



CONCEPT NOTE

Kenya Innovation Week 2022

06 – 08 December, 2022
Sarit Expo Centre, Nairobi

THEME

Connecting Innovations **G**locally

Thinking **g**lobally, acting locally





Kenya Innovation Week 2022 will focus on the above Sustainable Development Goals





2022 THEME

Connecting Innovations GLocally

6th – 8th Dec, 2022 | Sarit Expo Centre, Nairobi



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KIW 2021 Highlights

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Kenya Innovation Week is a movement initiated by the Kenyan Government to pull together stakeholders to improve coordination, synergy and collaboration. By doing so, the Government gets an opportunity to listen, learn and hence provide effective leadership and support the growing innovation system. The Kenya Innovation Week convenes every year to celebrate innovation efforts throughout the year and ambitiously project the way forward for the subsequent years.

Kenya's innovation potential is tremendous. The country is uniquely positioned and well-endowed with a promising innovation ecosystem that if well guided and managed can have a transformative effect in organisations, countries and even the continent.

In December 2021, KeNIA ran the inaugural Kenya Innovation Week which brought together stakeholders including innovators, investors, academic and research institutions, government agencies, the private sector, policy makers, and development agencies. During the week, various groups exhibited their innovations, startups pitched and discussions around skills for innovation, tech and 4IR, commercialisation, and Startup Kenya were held.



From Kenya to the World, and the World to Kenya

Based on the resolutions of KIW 2021, the Kenya National Innovation Agency presents to you KIW 2022 themed; 'Connecting Innovations GLocally'. This second edition builds upon the foundation set by the inaugural KIW and creates a platform for knowledge transfer across the globe. KIW 2022 will also create a pathway for Kenyan innovations to significantly dominate the world as part of the effort to shine a global light on Kenyan innovations. The world will also get an opportunity to showcase their innovations and share insights with the local innovation ecosystem to spur collaboration and growth.



What We Aim to Achieve



To advance realisation of Sustainable Development Goals with a keen focus on Food Security and Climate Action

To showcase and recognise innovations by researchers, startups and organisations from Kenya and across the globe.


To strengthen research and commercialisation practices for greater socio-economic impact through building capacity on research to commercialisation

To shine a global light on local startups addressing real-life problems in the local and global ecosystem

To advance and diffuse the uptake of emerging technologies to create futuristic solutions.


Target Audience

- Startups
- Innovators
- Academia
- Policy Makers
- Investors
- Corporations & Foundations
- Development Partners
- Government
- Private Sector
- International Community

A portrait of a young woman with dark skin and her hair styled in thin braids. She is smiling warmly at the camera. She is wearing a dark-colored collared shirt. The background is a bright, out-of-focus outdoor scene with green foliage and a building.

Every person deserves the best conditions to
unleash their talents on the world.

- KIW 2021



Innovation is about our lives, our shared values, our humanity; our fierce belief that all people are equal and deserve the same chance on life.

- KIW 2021

KIW 2022 Implementation



KeNIA will provide leadership, host the primary secretariat attracting specific individuals and partners to support the planning and execution, KeNIA will involve as many other sister agencies as possible, build momentum for private sector and development partners participation, and ensure there is regional and country involvement. KeNIA will work with the ministry leadership to attract prominent keynote speakers locally and internationally in order to give the initiative as much influence as possible.

Similarly, we shall aim to reach out to other relevant ministries. It is expected that there will be exhibitions, seminars, workshops, bootcamps and hackathons that would be largely supported by private sector.

In order to build a movement, KIW22 will be structured to allow activities to start early and build up to the week, as well as after. Partners will be facilitated to run events across the country during that week



KIW will run in 6 thematic areas championed by strategic KIW partners. These tracks will culminate in 6 summits at the event in December.

THEMATIC TRACK 1

Skills and Talent for Innovation



Innovativeness of society through skills development from early childhood to career levels.

Innovation Skills are vital, as the basic input to the diverse national innovation system. The summit focuses diagnosing the efforts and successes in diffusing the right skills including competence based curriculum, problem based approaches, design thinking, digital skills, innovation leadership, talent development, futuristics skills, the future of work and talent mobility. In addition, the summit explores mechanisms to breaking silos and building bridges between academia and private sector, Government, academia and informal sector.



THEMATIC TRACK 2

4IR and Digital Transformation



Promote the modern intangible technologies such as IoT, mobile devices, 3D printing, smart sensors, big data and analytics, augmented and virtual reality as enablers of innovation.

The focus of the track will be on 4th Industrial Revolution and Digital Transformation whereby digital technologies give us opportunities to create new or modify existing user experiences, processes, or culture to meet changing business and market requirements. New technologies are being applied in private sector, academia, Government and even in civil society. Furthermore, there is evidence of impacting the future in many ways. The summit will specifically explore infrastructure dimensions, deployment experiences, technology transfer and agile governance.



THEMATIC TRACK 3

Commercialisation



Strengthening best practices and systems for good research and commercialisation.

This track focuses on strengthening best practices and systems for good research and commercialisation, ranging from national guidelines, institutions systems and programs as well as individual capacities and resources. Research to Commercialisation requires a wide range of skills and partnerships. The summit attempts to bring the players together and expose the various linkages that make commercialisation thrive. This is part of the ST&I, research as well as higher education sectors reform trajectory to exploit research and intangible assets as a substantive alternative source of revenue.



THEMATIC TRACK 4

Startup Kenya



Startups, from across the country, aiming to showcase and link the most promising startups to investors and funders.

This track focused on startups from across the country, aiming to link the most promising startups to investors and funders. There are multiple support programs rolled out by Government, private sector and partners. Associations also provide coordination and support mechanisms. The Startup Kenya summit brings together all these relevant stakeholders to strengthen the startup movement. This is in line with KeNIA's mandate of developing and managing the national innovation system.



THEMATIC TRACK 5

Innovations in Public Sector

Innovations in the public service and the shift in service delivery.

The Innovations in Public Sector summit demonstrates the KIW's team appreciation that, just as it is with private sector, innovation can be a major booster for productivity, improvements and cost savings in public sector. Innovating in public sector is seen as a critical element of economy-wide innovation performance. The summit will demonstrate examples of opportunities to develop stronger innovation policies and strategies relating to the public sector, the institutional conditions necessary for generating innovations and cases of innovations that are thriving in the sector.



THEMATIC TRACK 6

Student-led
Innovations

Creative solutions of young and emerging innovators, many of which target current socio-economic issues.

The Student-led Innovations Summit will focus on various efforts by students to create products and enterprises that address challenges in society. When well guided, students in high school and college, have potential to create user-centered, disruptive innovations that have the potential to impact people and society. This summit will include partner organisations that support student-led innovations, faculty and teachers and the actual innovators. Selected students will have opportunities to pitch their work and be inspired by industry leading experts and partners.





Funding & Sponsorship

Kenya Innovation Week welcomes sponsors and partners to join the movement of creating our future today.
The Kenya We Want. Kenya 2.0.



Platinum Sponsorship

KES 5 MILLION [USD 50,000]

The Platinum Sponsor is the default **Title Sponsor** of Kenya Innovation Week 2022. As part of the package, a Platinum Sponsor gets the following benefits;

- 20-minute keynote address on day 1
- 30-minute session in the main plenary
- 4 panel slots in select sessions
- Access to the VIP deal room
- 20 delegate passes to KIW
- 5 passes to Gala Dinner & Cocktail
- 3 passes to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- 2 rollup banners strategically placed in summit rooms
- 8 teardrop banners strategically placed in golf course
- Mentions and media engagement
- Gift hampers



Gold Sponsorship

KES 3 MILLION [USD 30,000]

The Gold Sponsor gets the following benefits;

- 10-minute keynote address on day 1
- 15-minute session in the main plenary
- 2 panel slots in select sessions
- Access to the VIP deal room
- 10 delegate passes to KIW
- 3 passes to Gala Dinner & Cocktail
- 2 passes to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- 1 rollup banner strategically placed in summit rooms
- 5 teardrop banners strategically placed in golf course
- Mentions and media engagement
- Gift hampers



Silver Sponsorship

KES 1 MILLION [USD 10,000]

The Silver Sponsor gets the following benefits;

- 10-minute session in the main plenary
- 1 panel slots in select sessions
- Access to the VIP deal room
- 5 delegate passes to KIW
- 2 passes to Gala Dinner & Cocktail
- 1 passes to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- Mentions and media engagement
- Gift hampers



Bronze Sponsorship

KES 0.5 MILLION [USD 5,000]

The Bronze Sponsor gets the following benefits;

- 1 panel slot in select sessions
- Access to the VIP deal room
- 3 delegate passes to KIW
- 1 pass to Gala Dinner & Cocktail
- Predominant and strategic logo lockup in all publications
- Mentions and media engagement
- Gift hampers



Golf Tournament Sponsorship

KES 5 MILLION [USD 50,000]



The Golf Tournament Sponsor gets the following benefits;

- 10-minute keynote address on day 1
- 15-minute session in the main plenary
- 2 panel slots in select sessions
- Access to the VIP deal room
- 10 delegate passes to KIW
- 3 passes to Gala Dinner & Cocktail
- 15 passes to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- 10 teardrop banners strategically placed in golf course
- Mentions and media engagement
- Gift hampers



Cocktail Sponsorship

KES 3 MILLION [USD 30,000]



The Cocktail Sponsor gets the following benefits;

- 10-minute keynote address during cocktail
- 1 panel slot in select sessions
- Access to the VIP deal room
- 5 delegate passes to KIW
- 10 passes to Gala Dinner & Cocktail
- 1 pass to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- 2 rollup banners strategically placed during the cocktail
- Mentions and media engagement
- Gift hampers

Innovation Award Sponsorship

KES 2 MILLION [USD 20,000]



The Innovation Award Sponsor gets the following benefits;

- 10-minute keynote address during innovation award
- 1 panel slot in select sessions
- Access to the VIP deal room
- 2 delegate passes to KIW
- 1 pass to Gala Dinner & Cocktail
- 1 pass to KIW Golf Tournament
- Predominant and strategic logo lockup in all publications
- 2 rollup banners strategically placed during the innovation award
- Mentions and media engagement
- Gift hampers



Pre-events

Pre-events are bound to occur in the course of the year all culminating to KIW 2022 which will happen between 6 - 8 December 2022. The pre-events would be organised by different stakeholders who are helping to build momentum to the actual week in December.

The pre-events would take various forms including, but not limited to:

Masterclasses

Bootcamps

Webinars

Pitchfests

Seminars

Workshops



Exhibition

This year we will focus on having exhibition representation at Country Level. Each country will allocated a Pavilion where they can allocate space to their exhibitors. We envision seeing representation of start ups, innovators from the different countries. For the Kenyan Context, we will have various categories for example: Corporations, Development partners, Government Agencies, Startups, Academia and Research Centres.

EXHIBITION LAYOUT

Category 1 Pavillion
Host Pavillion

Category 2 Pavillion

Category 3 Pavillion

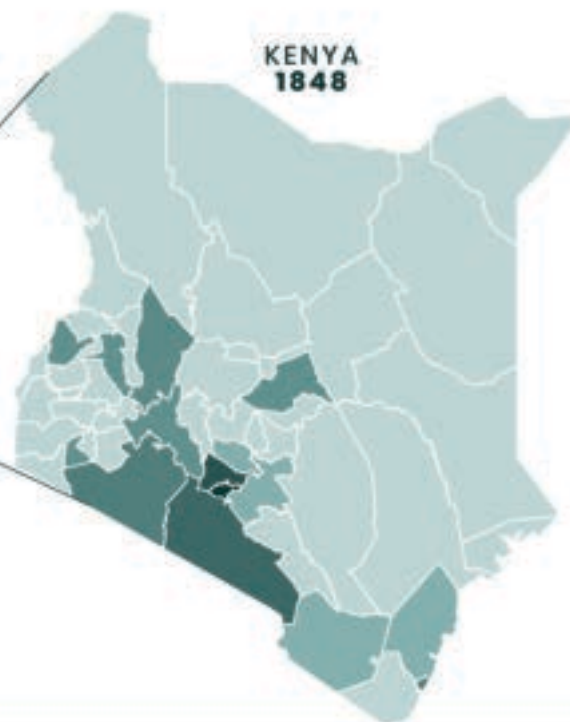
You can express your interest in exhibiting at KIW 2022, by sending an email to kiw@innovationagency.go.ke OR ceo@innovationagency.go.ke



FOYER AND PUBLIC ENTRANCES



Highlights of KIW 2021



2129
ATTENDEES



184
SPEAKERS





Highlights of KIW 2021

67

EXHIBITORS

53

INVESTORS

41

STARTUPS

30

PARTNERS

23

GOVERNMENT AGENCIES

18

STARTUP ENABLERS

12

DONOR GROUPS

34

ACADEMIA & RESEARCH



A Glimpse of KIW2021 Featured Speakers



Joe Mucheru
CS, Ministry of ICT,
Innovation and Youth
Affairs



Amb. Simon Nabukwesi
PS, State Department for
University Education and
Research



Bodo Immink
Country Director, GIZ



Patricia Scotland
Secretary General,
Commonwealth



Thomas Wimmer
Deputy Head of Mission,
Head of Economic Affairs,
Embassy of the Federal
Republic of Germany,
Nairobi



Kadri Humal Ayal
Honorary Consul of
Estonia in Kenya

KIW 2021 Sponsors and Partners





Kenya Innovation Week is an Initiative of the Kenya National Innovation Agency

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