BUSINESS, JOB CREATION & ENTREPRENEURSHIP

How can business of tomorrow be catalysts for new fairer societies in Africa and Europe?

Introduction

- Before the covid-19 pandemic, business was shifting globally, with a greater focus on environmental social good and sustainability
- The pandemic is likely to cause severe economic disruption that will widen the socioeconomic gap globally
- While providing unique challenges to businesses, the pandemic also provides businesses with an opportunity to fast-track this shift to sustainability, increasing the importance of youth's responsibility, and a renewed intentional focus on socio-economic inclusion in creating fairer societies
- For Africa it can be the chance to foster its manufacturing and production sector and create innovative local-focused solutions (M-Pesa, etc...). For Europe it is a unique opportunity to accelerate the green new deal.

Objectives

- To bring together European & African Youth, and meaningfully engage them through an enriching conversation on how business of tomorrow can be a catalyst for fairer society:
  - The extent of the current challenges that businesses face in Africa and in Europe
  - What immediate steps should be taken by business leaders?
  - Is there a difference in approach that should be taken by startups as opposed to larger public corporations? And, how will they ensure accountability?
  - How can agribusiness and renewable energy industries be fast-tracked as a result of this pandemic? Which incentives will be put into place to reduce the financing gap in those sectors?
  - How can youth step up to have greater influence in this period?
  - How can African and European businesses learn from each other and work together?

Speakers

Moderator: AU-EU Youth Hub Young Expert.
Our speakers come from a diverse background in both public and private business, who are actively contributing to a more equal and fairer society.

- Peter Vesterbacka - Angry Birds Founder
- Tony Elumelu - The Tony Elumelu Foundation
- Alima Bawah - CowTribe Founder
- Christine Lagarde - President of the European Central Bank
- Jaqueline Novogratz - Acumen Founder