



## **Educational program fosters entrepreneurship and awards seed money to launch public health social enterprises and drive impact in primary healthcare**

Joint media release: Amref International University and Family Larsson-Rosenquist Foundation

**NAIROBI, 19 MARCH 2025** – Amref International University (AMIU), a subsidiary of Amref Health Africa, in collaboration with the Family Larsson-Rosenquist Foundation (FLRF), completes inaugural ‘From Idea to Impact – Building a Public Health (Social) Enterprise’ learning cycle with an award ceremony in Nairobi.

Ambassador of Switzerland to Kenya, His Excellency Mr. Mirko Giulietti, was the guest of honor. He addressed the students, recognizing their outstanding accomplishments and wishing them heartfelt success.

Students and early-stage health entrepreneurs took part, learning essential principles and practices of entrepreneurship over 12 months. This first learning cycle culminated in a business plan competition and award ceremony – the top three business plans won seed money (USD 3,000, 2,000, and 1,000) to launch their ventures.

The goal of the ‘Idea to Impact’ program is to empower participants to conceive and implement business models that are both financially viable and aligned with their social objectives.

“The collaboration between nations is a multifaceted endeavor, where private initiatives like the one which we have witnessed today between the Family Larsson-Rosenquist Foundation and Amref International University provide important and vibrant contributions to the strengthening of our relations,” said His Excellency Mr. Mirko Giulietti.

This was echoed by Dr. Katharina Lichtner, FLRF Managing Director and program facilitator: “Our collaboration with Amref International University has been a truly rewarding experience, marked by mutual discovery and learning. It is a privilege working alongside the University’s dedicated faculty and its passionate public health students. The students’ commitment to advancing public health through entrepreneurship has been especially inspiring. We look forward to continuing our work together.”

“The University is honored to collaborate with Dr. Katharina Lichtner and the Family Larsson-Rosenquist Foundation in empowering the next generation of health entrepreneurs. Over the past year, FLRF has provided invaluable entrepreneurship training, mentorship, and support to our early-stage health innovators, equipping them with the skills and confidence to transform their ideas into impactful public health solutions. This partnership is instrumental in fostering sustainable social enterprises that will drive meaningful change in healthcare,” said Dr. Dancan Irungu, Director - Health Entrepreneurship Academy, Amref International University.

The second 12-month learning cycle has just begun. The program aims at driving excellence and long-lasting success in entrepreneurship. It is implemented through the AMIU Health Entrepreneurship Academy – a pioneering initiative dedicated to fostering healthcare innovation and entrepreneurship. Its focus areas are health entrepreneurship training, incubation of healthcare innovations, and manufacturing of health products and technologies.

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### **About Amref International University**

Founded in 2017, Amref International University (AMIU) is a premier Pan-African university dedicated to advancing health sciences education. A proud creation of Amref Health Africa, AMIU draws on over 65 years of expertise in innovative public and community health interventions across more than 30 African countries. The university focuses on training, research, and health sciences extension, with an emphasis on promotive, preventive, rehabilitative, and palliative health. AMIU offers a range of postgraduate, undergraduate, diploma, certificate, and Continuing Professional Development (CPD) courses, equipping future health professionals with the skills to meet Africa's evolving health needs.

<https://amref.ac.ke/>

### **About the Family Larsson Rosenquist Foundation**

The Family Larsson-Rosenquist Foundation, established in Switzerland in 2013, is an independent philanthropic organization revitalizing the journey from science to impact. The Foundation's priority is to increase breastfeeding rates worldwide, so its focus is on helping build innovative, efficient pathways to get there. The team supports and collaborates with researchers, policymakers, practitioners, government leaders, and partner organizations working to ensure every child has an optimal start in life through the benefits of breastmilk.

[www.larsson-rosenquist.org](http://www.larsson-rosenquist.org)

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