



Sehr geehrte Studierende,

wir haben ein ASA-Programm Engagement-Global zum Thema „Nachhaltige Geschäftsmodelle in Namibia“ mit Anwendungsorientierung in Namibia anzubieten.

Im Kern werden zwei Studierende der University of Namibia und zwei Studierende der RWTH Aachen 6 Monate gemeinsam an bisher verfügbaren Ansätzen zu nachhaltigen Geschäftsmodellen in unterschiedlichen Industrien und Servicebereichen arbeiten (April bis Juni in Deutschland) und anschließend Umsetzungsmöglichkeiten in Namibia analysieren (September bis Dezember in Namibia).

Das Projekt ist eingebettet in eine Initiative der RWTH Aachen, fakultätsübergreifende Beziehungen zu ausgewählten afrikanischen Universitäten aufzubauen. Die Zusammenarbeit der vier Studierenden dient einerseits der inhaltlichen Kooperation und späteren Anbahnung von konkreten Projekten im Bereich nachhaltige Logistik, ist aber auch eine Keimzelle für wachsende Kooperationsprojekte zwischen den Universitäten.

Namibia ist ein sehr Deutschland-freundliches Land mit guten Strukturen und einer sehr guten Partnerinstitution.

Gefördert werden die Flugkosten sowie Lebenshaltungskosten für den Aufenthalt in Namibia (ca. € 725 monatlich). Zudem nehmen alle Teilnehmer an Kursen bezüglich globaler wirtschaftlicher Zusammenhänge, sozialer Kompetenz sowie Handlungskompetenz im interkulturellen Zusammenhang teil. Die Kurse bereiten hervorragend auf Aktivitäten im internationalen Kontext vor und sind in Bezug auf die Entwicklung eigener Fähigkeiten eine Bereicherung. Im Januar wird ASA entscheiden, ob das Projekt in Präsenz stattfinden kann oder online durchgeführt wird.

Im Anhang finden Sie eine Kurzbeschreibung des Projekts.

Ein Programmkatalog von ASA ist ab dem 1.12.21 verfügbar unter <https://asa.engagement-global.de/projekt-finden.html>. Hier finden Sie auch Informationen zu Ihrer Bewerbung. Bewerbungsfrist ist der 20. Januar 2022. Die Auswahl der Teilnehmer findet im Februar statt, eine Information bezüglich der Nominierung erfolgt Anfang März.

Wir würden uns sehr über Ihre Bewerbung freuen.

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Sustainable Business Models for Namibia



Content

- Sustainable Business Models in Namibia: Research and strategy development
- Content aim of the project is a comprehensive analysis how to improve business models in Namibia towards sustainable aspects concerning the longterm ecological and development effects for the country. Two students from both sides are involved to identify the country-specific factor conditions for sustainable business models, the limitations of current business models and concrete measures to improve these towards sustainability goals of the United Nations. The organizational goal is to strengthen collaboration between students from Namibia and Germany and step by step build a network of bilateral relationships.



Goals

- Develop cross-country linkages between students and institutions
- Increasing intercultural awareness and skills
- Offering a platform for cross-country team building and ...



Who?

- Students from the fields of engineering, management and economics
- English language fluent
- Age max 35
- Application phase at ASA December 1st, 2021, to January 15h, 2022. (asa.engagement-global.de/teilnehmen.html)
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- (ASA will decide in January if the project has to be conducted in an online mode)



Project phase in Germany starting April 2022

- Week 1 and 2: Joint preparation and structuring of currently known concepts concerning sustainable business models, analysis of the basic success factors for sustainable business models in Germany and Namibia linked to UN sustainability goals.
- Week 3 and 4: Acquisition and structuring of best-practice examples for sustainable business models based on given factor conditions (e.g. urban and rural areas, different industries and services), structuring of ideas concerning sustainable business models in developing countries and analysis of their ecological, social and economic effects.
- Week 5 and 6: Development of a matrix concerning strategies and business models dependent on the given infra-structural, geographical and demand-oriented indicators.
- Week 7 and 8: Analysis of the potentials of the before mentioned strategies and business models for improving sustainability using a set of sustainability criteria linked to Germany and Namibia.
- Week 9 and 10: Structuring of micro-economic data concerning natural resources, competitive factor conditions and geographical advantages in Namibia as basis for sustainable business model creation.
- Week 11 and 12: Preparation of the final presentation for the German phase, which will be presented to the involved institutions and company representatives in the field of sustainable business models.



Project phase in Namibia starting september 2022

- Week 1 and 2: Analysis of strengths and weaknesses of current business models in Namibia based on the location specific advantages sector identified in week 3-6 in Germany. Discussions with entrepreneurs in Namibia to get an insight understanding of the business model understanding of actors.
- Week 3 and 4: Analysis of potential starting points for the improvement of sustainable aspects concerning selected business models.
- Week 5 and 6: Development of a questionnaire to understand elements of business models and the understanding of UN sustainability goals.
- Week 7 and 8: Distribution of the questionnaire via online tools and interviews with company representatives for the discussion of improvement potentials in Namibia.
- Week 9 and 10: Evaluation of questionnaire results and comparison with before developed improvement potentials. Development of the presentation of results.
- Week 11 and 12: Presentation of findings in front of the participating institutions, company representatives and students in the field of business administration and engineering. Identification of implementation-oriented follow-up projects in cooperation with FIR, CIAM and Namibian University of Technology.



Project set-up

- 2 students from University of Science and Technology Namibia and two students from RWTH Aachen work together for 6 months to analyze existing business models and develop ideas for sustainable business models in Namibia
- Project phase in Germany: 01.04.2022 – 30.06.22 (including 3 weekly obligatory online-seminars provided by ASA in April, May, June)
- Projekt phase in Namibia: 01.07.22 - 31.11.22 (3 months in that period)



Project financing

- ***Project phase in Germany:***

- **For participants of partner country Namibia:**

Grant of € 843 per month (€ 350 for monthly spending allowance, € 235 for accomodation and € 258 for meals). Exeeding accomodation costs, fligth costs, language course will be covered from RWTH Aachen.

Costs of health and accident insurance will be covered by ASA, as will travel costs to ASA seminar in Berlin

- **For participants of German institution:**

- Grant of € 608 per month



Project financing II

- ***Project phase in Namibia:***

- For participants from Germany:
- Grant from ASA four weeks prior to their departure, depending on the country. Monthly grant around € 700, travel expenses, health and accident insurance

- ***For participants from Namibia:***

- Grant of around € 230 per month for the three months period.

