

Taking Global Stage & Launching a New Model

MAGAZINE



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INSIGHTS & PERSPECTIVES

by **Stephen Rwagweri** as a **Speaker**
in **Global Impact Discussion**

Stephen Rwagweri holds under represented insights and perspectives on deepening social impact and driving universal inclusion especially using Artisanal sector which is globally an engine of livelihood, springboard of grassroots innovations and potential to drive inclusion that continues to be a subject of tokenism and blind spot in impact investing and policy discussion. His insights and perspectives are informed by a strong passion and a long career built on assembling innovative energies to drive universal inclusion. His over 20 years professional experience has involved research, reflection, designing and scaling innovations around culture and artisan heritage as a tool of inspiring resilience, driving equitable livelihood and universal inclusion while working with major development organizations including UNESCO, Commonwealth Foundation, HIVOS, CIDA among others.

He identifies undiscovered sector potentials to drive universal economic inclusion and ignite a reflection on unnoticed possibilities. Coming from a long career of working with the populations which are resigned in severe limitations and deprivation where himself belonged and ride a theory of change to resilience and equitable livelihood, he shares tactics of disrupting systemic despair and inspiring a belief in possibilities. He delivers his message through story telling using case studies and field data.

He illustrates his case by unveiling hidden potential of artisanal sector as follows;

1. Artisanal sector globally is uniquely positioned to drive universal economic equity and inclusion.
 - It is socially and geographically universal human production sector, second to agriculture in providing for livelihoods at grassroots.
 - It is the only production sector which can be adapted to literacy, physical and technical limitations and reclaim productivity among the incapacitated and disempowered groups like the elderly, persons with disabilities and the chronically ill who cannot afford the alternatives like agriculture which require more technical and physical fitness and vibrancy. It provides the first basic livelihood skills and remain a fallback when human technical and physical fitness and vibrancy fails.
 - Artisanal sector can be adapted to the most resource deprived like the refugees, the landless, the stateless and the displaced who cannot access land for agriculture and reclaim them to competitive productivity.
 - Artisanship is a production sector which integrates the highest content of social, spiritual and therapeutic values and hence able to uplift the wellbeing of people with physical discomfort.
 - Artisanal sector is naturally adapted to driving gender balance and geographical equity as it is predominantly up to 90% an economy of female gender and survives in under served geographies.
 - The Artisanal business operate at the intersection of priority impact sectors and themes including improving livelihood at grassroots, advancing gender balance and women economic emancipation, job creation, promotion of women entrepreneurship, culture preservation and enhancing climate change resilience
2. Artisanal Sector can be a spring board to ignite social innovations at grassroots.

Artisanal practices is a space that inspire human imaginations and creativity around all aspects of socio-economic life. And therefore, when this space is developed can ignite social innovations in diverse socioeconomic aspects among the population at grassroots

3. Maximum nature and human friendliness of Artisanal Value Chain.

There is growing passionate connection between people and handmade products because, in addition to their practical utility, they also tell a human story, symbolize direct human touch and their processes of production and utilization do not launch any attack to human beings and nature through exploitation of labour, materials neither releasing emissions.

Heading to San Francisco to take a **Global Stage & Launching** **African Continental Crafts &** **Traditional Artisan Inclusion model**

Early Stage Founders Program at Masters of Scale Summit (20th – 24th October, 2024), San Francisco, USA



To whom it may concern:

I write on behalf of WaitWhat to confirm that we have issued a travel invitation to Stephen Rwagwari, for their attendance at the 2024 Masters of Scale Summit in San Francisco, CA October 22-25, 2024.

The Masters of Scale Summit is an unmatched accelerator and moment of ignition for the leaders of fast-scaling, future-facing companies. Attendance at the live event is by invitation and application only.

Stephen Rwagwari is strongly aligned with the curation thesis of our audience and therefore travel to the United States is strongly desired.

Sincerely,

A handwritten signature in black ink that reads 'Jodine Dorcé'.

Jodine Dorcé
VP, Live Events
Jodne@waitwhat.com

Waitwhat
8605 Santa Monica Blvd
PMB 14071
West Hollywood, California
90069-4109 US

2024

Early-Stage Founders



Meet the 2024 Early-Stage Founders

We carefully curate the community at Masters of Scale Summit, so we know the value of convening a small cohort of diverse and disruptive early-stage founders. Their impact goes beyond the smaller group and extends to the entire Summit ecosystem. Chosen from hundreds of applicants, these 40 extraordinary individuals stood out — not only for the potential of their company, but also for their potential as individuals to contribute to this community. Capital One Business graciously hosts the Early Stage Founders Cohort at Masters of Scale Summit, elevating their opportunities to connect with each other and with you.

Early Stage Founders Program participants at Masters of Scale Summit



Alexander Billy
CO-FOUNDER, FREE OUR VOTE
BETHESDA · US

Alexander Billy co-founded Free Our Vote, a nonprofit dedicated to restoring voting rights for individuals with past convictions through innovative tech solutions. His background in economics and data science drives his passion for social equity and technological advancement.

[See LinkedIn Profile](#)



Andria Santos
CEO & FOUNDER, FÜLHAUS
MONTREAL · CANADA

Andria Santos is the CEO and Co-Founder of Fülhaus, an AI-powered interior design and furnishing company dedicated to improving the performance of furnished real estate properties and hospitality businesses through good design.

[See LinkedIn Profile](#)



Arthur Penna
CEO, BTIX
SÃO PAULO · BRAZIL

Arthur Penna, Co-Founder and Co-CEO of Btix, innovates the events industry with Web3 technology, creating new revenue streams and a secure secondary market for event tickets. His expertise in music and entrepreneurship fuels his mission to redefine event experiences worldwide.

[See LinkedIn Profile](#)



Bolaji Akinboro
CO-FOUNDER, TORONET
WILMINGTON · US

Bolaji Akinboro, Co-Founder of Tórónet, drives innovation across FinTech and DeFi sectors in emerging markets, leveraging blockchain technology to promote inclusive economic growth. His extensive experience in technology and finance positions him at the forefront of digital transformation in Africa and beyond.

[See LinkedIn Profile](#)



Brandice Daniel
CEO & FOUNDER, HARLEM'S FASHION ROW
BROOKLYN · US

Brandice Daniel, Founder of Harlem's Fashion Row, champions diversity in fashion, collaborating with top brands to amplify voices of designers of color and support inclusive practices. Her initiatives like ICON360 continue to empower the next generation of fashion leaders worldwide.

[See LinkedIn Profile](#)



Busayo Olupona
FOUNDER, BUSAYO
NEW YORK CITY · US

Busayo Olupona, Founder of Busayo, celebrates Nigerian culture through vibrant fashion designs, collaborating with local artisans to create distinctive textiles and generate employment opportunities. Her commitment to sustainability and cultural preservation shapes Busayo's global impact in fashion and beyond.

[See LinkedIn Profile](#)



Camilo Navarro
CEO & CO-FOUNDER, WHEEL THE WORLD INC.
SAN FRANCISCO · US

Camilo Navarro, COO and Co-Founder of Wheel the World, empowers travelers with disabilities through accessible tourism solutions in over 250 destinations globally, breaking barriers in the travel industry. His dedication to accessibility and adventure tourism transforms how people of all abilities experience the world.

[See LinkedIn Profile](#)



Candice Edwards
CEO & CO-FOUNDER, ELLEVOY
HERMOSA BEACH · US

Candice Edwards, CEO and Co-Founder of Ellevoy, connects emerging founders with capital and resources through a community-focused B2B SaaS platform, driving innovation and growth in startup ecosystems. Her leadership in tech and venture capital bridges gaps for underrepresented entrepreneurs globally.

[See LinkedIn Profile](#)



Cedric Lipsey
CEO & FOUNDER, CLUSIVI
DENVER · US

Cedric Lipsey, Founder of Clusivi, disrupts traditional credit scoring systems to promote financial inclusion, focusing on equitable access to credit through innovative non-FICO metrics. His passion for economic empowerment drives Clusivi's mission to provide fair and accessible financial opportunities for all.

[See LinkedIn Profile](#)



Dana Griffin
CEO & CO-FOUNDER, ELDERA
SAN FRANCISCO · US

Dana Griffin, Co-Founder and CEO of Eldera.ai, pioneers AI solutions to bridge generational gaps, addressing social challenges and promoting healthy aging through technology and community engagement. Her advocacy for intergenerational collaboration reshapes perceptions of aging and technology's role in society.

[See LinkedIn Profile](#)



David Calderon
CEO, TERAL
MEDELLIN - COLOMBIA

David Calderon, CEO and Co-founder of Teral Incorporated, is a biomedical engineer and serial entrepreneur in healthcare. With over 15 years of experience, he specializes in leadership, strategy, and business development within medical devices industries, aiming to simplify complex healthcare challenges.

[See LinkedIn Profile](#)



Deanna Hurn
CEO & FOUNDER, MIRACLE MATH COACHING BRAIN BASED LEARNING CENTER
FAIRFIELD - US

Deanna Hurn, Founder and CEO of Miracle Math Coaching, pioneers brain-based learning techniques for K-12 education. Recognized for her innovative approach blending neuroscience and education, Deanna aims to transform traditional teaching methods globally, ensuring every learner thrives.

[See LinkedIn Profile](#)



Derek Canton
CEO & FOUNDER, PAERPAY
NEW YORK CITY - US

Derek Canton, Founder and CEO of Paerpay, revolutionizes fintech with AI-driven solutions enhancing merchant and guest experiences nationwide. Recognized as a Forbes 30 Under 30 honoree, Derek continues to innovate and scale his disruptive technology in the payments industry.

[See LinkedIn Profile](#)



Diya Ayodele
FOUNDER, BLACK SKIN DIRECTORY LTD
TONBRIDGE - UK

Diya Ayodele, Founder of Black Skin Directory Ltd, is a renowned skincare expert and advocate for diversity in beauty. Her platform educates and empowers communities of color while shaping industry standards and advocating for inclusive beauty practices globally.

[See LinkedIn Profile](#)



Ebru Yildirim
CEO & FOUNDER, OLLANG
WILMINGTON - US

Ebru Yildirim Gul, Founder and CEO of Ollang, combines her expertise in AI and languages to create universal accessibility solutions. Through Ollang, she collaborates with global leaders to localize technologies and enhance cross-cultural communication, bridging international business communities.

[See LinkedIn Profile](#)



Jared Chung
FOUNDER AND CEO, COACH, BY CAREERVILLAGE
PALO ALTO - US

Jared Chung, Founder and CEO of CareerVillage, has led innovative technology platforms impacting over 9 million people. His new AI Career Coach platform revolutionizes career preparation. Jared's work in technology and education has garnered multiple awards, reflecting his dedication to social impact.

[See LinkedIn Profile](#)



Jeffery Beckham Jr.
CO-CEO, REACH PATHWAYS
CHICAGO - US

Jeffery Beckham Jr., Co-CEO of REACH Pathways, supports educational equity and first-generation students through Chicago Scholars. An acclaimed acrylic painter and speaker, Jeffery's leadership extends to various boards, earning him numerous accolades for his contributions to education and community empowerment.

[See LinkedIn Profile](#)



Kathleen Chan
CEO & FOUNDER, CALICO
TORONTO - CANADA

Kathleen Chan, CEO and Founder of Calico, leverages AI to streamline sustainable production for DTC and celebrity-backed brands. Her innovative solutions in supply chain disruption have earned her significant investor praise, including a \$2 million pre-seed round led by Serena Ventures.

[See LinkedIn Profile](#)



Kürsat Ceylan
CO-FOUNDER, WEWALK
WILMINGTON - US

Kursat Ceylan, Co-founder of WeWALK, created the smart cane for the visually impaired, impacting millions globally. Kursat's work in accessibility technology has earned him numerous awards and speaking engagements at international platforms like the United Nations and CES.

[See LinkedIn Profile](#)



Lola Banjo
FOUNDER & CREATIVE DIRECTOR, SILVER & RILEY
EDGEWATER - US

Lola Banjo, Founder of Silver & Riley, combines her global travel experiences and passion for style in her luxury travel accessory brand. A former strategy executive, Lola's commitment to community is reflected in her Buy 1, Give 5 program, empowering women entrepreneurs through grants.

[See LinkedIn Profile](#)



Gautam Nayak, MD
CEO & CO-FOUNDER, COLTRAIN
WENATCHEE - US

Gautam Nayak, Co-Founder and CEO of Coltrain, pioneers a HIPAA-compliant platform connecting clinicians worldwide. As a practicing cardiologist and Navy veteran, Gautam focuses on improving patient care in underserved communities through innovative healthcare technology and collaborative networks.

[See LinkedIn Profile](#)



Grace Nakibaala
CEO & FOUNDER, INNOV ASEPSIS LIMITED
KAMPALA - UGANDA

Grace Nakibaala, Founder of Innov Asepsis Limited, innovates infection prevention with sustainable solutions like PedalTap. Her leadership in global health and humanitarian innovation transforms healthcare practices, ensuring safer environments amid global health challenges like Ebola and COVID-19.

[See LinkedIn Profile](#)



Henry Ngale Foretia
CEO & CO-FOUNDER, AIT GROUP (PFMS)
DOUALA - CAMEROON

Henry Ngale Foretia, Co-founder and CEO of AIT Group (PFMS), empowers rural farmers with animal health technology. Recognized for his innovation in agriculture, Henry drives sustainable farming practices and government certification initiatives, supporting livelihoods across Africa's farming communities.

[See LinkedIn Profile](#)



Jade Anuszek
OWNER OF ARKANSAS SOLAR POWER, INC. / PARTNER AT POWERCONNECT.AI
TAMPA - US

Jade Anuszek is a visionary leader in renewable energy, specializing in residential, commercial, and utility-scale solar and EV charging infrastructure. With extensive experience as a developer and contractor, Jade empowers the energy sector by driving sustainable innovations and green living initiatives for a brighter future.

[See LinkedIn Profile](#)



Jaime-Alexis Fowler
FOUNDER AND EXECUTIVE DIRECTOR, EMPOWER WORK
SAN FRANCISCO - US

Jaime-Alexis Fowler, Founder and Executive Director of Empower Work, transforms workplaces to foster thriving environments. Her nonprofit offers a crisis text line and training for vulnerable workers, aiming for healthy, equitable workspaces. Jaime-Alexis's efforts have earned recognition in numerous prestigious platforms and publications.

[See LinkedIn Profile](#)



Luis Lojero
CEO, DUPPLA
CIUDAD DE MÉXICO - MEXICO

Luis Lojero, CEO of Duppla, is dedicated to cancer prevention and early detection through innovative health-insur tech solutions. With over a decade of experience, Luis has impacted half a million lives across multiple countries, driven by a mission to democratize access to healthcare.

[See LinkedIn Profile](#)



Maddie Bell
FOUNDER, SCHEDULER AI
CINCINNATI - US

Maddie Bell is the Founder and CEO of Scheduler AI, an award-winning AI company that revolutionizes customer engagement by autonomously booking meetings for businesses. Formerly managing billion-dollar brands, Maddie's company has set or saved over \$3M in qualified pipeline meetings in the last several months.

[See LinkedIn Profile](#)



Manish Chowdhary
CEO & FOUNDER, CAHOOT
BRIDGEPORT - US

Manish Chowdhary is the Founder and CEO of Cahoot, the world's first peer-to-peer order fulfillment network that enables merchants to offer Amazon Prime-like shipping nationwide. With multiple patents and features in top publications, Manish is a seasoned e-commerce innovator and a 40 Under 40 awardee.

[See LinkedIn Profile](#)



Manoj Dawane
FOUNDER, VTION
GURUGRAM - INDIA

Manoj Dawane, CEO and Founder of VTION, has 30 years of experience in telecom and digital consumer behavior analytics. He previously held leadership roles at Ericsson India and has been a key figure in technology development in India.

[See LinkedIn Profile](#)



Marco Bersani
CEO, CIRCULAR MATERIALS SRL
CAMBIAGO - ITALY

Marco Bersani, CEO of Circular Materials, has a PhD in Materials Science and extensive research experience at institutions like CERN and IBM. He founded Circular Materials to sustainably recover critical metals from waste, merging innovative processes with a deep understanding of material science.

[See LinkedIn Profile](#)



Mary Zhu
FOUNDER & EXECUTIVE DIRECTOR, DEVELOP FOR GOOD
SAN FRANCISCO - US

Mary Zhu is the Founder of Develop for Good, a nonprofit that enables underserved college students to build tech solutions for other nonprofits. A Stanford alumna, Mary's dedication to expanding economic opportunity through technology has been recognized in platforms like TEDx Stanford.

[See LinkedIn Profile](#)



Mike Otieno
CO-FOUNDER & PRESIDENT, WOWZI
NAIROBI - KENYA

Mike Otieno is the Co-Founder and President of Wowzi, Africa's leading influencer marketing platform with over 200,000 influencers across 23 countries. Mike's innovative leadership has propelled Wowzi to the forefront of Africa's digital marketing scene.

[See LinkedIn Profile](#)



Rebecca Naul
CEO, A TEAM TECH LLC
SAN FRANCISCO - US

Rebecca Naul, CEO of I Need An A, left her tech career to build tools for abortion seekers in restricted states after Roe v. Wade was overturned. Her platform, featured on major outlets, has supported over a million users and reflects her deep commitment to women's rights.

[See LinkedIn Profile](#)



Reyasat Chowdhury
CEO & CO-FOUNDER, SHUTTLE
DHAKA - BANGLADESH

Reyasat Chowdhury, Co-founder of Shuttle, leads a mobility-tech startup making commutes safe and affordable in Bangladesh, especially for women. Recognized on Forbes 30 Under 30 Asia, Reyasat is also a Global Shaper at the World Economic Forum, focusing on improving life in Dhaka.

[See LinkedIn Profile](#)



Rustam Sengupta
CEO & FOUNDER, TUKTU CARE INC.
VANCOUVER - CANADA

Rustam Sengupta is the Founder and CEO of Tuktu Care, an on-demand marketplace enhancing community-supported care for seniors and special needs individuals. With a background in cleantech and consulting, Rustam is committed to improving care technology and community-based initiatives.

[See LinkedIn Profile](#)



Shashank Misra
CEO & FOUNDER, EKAK INNOVATIONS
KANPUR - INDIA

Shashank Misra, Founder and CEO of Ekak Innovations, is a tech-for-good leader making AI accessible and affordable. His work in AI-driven solutions has garnered recognition for improving traceability, productivity, and safety across various sectors, with a deep commitment to social impact.

[See LinkedIn Profile](#)



Siddhant Sachdeva
CO-FOUNDER, ROCKET LEARNING
NEW DELHI - INDIA

Siddhant Sachdeva, Co-founder of Rocket Learning, drives operations, behavior change, and analytics for the education-focused startup. A former BCG project leader, Siddhant's work in social impact earned him a spot on Forbes 30 Under 30 Asia, with Rocket Learning's impact featured globally.

[See LinkedIn Profile](#)



Stephen Rwagweri
FOUNDER, AFRICAN CONTINENTAL CRAFTS
FORT PORTAL - UGANDA

Stephen Rwagweri is the Founder and CEO of African Continental Crafts, transforming traditional artisanal practices into market-viable goods for economic inclusion. A social entrepreneur and cultural expert, Stephen has a rich history in nonprofit leadership and is a prominent impact speaker on global stages.

[See LinkedIn Profile](#)



Yordanos Eyoel
CEO & FOUNDER, KESEB
WASHINGTON - US

Yordanos Eyoel, Founder and CEO of Keseb, is an Ethiopian-American entrepreneur dedicated to fostering inclusive and resilient democracies. Keseb is a nonpartisan, nonprofit organization building an ecosystem for cross-country learning, collaboration, and innovation to advance inclusive and resilient democracies.

[See LinkedIn Profile](#)



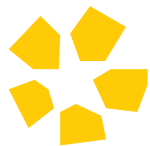
Zeenat Sidi
CEO & FOUNDER, INGENIUZ
DALLAS - US

Zeenat Sidi is a seasoned fintech executive, having led major digital transformations at companies like loanDepot and SoFi and founder of InGeniuZ.ai. Zeenat is a passionate advocate for creating equitable financial opportunities, driving innovation in mortgage products and digital banking, and advancing women's leadership.

[See LinkedIn Profile](#)

Stephen Rwagweri as

SESSION ORGANIZER AND SPEAKER AT SOCAP 24 (28TH – 30TH OCTOBER, 2024), SAN FRANCISCO, USA



SOCAP



SORENSEN
IMPACT
CENTER

UNLOCK THE POWER OF MARKETS FOR IMPACT

June 14, 2024

To Stephen Rwagweri
African Continental Crafts Ltd

Re: Invitation to speak at SOCAP24

Dear Stephen,

Congratulations! Your proposed session "Artisanal Sector In Impact Investing: A massive Blindspot and Unexplored Potential" has been accepted through our SOCAP Open process, and it is our pleasure to invite you to the SOCAP24 conference at Yerba Buena Center for the Arts in San Francisco from October 28-30, 2024. You are invited to speak at SOCAP24 in your role of founder and CEO of African Continental Crafts Ltd, a social enterprise that we are excited to have represented at this conference. Held with the support of Prudential, the MacArthur Foundation, the W.K. Kellogg Foundation, and over 25 other sector stakeholders, SOCAP today is the largest gathering of social entrepreneurs and impact investors in the world.

You will receive a complimentary ticket to attend the conference, but no other monetary stipend. You and your organization are responsible for your travel expenses and for any other incidental expenses during your stay in San Francisco.

We are looking forward to meeting you in October

Yours sincerely,

Fabienne Blanc Quarterman
Registration Manager

Phone: 415-723-0742

Website: www.socapglobal.com

Pronouns: She / Her

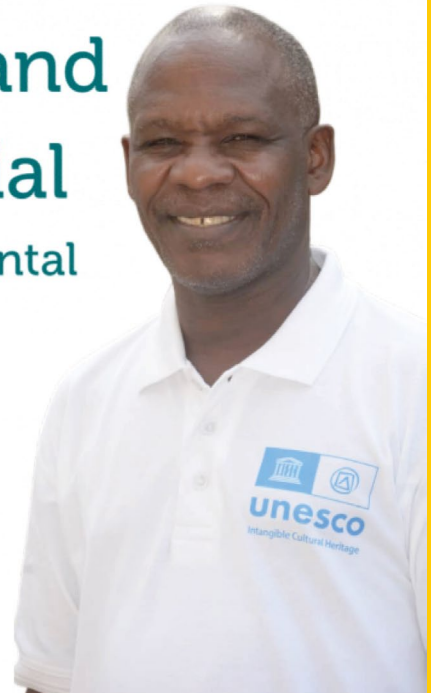
SOCAPOPEN **SELECTED SESSION**

Artisanal Sector in Impact Investing: A Massive Blindspot and Unexplored Potential

– Submitted by African Continental
Crafts

See you in San Francisco!
October 28 - 30

 **SOCAP 24** +  Sorenson
Impact Institute



The General list of the **Speakers at SOCAP 24**



Shruti Shah
Partner,
Symphonic Capital



**Stephen
Rwagweri**
Founder,
African Continental
Crafts



Smitha Das
Senior Director,
World Education
Service



Stephanie Gripne
Founder and CEO,
Impact Finance
Center



Shu Dar Yao
Founder,
Managing Partner
Lucid Capitalism



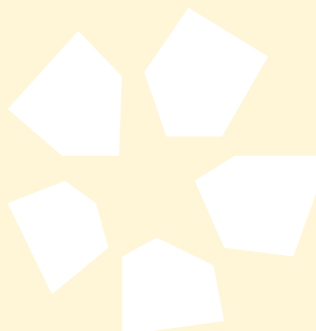
Sidney Hargro
Executive Director,
The Leader Trust



Sonam Velani
Co-Founder and
Manager,
Streetlife Ventures



Stacey Smith
SVP,
Head of Programs



Steve Davis
Sr. Advisor and
Inter.,
Bill & Melinda Gates



Stephen Rwagweri

Founder: African Continental Crafts



The profile of the Speaker

Introduction

Stephen Rwagweri is a social Innovator, Author, founder, Impact speaker and member of UNESCO Global Network of ICH facilitators who undertake facilitation and expert consultancies on culture policies and implementation of UNESCO Culture Conventions Globally. He designed “Traditional Artisan Inclusion” a new scalable model that is using handmade economy to drive market access and universal economic inclusion for the population at the margins. He is a freelance Expert Reviewer of Innovations with Million Lives Collective and MIT solve. A founder of two nonprofits and one for profit social enterprise and with a 22 years career he designed and facilitated implementation of major projects funded by UNESCO, Hivos, Commonwealth Foundation and Prince Claus Fund. Holding a Bachelor’s of Social Work and social administration from Makerere University, he has published two books and two international adopted

Co-speakers at

SOCAP 24



Artisanal Sector In Impact Investing: A Blindspot of Unexplored Potential



LUBNA DAJANI

Allnetnet Ltd. Managing
Director Catalyst 2030
USA Co-Chair



AUDREY SELIAN

Artha Impact (Rianta
Capital Zurich)



STEPHEN RWAGWERI

African Continental Crafts

Going Deeper
Catalyzing Systems Change

 **SOCAP 24** +  Sorenson
Impact Institute



**Artisanal Sector in
Impact Investing:
A blind spot and unexplored
potential (Workshop at SOCAP
24 on 30th October, 2024 at
Yerba Buena Center for Arts in
San Francisco, USA)**

*Presentation by Stephen Rwagweri, Founder
African Continental Crafts*

Deficiency adjectives associated with Artisan Sector?

Unexplored – undiscovered – underrepresented – unnoticed.



What?

Impact Potentials – new insights – new Perspectives – new possibilities – new opportunities

To achieve what?

Universal economic inclusion– equalization of productivity– reclaiming productivity–reclaiming social relevancy– providing therapy.





Case study:

G.W Akora of YAWE Uganda uses crafting to provide social, spiritual, economic and physical recapitulation to PLHIV but must adopt international hawking in search for sympathy buyers around the world for products that are potentially market competitive if innovation, policy and impact investment were enabling



What are these unexplored potentials?

Universality – maximum adaptability to limitations – maximum adaptability to resource deprivation – first and basic livelihood skills – fallback position when physical and technical vibrancy fails – driving gender balance – intersection of critical impact sectors – spring board of grassroots-based innovations – Nature and human friendliness – commercial viability.

Undesired sector conditions.

■ **Predominantly crafted in:**

Only country specific programming – stand alone, micro and often sporadic transnational initiatives.

■ **Predominantly served with:**

Pettiest attitude – tokenism – charity and sympathy – handout – based funding models – marginalization in policy making.

Desired Sector Conditions

1. Transnational comprehensive models.

Examples:

- Made 51 by UNHCR
- 6C Framework by Creative Million
- Traditional Artisan Inclusion by African Continental Crafts

2. Sustainable and comprehensive impact funding.

- Philanthropy and grants for capacity development.
- Social loans and equity for digital marketing and trade.



Annual global sector worth

Estimated US\$ 1 trillion
(2024) with 20%
annual gross rate.
(PBP: 2020)

ACTIONS AND MOMENTS DURING SOCAP 24 AND GENERAL TOUR OF CALIFORNIA USA





“TRADITIONAL ARTISAN INCLUSION”

The new model in Artisanal Sector scalable across Africa which inspired and informed the session.

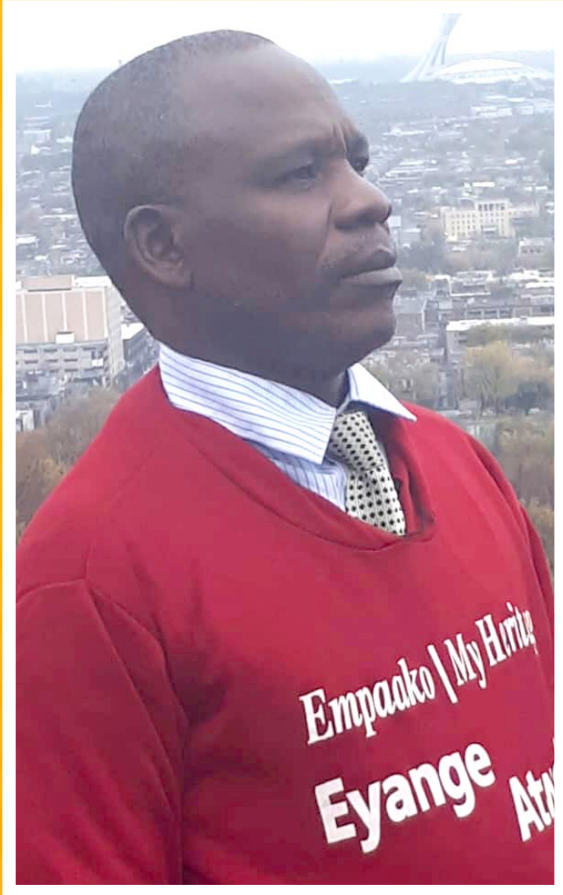


ENGABU ZA TOORO
Tooro Youth Platform for Action

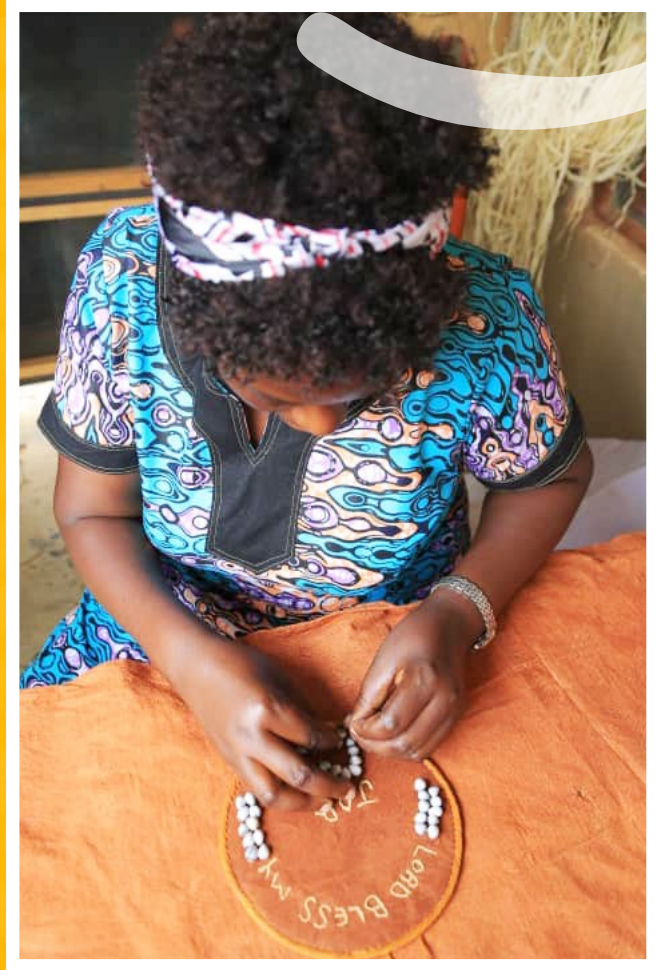


The Traditional Artisan Inclusion model (TA – I model)

Stephen Rwagweri
June | 2024



Extension of seed and Angel investment models to the grass roots artisanal enterprises in Africa



Levels and methods

of participating in and working with *African Continental Crafts* enterprise



Level/method	Conditions of joining	Estimated number
Members of the Board of Directors	Elected from shareholders or identified as strategic international development experts	9
Technical staff/ volunteers	Recruited from the public or identified from shareholders	Several
Co-implementing partner organizations at national level	Subscribed to co-implement capacity development component of Traditional Artisan Inclusion model	3
Value chain partner groups/organizations	Groups, organizations or associations of shareholders which maybe sub contracted for grassroots mobilization and training of artisans	Several
Specialized value chain partners	Specialized business partners or service providers like technology companies, marketing companies, etc	Several
Subscribed members or shareholders	Subscription/buying shares. Owners of the enterprise and they determine everything through AGM	100

Criteria for selecting co-implementing partners of Traditional Artisan Inclusion Model.



A. The degree of alignment to the concept, mission, vision, 3 sector and Africa geographical target.

Key themes of degree of strategic relevance to the model.

- 1- Livelihoods of marginalized demographics including remote rural and slum urban populations, youth, women, the elderly, the retired senior citizens, persons with disabilities, people living with chronic physical discomfort and the most resource deprived persons, including the refugees - the landless, the stateless and the internally displaced.
- 2- Culture, Indigenous Production Systems, artisanal and creative economy among the marginalized and deprived groups mentioned in No. 1 above.
- 3- Promoting climate change resilient and sustainable practices in artisanal value chain.
The value chains begins with raw material providers who include gatherers, producers, recyclists, conservators of raw materials growing areas and habitats, growers of endangered plants that used to grow naturally as part of wildlife.
- 4- Promoting youth, women and grassroots entrepreneurship and formalization of informal economy and commercialization of voluntary economic practices.

B. The degree of institutional establishment and capacity to implement projects.

There should be minimum capacity in terms of staff, infrastructure, governance and experience. This will be further assessed by intending financing partners.

C. Contribution to coordination and fundraising expenses

Owing to the fact that the model has been developed by the local self-help contributions of individuals, families and grassroot groups, the joining partner organisation is asked to contribute to the critical coordination and fundraising budget at a time of joining. *For the period between August and November 2024, this critical coordination budget is Uganda shillings 30million and maximum number of co-implementing partners that can be admitted is three and therefore each partner will contribute not less than UGX. 10million.*

Memorandum of understanding

This partnership is established by a memorandum of understanding (MOU) the draft of which is available on request and it expounds on the details of terms and conditions of the partnership.

CURRENT PARTNERSHIPS AND COLLABORATIONS

Local and national **Co-implementation partners**



Kibale Association
for Environment and
Development



**AFRICAN INSTITUTE FOR
CULTURE AND ECOLOGY**

African Institute for
Culture and Ecology

National **Ecosystem Builder's Partners**



Founders Lounge Uganda

Value **Chain Partners**



Crafts of Africa

Crafts of Africa (Whole sale buyer and
international marketing)

Local

Collaborating organizations and individuals



Yawe Foundation

International

Ecosystem Support Partners



Catalyst 2030



Opportunity Collaboration



Vital Voices Global Partnership





THE FOUNDLING SEVEN PEOPLE BOARD OF DIRECTORS OF AFRICAN CONTINENTAL CRAFTS



Stephen Rwagweri Founder

He is the founder of **African Continental Crafts** and a designer of “**Traditional Artisan Inclusion**” model which transforms Traditional Artisanal practices into market competitive goods and drive economic inclusion of the demographics at the margins. Stephen is also culture expert and a member of UNESCO’s Global network of ICH facilitators who undertake expert missions and facilitation consultancies on Culture policies and implementation of UNESCO Culture Conventions. He is a freelance Expert Reviewer of innovations with **Million Lives Collective** and **MIT Solve**. An Impact Speaker who has featured on several global stages including; SOCAP, a flagship annual convening of **Social Capital Markets**, featuring impact investors and innovators and Culture Summit Abu Dhabi among others. Growing from Non Profit Leadership where he founded two organisations, designed and managed projects funded by leading development partners including UNESCO, Common Wealth Foundation, and Hivos among others.

Holding a Bachelors of Arts with Social Work and Social Administration from Makerere University. He has published several books and methodological texts. His competencies and passion lie in innovatively harnessing Cultural heritage among the under privileged populations and drive a theory of change.



Tusiime Wilfred Romeo a.k.a Akiiki Romeo

Member of the Board of Directors, advisor on creativity and Brand Ambassador of African Continental Crafts

With over twenty years of humanitarian work, I have a wealth of experience in communication, community engagement, artistic creativity, and media across various platforms. My background includes consulting for UN Agencies and collaborating with international organizations. In 2005 and 2006 I consulted for ILO FIT-SEMA (Small Enterprise Media in Africa) on developing the media industry to create and run radio programmes focused on small and medium businesses. I was part of a team of media trainers who mentored the first group of media practitioners for the UNMIS Radio in Sudan in 2006. I have worked and consulted for USAID-funded projects as a content producer, and communication and community engagement expert. I’m currently consulting for a World Food Program (WFP) supported project to help improve two-way communication between humanitarian agencies and aid recipients.

I have been deeply involved in Electronic Broadcast Media and online work. I have worked for prominent media houses and collaborated with accomplished artists in various sectors. As an award-winning musician, singer, songwriter, and producer, my career spans radio, television, and stage performances. My expertise extends to drawing, painting, design, and graphic work, complemented by my skills in sound design and audio engineering for both aural film and video works. I am passionate about fostering and supporting creative talent, believing in its vital role in sustainable human development.



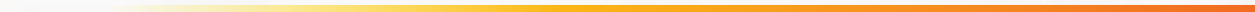
Tracy Kajumba

She is a member of the Board of Directors and Advisor on adaptation of climate change resilience and sustainable practices in Artisanal Value Chain.

Tracy is an International Development Expert with specialization in climate adaptation and resilience. Currently she is working with International Institute for Environment and Development (IIED) as a Director for Least Developed Countries Initiative for Effective adaptation and Resilience. Growing through stages, she has previous

worked in the same organization as **Regional Senior Climate change and Development Advisor for Sub Sahara Africa and the Country Coordinator with Africa Climate Change Resilience Alliance** and Advisor, Gender, Climate change and Conflict Management with Care Uganda?

With African Continental Crafts, she advises and inspires effective adaptation of climate resilience and sustainable practices and marshals support from sector ecosystem up to global level.



Clothilda Babirekere

Member of the Board of Directors, Advisor on gender mainstreaming in the artisanal value chain

Clothilda, a Gender Specialist with over twenty years' experience is a graduate of Makerere University, specializing in Gender and political science, and a **National Gender and Equity Budgeting (GEB) Trainer**, Certified by Ministry of Finance Planning and Economic Development(MOFPED)

Clothilda worked with **Uganda Media Women's Association** as Gender Programme Office, for **DGF funded 'Media for Gender Equality Project**, Programme CoordinatorDV Prevention(ISF), and Team leader'Get Smart Rural Women's Project (Oxfam)-which

enabled rural women access information, participate, and benefit in government programmes and policies. Currently is coordinating a Capacity Building Project in Entrepreneurship, Vocational Skilling and market linkages to Reduce Vulnerability among Male and female youth in Kampala, by the Children's Rights and Violence prevention Fund.

As a UNV Gender Specialist, (UNFFE), Clothilda spearheaded developing **UNFFE Gender Policy**, and as Data editor, (Uganda Electoral Commission), was part of the team that developed the first **National Voters Register**

Under publications/conferences, Clothilda attended the **Barefoot 4 Write Shop 2005, South Africa**, and **'Under the Mango Tree; by Babirekere Clothilda, UMWA** was published in the 'Real work of social Change'. She's skilled in media monitoring, communication, facilitation, mobilisation, research, and a member of **Uganda GBV prevention Coalition network**.



Precious Naturinda

Member of Board for African Continental Crafts and advisor on Media and Communications.

She is a passionate gender activist and journalist dedicated to promoting human rights, equality and rule of law. With a Bachelors of Arts degree in Mass Communication from Uganda Christian University, she has acquired expertise in various areas through specialized training.

She has made significant contributions to publications and actively engaged in community empowerment, environmental advocacy and documenting environmental issues throughout her career.

In her current role as a Senior News Editor at National Association of Professional Environmentalists (NAPE)'s Community Green Radio, Naturinda is in charge of content development and dissemination, advocating for gender equality, human rights and environmental conservation, community mobilization, capacity building and networking.

Her previous work has been recognized through awards and grants, including reporting grant from the International Women's Media Foundation which supported her investigation of the impacts of oil extraction on women and their land in Uganda and an award from Farm Radio international for her role in promoting gender equality in the media.



Edward Apuuli Mugisa

Member of the Board of Directors of African Continental Crafts.

He is a Pharmacist, holding a bachelors Degree in Pharmacy from the University Algiers in Algeria. He has a wealth of experience in Pharmaceutical service delivery spanning different Healthcare systems in both francophone and anglophone African countries namely Algeria, Uganda and now Botswana.

He acquired specialized training in Human Potential Development from Proctor Gallagher Institute (USA) focusing mainly on awakening and igniting the innate and inherent power that lies within each individual towards improving their quality of life and that of those around them. That any man or woman can use his mind, through proper and focused thinking and make use of the resources around them to improve their life for the better.

Edward holds certification and lifetime membership for mentorship from Adam Khoo Learning Technologies Group and Piranha Profits (Singapore) where he acquired skills in investing and trading a vast range of Global Financial Instruments such as Stocks, Options, Indexes, Cryptocurrencies etc.

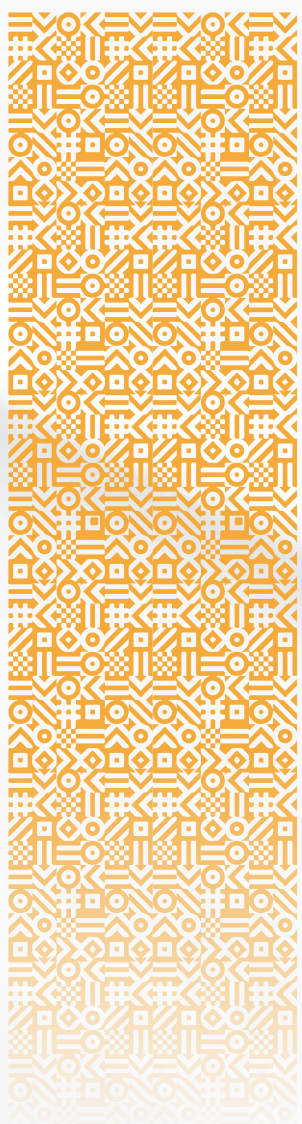
Edward has hitherto been involved in very early stages of establishment of Africa Continental Crafts as interim Chairperson.

Influenced by his own upbringing, Edward's passion for the model stems from his realization of the potential it (the model) has towards improving the livelihoods of traditional artisans who are very often excluded to the peripheral of the market place both at national and international stages.



Vincent Agaba

He is a member of the Board of Directors of African Continental Crafts and Advisor on Business, innovations and product development



He is a Director of Avarts Housing Ltd, He is a Director of the Rwenzori Tourism Academy, He is a Non-Executive Board Director of Housing Finance Bank(HFB) representing the National Social Security Fund (NSSF), He is the Founding President, Advisor & Past CEO of the Association of Real Estate Agents of Uganda (AREA-Uganda)-A global partner of the National Association of Realtors of the USA (NAR). He is the Chairperson of the Governing Council of the Real Estate Institute of East Africa (REIEA), He is a Board Director of Habitat for Humanity Uganda(HFHU) which is part of the Habitat for Humanity International(HFHI) based in Atlanta USA. He is a member of the Advisory Panel of the Tourism Academy of the USA. He is a Member of Corporate Governance Institute of Uganda (ICGU),

He is a Member of Planning and Investment Committee of Catholic Diocese of Fort Portal. He is a Member of Rotary International(RI)- Rotary Club of Kigo. He is a former Chairperson of the Netherlands Alumni Association of Uganda (NAAU). He is a former Chairperson of Rena Foundation. He is a former Member of the Audit Committee of the Private Sector Foundation of Uganda (PSFU). He is a former Executive Member of the Uganda National Urban Forum(UNUF) under Ministry of Lands, Housing & Urban Development (MLHUD).

Vincent Agaba holds a Degree in Business Administration & Management attained at Uganda Martyrs University and a Degree in Business Studies from the University of Groningen in the Netherlands. He has a Certificate of Specialist of Real Estate Management from the Real Estate Institute of East Africa, Certificate in Corporate Governance from Corporate Governance Institute of Uganda, a Certificate of Proficiency in Insurance offered by the Insurance Training College of Uganda, a Professional Certificate in Real Estate Management from the Institute Real Estate Management, USA, a Professional Certificate in Real Estate Brokerage and Management offered by the International Real Property Foundation in cooperation with World Bank-IFC together with AREA-Uganda, a Professional Certificate in Trainer of Trainers and in Housing Finance, both offered by Frankfurt School of Finance & Management - Germany in cooperation with World Bank-IFC together with the Institute of Banking and Financial Services, and he is a Certified International Property Specialist (CIPS) with the National Association of Realtors of USA.

Stephen Rwagweri's Biography as published by UNESCO (ich.unesco.org/en/trainer/rwagweri-stephen-01832)



Intangible Cultural Heritage

UNESCO > Culture > Intangible Heritage >
Capacity building > Facilitators >
- Stephen Rwagweri

Facilitator



Stephen Rwagweri is a founder, author, impact speaker, facilitator and social innovator with over 20 years experience and accumulated competencies in culture-based development programming. Working through a UNESCO accredited NGO – 90198, he has designed projects in inventorying, documentation, research, publication and elaborating UNESCO nominations and reports. He designed award winning Traditional Artisan Inclusion model which develops endangered artisanal practices to drive market access and universal economic inclusion of the demographics at the margins. He holds a BA (Social Work and Social Administration) from Makerere University and has published two culture-based books and methodological texts on community based safeguarding.

Working experience in:

Uganda

Based in:

Uganda

Working language(s):

English

How to?

...receive assistance?
...inscribe elements?
...access capacity
building materials?
...be accredited (NGO)?
...request the use of the
emblem?
...contact us?

Watch videos

...of inscribed elements
...of interviews on ICH
...of NHK in High
Definition

Key references

Text of the Convention
Operational Directives
Basic texts
General Assembly
resolutions
Committee decisions

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Training of UNESCO's ICH global facilitators









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