



THE SOCIAL ENTREPRENEURSHIP PROGRAM

INFORM
EMPOWER
EQUIP



TUJENGE TZ LET'S BUILD TANZANIA 2019

www.tujengechallengetz.co.tz





The Project Background

The rise in youth unemployment levels coupled by various community challenges in health, education, infrastructure, service delivery, corruption, non-inclusive policies, gender inequality among many others in Tanzania, demands great social innovation; for an aggressive drive to solve these challenges through a mechanism that will engage the youth at the center of innovation and solution design, development and delivery.

We believe that this is exactly what social entrepreneurship can foster. Simply put, Social entrepreneurship is a concept that uses business principles, concepts and practices to solve for social problems. Social enterprises focus on triple bottom line approach balancing generating revenue to sustain operations while creating and growing community impact and sustaining favorable environmental practices.

Building Bridges

In light of the stubborn and growing level of youth unemployment in Tanzania and the immense opportunity present in the country for the entrepreneurial sector to flourish, the annual idea's competition, the Tujenge TZ Innovation Challenge (TTIC) was launched in April of 2018 to raise awareness on the potential that social businesses have for individual and national development amongst the youth.

The Tujenge TZ Innovation Challenge (TTIC) is a Social Entrepreneurship Empowerment Program set to build the capacity of growth stage social entrepreneurs and raise the national awareness on the concept of Social Entrepreneurship.

This program aims to increase the chances for youth with great social businesses to flourish extensively in their sectors of social business work and therefore:

1. Increase the impact of said Social Enterprises in their communities
2. Increase to the rise of the company's socio-economic development agenda
3. Create jobs and hence reduce youth unemployment.

The Annual Innovation Challenge features:

- 1) An Idea's Competition:** 25 Winners are selected and exposed to expert social entrepreneurship Training, Mentorship, Incubation, and a pool of potential partners and investors.
- 2) An Awareness campaign:** A mass social media communication aimed at raising the awareness and dialogue about social entrepreneurship. Simply put, we want mass buy-in.





Who can Apply?

- Applicant must be a Tanzanian Citizen living in Tanzania
- Applicant must be between 18 to 35 years of age
- Applicant must submit a “Social Enterprise” idea that has been in operation for over 1 year.
- Applicant’s enterprise must be operating in the Dar Es Salaam Region
- The enterprise must have at least 1 person working on a full-time basis. This may also be the founder and does not necessarily refer to staff
- Applications from all sectors: Industry, trade, health, arts, education, agriculture, technology, Finance e.t.c. are welcome
- The application windows open on the **6th February** and closes on the **13th March**.

How to Apply

- Visit www.tujengetzchallenge.co.tz and click on apply
- Answer the form therein and click submit upon completion

Program Duration

The Tujenge TZ Innovation Challenge is a program that will run in Tanzania for a period of 3 years starting in 2018 and ending in 2020 (which room for further progression).



Program Partners

This program is a partnership between three organizations; Unleashed Africa, Truemaisha and the Hanns Siedel Foundation.

Unleashed Africa and Truemaisha being the program design and implementing partners and Hanns Siedel Foundation being the program initiator and funding partner.

1. Hanns Siedel Foundation (HSF): is a German political foundation that promotes democracy consolidation, good governance and civil society participation in democratic processes as well as sustainable economic development in Tanzania through providing political education, consultancy and facilitating political dialogue.

One of its main objectives is to promote the participation of youth in processes of social transformation.

www.tanzania.hss/de

Hanns Siedel Foundation is the program initiator and funding partner in the Tujenge TZ Innovation Challenge.

2. Unleashed Africa: is a youth led Tanzanian social enterprise focused on youth development, social innovation and entrepreneurship. It is dedicated to exploring, innovating, and contributing to sustainable solutions for African Development.

It is on a mission to equip youth with disruptive hacker skills to implement income generating community service and projects that create gender equality, youth employment, health and economic advancement.

Unleashed Africa works in areas of arts and development, gender, sustainable events & communications, sustainable public health and in social enterprise ecosystem development.

Our programmatic areas range from the Innovation in the arts and development, sustainable events and communications, Sustainable public health, Social Enterprise Eco-system development and Gender.

www.unleashedafrica.com

Unleashed Africa is an program development and implementation partner in the Tujenge TZ Innovation Challenge





3. TrueMaisha: is a human potential empowerment company offering soft-skills training consultancy services for Public and Private sector: Government institutions, NGO's and Corporate organizations, Entrepreneurs and individual who want to take positive action in their work life. TrueMaisha helps companies to strengthen their workforce, improve employee performance, and transform managers and executives into the leaders of tomorrow. It provides comprehensive training, coaching, and consulting services that address a broad array of challenges in the areas of leadership and management, employee development, and sales and service. It also provides specialized executive coaching to senior management, as well as multilingual corporate training programs through our global network of facilitators.

www.truemaisha.co.tz

True maisha is an program development and implementation partner in the Tujenge TZ Innovation Challenge.



