



Seibo

Feeding the Future



**Let's experience
activities at a NPO!**



1. General Overview



Instructor

Makoto Yamada

Theme

Social Business

Target Audience

7th to 11th grade

Time Period

1 to 3 months

Frequency

50 minutes class x 8 times (adjustable)

2. Overview and Objective

1



Understand how **International Cooperations** work by experiencing activities at a NPO

2



Learn about Malawi and consider what can be **potentially realizable** in Japan

3



Develop a strategy
(Sales, Increase Donations, etc)
Execute and Evaluate the process

3. The 5 Steps



We will talk about the specific processes in the next slides!

STEP1. Learn about Malawi

Content: Lecture from the staff

Agenda for the Instructor

- Story of our Organization
- Information and Activities in Malawi
- Support Activities in Japan
- Introduction of our products



Agenda for Students

- Think of **Questions** to the staff
eg. Q. About Malawi
Q. What can we do to support?
Q. What are the characteristics?



※Possible to give before-class assignments (Through on-demand videos)

STEP2. Learn about the Product

Content: Lecture and Workshop



Agenda for the Instructor

- Overview of **Malawian Coffee**
- Coffee **Bussiness Model**
- Introduction of staff members
- Workshop on brewing coffee

Agenda for Students

- Think of Impressions of the coffee
- Consider **Ways to Promote**
- Visit bean suppliers and roasting stores for those who wish to participate
- **Present and share** what they have learned



STEP3. Marketing

Content: Consider Sales Strategies



Agenda for the Instructor

- Review distribution channels (Producer-Consumer)
- About **Branding Strategies**
- Targeting selections
- Lecture from the **Guest Speaker** (Store-type business owner)



Agenda for Students

- Visit an Event for those who wish to
- Design **Original Label**
- **Event Planning** (shifts, selection of tools, etc)
- Consider prior advertisement



STEP4. Sales

Content: Event Operation



Agenda for the Instructor

- Accompanying the Event
- **Assisting with Accounting and Raise Donations**
- Generate Reports
- Introduce **Undergraduate Staff for assistance**



Agenda for Students

- Tasks according to shifts
- 11th grade students: Supervise and Record
- **Provide Coffee and Promote**
- **Customer Service and Aftercare**
- Reflection



STEP5. Summary

Agenda for the Instructor

- Invite a university professor and **Receive an Evaluation**
- Online interaction **with Malawi**
- **Review** the Sales Event
- Plan for the coming events



Agenda for Students

- Overall reflections, mainly by 11th grade students
- **Present** about what they learned
- Organize information for coming events
- **Message** for the next generations



4. Other Supplementary Information

Required Elements

- NPO Staff: 1 person
- Students: 20~40 people
- Guest Speaker: 1 person

Tools

- Coffee Powders
- Event Tools



