



# The Convergent Innovation Webinar Series:

## Inventing “One-World” Solutions for Lifelong Wellness and Sustainable Economic Growth

### ***Food Entrepreneurs For Scaling Resilient Agriculture Businesses and Digital Empowerment: Real-Life Cases from Africa and Insights for a Post-Covid 19 World Reset to Convergence Economy***



**Ndidi Nwuneli** is a serial social entrepreneur based in Nigeria. She is the founder of LEAP Africa, co-founder of AACE Foods, director at Sahel Capital and in 2015, she was a Senior Fellow at the Mossavar-Rahmani Center for Business & Government, Harvard Kennedy School, USA. She is also the founder and chair of Nourishing Africa, a digital knowledge, financing and data hub which is enabling agribusiness entrepreneurs in 34 African countries to scale. Ndidi holds an M.B.A. from Harvard Business School and an undergraduate degree with honours from the Wharton School of the University of Pennsylvania. Ndidi was recognized as a Young Global Leader and Schwab Social Innovator by the World Economic Forum and received a National Honor from the Nigerian Government. Ndidi is a TED Global speaker and is the author of “Social Innovation in Africa: A Practical Guide for Scaling Impact.”

**March 31, 2021**

**11:00 am EST**

**(2 hrs in length)**

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*Chair: Laurette Dubé (Scientific Director of MCCHE)*

*Co-Chair & Moderator: John G. Keogh (Managing Principal, Shantalla Inc. Toronto)*

**ABSTRACT:** Entrepreneurs are and have been the lifeblood of economic development since the onset of the first industrial revolution. More recently, social and institutional entrepreneurs have joined their commercial counterparts in moving toward sustainable prosperity for all, with farmers from around the world also seeing themselves as being at the same time stewards of their share of nature and business men/women. This talk focuses on entrepreneurs in the agriculture and food sector in Africa, where the sector is projected to exceed trillion dollars by 2030. *Ndidi Nwuneli* will lay out the required building blocks for achieving scale at impact, a framework based on real-time analysis and support to a rich portfolio of enterprises. She will discuss how the current Covid-19 pandemic, accelerating digital transformation of farms, businesses and societies, may help rolling out business models that are demand-driven, simple, and low-cost, with compelling measurement and evaluation tools that leverage technology. She will also explore crucial steps for attracting and retaining talent and financing and forming strategic partnerships with the private, public and non-profit sectors, outlining essential stages needed to create an enabling environment for the scaling of high-impact initiatives and advancing collective efforts to build stronger communities for current and future generations. Her book, *Food Entrepreneurs in Africa: Scaling Resilient Agriculture Businesses*, is launched on March 22 ([registration here](#)). Insights will be derived for a post-COVID 19 reset on convergence economy, including pathways through which a worldwide network of digital entrepreneurs in partnership with innovators in farm, food, health, medical, transportation, energy, and others, can catalyze world-scale transformation.

**PANEL DISCUSSION:** A panel will follow with scientists and action leaders to advance next-step strategy and structural transformation needed for a post-COVID-19 World Reset to convergence economy where an ecosystems of platforms engage scientists, entrepreneurs, investors, and policy makers around achievable and time-bound real-world solutions placing human and environmental health and their preservation/remediation/care systems at the core of its wealth and social wellbeing creation engines. Capitalizing on digital transformation of science and society, convergence economy takes a person-centered approach to bridging organizations and systems across sectors and jurisdictions, fully acknowledging that developed and developing worlds share the same planet, for world-scale transformation toward sustainable prosperity and affordable nutrition and health.

**ABOUT THE SERIES:** The **Convergent Innovation Webinar Series** features cutting edge science, technology and innovation in agriculture, food, environment, education, medicine and other domains of everyday life where grand challenges lie at the convergence of health and economics. Powered by data science, artificial intelligence, and other digital technologies, this disciplinary knowledge bridges with behavioural, social, humanities, business, economics, social, engineering, and complexity sciences to accelerate real-world solution at scale, be it in digital or physical contexts. Initiated in the agri-food domain, the series is now encompassing other grand challenges facing modern and traditional economies and societies, such as ensuring lifelong wellness and resilience at both the individual and population levels.

### **Global Pulse Innovation Platform:**



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