

HOW DO YOU BUILD
youth-led
national
movements

COUNTRY TO COUNTRY,
ACROSS AFRICA?



**the
future awards
africa**

le prix du futur Afrique

**AFRICA'S BIGGEST
YOUTH FESTIVAL**



The Vision

One of Africa's most respected awards ceremonies; it identifies the brightest and best young Africans and deploys them as role models; to inspire a generation of Africans to hope and to believe in their capacities to change their countries.

Founded in 2005, The Future Awards Africa has transformed systems and societies across first Nigeria, and then Africa by pioneering a model fusing pop culture with nation building - to inspire young Africans to take action and solve problems in their communities and nations.

Merging prestige, influence and inspiration, it identifies, spotlights and celebrates young Africans across sectors aged 18-31 who are crashing ceilings and breaking boundaries, presenting them in the mainstream culture as role models for other young people.

Described as the 'Nobel Prize for Young Africans', TFAA has created a network of an elite set of change makers and nation builders across sectors from causes to businesses, in creativity and innovation.

Through the years, the TFAA has become one of the most respected private sector-driven development platforms in Africa. It continues to build movements, establish systems, and promote enterprise, while leading the charge for sustainable youth-driven socio-economic and political development - with a 12-year-history of verifiable impact in diverse communities across the continent.

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Africa's biggest youth festival

the
future award
africa
les futurs africa



The Future Awards Africa is a week-long country-focused event with four major streams – as a cross-functional platform for ideas, network-building, agenda-setting and action-engineering with each nation's leading young influencers.

Stream 1:

The Symposium for Young & Emerging Leaders

This day hosts the leading youth per country working in government, or out of government but focused on citizenship, governance, and politics, as well as exchange and interaction with the nation's prominent public sector leaders across generations.

Stream 2:

The Business and Innovation Summit

This day hosts the leading youth per country in business and technology, creating innovative solutions and advancing economic growth and value, as well as exchange and interaction with the nation's prominent business leaders across generations.

Stream 3:

The Culture Conversations

The biggest intellectual gathering of young cultural influencers and producers in the country across art, music, movies, fashion and the field – focused on crystallising action, focusing on community and impact, and deepening the idea of value for the broader public good.

Stream 4:

The Awards

This day hosts the prestigious prizes for Africa's most inspired youth – a multi-sector recognition platform that attracts the brightest and best across generations to validate and accelerate the work of young change makers and nation builders who provide inspiration, vision and hope.



Some
of the
winners



Tolu Sangosanya

(NIGERIA)

Sangosanya was winner of The Future Awards Africa 2010 in Best Use of Advocacy for her philanthropic work with children in slum communities.

Through LOTS Charity Foundation, an organisation she founded, Tolu works with vulnerable children living in the Dustbin Estate, a slum community on the outskirts of Lagos, Nigeria.

“Providing an atmosphere conducive to the learning, health, and overall happiness of each child is something I am passionate about,” Tolu says about her work. With TFAA's support, Sangosanya has pooled resources to secure funding to build the LOTS Foundation Center which houses vulnerable children.

Tolu remains a major source of inspiration to many young people and women in the country.



Andrew Mupuya

(UGANDA)

At age 22, Mupuya won The Tony O. Elumelu & The Future Awards Africa Prize in Business 2014.

In 2008, at the age of 16, Andrew saw a market opportunity in creating paper bags when the Ugandan government leaned towards a ban on use of polythene bags. He then decided to venture into an environmentally friendly project of paper bag production. In 2010, Andrew registered his company, Youth Entrepreneurial Link Investments (YELI), becoming the first locally registered paper bag and envelope producing company in Uganda.

Winning the awards has opened his business to new opportunities; since expanding his client base to include two of Uganda's largest supermarket chains, Nakumatt and Tuskeys.

With a staff strength of 26 employees, Mupuya's paper bag business has seen an increase in production from 18,000 bags weekly to 35,000.



Philip Obaji

(NIGERIA)

Obaji was the winner of The Future Awards Young Person of the Year in 2015.

His work as an education and child rights activist in Nigeria's North-east has been nothing short of outstanding.

According to him, winning the prestigious awards has expanded his latitude to bring succour to children displaced by the Boko Haram insurgency in North-east Nigeria. "I've had fruitful discussions with the British Deputy High Commission on assisting displaced children in the region and also got support from the Canadian Deputy High Commission in Lagos to attend the International Human Rights Program in Montreal, Canada," Obaji said. "These opportunities have increased my knowledge on dealing with human rights issues in my region of focus."



David Asiamah

(GHANA)

Asiamah won The Future Awards Africa Prize in Agriculture in 2015. He is passionate about the development of a new generation of African youth with the requisite capacity to exploit the diverse opportunities in Agriculture as an avenue for sustainable employment and food security.

Winning the awards has facilitated the capacity of Agro Mindset to reach up to 10,000 young students in Ghana and beyond through its innovative and creative programmes like agribusiness outreach programmes, field trainings, farm business development, entrepreneurial workshops and symposia.



Oluseun Onigbinde

(NIGERIA)

Onigbinde was The Future Awards Africa 2012 winner in Technology. His work is centred on open data, government transparency and the pitfalls of entrepreneurship. He is also the founder of BudgIT, a civic start-up that liberates budgets and public data from an inactive state into a more engaging format mostly through infographics and interactive application with the aim of improving civic discussion and institutional reform.

Winning the awards gave Onigbinde the much-needed impetus to quit his day job in a bank to pursue his passion of providing citizens with a sustainable platform with which to access, interpret, and monitor government expenditure with a view to promote transparency and accountability.

“The Award’s place in Africa has grown and I am always impressed with the quality of nominees and winners,” Onigbinde says of the TFAA.

BudgIT has since then grown to become one of Africa’s most respected civil society solutions, name-checked by world leaders including Bill Gates and invited as a model to Chatham House.



Bayo Omoboriowo

(NIGERIA)

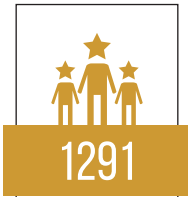
Omoboriowo won the Creative Artist of the Year prize at The Future Awards Africa in 2012.

With support from TFAA in promoting his outstanding work in photography including structured partnerships as part of his prize, Omoboriowo built a profile that culminated in his appointment as official photographer to Nigeria's president, Muhammadu Buhari.

“TFAA transforms lives,” he says. “In addition to being a priceless platform, it creates the networks and opportunities that scale impact, and ensure sustainability.”

THE NUMBERS

In 11 years...



AWARD NOMINEES



AWARD WINNERS



STORIES CAPTURED



COUNTRIES VISITED



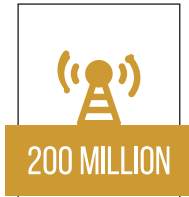
NOMINEE COUNTRIES



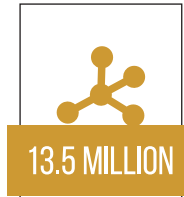
BUSINESSES SUPPORTED



MEDIA PARTNERS



TRADITIONAL
MEDIA REACH



SOCIAL MEDIA REACH

THE FUTURE AWARDS AFRICA

From
the
co-founder



There is a point at which resilience becomes a defect and not a virtue. It is not something to be proud of that it takes sweat and blood to register a business name in Nigeria, to open a bank account for same and to understand its tax laws with no help from the government. It is a problem that needs to be solved.

And until Africa has a network of nations where these foundational imperatives are engaged successfully and uninterrupted, success stories will continue to be a rarity and Africa will simply not grow.

As part of the build up to this event, we toured the North-east of Nigeria. Oh, the things we saw.

The tragedy is not the stories you even know, it's in the ones you don't. It's not just the fact that it was day 600 yesterday and Chibok parents still have no news, it is the fact that they have been utterly abandoned by their own government.

On these trips the strong disconnect between the Africa Rising narrative and the realities on the ground hit you like a ton of bricks.

So instead of simple stories, how about we focus on our reality?

That Africa is not a dark continent, yet it has more blackouts than any other continent. We protest Africa is not a theatre of war, but it has more national coups than any part of the world today. Yes, Africa is not a dark continent of poverty, but we have more poor people with no pathway to rising than any continent existing in 2015.

Yes, Africa is not a continent of disease, but polio was just eradicated in Nigeria this year. And not because we told better stories. But because a foreign donor worked with local change-makers to make it happen. And it did not occur to our government officials, celebrating this news and claiming credit, that the fact that such a simple matter should have this long should become instead a reason for reflection, not backslapping.

Brothers and sisters of Africa, 329 million mobile phone users is not growth, it is consumption. 200 million people, when there are no roads for them to move goods and service, is not a market. Luxury motor shops opening in Lagos is not development, it is alternative reality.

Of course, this story can change. And countries like Rwanda, Senegal, Botswana are leading the change - from them coming a powerful message of hope, but it is one that does not have to rely on a lie.

That message is simple: Africa CAN rise. But it can rise only if we can urgently scale up the work that governments, entrepreneurs and civil society are doing. That's the promise that Africa's youth - these nominees representing the best of them - can deliver on.

And for this, we need active citizens. We don't need more NGOs, as much as we need more support for those already solving these problems. We don't need more politicians; we need more people forcing governments to do what they must for more young people. We need to move from hashtagging words, to hashtagging action.

We don't need part-time Africans. We need full time citizens. We need a groundswell of active, engaged, involved citizens - solving problems, at the same time, across our nations.

That's the mission of The Future Awards Africa today as we go country to country - building the movements and networks amongst young change makers to scale up the interventions that our countries need. That's why we are finding young people solving problems across these communities and telling their stories, spreading their action. Because we need a linking of arms, people working together, at the same time, with all that they have on the problems we need to solve.

Because The Future Awards Africa doesn't want to keep celebrating rarities. We want to celebrate a surplus of inspiring stories, of hope, of growth, of impact.

Because we have so much work left to do.*

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(*Adapted from a speech delivered at the 10th anniversary of The Future Awards Africa in 2015).

THE FUTURE AWARDS AFRICA

GET INVOLVED



Be a sponsor

As an influential pop culture brand, TFAA has partnered with local and global brands over 12 years to build deep connections with young audiences. This creates a unique blend of cultural currency and impact. Contact us via info@thefutureafrica.com.



Be a partner

We routinely work with partners from the private and public sectors to deliver on our mandate and establish a wider footprint of development. Contact us via info@thefutureafrica.com



Be a franchisee

Interested individuals and organisation now have the opportunity to run TFAA-inspired award events in countries across Africa with focus on peculiar issues and challenges facing the youth. Apply for a franchise via info@thefutureafrica.com .



“We need all hands on deck. This is a truly great initiative, with impressive results achieved in entrepreneurship development and getting the message of acting out to young Africans.”

DR. FRANNIE LEAUTIER
SENIOR VICE-PRESIDENT, AFRICAN DEVELOPMENT BANK

“If you are wise here you will pay attention to The Future Awards Africa, you will take it seriously because it's an incredible platform that hosts and reaches hundreds of thousands of our young people.”

DR. NGOZI OKONJO-IWEALA
BOARD CHAIR, GLOBAL ALLIANCE FOR VACCINES AND IMMUNIZATION



▪ President of Ghana, Nana Addo Dankwa Akufo-Addo was Keynote Speaker at The Future Awards Africa 2016

A R E D B R A N D
www.redafrica.xyz

CONTACT US

- ✉ info@thefutureafrica.com
- ☎ +234 802 222 6712
- 📍 @tfaafrica
- 📺 @tfaafrica
- 📧 @tfaafrica
- 🌐 awards.thefutureafrica.com