

# 5<sup>th</sup> EXAKT4YOU Innovation Workshop, 5<sup>th</sup> – 12<sup>th</sup> August 2022



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## Sponsors & Project Partners

### Baden-Württemberg-STIPENDIUM

The Baden-Württemberg-STIPENDIUM supports the international exchange of students and vocationally qualified people. Since 2001, it has enabled more than 25,000 young people from Baden-Württemberg to gain experience abroad and allowed scholarship holders from other countries to visit Baden-Württemberg. Approximately 1,500 young people receive a Baden-Württemberg-STIPENDIUM each year. [www.bw-stipendium.de](http://www.bw-stipendium.de)

**Baden-Württemberg-STIPENDIUM for University Students – BWS plus**  
With the *Baden-Württemberg-STIPENDIUM for University Students – BWS plus*, the Baden-Württemberg Stiftung supports innovative joint projects between universities from Baden-Württemberg and their international partners. The programme is endowed with approximately 1.2 million euros annually. Since 2011, more than 100 *BWS plus* projects have been supported at universities in Baden-Württemberg.

EXAKT4YOU is a project financed within the framework of the scholarship program of the Baden-Württemberg-STIPENDIUM for university students - BWS plus. Aim of the program is to establish and build on new relationships with foreign universities and intensify existing contacts for the long term. EXAKT4YOU is hosted at DHBW.

### The Baden-Württemberg Stiftung

advocates a vital Baden-Württemberg with a high quality of life for all its residents. It helps pave the way for advanced technological progress, high quality education, and a responsible relationship with fellow human beings. The Baden-Württemberg Stiftung is one of the major foundations in Germany. It is the only foundation which exclusively and above party lines invests in the future of the state of Baden-Württemberg – and thus in the future of its citizens. [www.bwstiftung.de](http://www.bwstiftung.de)

### Baden-Wuerttemberg Cooperative State University (DHBW)

Baden-Wuerttemberg Cooperative State University (known in Germany as the DHBW) is the first higher education institution in Germany to integrate academic studies with workplace training. Founded in March, 2009, DHBW traces its roots back to the Berufsakademie Baden-Wuerttemberg which was founded in 1974. It took only a few years for the institution to grow in size, complexity and importance. At present there are 10 campuses spread out over the Federal State of Baden-Württemberg with roughly 34,000 students and about 9,000 co-operating companies.

### The Institute of Finance Management (IFM, Tanzania)

The Institute of Finance Management (IFM) was established in 1972, with a campus in the city center of Darassalam, the biggest commercial city in Tanzania. It has since evolved into a higher education organisation with over 9000 students in areas as varied as Accounting, Banking & Finance, Computing, Information Systems & Mathematics, Insurance & Social Protection and Economics & Management Science.

### Nelson Mandela African Institution of Science and Technology (NM-AIST, Tanzania)

The Nelson Mandela African Institution of Science and Technology (NM-AIST) in Arusha is one in a network of Pan-African Institutions of Science and Technology located across Sub-Saharan Africa (SSA). These institutions, which are the proud brainchild of the late Nelson Mandela, envision training and developing the next generation of African scientists and engineers with a view to impacting profoundly on the continent's development through the application of Science, Engineering and Technology and Innovation (SETI). There are approximately 400 Master and PhD level research students on campus.

### St Augustine University of Tanzania (SAUT)

St. Augustine University of Tanzania (SAUT) was established in 1998. It is the successor of the Nyegezi Social Training Institute (NSTI) founded in 1960 by the Catholic White Fathers (currently known as the Missionaries of Africa). This was under the initiative of Bishop Joseph Blomjous of the Mwanza Diocese. The University extends to over 600 acres in the Nyegezi- Malimbe area 10 km south of Mwanza City. It lies 4 km off the Mwanza- Shinyanga road on the shores of Lake Victoria with roughly 15000 students. In addition there are 7 Constituent Colleges in

### University of Venda (UNIVEN, South Africa)

University of Venda situated in Thohoyandou, in close proximity to the Kruger National Park, in Limpopo Province of South Africa was established in 1982 as a comprehensive university. The University with over 15,600 students, has ever experienced tremendous growth and change as it continues to increasingly recruit academics from other African countries and overseas. The new Strategic Plan 2021-2025 is meant to facilitate the rejuvenation and positioning of UNIVEN for competitive advantage and comparability with other universities in the region that demonstrate best practice in quality of student experience, technologies in pedagogy, institutional research and institutional governance. UNIVEN adopts an entrepreneurial philosophy that seeks, among others, to mobilise stakeholder engagement and ensure intentional mutual benefit to all parties as it improves its regional and global visibility.

## Exchange Africa-Heidenheim for Students, Lecturers & Administration (EXAKT4YOU)

EXAKT4YOU is a project funded by Baden-Württemberg Stiftung, initiated by Duale Hochschule Baden-Wuerttemberg (DHBW) Heidenheim and furthermore includes the DHBW partner universities; University of Venda (UNIVEN), Thohoyandou, South Africa, Nelson Mandela African Institution for Science and Technology (NM AIST), Arusha and the Institute for Finance Management (IFM), Dar-es-Salaam, both in Tanzania. For the final event a new partner university, St Augustine University of Tanzania (SAUT), also sends a team. The exchange of students and faculty as well as staff will take place predominantly in innovative formats of short duration such as Hackathons, BarCamps and Staff & Student Innovation Workshops.

The one-week Staff & Student Innovation Workshops transport innovations between the countries; e.g. experiences with OER, the use and motivation to use mobile technologies in Africa, networks to support doctors, nurses and caring family members in the area of geriatrics or digitalization in the area of insurances, to name a few. The partners agree on a theme and the workshops should give a platform to innovators from the regional network of the host institution, as well as students, professors and academic staff of the partner institutions.

The 3-year project included workshops, BarCamps and hackathons at DHBW Heidenheim, Germany, February 2018; NM-AIST, Tanzania, August 2018; UNIVEN, South Africa, February 2019 and at Foot2Afrika, Tanzania, March 2020. The final workshop will be held at DHBW Heidenheim, Germany in August 2022.

## Final Event – EXAKT4YOU goes Sustainability

### Venue

The 5<sup>th</sup> EXAKT4YOU Innovation Workshop is scheduled to be held at DHBW Heidenheim, Germany from 5<sup>th</sup> to 12<sup>th</sup> August 2022. The final event was originally scheduled for summer 2020, but had to be postponed twice due to the Corona pandemic. The project was kindly extended by 2 years by Baden-Württemberg Stiftung, so it would allow bringing together all participating universities for the closing event.

### Theme

This year the innovation workshop will focus on this theme: **Interdisciplinary and Intercultural Sustainability Communication – Climate Change**. Thus, students will have to come up with strategies, applying new concepts in cultural intelligence and innovative mass communication, communication tools, sustainability frameworks and reporting, which enable and support different entities such as businesses, NGOs, government or social organizations, answering the following question:

***How can we communicate sustainability needs and strategies to all stakeholders in a way that it positively activates their engagement and involvement to mitigate climate change?***

The teams should consider the 3 dimensions of the **sustainability triangle**, the economic, environment and social dimensions.



Figure 1: Sustainability Triangle

At the same time students need to consider **geographical aspect**

s, and look at local, national and international perspectives. Students need to consider **all 3 perspectives**.



Figure 2: Geographical Perspectives

This leads to a perspective from different points of view, either as an **individual, as a business or as a social entity**. Students can select **one or more perspectives**.

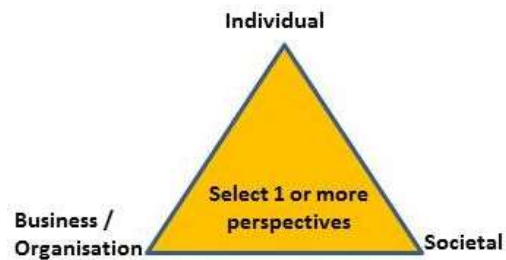


Figure 3: Social Perspectives

Finally we aim to bring together **different industry perspectives**, with students coming from business, law, sciences, engineering, IT or social and socio-medical fields of study.



Figure 4: Industry Perspectives

## Sessions

The event has three separate, but related sessions and some social and team building activities.

1. **Preparatory Classes** (Times are German time)  
EXAKT4YOU participants will attend the online classes in the module **Interdisciplinary Communication**, a final year course with 5 ECTS in the International Business program at DHBW from 27 June to 5 July / 5 August: **27 June** 8.30-11.45am / **28 & 29 June** 12.30-3.45pm / **5 July** 9am-4pm. Some course work needs to be done before departure.
2. **Opening & Closing sessions**  
The **opening session** of the workshop starts on Monday, August 8<sup>th</sup>, in the afternoon with a welcome by Prof Dr Dr-Ing Rainer Przywara, Rector at DHBW Heidenheim.  
During the orientation for all participating students, international and interdisciplinary teams of 4-5 students will be formed around the announced challenges under the theme of the event, unless teams formed already.  
The **closing session** of the Innovation Workshop event is scheduled for Friday, August 13<sup>th</sup>, from 9.30 am. It will be opened with a welcoming note by Dr Abdallah Possi, Ambassador of the Republic of Tanzania in Germany (TBC).  
**In a pitch session** the teams will present their prototype or concept for a product or service. Teams need to deliver their presentation material, electronically (on a thumb drive provided by EXAKT4YOU), no later than 8.30am on that day.  
Presentations will be 15 minutes with 5 minutes per team for questions from panels or judges, followed by the innovation fair, where the teams have the chance to give more in-depth information to judges and visitors.
3. **The Innovation Workshop**  
**It will run from Monday, 8 August until Thursday, 11 August 2022.**  
During this time the newly formed international teams will put together a concept for sustainability communication, including some samples or a prototype. Teams will use allocated rooms as work space. They are free to organize their days; there are no scheduled communal meals or fixed work times. Material that can be sourced locally to build small prototypes can be bought by the teams within a small budget for each team.

## Pitch Session

The pitch session is the **highlight** at the end of the week and will comprise **of three parts**.

- **Presentation:** It allows the international student teams (4-5 members each) to present well-developed communication prototypes or concepts to a panel of expert judges.
- **Exhibition:** The second part is an exhibition of the submissions presented before. Teams will be available for in-depth questions and more detailed presentation.
- **Conference of Judges:** The third part is the conference of judges, who finally award the winners of the 5<sup>th</sup> EXAKT4YOU Innovation Workshop.

**Presentation and exhibition, as well as final announcement of awards are open to the public.** The recognition and award ceremony will be followed by a dinner reception for all EXAKT4YOU participants and invited guests.

## Presentation & Marking Criteria

There will be **five criteria** to evaluate the team presentations:

- **Sustainability:** extent to which it is clearly communicated that the product or service concept can be implemented and scaled over time in a sustainable manner.
- **Originality:** extent to which the proposed communication strategy for a product or service concept is distinctive and new to the market.
- **Value proposition:** extent to which the target audience is clearly identified and the value to that audience and to the community is clearly presented.
- **Achievable:** extent to which it is clear that the sustainability communication strategy of a product or service can be applied in German and African markets in a cost effective manner.
- **Achievement:** extent to which any or all of the above have been reached within the timeframe of the workshop.
- **Usability/UX:** extent to which the result is usable, useful and emotionally satisfying to use and interact with the target group.

There will be six local judges, of which three to four (3-4) are coming from the community of dual partners of DHBW Heidenheim as well as up to three (3) international judges and invited guests. Judges' decisions do not affect ECTS marking.

**Credits are given if all sessions, incl. online, have been successfully attended.**

## EXAKT4YOU Organization

### Participant Information

- Up to 5 students will be selected from each of the participating universities.
- Students need to apply online by submitting
  - a copy of their passport
  - a copy of their student ID; final yr Bachelor, Master, PhD
  - Short presentation (4 pages, PDF), which highlights
    - an outline of previous studies
    - an outline of previous courses taken in the area of either sustainability, mass communication or intercultural studies (optional, but of advantage)
  - a transcript showing courses and studies mentioned above
  - **Submission will be open from 9 - 20 May 2022.**
- **Submission deadline** for students from IFM, NM-AIST, SAUT and UNIVEN: **20 May 2022**
- **Submission through the EXAKT4YOU online application form:** <https://www.heidenheim.dhbw.de/internationaloffice.html#Kurzprogramme>
- For students from IFM, NM-AIST, SAUT and UNIVEN flight, travel to/from the airports and subsistence will be paid.
- Travel arrangements for participants will be organized through the **EXAKT4YOU team at DHBW** in collaboration with colleagues at IFM, NM-AIST, SAUT and UNIVEN.
- **Funds** for flights, accommodation, subsistence and transport during the EXAKT4YOU event will be fully **provided by Baden-Württemberg Stiftung.**
- Participants should be prepared to **depart for Germany Wed, August 3<sup>rd</sup>**, and for the return trip, **leave from Heidenheim Sat, 13<sup>th</sup> August, arriving back home Sunday, 14<sup>th</sup> August.**

### Accommodation

Accommodation is provided at **Ecome Hotel**, Heidenheim, organized by International Office, DHBW Heidenheim.

Hotel address: **Ecome Hotel**, Kanalstr. 2, 89518 Heidenheim

Web: [www.ecome-hotel.de](http://www.ecome-hotel.de)

Telephone: +49 7321 278906



## Participating universities

Students from the following universities will participate in this event:

- Duale Hochschule Baden-Württemberg (**DHBW**), Germany
- Institute of Finance Management (**IFM**), Tanzania
- Nelson Mandela African Institution of Science and Technology (**NM-AIST**), Tanzania
- St Augustine University of Tanzania (**SAUT**), Tanzania
- University of Venda (**UNIVEN**), South Africa

## Contacts

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## Programme

### EXAKT4YOU Innovation Workshop

„EXAKT4YOU“ is part of the *Baden-Württemberg-STIPENDIUM for University Students – BWS plus*, a programme of the Baden-Württemberg Stiftung.

**Date:**

**5-12 August 2022**

**Place:**

DHBW Heidenheim, Heidenheim, Germany

Wednesday 3 August	Departure from home country
Thursday 4 August	Arrival of all participants at Frankfurt, Germany
Friday 5 August	Lecture Cultural Intelligence; Visiting students only
Saturday & Sunday 6 & 7 August	Sightseeing / Ulm, Rothenburg o.d. Tauber and/or Munich
Monday 8 August 2022	Opening and Welcome Topic briefings, team setup
Tuesday 9 August 2022	All day: teams work on their concept Optional: Company visit / Breakfast Meeting (TBC)
Wednesday 10 August 2022	All day: teams work on their concept Optional: Company visit / Breakfast Meeting (TBC)
Thursday 11 August 2022	All day: teams work on their concept Optional: Company visit / Breakfast Meeting (TBC)
Friday 12 August 2022	Presentation and exhibition (open to public) Conference of Judges Award Ceremony (open to public), Dinner Reception, Farewell
Saturday 13 August 2022	Departure of international participants from Heidenheim
Sunday 14 August 2022	Arrival in home country

A more detailed program will be provided on-site