

2025

PWANI INNOVATION WEEK

October
27th to 31st

6TH EDITION  Mombasa, Kenya

**Pwani Re-imagined: Youth Agency, Innovation
& Sustainability of Coastal Economies**



About PIW

PIW is a Pwani-led and **youth-driven** annual convening that has become a point of convergence for **youth, entrepreneurs, investors, creatives, and changemakers** to co-create localized solutions for sustainable growth in Kenya's coast

The event, which is entering its 6th edition, has over the years transitioned to fit the entrepreneurial and innovation ecosystem of Pwani squarely. This has turned it into a much-awaited annual forum that addresses emerging needs of the region by **advocating for synergy-led discourses**

Borrowing from the last edition powered by the theme "***The Pwani We Desire: Youth, Culture, Peace and Innovation in the Decade of Action***", this year's event, informed by youth agency, innovation & Sustainability of Coastal Economies will be re-imagining Pwani within and beyond the SDG goals and Kenya Vision 2030. It will also set a more localized mood by focusing on homegrown SMEs and untapped opportunities across all coastal economies.

PIW 2024 fostered meaningful cross-border collaboration by engaging communities and government representatives in Tanzanian through the Tanga Yetu organization. Building on this latitude, the 2025 edition aims to deepen regional dialogue by bringing together a broader network of stakeholders from across the East African coastline to co-create solutions through shared innovation strategies.

This year's edition also approaches Pwani more deliberately, position coastal cultures as catalysts for growth. **With Kenya's Blue Economy agenda gaining traction, PIW 2025 will align with national efforts to harness marine and coastal resources sustainably**

The entire event will run on a coastal theme that represents all coastal communities



Breaking down the theme



Pwani Re-imagined objectifies a future-oriented transformation of the coastal economies, driving resilience and prosperity. This requires identifying new growth pathways, diversifying beyond traditional sectors, and adapting to the evolving global landscape, with youth agency at the forefront. Recognizing young people as active agents of change, the focus is on empowering them to shape their futures and contribute meaningfully to society.

Innovation is the key driver, introducing new ideas, methods, products, and services to enhance efficiency and boost competitiveness across sectors like tourism, fisheries, and agriculture. This youth-led innovation and entrepreneurship is pivotal for sustainable coastal economies, ensuring



How to engage



Exhibitions

Mashinani entrepreneurs and partners exhibit and amplify their work, reaching various audiences across the week.



Impact-led sessions:

Well-curated daily sessions facilitated and driven by leaders across multiple industries



Utamaduni

Enjoy a touch of coastal cultures at the Utamaduni village, and get a feel of what it means to be Pwani.



Fun

To complement the transformative conversations and insightful keynote addresses, the Creative Arts Department at Swahilipot Hub Foundation will enhance the week with engaging entertainment, leading up to the special Pwani Gat Talent evening

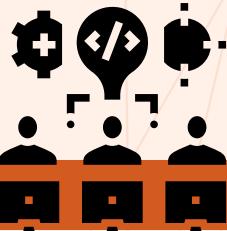


How to engage



Keynote addresses:

Engaging keynotes by renowned players across different sectors in public and private service at the head of transformative change



Hackathons

Driving digital transformations by providing digital solutions to local problems.



Field Tours

Diverting from the norm, this year's edition will include field tours, driven by young tour guides trained at Swahilipot Hub Foundation's Mombasa Tourism Innovation Lab. Tours will also include innovation and tech hubs as well.



Pre-event engagements

To ensure an inclusive and impactful Pwani Innovation Week, pre-event conversations will be held across the Pwani region to engage partners, understand needs, and gather insights.



The Audience



Youth

The essential cog in the PIW machine as partners and not mere beneficiaries. The event is youth-driven and interventions are geared towards building a resilient and youthful workforce. This week is designed to ignite an entrepreneurial spirit, equip youth with new skills, connect them with opportunities, and amplify their voices in shaping a sustainable and prosperous Pwani.



Public & private sector

The vital enablers and investors of a re-imagined Pwani. Pwani Innovation Week provides a platform for collaboration, knowledge sharing, and identifying opportunities for strategic investment in innovative solutions that benefit the coastal communities and contribute to the overall economic development of the region



Community

Coastal economies directly impact coastal communities in various ways. Innovation is key in improving livelihoods in Pwani with the communities as the stewards of its natural resources. With deliberate discussions on how to reimagine opportunities in aquaculture, cultural tourism and agriculture, we can unlock new pathways for economic growth.



This year's goals

Amplify (Paza)

- Allow SMEs driving coastal economies to showcase and amplify their work.
- Situate youth at the center of change and improved livelihoods

Empower (Inua)

- A pitch deck for startups to access investors and seed fund.

Connect (Unganisha)

- Public and private sector in driving coastal economies
- Connect coastal businesses to consumers



Areas of focus (Tracks)



Sustainable Coastal Economies

This track, a follow-up to discussions at PIW2024, explores opportunities for youth and women within Sustainable Coastal Economies, specifically in aquaculture (including young mothers in fish, emerging sectors like rising trends in seaweed and fish farming), the Cultural & Creative Industries (CCIs), and the tourism value chain. It also encompasses the broader themes of the Blue Economy, Marine Resources, and Climate Action, recognizing the interconnectedness of these sectors in driving sustainable development.

Digital Transformation

This track empowers coastal communities to harness digital technologies for problem-solving and economic advancement. From mobile apps and AI to cloud services and blockchain, participants will explore how tech can disrupt traditional models and unlock new opportunities. Focus areas include the digital gig economy, remote work, digital inclusion, and future-focused skills. It will also address safe digital citizenship, cybersecurity, and the infrastructure needed to bridge the digital divide.

Youth agency

This track celebrates Pwani youth as agents of change, policy influencers, and culture shapers. It highlights their roles in leadership, civic engagement, and social innovation emphasizing mental health and well-being as essential for sustained impact. Sessions will explore intergenerational mentorship, diaspora collaboration, and creative storytelling as tools for advocacy. Youth will not only



Key Highlights For PIW 2024



10



Plenary Sessions

28



Keynote Speakers

6



Breakout Sessions

4



Workshops

1



Fire Side Chat

20



Innovation Showcase

2,000



Participants



Our commitment

Gender inclusivity:

- Elevate the soul of women-led initiatives in STEM, aquaculture and entrepreneurship.
- Address gender gaps in various economic tracks.



Youth-led

- Youth are the center of planning and executing the event and creating interventions.



Accessibility:

- All our venues are easily accessible for PWDs with wheelchairs and sign language interpreters
- Offers representation to all coastal communities.

Our commitment

Impact-led sessions

- Access to sessions whose impact carries on throughout the year.
- Sessions that push you to act, now.



Hospitality

- Our volunteers will make you feel you welcome and at home in the spirit of Pwani hospitality

Sponsorship Packages PIW 2025

Packages

	 Platinum Sponsorship (KES 4 Million)	 Gold Sponsorship (KES 3 Million)	 Silver Sponsorship (KES 2 Million)	 Gala Dinner Sponsorship (KES 1 Million)	 Pwani Gat talent (KES 1 Million)	 Innovation Award Sponsorship (KES 1 Million)	 Internet Sponsorship (KES 1 Million)	 Live Streaming Sponsorship (KES 500k)
KEYNOTE SPEAKING SLOTS	5	4	3	2	2	2	2	1
STRATEGIC BRANDING ZONE	YES	YES	YES	YES	YES	YES	YES	NO
MENTION BY CHIEF GUEST / MC	YES	YES	YES	YES	YES	YES	YES	NO
PANEL SLOTS IN SELECT SESSIONS	4	3	2	1		1	1	0
DELEGATE PASSES TO PIW	25	20	15	10	10	10	10	5
PASSES TO GALA DINNER OR COCKTAIL	10	5	5	10		1	2	2
TEARDROP BANNERS STRATEGICALLY PLACED AT THE VENUE	5	4	3	2	2	2	2	1
PREDOMINANT & STRATEGIC LOGO LOCKUP IN ALL PUBLICATIONS	YES	YES	YES	YES	YES	YES	YES	YES
ACCESS TO THE VIP DEAL ROOM	YES	YES	YES	YES	YES	YES	YES	YES
MENTIONS & MEDIA ENGAGEMENTS	YES	YES	YES	YES	YES	YES	YES	YES
BRANDED LOGIN SCREEN FOR WIFI	NO	NO	NO	NO	NO	NO	YES	NO
GIFT HAMPERS	YES	YES	YES	YES	YES	YES	YES	YES
PROMOTION MATERIAL FROM GUEST ARTIST	NO	NO	NO	NO	YES	NO	NO	NO