

EAST AFRICA IMPACT DAYS

STEPPING TOWARDS ZERO
UNEMPLOYMENT THROUGH YOUTH UPSKILLING

21st December 2022



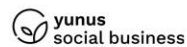
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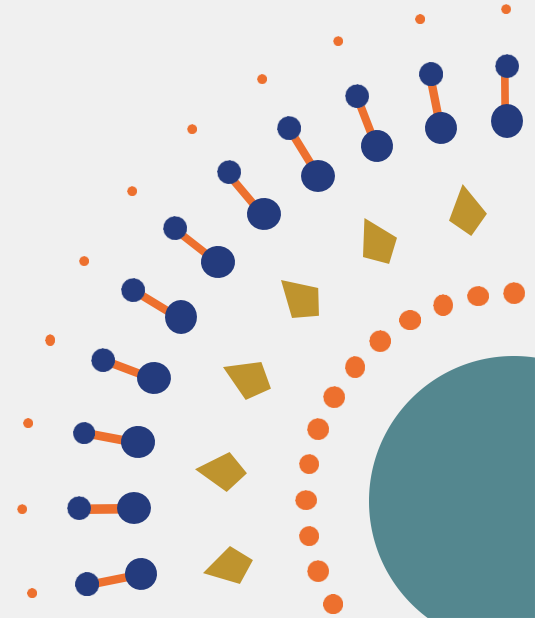


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“The true African **spirit of empowerment** is about **prospering together**, leaving no one behind. The only business model that speaks to that spirit is **social business**.”

Daniel Ayebare – Founder & CEO Aye Africa Foundation



01

PURPOSE OF THE EAST AFRICA IMPACT DAYS



WHY IMPACT DAYS?

The region of East Africa is widely affected by socio-economic and ecological grievances, whereby (Youth) unemployment and environmental pollution can be identified as a cause and result.

But **East Africa is an incredible resourceful, creative and innovative region**: a region where culture, technology and youth entrepreneurship are showing incredible innovation and growth potential.

Where the private sector offers opportunities to fill the gaps in the system with profit and non-profit business models that can allow to overcome social grievances.

And were the youth is proving to be incredibly **creative, independent, and full of zest for action** in creating impact in the region through social entrepreneurship and activism.

THIS IMPACT IS WHAT WE WANT TO CELEBRATE, SHOW, SHARE, and further EMPOWER YOUTH and SOCIAL BUSINESS to create a WORLD OF 3 ZEROS – ZERO POVERTY, ZERO UNEMPLOYMENT, ZERO NET CARBON EMISSIONS!



A WORLD OF 3 ZEROS POWERED BY YOUTH AND SOCIAL BUSINESS

Youth is greatly motivated and already acting to create impact in East Africa.

Public relations work, entrepreneurship programs and education on social business can have great potential to train young entrepreneurs in the region in how to solve environmental problems and create jobs in a sustainable and social way.

In addition to that, it has the potential to bring the youth and like-minded people together of East Africa to inspire to achieve a world of 3 Zeros (Zero Poverty, Zero Net Carbon Emissions, Zero Unemployment).



WHY WE MEET

The Social Business community is meeting for the third year from the launch of the “Create a Bright and Greener Future for East Africa Youth” program supported by the YY Foundation and carried out by the organizations around Nobel Laureate Prof. Muhammad Yunus working in the region: the Yunus Centre, the Yunus Social Business, the Grameen Creative Lab and the Yunus Environment Hub to Tackle Youth Unemployment in East Africa Through Social Business in an Environmentally Responsible Way and to support social businesses from ideation to scale up.

We want to bring together like-minded people and pioneers of change in an interdisciplinary way - for an open exchange and learning journey focusing on Zero Unemployment, Zero Poverty, and Zero Net Carbon Emissions and bringing out the best practices.

The aim is not only to discuss, showcase youth initiatives and network, but also to combine forces and coordinate initiatives with each other, to build a powerful and impactful ecosystem for social businesses to strive and fight unemployment, poverty and climate change.

Come join the community for a series of insightful and inspiring moments this year where you will learn about the program and our work with Universities, our acceleration and mentorship programs with young entrepreneurs and social businesses and our investment programs to sustain and make social business grow. But mostly join us to **#Getinspired, #Learn, #Connect, and #EnjoYY.**

WHY JOIN US

#GET INSPIRED: stories of East African social entrepreneurs, intrapreneurs, associations, and inspiring Youth with a special focus on social enterprise creation, innovation, and sustainability are shared.

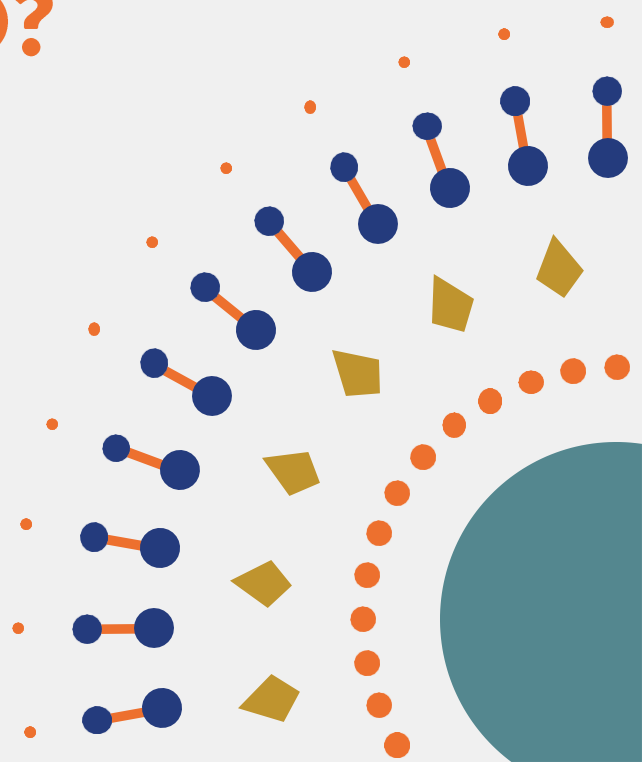
#CONNECT: the aim is to continue to create synergies and join forces among the social business community in order to create meaningful and purposeful linkages and bring about a collective reshaping and regeneration in the formation and incubation of social business activities in East Africa.

#LEARN: the forum enables participants to gain economic and social insight into social business. This was done through unique online educational events on different topics such as social business creation, innovation, sustainability, etc.



WHO ARE WE TALKING TO?

- **Youth in East Africa** (age group 18-35), students, young professionals, social entrepreneurs, and people from the public and social sectors, educational institutions, and non-governmental organizations.
- **Personalities** from different areas of society (educational institutions, companies, NGOs, social business, civil society) across different topics.



02 OVERVIEW OF THE EVENT



EAST AFRICA IMPACT DAYS

A SERIES OF 4 ONLINE EVENTS TO ENGAGE THE COMMUNITY FOR 1 YEAR

LAUNCH EVENT

5th April 2022

A WORLD OF 3 ZEROS, POWERED BY YOUTH & SOCIAL BUSINESS: WHERE TO BEGIN?

It all starts with the right tips and pills of inspiration. We will launch the East Africa Impact Days with an inspiring event hosting great personalities like Prof. Muhammad Yunus, investors, mentors, and young entrepreneurs to inspire, empower and connect young people in the region and beyond.

2nd EVENT

26th July 2022

ZERO POVERTY THROUGH MICROFINANCE, STEPPING TOWARDS A WORLD OF 3 ZEROS

Poverty is a multifaceted issue with many layers and consequences. We will explore the microfinance model in East Africa and further investigate its implementation and contribution to zero poverty with an inspiring event hosting great personalities like the father of microfinance Nobel Laureate Prof. Muhammad Yunus, institutions, entrepreneurs, and beneficiaries.

3rd EVENT

21st December 2022

STEPPING TOWARDS ZERO UNEMPLOYMENT THROUGH YOUTH UPSKILLING

As Africa is the youngest continent in the world, we look at the youth of the region of East-Africa and discover the ways that can reduce the unemployment rate in the region with upskilling programs through social business, inclusive technology, and economically sustainable measures with the valuable learnings of Prof Muhammad Yunus, East African Youth, and our amazing panelists from the region.

4th EVENT

March 2023

ZERO NET CARBON EMISSIONS

East Africa can be an example of achieving Zero Net Carbon Emissions through social business. We will present the results and impact of our 3 year program in the region and celebrate with the community.

THE FORMATS AT THE EAST AFRICA IMPACT DAYS

EVENT FORMAT: ONLINE ON ZOOM (2.5 to 3.5 HOURS EACH EVENT)

All events will showcase the work of our organizations working around Prof. Yunus and the network of the [3ZeroClubs](#).



Inspire & Learn

90 - 120-minute double panel discussion and keynote speeches by 2-10 protagonists (incl. Professor Muhammad Yunus, Youth, Green Entrepreneurs, Academia, and Government officials)



Network & Connect

- In-depth topics and discussions
- 30-60-Minute Interactivity for the audience (chat function, live feed, and Q&A)

STEPPING TOWARDS ZERO UNEMPLOYMENT THROUGH YOUTH UPSKILLING

EAST AFRICA IMPACT DAYS (Third Event) – 21st December 2022

| | |
|--------------------------|--|
| * 16:00-16:05 h (EAT) | Opening Remarks by The Grameen Creative Lab and YY-Foundation |
| 16:05 – 16:30 h (EAT) | Dialogue with Prof. Muhammad Yunus, featuring 3zero club, Young Challengers, and One Young World |
| 16:30 – 17:20 h (EAT) | Zero Unemployment through Youth Upskilling in East Africa, stepping towards a World of 3 Zeros <ul style="list-style-type: none">• Continuation of the Dialogue: Insights from the Experts and Practitioners• Q&A Session with the audience Speakers will be announced soon |
| 17:20 – 17:30 h (EAT) | Wrap Up & Next Event Announcement |

* EAT times, -2 CET



JOIN US!



Contact us sabbir.hasan@grameencl.com

