

Strengthening public policies for decent work in Francophone Africa in the context of the COVID-19 pandemic

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Introduction



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FRANK BATTEN SCHOOL
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Past: Assistant Professor of Entrepreneurship and Innovation



Senior Manager, Office of Innovation Development,
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Context and Opportunity for Francophone Africa in a Post-Pandemic World

- > Need for paradigm shift from government-led to entrepreneur-led response to socio-economic problems such as a public health crisis.
- > Fostering creative and innovative solutions for fostering sustainable growth, securing jobs, and increasing competitive abilities (Urama and Acheampong, 2013).
 - For example: Affordable ventilators to using digital and emerging technologies for tracking and other economic activities (Travalay and Mare, 2020).
- > Focus on African microenterprise innovation ecosystem that aligns externally derived ideas and products, partners, resources, and expertise with local concepts and capability development.

Setting the Context: Changing Sources of Innovation

General lessons from innovation management literature:

- > **Modern innovation is a complex phenomenon**
 - Large-scale industrial R&D
 - Government
 - High technology entrepreneurialism (manufacturing, infrastructure, etc)
 - Digital based innovation, e.g., ecommerce
 - User generated content and emerging networks of innovation (open source, social networking platforms)
 - Post Covid-19 era?
- > **Innovation is a moving target in the 21st century**
 - Rise of knowledge-intensive industries and high-value services
 - Increasing public-private partnerships to meet social needs of all kinds (social innovation)
 - Deepened legacy of Schumpeter's (1934) concept of “creative destruction”
 - Growing expansion of the meaning and practice of entrepreneurship



Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.

— *Bill Drayton* —

AZ QUOTES

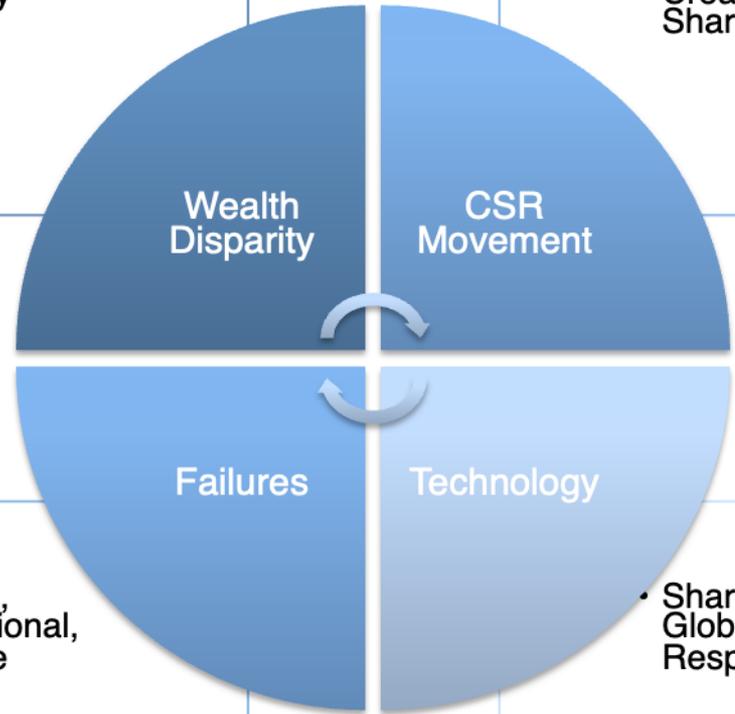
Global Rise of Social Entrepreneurship



- Poverty Levels



- Creating Shared Value



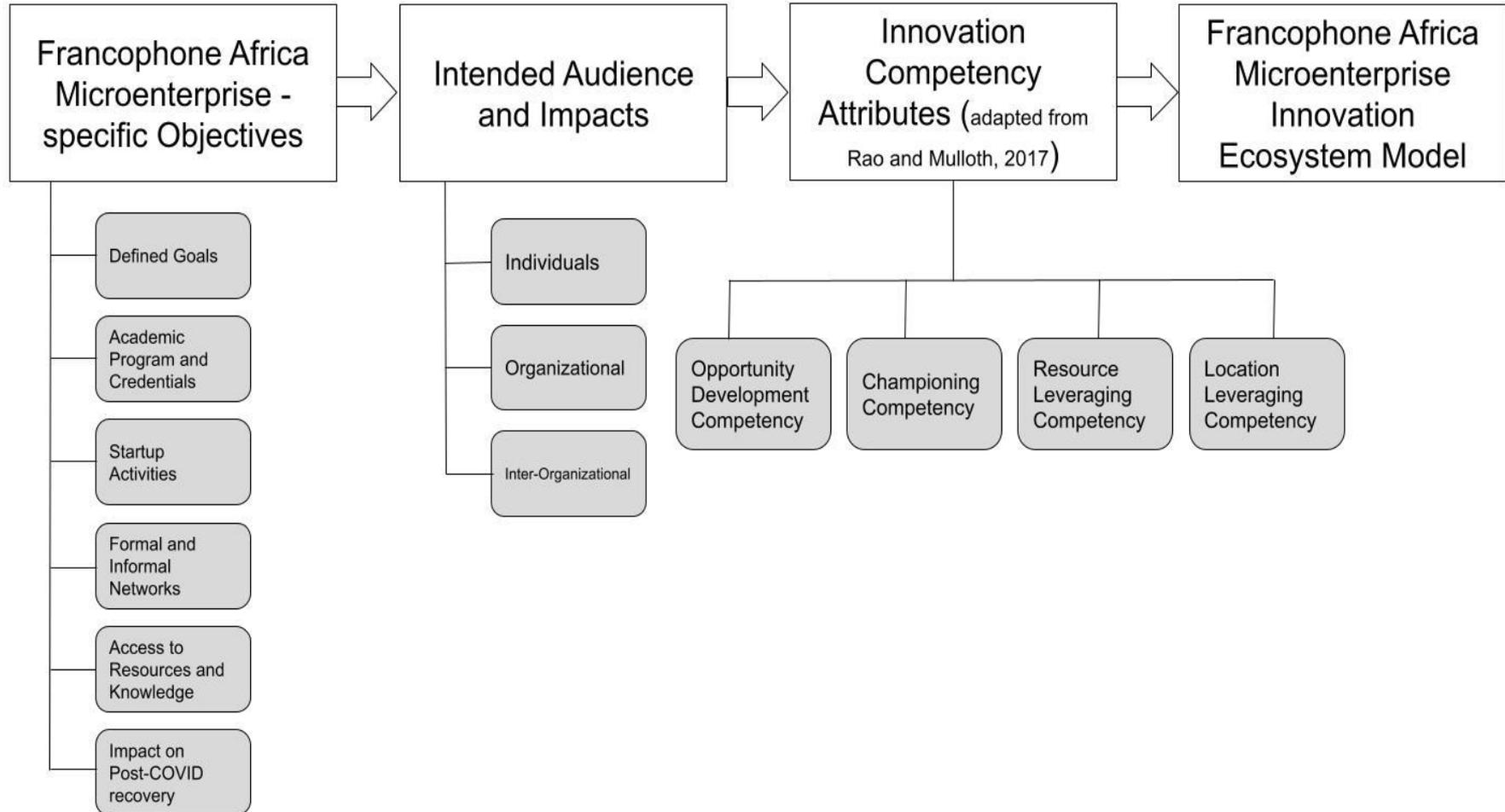
- Market, Institutional, & State



- Shared Global Moral Responsibility



Framework For Developing Microenterprise Competencies



Innovation Competency Attributes

- **Opportunity Development** - the need to develop a viable business (or mission) opportunity,
- **Championing** - the need for champions who provide meaning, energy, and direction to the entrepreneurial process,
- **Resource Leveraging** - the capacity to access the tangible and intangible resources necessary to innovate products, methods, and organizations, and
- **Location Leveraging** - the need to locate the new venture in the right ecosystem and support infrastructure.

Generalized Recommendations

> **Stepping up Microenterprise Training and Education**

- Human-centered training and educational programs.
- Expanded public policy engagement with national and international governments.
- Further engagement with international aid agencies and think tanks.

> **Leveraging Distributed Networks**

- Key goal to facilitate knowledge sharing.
- Local public policies should activate extended networks that promote information exchange connecting the tangible (i.e., people, technology, capital, infrastructure, etc.) and intangible (problems, customers, intellectual property, technical know-how, market information, partnership vehicles, sales channels, etc.) assets necessary to conceptualize, build, and validate innovative solutions in a post pandemic world.

Generalized Recommendations

> **Towards a New Architecture of Ideas**

- Deploy a business system that aligns externally derived ideas and products, partners, resources, and expertise with local concepts and capability development – enabling high-potential opportunities to be internalized, scaled, and sustained.
- Public policies should vehemently support the ideas of experimentation, rapid prototyping and problem solving, and create a culture of risk taking through entrepreneurial initiatives.

> **Preparing for Convergence**

- The convergence of new physical, digital, and biological technologies driving the the Fourth Industrial Revolution is amplifying the dynamics of creative destruction across industries.
- Policies that focus on openness, connectedness, decentralization, and scalability will be essential for Francophone African countries that takes on this challenge

Backup



Seventy percent of the world's cocoa comes from West Africa, but less than 1% of the world's chocolate is made there.

FAST COMPANY

For building a bean-to-bar chocolate company in one of the poorest countries in the world

Social Impact

FAIR TRADE (GOOD)



1. Cocoa purchased from farmers
2. Cocoa shipped out of country

MADÉCASSE MODEL (BETTER)



1. Cocoa purchased from farmers above fair trade price
2. Other investments in local ingredients, infrastructure
3. Chocolate made locally
4. Wrappers printed locally
5. Chocolate hand wrapped locally
6. Finished chocolate bars shipped out of country

More money invested in more communities up and down the entire value chain

Social Entrepreneurship Support

> **Websites**

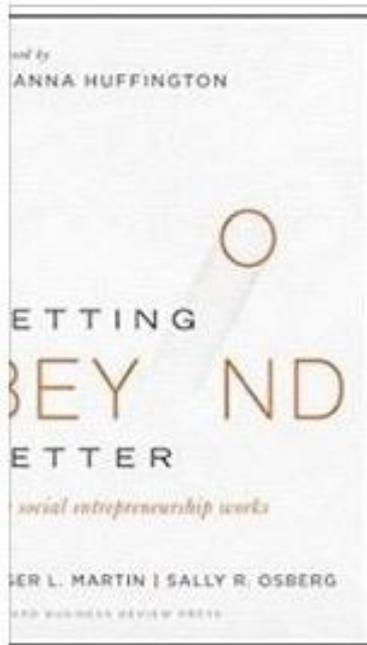
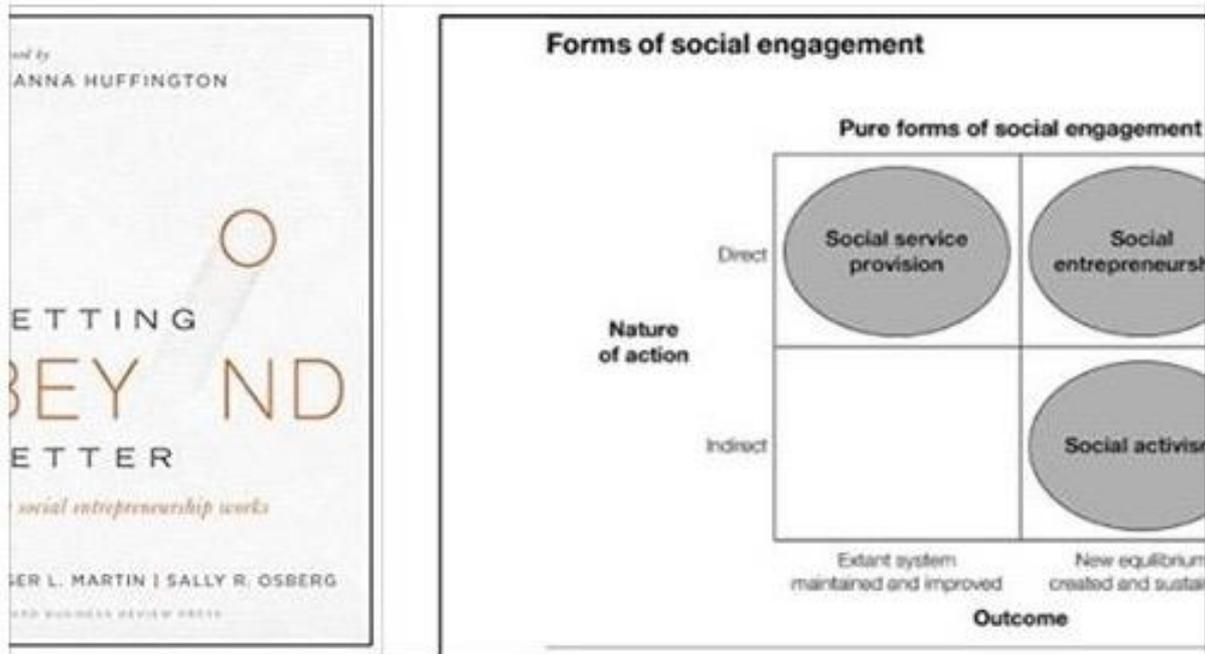
- www.ashoka.org
- www.changemakers.net
- www.socialvc.net
- www.skollfoundation.org/socialedge
- www.se-alliance.org
- www.schwabfound.org
- www.echoinggreen.org
- <http://faculty.fuqua.duke.edu/centers/case/>
- www.hbs.edu/socialenterprise/
- www.aspeninstitute.org

> **Conferences**

- Global Social Business Summit
- National Gathering for Social Entrepreneurs
- Skoll World Forum on Social Entrepreneurship
- UVA Frank Batten School of Leadership and Public Policy
- NYU Annual Social Entrepreneurship Conference

Book Recommendation: **Getting Beyond Better: How Social Entrepreneurship Works** (October, 2015)

by Roger L. Martin and Sally Osberg with forward by Arianna Huffington



How Social Entrepreneurs Change The World

A surprising take on who is a social entrepreneur.

FORBES.COM | BY STEVE DENNING