



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 2020 ASApreneurs programme until 15 September.

What is the ASA Programme?

The ASA Programme is a learning and capacity-building programme dedicated to development education. It is addressed to 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 an offer of Engagement Global 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.

How the programme is run

ASApreneurs is part of the ASA Programme within the field of activity of sustainable business. It is directed towards companies and business-oriented organisations that are guided by social responsibility and 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 economies at the local and international level.

Participants deal with global interdependencies, power structures and racism, but also with methods of project and conflict management during seminars lasting several days. They approach global interdependencies from different (technical) perspectives and as a whole in the spirit of Global Learning. After that participants reflect on their learning experiences and develop ways to integrate them in their everyday life and/or in your company or organisation as well as in future situations for their engagement.

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?

- 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.
- With our events and our website, you will receive publicity platforms for your sustainability projects engagement, if desired.
- You will receive the opportunity to further develop and strengthen your international cooperation activities and 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

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.

Contribution of the ASA Programme

- If requested, we advise you on how to elaborate and develop your project proposal.
- We advertise the programme to applicants in Germany, manage the application procedure and select engaged participants for your project through a tried-and-tested selection process.
- We support the learning and preparation process of participants through ASA seminars lasting several days, where the participants receive the close support of tutors. The seminars deal with topics such as team building, project management or intercultural communication, raise awareness for privileges and racism, and encourage participants to reflect on global interdependencies and their own learning processes.
- 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, accident and third-party liability insurance and cover part of the flight costs.

“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 commit to paying the participants an adequate remuneration. Additionally you are responsible for checking whether you are bound by the Minimum Wage Law.²

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

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.

ASA Programme calendar

15 September 2019: Deadline for submission of your project proposal

27 September 2019: Project selection by the ASA Programme

20 November 2019 to 10 January 2020: Publication of selected projects on the ASA website; interested and eligible young professionals and students can apply

January and February 2020: Selection of participants: You will be given the opportunity to read through applications in Berlin and participate in the selection of the applications for your project. If you are not able to attend we will send you two to five applications that fit your project for pre-selection. On this basis you can find suitable applicants for your project(s).

April to June 2020: Participants attend two seminars in Germany; first contact between participants and partner institutions

April to July 2020: Three-month project phase in Germany

Between July 2020 and January 2021: Three-month project phase at the partner institution in a country in Africa, Asia, Latin America or South-Eastern Europe

February and March 2021: Participants review the project phase(s), exchange their views about future engagement opportunities and find ways to establish networks.

More information at www.asa-programm.de

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