



AWLC RWANDA 2019 CONCEPT NOTE

I. BACKGROUND INFORMATION

AWLO is an international not-for-profit organization founded in 2009 for driving women's leadership through gender parity, leadership effectiveness and global development. With a membership of African women and women of African Descent, across 23 Chapters and Youth Councils in 12 countries including USA and UK; AWLO strives to advance the status of women in leadership by creating an empowering platform and harnessing the synergies of alliance. AWLO's women's leadership solutions cut across all sectors, strata, and generations.

African Women in Leadership Conference (AWLC) is an annual meeting for strategies and capacity building to advance women's leadership. It engages key decision makers to generate solutions, implement best practices, and build partnerships for women's development. Since AWLO believes that effective strategies originate from women, it engages them as its primary stakeholders to increase their leadership participation.

The AWLC first edition was hosted by Accra Ghana in 2009, Abuja Nigeria in 2010, Accra Ghana in 2011, Banjul Gambia in 2012, Uyo Nigeria in 2013, Atlanta USA in 2014, South Africa in 2015, Sugarland Texas in 2016, Washington DC in 2017, Abuja Nigeria 10th Anniversary in 2018 and Atlanta Georgia 10th anniversary Diaspora edition 2018.

II. AWLO'S IMPACT ON AFRICAN WOMEN EMPOWERMENT

- **Leveraging stakeholders and thought leadership to advance Women's Leadership**

Through the annual conferences, AWLO challenges its stakeholders (women) in implementing and fast-tracking decision making. Over the past 10 years, AWLO has capitalized on 6,000 stakeholders including diplomats, activists, academics, professionals, first ladies, policy makers, heads of government, and women leaders to necessitate inclusive democracies, women's participation in governance and Leadership, raising the next generation, men's partnership in gender parity, and gathering opinions for decision making.

For instance; the 35% affirmative action for women in Nigeria became enforced when women leaders at African Women in Leadership Conference 2010 reached the resolution to send a strong delegation and advocacy women's group to visit the national offices of the political parties.

As thought leaders, AWLO is engaged in creating resources, contents, and movements for advancing women's leadership. Our recent "WomenDecide" movement is an information session and awareness walk centered on awareness, and spark decision-making interest for political leadership among women and girls. This was held in Nigeria.

- **Leadership Capacity Building**

AWLO intensifies intellectual and specialized leadership development to provide limitless opportunities, credibility, and retention of women in leadership. The AWLO's Expertise Partnerships and Leadership School facilitate women in leadership trainings. The recent AWLO Leadership Partnership with American Empowerment Institute (AEMPIN) is the most strategic partnership for women in the public, private, non-governmental sectors in African region with transferable credits and all attendant advantages of its affiliation to Southern Texas University.

This international affiliation is to increase the competitive advantage of African women for leadership, and increase leadership effectiveness. In turn, more women will be nominated for promotions, and own prosperous enterprises.

- **AWLO membership harnesses the synergies of alliance & partnerships for development**

AWLO's Chapter support system engages members in alliances, global development, and trainings in intellectual and experiential Leadership. This framework at the local level creates a bonding experience and fosters collaborations among members, permeates grassroots development and becomes members' Leadership Experience. AWLO currently has 23 Chapters and Youth Councils in 12 Countries harnessing the proven framework of Partnerships for Personal and Community Development.

- **Raising the Next Generation of Leaders**

AWLO is concerned about the detrimental outcome of the negligence of tackling gender marginalization and female leadership issues from an early stage; between the ages of 7 and 17.

To create a dependable leadership intervention through a ripple effect mechanism, African Women in Leadership Organization's iLEAD school-based Program was adopted in 2016 to reproduce Leaders from an early stage. Other initiatives like Leadership Internship and Next Generation Female Leaders Fellowship target different age groups and stages of development and has now produced hundreds of young leaders.

III. RWANDA IS THE HOST COUNTRY OF 2019 AWLC

In recognition of its gender development strides and registered achievements in women empowerment and leadership, AWLO has chosen Rwanda as this year's host of African Women in Leadership Conference. Additionally, AWLO is committed to driving change through partnerships for sustainable development, and have identified shared values with Rwanda.

"We are proud of a HeforShe Champion, H.E. Paul Kagame whose administration has not only brought women closer to leadership but also facilitated structures for sustainability of his impact. These progressive values are aligned with ours, and we are beaming the light on country's development through African Women in Leadership Conference." Dr. Elisha Attai, AWLO Founder.

IV. THEME AND OBJECTIVES

During the Women's Empowerment Principles Forum held by the United Nations in March 2018, the cruciality of Women's empowerment was found to be very key in achieving the Sustainable Development Goals. Referring to the Forum's outcomes related to sustaining Women's empowerment, ways to reflect principles of equality; permeating cultures, values, performance and business practices, the theme that was chosen for the year 2019 is "Empowered for Sustainability".

The AWLC aims to harness and enhance the leadership potential of women in leadership positions in Africa as a whole and channel them towards the unity and development of the region. The annual conference provides a platform for women from all walks of life within the African continent to come together to further advance the status of women.

This year's Conference themed "Empowered for Sustainability" is expected to:

- Capture solutions and stakeholders' opinions on sustaining women's empowerment in politics, economy, business, workplace culturally and socially.

- Model case studies of enterprising African women with a focus on their strategies and competencies
- Collate the valued opinions of women in leadership to guide decision making processes as it affects women in all areas.
- Build the capacity of women to upscale skills and individual competitive advantage for Leadership
- Leverage on the host country for a mutually beneficial relationship to promote the conference's objectives and the advancement of women's leadership.
- Generally, create opportunities for women through exposure to international networks, business to business networking, and showcase.

V. EXPECTED OUTCOMES

- The Action Plan generated from the Women in Leadership Congress at AWLC Rwanda 2019 will be effectively incorporated by stakeholders in their respective domains.
- Women Leaders will Model after enterprising women case studies to expand businesses and grow flourishing enterprises
- Women's interest are valued, and incorporated in decision making in the workplace, policy making, culturally, and across sectors to enhance equality.
- 80% of Women in attendance will be nominated for promotion and leadership positions, and achieve outstanding results.
- Heads of Government Agencies from other African Countries must take-away Rwanda's strategy of women's empowerment to impact Africa positively.
- Generally, 300 women must gain access to new empowering networks, envision and draw out action plans for their unique courses, have their interest represented in all resolutions, and foster a support system.
- Information is enough empowerment. We want to see that all attendees have become effectively empowered.

VI. EXPECTED DELEGATES

This year's expected delegates are government officials in Rwanda, Development Partners, women professionals and entrepreneurs, women in public service, International NGOs, Religious Based

Organizations, Civil Society Organizations, Philanthropists, Women Associations, Female Youths, and other stakeholders including politicians, first ladies, heads of government agencies and diplomats.

Our Keynote Speaker is Her Excellency Ellen Johnson Sirleaf and Chief Host H.E. Jeanette Kagame- FIRST LADY OF RWANDA. Other Speakers and Special Guests are:
H.E Jewel Taylor – Vice President Of Liberia, H.E Aisha Buhari – First Lady Of Nigeria, H.E Rebeca Akufo-Addo – First Lady Of Ghana , H.E Fatoumata Tambajang – Vice President Of The Gambia, H.E Isuara Nyusi – First Lady Of Mozambique, H.E. Samira Bawumia – Wife Of The Vice President Of Ghana, Dr. Violet Arene – President of AWLO, Hon. Paulita Wie – Deputy Minister Of Urban Affairs, Liberia, Chief Dr. Opral Benson – Awlo Board Of Trustees Chairperson, H.E. Caroline Mchome – Wife Of The Governor Of Kakagame County, Republic Of Kenya, H.E. Fatima Maada Bio - First Lady Of Sierra Leone, H.E Chantal Biya - First Lady Of Cameroon, H.E. Isaura Nyusi - First Lady Of Mozambique, H.E Auxillia Mnangagwa - First Lady Of Zimbabwe, H.E. Dominidue Ouattara - First Lady Of Cote D’ivoire, Charles O’tudor – International Brand Strategist (Speaker), D. Yvonne Rivers – Creator Of Dc Shark Tank USA (Speaker), Macdella Cooper – Philantropist, & Politician Liberia, Yewande Austin – USA Cultural Ambassador, Mary Akpobome – COO HBCL Investment Services Nigeria, Hon. Amb. Soline Nyirahabimana – Minister of Gender and Family, Rwanda, Elsie Oluku- CRO
Ariyatickets.com.

VII. AWLC 2019 SESSIONS SYNOPSIS

- **Keynote Address on the theme 'Empowered for Sustainability'**

The Keynote address sets the tone for the Conference seeing that the current trends still reveal that women's empowerment is not attained even though Leadership has become more accessible to women as a result of affirmative action. The Keynote Address points out Key actions to drive sustainable women's empowerment.

These results can be achieved through emphasizing on how more women can be intent about their Leadership Journey, Nurture their Potential and Evolve to take up leadership roles. There is need for more women to consciously advance women's leadership.

Also, the keynote address addresses how stakeholders can help to actualize sustainable empowerment through providing enabling environments – such as diversity driven societies. They can help to end disempowerment through specialized and effective learning to increase productivity of women. Increasing access to Economic Empowerment as a means to sustainable empowerment will also be assessed.

- **Opening Plenary Session on the Theme 'Empowered for Sustainability'**

Taking cue from the key note address, it will channel perspectives of 5 stakeholders on the Key drivers of sustainable women's empowerment.

The stakeholders will represent the interest of women in various areas/sectors as it affects sustainable empowerment. Areas including policy-making, cultural practices, business, politics, economy, and leadership. There will be audience interaction to effectively examine needs.

These will form part of implementable action to guide decision-making processes as it affects sustainable women's empowerment.

- **Adapting to Economies to Scale thriving Women Owned Businesses**

The goal of this presentation is to identify opportunities, explore unique potentials, and adapt to existing economies to scale thriving businesses as women. While economic downturns and peculiarities can be a setback, a sustainability approach to business produces women who are masters of economies.

- **Self-Leadership: Demystifying and Creating Opportunities for Self**

To enlighten with practical experiences that can lead to women identifying and creating their unique opportunities. With the terrain becoming increasingly over flooded with emerging talents the guarantee to lasting success is creating unique paths and industries, and carving new journeys within an industry.

This session explores how more women can create sustainable strategies to flourish in their sectors. Strategies such as self-development, exploring emerging economies, maximizing their Potential, and self-employment. These will lead to dominance in uncharted territories, and creating unique opportunities for self.

- **The Role of Branding in the Development of Economies: A Case Study of Rwanda**

This presentation is a case study on Rwanda's rapidly developing economy through shaping new narratives. Rwanda has risen deliberately by a transformational approach; through reforms and progressive policies, thereby paving way for a sustainable and rebranded Rwanda. How can more economies like this emerge?

- **Show and Tell Plenary Session on ‘African Women Case Studies: Their Competencies & Strategies**

This plenary session will showcase 4 outstanding African women whose stories demonstrate thriving against all odds. With the focus on their competencies and strategies, other women will relate, and learn to navigate their work and businesses. The 5 women are [Elsie Oluke Yewande Austin](#), [Mary Akpobome](#), and 2 Women identified from Rwanda.

- **Leadership Workshop**

This is a practical session with intensive activities to build Leadership Capacity of Women in Leadership. In a bid to equip women for leadership, capacity building increases their chances. While affirmative action exists, preparedness produces dependable leaders.

On sustainable and effective women's empowerment, this session facilitated by AWLO President; [Dr. Violet Arene](#) is on “Character-Driven Leadership for Africa”. As a Veteran Leadership Consultant, Dr. Arene is a Certified 'Stephen Covey 7 Habits of Highly Effective People' Trainer. and over the years has produced effective leaders for top-management and leadership positions. One of her leadership development milestones has been pioneering the Managers' Training Program at the Nigerian National Petroleum Corporation (NNPC). And even now as a Management Consultant still catering to NNPC. As a mantra, she holds that effective leaders are masters of themselves, and that nothing can make up for character in leadership-no skill, no technology, no talents! Failure in leadership is mostly character failure!

She hopes to introduce her practical module on self-leadership development at AWLC to effectively and sustainably develop women leaders.

- **Women in Leadership Congress**

This is the Conference's closing session. Major activities will include: revising all sessions, opening floor for contributions, and adopting a resolution of Practical Strategies for Women's Sustainable Empowerment. This constitutes the African Women in Leadership Conference "Communique" to guide stakeholders on actionable steps and plans to implement women's leadership.

- **Plenary Session: HeforShe Perspectives on Women's Sustainable Empowerment.**

Considering the pivotal role of men in the developmental wellbeing of women; the goal of this plenary session is to channel men's perspective to derive a holistic view on creating sustainable empowerment opportunities for women. The panel will examine such views as reliable methods to sustain women's empowerment on an everyday level through permeating cultures, media, values, performance and business practices

VIII. DATES AND VENUE

The Conference is scheduled to take place from **4th to 5th April 2019** at Marriot Hotel, Kigali.