



THINK AFRICA



ANNUAL REPORT 2018

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Introduction: 2018, A Year of Changes

2018 began with big changes for Think Africa. Think Africa saw a change to its Board of Directors, a great increase in terms of membership and it made it possible for organisations to become members. More members took an active role in leading and organising activities. The new blood brought in great energy that led to various events and activities being organised as will be highlighted in this report.



Mission

Think Africa promotes, engages, and empowers the African-Finnish community for the development of themselves, Africa, and Finland.

The **objectives** of Think Africa were refocused to be:

Connect

We connect our members to opportunities and resources. We connect businesses to African experts, students with support, and jobseekers to employers.

Develop

We organize capacity building events with experts in order to improve and develop essential skills. These can be in the fields of Entrepreneurship, Tech, Art, etc.

Promote

We promote and highlight the works and achievements of our community through interesting panel discussions, showcase events and on social media.

Activities + Cooperation

2018 was a year full of events and brought plenty of new contacts and cooperation for Think Africa ry.

In addition to Think Africa's general meetings, a total of nine events for the community were organized in 2018. All the events were open and these are described below. In addition, two events were organised only for members; a potluck picnic and pikkujoulu.

- In February, a social meet-up was arranged to celebrate the first African action hero, **Black Panther**.
- The **Learning Meets Innovation and Research** event (20.04.2018) explored research collaboration opportunities between Finland and Nigeria. It was co-organised with Nordic-Nigeria Development, Appleblossom M.I Limited, AFAES and Africanpots.
- Our international event on 11th May 2018, **Vested Summit**, took place in El Gouna, Egypt. Think Africa organised and hosted a panel discussion with the theme *Using Diaspora and International Capital as Catalyst to Support African Entrepreneurs*.

- Think Africa organised a series of two virtual and face-to-face meetups, one in March and May. The **Finland-Uganda Data Science meetups** developed skills for participants both in Helsinki and in Kampala, Uganda.
- In collaboration with The Shortcut, amplaffy, Careal and Holvi, the **Personal Branding Workshop**, organized on the 11-12th August 2018 attracted more than 60 participants for an engaging event to improve skills to enter the job market.



Activities + Cooperation

- Think Africa further received funding for 2 events in 2018 from UNIPID - the Finnish University Partnership for International Development, and its FinCEAL programme. The events, **Doing Business in Finland – An African Conversation** (24.05.2018) and **From academic research and ideas to commercialization: Workshop** (19.09.2018) brought inspiration to the community towards entrepreneurship..
- Think Africa, in collaboration with Afrofinns organised the **Afrofinns Achievement Awards** (24.11.2018) as a way to thank and acknowledge all those who have contributed so much in uplifting the Afro community in Finland with their personal work, community involvement, innovative ideas, dedication and sacrifices.
- The official Slush side event, **Connecting Drivers of Change: advancing entrepreneurship in Africa** (29.11.2018) was organised to connect local and global thought leaders to advance entrepreneurship in Africa. It was co-organised with the SAIS Programme, amplatfy, New Global, BioFISA, Afrolynk, and Slush GIA.

In alignment with its mission to connect Finland and African countries, Think Africa had its first project where it connected the Finnish company, Freed to potential stakeholders in Tanzania.



All events were organized on a volunteer basis

Leadership + Membership

The Think Africa ry board is selected annually. A new board was elected for Think Africa ry in the annual general meeting 2018 of the organisation, held at University of Helsinki, Kaisa-talo (Fabianinkatu 30), Helsinki 15.02.2018.

In the annual general meeting:

Myriam Munezero was elected as the Chairperson of the Board

Samwel Nyangala as the Vice-Chairperson

Elisabet Miheludaki was elected as Treasurer

Wende Luinga was chosen as the (Executive) Secretary

Five board members were also selected: Emma Nkonoki, Mahlet Zewde, Eleos Zannou, Akin Akinsola, and Thomas Kinnaird



Think Africa member Dora Puhakka was elected to the 2019 Moniheli Board on the 17th November 2018.

At the time of the report, Think Africa had 20 members. Each member pays an annual fee of 15€

In 2018, Think Africa also took into use Holvi's services to enable payment online.



Communications

To attract more members and create awareness of the organisation, considerable efforts were made in 2018 to increase Think Africa's presence online. The efforts included:

New website

A new, more modern website was created. The new website provided several features that were not present in the previous one such as ability to sign-up to the newsletter, join as a member online, and easily see upcoming events.

Social Media

The Think Africa Facebook page further cemented its position as the network's main communication channel. A new channel, Instagram, was also started as a way to reach a younger audience.. Activity on LinkedIn increased, and remained steady on Twitter.

Think Africa uses social media to advertise its own actions, and as an information and promotional channel to reach a wider audience.

The Think Africa Facebook page got 212 more followers during the year, reaching 1,353 followers in 2018.

Social media handles:

Facebook: [ThinkAfricaOrg](https://www.facebook.com/ThinkAfricaOrg)

Twitter: [@Think_Africa](https://twitter.com/@Think_Africa)

LinkedIn: [think-africa-ry](https://www.linkedin.com/company/think-africa-ry)

Instagram: [think.africa_finland](https://www.instagram.com/think.africa_finland)

Newsletter

In 2018, Think Africa also started a Newsletter. Two newsletters have been released and one is planned for December to an audience of 105.

Blog

The blog platform changed to increase visibility. In 2018, Think Africa started using Medium, one of the biggest online publishing platforms. A total of seven posts have been posted in 2018.

Other communications

Think Africa also maintains an active internal communication process, from Whatsapp group discussions to monthly online meetings and several face-to-face meetings for planning purposes. Mailing lists for core members and for paying members exist and are in use.

In 2018, Think Africa also made efforts to become GDPR compliant. Our privacy policy was developed and shared on the website, with internal instructions on how to handle data.



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