

Autumn School for Sustainable Entrepreneurship



22 – 26 October 2018

@ Social Impact Lab Stuttgart (22-25.10) &
@ CODE_n Spaces (26.10)

The Autumn School for Sustainable Entrepreneurship is an annual programme for young change-makers 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 maximise 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 organised by Engagement Global with its ASA Programme within the framework of the African German Youth Initiative (AGYI) and takes place once a year, alternately in Germany and in an African country. The format was launched in Berlin in 2016 and took place in Dar es Salaam in 2017. This year's event is organised and implemented in close cooperation with the Baden-Württemberg Foundation for Development Cooperation (SEZ) and is taking place in Stuttgart, Germany.

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: Digitalisation

There are not many societal developments of the past decades that can be matched by that of digitalisation. Being considered as one of the greatest challenges by some, the global digital shift has not only redefined the way we communicate and our perception of time, but has also proven itself most effective in terms of breaking traditional boundaries such as those of mobility, access to education or access to information. This year's Autumn School for Sustainable Entrepreneurship is putting emphasis on innovative initiatives that tackle social and environmental issues through digitalisation with the aim of strengthening, showcasing and connecting young African and German changemakers.

This year's format: Making the best of four networks

The Autumn School 2018 is organised by the ASA Programme in co-operation with the Baden-Württemberg Foundation for Development Cooperation. The format combines the ASA Programme's unique expertise in the field of global learning, sustainable business and exchange formats, and the Foundation's established regional network in Baden-Württemberg and its extensive knowledge in international development practice.



Prior to the Autumn School, participants also benefit from a virtual peer-to-peer coaching phase, during which Autumn School alumni with a background in social entrepreneurship assist participants in developing solutions to business challenges they are currently facing.

Participants can also expect valuable inputs from the Social Impact Lab Stuttgart with special focus on Social Entrepreneurship and Digitalisation.

Venues

Hetzel Hotel Löwen, Ulmer Straße 331-337, 70327 Stuttgart

Social Impact Lab Stuttgart, Teckstraße 62, 70190 Stuttgart

SAP Headquarters, Dietmar-Hopp-Allee 16, 69190 Walldorf

Neues Schloss, Schloßplatz 4, 70173 Stuttgart

CODE_n Spaces, Schelmenwasenstr. 32+34, 70567 Stuttgart

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Programme

Sunday, 21 October: Informal Kick-off @Hetzel Hotel Löwen	
During the day	Arrivals and Check-in at Hetzel Hotel Löwen
16:00 – open end	Informal get-together and welcoming dinner @Hetzel Hotel Löwen <ul style="list-style-type: none"> • Round of Introduction • Presentation of Autumn School Team • First insight into Autumn School programme / Q&A • Dinner @Löwenstube (Hetzel Hotel Löwen)

Monday, 22 October: Peer Day @Social Impact Lab Stuttgart	
8:15	Group Departure to Social Impact Lab Stuttgart (Autumn School Venue) <i>Trip duration by public transport approx. 25 mins</i>
9:00-10:30	Welcoming & Introduction <i>Moderation and inputs: Jeanne Lätt & Moritz Haupt, ASA Programme / Engagement Global; Lena Wimmer, SEZ</i> <ul style="list-style-type: none"> • Presentation of the implementing organisations • Schedule of the Day • Presentation of the venue and Social Impact Lab Stuttgart • Sharing expectations for the week • Group Rules & common responsibilities
10:30-10:45	Coffee Break

10:45-12:15	<p>Global Learning Game <i>Moderation: Kizito Odhiambo, Managing Director of Kedo Solutions & Autumn School alumnus</i></p> <p>The workshop will provide participants with a playful opportunity to visualise and reflect their own assessments of the world's population, world income, energy consumption and CO2 emissions among other key data sets. It seeks to encourage the participants to discuss their ideas and perceptions through group work and make abstract statistical data sensually perceivable. In the course of the workshop, the participants will question the causes of their own perceptions and the disparity between perception and real facts. An important aspect will be questioning their own role in the global world and discussing how we can contribute our ideas and knowledge towards responsible business practices.</p>
12:15-13:30	Lunch Break <i>Catering by Esskultur</i>
13:30-15:00	<p>Open Space / World Café <i>Moderation: Ventsislav Stoev, ASA Programme / Engagement Global</i></p> <p>In an Open Space / World Café format participants are invited to discuss topics of interests and exchange perspectives within smaller groups. The idea is to use the resources and knowledge available in the group on social business & sustainability related issues to enhance the individuals' understanding of those issues. The groups can choose to discuss very practical or more general or even philosophical aspects. The organisers will offer some suggestions as regards topics to be discussed, but participants are also welcome to propose any subject that they feel might be of interest to the group.</p>
15:00-15:15	Coffee Break
15:15-16:55	<p>Fishbowl Conversation <i>Moderation: Ventsislav Stoev, ASA Programme / Engagement Global</i></p> <p>A fishbowl conversation is a form of dialogue, where participants in an inner circle discuss a formerly defined topic while participants sitting in several outer circles listen to the discussion. Whoever wants to add to the discussion is free to join the inner circle. The fishbowl conversation is a participatory method of discussion. It will allow the group to discuss 1-2 topics of interest and share different perspectives.</p>
16:55-17:00	Recap of Day 1
17:00	Group Departure from SIL Stuttgart to Hetzel Hotel
18:30-20:00	Dinner @ Waldheim Wangen Restaurant <i>Rot 1, 70327 Stuttgart</i>

Tuesday, 23 October: Workshop Day
@Social Impact Lab Stuttgart

8:20	Group Departure to SIL Stuttgart
09:00-10:30	<p>Parallel Workshops I:</p> <p>The parallel workshops will be conducted by professionals on topics relevant to social entrepreneurship. They aim at offering participants different tools to improve aspects of their businesses. Participants can choose to attend one of the following workshops in the morning:</p> <p>A) Business Modelling & Finance <i>By Andreas Voss (People and Friends)</i> <i>Note: this Workshop will be repeated in the afternoon</i></p> <p>In the first half of the workshop session, we are going to develop and design different business models based on your own business ideas. Two entrepreneurial tools and methods you will apply here are "Design Thinking" and the "Business Model Canvas". In addition, you will be equipped with techniques that you can easily use by yourself within the following weeks in order to improve your business models.</p> <p>After the coffee break, we will take a closer look at the "Finances" chapter of a business plan. Here, we are going to cover topics such as the revenue structure of your business, the main cost drivers, financial planning as well as financial resources you can tap into.</p> <p>The workshop is a mix between theoretical input and interactive exercises.</p> <p>B) How to pitch your business in 3 minutes <i>By Sebastian Donath (Sebastian Donath Consulting)</i></p> <p>Learn how to create a pitch from scratch to convince potential investors / a specific audience. You will first brainstorm your pitch content and then draft a story-line. At the end we will practice your pitch.</p>
10:30-10:45	Coffee Break
10:45-12:30	Parallel Workshops I <i>continued</i>
12:30-13:30	Lunch Break

13:30-15:00	<p>Parallel Workshops II:</p> <p>In the afternoon, participants can choose to attend one of the following workshops:</p> <p>A) Business Modelling & Finance <i>By Andreas Voss (People and Friends)</i></p> <p>In the first half of the workshop session, we are going to develop and design different business models based on your own business ideas. Two entrepreneurial tools and methods you will apply here are "Design Thinking" and the "Business Model Canvas". In addition, you will be equipped with techniques that you can easily use by yourself within the following weeks in order to improve your business models.</p> <p>After the coffee break, we will take a closer look at the "Finances" chapter of a business plan. Here, we are going to cover topics, such as the revenue structure of your business, the main cost drivers, financial planning as well as financial resources you can tap into.</p> <p>The workshop is a mix between theoretical input and interactive exercises.</p> <p>B) Show your Impact <i>By Carolin Eißler (Social Impact/Innovation Explorer) & Benjamin Klein (SIL Stuttgart)</i></p> <p>This workshop will give you a short intro to impact orientation and will cover the following questions: What does social impact mean for my project? What kind of change do I want to affect and how can I break it down into a theory of change? How can I plan, monitor and evaluate the impact of my project? Interactive exercises during the session will help to apply a framework of social impact orientation to the real life projects.</p>
15:00-15:15	Coffee Break
15:15-16:55	Parallel Workshops II <i>continued</i>
16:55-17:00	Recap of Day 2
17:15-20:00	Cooking Session with Raupeimmersatt e.V. & Meet-up with Autumn School Alumni

Wednesday, 24 October: Pitching Day
@Social Impact Lab Stuttgart

8:20	Group Departure to SIL Stuttgart
9:00-12:15	<p>Pitching Session <i>Moderation: Benjamin Klein, SIL Stuttgart</i></p> <p>During this session, participants will have the chance to pitch in small groups and receive feedback from fellow participants and external experts. Each group will be comprised of approx. 8 participants and 3 external guests. Participants should prepare a pitch of approx. 3 mins. Their pitch will be followed by 10mins of feedback. Participants can use the pitching workshop on Tuesday to polish up their pitching skills.</p> <p>Confirmed list of experts: Fatima Ademoh (Waste-2-Watt, Nigeria); Bryan Majola (Energy Doctors, South Africa); Revocatus Kimario (SUGECO; Tanzania); Philipp Keil (SEZ, Germany); Claudio Rathlef (SIL Stuttgart, Germany); Sebastian Donath (Sebastian Donath Consulting, Germany); Kizito Odhiambo (Kedo Solutions, Kenya);</p>
12:15-13:30	Lunch Break with catering by <i>Esskultur</i>
13:30-14:30	<p>Recap of Pitching Session <i>Moderation: Benjamin Klein, SIL Stuttgart</i></p> <p>Jury members and external guests share insights and impressions from the morning pitching session.</p>
14:30-15:00	Group Photo
15 o'clock onwards	Stuttgart Treasure Hunt, organised by Autumn School Alumni (<i>optional</i>)
19:00	Dinner @ Café Künstlerbund <i>Schloßplatz 2, 70173 Stuttgart</i>

Thursday, 25 October: Field Visit @SAP Headquarters	
7.30	Group Departure to Walldorf <i>by bus</i>
9:30-11:30	Welcome Discussion and inputs with experts of SAP NextGen and family and friends <ul style="list-style-type: none"> • Input & Discussion Katrin Redmann: Why Innovation and Purpose? What support and network SAP NextGen offers for digital start-ups and young entrepreneurs in Germany and in African countries. • Input & Discussion with Oladunni Staehler WiTA: Why WiTA and what is it; What is the value of a thematic network in digitalization issues? What (network) can WiTA offer for young social entrepreneurs in digitalization? Wrap-Up and further networking
11:30-12:30	SAP Inspiration pavilion and digital studio tour
12:30-13:30	Lunch Break @SAP Cantine
13:30-16:00	Developing ways to foster the alumni network @SAP Next Gen Lab <i>Moderation: Autumn School alumni</i>
16:00-18:00	Return Trip to Hotel Hetzel, Stuttgart <i>by bus</i>
18:00-19:00	Dinner @ Hetzel Hotel
19:30- open end	Annual Classical Benefit Concert of SEZ @Neues Schloss <i>(optional)</i> <i>Approx. trip duration from Hotel Hetzel to concert venue is 30 mins.</i> Concert Hall: Weißer Saal (English: White Hall)

Friday, 26 October: ASA Kaleidoskop 2018
@CODE_n Spaces

ASA Kaleidoskop 2018

Digitalisation for a Sustainable Economy

The ASA Kaleidoskop is the ASA Programme'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 platform for collaboration between young change agents and business partners from the Global South and Germany.

This year's ASA Kaleidoskop will focus on the impact of digitalisation on Sustainable Development and Sustainable Business. The event comprises key notes, workshops, pitches, in-between activities and a lot of networking opportunities. It will highlight the following questions:

- Are we steering towards a digital future which will be more beneficial for global equality and for the environment? Or are we moving towards a future where access to wealth and information are even more exclusive than they are today?
- What (entrepreneurial) skills are necessary to handle digitalisation and to make it an effective instrument for sustainable development?
- What best practices can we find in the area of ICT for Development / Tech for Good?
- What digital best practices are there in terms of African-German partnerships?

7:30	Group Departure from Hetzel Hotel to CODE_n Spaces <i>trip duration by public transport approx. 1h</i>
8:30-9:00	Arrival and Registration
9:00-9:30	Words of Welcome Jeanne Lätt, ASA Programme /Engagement Global Overall moderation: Joyce M. Muvunyi, SEZ
9:30-9:45	Pitches by participants of the <i>Autumn School for Sustainable Entrepreneurship</i>
9:45-10:15	Keynote: Digital Transformation in International Development Géraldine de Bastion, <i>Activist and Co-founder of the digital agency Konnektiv</i>
10:15-10:45	Networking Break

10:45-12:00	<p>Parallel Inputs and Impulses on Digitalisation and Sustainability I</p> <p>A) Spurring digital innovations for sustainable development – a prototyping experiment (Marion Müller vom Berge, SEED)</p> <p>With an interactive prototyping experiment this session will explore strategies and partnerships that can successfully spur digital innovations for sustainable development. The workshop will address the following key questions: 1) Which digital innovations contribute to sustainable development? 2) Which challenges prevent digital innovations to reach their full potential? 3) Which approaches/projects/best practises can successfully promote digital innovations? 4) Who needs to be involved in global/national/regional partnerships that successfully promote digital innovations?</p> <p>B) How to be more productive with digital tools for entrepreneurs (Manuel Dingemann & Bryan Majola, Autumn School Alumni)</p> <p>You don't need to reinvent the wheel. Your email or website template is already out there. Learn about collaborative Email clients, automated accounting, connected apps and workflows. Use tech like a geek without being one.</p> <p>C) Discussing sustainable approaches to early IT-education (Julia Freudenberg, Hacker School)</p> <p>Hacker School aims to inspire kids and young adults (11-18yrs) for IT through weekend coding courses by two volunteer IT-specialists (so-called Inspirers) from local companies to experience both fun and self-efficacy in an often unknown universe of code. Taking Hacker School as an example, we will discuss possible approaches to fostering digital literacy amongst the next generation and ways to combat the shortage of skilled labour.</p>
12:00-13:00	<p>Networking Lunch Catering by Esskultur</p>
13:00-13:15	<p>Pitches by social businesses</p>
13:15-14:30	<p>Parallel Inputs and Impulses on Digitalisation and Sustainability II</p> <p>A) Struggles of being a Social Entrepreneur – a discussion round (Oladunni Stähler, <i>Women in Tech Africa / SAP.</i>)</p> <p>B) A digitalised world and its effect on society (Steve Odhiambo, <i>Ukowapi & Qol-MA</i>)</p> <p>C) Closed Session: Autumn School 2019 (Jeanne Lätt, ASA Programme/Engagement Global)</p> <p>This brainstorming session will discuss aspects of the Autumn School 2019. Attendance only by invitation.</p>

14:30-15:15	Market Place
15:15-15:30	Pitches by participants of the ASA Kaleidoskop
15:30-16:45	<p>Panel Discussion: Digitalisation for a Sustainable Economy</p> <p>Géraldine de Bastion, <i>Activist and Co-founder of the digital agency Konnektiv</i></p> <p>Steve Odhiambo, <i>Founder and CEO of location-based services provider ukowapi and Co-Founder and COO of last-mile health care delivery provider QoI-MA</i></p> <p>Prof. Dr. André Reichel, <i>Professor for International Management and Sustainability at the International School of Management (ISM), Germany</i></p> <p>Moderation: Flavie Singirankabo, <i>Herzenshand</i></p>
16:45-17:00	<p>Closing</p> <p>Philipp Keil, <i>SEZ</i></p>
17:30	Group Departure from CODE_n Spaces to Hetzel Hotel
19:00-open end	<p>Final Dinner @Löwenstube (Hetzel Hotel Löwen)</p> <p>Handing over of Certificates and Closing of Autumn School 2018</p>

Saturday, 27 October: Departure Day	
During the day	Check-out and departures to the airport