



Africa influencing and aspiring the world

People, ideas, materials

Africa



- Africa is a continent that has many inspiring and influencing ideas and people, these are things that are or are becoming popular around the world.
- At present Africa has a number of individual's, companies and countries working to achieve good things, to help their continent and to promote it around the world.



M-PESA

- Kenya did not pioneer mobile money transfer, but it showed the world how to do it right.
- In March 2007, Safaricom (Kenya's leading mobile phone company) launched M-Pesa, Africa's first SMS-based money transfer service.
- A simple yet ingenious idea, **M-Pesa** (*M* for mobile, and *Pesa*-a Swahili word for money) lets users deposit, transfer and withdraw funds via text message.
- To send money, a subscriber goes to a registered M-Pesa agent with the money and the phone number of the recipient. For a fee of a little over \$1, the agent sets up a virtual account for you, credits the account with the money, and then sends the amount to the recipient's account.
- Today, M-Pesa has over 19,000 registered agents all across Kenya, and the service has 20 million subscribers.
- M-Pesa is now arguably the most successful mobile phone-based financial service in the world today, and the model is being adopted and studied by countries in Asia and other parts of Africa.

Safari

- "Safari" is a Swahili word which means "to journey." Traditionally, "safari" was used to refer to the hunt of big game.
- In contemporary culture, it means travelling to Africa to observe and take pictures of wildlife.
- Every year, tens of thousands of Americans, Europeans and Asians throng to Africa to experience a safari.
- It's almost like a pilgrimage, with many Westerners endeavouring to make the trip at least once in their lifetime.

Nollywood

- Nollywood (Nigeria's film and video industry) is now the world's largest producer of movies in output per capita. The industry produces at least 3,000 movies a year.
- Nollywood Love (A channel on Youtube, that is dedicated to showing Nigerian movies) commands enormous traffic from **all** corners of the globe, and the site rakes in over \$1 million annually in revenue.
- The world loves Nollywood, despite the fact that for the most part, the quality of the movies is cheap or has inferior quality, some of the actors are slack, and the plots tend to be a little sloppy. But Africans (and even some non-Africans) all over the world love the movies to bits and pieces.
- Regardless of the inherent challenges facing the industry, Nollywood is on an upward curve.



Mobile phones

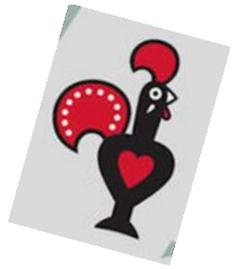
- In the inner workings of your most precious possession lie bits of the Democratic Republic of Congo in the form of the mineral cobalt, which is used to make rechargeable batteries.
- According to the Extractive Industries Transparency Initiative, the DRC “holds almost half of the world’s cobalt reserves”.
- The DRC is also among the world’s largest producers of cobalt, copper, diamonds, tantalum and tin.

Mathematics

- The history of mathematics is so Eurocentric that most accounts of ancient mathematical systems seem to begin and end in Egypt.
- The Lebombo bone found in Swaziland and the Ishango bone, discovered on the border between Uganda and Zaire, both baboon fibulas, are the world's two oldest mathematical objects
- The former at least 35,000 years old. The Ishango bone may be the oldest table of prime numbers.



Nando's



- Nando's, “the home of the legendary Portuguese flame-grilled peri-peri chicken”.
- Since its humble beginnings in Johannesburg, South Africa, in 1987, Nando's blend of chicken, hot sauce and African music has spread across the globe.
- At last count there was a Nando's on every continent except Latin America, some 1000 restaurants in 30 countries. No chicken-loving nation is safe.

Shea butter

- We have all bought soap, lip balm, skin lotion or even shaving cream that contains shea butter.

- This grows in 19 countries across the continent from Senegal in the west to Sudan in the east.

- Skincare brand L'Occitane calls it “nature’s miracle beauty balm; the perfect quick fix for almost anything”.

- Cleopatra, is said to have used the butter, making it a very valuable commodity during her reign.



Jollof rice

- Jamie Oliver has now written a recipe for Jollof rice.
- Now the rice dish may soon reach such amazing popularity, so that its west African origins may be forgotten.
- Don't ask which particular country introduced it to the world; Cameroon, Ghana, Nigeria & Senegal – its origins continue to be hotly contested.



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Coffee



- Italians gave it to us short and strong, Americans served it filtered then ratcheted up the calories by adding syrups, whipped cream and even pumpkin.
- But coffee originates from Ethiopia, where it grows wild.
- It is thought to date back to the 10th century, when nomadic people would have eaten the red cherries rather than making a beverage with them.

Agriculture

- Africans supplied the intense labour, skilfulness and cultivation of the first rice seeds, successfully introducing and transmitting rice culture into the New World.
- Stemming back to the 1700s, rice was first introduced from Madagascar to the farming market of South Carolina.
- During this time, it was Africans who used three indispensable systems: ground water, springs and soil moisture reservation to aid with the growth.

Nursery Rhymes

- Folklores such as Chicken Little, Brer Rabbit and Brer Fox, were derived from Africa.
- African stories, fables and oratory traditions have been embedded into English and American culture, providing a childhood infrastructure for learning and development through the use of nursery rhymes.



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African music around the world

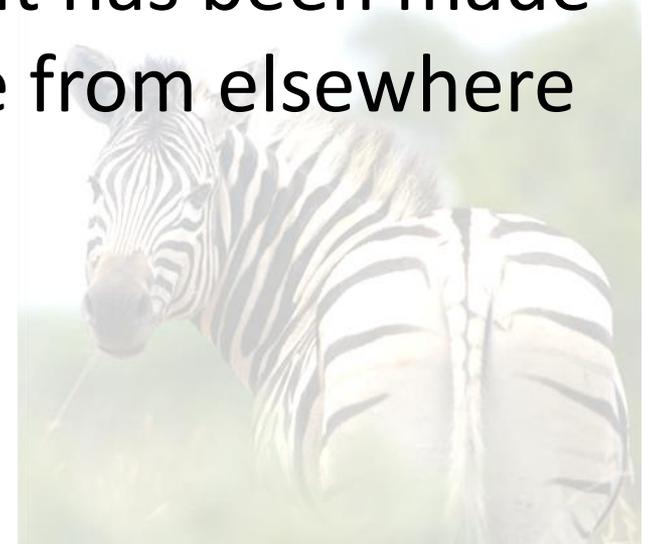
- Many artists across the world have used elements of African music into their own, creating a sound unique to their culture.
- One artist Shakira has undoubtedly been affected by African music the elements she has used include African-like dancing and energy and African drum rhythms. One of her most recent songs, “Waka Waka (This Ones for Africa)”, was the official song of the 2010 FIFA World Cup.

<https://www.youtube.com/watch?v=pRpeEdMmmQ0>

- The style of Africa, including the instruments, playing style, claps, dancing, and overall energy have been absorbed by artists around the world.
- Despite cultural differences, music remains to be a common means for the spread of ideas and entertainment. African music has crossed cultural divides by inspiring and influencing many different artists world-wide.

Africa

- Africa has given the world so much and still has much more to offer.
- We must think about what we eat, what we wear, what we listen to, what products we buy because regardless of where it has been made its origins have probably come from elsewhere including our beloved Africa.



References:

- The guardian



By Rebecca Imhagwe



**KEEP
CALM
AS IT'S TIME TO
SAY THANK YOU
AND GOODBYE**