

EVAN
BRINKMAN



How Playing Sam Stein In
The Movie Doctor Bello Has
Changed Evan Brinkman

BERN COHEN



"Playing With African
Stars In Doctor Bello Movie
Makes Me Want To Be Part
Of Many More African
Movies"

EBBE BASSEY



She Plays And Writes
Movies For A Cause

AFRi**impact**

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VIVICA A. FOX

ON THE IMPACT OF TONY ABULU'S
MOVIE "DR. BELLO", HER CAREER AND
THE AFRICA OF HER DREAMS

PAPE SAMB

The youngest and first non-American President and Chief Executive Officer of Phelps Stokes, Pape Samb is a social entrepreneur focused on international development, who has over seventeen years of leadership experience in program and resource development, fundraising, partnership building, entrepreneurship, strategic planning, training and facilitation, global leadership, content management, and public speaking. Pape Samb, among many titles, played a key role in the design and development of the IFAD's sponsored Global Youth Innovation Network (GYIN), a network of 5,000 young leaders, entrepreneurs and farmers from more than 100 countries.

By Andy Kalala

You are a social entrepreneur. How do you define that position?

A social entrepreneur is somebody who sees society is a problem, an issue and I am trying to build a network and mobilize the resources to solve those problems. That's how I see and that's how I define a social entrepreneur. But in addition to that I see a social entrepreneur as somebody who cares to improve the work of local organizations, the work of local communities, to improve the work of the world or of the society as a whole and try to come up with solutions that will help them answer better or improve better the situation.

So anyone doing some kind of job in social environment is a social entrepreneur?

I think that everybody in this world is a social entrepreneur. It's just that we have different levels of entrepreneurship. So, once people dedicate to each other to supporting local organizations, I think that they are doing the job of a social entrepreneur. The difference here is what people value, what social entrepreneur value; is it time, is it money, is it culture... My point is that the things you do locally can apply to things you do globally. In other words, you cannot be global without doing something locally. So, you might start somewhere but, the end goal is being global. People have to look at the fact that what they do in their country would affect people outside their country.

You have to look at values and culture... Is that all the same for different countries and populations?

Every country, every human being has different values, expectations... that's how we learn and be able to bring the importance of working together to the attention of the people from these countries. We have to help people solve the challenges they face in this world. That's what we do to work together as social experts and bring these values to the attention of the people.

What are the ups and downs of working with different countries that have different understanding due to different values? What are the strategies...

Pretty much what we're doing is help people do what they want. what we're trying to do is to ask people what they want, what are their expectations... we ask them what they think we should, we ask them to identify their own problems, we ask them to come with their own solutions... our role pretty much is to facilitate those interactions, help them find more resources, help them find more expertise to help them figure out and resolve their own problems, help them mobilize more resources and develop partnership. Our approach is to follow people, nothing for them without them. So, beside being good listeners, we try to follow their directives and directions, we try to support their actions, we try to bring more resources and more partners from outside because we believe that local communities know their problems much better than anybody else. They have the solutions but they lack resources and expertise.

You are a Chief Executive Officer for PHELPS STOKES, what are the challenges for a non-American to manage a 100 years American foundation?

There are many challenges... Me being a non-American is the first challenge because an American foundation that

has been around for 100 years, an organization that fought a lot for African-Americans, for native people, for Latino people even for Caucasian people and now you have an African man who pretty much couldn't know all American problems, even if I know some, is a real challenge. The main problem is people don't understand each other because they don't know each other well. What I do is to bring people together, so people should travel, people should be able to know people from different cultures, from different regions... once they do that, once they know each other, they will be able to understand each other, to collaborate each other and work together. And it's very difficult for other people to invest the idea, so it's very challenging for me.

The second challenge is my age. Being a very young man, I am still young compared to my predecessors and you have to learn a lot but be able to capitalize, I don't know everything that has gone on in last 100 years because everything that I might be able to do may be a thing that was already done and that may be a challenge. I have to do a lot of researches, I have to go to the archives in New York, in DC, even in Africa and try to know a little bit better.

The third challenge is bringing people from different parts of the world to come around the idea of living globally. I care about America but also, I care about the world as a whole and try be able to take a vision of a continental focus to a global focus, to bring the world together. I see myself as a global supervisor.

The Africa of tomorrow needs good and great leadership. How do you define the Africa of tomorrow?

When Africans elect their leaders, it should not be a process of power, but it should be a process of being able to identify local problems, and be able to address the needs of people. Leaders should follow the demands of the people and allow them to have access to information, strong media... this would help people to know when their leaders are lying or telling the truth. Education is the key.

How Africa benefits from your position as social entrepreneur?

Africa is very dear to my heart. There is a lot of things I learn from outside Africa. What I learn from different countries, from traveling, from meeting other people is something I share with Africa. I want to bring more partnership to Africa. My position pretty much could be used as an African Ambassador. ■



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