

# Activity report for the year 2019

## SABAA.education - Foundation Education for Sub-Sahara Africa gGmbH

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→ *Machine translated by DeepL*

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## Short overview

The initiatives, contacts and projects from 2018 could be used, continued and consolidated in 2019. The first donations were received and the first grants were won. Information talks were held, visits to conferences and meetings, trips to African countries beyond the Sahara were continued; support activities were initiated and implemented (in Uganda and Tanzania). The first external funding was obtained; in order to take advantage of this, two minority shareholders had to be taken on. The founder Prof. Dr. Ulrich Wunsch was invited as an expert to various events. Through these activities, it has been possible to further sharpen SABAA's profile and thus clarify the nature of the products and services that SABAA can and will offer. However, the work of the foundation from May 2019 onwards could only be carried out with reduced strength until December, as tasks and unavoidable necessities in the personal area demanded the strength and energy of the founder. Full deployment is possible again for 2020.

On the own website ([www.sabaa.education](http://www.sabaa.education)) the more general information is still shown; on the own Facebook page of SABAA.education (<https://www.facebook.com/pg/sabaa.education/posts/>) photographs and short reports on the trips, meetings and activities are published. The information there complements and supports this report.

### A brief overview:

The main focus of SABAA's work remains: Educational change (skills for the 21st Century, future skills, blended learning / creative industries (entrepreneurship, art, music, start-ups) / social business. Individual project approaches and contents overlap.

The following activities, plans and implementations, which are described in the same way, can be roughly assigned to the focal points. They were partly initiated in 2018:

- Revision of a university curriculum, University of Dar es Salaam (<https://www.udsm.ac.tz/>), in the field of music production: SESDH (Skills, Employment, Sustainable Development in the Humanities). Start of the four-year project with a conference in Dar es Salaam and a working week in Berlin. Funding by the DAAD (German Academic Exchange Service) / BMBF (Federal Ministry of Education and Research)
- Support for StartHub Africa (<https://starthubafrika.org/>), especially an online training course on (social) entrepreneurship, Uganda. Funding of the project by the Schmitz Foundation following an application for funding submitted by SABAA
- Financial support of the music programme of the "HOPE Center Uganda" (<https://www.hopecenteruganda.org/>) in the field of electronic music education for girls, boys, young women and men in Uganda with a view to expanding cooperation
- Further development of a blended learning training course for music production and audio design (added partners: WOMEX, Piranha). Continuation of the implementation from 2018 and partial integration into the SESDH project (see above), as well as into the "StartHub Africa" project in Uganda

- Financial support for Misita Ravolson, Change2R, a young social entrepreneur from Madagascar, in setting up a social entrepreneurship centre
- Financial support for the foundation of The Herd by Mbali Mthethwa, South Africa, in the field of modern jewellery design based on traditional sources
- Participation in the "Autumn School for Sustainable Entrepreneurship" of Engagement Global, Service for Development Initiatives, in Accra, Ghana, as Senior Expert at the invitation of Engagement Global
- Participation in a conference of the Robert Bosch Foundation "Africa Workshop" on the future of foundations in Africa and in relation to Africa
- Development of a social business NZURi in the jewellery design sector, foundation of a UG with Mrs. Anabel Ternés. This project was postponed to 2019, but even though contacts were made with Hugo Boss and designers, for example, it has so far proved difficult and time-consuming to find suitable designers and to establish a strong network in the fashion sector
- Development of a format "creative pilots" in the field of creative economy, including training units (partners, also potentially: U-Institut, Kompetenzzentrum Kultur- und Kreativwirtschaft Deutschland, Goethe-Institut, equeo, Federal Foreign Office, BMZ) This project was continued in various rounds of talks. In 2020 it will become clear whether and which resilient results will be achieved.
- Creation of a platform for CSR, for the mediation of partnerships between SMEs in Germany and SMEs, start-ups, freelancers in African countries: Mabuz. This project was further developed together with the partner, communications expert and management consultant Dr. Guido Wolf.

In 2019, SABAA was active in the following countries in Sub-Saharan Africa, either as a sponsor or as a project partner:

- Uganda
- Tanzania
- Madagascar
- Ghana
- South Africa.

In addition, there were working, exploratory and information trips:

- Ghana
- Senegal
- Tanzania
- South Africa.

## **Detailed overview**

In detail, these were the following activities (in chronological order over the year):

### **Invitations, seminars (as an expert in philanthropy, social business, creative industries, higher education)**

- On 28th and 29th January participation in a conference of the Robert Bosch Foundation "Africa Workshop" on the future of the foundation system in Africa and in relation to Africa, supported by the BMZ (Federal Ministry for Economic Cooperation and Development). Stakeholders from Germany and African countries met to think about and discuss perspectives for cooperation but also for a changed work of the foundation. Contacts were made which led to the invitation to Engagement Global via the Ghanaian Philanthropy Forum and to perspective projects in Malawi in cooperation with an American foundation (Segal Family Foundation).
- From 1 to 5 November, participation in the "Autumn School for Sustainable Entrepreneurship - E-Waste and the Circular Economy" of Engagement Global, Service for Development Initiatives, in Accra, Ghana, as Senior Expert at the invitation of Engagement Global. Lecture together with Dr. Ben Ocra on "Perspectives of Philanthropy - Know your Donors". Accompanying and advising the participants\* with their projects and pitches. SABAA acted as official partner of the event.
- Invitation by the president of "Brot für die Welt" in December 2019 to a workshop at the end of January 2020, which will be held on the topic of "The future of development cooperation and forms / partners of cooperation" to help prepare the future strategy. Invitation as expert in the field of development cooperation.

### **Travel to African countries (information, projects)**

- From 26 February to 3 March information trip to the "Design Indaba" in Cape Town, South Africa. Participation in the conference and festival specifically geared towards the creative industries in African countries. Special event: Search for African designers\* for the project NZURi, information about the local creative economy Meeting with the Goethe-Institut South Africa on site; contact and cooperation preparation with FiercePop (promotion of African art) to prepare the exhibition project "HERE NOW" in Germany; meeting with a jewellery designer; attempt to establish contact with design departments of universities; meeting with the management of Fundza Literacy Trust, a South African foundation.
- From 15 to 18 April participation in the cross-sectoral delegation trip to Senegal, organised by the Afrika-Verein der Deutschen Wirtschaft. Meeting with Johannes Selle, Member of the German Parliament, a State Secretary from the BMZ - Focus on Creative Industries. Discussions with the Goethe-Institut Dakar on the same topic and the local music and art scene.
- From 11 to 16 August first trip to Dar es Salaam, Tanzania, within the framework of the four-year university cooperation project SESDH (Skills, Employability, Sustainable

Development for the Humanities), funded by the DAAD/Federal Ministry of Education and Research (BMBF). SABAA is project partner and Prof. Dr. Ulrich Wünsch is a member of the core team for project management. During 2029, preparation and implementation of the project following the approval of funding at the beginning of 2019, and organisation of a first conference together with stakeholders from the creative industries at the University of Dar es Salaam.

### **Events (information, contact, project preparation and implementation)**

- Participation in a first DAAD preparatory seminar on SESDH and other projects of international development cooperation in May 2019 in Bonn
- Participation in the German African Business Day, Berlin, organized by Afrika-Verein and BMZ
- Prayer Breakfast of the "Initiative Responsibility before God and the People" (Foundation for Basic Values and International Understanding), focus on Africa
- Annual conference of the Conference of Cultural and Creative Industries in Berlin, hosted by the Federal Ministry of Economics and Energy (BMWi)
- Annual reception of the German Association of Small and Medium-sized Enterprises, focus on Africa
- Participation in the Startup-Night of the Creatives, Berlin
- African Development Forum, organized by Cultural Diplomacy, Berlin by invitation, lecture on SABAA
- Participation in Ambassadors Day Africa 2019: networking with African and German partners and initiatives.
- Participation in the Berlin Stifterwoche 2019: networking with various educational foundations
- Participation in the Foundation Day Berlin 2019, Network Foundations and Education
- AfroLynk Conference
- Participation in the symposium 2019 "German African Forum on Vocational Training & Education 2019", iMove, Giz / BMZ, topic vocational training, Africa
- Participation Global Social Business Summit 2019, Berlin, Yunus Foundation, Grameen Creative Lab
- Teilnahme 6<sup>th</sup> German African Business Day 2019
- Participation book presentation Prof. Günter Faltn "Kopf schlägt Kapital" (Founder of the Social Business "Teekampagne")
- Participation in the re:publica 2019, networking re:publica Africa
- Participation in the Kenako Africa Festival, Berlin
- Meeting East-African Community, Gallery Ship Berlin
- Visit Fashion Africa Now, exhibition, meeting

- Participation and organisation of the visit of the project participants SESDH from Dar es Salaam to Berlin in November.

## **Memberships**

- Federal Association of German Foundations / Network Foundations and Education: Consulting Management, legal protection, good foundation practice (voluntary commitment), networking, cooperation, information
- Member media:net berlinbrandenburg e.V. (Verbund der Medien- und Digitalwirtschaft): Networking in Berlin, federal level, in the media and new media sector,
- Founding member of Your Art Beat e.V.: Cooperation in the field of African art (support of artists, mediation of another image of Africa), exhibitions, creative industries
- Advisory Board for FREEARTUS (artist and refugees united for freedom) gGmbH / Lawrence UGmbH: Networking Berlin's donor community, politics
- German Association of Small and Medium-Sized Enterprises (BVMW): Networking Africa Initiative of the association with regard to the Mabuz project

## **Meetings, initiations (meetings, project discussions, information talks)**

- Tobias Ernst, Managing Director of the NGO, Open Higher Education for Refugees, an online educational institution and enterprise for joint projects, further development of online teaching
- Various meetings with Christoph Backes, Head of the U Institute and Centre of Competence for Cultural and Creative Industries of the Federal Government on the project "Creative Pilots - the Creative Industries in Sub-Saharan Africa"; networking with (government) institutions in Berlin
- Michael Bleks, management consultant with focus on Africa and creative industries, to NZURi (contacts to fashion designers), Mabuz; networking and support in various areas
- Helene Pröhl, founder and head of "Manager without borders". Joint advancement of projects; comparison of experience in the field of institutions and development cooperation
- Cosmas Kombat from Cameroon, resident in Germany, scientist and consultant, cooperation in submissions from the creative industries, funding at European level - first applications submitted in 2019
- Prof. Dr. Matthias Welker, founder of Your Art Beat e.V.; cooperation for the exhibition project of young African art "HERE NOW
- Frank Klaffs and Christoph Borowsky, director of Piranha Arts (Events and Records, WOMEX Festival), cooperation in the field of music production online

- Sascha Gottschalk and Tariq Khan, founders and partners of Filmmakers Germany and Life All Stars. Topics: Mutual support in the field of social media and attention generation, networking with partners, prospective joint projects in Tanzania and Uganda
- Michael Brohm, project manager at circ and in the Grameen Creative Lab, Prof. Muhammad Yunus; Cooperation Social Entrepreneurship, NZURi
- Dr. Guido Wolf, communications expert and consultant, partner in the Mabuz project
- Max Dahlhaus and Steffen Günther: DJs, sound designers and composers. Continuation of the project "Blended Learning Training in the field of music production and audio design"; collaboration in the creation of training units and webinars.
- Dr. Michael Kröselberg, pro bono Berlin; exchange on Mabuz and Social Business
- Babalwa Tom: artist from South Africa, curator, cooperation HERE NOW exhibition project
- Mbali Mthethwa, The Herd: Designer for NZURi
- Matthias Möbius, founder and partner of StartHub Africa and cooperation partner SABAA; talks on continuing the cooperation
- Prof. Dr. Anabel Ternés, founder of a foundation in the field of education (GetYourWings); foundation of a joint social business in the jewellery sector (NZURi), development of the company
- Klaus Hekking: networking with politics and business, fundraising
- Thomas Flum, Managing Director equeo, companies in the field of learning platforms, online didactics: networking, implementation of joint projects (StartHub Africa, Mabuz)
- Frank Alva Bücheler: Founder and owner of "Lawrence" (refugee initiative and restaurant in Berlin-Mitte): Networking politics, economy, organisations, joint projects
- Prof. Dr. Michael Hartmann (SRH University Berlin), Sigrid Peuker: Cooperation Entrepreneurship Education on Mauritius
- Imme Dattenberg-Doyle: Founder African Gallery, cooperation exhibition project HERE NOW, curator
- Celia Rokotondrainy: artist, art consultant, founder Handigascar, cooperation exhibition project HERE NOW, curator
- Angelika Fahren-Reimpell: Founder Bongo-Hub, Tanzania, cooperation exhibition project HERE NOW
- Erich Derschwenden, Imran Rehnan: Consulting SABAA, financing and organisation
- Sabine Süß, networking with network foundations and education
- Dr. Matthias Afting, Member of the Board of Management of Cognos AG, Africa Initiative
- Ashwin Ruhee, Embassy staff member at the Mauritius embassy, consulting Mauritius in the field of creative industries
- Christian Karnau, Corporate Social Responsibility Hugo Boss, NZURi Kooperation
- Henning Rügenapp (Head of Programming and Editorial Amazon Music DE, German Music Council, musician, producer): Support music projects.

## **External funding(s)**

- Successful application in cooperation with and on behalf of StartHub Africa to the Schmitz Foundation to support the establishment and activities of StartHub Africa, Uganda. Granting of a support of 10.000€ for StartHub Africa until 2020 (payment of last tranche). Contacts with the Schmitz Foundation and the North-South Bridges Foundation; successful application is the prerequisite for further and numerically higher funding.

## **Organizational matters: Admission of further shareholders**

- The inclusion of two minority shareholders (Stefan Mollner, Aachen, and Günter Oster, Berlin, each with 1,000 shares - 23,000 shares remain with Ulrich Wunsch) in SABAA gmbH is due to the fact that a company, a project, which is dependent on a single person, cannot be funded (note in the application procedure by the Schmitz Foundations). Since this arrangement can also be decisive for further promotion efforts, the founder of SABAA decided to involve those two persons who are known to and connected with him and who are at the same time competent in the fields of management and finance.

## **Applications**

- Culture at Work Africa, an initiative of the EU, launched a Call for Projects in April, which aimed at the implementation of projects in the fields of social integration, art, education in urban areas in certain African countries. SABAA cooperated with two project sponsors from Cameroon.
- Both applications were rejected: one was shortlisted and then dropped out; the other was submitted too late by the African partner. With the first partner, a further push will be made in 2020.

## **Communication**

The following efforts have been made and implemented:

- Operation and design of the own website [sabaa.education](http://sabaa.education), regular updates, publication of the balance sheet and disclosure of the shareholders as well as activities according to the principles of good foundations

- Display of current activities via SABAA's Facebook account - regular publication of current activities and references to interesting and relevant information from and for sub-Saharan Africa
- Presentations and appearances at relevant meetings and conferences.

### **Balance sheet 2018, non-profit / income and expenditure 2019**

The 2018 balance sheet was prepared by a tax consultant (Dipl. Ing., Dipl. Kffr. Wibke Goldbecker) and audited by the Tax Office for Corporations 1 in Berlin. In September 2018, the decision was issued, confirming that SABAA.education is a non-profit organisation and certifying the tax benefit.

Expenditure in the 2019 reporting period (€13,442.46) was made in accordance with the Foundation's purpose and statutes for (for details, see the 2019 balance sheet and statement of accounts):

- Activities in the area of Sub-Saharan Africa / Education were:
  - Support of external persons and projects within the scope of the foundation's idea / donations for corresponding purposes
  - Website, Facebook, communication in general
  - Office expenses
  - Travel to sub-Saharan Africa, climate-neutral compensation
  - Meetings and conference fees
  - Advice
  - Procurement of information (books etc.)
  - Design of the online curriculum music production by external experts.

On the income side, a donation was booked for the first time (500€); in addition, a grant application was approved, so that 10,000€ in funding was obtained, which was then passed on 100% to StartHub Africa, the beneficiaries of the grant. This made it possible to reflect one of the Foundation's purposes, namely support through networking and external funding.

Two of the trips in 2019 (Ghana, Tanzania) were by invitation; the trips were largely paid for by the inviting person.

The SESDH project, financed by DAAD funds and the participants' own resources, yielded a sum as a fee for Prof. Dr. Ulrich Wunsch (5,206.60€), which was achieved for the preparation and implementation of the project. The real costs (working time, journeys) are not covered by this; the total coverage of these costs and the provision of working time, but also the amount for the carbon neutral compensation of the flights (1.203€), are SABAA's contribution to the project.

Of the €10,000 that the Schmitz Foundation will use to support StartHub Africa, €8,000 was called up in 2019 and transferred directly to the account of StartHub Africa, Uganda.

Furthermore, SABAA is financed from the private funds of the founder. Donations and other income are used 100% for the foundation's purpose. The disclosure of cash flows, business conduct and the designation of all shareholders follow the binding rules of good foundation practice.

The flights of SABAA are compensated climate neutrally via atmosfair.

### **Shareholders' meeting, advisory board**

- On May 21, 2019, the shareholders' meeting of SABAA.education took place in Berlin at SABAA's headquarters. The new shareholders were welcomed and the year to date was discussed. The agreement on a possible remuneration for the office of the managing director, which was initially and until the foreseeable future performed voluntarily and without remuneration, was presented and adopted. If a reliable profit is made, the remuneration is based on standard market conditions. The new shareholders made recommendations for initiatives and organisational improvements.
- The annual meeting with the Advisory Board (Kerstin Wunsch and Erich Derschwanden) took place on 5 January 2019. The year 2018 and the further planning for 2019 as well as the financial development were discussed. The concentration on a few projects in the core business area was demonstrated.

## **Outlook**

In 2019, the possible offers and products / services of SABAA were further clarified, optimised and sharpened in discussions, consultations, in comparison with other offers and further information. This will continue to happen in the future. The current status follows that of 2018 and is as follows:

- ◆ SABAA is committed to thinking ahead and continuing education in the 21st century (blended learning, access for girls and women, future skills, ...)
- ◆ SABAA is committed to social business; SABAA may set up its own social businesses, also in cooperation with other actors as own shareholders beyond SABAA gGmbH (this is not a primary goal of the gGmbH, but can contribute to securing the business assets of the gGmbH)
- ◆ SABAA selectively supports young actors in Sub-Saharan Africa who are involved in entrepreneurship, startup, social business

- ◆ SABAA focuses on the area of the Creative Economy / Creative Industries / Cultural and Creative Industries as a business sector that is connectable for people and societies in Sub-Saharan Africa and that fits in locally and can become productive
- ◆ SABAA would like to convey a different image of Sub-Saharan Africa than the usual one; for this purpose, special artworks are used, exhibitions of young artists are initiated and curated, also beyond Germany with further partners
- ◆ SABAA focuses on music, music production
- ◆ SABAA develops with partners a blended learning training in the field of music production and festival organisation and in the field of creative industries
- ◆ SABAA is involved in the movement for recognition of informal education
- ◆ SABAA stands for the integration of girls and women in training and educational opportunities and is considering means of support
- ◆ SABAA makes applications with partners to finance the activities and develops payment offers in the field of consulting, social business - a focus is placed on the development of a CSR offer for companies (Mabuz).

Thus, the goals of SABAA.education for 2020 are

- Further expansion of strategic partnerships in the priority areas (touchstone: number but also quality of the corresponding activities in 2020)
- Further networking (touchstone: external inquiries and nominations in the network)
- Applications and contracts, as well as winning other, external financial support (touchstone: success of corresponding applications)
- Establishment of a first social business (touchstone: first partners and recognizable activities)
- Establishment of a first blended learning program (touchstone: first course formulations).

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Berlin, the 21.1.2020*

