



International Youth Day – 12 August 2023

The theme for International Youth Day 2023 is Green Skills for Youth: Towards a Sustainable World. In order to celebrate this special day, we are delighted to highlight one of our young Newham entrepreneurs.

James Kaguima (26) stands as an embodiment of inspiration, leading with vision and purpose, who has dedicated his life to creating positive change and uplifting communities. As the founder of Skate Cabal, a multi-award-winning company, James harnessed his passion for

roller-skating to build more than just a brand; he built a movement that empowers his community, one skate at a time. Driven by a desire to tackle pressing societal issues, James set out to create a platform where roller-skating could transcend its sport and become a force for personal growth and community building. Through Skate Cabal, he seamlessly integrated educational programmes, mentorship initiatives and job opportunities proving that roller-skating is not just an activity, but a catalyst for transformation.

James' journey is driven by hope and resilience and stands as a reminder that true leadership is about empowering others to rise together. Jointly, we can create a ripple effect of positive change, uplift communities and make the world a better place. As we celebrate International Youth Day, James urges young entrepreneurs to embrace their passion, take action and rise above adversity. Together, let everyone continue to inspire hope and resilience making a powerful impact on the world.

James's impact didn't stop there. As Chair of Elevate at London Legacy Development Corporation (LLDC), he is taking his dedication to uplifting communities to new heights, working hand in hand with local government officials, London Borough Mayors, and diverse communities, James helps bridge the gap between opportunity and the wider community.

His vision

During the lockdown, James became an Elevate board member. He would walk through the London Olympic Park and gaze at the magnificent building developments and soaring skyscrapers in Stratford, East Bank and Westfield, which ignited a spark in him. He yearned to be part of these transformative projects that were shaping the future of East London. Little did he know that a few years down the line, that dream would turn into a reality beyond his wildest imagination.

Today, James finds himself seated in board meetings, a representative of the young people of East London, as he embarks on major redevelopment projects that hold the promise of creating something truly extraordinary in East London. The opportunity to contribute his voice and ideas to these monumental ventures is both an honour and a responsibility that he cherishes. By delving into the intricacies of these projects, he is acutely aware of the transformative impact they will have on the community. The future they are building holds the potential to touch countless lives, unlocking opportunities, and fostering growth for generations to come. His goal is not just to advocate for young people, but also to be a conduit for their aspirations, their hopes and their dreams. Each decision they make and every path they carve is guided by a commitment to creating a more inclusive, vibrant, and prosperous East London.

What prompted him to pursue entrepreneurship?

Inspired by his grandfather's journey from living in poverty in Kenya to becoming a successful real estate developer, he believes in the power of hope, resilience and unwavering determination to overcome challenges. He found solace in fitness and building side projects during his education and law school years. He was later fuelled by the job rejections he faced after law school. He embarked on a journey that would redefine his path in life; he stumbled across the startup community and embraced entrepreneurship where he found the courage to tackle life's curveballs.

With each startup competition James entered, he emerged victorious refusing to let setbacks define his worth. These wins not only bolstered his confidence but also opened doors to a vast network of like-minded individuals and secured the crucial funding his Startup projects needed in those pivotal moments. He embraced the belief that he held the power to shape his own destiny. The world he realised was not just a series of events happening to him, rather it was a canvas on which he could paint his own reality. With this newfound perspective, he set out to create opportunities where others saw barriers and to foster change where others settled for the status quo.

As he built his network, he connected with visionaries, dreamers and change-makers forging partnerships that would shape the trajectory of his entrepreneurial pursuits. The road was not without its share of obstacles but he found solace in the understanding that every setback was an opportunity to learn, grow, and innovate.

What has been his biggest achievement to date?

The journey to bring Skate Cabal to reality, securing funding, speaking at events and receiving prestigious accolades like the East London Young Community Hero Award and the YIC Excellence Award have been moments of immense pride and gratitude. Yet, amidst these milestones, the recent nomination for the [Rising Star Award at the Changemaker ceremony](#) holds a special place in James' heart. It serves as a powerful validation of the impact and recognition that Skate Cabal has garnered in empowering the community. These moments of celebration are not just about individual achievements; they reflect the collective efforts of a community that has rallied around Skate Cabal's vision of positive change and upliftment. The support they have received has been a driving force, fuelling their commitment to creating a movement that empowers young individuals- one skate at a time.

As a young entrepreneur, what has been his biggest mental challenge?

James states that in the world of entrepreneurship, life will continue to throw curveballs until you learn how to throw them back. Whether it is rejection or sudden changes that affect the project's plans, entrepreneurs must be resilient and willing to adapt.

What advice would he give to young people looking to or already involved in the world of entrepreneurship?

Success is not a destination but a continuous journey that unfolds as long as you keep the ball rolling. To make progress and achieve your goals you must be a person of action. Embrace the mindset of constant movement for it is through action that opportunities arise and dreams become reality. So keep the momentum going and let your actions pave the way to success.

How is he working towards keeping your business sustainable?

At Skate Cabal, they support adopting environmentally friendly habits and working towards sustainability. They have made a big change by moving away from paper disclaimer forms and waivers for their roller-skating events and towards a digital strategy. Going paperless allows them to lessen their impact on the environment while streamlining their operations and facilitating customer check-in at their reception. By prioritising green and resource-efficient practices daily in all aspects

fostering a culture of responsible waste disposal and energy conservation among their employees.

Does he see roller-skating as the sustainable way people can travel?

In the vibrant city of London, skating has become more than just a sport – it's a way of life. From commuting to work on skates to raising funds for charities through street skate marathons. People have embraced this thrilling and fun-filled activity as a unique and exciting way to explore the city and get around.

#RisingAboveAdversity #SkateCabal #Entrepreneurship #CommunityEmpowerment
#Elevate #InternationalYouthDay