1st National Conference for Disabled Entrepreneurs

Kinshasa I DR Congo I 3-4 DECEMBER 2018

SUMMARY REPORT
Introduction

The Kadiwaku Family Foundation’s First Conference for Disabled Entrepreneurs was held in Kinshasa, Democratic Republic of Congo during 3-4 December 2018. As part of Inclusive Entrepreneurship Program, the conference provided the opportunity to network and to connect and empowered disabled entrepreneurs to run their business in professional way.

The conference brought together over 50 participants (disabled entrepreneurs) from 12 cities of Democratic Republic of Congo. More than 100 people followed the event through social media. The disabled entrepreneurs who attended the two days skill-building conference have received first hand business empowerment information and support from business experts and other entrepreneurs to help them run and grow their business professionally and make profit. Follow us on social media for more updates: https://twitter.com/KadiwakuF
Background

Kadiwaku Family Foundation was created by disability rights advocate and social entrepreneur John Kadiwaku Ntonta in 2016. KFF’s main goal is to eradicate poverty and build a movement of disability rights advocates that works towards eliminating the belief that people with disabilities are unhealthy or less capable of doing things, and create an environment that is inclusive and supportive, and where no one is left behind in Democratic Republic of Congo.

Currently over 10 million Congolese are estimated to have a disability. In an environment where the state does not offer a sufficient safety net nor the universalized education necessary for persons with disability to be considered equal in society, KFF works in partnership with local organizations in the Democratic Republic of Congo to support implementation of programs in the fields of education, health and social inclusion.

Thanks to the support from U.S African Development Foundation/Echoing Green, Kadiwaku Family Foundation is running a project that help young Congolese with disabilities to improve their entrepreneurial capabilities through training, networking and business support in order to achieve economic self-sufficiency. As of today, 199 people with disabilities have been trained, coached and empowered to run their income-generating activities, and 1000+ people reached by the program activities and are connected through online platforms
Day one- Monday, 3 December 2018

Opening speeches

Sarah Batatika opens the conference by reading the UN Secretary General’s message on the international day of persons with disabilities and the statement from Founder and President of Board of Directors, Mr John Ntonta.

She highlighted the social inclusion and economic empowerment challenges facing people with disabilities, and the achievement made in poverty reduction through KFF’s entrepreneurship program that leaves no one behind in the Democratic Republic of Congo.

Sarah is the program’s beneficiary and she’s currently working in the project management staff and represents the project beneficiaries.

Degaulle Ntambwe, IEP Programme Coordinator, took the opportunity to present the project expectations and communicate details and report on progress in order to keep the project stakeholders on track.

Networking and community support

The disabled entrepreneurs we’re giving opportunity to connect each other, to meet KFF’s staff to share their concerns, and they received first hand business empowerment information from business experts and other entrepreneurs to help them run and grow their business professionally and make profits.
Workshop 1: Social entrepreneurship

Moderator:
Melanie Musawu, Program Manager at Kadiwaku Family Foundation.

Facilitator:
Eugene Kabongo, Founder and CEO at Kpossible Group.

Objective:
Equip attendees with entrepreneurship skills that help them to make profit and consider a positive return to society.

Key themes:
- Different Motivations for Starting a New Business;
- Generate a business idea;
- Find your passion, choose your cause;
- Use skills and talents for good;
- Key factors that influence entrepreneurship;
- Key reasons to start a business;
- Make money while doing good;
Day two- Tuesday, 4 December 2018

Workshop 2: Financial education

Moderator:
Melanie Musawu, Program Manager at Kadiwaku Family Foundation.

Facilitator:
Guy EGBOKI MANGBANDO, Manager at Equity Bank Congo/Branch of Kinshasa.

Objective:
Helping disabled entrepreneurs better manage their money and plan their financial future and take control of their finances.

Key themes:
- Better money habits;
- How to manage your money/track finances through online banking;
- How to make the right financial decisions;
- Financial solutions for entrepreneurs: loan, grant, personal and business account, collaboration and partnership opportunities.
Workshop 3: Fundamentals of Marketing

Moderator:
Melanie Musawu, Program Manager at Kadiwaku Family Foundation.

Facilitator:
Felly Muamba, Marketing Director at Groupe SERKAS and Accounting & Administration Officer at Kadiwaku Family Foundation.

Objective:
Provide the disabled entrepreneurs with skills and best practices for developing and implementing a great marketing plan.

Key themes:
- How to develop a marketing plan for a small business;
- How to identify the key marketing challenges and positioning the organization’s product(s) and/or service(s) in the marketplace;
- How to apply modern techniques for conducting marketplace analysis;
- How to align the 4 Ps with your products, services, and customer wants and understanding the components of each of the 4 Ps.
Workshop 4: Entrepreneurship and Disability

Moderator:
Joseph Gaethan Ntamwe, Communication Officer at Kadiwaku Family Foundation.

Facilitator:
Macky Nsiami, Capacity-Building Programme Manager at Centre de Reeducation pour Personnes Handicapees.

Objective:
- Provide disabled entrepreneurs with information and tools they need to enter the market as entrepreneur or business owner.

Key themes:
- Understand barriers do people with disabilities face when starting a business;
- Understand the main policy tools available to help disabled or underserved people become more entrepreneurial;
- How entrepreneurship can be used to move people with disabilities into employment?
- How often do people with disabilities start businesses and what types of businesses do they start?
Workshop 5: Social media marketing

Moderator:
Joseph Gaethan Ntamwe, Communication Officer at Kadiwaku Family Foundation.

Facilitator:
Israel Baelongandi, Deputy Director at East Eagle Foundation and Volunteer Programme Coordinator at Kadiwaku Family Foundation.

Objective:
- Help disabled entrepreneurs use social media for marketing and customers services, connect each other, and build their audience.

Key themes:
- Understand the fundamentals of content marketing;
- Use advanced features of the most popular social networks;
- Understand the basics of Youtube, Facebook, Google+, Twitter, Instagram and blogging;
- Understand the social media foundations;
- Understand the wide scope of social media.