ENTREPRENEURSHIP AND INNOVATION YOUTH SUMMIT REPORT
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The need to equip the youth with necessary entrepreneurship and career skills is paramount. Studies indicate that formal education is not sufficient in as far as meeting industry needs is concerned. Increasingly, employers seem concerned about the lack of soft skills among graduates, the need to instill values such as integrity, commitment, loyalty, teamwork and entrepreneurship can therefore not be understated.

The Kilifi Entrepreneurship and Innovation Summit is an initiative of Professionals and organizations that have decided to take a step to change the status quo by providing practical solutions to existing skills gap.

For this reason, Pwani University’s Volunteer Club (PUVOC) in collaboration with Go Make Impact Foundation (GMIF) conceived the idea of hosting the 2nd edition of entrepreneurship and innovation summit while supported by other collaborating partners. These included Ementoring Africa (eMA) and the Kenya Conference Solutions.

The first summit (2018) focused on entrepreneurship and career development. While the 2nd edition focused on entrepreneurship and innovation.

One of the key outputs for the 2018 summit was the establishment of the PUVOC, a mentorship and coaching youth program involving the Pwani University students. PUVOC was established and overseen by its patron Dr. Flaura with the support of GMIF who support mentorship programs.

Go make impact foundation is a not for profit youth development program mainly focusing on youths’ economic, psychosocial and career development needs. The main mission of GMIF is to provide mentorship and coaching to the youths so as to prepare the them to manage existing societal needs.

The PUVOC/GMIF mentorship program has been involved in various youths’ projects within the coastal region, these include community support programs such as awareness creation about importance of education, environmental management and entrepreneurship. These projects are youth initiatives where coaching is provided.

Other key mentorship components undertaken include provision of relevant leadership and management training including ethics and integrity training, emotional intelligence and entrepreneurship among others.

The annual entrepreneurship and career development program serves as a forum where knowledge is shared and extended beyond the Pwani university youths enlisted in the program.

The theme for the 2019 summit was “unveiling opportunities for the big 4 agenda and the blue economy”. The summit also provided opportunity for business exhibition, talent show casing and business contest. With over 2000 active participants, the summit was undoubtedly a huge success.

Participants were drawn from various sectors as well as all disciplines of Pwani University.

However, the huge turnout made coordination and provision of essential needs a big challenge. Hence, the organizers envision need for active participation and support from Pwani university fraternity.

The organizing team therefore takes this opportunity to thank the Pwani University management and the Vice chancellor, Prof. M. S. Rajab, in particular, for taking the lead in supporting Pwani University students’ programs as well as organization of the 2019, entrepreneurship and innovation summit.

Further appreciation is extended to the other volunteer club patrons and all our collaborators including the Go Make Impact Foundation, ementoring Africa, Kenya conference solutions and the County Government of Kilifi.

Special appreciation goes to the Pwani University students who took active role in making the summit a success. A detailed account of the event and recommendations are discussed in this report.

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FOREWARD

The need to equip the youth with necessary entrepreneurship and career skills is paramount. Studies indicate that formal education is not sufficient in as far as meeting industry needs is concerned. Increasingly, employers seem concerned about the lack of soft skills among graduates, the need to instill values such as integrity, commitment, loyalty, teamwork and entrepreneurship can therefore not be understated.

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Dr. Flaura Kidere Mapinga
Patron Pwani University Volunteer Club and Summit Coordinator
INTRODUCTION

“The youth of a Nation are the trustees of prosperity”

-Benjamin Disraeli

The youth are considered as the greatest asset of an economy globally. This is linked to the role they play in the development of a nation, especially, if well nurtured.

Research shows that young people aged between 15-29 involve themselves in low-income formal work as their primary economic activity, ILO (2010). This situation is evidenced by reports showing that most African countries rely on informal sector for sustaining its populace.

This is attributed to the fact that well-paying formal employment is almost always unavailable although the population keeps growing. Moreover, statistics show that there are more young people graduating from universities every year who are unable to support themselves financially.

In Kenya, the Big Four Agenda (Manufacturing, Universal Health Cover, Food Security and Affordable Housing) as well as the Blue Economy programs have been conceived to provide entrepreneurship opportunity. The summit thus provided a platform for the youth to take advantage of these opportunities in order to find alternative solutions over the challenges they face in real business practice.

Besides, the summit was also able to enhance entrepreneurial and social networking skills among the participants.
The 2nd edition of the entrepreneurship and innovation summit took place from 29th to 31st March, 2019. The main aim of the summit was to demystify the Big 4 Agenda, unveil the blue economy opportunities as well as expose the participants to the Kilifi County Integrated Development Plan (CIDP).

The summit was able to bring the creative youths together to instill entrepreneurial culture and innovation. The key areas of focus as far as opportunity identification is concerned were the Big 4 Agenda as well as the blue economy.

As a result, experts drawn from various components of the big 4 agenda and marine sector unveiled potential opportunities related to the Blue Economy with a view to enable the youth create innovative solutions for income generation.

Youth entrepreneurs were also able to exhibit their produce and wares. Also, many youths took part in a business contest and were able to develop and show case innovative ideas which was a key conference output.

The approach used included presentation, interaction as well as panel discussion. The summit also enabled Kilifi County government officials to present and demystify the County Integrated Development Plan (CIDP). The summit began on Friday with a theme of showcasing talent entrepreneurship as a means for income generation. This segment was a key component for official opening as well as an opportunity for networking.

The second day mainly focused on presentations of various concepts within the Big 4 agenda. Presenters were drawn from various disciplines within the Big 4 agenda. While on day three the participants were involved in a field trip within the coastal strip in order to enhance understanding regarding existing opportunities on the blue economy.
YOUTH SUMMIT PROCEEDINGS

Day 1 - Friday
29th March, 2019
DAY ONE HIGHLIGHTS

The focus for Friday was on ‘Talent entrepreneurship’ where the need to transform talents into enterprise was emphasized. The youths were therefore provided opportunity to showcase their talents. Talent showcase also formed part of the entertainment during the event. The Summit Coordinator started by informing participants of Pwani universities’ support in the preparation of the summit. She thereafter invited one of the University’s representatives to welcome participants.

The Ag.Dean, Students Affairs - Ms. Patricia Mbogoh welcoming guests and youth to Pwani University on behalf of Pwani university administration.

The summit was officially opened by Ms. Bibi Fondo, the Attorney, Kilifi County who commended the initiative and urged the youth not to wait for leadership positions while doing nothing, but instead create value that would propel them to the coveted positions.

On board, was Ms. Charity Karimi – Managing Director, Stella Customized KE and Vera Juliet – Managing Director, VEE Fashion House who explained to the youth how they were able to grow their fashion industry to a global level from small beginnings. The duo represented the manufacturing sector at the SME level.
DAY TWO HIGHLIGHTS

Before the kick off of the main event, videos on the blue economy and the big 4 agenda were projected to give the youths a glimpse of what to expect for the day.

Mr. Peter Mabubi - Registrar Pwani University officially opened the event on the second day and welcomed participants on behalf of Pwani university administration. He expressed the honor of the institution being the host of the great event.

Dr. Flaura Kidere in her opening remarks, highlighted the need for mentorship and coaching globally, she also revealed how the PUVOC/GMIF youth program has been able to step in to address some of the challenges affecting the youth especially in Kenya’s coastal region. She indicated that most creative youth consider lack of capital as their main challenge, but emphasized that the youth can do more through building appropriate networks.

Gideon Edmund Saburi - Deputy Governor Kilifi County

The deputy governor, representing the Governor Hon. Amason Jeffa Kingi and the county government thanked every participant for considering the event an important forum for their time. He also highlighted areas the youth should focus on, this included manufacturing and agribusiness.
Mr. Jalang’o, a radio presenter, actor and entrepreneur articulated his entrepreneurial journey as well as his long journey to success. He was able to inspire many youths especially by indicating that he was able to do great things regardless his previous education challenges caused attributed to lack of finances. His story affirmed that poverty should not stop a determined mind. He reiterated the need for youths to get pragmatic about their ideas by taking initiative. His parting shot was “To become the best, give the best- when you get an opportunity, make sure it moves you forward by doing it excellently.

Ms. Esther Muchiri, Director eMentoring Africa shared the challenges that the youths face in their entrepreneurship journey. This include lack of exposure, lack of capital and the fear of failure among others. She suggested that more of entrepreneurship platforms should be created in order to effectively address existing challenges.

The chairperson of PUVOC, Mr. Eliezer Opulu briefed the participants on PUVOC vision and mission, key among them being mentorship and coaching. He also highlighted the role of PUVOC in supporting communities in various areas including entrepreneurship clinics, beach cleaning, visiting the orphans, school visit programs which are aimed at creating awareness on importance of education.
Ms. Patricia Muia, MD Kenya Conference Solutions, in her exact words said, “There are so many opportunities but there is no platform to empower the youth but in engaging the youth in summits, it can be a platform where the youths get empowered.”

Ms. Sharifa Yundu, a proprietor of Yundu beauty from Dar es Salaam inspired young people on how she was able to develop her business from a humble beginning to the present state.

Part of the group of students who registered for the business case contest.
PANEL DISCUSSIONS
During the panel presentation, the youths were informed about funds set aside for investment by the county government. The county government speaker made it clear that funds to support youth investment were available and encouraged the youth to develop appropriate proposals for consideration.

A former Pwani university student Mr. Zack Njoroge on addressing the activities that the youths can engage in suggested that the youths should acquire basic skills such as baking, computer skills and tailoring while embracing technology so as to enhance competitive edge.

Mr. Simon Kupalia on the other hand informed the youths about opportunities available in the manufacturing sector. He encouraged the youth to invest in areas such as small manufacturing plants while...
PANEL DISCUSSIONS

Big 4 Agenda-Universal Health Care The panel members were as follows:

Felix Nyambu- National Bank
Hon. Martha Koki- Nominated MCA, Kilifi County Hon. Adad- Nominated MCA, Kilifi County
Patricia Muia- Kenya Conference Solutions
Charles Kamau- Science and Communication, KEMRI, Kilifi
Victor Otita, youth advocate

The biggest concern among youths were on measures that could be put in place to ensure that the young people are secure. In response to this, the county government officials shared some of the interventions that have been put in place to ensure safety for the youth. These included provision of Medicare for all families as well as ensuring safety in beaches and across the county.

The county officials also indicated that a draft bill aimed at curbing gender violence was in its final stage. The officials also indicated plans were in place to ensure that rehabilitation centers and mental health institutions were accessible to all.

On the issue of attainment of universal health coverage, Mr. Charles Kamau suggested that the youth needed to invest in the digital space. He particularly emphasized on the need to translate health materials into local and simple languages which everyone could understand.
Big 4 Agenda-Affordable housing and Food Security
The panel members were as follows:

Patrick Mwinga - SBM Bank
Jonathan Kazungu - Department of African child, Kilifi County
Peter Kahiga - Pwani University farm manager
Rehema Madzumba - Co-Director Living Up Kenya and an entrepreneur in building materials
Vincent Egesa - Manager eMentoring Africa
Jesse - Executive Secretary, the Kenya Renewable Energy Association
Mutwita - Education Outreach Manager, Kilifi

The last two components of the Big 4 agenda were compressed into one panel due to time constraints. A participant inquired on the level of youth involvement in agribusiness, A respondent Mr. Jonathan Kazungu said that there is a certainty that the youth in Kilifi have little passion in agribusiness according to reports on agribusiness engagement in Kilifi county regardless the fact that this was considered a very lucrative area of doing business.

On the other hand, Mr. Patrick Mbugua informed participants about measures the county government has taken to address the issue of agribusiness. He revealed that the government invested in research on arid areas as well as allocates investors idle land for free so that they can be able to develop them. He went further to state that SBM bank has partnered with the county government to finance investment in agriculture.

On affordable housing, Rehema Madzumba said that most people shy off from investing in building materials due to the heavy load of work especially in laying of foundation. She observed that the youths in other regions engage in affordable housing segment by use of digital space to market houses. This was a very accessible way to do business, she affirmed.
MARINE ECOSYSTEM TOUR

Day 3 - Sunday
31st March, 2019
The last day mainly consisted of a marine tour at the distant relative eco-lodge whereby the youths were shown various components of the marine eco system. The presenters were able to respond to questions of interest and also share ideas on how different sea weeds and products could be turned into business opportunities.

Final presentations of business ideas

The culmination of the summit was the final presentation of innovative ideas before a panel of experts based on the summit theme. This exercise was carried out both at Distant Relatives Eco-lodge and at the Pwani university Resource Centre since the presentations were many and extended late into the night.

Presentation consisted of individual and group innovations. The challenge faced in this segment was that the teams were large most of who could not clearly show business viability.

Consequently, the teams were offered free training on Business planning as an off shoot of the summit where participants were expected to finalize their innovative ideas after the training. The Business planning workshop was organized by Dr Flaura with full support of the Department of business and management where Dr Flaura and Dr Ali with the support of two co-trainers i.e. Mr. Thomas, Branch Manager of Barclays Bank of Kenya Kilifi Branch and Ms. Mwanamkasi Mwadzumba a young telecommunication engineering graduate/entrepreneur participated as trainers.

The final results showed that two teams were able to weather the storm to the end, hence emerging winners. The teams were appreciated with a small token and were encouraged to scale up their innovation.
OBSERVATIONS, RECOMMENDATIONS & CONCLUSIONS

The need for enhancing creativity among the youth is paramount for sustainable development as opposed to the current scenario where youths waste significant amount of time seeking formal employment only. The 2019 summit demonstrated that the event was helpful for the youth, especially in their quest for identification of viable business opportunities.

The second summit organizers and participants therefore recommend that more of similar events be encouraged and supported by all concerned stakeholders in order to enhance the social and economic development for the youth in Kenya.

Following observations made during and after the summit, the organizers herein recommend various measures in order to improve similar events in future as well as impact the youth in a greater way.

Recommendations made were based on feedback received from participants, summit speakers as well as observations made by the organizers throughout the planning process. The challenges and success encountered during the summit also informed some of the recommendations given:

The summit organizers recommend that Pwani University (PU) takes an active role in future summits, especially the research and extension division. The team believes that by doing so, the university will be able to enhance University’s visibility as well as provide the PU students’ opportunity to apply knowledge acquired during academic engagements.

To effectively achieve the aforementioned experience, the establishment of an interdisciplinary summit coordination team drawn from all schools is recommended. Establishing the aforementioned team would therefore enhance a multi-disciplinary and multi sectoral representation of summit activities.

Also, the summit coordination team could be allowed to identify and collaborate with other likeminded strategic partners in order to add value to summit activities, as well as any other appropriate support. The organizers also observed that various Pwani University teams emerged after the summit with intentions of establishing entrepreneurship clubs most of which are already in existence.

As a result of this development, consultations with University management as well as other players were made in this regard. The organizers suggest that every school initiates an entrepreneurial and innovation forum as opposed to having new clubs that are moving in different directions. This approach will enable students participate in the summit’s business contest in a more refined process. This approach is seen as potential means of developing and nurturing business ideas, talent and careers at the school level in addition to other corporate initiatives. The team also recommends the establishment of a business clinic within the campus that can be accessed by potential entrepreneurs both within and outside campus.

Furthermore, the team envisions a possibility of having an entrepreneurship and innovation conference alongside the summit in future.

The team concludes that there is need to acquire and share knowledge on entrepreneurship and innovation as was evidenced during the youth entrepreneurship and innovation summit (second edition). Hence, The organizers call on relevant stakeholders to support future events.