

# AFRICAN LEADERS

CRAFTING THE CONTINENT'S FUTURE

ON THE SIDELINES OF THE GENERATION EQUALITY FORUM ORGANIZED BY UN WOMEN, SPEAK UP AFRICA IS TEAMING UP WITH SARAH DIOUF, FOUNDER AND CREATIVE DIRECTOR OF TONGORO, A 100% MADE IN AFRICA DIGITAL NATIVE LABEL DESIGNED, SOURCED AND PRODUCED IN DAKAR,

**TO INSPIRE, ENABLE AND ENGAGE WOMEN IN SENEGAL AND ACROSS AFRICA.**



## WHY WE ARE TAKING A STAND FOR **GENDER EQUALITY?**

Because it is a fundamental human right, the very foundation of the Africa we want to see thrive.

Gender equality is vital to our collective success against our sustainable development agenda. It is about fighting for equal opportunities at work and in the public sphere. It is about reaching better education and health outcomes, lower mortality rates and a higher per capita income. Gender equality supports all the essential foundations for a healthy economy and prosperous nations.



## **SARAH DIOUF**

Founder and  
Creative Director of Tongoro

Sarah Diouf is the founder Tongoro is a 100% made in Africa digital native label designed, sourced and produced in Dakar, Senegal.

Promoting local craftsmanship and investing in training, the brand long-term goal is to contribute to the development of garment production across Western Africa, opening a first facility in Dakar, Senegal.

Betting on E-commerce to reach a global customer base, Tongoro has gained international brilliance since its launch in 2016 and has been listed amongst Fast Company's 50 Most Innovative Companies for 2020.

**TONGORO**

MADE IN AFRICA



## **OULIMATA SARR**

UN Women Regional Director  
for West and Central Africa

Oulimata Sarr currently serves as UN Women's Regional Director for West and Central Africa, covering 24 countries.

Ms. Sarr with her team support Governments in adopting international standards to achieve gender equality and women empowerment in partnership with civil society organizations and partners.

UN Women works to make the ambition of the Sustainable Development Goals a reality for women and girls by implementing programs on several thematic areas such as women economic empowerment, women peace and security, ending violence against women, leadership and political participation, data and gender responsive budgeting.



## **YBCINE DJIBO**

Executive Director  
of Speak Up Africa

Yacine Djibo founded Speak Up Africa in 2011 with one goal in mind: to discover and implement effective, sustainable solutions to the most challenging problems facing the African people.

Yacine brings a unique combination of country, regional and global perspectives that she brings to her various global roles.

Headquartered in Dakar, Senegal, Speak Up Africa is a policy and advocacy action tank dedicated to catalyzing leadership, enabling policy change, and increasing awareness for sustainable development in Africa. With ensuring health and well-being of all at our core, we support SDGs 1 to 6 in transforming societies throughout Africa and making sure every man, woman, and child is empowered to live a long and healthy life.

#ActForEqual  
#GenerationEqualityForum

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