



Initiate!



#DISRUPTORS

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

African
Utility Week



Supporting Partners



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.**

"Sure, I would recommend this to any student at whatever level of their education. There are lots of ideas out there, and what I have learnt is that the owners of these ideas only require an opportunity to explore them. Initiate! is the opportunity they need."

Fredrick Amariati, Strathmore

"I would recommend Initiate! because this initiative gives you the opportunity to link up with other like-minded scholars in Africa and design solutions that will take Africa to the next level."

Alex Osunga, Masters of Science in information Systems Security, Strathmore University (Kenya)

Success in Africa



During the first Initiate! Impact Challenge to take place at African, in Cape Town in May, a team of students from Strathmore 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



#sponsorship

Initiate!

Align your brand with the future of the Power and Energy Sector!

This is your opportunity to not only invest in the future of the sector, but also the opportunity to positively and actively make a difference.

#Young Talent Lead Sponsorship

Investment Amount: R 200,000

Benefits include:

- Awards Category Sponsorship for the Initiate! Category at the prestigious Africa Power, Energy and Water Industry Awards, with the opportunity to hand over the Award to the winning team from the Young Talent Challenge positioning your brand in-front of key stake holders and decision makers.
- Logo on all marketing collateral pre-event and onsite.
- Great P.R with an interview with ESI and a Press Release naming you as the main sponsor truly investing in the future of the industry.
- Shout out on Social Media on both the Initiate! and AUW pages.
- Logo on the AUW website under the initiate! banner.
- Exclusive Co-branded T-shirts to be worn by the Students throughout the young talent challenge which provide for great brand awareness through out the show as the students will be visiting multiple exhibitors as well as network with key stakeholders. Taking your brand to the industry when you cant!
- Two complimentary passes to the AUW awards ceremony.
- Two Free all access delegate passes to AUW and POWERGEN Africa.

Make an impact in the future of the power and energy sector by investing today!



"Initiate is a great opportunity for learning and connecting with power and energy leaders from across the globe."

Carol Ngwenya, University of Cape Town



"I absolutely enjoyed Initiate! it gave me overall access to trends, players and academic insights."

Gamuchirai Mutezo, University of the Witwatersrand

"What you do makes a difference, and you have to decide what kind of difference you want to make."

Jane Goodall



#SMME'S

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.

Hello #Start Up

In the year 2020 the year of plenty as it is known to many , we would like to create an even bigger platform with more opportunities by adding a start-up platform for startups to pitch their business ideas to possible investors.

This will not only afford the startups the opportunity to place their business in-front of key role players however will also assist in brand awareness.

Africa is in need of disruptive , game changing innovations to assist the continent to leap frog and turn the lights on to forge forward to create a sustainable and impact full power and energy sector.

In 2020 we are going bigger and better!

20th + 20th = 2020!

SHOW

SMME's

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



#SMME Hub Official Sponsorship

There is no better branding opportunity than being the main sponsor for the entire Initiate! Hub, positioning your brand as investing in the future industry leaders and suppliers.

Giving you first access to possible business or resource acquisition and creating brand awareness to C-Class delegates, key stake holders and industry decision makers. Be seen at the forefront of the industry and leaders in innovation, opportunities and economic growth.

Investment Amount: R 200,000

Benefits Include:

- Official Sponsor of the Initiate! SMME Hub with Co-branding on all SMME exhibitor stands as well as on the official Initiate! stage. This will certainly make an impact with over 10 000+ attendees over three days, your brand will stand out from the rest.
- Logo on all Initiate! Marketing Collateral pre-event and on site.
- Great P.R with an EXCLUSIVE interview with ESI naming you as the official Initiate! SMME Hub sponsor. This is truly investing in the future of the industry by sponsoring a platform filled with opportunities.
- Shout out on Social Media on both the Initiate! and AUW pages.
- Logo on AUW website under the Initiate! banner.
- The opportunity to give out Co-Branded or Branded Marketing Collateral during the event at your own cost.
- A speaking slot on the initiate! stage with your branding as the main sponsor of the Initiate! Hub.
- One complimentary pass to the AUW awards ceremony.
- Two free all access delegate passes to AUW and POWERGEN Africa.

#Initiate! Pitch

The industry is filled with Game Changing and transformative Ideas that can pave the way for a more sustainable energy, power and water Eco-system. Initiate! Pitch is providing you with a platform to get the first opportunity to review and possibly invest in these innovators.

Investment Amount: R 180,000

Benefits Include:

- Logo on all Initiate! Marketing Collateral pre-event and on site for Initiate! Pitch.
- Great P.R with an EXCLUSIVE interview with ESI and a Press Release naming you as the Initiate! Pitch sponsor truly investing in the future of the industry.
- Shout out on Social Media on both the Initiate! and AUW pages.
- Logo on AUW website under the Initiate! banner.
- One of your team members added to the selection panel.
- Exclusive co-branded on-site pull-up banners for the Initiate! Pitch Stage place.
- Two free all access delegate passes to AUW and POWERGEN Africa.

#Networking

We all know that most business deals are either concluded on the golf course or at a networking function. Here is your opportunity to provide a networking platform for some of the industries innovative disruptor's and key stake holders in a relaxed and sociable environment.

Investment Amount: R 80,000

Benefits Include:

- Logo on all Initiate! Marketing Collateral pre-event and on site.
- Great P.R with an EXCLUSIVE interview with ESI naming you as the networking sponsor truly investing in the future of the industry by providing a networking opportunity to assist in forging great business relations within the sector.
- Shout out on Social Media on both the Initiate! and AUW pages.
- Logo on AUW website under the Initiate! banner.
- The opportunity to give out Branded Marketing Collateral during the networking event at your own cost.
- Official Host of the Initiate! SMME and Startup Mixer with all SMMEs, Taskforce members which comprise of key stake holders in the industry, Young Talents and Startup applicants. As the sponsor you get the opportunity to also invite a few personal guests from your company.
- One complimentary pass to the AUW awards ceremony.
- Two free all access delegate passes to AUW and POWERGEN Africa.

Initiate! Change and join a cohort of Power and Energy Game Changers by Investing Today!

Join the movement, Join



Get in touch with our Initiate! team.

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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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