



# Initiate!



## #DISRUPTORS

This is the End...  
...of Business as Usual

African  
Utility Week



Supporting Partners



[www.initiate-global.com](http://www.initiate-global.com)

# Inspiring the industry with new talent, new talk, new tech!

# Initiate!

Welcome to a new reality! A reality where all the players in the utility landscape have joined forces to make sure that a positive energy transition will be achieved. The urgency to achieve this energy transition is crystal clear; we need to act now before it's too late. Bold moves have to be undertaken to make significant impact. Everyone has the power to play a role in this transition by utilising their social, economic, political and technological influences.

Diversity is our strength! There is no time for looking back, fearlessly we must move forward. Post-energy transition is the dawning of a new energy economy, an enhanced society, a healthier planet.

## What is Initiate!

**Initiate! is the beating heart of innovation and the very essence of African Utility Week and POWERGEN Africa.**

With the utility industry transforming, comes the opportunity for the next generation tech and young talent to play a major role in facilitating innovation and change. Initiate! is hosted during Africa's most valuable end-to-end energy, power and water event, namely African Utility Week and POWERGEN Africa. With over 10,000+ attendees over three days, the event hosts all the key players in the smart energy, power and water ecosystem.

As a feature of African Utility Week, Initiate! is a hub for bright minds, start-ups, innovators, utility professionals and students of the future to gather, discuss, share and pilot ideas with the more established professionals from the industry.

## Why Initiate? Why Now?

We all know that the energy sector must fast-forward innovation – and that is the core purpose of Initiate! It is a global movement that breeds talent, empowers next-gen energy entrepreneurs and creates impactful programs to move our industry forward. Founded in 2014, Initiate! brings together startups, students, corporate executives, public sector innovators and investors around the world.

Initiate! is dedicated to accelerating change and boosting growth within the global power and energy industry. Our purpose is to foster innovation by empowering and connecting the next generation of tech and talent. Together we stand for a just and fair energy transition.

Initiate! will assist in bridging the gap in the industry by creating a platform allowing the industry's future leaders, innovators and industry stakeholders to connect through the various platforms to create a sustainable Power and Energy Ecosystem.

**Initiate! Change and Join the Movement Today!**





#students

# Initiate!

Initiate! launched the Young Talents Challenge programme at **African Utility Week** and **POWERGEN Africa** in 2019 with four teams selected from African universities.

The objective of this programme is to engage and inspire the next generation of engineers and power professionals, showcase young talent from Africa's leading universities and tailor an experience for students to learn and network at Africa's largest energy, power and water event.

## The reigning winners of the 2019 Initiate!

Impact challenge hail from strathmore university. These thought leaders included: engineering students **Ignatius Maranga, Raymond Kiyegga, Fredrick Amariati and Alex Osunga.**

**Are you an innovative student with Ideas ready to make an impact in the power and energy sector?**

Then apply to participate in the Initiate! young talent challenge and join a cohort of industry future leaders.

### Success in Africa



During the first Initiate! Impact Challenge to take place at African, in Cape Town in May, a team of students from Starthmore University in Nairobi, Kenya won ZAR 20,000 in prize money for an innovative concept to provide equitable energy access to remote villages based on, among others, "Uber(ising)" solar energy.

**Strathmore University**

## Be a Game Changer and stand a chance to win the following:

- Paid-for economy flights to the beautiful city of Cape Town, accommodation and meals included
- An opportunity to be interviewed by ESI Africa, Africa's leading power and energy journal, where you can showcase your research across Africa and the globe.
- A complimentary conference pass to African Utility Week and POWERGEN Africa, 12-14 May 2020, valued at R12,500 (\$870).
- Exposure and networking opportunities with the top power, energy and water decision-makers.
- Advice for your future career opportunities.



# #SMMEs and #Entrepreneurs

# Initiate!

As we see the global role out of Initiate! in 2020 on the African continent, African Utility Week and POWERGEN Africa hosted a cohort of female owned SMMEs and Start-ups in 2019. Affording these SMMEs the opportunity to not only receive a complimentary conference pass to African Utility Week and POWERGEN Africa, valued at R12,500 (\$870) but also afforded them the opportunity to Exhibit at no charge.

Are you an SMME or Entrepreneur looking for the opportunity to take your business to the next level, by showcasing it to key role players and stakeholders in the Power and Energy Sector?

Apply now to stand a chance to WIN FREE exhibition space on the Initiate! SMME Hub at one of Africa's most valuable end-to-end energy, power and water event, namely African Utility Week and POWERGEN Africa.

## Does this sound like you?

Unlock your business opportunities with Initiate!

Apply now to stand a chance to win:

- FREE exhibition space at the initiate! SMME Hub during African Utility Week and Power Gen Africa.
- A complimentary conference pass to African Utility Week and POWERGEN Africa, 12-14 May 2020, valued at R12,500 (\$870).
- Exposure and networking opportunities with the top power, energy and water decision-makers.

Open your door to industry experts and key role players today.

## Would you recommend African Utility Week to individuals wanting to know more about the sector? and why?

"Definitely. The information and relationships gathered at African Utility Week is not the kind you would have from surfing the net, there certainly was a great benefit for me and my business."

**Banele Manana, Energy Dots (Pty) Ltd**

"Yes, African Utility Week gives you the opportunity to meet so many people."

**Zharon Damonse, SEA Breeze Community Development**

"Yes, I would because we need such a platform to learn more about our industry and understand how it works."

**Nontlanhla Nkosi, Uketshezi (Pty) Ltd**

# Initiate! Change and join a cohort of Power and Energy Game Changers by Getting in Touch Today!

Join the movement and unlock your doors to opportunity.



**Get in touch by contacting our Initiate! project lead now!**

Naz Fredericks

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"I am committed to ensuring that **Initiate!** results in socially inclusive and gender responsive interventions across Africa and for the actual benefit of Africans."

**Rachel Aron, Principal Social Development Specialist, African Development Bank**

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