



**Autumn School for
Sustainable Entrepreneurship**
Dar es Salaam | 24-28 October 2017

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Federal Ministry
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Autumn School for Sustainable Entrepreneurship

24 - 28 October 2017

Buni Hub, Dar es Salaam, Tanzania

The Autumn School for Sustainable Entrepreneurship is an annual program for young changemakers from the African continent and Germany. Driven by the vision of a transition towards a sustainable global economy it enables young entrepreneurs to learn more about sustainable business, consider how to maximize their social impact, share their locally acquired best practices with each other, and become part of an international network of young people sharing the same spirit of sustainability.

The Autumn School is organized by the ASA-Program within the framework of the African German Youth Initiative (AGYI) and was launched in Berlin in 2016. This year's event is organized and implemented in close cooperation with Ashoka East Africa.

Our vision: To create a network of sustainable entrepreneurs who think and learn globally

Sustainable Entrepreneurship addresses social or ecological challenges through entrepreneurial efforts. Many of these challenges are highly complex and of a global nature. They require integrated responses, based on resources and know-how from different regional actors. By creating a common understanding of sustainable entrepreneurship in the global context the Autumn School wants to facilitate a dialogue and the implementation of sustainability projects across continents.

This year's topic: Climate change

As one of society's most crucial challenges today and for the decades to come, climate change is already having immediate impacts worldwide and many African societies are amongst the most heavily affected. This year's Autumn School for Sustainable Entrepreneurship is putting emphasis on innovative initiatives that focus on climate change mitigation and adaptation with the aim of strengthening, showcasing and connecting young African and German changemakers.

This year's format: A unique combination of Ashoka's expertise in scaling social impact and the ASA Program's know how in Global Learning and Education for Sustainability

This Autumn School 2017 is organized by the ASA program in cooperation with Ashoka East Africa. It combines the organizations' expertise in the fields of global learning and exchange on one hand, and of social entrepreneurship on the other. Participants will benefit from Ashoka's virtual business



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mentoring program and from the two organizations' extended partner networks of stakeholders and resources in the area of sustainable business.

About the ASA program

Since 1960, the ASA program has been promoting youth exchange and learning worldwide. It supports young and dedicated people to expand their skills and to contribute to sustainable global development through a learning cycle consisting of training seminars and practice-oriented internships of several months abroad. Increasing the youth's awareness about global interdependencies and their readiness to act as drivers of change in their own countries is at the core of the program. The ASA program is funded by the German Federal Ministry of Economic cooperation and development.

About Ashoka

Ashoka is a catalyst for framework change. A citizen sector organization founded in 1981 by Bill Drayton, Ashoka's pioneering work crystallized much of today's social entrepreneurship movement. Ashoka is the largest association of social entrepreneurs in the world — men and women with system-changing solutions for the world's most urgent social problems.

Venues

Mediterraneo Hotel, Tuari Road, Kawe, Dar es Salaam

Buni Hub, Tanzania Commission for Science and Technology, Ali Hassan Mwinyi Road, Kiitonyama, COSTECH (Savansi-building), Ground floor, Dar es Salaam

Protea Hotel, Baraka Obama Rd, Seaview Upanga, Dar es Salaam



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Agenda

Monday, 23 October Venue: Mediterraneo Hotel	
22/23 Oct	Arrivals and Check-in at Hotel Mediterraneo
16:00 – open end	Informal get-together and welcoming dinner Hotel Mediterraneo, Conference Room

Tuesday, 24 October 24 – PEER TO PEER DAY Venue: Buni Hub	
9:00-10:30	Welcoming & Introduction <i>Moderation: Jeanne Lätt, ASA program, Engagement Global</i>
10:30-10:45	Coffee Break
10:45-12:15	Global Learning Game <i>Moderation: Kizito Odhiambo, Autumn School participant</i>
12:15-13:30	Lunch Break at Buni Hub
13:30-13:45	Thematic Roundtables <i>Moderation: Ventsy Stoev, ASA program, Engagement Global</i>
13:45-14:45	Round 1 Thematic Roundtables <i>Moderation: Autumn School participants</i>
14:45-15:45	Round 2 Thematic Roundtables <i>Moderation: Autumn School participants</i>
16:45-17:00	Recap of Day 1
17:30-19:00	Dinner

Wednesday, 25 October – CASE STUDIES & WORKSHOPS Venue: Buni Hub	
09:00-10:30	Values and cooperation in the sustainable founding process <i>Moderation: Uwe Birkel, Institute for Social Innovation, University of Applied Sciences Bonn Rhein Sieg, Germany</i>



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	<p>This session offers presentations of four social businesses and a following Q&A discussion by Autumn School participants and the moderator. The leading questions will be: How was the business idea and model developed? Which values are important for the business and where do they come from? What is the meaning of sustainability for the entrepreneurs?</p> <p>Round I</p> <ul style="list-style-type: none"> • Viva con Agua Uganda <i>Francis Mugoya</i> “A World without thirst” VcA Uganda aims at creating awareness on WATER, Sanitation and Hygiene issues and generating funds for clean water projects. • SUGECO <i>Revocatus Kimario</i> Sokoine University Graduate Entrepreneurs Cooperative (SUGECO) is a cooperative in Morogoro, Tanzania that works to “prepare, enable, and support innovative knowledge-intensive entrepreneurs as they build successful businesses in the agricultural, agribusiness, forestry, livestock and fishery sections throughout Tanzania”.
10:30-10:45	Coffee Break
10:45-12:15	<p>Round II</p> <ul style="list-style-type: none"> • Ecobora <i>Justine Abuga</i> Ecobora is working on a technology of pelletizing to create wood pellets from saw dust that is used for cooking in rural homes and educational institutions. An Eco-literacy and Eco-Entrepreneurship training to youth is also targeted.
12:15-13:30	Lunch Break at Buni Hub
13:30-14:00	<p>Informal meeting of Autumn School participants and alumni from the Autumn School 2016</p> <p>Group Photo</p>
14:00-15:30	<p>Parallel Workshops <i>Moderation: Autumn School alumni</i></p> <p>The 4 parallel workshops will be conducted by Autumn School Alumni and aim at offering participants different tools to improve their social businesses.</p> <ul style="list-style-type: none"> • Business model canvas <i>Moderation: Diana Mbogo, Tanzania</i> This workshop on the development of a Business Model Canvas (BMC) will also include Financial development planning and accessible tools to help develop it. Hence it will help participants project early on what is needed, should be done and the next steps for their businesses. • Design Thinking for Sustainable Entrepreneurs <i>Moderation: Irina Bartmann & Melanie Akerboom, Germany</i> In this workshop, participants become familiar with design thinking, a systematic,



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	<p>human-centered approach for idea generation and creative problem-solving. We will experience the concept hands-on by applying it to one of the participants' project-related challenges. This workshop is most appropriate for those with few or no experience with design thinking and wish to gain an initial idea about the method as well as ways to adopt it for their own project work.</p> <ul style="list-style-type: none"> Storytelling for Businesses <i>Moderation: Shorouk Elkobros, Egypt</i> <i>Assistance: Prosper Awuni, Ghana</i> This workshop is an essential tool for any ideator, business owner, spokesperson, or anyone who's willing to share his business story to raise awareness, or get professional support. In this workshop we blend messaging, marketing, and social media best practices with storytelling to create an easy-to-implement communications framework. Participants after this practical workshop should know how to translate their business ideas into a creative and effective message. Additionally, how to have a story with a universal message wrapped in a personal experience. Finally, how to deliver their business' stories in a 3-5 minute pitch. Low cost video production <i>Moderation: Manuel Dingemann, Germany</i> Why is it, that we are drawn to videos so powerfully? Maybe because they are vivid, playing with voice, picture, music and tension. Most of us would love to produce videos for their own business, but are afraid of the amount of gear and software that seems to be needed. This workshop will teach you how to rock it with a sheet of paper and your smartphone. <i>Requirement:</i> Participants should bring a smartphone with a big screen and good camera (if available).
15:30-15:45	Coffee Break
15:45-16:45	Parallel Workshops <i>continued</i>
16:45-17:00	Recap of Day 2 and short overview of ACC Day
17:30-19:00	Dinner

Thursday, 26 October – ASHOKA ACCELERATOR DAY Venue: Buni Hub	
9:00-12:15	<p>Accelerator Session <i>Moderation: Peris Wakesho, Ashoka East Africa</i></p> <p>The Accelerator session follows a 2 month mentorship process. It will provide the 22 youth participants who have undergone mentorship strategic advice to rethink and design their maximizing social impact strategy for their businesses/ organizations</p>
12:15-13:30	Lunch Break at Buni Hub



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13:30-14:30	Wrap-up Session <i>Moderation: NukuEssah-Awonoor, Ashoka Ghana</i>	
15 o'clock onwards	Afternoon off	
Friday, 27 October – FIELD VISITS Venue Program A: Buni Hub Venue Program B: Several		
	Program A This part of the program is mandatory for all Autumn School Alumni 2016. This year's participants can chose between Program A and B.	Program B Optional: Autumn School participants can chose between Program A (morning session) and Program B.
8.00	Shuttle from Mediterraneo to Buni Hub (Autumn School Venue)	Bus pick-up to field visit
9:00-12:15	<p>Cooperation – a factor of success for sustainable business development (based on the not yet published handbook “Real Impact – Sustainable founding stories from African countries and Germany”) <i>Moderation: Uwe Birkel, Institute for Social Innovation at the University of Applied Sciences Bonn Rhein Sieg</i></p> <p>Mission driven sustainable entrepreneurs need a distinct network for disruptive social and ecological solutions. We present and discuss support and cooperation options regarding the business development together with partners. During the workshop we will cluster the main partners and support options. Below we will base our work and cooperation on the exchange via the facebook-group African German Sustainable Economy Network. In the end you will have a bunch of effective institutional partners and tools for your sustainable business development and a list of partners which will be permanently updated.</p>	<p>Field Visit <i>Coordination: Erick Crispin Nyoni</i></p> <p>You will be visiting two sustainable initiatives related to agriculture which are located on the outskirts of Dar-es-Salaam.</p> <p>Mobile Farming This initiative has local technology (safe agri-tech) being applied, which is proven to be environmentally friendly. It has won several awards for their innovation in doing Climate Smart Agriculture. We will visit a mobile farm and you will be showcased mobile bio gas, waste water processed/treated locally, wind-mills, paper charcoal and other agri-tech all done locally. The farm is located at Mabibo-Ubungo in Dar es Salaam.</p> <p>Guavay organic fertilizer Our visit will lead us tot he Gongo la Mboto area. Guavay is is a premium organic fertilizer manufacturing company in Dar es Salaam. The company uses a huge fraction of poorly disposed organic waste from food markets and residential areas to produce and sell 100% quality solid organic fertilizer. Branded as „Hakika Organic Fertilizer“ which is now in the market it can widely be used to grow fresh fruits and vegetables, healthy food crops and for flowers/landscaping (www.guavay.com).</p>
12:15-13:30	Lunch Break at Buni Hub	Lunch Break



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13:30-17:00	<p>Alumni 2016 Get-together (for alumni only!) <i>Moderation: Moritz Haupt, ASA program, Engagement Global</i></p> <p>First steps to build an active Autumn School Alumni Network</p> <p>After the successful launch of the Autumn School format in 2016, it's up to the first alumni generations to set the course for an active alumni network. Our exchange will be driven by the following questions: What is connecting us? What could be the strength and the impact of our network? How can we benefit from the already existing ASA-network? Do we need a common vision? To collect all your ideas the workshop will offer a quiet and open format, which will still allow us to come up with concrete next steps.</p>	Field Visit continued
17:00	Shuttle from Buni Hub to Mediterraneo	Bus from place of field visit to Mediterraneo
17:30-19:00	Dinner	



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ASA-Kaleidoskop 2017

Addressing Climate Change Challenges through Sustainable Entrepreneurship

The ASA-Kaleidoskop is the ASA program's annual dialogue and networking event on sustainable business. It brings together members of the ASA network with stakeholders from the economy and civil society to discuss ideas and develop strategies for a more sustainable global economy. It functions as an international networking lab and a platform for collaboration between young change agents and business partners from the Global South and Germany.

This year's Kaleidoskop directly follows the Autumn School for Sustainable Entrepreneurship and focuses on climate change issues. It comprises key notes on climate and sustainable entrepreneurship, pitches from the ASA network and the Autumn School participants, workshops and in-between activities. As the last day and highlight of the Autumn School, it gives participants a lot of networking opportunities, as well as the chance to present their business projects to a larger public!

Saturday, 28 October Venue: Protea Hotel		
7:00	Shuttle from Mediterraneo to Protea Hotel (Kaleidoskop Venue)	
8:30-9:00	Arrival and registration	
9:00-9:30	Opening	<p>Words of Welcome</p> <p><i>January Makamba, Minister - Union Affairs and Environment, Tanzania (tbc)</i></p> <p><i>Representatives from ASA, Ashoka, AGYI</i></p> <p><i>Moderation: Dr. Andrew Method</i></p>
9:30-11:00	Keynotes & discussion	<p>Addressing Climate Change Challenges through Sustainable Entrepreneurship</p> <p><i>Dr. Anna Temu, SUGECO, Tanzania</i></p> <p><i>Fatima Ademoh, Waste-2-Watt, Nigeria</i></p> <p><i>Allan Mubiru, consultant, atmfair Rwanda</i></p> <p><i>Moderation: Dr. Andrew Method</i></p>
11:00-11:15	Coffee break	



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11:15-12:00	Pitches by participants of the Autumn School for Sustainable Entrepreneurship	Eco-Café (Hajer Ben Charrada) Earthbeat Foundation (Julia Gajewski) Energy Doctors (Brian Majola) Nashipai Maasai Community projects (Selina Nkoile) RenewDrive (Babajide Oluwase) Digital agricultural advisory (Ramoudane Sannou)
12:00-13:30	Lunch & Networking	
	<i>Market Place featuring: Kaffee-Kooperative.de, Strategic Energy Ltd., AqUVa, Gjenge Taka, Somali Greentec, waterfilter.care, binee, SUGECO, African-German Youth Initiative (AGYI), ASA program and others</i>	
13:30-14:30	Parallel Workshops & conversation corner	Promoting agricultural entrepreneurship in Tanzania (Sugeco & Leipzig Graduate School of Management) Re:Africa (Shorouk Elkobros & Manuel Dingemann) Merits and Demerits of Social Entrepreneurship in Africa (Diana Nzambi Matee) Conversation corner: Multi- and bilateral networks for Sustainable Entrepreneurship (Uwe Birkel)
14:45-15:15	Pitches	Water! Walk 2017 (Francis Mugoya) Recycle Up Ghana (Prosper Awuni/Alhassan Baba Munir) Re:Africa (Shorouk Elkobros/Manuel Dingemann) Kedo Solutions (Kizito Odhiambo) N.N.
15:15-15:30	Coffee break	
15:30-16:00	Theater Performance	Savannah theatre and performing Arts Group
16:00-16:30	Final Keynote	The Role of Networks for Sustainable Business <i>Uwe Birkel, Eberswalde University for Sustainable Development, tbc</i> N.N.
16:30-17:00	Closing of Kaleidoskop	Synthesis and closing note by the organizers
18:00	Shuttle from Protea to Mediterraneo	
18:30-Open end	Final Dinner at Mediterraneo Closing of Autumn School	



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Short Biographies of the Resource Persons

Felix Adamu Nandonde is a lecturer in Marketing at Sokoine University of Agriculture, Morogoro, Tanzania. After a Bachelor in Business Administration from Mzumbe University, Tanzania and an MSc from Newcastle University-upon Tyne, UK he did his PhD in Business Economics at Aalborg University in Denmark. He teaches Business Communication, Business Strategy, Management Strategy and International Marketing of Agribusiness Products. His research appeared in many Journals, among others the Journal of African Business, the Ethiopian Journal of Business and Economics, the Journal of Business Research, and the British Food Journal. Before joining academia he worked with the National Bank of Commerce (NBC) 1997, Tanzania Limited as Sales Consultant Business Banking. He is a member of the Academy of International Business, the Association for Business Communication and the Africa Academy of Management Science.

Uwe Birkel founded two startups in the education and environment sector and was the National Representative of the German Academic Exchange Service (DAAD) in Madagascar for five years. During this time he was active as a teacher, trainer and consultant and contributed to establish curricula and incubators for sustainable entrepreneurship at the University of Antananarivo. Besides he edited different handbooks on media and media technologies, climate change and scientific methods. A handbook about Sustainable Entrepreneurship in Africa and Germany will be edited in 2017. Uwe Birkel has been working for Universities, NGOs, the Goethe Institute and the GIZ. He currently teaches at the University for Sustainable Development Eberswalde and the Free University of Berlin and works as a consultant in the field of sustainable entrepreneurship. He is an associate of the Institute for Social Innovation of the Hochschule Bonn Rhein Sieg in the field of Entrepreneurship Education for Empowerment in Developing Countries and works for IQ Consult and for Social Impact, the oldest agency for social innovation in Germany.

Nuku Essah-Awoonor is currently working with Ashoka Africa as a Program Associate. His experience covers Quality Assurance, Performance Monitoring and Project Management, and he is also a qualified Public Healthcare Administrator. Nuku has spent the last five years in the African Diaspora. His areas of expertise include the development of research & learning frameworks in the Ministry of Health (Ghana), Grants Management in West African Research Institutions, Budget & Financial Management, and coordinating Knowledge, Change and Impact Management in East Africa. Capacity building and facilitating trainings are common threads that extend through out his professional career. Nuku holds a Master's Degree in Public Healthcare Management (Seton Hall University) and a bachelor's degree in Sociology and Business Administration.

Revocatus V. Kimario is the executive director of Sokoine University Graduate Entrepreneurs Cooperative (SUGECO), an Institution established in July 2011 that aims at stimulating youth involvement in agriculture and agribusiness projects for self-employment and job creation for others. He has over 14 years of experience working with local and international organizations in different sectors including Banking Industries, Community Development projects and Private sector Organizations. Revocatus is a graduate from the University of Dar es Salaam with a Bachelor degree in Land Use Planning and Environmental Management, and a Masters in Business Administration. He acquired International experience with a post graduate diploma in Climate change adaptation in Agriculture and Natural resource Management awarded by the Wageningen University Netherland, and obtained a diploma by the Entrepreneurship Development Institute of India (EDI).

Andrew Method is a Public Health Specialist graduated from Hebrew University of Jerusalem, Israel. He founded the Young Earth Scientists Network in Tanzania focusing on climate change and planet Earth. Andrew participated in panel discussions and moderated a number of events including the 7th UNESCO Youth forum in



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Paris and the WWF Youth Engagement Program. He chaired the Youth Peer Education Network in Tanzania and mentored young people in Social entrepreneurship and alternative energy. He currently works as District Medical Officer at Siha, Kilimanjaro.

Heather Metje, a lawyer by profession, has broad expertise in the conceptualization and direction of international programs, as well as in the development of advocacy campaigns with institutions ranging from NGOs, universities to artistic organizations. She founded “Artfully Unforgotten”, a New York based nonprofit organization with the mission of advocating for human rights through art, where she conducted field research in Afghanistan and Rwanda. Currently Heather is a Manager in the International Relations Department at HHL Leipzig Graduate School of Management, where she is entrusted with establishing a “Center for Global Citizenship” and has also recently submitted her doctoral thesis at the University of Leipzig.

Allan Mubiru is a climate finance specialist with 10 years of experience in developing and managing climate change mitigation and adaptation projects in sub-Saharan Africa via the carbon finance mechanisms. Since 2012, he has been working with the German non-for-profit organisation atmosfair gGmbH where he manages the implementation of the efficient cook stoves programme - Improved cook stoves programme for Rwanda. He is the co-founder of Kaffee-koooperative.de, a German/African coffee company supporting the sustainable coffee value chain development.

Francis Mugoya is an Organisation Development practitioner. He leads the activities of Viva con Agua Uganda, a franchise of the international charity that seeks to increase access to drinking water through arts, music and sports. He is the brain behind “Football 4 WASH,” an exciting approach that teaches kids about the ideals of Water, Sanitation and Hygiene (WASH) through fun-filled football exercises. Without travels, Francis would be hanging out with football kids. A graduate of Science Education from Mbarara University of Science & Technology, Francis lives in Kampala, Uganda.

Fatima Oyiza Ademoh is an energy and finance specialist with over six years of experience in sustainable energy project development. She is the founder of Waste-2-Watt; the first biogas mini-grid system in Nigeria for rural electrification and also lectures at Baze University in Nigeria. Fatima holds a BSc in Finance from American University of Nigeria and an MSc in Financial Risk Management from the University of Leeds, UK. She is a 2016 Mandela Washington Fellow and a 2017 Unleash Innovation lab Talent.

Anna A. Temu has a PhD in Agricultural Economics specialized in Marketing and Agribusiness Management from the University of Illinois Urbana-Champaign and a MSc. in Agricultural Economics from the University of Guelph, Ontario Canada. She has a BSc in Agriculture specialized in Rural Economics from Sokoine University of Agriculture, Morogoro, Tanzania. She has been an academic staff as Sokoine University of Agriculture (SUA), Morogoro, Tanzania for the past 30 years teaching courses in Agricultural economics, microeconomics, marketing, ICT and marketing information management, and international trade policies. Her areas of expertise cover agribusiness development, in particular agricultural commodity value chains. She has conducted several studies on agricultural marketing, value chains, market organizations and institutions, transaction costs and price analysis, among others. Anna Temu has worked with various international organizations including FAO, IFAD, IFPRI, CIP and ASARECA. She is a founder and chair of the Sokoine University Entrepreneurs Cooperative (SUGECO) board.

Peris Wakesho is a trained Forensic Psychologist and Criminal Investigator with 18 years of experience in program design, management and evaluation. She is currently the Regional Director for Ashoka East Africa.



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