

E4Impact Foundation

Training impact entrepreneurs for job creation



**“CREATING JOBS
IN AFRICA.**

**TRAINING
AFRICAN IMPACT
ENTREPRENEURS.**

**BUILDING
INTERNATIONAL
PARTNERSHIPS.”**



**“A SMALL BUT REAL
SIGN OF PASSIONATE
COMMITMENT
TO A CULTURE OF
LIFE AND FRIENDSHIP
AMONG PEOPLES.”**

Letter from the president, Letizia Moratti

In 2015 E4Impact, a project of ALTIS of Università Cattolica del Sacro Cuore of Milan, offered an MBA in five African countries. The project's potential sparked the idea of creating a foundation that could support its growth. With this in mind, I engaged some of the leading voices of the Italian business world, and thanks as well to the foresight of the Rector and top Management of the Università Cattolica, the Foundation became a reality.

The three dimensions of the Foundation's mission are: to train African *impact entrepreneurs*, to contribute to the development

of our African partner universities, and to create a bridge between African companies and Italian/European businesses.

Because of its activities and the impact generated, E4Impact can now be considered an instrument of Italian diplomacy – the diplomacy of culture and education – linking Italy, Europe, and Africa.

During these times, when the values of peace, partnership, and bridge building are tantamount, E4Impact aims to be a small but real expression of a commitment to the culture of life and friendship.

Letter from the CEO, Mario Molteni

As is typical of any young and dynamic organisation, our Foundation changes right before our eyes every year.

To accompany our flagship MBA, we have launched new initiatives to support nearly 6,000 *impact entrepreneurs* in Africa: short courses, centres for incubation and acceleration, supply chain development projects, a PhD for African Management Academics, and courses for acquiring digital skills...

We believe *impact entrepreneurship* is a tool that answers one of the real challenges of the century: Job creation in Africa.

In addition, E4Impact also acts as a bridge to create partnerships between African and European businesses, and for this purpose has created a special team of qualified professionals.

**“FOR THE
FOUNDATION, IMPACT
ENTREPRENEURSHIP
IS INCREASINGLY A
VALUABLE TOOL THAT
HELPS CREATE NEW
JOBS IN AFRICA.”**



● An evolving story

2005

ALTIS - Alta Scuola Impresa e Società of the Università Cattolica del Sacro Cuore launches a Master's programme for African students in Rome, Italy.

2010

The Master's programme moves to **Kenya** and is offered in partnership with Tangaza University College in Nairobi.

2012
-
2014

E4Impact is the first non-U.S. programme to receive the "University Innovation Award" from the Ashoka Foundation.

The MBA is launched in **Ghana** (Accra) and **Sierra Leone** (Makeni).

2015

E4Impact becomes a Foundation.

MBAs are begun in **Ivory Coast** (Abidjan) and **Uganda** (Kampala).

Prof. Mario Molteni, CEO of E4Impact, is named a Senior Ashoka Fellow.

2016
-
2018

E4Impact opens in **Senegal** (Dakar), **Ethiopia** (Addis Ababa) and **Sudan** (Khartoum).

Activities are launched in **Rwanda** (Gikondo-Kigali), **Zimbabwe** (Harare) and **Democratic Republic of Congo** (Kinshasa).

E4Impact initiates the E4Impact Alliance, a partnership of 24 African universities.

E4Impact opens an Entrepreneurship Centre in **Cameroon** (Douala) and offices in Ethiopia, Ghana, Tunisia, Uganda and Zimbabwe, which, together with Kenya, make up the Foundation's seven Country Offices.

Activities are launched in **Mozambique** (Maputo), **Egypt** (Cairo) and **Niger** (Agadez).

2019
-
2021

2022

Inauguration of PhD programmes in "Management and Innovation" and in "Agri-food Systems" for 25 African University faculty members.

MBA in **Mali** (Bamako).

E4Impact wins the "Innovation and Entrepreneurship Programme of the Year" award at the Triple E Awards.

Mission and vision

MISSION

E4Impact empowers:

1. **Passionate African entrepreneurs to build and scale strong, sustainable and innovative businesses, that create jobs and provide solutions to their country's challenges.**
2. **An Alliance of African Universities to offer action-oriented entrepreneurial programs.**
3. **Partnerships and commercial relationships between African and European companies.**

VISION

To become by 2025 the leading force for the creation and growth of sustainable enterprises in Africa, by offering training, access to markets, and financing opportunities to Impact Entrepreneurs in over 25 countries.

“We do not teach entrepreneurship; we train impact entrepreneurs”.



What we do

Global MBA in Impact Entrepreneurship:

“Not an MBA for job seekers, but for job creators” is the essence of the Global MBA in Impact Entrepreneurship designed for small business owners and entrepreneurs.

The programme is offered in partnership with a local African university, is practical in its approach, and adopts a blended formula of both classroom and online classes.

It supports entrepreneurs in structuring their business model and expanding their companies by offering training, coaching, networking, and access to finance. Upon completion of the programme, participants present their business to a jury of investors, who provide suggestions, advice and, in some cases, financial resources.

Entrepreneurship centres:

The Foundation strengthened its presence on the African Continent by establishing Entrepreneurship Centres.

Milan, every year accelerates 30 businesses and incubates another 10.

In 2018 the E4Impact Accelerator in Nairobi, thanks to the support of the Italian Agency for Cooperation and Development (AICS) and ENI, was opened. The centre, in collaboration with the Università Cattolica of

In 2022, similar Accelerators were launched in Douala, Cameroon, with support from the African Development Bank and in partnership with JFN-IT, and in Cairo, Egypt, with support from Alex Bank and in partnership with El Sewedy Education.

Development projects

Thanks to its expanded presence in Africa and its network of partners, E4Impact executes donor funded projects in support of the continent's economic development.

In accordance with its mission, E4Impact focuses on offering business training to impact entrepreneurs in collaboration with technical partners from such sectors as agriculture, livestock, wildlife conservation and healthcare.

The Foundation is currently involved in projects financed by the European Union, the World Bank, the African Development Bank, the Italian Agency for Development Cooperation, and many other public and private donors. To date, more than 40 projects have been conducted, involving more than 5,000 beneficiaries.

Alumni Services

For its more than 6000 entrepreneurs who have come through the Foundation's programmes, E4Impact continues to offer:

- a platform for digital transition, innovation and continuing education;
- periodic newsletters;
- events and networking.
- contact with potential new customers through E4Impact's social networks;
- opportunities for partnerships with Italian and International companies;

Business Development Africa

The Business Development Africa Advisory offers consulting services to Italian SMEs interested in exploring market opportunities on the African continent.

The portfolio of services includes partner identification, market analysis and business networking customised to the needs of the company.

Research and PhD

The E4Impact Research Team is composed of researchers from the Università Cattolica, the African Alliance Member Universities and other leading European and American Institutions. It publishes articles on entrepreneurship and sustainability in leading management publications and develops case studies about Foundation Alumni.

of African Universities that are part of the E4Impact Alliance.

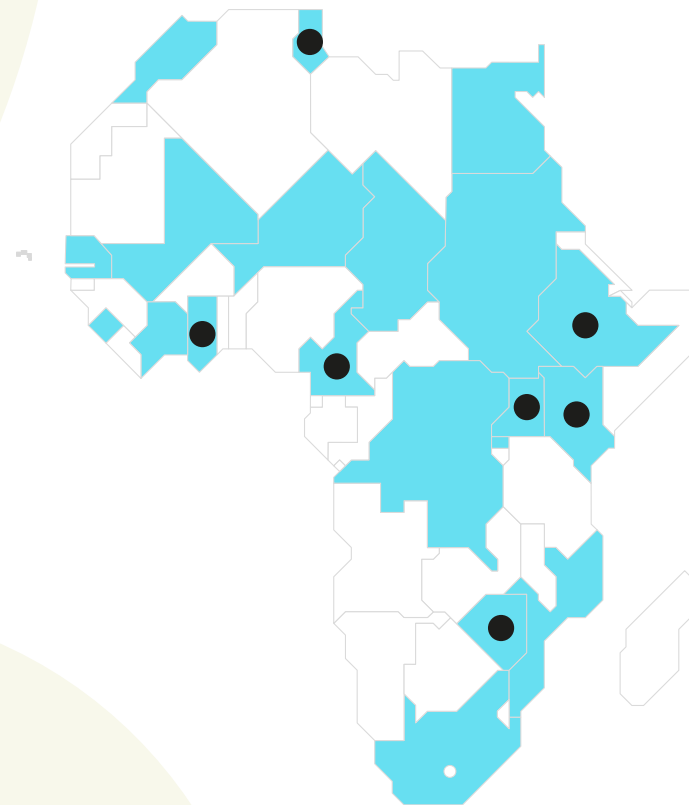
In 2022, together with Uganda Martyrs University in Kampala and Università Cattolica, E4Impact introduced a PhD for African professors. The programme, financed by the Italian Episcopal Conference, offers 15 PhDs in Management and Innovation and 15 PhDs in Agrisystems each year.

In 2021, a School for Research Methodologies was created for faculty members



Where we are

The Foundation currently has 7 country offices and operates in 20 African countries.



MBA AND PROGRAMMES

1. Kenya, 2010
2. Ghana, 2013
3. Sierra Leone, 2014
4. Ivory Coast, 2015
5. Uganda, 2015
6. Senegal, 2016
7. Ethiopia, 2017
8. Sudan, 2018
9. Cameroon, 2019
10. Congo D.R., 2019
11. Rwanda, 2019
12. Zimbabwe, 2019
13. Tunisia, 2020
14. Chad, 2021
15. Mozambique, 2021
16. South Africa, 2021
17. Egypt, 2020
18. Niger, 2020
19. Mali, 2022
20. Morocco, 2022

● Country Offices

Results achieved

OUR BENEFICIARIES

ENTREPRENEURS
TRAINED
IN OUR MBAs

1321

78

ENTREPRENEURS
TRAINED IN OUR
ACCELERATOR

MBA WOMEN
ENTREPRENEURS
TRAINED

33%

4383

ENTREPRENEURS
TRAINED IN OUR
PROJECTS

OUR IMPACT

6

AVERAGE JOBS CREATED
PER ENTREPRENEUR

57%

ENTREPRENEURS THAT
STARTED A NEW BUSINESS

98%

ENTREPRENEUR THAT
INCREASED THEIR
REVENUE

80%

ENTREPRENEURS THAT
EXPANDED THEIR SUPPLIER
AND PARTNER NETWORK

41%

ENTREPRENEURS THAT
ACCESSED FINANCING

22%

ENTREPRENEURS
THAT OPENED NEW
BRANCHES

Sustainable Development Goals

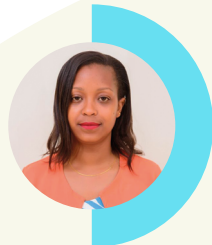
The activities of the E4Impact Foundation contribute to the achievement of the United Nations' 2030 Sustainable Development Goals. In particular: **Goal 4**, "Ensuring inclusive and equitable quality education and promoting learning opportunities for all", **Goal 8** to "Foster lasting, inclusive and sustainable economic growth, full and productive employment and decent work for all", **Goal 9** of promoting "Innovation and equitable, responsible and sustainable industrialisation of the African Continent", and **Goal 1** of "Reducing poverty through

the promotion of equitable access to economic resources".

When implementing its activities, the Foundation works in collaboration with numerous local African and International partners with whom it has established stable and mutually trusting relationships. This approach is very much in step with **Goal 17**, which calls for a comprehensive commitment to "Strengthening the means of implementation and revitalising the global partnership for sustainable development".



Job creators



LOUISA GATHECHA

BOTTLE LOGISTICS EAST AFRICA LIMITED
Waste management | Kenya

The company recovers glass waste and processes it into highly refined glass cullet, a raw material used by glass manufacturing companies. It also works with local food and beverage companies to recover their returnable glass bottles for reuse.

To date, Bottle Logistics East Africa Limited has diverted 5600 tons of glass waste from the landfills. Louisa has a team of 87 employees and has created an additional 45 new jobs in the value chain.



JOSEPH NKANDU

NUCAFE – NATIONAL UNION OF COFFEE AGRIBUSINESSES AND FARM ENTERPRISES
Agribusiness | Uganda

A sustainable market-driven system of coffee farmer organisations which improves household income in 19 districts of Uganda by giving farmers access to processing and marketing services.

To date, NUCAFE counts 213 member associations and cooperatives, 215,120 family-owned farms and 1,512,210 individual farmers. The company has created over 1,200 jobs along the value chain and increased the per kilogram income obtained by its smallholder farmers by 250%.



GEORGINA CHIRUME

LUSAMA FASHION ENTERPRISES
Fashion and Textile | Zimbabwe

One of the leading clothing manufacturers in Zimbabwe, Lusama specialises in the production of corporate wear, workwear, school uniforms and protective clothing, including Covid19 PPE.

Lusama employs 55 people, 55% of whom are women. The company practices environmentally friendly manufacturing that limits pollution and facilitates recycling of waste.



ABERA TILAHUN EWNETU

MICRO BUSINESS COLLEGE
Education | Ethiopia

A privately-owned academic institution that offers educational programmes from pre-primary to university. It has 3 campuses and 33 distance learning centres.

It employs 250 people and enrolls over 4,000 students every year. Its founder was recognised by the President of Ethiopia as a Development Promoter of Education for remote rural areas.



ALICE EMASU

TERREWODE
Health | Uganda

A non-government organisation, leader in the elimination of obstetric fistula in Uganda.

Terrewode is the first hospital in Uganda, and only the third in Africa, to specialise in treating women suffering from obstetric fistula. The hospital conducts 200 surgeries and treats over 600 women per year. To date it has treated 15,000 women and girls affected by fistula.





MOHAMMED SAMEER HUSSEIN

AL-SHEHAB FACTORY
Manufacturing | Sudan



The company manufactures electric three-wheeled passenger and cargo moving vehicles that are noiseless and produce no CO2 emissions.

Al-Shehab Factory products are unique in North Africa, and their maintenance cost is 50% less than that of petrol-powered tricycles. The company has sold over 100 tricycles and 12 passenger rickshaws in its first year of operation, and it has created 25 jobs in the value chain.



NANA AMA ANTWI-DARKWA

C'ELIORE NATURELLE
Cosmetics | Ghana



The company produces natural cosmetic products. Its skincare products are free from harsh chemicals, manufactured locally, and sold in Ghana, Tanzania, and the United Kingdom. C'Eliore has also partnered with a company in the USA to export to North America.

Nana has created 47 jobs along the value chain.



FELIX KIMARU

TOTOHEALTH
Healthtech | Kenya

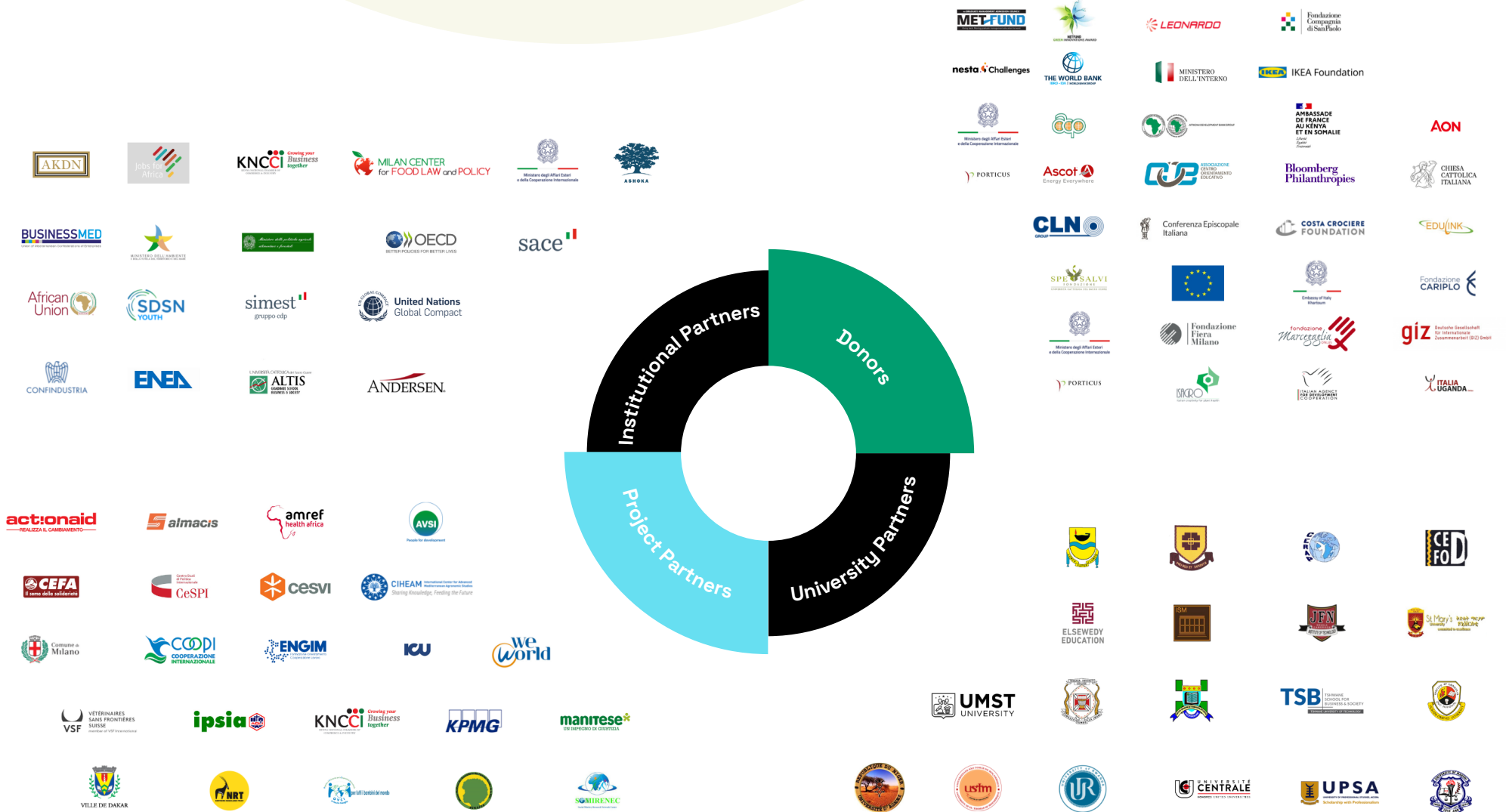


Totohealth uses mobile technology to reduce maternal and child mortality by remotely detecting developmental abnormalities in the early stages of pregnancy. The application has been used by 39,358 mothers and over 1,500 community healthcare workers.

Totohealth has scaled into 6 Kenyan counties and has developed important partnerships with major companies such as Microsoft and Safaricom.



Partnerships



University Alliance

In 2019 the Foundation launched the E4Impact African University Alliance.

The vision of the Alliance is “To be the largest internationally recognised pan-African community of universities promoting high-impact social and environmental entrepreneurship on the African Continent and beyond.” It currently counts 24 African Universities among its member institutions.

As Alliance members, in partnership with Università Cattolica of Milan, the universities can offer:

- The Global MBA in Impact Entrepreneurship

- The International Certificate in Entrepreneurship

- Customized courses for the local executive market

Each year faculty members from the Management and Agribusiness departments of Alliance schools have privileged access to the “Management and Innovation” and “Agrisystem” Phd programs of the Università Cattolica.

The Alliance convenes a monthly meeting in which members share best practices and plan future research initiatives. Two of its members sit on the E4Impact Foundation's Steering Committee.



Founders & Participants

The Foundation is directed by a Strategic Steering Committee and a Management Board. An Alliance Council, consisting of representatives of the African

partner universities, is also part of its governance structure.

The Strategic Steering Committee

President Letizia Moratti,
Associazione Genesi

Vice President Franco Anelli, Università
Cattolica del Sacro Cuore.

Members



DIANA BRACCO

MICHELE CARPINELLI

JEAN-SÉBASTIEN DECAUX

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