

**impact
week**

2018 REPORT





We foster innovation, entrepreneurship, intercultural and intercompany exchange through design thinking.

The Impact Week is a non-profit program that unites people from various countries around the world. It promotes innovation and entrepreneurship on a global scale, tackling nowadays most urging challenges in society and economy as basis for sustainable growth. With the help of the creative design thinking method, local students are empowered to develop their own business ideas and solutions for the problems of their local community. In a one-week workshop they are guided by local mentors who are trained as coaches in a train-the-trainer workshop using the design thinking process. Anyone who wants to contribute to the multicultural, interdisciplinary exchange of knowledge can participate: from employees of multinationals to NGO employees, to university teachers. The events are organised by a network of volunteers from Germany and their partner countries.

The actual Impact Weeks are made up of two sessions. The first part is a train-the-trainer workshop, the second part is the so-called Impact Week. During the train-the-trainer session local teachers, NGO employees as well as employees of the sponsors, are trained in how to apply design thinking. By educating these multipliers, we aim to ensure a long-term effect long term effect and the autonomy of our partners..

In the Impact Week, the newly trained coaches (junior coaches) apply their acquired skills by coaching the participants through the design thinking process. Each junior coach oversees a team - consisting of students and young entrepreneurs - aiming to develop promising business models to tackle local challenges. Throughout the whole program the junior coaches are supported by a team of design thinking experts (senior coaches).

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FOREWORD FROM FOUNDER MICHAEL HUEBL



A growing global movement

In 2015 a small group of entrepreneurs and design thinking experts started an experiment: What if we develop a program that enables young people all over the world to tackle the most complex challenges in their community with new approaches to innovation and entrepreneurship? Four years later, we can proudly look back, knowing that this was the start of a global movement which not only transformed the lives of hundreds of students and teachers worldwide, but also resulted in many lasting friendships across countries and cultures. While we solely focused on Kenya in 2015 and 2016, we started to scale the Impact Week in 2017. The two years in Kenya helped us to learn and optimize our organisation in a way that made it possible to extend to three more countries: Rwanda, Nigeria and Colombia. However the biggest achievement of 2017 was not growth. As Impact Week is not about numbers but about sustainability, our greatest achievement was that our local partners, whom we had trained the years before, completely independently organised the Impact Week in

Kenya. We were able to transfer enough knowledge to the local community so that they were able to grow by themselves in 2017. What followed was a 2018 full of superlatives. Our Kenyan community organised three more events in Nairobi, Kibera (one of the poorest areas in Kenya) and, even more impressively, they crossed borders and organised one together with their friends in Uganda. In the meantime, Rwanda, Nigeria and Colombia organised their second Impact Weeks and we were able to start the movement in India with two locations in Delhi and Guwahati.

Overall, 14 Impact Weeks have taken place thus far, more than 1,200 students attended and over 200 local teachers were trained in the design thinking approach. All of this has only been possible because an amazing community of 210 people travelled all over the world to organise lasting experiences and share their knowledge about innovation and entrepreneurship.

And 2019? We will do what we are best at: learn from past experiences and continuously improve. The challenges we face in the different countries inspire us to move on. More countries lie ahead of us, and with them, more friendships and even more adventures. Do you want to join one? We are more than happy to welcome you to our community!

Michael Huebl
Entrepreneur

FOREWORD FROM OUR CORPORATE PARTNERS



Putting human needs (back) in the centre

Since the launch of the Impact Week in 2015, innovators and design thinking experts from all over the world have been engaged in the Impact Week. Big corporates have since taken particular interest in the program. SAP, Lufthansa, Porsche, Accenture, PwC, Commerzbank, Nestlé, Siemens and others have contributed to the design and facilitation of the program or sent employees to participate. In 2017 the Lufthansa Group introduced the Impact Week as an integral part of their further education program for leaders and employees. This year corporates like Nestlé followed. And for good reasons. The Impact Week offers an exceptional setting to prepare companies and their workforce for the digital transformation. Participants learn and immediately apply competencies critical to their companies' success: customer centricity, execution focus, complexity management, innovation and entrepreneurship. What's more, by enabling local partners to solve problems relevant to their communities, such as health or ecological challenges, participants make a significant and sustainable contribution to the

people of the hosting country. As such, the Impact Week offers a unique combination of qualification in a real environment and of engaging leaders and employees in corporate responsibility projects that directly add to the Sustainable Development Goals of the United Nations. Doing this in a combined effort across companies not only fosters exchange and mutual learning but also sends a strong signal for joint action: Let's strengthen cohesion across our planet by connecting people around the globe and by putting the human and actual human needs (back) into the centre of our attention.

Jens Unger
Lufthansa Group
Exclusive name sponsor

Joern Bruecker
Nestlé

Michael Koegel
SAP

HOW THE IMPACT WEEK CAME TO LIFE



It all started by discovering a wicked problem.

Coincidentally, Michael Huebl made the initial contact to Prof. Rodney Reed, Deputy Vice Chancellor Academic Affairs, of the African Nazare University in Nairobi, Kenya, during a private trip in 2015. After learning about Michael's start-up and entrepreneurial experiences, he explained that on the one hand, due to the national economic situation, many Kenyans are forced to start their own companies to secure their income, but they have little knowledge about the required strategic steps or helpful tools to do so. Consequently, many of the resulting businesses do not manage to survive on the market in the long term – a current issue in several undiversified and emerging economies.

As an entrepreneur and founder himself, Michael had the idea to pass on his knowledge to the

teachers and students of the Africa Nazare University and promised Prof. Rodney Reed to come back with an appropriate training concept as soon as possible. This was the beginning of the Impact Week.

An idea became a spontaneous experiment – the first Impact Week in Kenya.

Back in Germany, Michael activated his network and quickly found some enthusiastic fellows from the design thinking scene who embraced his idea. Only a few weeks later, our founding team arrived with 20 experts. Together with local students and teachers, they conducted the first Impact Week ever, to develop promising business ideas that tackle Kenya's economic problems. All participants were enthusiastic and started planning an Impact Week

„From the Impact Week , I first got hope that some of the most complex challenges that the world is facing now can still be tackled once we are willing to look at them from a new perspective, a more inclusive and user centric way.“

- Patrick Ndikumana, university student and local junior coach

for 2016 right away.

We learned how to adjust our prototype and the train-the-trainer module was born.

However, first questions concerning the long-term impact arose: Is the concept sustainable and how can we really empower multipliers to forward and apply what they have learned to avoid any dependency on us?

Even though the Impact Weeks have been a great success so far, it would not be an innovative project if we did not learn and develop ourselves in order to make the concept more sustainable and scalable. Learning from the very first event, the following Impact Week in Kenya (2016) included a two-day train-the-trainer session. The session not only enables participants to facilitate innovation workshops, but also equips universities with tools like design

thinking to continuously educate their students and eventually host Impact Weeks themselves - without the need for assistance of business professionals from abroad.

The enthusiasm among the participants was great and the first fruits were not long in coming. The teachers quickly began to incorporate the new methods and the design thinking working culture into their curriculum, and created a completely new learning experience for their students.

A GROWING MOVEMENT

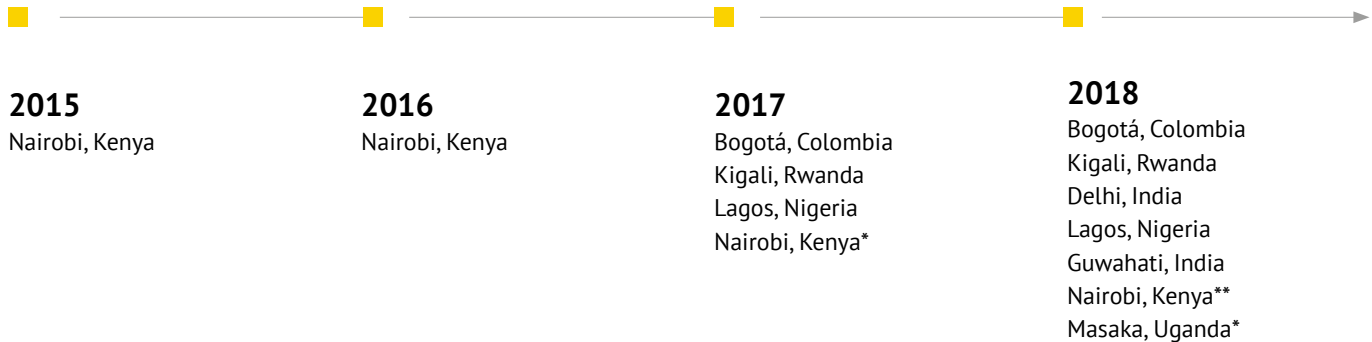
The concept grew mature and international.

In 2017, the Impact Week gathered momentum. With the first program in Colombia at Utadeo University we gained a foothold in South America. In Rwanda we started an inspiring partnership with the SOS Children's Village Technical High School in Kigali, and finally a Lufthansa team was able to conduct the first Impact Week in Lagos, Nigeria. We were especially enthusiastic about the initiative of our Kenyan friends. Not only did they support the Impact Week in Rwanda as coaches, they also set up several independent Impact Weeks in Kenya and Uganda with their community - we couldn't have dreamed of a better impact and sustainability of the program!

Our steady growth was also evident in the administration of Impact Week. We started work on a new website, our brand identity took shape and we implemented a new visual appearance.

Each and every Impact Week has been a great success. The goal to facilitate meaningful and sustainable cooperation with students, educational institutions and business professionals within an international context has proven to be a great aspiration with amazing results. Pitches presented at the end of the Impact Week were filled with ideas that were entirely developed by local participants. This is crucial to sustainable ideation, because, as a participant from the University of Nairobi summarized, „nobody can design solutions for Africa except us“;

This year we venture out once more and hope to have a similarly meaningful impact. For 2019 there are many new locations in the pipeline. You can learn more about these in chapter „Outlook“.



* organised independently, **organised independently, twice in 2018 – once at Africa Nazarene University and once in Kibera



In 2018 we were able to add Dehli and Guwahati to the existing list of Bogota, Kigali and Lagos – a great achievement! Learn more about last year's projects in the course of this brochure.

ACHIEVEMENTS 2018

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Impact Weeks

A large, stylized number 3 composed of overlapping geometric shapes in shades of yellow, pink, and purple, with a dotted pattern at the top.

**Independent
Impact Weeks**

A large, stylized number 41 composed of overlapping geometric shapes in shades of yellow, green, and blue.

Senior Coaches

A large, stylized number 691 composed of overlapping geometric shapes in shades of green, blue, pink, and purple.

Participants

A large, stylized number 223 composed of overlapping geometric shapes in shades of purple, pink, and yellow.

Trained Junior Coaches

A large, stylized number 98 composed of overlapping geometric shapes in shades of light blue and dark blue with a dotted pattern.

**Developed Ideas &
Business Cases**

AWARD FOR “EXCELLENT PLACE”

For a more cohesive society

In June 2018, Impact Week was honoured to win the title “Excellent Place” in the “Germany, Land of Ideas” competition organised by the German Federal Government, the Federation of German Industries and Deutsche Bank.

The project workshop for ideas in developing countries of the Impact Week was one of the 100 innovative winners of the competition. For the annual motto „Connecting Worlds – Strengthening Cohesion“ our project demonstrates how experimentation, curiosity and courage to rethink developing aid can foster pioneering innovations in developing and emerging countries.

Germany
Land of Ideas
Landmark 2018



ABOUT US

Our program approach

We consider ourselves as mentors, not as experts. That's why we love bringing together people with all sorts of backgrounds who believe in finding innovative ways to solve the world's problems. That being said, no Impact Week is possible without the help of motivated volunteers who are willing to donate their time and field expertise in exchange for an intensive intercultural exchange.

Besides each Impact Week being an original experience in itself, we developed a holistic program approach to ensure sustainable success. This approach

is organised into three phases: First of all, one of our lead organising and coach teams prepares the program. Once in the respective country we kick off the program with our local partners and coach participants with a multiple day train-the-trainer workshop to educate all coaches. This session is followed by the four day main program Impact Week. On the last day of the Impact Week, the participants pitch their business ideas and the winning teams receive guidance from local mentors and incubation programs.. Eventually, each country should be able to organise future Impact Weeks independently.

Our phases to ensure success and sustainability

<i>phase</i>	<i>Lead</i>	<i>in detail</i>
Set up and prepare	Lead Organising Team & Coaches	<ul style="list-style-type: none"> • Find local partner (university/NGO and incubator) • Build coaches team • Scoping workshop (on-site) • Fundraising
Conduct Impact Week	Lead Organising Team, Coaches & Local Organizing Team	<ul style="list-style-type: none"> • Train the Trainer program • Impact Week
Ensure sustainability	Organising Team & Coaches	<ul style="list-style-type: none"> • Incubation • Mentorship • Impact Week organised by local team • Ongoing coaching until Impact Weeks can be independently organized by local teams.

Our program tracks

As diverse as the people and cultures that form the Impact Week are, as distinct are the challenges of each local community. In Colombia, people with an entrepreneurial mindset are still confronted with social inequality and criminal activities, Rwanda is facing a growing economy, but struggling with an unsuitable infrastructure to support this growth. To allow for a better perception and handling of the various regional problems, we identified overarching topic areas and organised them into tracks.



Agriculture

The agricultural sector is a leading job source in many countries, yet it's facing a number of massive global challenges, including required production growth and climate change.



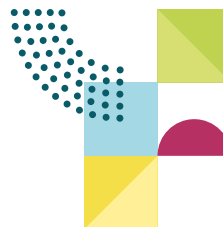
Digitalization

The impact of the digital revolution on economies and people's lives is huge. However, developing countries often lack the essentials and a national digital strategy to keep up with the progress.



Economy

Economic stability and development are key factors to improve the welfare of a population. However, especially developing countries often lack resources or suitable infrastructures.



Education

Education is a human right and a key factor to reduce poverty, yet many children all over the world still don't have access to classrooms, trained teachers or a stable education system.



Environment

Developing countries often face a poor environmental quality, e. g. in terms of pollution, waste disposal or hygienic water supply, which are highly interlinked with underdevelopment issues.



Government

Many developing countries are facing weak governments, suffering from a lack of financial resources and entrepreneurial zeitgeist, not to even mention corruption or despotism.



Health

Diseases caused by environmental burdens and epidemics like HIV are still widespread, especially in Sub-Saharan Africa, yet people there have no access to health coverage or even medical care.



Security

Security and legal order are essential conditions for sustainable development and self-reliance, first and foremost, to protect people's lives, but also to set the ground for economic development.



Sociological needs

Many populations are suffering from social underdevelopment, with poverty, illiteracy or diseases still being widespread – a great risk factor for economic progress and political stability.

OUR CORE TEAM

The Impact Week and its community are growing rapidly. Therefore, it was necessary to organise our core team into six strategic units. These units are: Core Operations, Business Model & Value Proposition, Communication & Branding, Content & Quality of Products, Organisation of Impact Weeks, and Community Management. These units are essential to provide a structure for all teams involved in maintaining the high quality of our program and managing required processes in our back office. Each unit lead is supported by a strong team of volunteers, working on the constant improvement of the Impact Week operations.



Core Operations
led by Jens Unger

Team members: Melanie Schuler, Hartmut Klose, Michael Huebl, Maren Huebl, Michael Koegel, Tilo Hillmer



Business Model & Value Proposition
led by Christine Wenzel

Team members: Melanie Schuler, Joern Bruecker, Norbert Truffel



Communication & Branding
led by Tina Sternberg & Stina Kozok

Team members: Sina Petersen, Christine Wenzel, Isa Theim, Christin Betge



Content & Quality of Products led by Joern Bruecker

Team members: Christine Wenzel,
Alex Grots, Norbert Truffel, Danny
Tobisch, Michael Koegel



Organisation of Impact Weeks led by Michael Koegel

Team members: Jens Unger, Hartmut
Klose, Sina Petersen



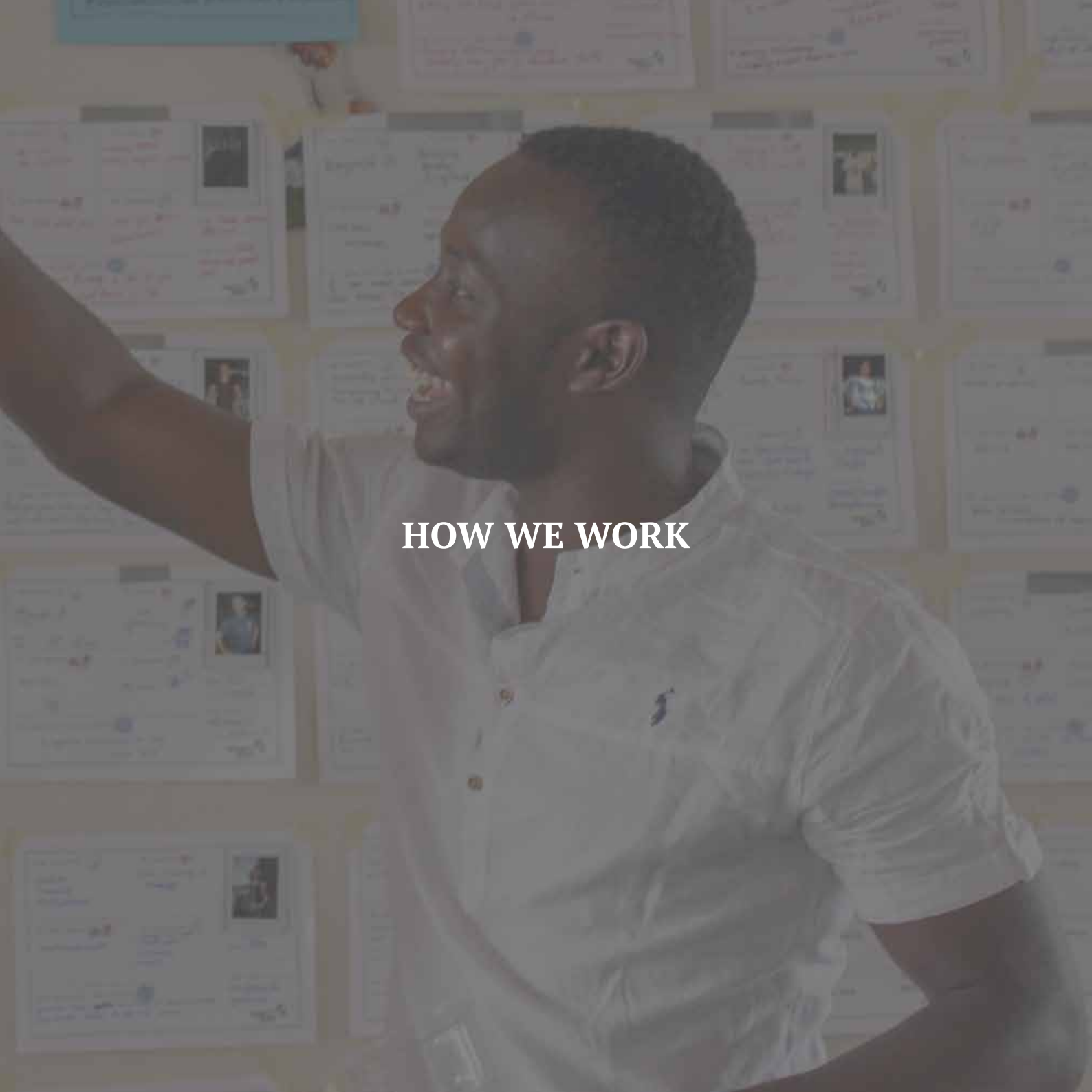
Community Management led by Melanie Schuler

Team members: You can become
a team member for Community
Management! Get in touch with
us if it's something you would
like to contribute to.



ENCOURAGE
WILD
IDEAS





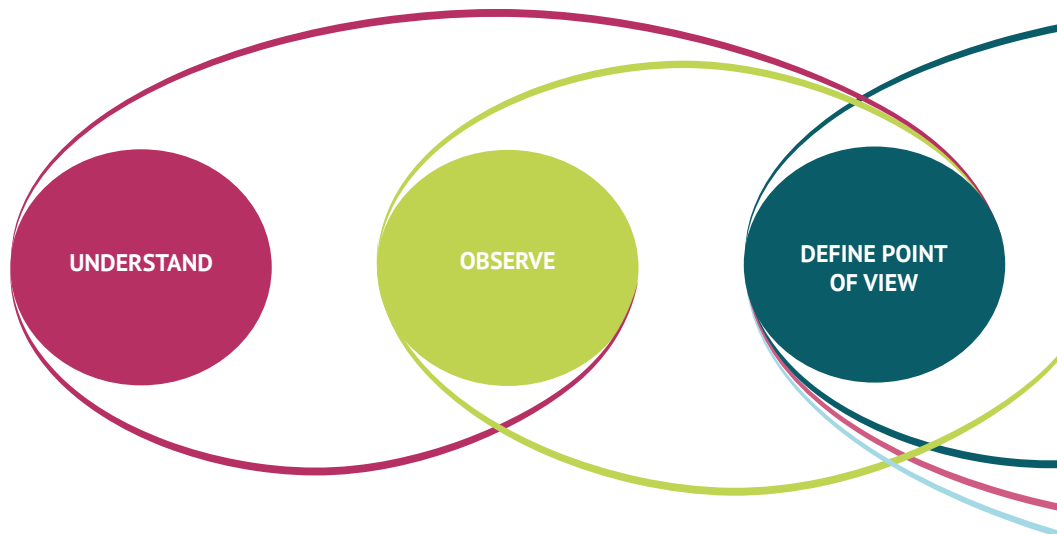
HOW WE WORK

THE DESIGN THINKING PROCESS

Design thinking is a human-centred problem-solving approach, popularized by design studio IDEO in the 1990s. In the past 25 years, it has expanded all over the world. From small start-ups to the biggest players in the market, to NGOs and government institutions. Successful teams have adopted the methodology and applied it to their most daunting challenges.

Phase 2 - Observe - is all about research and understanding the target audience. The objective is to talk to real or potential customers or users in order to gain empathy, discover their needs, wants and desires and to explore their behaviours and context. This is done by talking to them, conducting interviews or through observation.

Key in the first part of the process - the discovery part - is to understand the challenge first without jumping into solutions. Phase 1 of the process - Understand - is about collecting and validating existing information, getting a common understanding and different perspectives on what you want to solve, and building assumptions that can later be tested and discussed with real customers or people who will be affected by the later solution.



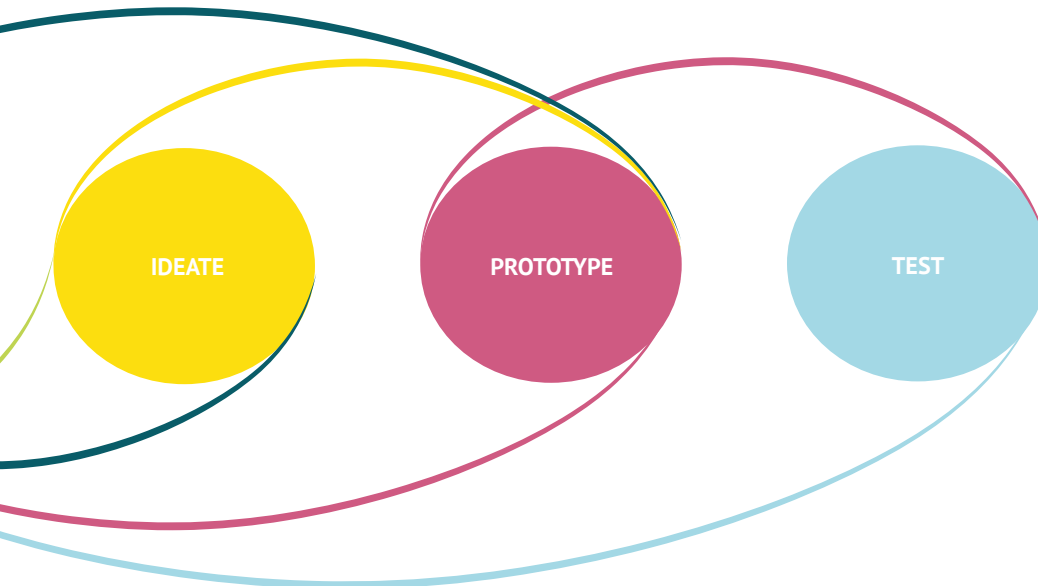
Phase 3 - Synthesis or Point of View - is about analysing, structuring and prioritising all gathered information to connect the dots and to make sense of the research findings. The objective is to extract key insights and to turn them into actionable opportunities. This is done by deriving personas and defining the point of view that represents the main need of a persona, hence your target group.

Apart from being a structured approach to problem solving, design thinking is above all a mindset and an attitude. It's about how you approach problems and challenges and how you define solutions. The overall objective is to generate innovative concepts based on a deep understanding of what people need and want. The customer or target group is always at the centre of the different process phases.

The methodology consists of six basic phases: Understand, Observe, Point of View, Ideate, Prototype, and Test. Constant and fast iterations with multi-disciplinary teams is a must. There is a large set of tools available that can be applied in each phase. By putting the user and customer at the heart of the process and by involving them throughout the different phases, uncertainty can be reduced, and chances of success substantially increase.

The second part of the process - the design part - focuses on creating a solution that really adds value to the user.

Phase 4 - Ideation - is all about creativity and coming up with unexpected solutions that address the customers' real needs and wants.



In Phase 6 - Test - the objective is to test your prototypes with users and customers to receive feedback and learn in order to understand if the solution properly addresses their needs. It's about validating assumptions and the desirability of the solution before investing more budget in the development.

Phase 5 - Prototype - is about making the ideas and solutions tangible and experienceable. From storytelling, role plays, paper mock-ups to building the idea with Lego - everything that allows you to interact with your target group is allowed.

BENEFITS AND APPLICATION

In times of unprecedented and fast change, companies must continuously innovate in order to stay competitive.

Many companies may struggle to innovate due to complexity or because they lack a clear, systematic and inclusive approach to innovation. Here is where design thinking may present an approach that can be applied in any context where there is a human-

related challenge. From marketing campaigns to the development of new or enhancement of existing products or services, or even the optimisation of internal processes.

Design thinking is practical, intuitive, dynamic, interactive, flexible, and overall human-centered. It combines everything an innovation process should include.





“The Impact Week for me is always a big learning opportunity, a challenging adventure and a lot of fun.”

- Jochen Gürtler, SAP



Be exposed and explore with diverse multicultural and organizational groups the innovation methodology experience.

Learn deeply about design thinking and innovation coaching outside your comfort zone.

Practice the innovation mindset to foster user-centric concepts.

Practice all key messages on what, why, when and how to apply the right innovation techniques.

Solve problems with a structured and creative approach.

Coach teams to reach alignment and increase engagement.

Get back to your business with the skills and the motivation to help your team members align, engage, and drive them to success.

Team-up with a multicultural set of coaches during the train-the-trainer session and together facilitate the Impact Week to develop new business ideas.

WANT TO GET INVOLVED?



Senior Coaches

Our senior coaches are innovation experts and experienced design thinking coaches from a variety of organisations. During the program each of them takes the lead for one of the identified tracks. During the train-the-trainer session, they are responsible for up to six participants who are trained as design thinking junior coaches. Throughout the Impact Week, the senior coaches collaborate closely with each other and prepare for each workshop phase by the lead coach. Experienced design thinking coaches from any business context are highly welcome to get in touch with the Impact Week and join as a senior coach.

Lead Organiser

Each Impact Week is initiated and organised by an individual lead organising team. One of the roles in this team is the lead organiser who is in charge of all negotiations – with sponsors, local partners, participants, potential local incubators, etc. – in order to ensure that the project runs smoothly. All our lead organisers participated in at least one of the past Impact Weeks and can therefore transfer and apply their individual learnings and knowledge.

Lead Coach

As part of the lead organising team, the lead coach is in charge of the training and workshop agenda and its related content. Prior to the on-site Impact Week, the lead coach organises the recruitment of the senior coaches to ensure a high level of professionalism amongst them. Lead coaches identify country-specific problems or fields of potential, the so-called tracks. Those topics are tackled within the Impact Week workshops to come up with matching business solutions. Moreover the senior coaches receive a detailed briefing from the lead coach before the Impact Week kicks off in order to make sure that each senior coach follows the main workshop structure. Just like the lead organisers, all lead coaches have attended at least one impact week prior to qualifying as lead coach.

Junior Coaches

The participating junior coaches mainly join from three different areas:

First, we place a great focus on local multipliers to ensure a sustainable knowledge transfer. Teachers, professors and local NGO employees can pass on their design thinking skills to students, co-workers and their community, and even conduct their own Impact Weeks.

We also provide scholarships for highly engaged individuals, e.g. students, to strengthen diversity. Lastly, corporates and sponsors pay a fee to send their employees to participate as junior coaches. This way, the Impact Week ensures not only an intercultural but also an intercompany exchange. Interested individuals can always get in touch with us to sign up as a junior coach: for this role no specific professional background is required.

Sponsors

The financing of Impact Week is achieved with the support of our sponsors. Organisations can either send their employees to join an Impact Week or purchase specific sponsoring packages. These packages vary and can include different content: from communication material to a certain number of participant spots. Please request our sponsor-package leaflet for more information.

If your company is interested in a more individual cooperation - specific to Corporate Social Responsibility project goals - we are happy to hear from you.

Local Partner

Our lead organising teams closely cooperate with a local partners, for example NGOs and universities. The more our local partners are involved throughout the organisation of an Impact Week, the stronger the long-term impact of the project. Having highly engaged local partners also helps in making the content as relevant as possible, by taking local insights into consideration.

With the help of an incubator, participants might receive follow-up guidance and support to keep on working on their business ideas. If you are an active member of an NGO, a university employee or something similar, and you are interested in conducting an Impact Week with your community, please get in touch.





A woman wearing a patterned hijab and a dark blue lanyard is focused on writing with a white marker on a whiteboard. The background is a colorful, abstract pattern. The text "IMPACT WEEKS 2018" is overlaid in the center of the image.

IMPACT WEEKS 2018

impact week

KIBERA 2018

Independent

Organised by and for locals

Date

16 – 20 April 2018

Participants

22 junior coaches trained

32 participating students

First time for Kibera

the second largest urban
slum in Africa

Kibera is Africa's second largest urban slum located in Nairobi County and close to Nairobi City, Kenya's capital. Different sources estimate the slum's population to be over one million. Most residents within the slum live significantly below the poverty margin and a large percentage of them are unemployed. There are extreme cases of poor drainage due to poor waste disposal and lack of space. This leads to diseases as a result of unhygienic conditions.





“The Impact Week aims at transforming the mindset of Kibera’s residents, giving them an opportunity to think through their problems.”

Impact Week grows independently

Impact Week Kibera was the second independently organised Impact Week. This was due to the success of Africa Nazarene University’s first independently organised event in 2017. The success of Impact Week can be attributed to team spirit where junior coaches trained at Africa Nazarene University graduated to become senior coaches steering the Impact Week Kibera.

The Impact Week Kibera 2018, hosted by C.A.R.O. Library with the support of Lufthansa and Africa Nazarene University, attracted young Kibera residents ranging from high school and university students to business persons, and young professionals.

– Caleb Aringa

Director C.A.R.O. Library, Kibera



Ambitious youngsters

A number of youngsters in Kibera enjoyed the process and aim to apply it in problem solving.



impact week

NAIROBI 2018



Independent

Organised by and for locals

Date

12 – 19 July 2018

Participants

10 junior coaches trained
40 participating students

Mixed Team

A mix of high school students, university students and young professionals.

The Impact Week was born at the Africa Nazarene University in 2015. The University also hosted the second Impact Week in 2016 during which the train-the-trainer model was launched. A large number of staff and faculty members were trained as design thinking coaches. This Impact Week set the ball rolling into a series of independently organised Impact Weeks: for two years in a row, the team of junior coaches trained at Africa Nazarene University in 2016 has successfully organised and executed independent Impact Week events.

The Impact Week 2018 attracted University students from both the Africa Nazarene University and other universities, business people, and young professionals.





“Achieving the future you desire is hard work. Successful communities understand that the things they dream about will only come through great effort, determination and teamwork. How do we begin to dream together to envision the future that we want?”

– Dr. Stanley Bhebhe
Vice Chancellor, Africa Nazarene University

Impact Week spirit

The Impact Week has turned out to generate a snowball effect since its birth at the Africa Nazarene University.

Ambitious youngsters

It was the first time that the junior coaches turned into senior coaches and managed to train 10 new junior coaches.



impact week

MASAKA 2018

Independent

Organised by and for locals

Date

20 – 22 August 2018

Participants

32 participating students and professors

First time in Uganda

organised by Kenyan coaches

Masaka is a large town in the central region of Uganda. It is located to the west of Lake Victoria. The town was largely destroyed during the Uganda – Tanzania war in 1979 and later in the 1981 – 1986 civil war that led to the overthrow of Milton Obote from power. It is estimated to have a population of 103,829 according to the 2014 census report.

The 2018 the Impact Week Masaka hosted by the Uganda Martyrs University, Masaka Campus, with the support of Luft-hansa and four Kenyan design thinking coaches. It attracted young residents from Masaka and mainly university students and professors.





The quality and neatness of prototypes in Uganda surprised us all! The teams put a lot of focus on prototyping and we believe the largest prototype ever was featured in Masaka.

The Impact Week Masaka was the fourth independently organised Impact Week. The success of the Impact Week Masaka can be attributed to the team spirit of our four Kenyan junior coaches and one junior coach trained in Nigeria. They organised this event individually because they believe in its power to create positive changes in their society.



“Four Kenyans and one Austrian have travelled to come and freely impart design thinking knowledge onto our students and professors. We need the full package of Impact Week again come next year”

– Fr. Joseph Ssembatya

Ag. Director, Uganda Martyrs University, Masaka Campus





impact week

BOGOTA 2018



Date

19 – 28 September 2018

Participants

42 junior coaches trained
75 participating students

Countries

Participants from Colombia,
Germany, USA, Mexico, Brazil
and Australia

Tracks

Regional Development
Healthcare
Fair Trade
Education
Mobility

Colombia is a land of vast contrasts: rising Andean summits, unspoiled Caribbean coast, unexplored Amazonian jungles, archaeological ruins and colonial villages. A society mixed with pre-Columbian wisdom, African vigour, and European backgrounds. After 50 years of war, one of the world's most biodiverse countries is now undergoing a period of transformation. The peace treaty was signed on 16 August 2016 making the country open for innovative ideas in the fields of reconstruction and peace building.

Bogota and Medellin are stories of wonder. Passing from the most dangerous cities in the world to social innovation miracles. A land where crazy ideas have become a norm in the pursuit of a more sustainable change for its citizens. However, the social scars left after decades of conflict still remain challenging to a positive change in the psyche of people. In order to achieve a sustainable future, a methodology in narration of peace and innovation needs to be introduced. This makes the change not only sustainable but also attractive to younger generations.



“I firmly believe in the power of design to improve people’s lives, build a more open and democratic society, and responsibly create value for society.”

- Andres Tellez

Design Researcher & Educator

The Impact Week in Bogota has taken place for two consecutive years in 2017 and 2018. The initiative was hosted in cooperation with the Jorge Tadeo Lozano University and the Military University Nueva Granada. The great mission to foster an innovation spirit and peace building in Colombia was supported by Lufthansa Group, help Alliance, SAP, Design@Business, TadeoLab, and the Colombian Engineering School Julio Garavito.

Coaching newbie

„The biggest personal challenge was to listen and wait and facilitate the work of the team without giving suggestions all the time. Design and creativity is outside my daily activities as a scientist“, says Junior Coach Alejandra Jaramillo.





impact week

KIGALI 2018

Date

26 September – 06 October
2018

Participants

38 junior coaches trained
140 participating students

Mixed Team

Mix of high school students,
university students and
young professionals

Tracks

Agriculture
Healthcare
Tourism & Hospitality
Transport & Logistics
Education
Fashion & Clothing
e-Commerce
Smart Cities
Digital Services

Rwanda has developed into one of the most progressive countries in Africa, with a growing economy and a capital that aims to become the smartest city of Africa. Due to innovative homegrown developments, one million Rwandans overcame poverty between 2006 and 2011. On the one hand, the capital Kigali has a solid infrastructure to build on, but on the other hand, the city and the rural surrounding area is facing some delicate challenges.





We could really see a change in the mindset of our students - especially the way how they approach problems.”

– **Kiba Muvunyi**

Director SOS Children’s Village Technical High School

The Impact Week returned to Rwanda in 2018 hosted by the Technical High School of SOS Children’s Villages. Welcoming high school students, university students and young professionals who were empowered to bring the design thinking mindset to the local community. The great mission to foster innovation spirit was supported by Nestlé, the Luft-hansa Group, SOS Childrens Villages Rwanda, GIZ, Design@Business and Stützpunkt Büro.

Ambitious youngsters

As a 17 year old high school student, coaching her classmates as a junior coach, Teta Ora Phinote faced some challenges that only made her grow stronger. Her summary: “I personally gained a lot during the Impact Week, especially seeing a problem or challenge as an opportunity for you, your skills and knowledge to solve it. Secondly I learnt never to jump to solutions before understanding the problem you are trying to solve.”



African spirit

Not only locals from Rwanda were trained as design thinking coaches. Senior coaches from former Impact Weeks in Kenya, as well as other participants from neighbouring countries contributed to a great spirit.

Joining from Burundi as a junior coach, Patrick Ndikumana, said he was very inspired by all the possibilities and applications that design thinking opened to him. “It is an approach that is not limited to any specific sector, age group or education background and it is our assignment to always push hard to see where else we can apply it to.”



impact week

DELHI 2018

Date

04 – 11 October 2018

Participants

32 junior coaches trained
130 participating students

Cooperations

With three universities
from Delhi

Tracks

Health
Fintech
Big Data, AI, IoT
E-Commerce
Transport
Culture
Agriculture
Education

The Indian society has faced several challenges over the past decades, including education and skills, urbanization, health and sanitation, gender equality and women's rights, water scarcity, and livelihood security. Governments followed the idea of sustainable and equitable economic growth and development, but the reality is that high levels of both economic and social discrepancies continue to exist.

The Impact Week in Delhi in 2018 was the first to take place in India. It was hosted by University of Delhi, Delhi Pharmaceutical Sciences and Research University and AUD Centre for Incubation, Innovation & Entrepreneurship.



A man with a great vision

Firdaus Malik, a student and former participant of the Sunshine project says “I like the approach of helping people and the society to solve social problems. I learned not only what teamwork is about and how it works, but also how to identify and address problems”.

Many people in India do not have access to adequate education. Firdaus’ dream is to help people, especially women, who have no opportunity to work, who have to clean toilets or sewers, or are forced into prostitution: “These women have no chance, but we can help them”.

The basic idea developed was the self-determination of women in rural areas who have no job opportunities. Firdaus wants to offer them a place where they could come for free to participate in courses such as in disinfection methods and self-defence. But then they would stay, because they would receive the opportunity to work in the facility. Most of these women are uneducated, but they can cook. One of the businesses in the facility is a small catering company that offers home-cooked, hygienic food for students.



The women are to receive the turnover as wages and they can save part of it in our „Women’s Piggy Bank“, the bank within the institution. This is important for the women, because many men take the money away from their wives when they bring it home. This would give them the opportunity to save for the future and give them some independence. In addition, they can take out a microloan if needed to start their own business.

“I am very grateful to the unique ideas created within the Impact Week and look forward to participating in similar seminars and workshops in the

“My dream is to help people, especially women, who have no opportunity to work.”

– **Firdaus Malik**, Student

future.” Firdaus states. “With methods like design thinking, I have found that I am very good at finding ideas. Maybe I will found a non-governmental organisation whose focus is really on helping these women, not on profit orientation, as is the case with many NGOs today. India is a huge country and I just want to make a difference in every corner of the country”.





impact week

LAGOS 2018



Date

15 – 22 November 2018

Participants

48 junior coaches trained
150 participating students

Hosted

by the University of Lagos



Tracks



- Technopreneurship
- Tourism
- Health & Environment
- Education
- Transportation
- Commercial Finance
- Urban Agriculture
- Energy

For the second time, the Impact Week took place at UNILAG, the University of Lagos. Building a culture of innovation and entrepreneurship for sustainable economic growth is a huge topic in Nigeria. Being the most populous country in Africa, with estimated 190 million inhabitants, it is also one of the fastest growing nations in the world and one of the youngest with an average age of only 18 years. Although Nigeria has one of the highest economic growth rates in Africa, half of the population is still living below the poverty line. By investing in entrepreneurship, Nigeria is promoting self-employment as means of reducing unemployment and contribution to the economic growth.

Organised by Lufthansa and the recently founded UNILAG Entrepreneurship and Skill Development Centre (ESDC) - which is supporting students with entrepreneurial ambitions - this year's Impact Week focused on exactly the goal of self-employment. As a result a total of 24 different products and services were developed by the students addressing issues in various industries.



Supporter since day one

Fine tuning the design thinking skills

Ade, part of the senior leadership team of the University of Lagos, was nominated to be part of the Impact Week. He has been working at the university as a professor of medicine for over 26 years beside his part-time job as policeman on weekends. His aim is to learn all about design thinking, train other people and work with his students. He believes that innovation is an excellent way for economic growth and would like to use it to develop new, innovative products. He already participated in the first Impact Week in Lagos in 2017. This time, his goal was to fine tune his skills and thereby came one step closer to his goal!

Debola teaches finance and entrepreneurship at the University of Lagos. She participated because she has seen the result of last year's Impact Week in Nigeria. Most of her colleagues have changed their mindset and behavior afterwards. They are approaching problems in a different way today. She doesn't want to do things „the old way“ and really likes the approach of observing first and then coming to a conclusion.

„*The Impact Week is a rich opportunity for learning, serving and giving back to the community.*”

– **Tolulope Aminu**
Marketing Expert, Lufthansa Nigeria



impact week

NORTHEAST INDIA

Date

10 – 20 December 2018

Participants

37 junior coaches trained
75 participating students

Beyond borders

Eventhough this Impact Week took place in Guwahati, students from all over northeast india took part

Tracks

Rural Economy
Tourism
Healthcare
Education
Economy
Environment

With the Impact Week Northeast India (NEI), we took the Impact Week for the second time in one year to this large country. Hosted in Guwahati, the former capital and biggest city of the state Assam, we specifically chose a location that is a little “off track”. The northeast of India is still not as relevant to tourism and big corporations as the central part of the country. However, it is without a doubt the most diverse and culturally rich area with different ethnicities, religions and languages.





To become part of such an innovative, motivated and intercultural community is truly rewarding.”

In cooperation with the Indian Institute of Entrepreneurship (IIE) and six universities, we organised an Impact Week not only for students of Guwahati, but opened the registration for the entire northeast region. Supported by the two main sponsors Luft-hansa & SAP, participants of the Impact Week NEI came from a variety of companies and agencies from three different countries.

Land of Assam Tea

Junior coach Abiti from Guwahati works in the tea industry. Connecting small farmers with big companies in the west and helping them with trade negotiations drove her to the Impact Week. Her vision: building more independent fair trade tea startups that no longer rely on intermediaries.

Abiti's student group won the first place for their idea and she continues to support her team whenever they need her help.

– Abhilash Janardana

Junior Coach, Lufthansa Technik Bangalore



Planting and gardening

Before the students pitched their ideas in front of the jury, the organising team went into the IIE's garden and planted a pomegranate tree symbolizing the growth potential of this project. Later, during the award ceremony, jury member Hartmut Klose told the students: „We are only here to plant the seeds - the gardening however is done by the students“.



AWARD-WINNING IDEAS

A pitch session and an award ceremony complete our Impact Week. The teams present their ideas and business models to a jury consisting of local and global entrepreneurs, members of local incubators, innovation experts and partner representatives. We have many promising ideas and those rewarded by the jury are not always those that are followed up on after the Impact Week. Turning the idea into reality depends on the engagement and determination of each team. The next pages highlight the most outstanding ideas presented during the Impact Weeks 2018 that were rewarded by the respective juries. However we would like to emphasize that all teams and their participants are winners of the Impact Week.



KIGALI | Discover | Tourism

Tourism is becoming more and more important for the Rwandan economy. Today's visitors encounter difficulties when attempting to gather the right and correct information. Therefore, the team developed the idea of an integrated online platform with all tourist information bundled in one place. Jan Uwacu Ligtenberg summarized: "What we are learning is to start with the problem. So we are focused on the client and the user and we are trying to find out what they need, what they want and base our product or service on their needs".

LAGOS | Enerlit | Energy

Photophobia, an abnormal intolerance to visual perception of light, is a big issue in Nigeria, since many people are suffering from this disease. Team Energy quickly decided to hop on this topic and try to find out, where this intolerance affects the life of the people in Nigeria. While it is a problem in many situations, it causes two serious issues when it comes to road traffic in the dark. First, drivers with photophobia get irritated by the lights of oncoming traffic, which results in many accidents. Second, some people are too scared to even try driving at night, so they can't drive or work using cars when it is dark outside. Therefore, the main question was, how they can ensure that cardrivers are no longer so strongly affected by photophobia at night and how to make this solution so easy and cheap, that nobody needs to do without it. The solution Team Enerlit developed was an easy-to-install small screen on the front windshield, which minimises high light from passing cars. This screen is planned to be cheap and easy available in pharmacies and car repair shops and will hopefully reduce the number of future accidents.





NORTHEAST INDIA | Patchuli | Rural Economy

One of the fundamental issues for agriculture in Northeast India is the last mile problem, revolving around the connection between towns and the farmers. Without the necessary infrastructure like paved roads and secured cool transportation, farmers are unable to bring their products into bigger cities as they spoil on the journey. Patchuli is a cooling system built out of natural materials like bamboo, clay and leaves, which keeps the goods cool inside without the need of electricity. With these boxes, farmers can keep their harvest or dairy products fresh, and longer routes of transportation are no longer an issue.



DELHI | IOY - Innovation, Opportunity, You | Health

Public hospitals in India are free of charge and always overcrowded. A lack of education and illiteracy is the partial cause of long queues and waiting times for the patients at the registration and doctors.

A team of students had the idea to install kiosk systems offering a program that registers patients by providing visual diagrams of a body to point out the location of their medical issue and select the patients' symptoms. Along with the registration, the kiosk prints a paper slip providing the patients with visual instructions about where to find the right doctor. Diagnoses and medications will also be documented on it by the doctor.

Additionally, anonymous data is collected and passed on to the Ministry of Health in order to keep a better eye on the state of health in the country.

Patients and doctors were excited about the idea and stated a high potential for a great product.





BOGOTA | Angel Doctor | Healthcare

The pressure of increased demand and cost reduction on the traditional healthcare system in Colombia has resulted in less service and non-personalized medicine. Especially chronic-illness patients must track their own illnesses and explain this and their symptoms to different doctors each time. The «Angel Doctor» platform brings trust back to patients by allowing them to select a doctor according to his or her preferences, making use of trained algorithms. Furthermore, it allows for the tracking of patient information, providing healthcare companies with more transparency. The platform is planned to be self-sustainable by selling data and collaborating with pharmaceutical and insurance companies.

NAIROBI | Healthcare

The team came up with an idea for an emergency rescue app with an SOS button. The app can be used by anyone, including vehicle owners, drivers and passengers, to request for rescue in case they have an accident on the road.



*„I learned many lessons about team work:
the importance of respect, of hearing
everyone’s ideas, and pursuing the same goal.“*

- Adriana Botero Vélez, UTADCO





A photograph of a group of people in a meeting or workshop. In the foreground, the back of a person's head with curly hair is visible, looking towards the group. The group consists of several people, including a woman with long dark hair in an orange top, a woman with blonde hair in a grey top, and a man in a white t-shirt with a graphic. They are all looking towards the right side of the frame. The background shows a window with light-colored curtains and a whiteboard. The text "OUR COMMUNITY & ACKNOWLEDGEMENT" is overlaid in white, bold, serif font across the center of the image.

OUR COMMUNITY & ACKNOWLEDGEMENT

GUEST SPEAKERS

Every Impact Week gives the stage to local guest speakers that share insights into their projects, explain why learning from mistakes is important and where the vision of a single person can lead. We want to thank all of our inspiring speakers for their encouragements and for being part of the Impact Weeks in 2018!



“If it was easy, everybody would be doing it. So if you’re looking for a painless life, spare yourself the entrepreneurial experience.”

- **Nisha Bora, El Rhino**
www.elrhinopaper.org



“Never leave an idea to gather dust on the shelves.”

- **Amos Gichamba**
Lecturer, Africa Nazarene University



“Innovations is the future for any given organisation. It is important for nature any new idea by getting it incubated in a hub”

- **Luke Okelo**

Lecturer, Technical University of Kenya

“It is important to help our young innovators, our students by showing that we are actually interested in what they do and there is a possibility for the most interesting ideas to have a future. If it is possible that some of these ideas will end up as a prototype and - why not - a product.

- **Desire Nzengou, NIRDA**

www.nirda.gov.rw/home/



ACKNOWLEDGEMENTS

None of the Impact Weeks would have been possible without the extensive (financial) support from our sponsors and partners. Organisations from all over the world have supported our mission and paved our road since day one. No matter how big or small the contribution, to us it means the world and we want to take the opportunity to say THANK YOU – for the trust, the loyalty and engagement in our program.

Strategic partner:

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Universidad Militar Nueva Granada
University of Lagos



THE PEOPLE THAT MAKE IT HAPPEN

The following people organised, travelled, gave their time and knowhow to make our Impact Weeks happen:

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OUTLOOK

Looking back on the year 2018, we are very proud of our community that has achieved so many things: organising and conducting eight Impact Weeks with over 690 participants, and training 223 people to become design thinking coaches. Moreover, we introduced our new corporate identity with a new logo and new pattern, individually colour-coded for each country in which we conduct an Impact Week. We are growing each year, and today we count over 200 volunteers who support our mission in different roles. With their commitment, we are starting into a new year full of Impact Weeks as well as business and structural goals.



What will happen in 2019

We will introduce our new website, which we also plan to use as knowledge-sharing platform for our community. Our core team has been nominated, and with them, the backoffice tasks are bundled and taken care of.

We will further work on our business model to address even more interested parties in our mission and optimize our training product to our target groups' needs. The marketing and communications team is going to work intensively on our website concept and will keep our social media channels running. Moreover, we will be strengthening our community exchange and knowledge building, as well as our partner and sponsor relations. Last, but not least, we have our operations team supporting all Impact Weeks and their lead organising teams.

Impact Weeks in 2019

- Kibera, Kenya* (April 2019)
- Nairobi, Kenya* (June 2019)
- Kigali, Rwanda* (tbd)
- Masaka, Uganda* (July 2019)
- Cartagena, Colombia* (July 2019)
- Delhi, India (September 2019)
- Amman, Jordan (October 2019)
- Kathmandu, Nepal (November 2019)
- Accra, Ghana (November 2019)
- Lagos, Nigeria* (tbd)

* organised independently



“The Impact Week was a ground breaking innovation program at our university that changed the orientation of teachers and students towards leveraging Design Thinking, to build better careers for themselves - in their various disciplines and areas of specialization.”

- Sunday Adebisi, University of Lagos



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