Foundation to act as a transformational leadership vehicle. I needed to be a leader who moved away from blaming people and step up.

Madam Nyakan Munyeki

Session 4:
 Passing down Tacit Knowledge: The Woman's Voice



Moderators: Ms. Wilkister Aduma
 : Ms. Mercy Kalung'e

Panelists;

1. Ms. Margaret Walgwe- Retired Banker
2. Prof. Wanjiku Kawira- Literature Lecturer at the University of Nairobi and Director Africa Women Studies Centre
3. Dr. Katherine Nyangui Ichoya- CEO FEMCOM
4. Amb. Tabitha Seii- Nominated MP in the Kenyan 8th parliament, High Commissioner of Kenya to South Africa, founded education Centre for Women in Democracy.

How do I find my voice and how do I get empowered?

Women empowerment comes with the discussions around timeless voices from the Timeless Women. It is time women consolidated all their different voices into one conversation that is going to liberate Africa socially and economically.

Wilkister Aduma

Team Work when it comes to Women issues is very important. I would have never become who I am today if I lacked the support of other women who came before me.

Intimidation is happening to a lot of women especially if they have credentials. Their voice is being silenced but it is time we spoke up, owned up. Women require encouragement, training and support to be able to rise through the corporate ladder, the business ladder.

The Issue of disconnect between the

women professionals and the community level women needs to be addressed for the women liberation socially and economically to be realized. For instance, In South Sudan; the current Minister for Gender called forth her fellow women engineers to construct a building in South Sudan for the Women and this depicts a perfect example for women in community level and women professionals partnering and being in sync.



Dr. Katherine Ichoya

The African culture plays a big role towards the social and economic liberation of Africa. For us to be liberated we ought to go back to our roots and adopt the culture we let go. There is a disconnect between the parents of this generation and their children which greatly affects the Mentorship of the younger generation. How then do we liberate Africa with this disconnect? It is time we start rectifying all these mistakes. If we are to liberate Africa, we have to start working together as a team. We have to change our own mindsets; we have to start with our own attitudes.

Ms. Margaret Walgwe



One of the ways of bringing women together is to have an agenda. To liberate Africa socially and economically as women, we must tell the stories of women who stuck together and succeeded.

Prof. Wanjiku Kawira



DAY 2



“Liberation means freeing oneself from shackles and chains. We want to shift the narrative of Africa from a dark continent to a continent of light, from a begging continent to a continent that gives and blesses others.”

Africa’s vision of 2063, is that of a united, peaceful, prosperous continent driven by its citizens and representing a dynamic force in the global arena. To bring this vision to realization, we have to understand that the Social and economic liberation, is not only about us enjoying life but rather about transferring, influencing what we have, our beauty, culture, our economic influence to the rest of the world with an aim of becoming a dynamic force at the global arena.



Ms. Christine Musisi

Liberation of our identity therefore, is key. Who are we? When we begin to understand who we are, we will start to liberate our identity, our systems and values and our governorship. This though begins with, purpose driven and value driven leadership which has genuine love for the continent.

“The story of liberating the African woman has always come with a lot of pain. As women, we have experienced challenge after challenge whether it is in employment, starting businesses, raising children. The world tends to defines how we should be, what we should wear, what we shouldn't, what room we are allowed into and that is the reality we are facing.”



Ms. Noreen Makosewe

As women of Africa, we must stand on a united front and build a ring around each other to transform Africa. The reformation is massive, not just about one woman; it is about telling the African story the African way. We are battling for the transcending generations.

Interactive Session; the Audience

What does it mean to you to liberate Africa

What will it take to liberate Africa?

Do you really want to liberate Africa?



Pastor Esther

“The backbone of a nation is the woman. As a woman you have to be your brother's keeper. When we talk about liberation what comes to mind is love. Reformation with no love is not realistic.”



I am so honored to be here and to be celebrating 5 years of the vision that God laid in my heart for our continent. I have a dream that God placed before me and that dream will be a reality in my generation and because you are listening to me, it means you are my generation and that means our generation.

This dream is a dream of Africa's prosperity and when I say prosperity I don't mean money. I mean money and everything else; emotional, social, physical wellbeing, growth as a continent where we are living up to our fullest and greatest potential as a people and as a continent where we will have harnessed everything that God gave us.

Africa is rich in terms of resources. There is no continent that is mapped out with so much resource like Africa. There is a brain, intellectual capacity, creativity that God has blessed us with and it is time that we recognize that and unlock that potential. When you have a big vision that comes from God and you have the responsibility to fulfill that vision, be ready, there definitely will be battles and challenges. There is going to be days you do not feel like waking up, there is going to be days you feel like running away.

In these three days and in our journey to mark the 5 years, we are celebrating Resilience, Partners, and Impact. We have

to move from talk to action, from theories into implementation. Impact is very big for me. When I look at the past 5 years with all the ecosystems of the partnerships and the people, I tell you we have achieved more than it has taken big organizations to achieve in 25 years or more. I am a true testimony of the power of collaboration and partnerships.

I am also one who bursts stereotypes especially that of women are their worst enemies. More than 90% in the room are women, you have stayed patient, and none of you is throwing tantrums. After experiencing a challenge with the venue, I have seen the support of women.

Ms.Hellen Mtawali - Leader the Afrizo Band and Lecturer at Daystar University, said to me, I am with you I am not leaving. I will stick through and with you no matter what. Some great Women encouraged me to stay the course; they said: we are the leaders of Africa and change is not about things and even if it means going to Uhuru Park and have this meeting so shall be it.

I began to hear the voices of that dream that I had; of a critical mass of transformational leaders who work together to bring about change because that is what it is in reality. We possess a great power to do great things, when we stick together and rally around each other.

I want to recognize the men in the room. We cannot empower women without men. It's collaboration, its strategic, its harmonious, it's sustainable, and it's the winning strategy. There is a role and a purpose for each one of us in our individuality and in our gender.

Reviewing my thoughts in a quiet corner about today's incidence, I realized that, today is a public display of some of the challenges some leaders go through to fulfill a vision. I chose to

stick in with the support that was available. Great women and men of Africa thank you. Thank you to Mr. Hosea Kili. Sometimes you just need to stick on and the solutions will just come.

Ms. Nyakan Munyeki -

CEO and Founder Timeless Women of Wonder and the Convener of the Timeless Women's Conference

Panel 1: The Role of Leadership in Liberating Africa and the Role women play in this,

"Leadership is a critical foundation for success and transformation. If you do not have the right leadership in place it can all fall through the cracks. What kind of leadership then do we need to Liberate Africa and shift her narrative as a dynamic force in the global arena?"

Ms. Christine Musisi-

Director, External Relations UNHabitat

Panelists

1. **Madam Anne Kyoya-** CEO and Founder of Leadership impressions, experienced leadership Consultant, Country Director Build Africa Kenya, Development and Leadership Professional with World Vision,
2. **Dr. Katherine Ichoya-** CEO FEMCOM, COMESA
3. **Dr. Jemimah Njuki-** Senior Researcher and Scientist and Coordinator Gender Issues at IDRC
4. **Mr. Peter Kinyanjui-** Director at SME's Today Magazine, Renowned Business Man

I have been privileged to work in 12 African countries and in communities and a big population of the people have been working with were women. One of the things that worries me is that, Africa continues to wallow in poverty because she has ignored the most important resource and that is the women. The women have taken a very central role.

What kind of leadership will get our continent to recognize that kind of resource that has been ignored and bring it to the fore?

- A leader is someone who gives people a place. We need men and women who recognize the ignored resource; the woman because without recognition we can't go creative.
- Second, we need leadership that recognizes culture. Culture is like a strong river and you need to know how to swim. We require, leadership that recognizes which aspects of our culture we need to tap into and use the same to steer.

- Three, we need leadership that challenges the status quo and mostly from within because leaders are both within and external. We need leaders that are able to recognize themselves as parts of the playing team. Leaders who will come out and be able to speak, challenge the things that they think are not right respectfully and boldly and be able to give a directive of where we should be headed.

- Four, we need visionary leadership. The Leadership Africa needs to shift the narrative and to be liberated socially and economically is comprehensive and widely informed kind of leadership characterized by knowledge, contextual issues affecting the continent and culture and not the myopic kind of leadership

Ms. Ann Kyoya

Most people still say we have been deliberated, so do we still need to be liberated and why?

Who am I? I am an African woman and I love people because if it wasn't for the fact that our mothers our families trained us to love and mentored us, I think we wouldn't be where we are today. It starts with the family. We need to go back to our social-cultural environment and embrace who we are.

An African woman is the one brought up in that environment of sharing, of loving. Most of our parents did not understand what poverty was all about until when the structures we have had in the continent, our women's constituency was researched and we were grouped and told that we are poor.

Poverty is a language which was brought to us and we embraced it. Poverty is a mindset. The solution to this is to rediscover who we are by ensuring we go back to our roots and appreciate our richness.

I won't be where I am today if it were not for the women who were there for me. The women before us provided the basis for the change we are experiencing right now; the older women championed the movement that resulted to us being where we are.

We are here to embrace what our mothers taught us, that we need to support one another. We are here to support Nyakan so that she can be able to realize her dreams. Our women in the entire continent are speaking one voice for instance the gender Agenda fight in Addis Ababa; the women lobbied and spoke in one voice. We need to Mentor one another, walk the journey and not be scared. Speak out and go for it.

“The poverty mindset is not only for the poor. The poor have given up and are saying I cannot do anything for myself and I need others to do things for me. The rich are saying; I need to control and grab everything. They are willing to kill and destroy the communities in order to get wealth. It is cutting across and we need to correct that because it determines how we lead our communities, how we lead our communities, how we lead other people.” **Ms. Christine Musisi**

What is the one thing that you see Africa needs to be liberated from and what is the one issue that leaders can do in Africa to change Africa's narrative?

One of the greatest things that Africa needs to change is our mindset. We serve the negative narrative. If donors came in today, what would we tell them, which photos will we show them, how will we position ourselves? This is the reason; Africa gets despised in most of the forums.

How do we sell ourselves? We are too negative, we do not show our pride, we do not sell our pride. Where is the pride of Africa? Do we appreciate what we have or do we focus on what we do not have? We have a narrative of lack of gratitude in Africa and that is our challenge and that is our problem as Africans. If we change that narrative and become grateful for what we have then it will multiply and we will start seeing opportunities. Asking ourselves what we have will lead us into inevitable prosperity.

When it comes to the African leadership, a government is supposed to create an enabling environment for both local and international investors. Do our governments do that? We need not selfish but selfless leaders and that is the only way we shall liberate Africa.

Mr. Peter Kinyanjui

Is there a unique role for women leaders and young leaders in liberating Africa and changing its narrative?

Yes. Women form more than half of the population of Africa. If we do not play our role then we cannot liberate Africa. Who is supposed to liberate Africa? Of course us. There is nobody coming from out there to liberate us. When we think about the US then as women and young people we become a very critical part of the same. Women must be fearless leaders. As women, there is still a lot that is talked against us and if we are not fearless, we will not change this narrative. One of the challenges I see in Women is lack of confidence. I see young women who are saying I don't think I can do that. For instance, when you talk to a young man and a young woman, the woman will be thinking about what they do not have.

Women's leadership starts with us. Most leadership spaces are male dominated and what we should be thinking of as we venture into these spaces is how do we take, how do we pour uniqueness and authenticity to this table? This will sometimes mean dismantling the table, sometimes it will mean us going with a new table, rather than trying to squeeze into the old one.

Focusing on the young people's narrative, you realize there is a problem. There is no innovativeness, no creativeness and no curiosity. If anyone is going to move this liberation, it is the women and the young people. Support from the older women is strategic to come to this liberation.

Somebody send you an elevator that took you up, send the elevator back down so we hop in and go up. Mentorship is the major reason we started the Timeless Women in Leadership and Enterprise (TWILE) Mentorship Program. What is the joy of being at the table or into the elevator alone? As women we have a role to play in building the women that come after us.

Dr. Jemimah Njuki

What are we liberating Africa from or whom are we liberating Africa from?

"As an African continent, we have a lot and we have to start from where we are. Our relationship as women is our strength. There are many Africans that are not where they are supposed to be. People are dying from hunger, women are dying as they give life therefore we need to liberate ourselves from these things and live a life of dignity"

Dr. Jemimah Njuki

"Autistic leadership, what are we doing at our own leadership capacities and levels. What will see us achieve the liberation we are seeking is starting where we are as women by offering unquestionable leadership."

Ms. Anne Kyoya

"Initiating conversations, we need to speak up and alleviate fear. Fear makes you do he wrong things. It makes you make the wrong decisions so never make a decision out of fear. Our mindset also needs a rethink; we are on the receiving end. We are more of consumers than producers."

Dr. Katherine Ichoya

"We are liberating ourselves from our own selves, our mindsets, that which we have believed and is not true. If we cannot read books that are teaching us leadership or business then we are doing injustice to ourselves and liberation is far from us. What we speak to ourselves first thing in the morning when we wake up is that which we will embrace during the day and is what will command our day. Let us focus on building our minds because Liberating Africa will take our minds. We need to liberate Africa from hunger, corruption, fear. Why do we always start from the problem in projects, why don't we start from the goodness, the wealth, our culture, self-confidence, resilience? We need to build on what we have collectively so that our continent will fulfill its God given destiny."

Mr. Peter Kinyanjui

Session 2: Leading Africa Into Her Destiny

Moderator: Dr. Pete Odera

Panelists

1. **Irene Limika**- Irene Limika Foundation
2. **Caroline Wambui Chege**- Madam President Show Participant in KTN
3. **Dr. Juliet Gathoni Kimemia** - Minister of Trade, Cooperatives, Industry and Enterprise Development Kiambu County

“We need visionary transformational leaders not leaders who are necessarily looking out for themselves. How do we lead Africa into its future? We need to look out and empower our leaders for tomorrow. We are looking for solutions, we are looking for answers. What can the young people do to position themselves to transform the future?”

Dr. Pete Odera

What do we need to do to help leaders be where they ought to be

To help leaders be where they ought to be we need to:

- Equip them with skills
- Educate them with ideas towards transformational leadership

Ms. Irene Limika

To help leaders grow to where they ought to be, there are couple of things that come into play;

- Practice information sharing on opportunities. We require, well established and structured communication systems in the country. At the policy level, there are good policies and unless we change our attitudes when it comes to information sharing, we will continue to lag behind.
- There are empowerment programs in which funds have been allocated, but these are kind of designed for the few because of our mindsets of 'kitukidogo' or bribes.

There is need to change this kind of mindset.

- We are also not proactive especially when it comes to information.
- There is a big disconnection between policy making and the community people. Mindset change is what will drive the leadership agenda

Dr Juliet Gathoni Kimemia

“Leadership is not given, leadership is taken. As a leader you must look into the future. Whatever decision you make must affect future generations in a positive way.”

- Believing in yourself, telling yourself you can. As a leader it's about what you can say you have done. I am part of Miss President's show, which airs on the Kenya Television Network (KTN). The program showcases women leadership and this is a good form of media shifting the narrative and aiding in Africa's liberation.

Ms. Carol Chege

What are the Opportunities for youths in leadership

- Be the change you want to see. A leader is the person who sees the needs of the community. It is until you show that you understand the genuine needs of your community that you will be elected. Ms. Carol Chege

- Have solutions for your community. Use what you have in your hand. Be a problem solver not just an identifier. Have innovative solutions. You cannot sit in your house and expect change to happen. You must pursue it with all you have.

Ms. Carol Chege

- Be available. Believe in yourself, come out. Use what is available close to you.

Ms. Irene Limika

- At the policy level, mobilizing is important for social economic development. Scale up, take positions for instance in self-help groups. Along all sectors we are encouraging youth and women to scale up.

Dr. Juliet Gathoni Kimemia

- Complainers never change the world it is the visionaries. **Dr. Pete Odera**

The success of our business is pegged on women. We employ over 1,000 people and over 70% of those people are women. I remember when I ventured in entrepreneurship, a friend of mine from Nigeria told me Derreck, if you want to be successful in Africa, employ women. Why women, because they have a different work ethic as equated to men. Women will give you 100% everyday whereas men don't.

I implemented this model and it is absolutely 100% true. Women have a very different mindset from men. Men think short term, they think because they are men they deserve this positions, they need to be in this positions and they view their employment of women as a form of favor. If you got to be successful in life, you got to stop thinking that you are doing someone a favor. Once I got my mindset about employing women, my business became a success. I built a culture in KFC where women are leading the way.

On Mentorship and Sponsorship, there

is a difference between being a Mentor and being a Sponsor. Sponsorship doesn't work for a long time but being a Mentor does. Ladies, you have got something special and you have to use it. Just stir up that fire inside of you and use it and believe in yourselves. If you ladies stand up and fight for what you want trust me you will have it.

Africa is the new world champion. We are going to be a billion people very soon and you know if we do not stand up, Africa is never going to get there and especially the women. Let's be the world champions of the future.

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Mr. Derreck Van Houten
- Group CEO, Kuku foods East Africa

The purpose in your life has an expiration date. I will therefore, help you discover your purpose and profit from the same.

For 10 years I slept on my own purpose. I was stressed, I was unhealthy, and I was broke. It was until I cognized how to tell my story; of what I could do to help somebody else.

How to craft your story:

- To show yourself as an expert
- To address, objections that you are getting
- How to close your deal

To strategically discourse the above three pointers, ask yourself the following:

- What makes your product/service stand out
- Why should they buy the product/seek the service from you
- Make your customers fall in love with your products/service

Ms. Ladawn Townsend

Panel 3: Africa's Enterprise Reformation

Modearators: Mr. Victor Dauda Tarfa and Ms.Noreen Makosewe

Panelists:

1. Mr. Jonathan Kibe- Founder, the love project
2. Ms. Salome Kimata- Secretary General, African Women in Development
3. Mr. Olivier Van Eynde- CEO, Close the Gap

Do you think African Youths have potential?

By 2035, Africa will have the most youths, but if we look at the unemployment rates currently the youth will not be catered for by that time. African youths have potential and that potential lies in you identifying a need in your community and offering the solution for it. Development of entrepreneurial spirit for youths is going to solve and bring change to our countries.

Youths however, are lacking Mentors. A few captains of industry have ventured into mentoring people to succeed them.

“In my opinion on Mentorship, I want to challenge the young people because I think most of them are not ready. When the student is ready the teacher will appear.”

Mr. Victor Dauda Tarfa

How can developing women in technology help them realize change in their businesses and bring transformation in Kenya and Africa

Most Africans have mobile devices. For women in remote areas with the mobile phones;

- You can work from anywhere.
- There is easy access to loans
- There is easy access to potential clients through social media and all this has direct impact to poverty alleviation.

- Gender sensitive budgeting. This warrants special allocation to special needs kids to ensure education is not only available to them but also accessible. Disability and poverty are intertwined. Disability causes poverty, poverty causes disability.
- Work to eradicate, Illiteracy levels. Get to know what is happening where to be able to engage from an informed position.
- Ensuring accessibility to education by packaging education materials in simplified form.

“Define yourself, do not allow people to define you. They will never give justice to your definition. Focus on residual ability and focus on it.”

Ms. Salome Kimata.

DAY 3:

The
Timeless
Innovative
African Market Place

There is no better way to culminate the Timeless Women's conference than to see the great work and ideas that are implemented by the great women in this continent. The liberation of Africa socially and economically is not a business as usual conversation. It will call for a lot of leaders, men, women and youth to take a step into bringing their ideas into action.

Once again I want to thank all the partners and just to mention a few:

- The government of Kenya, their support, commitment and goodwill has enabled a lot of achievement over the past five years.
- Thank you to all our development partners, the UN development agencies, Christian Aid/UK just to mention a few
- And finally thank you to the corporate sponsors, The County Pension Fund (CPF), Safaricom, Centum, Philips, Keroche Breweries

Thank you for believing in the vision and committing to the journey. I want to thank the women, who have embraced the vision and have been key players for this transformational journey. Thank you also to my team that worked tirelessly behind the scenes towards the preparation of this conference.

What role do we have to play in transforming our continent?

We have to move from being consumers to being producers. We need to add value, trade and enhance our trade as individuals, as countries, as different stakeholders and partners and also move from a local to global context.

Various leaders in the room will be touring the marketplace and making various linkages. It is about moving from talk to action. It's one thing to have an idea and another to move into implementing that idea.

All the people in the marketplace will be receiving real time coaching and exposure to take their businesses to the next level. As we are doing sales pitching, marketing and branding throughout the day, from the experts you will embrace this opportunity. I'd love you to continue to see far, see where your business can be. See where you are as a startup and see the bigger picture that is ahead.

Remarks from Christian Aid/UK Representative *Ms. Winnie Mailu*

First, I thank God for walking us the journey and making us conquerors. It has not been easy, we won't pretend. We have walked this journey side by side with both women and men. The marketplace is bubbling with activity and this is because the women we have in this country want to take ideas to the next level.

As Christian Aid, we have grown with Timeless Women of Wonder (TWOW) and they are still growing and we can see them grow in this country, in Africa and beyond. We believe in their vision and therefore we will work tirelessly to continue supporting them.

showcases, I am very touched by all the emerging value chains. I see Agriculture, value addition. I see women contributing to the manufacturing agenda in this continent. As Christian Aid we would want to continue walking this journey together.

Ms. Karimi Kinoti, the head of Christian Aid/UK Africa division whom I am representing here today, believes in Africa, she believes in development and above all she believes in women and that's why we are all here. We are happy to be here.

I work within the inclusive markets docket at Christian Aid and my fulfillment is in seeing businesses grow. Looking at the Timeless Innovative African Marketplace

Opening of the Marketplace **Mr. Hosea Kili, OGW** Remarks

I am so happy and delighted to see all these women here. I am sympathetic about the faced challenges about the venue and I am equally glad that when you needed us we were there to help. You are welcome here all the time including all the ladies who have functions.

I have a vision for this country; one of greatness. When I see the ladies here doing their best to raise their families and better themselves by their own it makes me very happy because, many a times we always ask others to do things for us. It is common to say we are not being assisted, we are not being helped.

What TWOW is doing to support women goes deep into my being; it reminds me of my own mother. She took us to school and raised us by doing business and I am happy I am the man I am today because of my mother.

Madam Nyakan and I blended very well when we met since just like me she does not believe in anything called giving up. One thing is for sure and that is that, TWOW is going places. It will be a premier event for women in Africa and everybody will be talking about it, and it will be a MUST attend event for African entrepreneurs.

I am also very familiar with her program

intended to transform women into skilled industry personnel and manufacturers. I want to ask our leaders from the counties to invest in industry and partner with her to realize this dream. There is so much room for manufacturing, in our country. There is so much room for value addition. Unfortunately, many of our leaders think development is building of roads, infrastructure and things like those.

The County Pension Fund (CPF) believes in tripartite partnerships with our communities and we would like to get involved in investments in manufacturing with stakeholders like our county governments. I would prefer that our women come together, raise money, think of an idea and do thorough research about manufacturing. Then, put yourself together under a business oriented organization, approach your county government, let them set aside funds for startup for this manufacturing businesses. We as investors would like to partner with you and the county government and I am certain, we can pull up the international partners to join us and we can make your life just change.

Ladies you are the ones to force industry to happen in this country. Why do you have to wear foreign made goods really?

Walk the talk. Begin to for instance, to patronize local manufacturer of footwear.

Looking at the Kenyan marketplace, we are a very serious consumer market. Why can't we buy our own things? Let us force that to happen and let's not despise small beginnings. I can assure you that as a man, I will hold your shoulder.

Mr. Hosea Kili, OGW

Mr. Hosea Kili is a strategist, businessman, lawyer and a big visionary. As a man he has believes that men have a role to play in supporting women. As an organization, they believe in enterprise development, they believe in women, they believe in youth, and they also believe in technology and innovation

When women stand up in unity nothing can separate them, it is timeless. Let us hold each other's hand and lift each other up.

Let's not give up. Let's not wait to always be given but rather let's wake up and get it ourselves. Small beginnings are going to change our country; there is no other changer of this country but us the women. We are the ones who have the children, we are the ones doing small and great things, this is timelessness which cannot end and the things we are going to do,

are going to become absolutely timeless. Stand up and be counted, raise your head up. Let us take away this mental poverty.

We are not an accident; we were made with a purpose. We must therefore stand up and resist things that keep us behind. We are timeless and we will make timeless things and we shall have timeless impact.

Amb. Tabitha Seii

"New and great things are started by ordinary people and not extra ordinary people"

TOUR AROUND THE [AFRICAN] MARKETPLACE



Happy African inspired and textile Industry.

The whole purpose of the marketplace is to be able to showcase the possibility, to showcase the ideas and bring in the partnerships that are required.

a) Joyce Wangari; Cosmetics dealer



I was a house maid 4 years ago. I was privileged to have an employer who mentored me, that is *Mr. Derreck Van Houten* of KFC. The challenge I and many other entrepreneurs in this business are facing is, the local production costs are very high. You therefore find that at the end of the day we end up doing more exports than manufacturing ourselves since that option is cheaper. We would therefore want leaders to come in and see how they can help.

Mr. Hosea Kili: I give you the offer of free showcase at the Freedom Heights Mall in Lang'ata.



b) Rungano Rwedu brand

My name is Matema Chwani from Zimbabwe and my brand name is Rungano Rwedu which in English means our story. I make fashion jewelry and my inspiration is ostrich feathers, roses, and leather. Everything is basically handmade.



Value Addition Entrepreneurships

a). Value addition entrepreneurships

We are a social enterprise and brain child of Christian Aid/UK Africa. Christian Aid/UK invested in smart value chains to provide households with alternative for income sources. We support farmers and help them to acquire new technologies. We work very closely with women; we have modified honey harvesting tools that are suitable and convenient for women to also use.



b. Kitch Kitchen Limited

My name is Zela and I was inspired to start up at the Timeless Women's Conference 2015. I saw what other women were doing at the marketplace, and I got challenged.

Kitch Kitchen specializes in Barbecue sauce, barbecue rob and homemade chili. I use organic spices most of which are sourced locally apart from black seed (which I source from Middle East).

Currently, the business is a cottage industry but I am looking to expand. I believe once you empower a woman with a skill, it is something you can never take away from her.



"When we do the Timeless Women's Conferences the beauty is to inspire people to get into action. We are very proud of you Zillah."
Madam Nyakan

"Well thought out product development. The product can pass in any shelf" Ms. Winnie Mailu- Christian Aid.

c) Natural dried Peanut butter- Ms. Maragaret Walgwe

I focus on making natural peanut butter. I harvest the nuts, dry them very well and then make the butter. When the nuts are not dried very well there is a risk of aflatoxin. There is a huge market for peanut butter. I have taken a few contacts of young people touring the marketplace for Mentorship. I will be training them on

how to make peanut butter that is safe and fit for human consumption. Quoting the late Myles Munroe; "Don't die with your talent." We should die empty and it is never too late to start.



Day 3 Outcomes (Empowerment, Leadership, Entrepreneurship, Media, Men, Celebration And Recognition, Social Timeless Communities)

TWOW Pillar	Outcomes
Leadership Pillar	<ul style="list-style-type: none"> • Setting up of structures to educate on the interconnection between Men and Women • Setting up Healing spaces <ul style="list-style-type: none"> - Mentorship especially to the younger generation
Empowerment Pillar	<ul style="list-style-type: none"> • Mentor the young women to venture into value addition to satisfy the market demand. • Secure warehouses to showcase the models and things that the women make and produce. This will aid market them not just locally but also abroad • Set up women in technology programs in partnership with TWOW. This will aim to create innovative solutions and jobs through technology in all kind of

Entrepreneurship Pillar
<ul style="list-style-type: none"> • Tripartite Partnership. The County Pension Fund will partner with the County governments and women to help scale their businesses to the next level and also to expose them to external markets and investors • Table a proposal about the Unveiling Her Star Projects to the Council of governors to help replicate the same to the 47 counties. • Develop entrepreneurial spirit in youths through Mentorship. This is going to solve and bring change to our countries.

<p>Men- Building bridges</p>	<p>-Men collaborating more with women and supporting them to achieve more</p>
<p>Celebration and Recognition Pillar</p>	<p>-Women working together, supporting each other and celebrating each other achieve more</p>
<p>Media</p>	<ul style="list-style-type: none"> • Airing more of the Women success stories • Telling Positive stories to shape the narrative towards the socio-economic liberation of Africa • Shift the narrative by focusing on telling the African stories the African way



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