

# the International Baccalaureate (IB) Course with Seibo Japan



## Introduction

Seibo Japan is dedicated to supporting children in Malawi by providing meals and educational opportunities to foster their growth and development. Our current outreach, which impacts over 18,000 children, is driven by community engagement and corporate partnerships, particularly through the sale of Malawian coffee. We aim to expand our impact by introducing a unique educational course aligned with the International Baccalaureate (IB) curriculum, designed to inspire students to engage with social issues, develop leadership skills, and foster sustainable global citizenship.

## Objectives

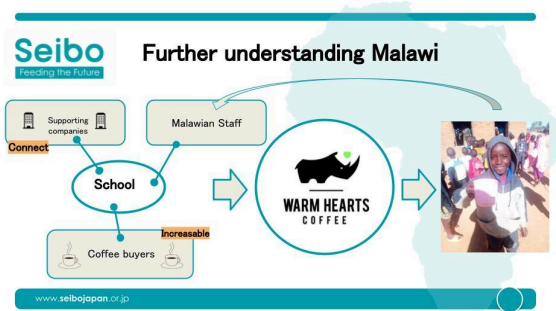
- To introduce a course based on the IB program that connects students with global challenges, particularly focusing on poverty alleviation and sustainable development in Malawi.
- To empower students to apply their creativity, critical thinking, and entrepreneurial skills to real-world social issues through service learning and project-based activities.
- To build cross-cultural understanding and global solidarity between students in Japan and communities in Malawi.



## Vision

Seibo Japan's course is inspired by the IB's Theory of Knowledge (TOK) and Creativity, Activity, Service (CAS) components, encouraging students to apply lateral thinking and develop a sense of responsibility for global and local issues. Explore the socio-economic realities of Malawi and Africa within the context of the Sustainable Development Goals (SDGs).

- Learn about Seibo Japan's social business model and its impact on Malawian communities.
- Understand fair trade, sustainability, and social enterprise through practical engagement with Malawian products like coffee with an actual corporation, Ataka Trading Company in Tokyo, first importer of Malawian coffee in Japan.



## Mission For IB Course

Our mission is to use this course to inspire the next generation of global citizens by showing them how local actions can have a global impact. Through partnerships with schools, students will:

- Tackle real-world challenges by applying IB values such as **"Caring," "Balanced," and "Reflective."**
- Engage in creative problem-solving, service learning, and collaborative projects with local communities.
- Foster leadership skills by developing fundraising, marketing, and advocacy projects that support Seibo Japan's initiatives in Malawi.
- Gain hands-on experience in charity marketing, sales, and social enterprise while contributing to a tangible social impact.



## Course Framework

### 1. Introduction to Malawi and the SDGs

- Lesson Focus: Students are introduced to the global context of poverty and sustainable development, with a particular focus on Malawi.
- Key Themes: Global citizenship, cultural understanding, and the socio-economic challenges facing Malawi.
- Activities: Discussions on SDGs, local stories from Malawi, and understanding Seibo Japan's role in tackling these challenges.



### 2. Learning Through Service: Social Business and Charity

- Lesson Focus: Explore how Seibo Japan's work aligns with the **IB CAS framework**, inspiring students to connect their talents with global needs.
- Key Themes: Social business models, fair trade, and sustainable development.
- Activities: Workshops on the history of Malawi's coffee, creating marketing campaigns, and collaborating on service-learning projects that use coffee sales as a fundraising tool.

### 3. Practical Experience: NPOs and Social Impact

- Lesson Focus: Apply IB values by working directly with Malawian stakeholders, understanding the operational aspects of NPOs and fair trade.
- Key Themes: Ethical business practices, stakeholder engagement, and social responsibility.
- Activities: Students engage in direct communication with Seibo Malawi staff, participate in charity marketing, and draft reports that visualize the social impacts of their work.



#### 4. Global Collaboration and Reflection

- **Lesson Focus:** Foster a reflective practice by examining the students' learning outcomes and social contributions.
- **Key Themes:** Collaboration, global partnerships, and sustained impact.
- **Activities:** Collaborative service-learning projects that connect students from Japan and Malawi, report writing, and presentations on the outcomes and impact of their initiatives.

#### Practical Activities and Case Studies

To reinforce learning, Seibo Japan will facilitate practical activities that allow students to engage with real-world projects. This will include:

- **Marketing and Sales of Malawian Coffee:** Students will design marketing strategies, create campaigns, and sell Malawi coffee as a means to fundraise for Seibo Japan.
- **Collaborative Learning with Malawian Communities:** Virtual meetings with Malawian stakeholders to discuss local issues and how students' efforts are making a difference.
- **Student-Led Fundraising Initiatives:** Students will create their own fundraising models, contributing profits to local NPOs or other social causes.

#### Case Studies

- **Shizuoka Salesio High School IB Project:** A small group of students from this high school successfully created a marketing campaign for Malawi coffee and engaged in cross-cultural discussions with Malawian staff. Their work not only raised funds for Seibo Japan but also fostered a deeper understanding of global citizenship and social enterprise.
  - Video: [Shizuoka Salesio IB Project Example](#)
- **Sales Example:** Other schools have adopted the sales model as part of their IB curriculum, with students taking active roles in marketing Malawi coffee and raising awareness about the importance of fair trade and social business.
  - Learn more: [Sales Example](#)

#### Conclusion

By introducing this IB-aligned course in schools, we aim to bridge the gap between education and social responsibility, empowering students to become active participants in solving global issues. Through this collaborative effort, we can inspire students to use their talents for the greater good, fostering a sustainable future for both Japan and Malawi.

We look forward to partnering with your institution to bring this vision to life and create lasting change through education and social enterprise.



For more information on Seibo Japan's work, please visit:

- Seibo Japan: <https://www.seibojapan.or.jp/?la=en>
- Charity Coffee: <https://www.charity-coffee.jp/en>

## [Organization Representative Profile]

### Makoto Yamada

- 2015 Graduated from Sophia University, Department of English Literature.
- 2017 Graduated from Sophia University, Department of Theology.
- 2017 Joined the British company, Mobell as an inbound sales representative.
- 2017 NPO Seibo is created by the chairman
- 2018 Launch of donation-based coffee site: Warm Hearts Coffee Club.
- 2020 Assisting Catholic schools and Malawi through inquiry-based learning, Developing online courses to learn about social business.
- 2022 Received the Social Contribution Award from the Social Contribution Support Foundation.
- 2024 Malawi-grown coffee wins Social Products Award.



### NPO Seibo

#### [Corporate History]

- 2015: Establishment of Orgnaization
- 2018: Launch of donation-based coffee sales Grand Warm Hearts Coffee Club.
- 2020: Start offering ir for inquiry-based learning in schools as a measure to contribute to the SDGs,
- 2022: Received the Social Contribution Award from the Japan Foundation, a public interest incorporated foundation supporting the promotion of social contributions.

#### [Representative/locations, Association]

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