



Factsheet on your project proposal: ASApreneurs

Are you working in a company or a business-oriented organisation and pursue sustainability goals of social, ecological and economical relevance? You would like to offer young professionals with a special interest in sustainable economies an opportunity to participate in a specific project and gain insight into your work? You can propose your project for the 2021 ASApreneurs programme until 15 September 2020.

The ASA Programme is a learning and capacity-building programme dedicated to development education. It is aimed at young people who want to understand global interdependencies, who ask critical questions and who want to foster a fair world. Mutual learning and responsible social action for sustainable development and fair global interaction are at the heart of the programme, which includes seminars and a project phase of several months.

The ASA Programme is offered by Engagement Global – Service for Development Initiatives and is primarily financed by the Federal Ministry for Economic Cooperation and Development of Germany (BMZ). It is co-funded by eight German states: Baden-Wuerttemberg, Bavaria, Berlin, Bremen, Hamburg, North Rhine-Westphalia, Saxony and Hessen.

ASApreneurs programme cycle

ASApreneurs is part of the ASA Programme, promoting sustainability in the economy. It is directed towards companies and business-oriented organisations which are guided by social responsibility and principles of socioecological sustainability. ASApreneurs participants work six months in a project you propose, with the first three months spent in Germany, followed by three months at a project partner in Africa, Asia, Latin America or South-Eastern Europe. The work in your project should allow participants to gain insight into sustainable economy at the local and international level.

Follow-on seminars, which last several days and are based on the concept of Global Learning, are an integral part of the ASA Programme. They cover subject knowledge of development policy and methods of group, educational and project work. They also offer training of social skills and personal competences. The seminars bring a practical slant and allow those attending the ASA Programme to get to grips with development policy issues in global contexts and to try out innovative methods of educational work. They provide opportunities for those attending to explore their own role in the project and to include their own ideas. Participants can shine a light on issues relevant to them from different angles, take a critical look at the content and question it in terms of diversity.

Afterwards, participants reflect on their learning experiences and explore ways of integrating them in their own surroundings, civic commitment, and/or in your company or organisation.

Examples of ASApreneurs projects

- Fostering Social Entrepreneurship for socially and environmentally sustainable jobs
- Developing campaigns and projects for a sustainable use of water
- Product development and marketing for a baby sling produced fairly and ecologically
- Assistance in the development of software solutions for organising small-scale farming
- Support of small-scale farming cooperatives with training and access to innovative technologies

Who are the ASA participants?

ASApreneurs participants are not experts in the field of development cooperation, but rather committed young people who want to advocate for just and sustainable development. They are between 21 and 30 years and must be enrolled at a German institution of higher education/university at the time of application and during the project phases.¹

Why should you propose a project for the ASA Programme?

The ASA Programme facilitates a joint experience of learning and living in an interconnected world which can be shaped and moulded. We would like to join forces with you and other partners from civil society, research and business to encourage those attending our Programme to play their part in meeting global challenges in line with the 2030 Agenda adopted by the United Nations.

- As a partner organisation you receive the support of qualified and committed young professionals who support your project and contribute their critical and innovative ideas and experiences while working on your project.
- You will position yourself as sustainable organisation and as an attractive employer.
- You will profit from the global network of partners and alumni in the ASA Programme.

¹ Graduates of a school-based/dual vocational training or interested students who are no longer enrolled, but whose Bachelor's degree was earned within the last 18 months as well as German citizens who study abroad can also apply in consultation with you. Please note that this requires that the remuneration of ASApreneurs participants must comply with the requirements of the Minimum Wage Law during the project phase.

- You raise your profile as a sustainable organisation and attractive employer.
- You have the opportunity to expand on your international cooperation and build on your partnerships within the framework of a jointly initiated ASA project
- You can get, if required, a detailed report from the participants and an evaluation of results of the project after the conclusion of your ASA project/project internship.

“The low-threshold approach of the ASApreneurs programme enables especially small- and medium-size companies to engage in sustainability and receive support for innovative projects. Make use of this chance!”

Heiko Schwiderowski, DIHK

Contribution of the ASA Programme

- Upon request, we advise you on how to elaborate and develop your project proposal.
- We advertise the programme to applicants in Germany, manage their application process, and select engaged young participants for your project through a tried-and-tested process.
- We support the participants’ learning and preparation process through seminars lasting several days, where participants receive the close support of tutors. (See Programme cycle).
- If the realisation of the project phase in Germany involves relocation for the participants, the ASA programme pays a rent subsidy
- The ASA Programme covers the costs of the seminars (travel, accommodation, meals) for all ASA participants. For the project phase outside Germany we provide health and accident insurance and cover part of the flight costs.
- Project financing may be subsidised in order to support innovative start-ups if the minimum remuneration (see below) cannot be guaranteed independently.

“We have the opportunity to transport specific knowledge within our international network across different countries with the help of the ASApreneurs scholarship holders.”

Michael Vollmann, Ashoka Germany, ASApreneurs project partner

Your contribution

- You develop the project proposal jointly with a company or a business-oriented organisation in a country in Africa, Asia, Latin America or South-Eastern Europe.
- Following a pre-selection process by the ASA team, you select the participants for your sustainability project.
- You support the ASA participants in your country and abroad and provide adequate framework conditions for the project work.
- You assist those attending the Programme with the formalities for entering the country (e.g. visa application).
- You commit to paying the participants an adequate remuneration. Moreover, you are responsible for checking whether you are bound by the Minimum Wage Law.²
 - When calculating a minimum remuneration for the project phase in Germany, the ASA Programme refers to the amount of pocket money approved by the Federal Volunteer Service (Bundesfreiwilligendienst) and to the subsistence allowance set out in the relevant

² The latter might apply if you conclude a contract with the participants for the duration of the two project phases irrespective of the project location such that the contract term exceeds three months.

directive on social security payments (Sozialversicherungsentgeltverordnung - SvEV). This currently corresponds to a total of € 608,- per month.

- When calculating a minimum remuneration for the phase in the project country, the ASA Programme refers to the rate for students set by the German Academic Exchange Service (Deutscher Akademischer Austauschdienst - DAAD) (61% of the DAAD rate to be precise). The exact amount depends on the DAAD rate for the country in question and corresponds to € 725,- per month on average.

ASA Programme calendar

15 September 2020: Submission deadline for your project proposal

02 October 2020: Project selection by the ASA Programme

20 November 2020 to 10 January 2021: Publication of selected projects on the ASA website; interested and eligible young professionals and students can apply

January and February 2021: Selection of participants: You have the opportunity to read the applications for your project and to participate in the selection meeting in Berlin. If you are unable to attend, we will send you a shortlist of two to five applicants who match your project brief that you can use as a basis for filling the place(s) on your project.

April to June 2021: Participants attend two seminars in Germany.

Between April and October 2021 Three-month project phase in Germany

Between July 2021 and January 2022: Three-month project phase at the partner institution in a country in Africa, Asia, Latin America or South-Eastern Europe

February and March 2022: RENEW seminars for participants from Germany: Participants review the project phase(s), exchange their views about future engagement opportunities and find ways to establish networks.

Imprint

Contact: asapreneurs@engagement-global.de

ENGAGEMENT GLOBAL gGmbH
Service für Entwicklungsinitiativen
Tulpenfeld 7
53113 Bonn
Phone +49 228 20 717-0
Fax +49 228 20 717-150
info@engagement-global.de
www.engagement-global.de

Responsible for the content:
ENGAGEMENT GLOBAL gGmbH
ASA-Programm
Andreas Gies
Lützowufer 6-9
10785 Berlin
Phone +49 30 25 482-0
Fax +49 30 25 48 2-359
asa@engagement-global.de
<http://asa.engagement-global.de>

Date of publication: May 2020

On behalf of the



Federal Ministry
for Economic Cooperation
and Development