



Federal Ministry
for Economic Cooperation
and Development



WORKSHOPS

eSkills4Girls Africa Meetup

9 May 2017, kLab, Telecom House, 8 KG 7 Ave, Kigali, Rwanda

Workshop 1: Unlocking EU funding opportunities

Trainer: Thierno Seydou Diop, Associate, Schuman Associates

The objective for the participants will be to understand EU funding in Africa: (1) EU funding mechanisms in general: trends on key verticals (education, ICT, NGO); (2) How to access funds for projects? Who can benefit? Who decides for what? (3) How to lobby in Brussels for funding? (4) How to prepare a strong proposal?

What to learn in this workshop?

- Understanding the EU Africa funding cycle
- Where are the opportunities for your organizations
- The timing for the next tenders and call for proposals
- Which EU public procurement rules will apply
- How the European Commission is deciding on projects in Africa
- How you can participate in EU funded projects

The training methodology will be based on: (1) market research; (2) concrete examples of EU programmes in specific sectors; (3) case studies; (4) interactive sessions.

Thierno Seydou Diop will give a presentation based on a tailored market research and provide the hard copy support, will share experience as practitioner, followed by discussions. Participants will be encouraged to exchange views and experiences.

Workshop 2: Moderation techniques

Trainers: Sasha Rubel Diamanka, Regional Advisor for Communication and Information, UNESCO Cluster Office for West Africa (Sahel) & Bunmi Banjo, Head of Brand and digital skills in Africa, Google Nigeria

In this workshop, participants will learn about moderation techniques and how these techniques can influence workshop development. Moderation techniques are considered essential soft skills in today's world of work, and play a crucial role in building effective teams. Moderation ensures clear communication and effective problem solving between team members, and that all participants' knowledge and competencies are used optimally. Furthermore, effective moderation ensures that innovation, creativity, and collaboration are valued aspects of professional work.

In this workshop, participants will learn about basic moderation tasks and techniques that allow for effective collaboration and workshop development. Best practices will be shared, and role play used as a pedagogical approach.

Workshop 3: Media & Communication

Trainers: *Mathieu Sarfati, News Producer and Deputy Editor-in-Chief, France 24 and TV5Monde & Linda Calhoun, Founder and Executive Producer, Careergirls.org*

During this session, participants will engage in the following:

- How to speak to media?
- Learning to adapt your message to the type of media
- The Interview: techniques, tips and how to communicate your points through storytelling?
- Understanding of journalists work to be more efficient

- How to communicate efficiently?
- Tools to empower your communication on social networks
- What kind of social networks? How to use them?
- Techniques of video filming
- How to realize a video?

Workshop 4: Networking strategies

Trainers: *Sasha Rubel Diamanka, Regional Advisor for Communication and Information, UNESCO Cluster Office for West Africa (Sahel) & Bunmi Banjo, Head of Brand and digital skills in Africa, Google Nigeria*

Networking is a critical skill in order to get things done (operative network), get ahead (support network), and develop professionally (learning network). In this workshop, participants will learn about how to increase their social capital (connections) and human capital (knowledge and skills) through increasing their network of cooperative relationships. Without meaningful, relevant contact, the purpose of in-person and online networking fails.

In this workshop, participants will learn 1) to see all encounters as opportunities for expanding and diversifying their network; 2) how to diversify their networks; 3) how to identify and analyze contacts' interests; 4) identify the value they bring to the network. Furthermore, participants will learn about the psychological principles of individual and organizational networking, as well as best practices and the role of social media in building networks. Participants will also discuss strategies to continue networking among them after the Meetup in order to ensure continued exchange and mentorship.

Workshop 5: Design thinking

Trainer: *Christian Vanizette, Co-Founder, MakeSense.org*

How to scale the innovations of Social Entrepreneurs working on STEM education through local governments and private partnerships thanks to design thinking? Join this design thinking sessions to build innovative approaches involving citizens and private actors to convince and lobby local governments to implement STEM programs at scale.

In this session you will learn about:

- Design thinking methods to construct your approaches with many stakeholders
- Best practices from other African Social Entrepreneurs on how they used design thinking to convince partners to scale their innovation
- You will start building a network for after the conference to keep on sharing best practices and design thinking methods useful for your project and its impact growth

