

#AWMWLE2018

WOMEN'S LEARNING EXPEDITION

KIGALI, RWANDA MARRIOTT HOTEL

24-26 MAY 2018



REPORT

DATE: 24 -26 MAY 2018

VENUE: MARRIOTT HOTEL, KIGALI RWANDA

TOPIC: THE SUCCESSION PLAN BLUEPRINT FOR EMERGING
WOMEN LEADERS



THANK YOU TO OUR SPONSORS



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From left to right: Ikanyeng Modubu CEO Office Manager NYDA, Nonhlanhla Dlamini Corporate Investment Officer NYDA, Janet Nkubana, Co-founder Gahaya Links, Sarah Doukoure-Bebey MD Engen Rwanda



Sarah Doukoure @SarahDo... · 2018/05/26 ▾

End of an amazing experience joining hands with other African women leaders reflecting on a deliberate succession planning to advance more women into leadership. Thank you @TheRealNozi @RefilweMatenche @LyndaAphing @MireilleKarera @mnsanzabaganwa @DjabaOtiko for the inspiration!

Mireille Karera @MireilleKarera

KORA is once again delighted 2 partner with @AWM_Women. This week Kigali will welcome a delegation of African Women on a learning expedition. Women from accros Africa will gather in Kigali around the topic of success planning. An important leadership topic for Africa
#AWMWLE2018



1. EXECUTIVE SUMMARY

The inauguration of the African Women's Movement (AWM) - Women's Learning Expedition (WLE) 2018 (#AWMWLE2018) held in Kigali, Rwanda from 24 to 26 May 2018 was in many ways a phenomenal success! The expedition saw 79 people (91% women) meet in the land of a thousand hills to explore the topic "THE SUCCESSION PLAN BLUEPRINT FOR EMERGING WOMEN LEADERS". With the launch of the WLE 2018, we identified room for improvement.

The mix of baby boomers, generation-X and millennials in attendance provided for an enriched learning experience – an energised one at that. The event was attended by a high calibre of professional women spanning from across six African countries in the South, East and Western region. This afforded delegates a broader spectrum of diverse views which was fitting with the timing of the expedition in the period of Africa Day on 25 May 2018, celebrated in partnership with the Pan African Movement (Rwanda).

Indeed the event achieved its goal as a platform for learning.



Top right: Umuganda in Gasabo, Rusororo with Kholeka Nemato CA(SA) **Above left and right:** Africa Day Celebrations on 25 May 2018 at the Kigali Cultural Village **Left:** Paying respect to those laid to rest at the Kigali Genocide Memorial **Below:** Enroute in coaster to Parliament



2. OBJECTIVES

The WLE was set out to vitalise women and men who see value in women being empowered in unity to draw from each other's collective experiences. The objective was to mount a blueprint of a methodical plan for the advancement of emerging women leaders in Africa. We believe the event has assisted to develop a bond and solidarity between the professional women in Rwanda, South Africa and the other countries that were represented, including Ghana and Ivory Coast.

This was particularly special in light of the African Union Extraordinary Summit on the African Continental Free Trade Area that was recently (2018) held in Kigali, Rwanda.

3. PARTNERS

The following partners contributed to the success of the event, their participation was enriching and invaluable:

- Kora Coaching Group (Rwanda)
- Career Women's Network Kigali (CWNK)
- Pan African Movement (Rwanda)
- WomEng (WomHub)

4. SPONSORS

The following were the sponsors who contributed towards the expedition:

Name of sponsor	Contribution USD ¹	Return on investment
Cimerwa (51% PPC subsidiary based in Rwanda)	\$6 000	Attendance of four staff members, branding
Rwanda Development Board (RDB)	\$8 000	Attendance of five staff members, branding
South African Institute of Chartered Accountants	\$ 4 400	Attendance of one staff member and SAICA member, branding
National Youth Development Agency	\$6 600	Attendance of two staff members and NYDA recipient, branding
Commission for Gender Equality	\$2 200	Attendance of one staff member, branding
Plus 94 Research	\$2 200	Attendance of one staff member, branding
Total sponsored	\$29 400	

5. SPEAKERS AND DIGNITARIES

Of the fifteen speakers and dignitaries on the programme, fourteen were able to attend.

¹ USD/ZAR Exchange rate: R12.5 Source: www.oanda.com

Among the speakers and delegates were the following notable dignitaries:

- Honourable Minister Otiko Afisah Djaba (Ghana Ministry of Gender, Children and Social Protection)
- H.E. Nkosinathi Twala, South African High Commissioner (Rwanda)
- Ms Lorenci Kloppe, South African Deputy Head of Mission (Rwanda)
- Ms Tamara Mathebula, Deputy Chairperson Commission for Gender Equality
- Dr Monique Nsanzabaganwa, Deputy Governor National Bank of Rwanda
- Ms Sarah Doukove-Bebey, Managing Director Engen (Rwanda)
- Ms Mireille Karera, CEO Kora Coaching Group (Rwanda and South Africa)
- Dr Yaa Ashantewaa Ngidi, Department of Arts and Culture, Social Cohesion Advocate
- Ms Sizakele Shongwe, Chief Director Social Cohesion Department of Arts and Culture (South Africa)
- Ms Catherine Constantinides, Former Miss Earth and Social Activist (South Africa)
- Ms Janet Nkubana, Co-founder Gahaya Links (Rwanda)
- Ms Lynda Apling-Kouassi Director General Kaizene.

A special thank you to the Rwanda High Commissioner to Southern Africa, H.E. Vincent Karega for playing an instrumental role in the inception and endorsement of the AWM WLE 2018.



Left to right: Refilwe Matenche CA (SA) AWM Founder and President; Honourable Minister Otiko Afisah Djaba (Ghana), Dr Monique Nsanzabaganwa, Deputy Governor National Bank of Rwanda, Nozipho Mbanjwa Programme Director and CNBC Anchor, Phindile Yende-Llale AWM Deputy President.



Left to right: Tamara Mathebula, Deputy Chairperson Commission for Gender Equality, Honourable Minister Otiko Afisah Djaba (Ghana), Nozipho Mbanjwa Programme Director.



Left to right: Lucy Schalkwijk, Career Women's Network Kigali Founder and Chairperson, Nola Mashaba Xala ABN Group Head of Corporate Communications, Hema Vallabh Co Founder WomEng, Mireille Karera CEO Kora Coaching Group.

6. DELEGATES

Profile of delegates: professional women in government, corporate, business (entrepreneurs) and the arts.

Total number of delegates:

Target: 100

Actual: 79

By nationality

Country	No. of delegates	Percentage
South Africa	27	35%
Rwanda	43	54%
Ghana	3	4%
Ivory Coast	2	2%
Zimbabwe	3	4%
Uganda	1	1%
Total no. delegates	79	100%

By gender:

Country	Females	Males
South Africa	26	1
Rwanda	40	3
Ghana	2	1
Ivory Coast	1	1
Zimbabwe	2	1
Uganda	1	0
Total no. delegates	72	7
Percentage	91%	9%

By demographics:

	Females	Males
Blacks (African & Coloured)	69	7
Whites	2	0
Asians (Includes Indians)	1	0
Other	0	0
Total no. delegates	72	7
Percentage	91%	9%

By age:

Age	Number	Percentage
25 – 35 years	26	33% (Organisers included)
36 – 45 years	34	43%
>45 years	19	24%
Total	79	100%

Among the organisations represented by delegates: Ministry of Gender and Family Promotion (MIGEPROF – Rwanda), Ministry of Gender, Children and Social Protection (Ghana), United Nations Women (UN Women), Commission for Gender Equality (South Africa), Rwanda Development Board (RDB), Rwanda Conventions Bureau (RCB), Rwandair, Engen (Rwanda), Kora Coaching Group, Cyril Ramaphosa Foundation, Sanlam, Plus 94 Research, South African Institute of Chartered Accountants (SAICA), Cimerwa (PPC subsidiary), African Women's Entrepreneurship Program (AWEP), Kinunu Wonders (Boneza Coffee), Rwanda Women Chamber of Entrepreneurs, WomEng, Pan African Movement (Rwanda), CWNK, NFNV (Graca Machel Trust).

7. DELEGATES FEEDBACK

A link to survey monkey was shared with the delegates post the expedition to collect feedback. There were 17 responses received by 14 June 2018, comprising 22% of the total number of delegates. The detailed results to the survey form part of this report pack and can be summarised as follows:

Question 1: How satisfied were you with the event?

All 17 respondents reported to be very satisfied as opposed to satisfied, neutral, dissatisfied or very dissatisfied.

Question 2: Overall, how would you rate the event?

Ten respondents rated the event excellent and seven respondents rated it as very good.

Question 3: Respondents were required to rate the following aspects of the expedition -

	VERY SATISFIED	SATISFIED	NEITHER SATISFIED NOR DISSATISFIED	DISSATISFIED	VERY DISSATISFIED	TOTAL RESPONDENTS
	D=	D=		D=		
Date and time	70.59% 12	29.41% 5	0.00% 0	0.00% 0	0.00% 0	17
Location	88.24% 15	11.76% 2	0.00% 0	0.00% 0	0.00% 0	17
Speakers	64.71% 11	29.41% 5	0.00% 0	5.88% 1	0.00% 0	17
Content	50.00% 8	43.75% 7	6.25% 1	0.00% 0	0.00% 0	16
Food	60.00% 9	40.00% 6	0.00% 0	0.00% 0	0.00% 0	15
Travel	75.00% 12	25.00% 4	0.00% 0	0.00% 0	0.00% 0	16
Excursion	47.06% 8	52.94% 9	0.00% 0	0.00% 0	0.00% 0	17

Question 4: What did you like most about the event? (This was an open ended question.)

The high quality of speakers, the highly knowledgeable and experienced programme director, the calibre of delegates, and the wealth of information shared as well as the networking opportunities with like-minded women across the continent were some of the things the delegates liked about the event. The excursions were received as being highly educational and eye opening. The printed programme – designed to resemble a magazine, was well received including the friendly attitudes of

the organizers and willingness to always assist. The date of the event and the manner in which it coincided with Africa Day was acknowledged and appreciated.

Question 5: What did you like least about the event? (This was an open ended question.)

The following responses were received in this regard:

- Lack of partnership acknowledgement from certain partners
- Lack of emotional preparation to the Genocide museums
- Period of event too short
- Lack of proper time management
- A selected number of unprepared speakers
- Deviation from the topic
- No tangible conclusion on the topic

Question 6: How do you think this event could have been improved?

- More youth in the panel
- Timeous communication to mobilise women from host country
- More sponsorship for women to attend
- Improved content with better research
- More time for debrief and sharing of best practice
- Clear outcomes from meeting with deliverables post meeting
- Better time management
- Better brief to speakers to prepare them

Question 7: Based on your experience at this event, how likely are you to attend future events?

On a scale of 1 – 10, the average response was 9

Question 8: How likely are you to recommend our events to a friend/colleague?

On a scale of 1 – 10, the average response was 10

Question 9: Do you have any other suggestions or comments to help us improve our future events?

Refer to report for detailed recommendations from delegates.

Question 10: Name a country you would recommend for us to host future Women's Learning Expeditions?

Countries with more than one mention:

Ghana – 6 mentions

Kenya – 4 mentions

8. OUTCOMES FROM WLE 2018

8.1 WOMEN EMPOWERMENT RESULTING FROM WLE 2018

The WLE 2018 provided an opportunity to empower women from various sectors. The following are some examples of success stories from the event:



Mireille Karera, Kora Coaching Group Founder & CEO

Mireille Karera the CEO of Kora Coaching Group was sourced to assist with the coaching, advisory of the event organizers as well as facilitating a panel discussion at a fee.

Nozipho Mbanjwa the talented and experienced programme director was sourced to facilitate the engagement for two days at a fee.



Berita Khumalo, The Zimbabwe born and South African based musician, as well as an AWM member managed to launch her career in East Africa at the time around the learning expedition stemming from her AWM membership. She was able to achieve the following:

1. The hashtag #BERITAEASTAFRICATOUR trending number 1 whilst in Kigali,
2. Twenty plus media outlets reached, eight collective live performances in Kenya, Uganda and Rwanda, four artist collaborations initiated and seven articles in the digital space all over a period of three weeks leading to the learning expedition;

Sonia Kubwimana who owns Boneza Coffee had a stand at the expedition. Her coffee was purchased for the delegates from outside of Rwanda as a send-off gift. She was also afforded the opportunity to promote her products at the sending off of the delegates from South Africa where the South African Commissioner gave an informal closing address.

Gloria Kamanzi Uwizera of Glo Creations also had a stand at the event and generated sales during the period of the expedition.

The delegates enjoyed the networking across borders that the expedition afforded them as well as the exposure to markets outside their own countries. There were also skills development lessons and exchange of best practice that were shared during the three days.



8.2 ECONOMIC AND SOCIAL CONTRIBUTION TO RWANDA

Total sponsorship generated from Rwanda:	\$14 000
Total spend in Rwanda (excluding personal spend of delegates):	\$38 873

The total amount of \$38 873 was expended to cover the following costs:

- Visas for delegates outside Rwanda
- Visit to the gorillas
- Air travel using Rwandair
- Accommodation and food at the Marriott Hotel, Kigali
- Transportation using Premier Transport and local cabs
- Kigali Genocide Memorial and Parliament visits
- Hobe Agency used for photography, event lighting and technical equipment
- Women empowerment as mentioned in section 7.1



Right: Mandisa Matthews CA(SA), Barclays Bank, South Africa visiting the Gorillas

Below: Refilwe Matenche CA(SA) (AWM President) and Phindile Yende-Llale (AWM Deputy President) after departing from Rwandair aircraft in Kigali



Top: The South African delegation at the Marriott Hotel, Kigali being addressed by the SA High Commissioner, H.E. Nkosingithi Twala on the day of departure.
Above: Delegation on way to Gasabo, Rusororo

8.3 MEDIA COVERAGE

Among the coverage received from the expedition is the following media:

CNBC Africa: Link - <http://bit.ly/2l1qB9T>

She Leads Africa newsletter: 31 May 2018

Khaya FM – South Africa



9. 2019 WOMEN'S LEARNING EXPEDITION

The success of the Women's Learning Expedition in 2018 has demonstrated that indeed there is a need among African women, across different age spectrums to connect and learn from each other across borders in a systematic and deliberate manner. As such, the AWM Women's Learning Expeditions will be hosted again in 2019 in Kigali, Rwanda. The timing and specific venue will be communicated in due time.

The following are improvements and opportunities the delegates and sponsors alike can expect:

- Improved number of delegates – 2019 target is 200;
- Improved number of male speakers and delegates;
- Improved marketing conducted timeously;
- Improved branding opportunities including advertisement in the AWM expedition magazine;
- Improved time management;
- Improved networking resources, including online platform and App;
- Improved and well researched content available prior expedition to facilitate preparation;
- Better structured and deliberate programme aligned to the topic;
- More deliberate action orientated outcomes.

A more timeous planning (six months earlier than previous) will afford the organisers more time for the promotion of the expedition, improved content as well as a timeous sponsor engagement. The more the resources, the greater the chances of improving on the points outlined above as well as those raised by the delegates in the survey.

Promotion of the 2019 AWM WLE: Documentary



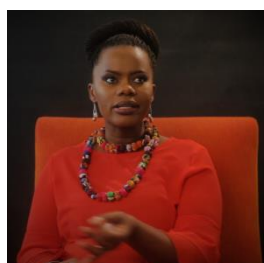
H.E. Nkosinathi Twala
SA High Commissioner in Rwanda



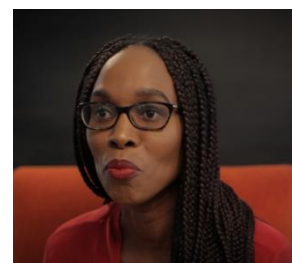
Refilwe Matenche CA(SA)
AWM Founder and President



Tamara Mathebula
Deputy Chairperson
Commission For Gender Equality



Phindile Yende-Llale
AWM Deputy President



Zimkita Mabindla CA(SA)
SAICA
Senior Executive: Corporate Reporting

There is a 30 minute documentary that has been compiled from the footage and graphics collected from the 2018 AWM WLE. This documentary will be used in promoting the 2019 AWM WLE across different African countries from August 2018 until a future date in 2019. The dates in this regard will be availed in due time.

For sponsorship and general enquiries in this regard, including the 2019 AWM WLE, please contact the following persons:

Refilwe Matenche CA(SA), AWM Founder and President: +2773 838 0622 refilwe@awmmovement.org
Phindile Yende-Llale, AWM Deputy President: +2771 146 7799 phindile@awmmovement.org

10. CONCLUSION

As noted earlier, the objective of the 2018 AWM WLE was to mount a blueprint of a methodical plan for the advancement of emerging women leaders in Africa. Although this objective was not entirely met, there were invaluable lessons that were taken by the participants as well as the organizers.

The highlight of the expedition for both local and visiting women was the engagement with like-minded women of varying ages and experiences from our continent, as well as access to a platform that afforded an opportunity to initiate business associates and friendships within an enabling environment.

For the delegates visiting Rwanda, participating in Umuganda in the district of Gasabo in Rusororo provided invaluable lessons where selfless community building is concerned. The word Umuganda in Kinyarwanda is translated as 'coming together in common purpose to achieve an outcome'. In traditional Rwandan culture, the community of Rusororo as well as the WLE delegates came together to build houses for the said community. Among the builders was high performing recent high school graduates dressed in distinct attire. We soon learnt their participation in the initiative is part of a mandatory month long governance promotion initiative programme reserved only for top students prior to commencing with the university studies. As a result, the South African delegation has resolved to identify a community in South Africa to initiate Umuganda as a pilot to embrace the concept of 'Batho Pele' (people first).

A special thank you to all those that contributed to the success of the AWM WLE 2018. **Murakoze.**



Above: Delegates attending Umuganda in the district of Gasabo in Rusororo where the newly appointed woman Mayor was present. **In the centre H.E. Nkosinathi Twala (SA High Commissioner)**

Below from left: Dr Yaa Ashantewaa Ngidi, Sizakele Shongwe Chief Director Social Cohesion, Department of Arts and Culture. , H.E. George Nkosinathi Twala, High Commissioner to South Africa in Rwanda, Nozipho Mbanjwa, Programme Director at the AWM WLE 2018.



First from top: Day 1 of expedition on 24 May 2018

Second from top: Tamara Mathebula, Deputy Chairperson Commission for Gender Equality

Top: Umuganda in Gasabo, Rusororo

Left: Catherine Constantinides and Dr Yaa Ashantewaa Ngidi - Department of Arts and Culture Social Cohesion Advocates, Sizakele Shongwe Chief Director Social Cohesion, Department of Arts and Culture.