

Activity report for the year 2020

SABAA.education -

Foundation Education for Sub-Sahara Africa gGmbH

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General overview: SABAA 2020

The initiatives, contacts and projects from the good two years since its foundation could be used, continued and consolidated in the third year of its existence. The first funding projects were successfully completed. Donations were received and grants and orders could be won or applied for.

However, the corona pandemic set some and clear limits to SABAA's activities in 2020. Travel to African countries had to be cancelled or could not be undertaken at all. All information and consulting activities had to be done online: Zoom conferences were the daily routine of working at a desk. Nevertheless, the profile of SABAA could be further sharpened and its popularity increased. The increased awareness or visibility is also evidenced by an increased number of initiative requests for support.

The time in the home office was used to network with other actors on the ground in African countries to submit applications. It is to be hoped, however, that 2021 will be a year of encounters in real, physical presence in Germany and in African countries. It is also to be hoped that some of the applications made in 2020 will be granted in 2021.

The activities of the founder Prof. Dr. Ulrich Wünsch outside SABAA resulted in several new contacts, potential partners and fields of work. He served as vice-rector of the Academy Fashion and Design (AMD) Hamburg and Berlin of the Fresenius University of Applied Sciences in 2020 - thus, with fashion, another area of the creative industry could be added to SABAA's portfolio. Working as a visiting professor and head of the Master's program in Cultural Journalism at the University of the Arts Berlin, he was able to further network in various areas of the creative industry and culture.

Since 2020, Prof. Dr. Wünsch has been active as an advisor to the foundation "Managers without Borders" (<https://stiftung-managerohnegrenzen.de/>) and was elected spokesman of the advisory board. In addition, he is also active as an advisor to freeartus / Lawrence Berlin (<https://freeartus.org/> - <https://lawrence.berlin/arabisches-restaurant/>). Both positions allow further networking.

On the own website (www.sabaa.education) the rather 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 - in 2020 there was rather sparse input here. The information there supplements and supports this report.

Activities, projects, tasks 2020

The focus of SABAA's work remains and will remain:

- Educational change (Skills for the 21st Century, informal skills)
- Creative Industries (entrepreneurship, art, music, start-up promotion, fashion)
- Social Business (modeling, initiation, promotion).

In addition:

- Mentoring and coaching during project application and during implementation,
- especially in the areas of project controlling, which SABAA does for partners,
- and project management.

The following was undertaken in 2020:

- 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). The second year of the four-year project was characterized by online activities. Funding by the DAAD (German Academic Exchange Service) / BMBF (Federal Ministry of Education and Research)
 - The funds from the budget for travel and conferences were reallocated and used for the jointly planned and executed implementation of online modules in the Music Production course
- Completion of a project to professionalize StartHub Africa (<https://starhubafrica.org/>), supported by the Schmitz Foundations following a grant application submitted by SABAA
 - Successful completion of the project after examination and controlling by the Schmitz Foundations; SABAA can now apply for further grants
- Further financial support of the music program 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
- Conducting a study "East Africa Digital Entrepreneurship Ecosystem in Higher Education" together with StartHub Africa on behalf of CENIT@EA, GIZ (Federal Ministry for Economic Cooperation), German Cooperation, Inter-University Council For East Africa, EAC
- Support and submission of an application for funding in the International Fund for Cultural Diversity (IFCD) program of UNESCO together with the Fashion Council Uganda (<https://fashioncounciluganda.com/>), Bobby Kolade
- Preparation of the submission of applications for funding in the Innovation Program for Business Models and Pioneer Solutions (IGP), Call Phase 3 (Education and Access to Information) of the Federal Ministry of Economics and Energy (BMWi) for February 2021 together with partners in Germany and African countries in the fields of creative industries, visual arts, platform for SMEs, business initiation, learning programs, festival management - amount of €49,000 each
- Cooperation with and support of the Learning Lions / Digital Lions / Startup Lions (<https://www.learninglions.org/>)

- Preparation of the submission of grant applications in the TURN2 program of the German Federal Cultural Foundation together with phase7 performing arts (<https://phase7.de/de>) and a Ugandan partner in the field of dance; amount 100.000€
- Renewed application for funding of €10,000 each to the Schmitz Foundations together with the Fashion Council Uganda (professionalization and development of a database of actors)
- Renewed application for funding of €10,000 each to the Schmitz Foundations together with the Nafasi Arts Council Tanzania (professionalization and implementation of online learning)
- Planning and preparation of a funding application in 2021 together with a German and Ethiopian partner (FA254 and Hub of Africa Fashion Week) in the field of fashion and sustainability: Hub of Africa Fashion House of Excellence.

Participation in various online conferences, online exchange:

- Africa Association of the German Economy
- Competence Center for Cultural and Creative Industries
- media:net berlinbrandenburg
- Federal Association of German Foundations
- The TIME
- Round Table Mauritius
- Future Forum Globalization
- Re:publica, campus
- Future Summit of the Segal Foundation
- Cultural Circle of the German Economy.

In 2020, SABAA was active in the following countries in sub-Saharan Africa in a promotional, advisory or project-related capacity:

- Uganda
- Tanzania
- Ethiopia
- Rwanda
- Ghana.

2020 the following partnerships could be initiated and concluded:

- ◆ FA254 (www.fa254.com): Waridi Schrobsdorf, Berlin / Nairobi.

FA254 is an international social business aiming to enhance the development of African and European fashion industries by being the unifier between both continents through style creativity and brand collaborations.

Founded in 2013 by Waridi - Wardah, FA254 believes in African designers and invests in their potential as enablers of change, or as we like to call them - Style Movers. We discover, connect, and channel Africa and Europe's Style Movers to bring about an exchange of expertise and knowledge.

With more than ten years in business, FA254 has successfully worked with brands, designers, institutions to ignite a spark of change.

◆ **Learning Lions ([www. https://www.learninglions.org/](https://www.learninglions.org/)) - IT Education for Remote Africa, München / Kenia**

Learning Lions is a non-profit organization enabling young adults in impoverished rural areas of Eastern Africa to work, and to live a life full of opportunity while remaining in their home area.

The students are equipped with IT and media skills and are then encouraged to become entrepreneurs. Through selling digital services online they become self-sustaining and can even employ new cohorts of trainees.

In 2015 we started off in Turkana county, North Kenya, where traditional sources of income are extremely limited due to infertile soil and poor infrastructure.

◆ **Fashion Council Uganda, Bobby Kolade (<https://fashioncounciluganda.com/>) - Kampala Uganda**

To strengthen and unite the fashion and garment sector in Uganda, FCU is rolling out initiatives that will support stakeholders at all levels of the value chain.

Our initial programs will benefit design students and young designers. As we and our community grow, we will support emerging design businesses with sourcing, production, presentation, sales and marketing - available through our consulting services or through our online open-source platforms.

The FCU online directory will be the first of its kind in the country, giving artisans, designers, textile production facilities and other stakeholders in the sector greater visibility and making them accessible to each other and to clients.

Through our partnership with the Commonwealth Fashion Council, we will forge relationships with the international fashion community and make Ugandan fashion and textiles part of the global conversation.

FCU is registered as a non-profit organisation with headquarters in Kampala.

◆ **Nafasi Art Space (<https://www.nafasiartspace.org/>) - Tanzania**

Nafasi Art Space is a vibrant art center and platform for artistic exchange in Dar es Salaam, Tanzania, where contemporary visual artists and performing artists come together to create, learn, inspire, exhibit and perform.

Nafasi Art Space hosts over 50 artists, 37 studios, and several exhibition spaces. We offer regular programs including training and workshops, art talks, and public events, such as film screenings, exhibitions, concerts, festivals, and public art fairs. On average, Nafasi attracts more than 1000 visitors every month.

Nafasi Art Space is home to some 37 studios, many converted from old shipping containers. Studios are used to paint, produce music, weave, weld, sculpt and more. We also have a childrens art studio, a range of exhibition spaces, large outdoor space, stage and an indoor hall.

- ◆ **Hub of Africa Fashion House of Excellence / Mahlet Teklemariam (Hub of Africa Fashion Week) (<https://www.hubfashionweekafrica.com/>) - Äthiopien**
Hub of Africa Fashion Week (HAFW) was created with the understanding that there is a need for an event that can highlight the growing talent of African designers and brands to the international market. The philosophy of the company is to be the event that can create a linkage amongst different sectors in the growing garment industry in Africa, while being a platform for designers and other segments of the industry to market their brands internationally. HAFW has from its conception in 2010 has always been about transferring that richness to the global view of the continent and its fashion, not as just the needy, but the creative and amazing richness it has in all aspects of its history. Over the years, HAFW has grown, but the most exciting and amazing thing for us to have witnessed is the growth of the industry, the designers, and the recognition of Africa as a true destination for sourcing manufacturing, textiles, leather, and labels and designers.

- ◆ **AMD Fresenius (<https://www.hs-fresenius.de/>)**
As part of its internationalization and growth strategy, the private university Fresenius in the association of cognos AG repeatedly submits applications to GIZ, BMWI - Focus Africa - in the area of consulting and online learning. There is interest in a cooperation with given content supplementation and support, also on the board level.

- ◆ **Africa House Berlin (<https://www.afrikahaus-berlin.de/>) Oumar Diallo**
Since its opening in 1993, the Africa House, directed by the Guinea Conakry-born sociologist Oumar Diallo, has developed into an institution that enjoys recognition beyond the borders of the capital as a place for transcultural encounters and political education. The Africa House regularly offers up to 80 guests space for discussions, film screenings, book presentations, theater performances, exhibitions and musical performances. The focus is on the history, politics, literature and philosophy of Africa and African-European relations.

- ◆ **Madiba Academy (<https://madiba-academy.com/>) - Bonn, various African countries**
Prof. Dr. Ulrich Wünsch became a member of the cooperative Madiba, which was founded and established in Germany. Its goal is to generate offers and solutions in the field of online teaching and online solutions for cooperation partners (mainly the GIZ). The cooperative is currently under construction.

- ◆ **Piranha arts (<https://www.piranha.de/>) - Berlin**
Piranha Arts designs and produces cultural events with a focus on music and international cultural exchange. For three decades we have been developing innovative festivals such as Heimat Klänge, The Nights of Ramadan and C3 - Club Contemporary Classical. We support our

partners with events of all sizes from the initial program consultation to the realization. Extensively involved in the activities of Piranha Arts, we maintain stable contacts with local and global players far beyond Berlin.

Additions: Organizational matters

The detailed report will not be published in 2020, as the main activities and information have already been presented in the 2020 overview.

Memberships

- Federal Association of German Foundations / Network Foundations and Education: Consulting Management, legal protection, good foundation practice (voluntary commitment), networking, cooperation, information
- media:net berlinbrandenburg e.V. (Association of the media and digital economy): Networking in Berlin, federal level, in the media, new media sector,
- Founding member Your Art Beat e.V.: Cooperation in the field of African art (support of artists*, mediation of another image of Africa), exhibitions, creative industries
- Cooperative member with Madiba
- Advisory Board for FREEARTUS (artist and refugees united for freedom) gGmbH / Lawrence UGmbH: Networking Berlin's donor environment, politics
- Foundation advisory board Manager without borders.

Change of tax advisor for the preparation of the balance sheet

- The previous tax consultant Wiebke Gladbecker from Berlin gives up her business. This information reached the management on request in August 2020. 2020 therefore the accounting of SABAA was placed in the hands of Stefan Hackel, Dr. Wesche & Partner Steuerberatungsgesellschaft mbH in Querfurt on the recommendation of a business friend.

Communication

The following efforts were undertaken and implemented:

- Operation and design of the own website 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.

Shareholders' Meeting, Advisory Board

- On November 27, 2020 the shareholders' meeting of SABAA.education took place online. The discharge of the managing director for the year 2019 was postponed, because due to the late change of the tax advisor no balance sheet was available yet. The salary of the managing director for 2021 was set at a sum of €2,000, which, however, will have to prove itself in the course of business.
- In 2020, the annual meeting of the Advisory Board (Kerstin Wunsch and Erich Derschwanden) could unfortunately not take place in attendance due to the pandemic. This will be made up for as soon as possible. An information and discussion online took place.

Miscellaneous

The non-profit status and tax exemption have been confirmed for 2020 by the Berlin Tax Office for Corporations.

SABAA.education was registered in the transparency database.

Finances

SABAA.education is still financed mainly from the private assets of the founder. The Schmitz Foundations co-financed one project in 2019 and 2020 and GIZ commissioned and honored another in 2020.

The audited and published balance sheet shows the finances.

Evaluation 2020

In the 2019 activity report, the following goals were formulated for 2020:

- *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).*

The first three goals were definitely achieved.

- 1) Strategic partnerships were established with the Fashion Council Uganda and with FA254 in the field of fashion; the relationship with StartHub Africa was strengthened by two successfully completed projects (Schmitz Foundations, GIZ Study); the audit by the Schmitz Foundations resulted in the inclusion of the project in the circle of supported institutions.

This means that the goal has been achieved, since the quality of the partnerships in particular means that joint, successful and meaningful projects can be expected in the future.

- 2) Compared to the previous year, networking opportunities arose mainly in online encounters due to the corona pandemic. The network of interesting and potentially mutually beneficial relationships was further expanded. The possible cooperation will show how a possible collaboration will succeed.

There was an increase in initiative inquiries from institutions and projects in sub-Saharan African countries. It can therefore be assumed that the level of awareness will increase.

- 3) GIZ's paid commission to produce a study together with StartHub Africa, but also the acceptance into the circle of supporters of the Schmitz Foundations and the preparation of an application in 2020 prove that the goal of gaining further support has been achieved by all means and within the framework of SABAA's growth strategy. Regarding the growth strategy: SABAA does not aim at exponential growth and the acquisition of larger funding amounts per se, but rather at the resilient cooperation in meaningful, resilient and reciprocal projects at eye level. The limited resources of SABAA cannot and should not be overstretched and there should be time to review and develop projects with regard to their potential and their goals.

- 4) It was not possible to develop an initial social business to the point where it could exist successfully and sustainably. With "kukutana.net", an application will be submitted to the BMWi in 2021, which aims to establish a social business
- 5) A blended learning program module was launched in the framework of the DAAD, SESDH, funding. In the field of music production, the two universities SRH Berlin and University Dar es Salaam together with SABAA are creating online modules for joint use in university teaching.

Outlook

2020, the possible offers and products / services of SABAA were further clarified, optimized and sharpened in discussions, consultations, in comparison with other offers and further information. This will continue to be done in the future. The current status follows that of 2017/2018 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 establish its own Social Businesses, also in cooperation with other actors as own shareholders beyond SABAA gGmbH (this is not a primary goal of gGmbH, but it can contribute to securing the business assets of 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 an economic sector that is connectable for people and societies in Sub-Saharan Africa and that fits and can become productive locally
- ◆ 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, art
- ◆ SABAA develops with partners a blended learning training in the field of music production and in the field of festival organization and creative industries
- ◆ SABAA is involved in the movement for the recognition of informal education
- ◆ SABAA stands for the integration of girls and women in training and educational opportunities and is considering ways to support
- ◆ SABAA submits applications with partners to finance the activities and develops payment offers in the area of consulting, social business - a focus is placed on the development of a CSR offer for companies (mabuz)
- ◆ SABAA provides support for applications and the establishment of companies and projects with mentoring, coaching, project management, project controlling, application formulation and research for subsidies.

Thus the goals of SABAA.education for 2021 are

- Further expansion of strategic partnerships in the priority areas (touchstone: number but also quality of the corresponding activities in 2021)
- 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)

Continuation of a resilient growth strategy: SABAA does not aim at exponential growth and the acquisition of larger funding amounts per se, but at resilient cooperation in meaningful, resilient and reciprocal projects on an equal footing. The limited resources of SABAA cannot and should not be overstretched and there should be time to review and develop projects with regard to their potential and their goals.

New applications (in process, submitted for 2021 and decision expected):

- UNESCO Call in Creative Industries - Call for Cultural Diversity together with the Uganda Fashion Hub and Fa254. Bobby Kolade. Funding amount 90.000\$; decision February 2021
- New application Schmitz Foundation for Fashion Hub Uganda: Professionalization, website construction, online courses; grant 13.000€
- Participation in the BMWi Call "IGP - Round 3". Three applications in different cooperation compositions. Amounts of 50,000€ each; submission until February 2021
- Preparation of the participation in the Call of the Federal Cultural Foundation: TURN2; submission summer 2021.

*Author: Managing Director Prof. Dr. Ulrich Wunsch
Berlin, January 4, 2021*

