

SIFE@HHL - Leipzig Graduate School of Management

In the past 15 years, Leipzig's infrastructure has developed rapidly. An intercontinental airport and a new fairground as well as new water-, rail-, and motorway connections have been built. And this summer, Leipzig welcomes the World as the Eastern German host city of the World Cup 2006.

But still Leipzig's infrastructure has not been used to its full potential. sife@hhl therefore aims to educate, motivate, and help the citizens and organizations of Saxony's largest city to literally "fill Leipzig's infrastructure with life". The following SIFE projects have been undertaken: Foster the entrepreneurial spirit – "Get Up – Start Up": A Business Plan Contest and Training of Entrepreneurial, Communication, Technology and Financial management skills for 15 to 17 year old students. Encourage responsible citizenship – Lecture Series at Schools addressing issues of Corporate Social Responsibility, Business Ethics, Consumer-Focus and Impact of Culture on the Business Environment. "Water City" – a feasibility study for the City Council Market Research for a "Leipzig Boat", an environmentally-friendly boat specifically designed for Leipzig' waterways. Development of a Marketing Concept for the FC Sachsen Leipzig – developing strategies for the promotion of Leipzig's leading football team to the second Bundesliga and the more effective utilization of the 'Zentralstadion' which has a full capacity of 40.000.

Foundation Business Match Groningen

At the Dutch National Competition in 2005 the SIFE Team from the Hanzehogeschool Groningen presented their project "Business Match Groningen". Due to its success the project will also be conducted this year.

The mission of the Business Match is to promote the economy; bigger the knowledge of entrepreneurship and to show students how to become entrepreneurs. This is done by a competition for entrepreneurship, which supports an active knowledge transfer through practical experience. During the competition the participating students have to set up their own venture. Since they are mentored by existing entrepreneurs and government institutions the Business Match Groningen creates a bridge between existing and future entrepreneurs is. All of the participants of the Business Match Groningen went home with a heap experience, a fantastic network and a lot of new chances for an entrepreneurial future! The winner of the competition gets - besides a lot of other prizes - the opportunity to turn his business idea into reality accompanied by professionals.

Working with farmers in Konopnica

In April 2005 students from Lodz Politechnic, Poland had executed their project "Konopnica" which was the continuation of a project started a year before. Its main objective was to organize "manufacturer" group of farmers in Konopnica village. As a result of the projects three group were established: swine, cattle breeding and crops manufacturers.

In 2005 the students from the SIFE Team decided to organize free of charge computer skills workshops. 23 farmers took the opportunity to acquire basic computer skills such as recording, copying or formatting. They also learned to use Microsoft Word and basics concerning the use of the Internet. All computer tasks were connected to participants' agricultural businesses.

The workshops were preceded by a promotional campaign among people of Konopnica. Students visited farmers in their homes - giving them personal invitations, the announcements were made in local parish and the leaflets were distributed in local shops.



SIFE@HHL



Dr. Faust and Mephisto in Auerbachs Keller



The „Zentralstadion“



The team from the Business Match Groningen



The townhall in Groningen



Team Konopnica

SIFE Cologne: new team – new projects

Although the University of Cologne has once before had a SIFE Team, all of the present 13 members are newcomers to SIFE. Right now the team is working on several projects, the one described here is the one the team handed in for the HSBC Financial Literacy Programme.

Over the past several years the problem of controlling the costs for telecommunication (cell phones, online services, etc.) has worsened dramatically among teenagers and young adults and will continue to worsen in the future unless they learn how to balance their personal communication needs with an appropriate portion of their disposable income.

SIFE Cologne wants to help teenagers to control their telecommunication based costs by 1) offering seminars at schools and 2) providing them with supporting materials. In particular the team wants to involve an initial group of students in making a video focusing on these problems. Furthermore they will provide those who have already fallen into debt with efficient strategies for managing their debt and thus for escaping from this vicious circle.

The seminars will last about 2 hours each and will focus on students in grades 10 and higher. The presentation will focus on two main aspects: 1.) Present cost-efficient alternatives to short messaging, downloading ring tones etc. (Voice over IP, Messengers, Data-Transfer from PC etc.) 2.) Impart basic knowledge of interest and compound interest to the students, allowing them to better appreciate the consequences of uncontrolled expenditures and resulting debt. The video will form a central part of this presentation. In the long term SIFE Cologne will train students from other faculties to hold the seminars for us. Furthermore the team is planning to distribute the video to schools nationwide.

Energy and Skaters: SIFE at Lancaster

Energy and skaters - How does that go together? The SIFE Team Lancaster is focusing its activities on two different projects dealing with these two absolute different topics.

The Lancaster Energy shop will be opening within Lancaster city centre providing advice and information on energy efficiency to citizens. Energy efficient and 'green' DIY products will be sold. During the project the participants will learn about marketing research, sales techniques, training techniques, effective communication via presentations to the council, and information in regards to energy efficiency. The project is creating an economic opportunity for residents of Lancaster which are currently unemployed. They will be trained how to run the shop and provide an effective service.

In the project "Skate Park" a mobile skate park will be created in order to allow youths to skate without causing trouble in the community. During this project the youngsters will learn how to create their own business and effectively run it. Along that they will also learn about marketing and sales techniques. The youths will be taught how to merchandise their own skating products and run the mobile skate park as a business

Utrecht SIFE in the Philippines

From 11 October until 20 November 2005 Jonne Zweers (Marketing, Utrecht SIFE) has done research in Payatas, Philippines, for the feasibility study of the international Utrecht SIFE project "Payatas". Started in the year 2005 the SIFE Team from the University of Utrecht, The Netherlands works in cooperation with the foundation Kalinga. Kalinga is an organisation which offers the opportunity of education to children who live near/on the Payatas waste dump. The team aims to improve the economic situation of our target group, the mothers of these children. Based on the results of the feasibility study the students are working on setting-up micro-finance for the women; this is done in cooperation with Organon Philippines Inc. By enabling the women to gain access to micro credit they receive the opportunity to improve and expand their current occupancy (such as breeding pigs, making baskets, and selling soap). As a result of the cooperation with Organon, the team decided to broaden its project also to the expertise in the area of family planning, nutrition and hygiene also be implemented. Right now Utrecht SIFE is working on the next steps and the future structure of this project. The next trip to Payata is already planned for autumn 2006!



The dome of Cologne and the Rhine Bridge



The team members of SIFE Cologne



SIFE Lancaster at the British National Competition 2005



Lancaster Castle, landmark of the city



Waste dump in Payatas



SIFE Utrecht in the Philippines



Working with the mothers in Payata

SIFE in Belarus

The SIFE Team from the Belarusian Trade and Economic University of Consumer Cooperatives from Gomel of Belarus conducts several projects from which three should be introduced here.

The purpose of the project “Younior”, founded in 2003, is to create economic consciousness for children from an orphanage. This is done by carrying out business economic games and economic lectures on the one hand and assistance in building the “school town” on the other hands. During 2005 28 classes and 8 business economic games (e.g. “Who wants to be a millionaire?”, “Stock exchange”) were organized in the orphanage. More than 90 pupils took part in seminars and games where they learned about the world of enterprises, business ethics and principles of market economy.

During the project “It’s never too late to become a leader” the School of Leadership was created. The purpose is to reveal leadership among the students and young teachers in order to develop their abilities, learn how to communicate and to work in a team, and to gain their first practical experience. The School of Leadership is supported by the reserve of the leaders for the Union of Consumer Societies of the Republic of Belarus. Until now 8 training classes, seminars, business and situational games for more than 20 students and 4 teachers were held by management specialists, psychologists, international lecturers, and SIFE students.

Another project of the SIFE Team is “Tourism in the Gomel Region”. Since tourism is one of the growing economies in Belarus, the team decided to jump on the train and help to create excursions for the visitors of the Gomel region. The aim of the tours is to bring the Belarusian culture and traditions closer to the visitors, show them the beautiful landscape and historical heritages in the region. Until now more than 50 visitors and groups have taken the possibility to become familiar with memorials of architecture and culture of the Gomel and Gomel region. Due to the great success, this year the SIFE students were selected to create the official tourist booklet of the Gomel!

SIFE Jönköpings – working with women in Sweden

The goal of the project from the SIFE team of the Jönköpings högskola is to encourage young women to educate themselves in entrepreneurship.

The students will organize workshops that deal with the issue of how to boost young women’s self-confidence. Each seminar will consist of one teaching part that is followed by a discussion including developing exercises. Guest lecturers will also visit to talk about topics such as female entrepreneurship.

The target audience is senior high school students between the ages of 16-18. This project is important for the ever changing community needing women in higher positions. Through this project SIFE Jönköping hopes that women will gain the confidence not to be limited by structural norms in society.

“Cereal Banks” in Burkina Faso - SIFE ESC Le Havre

The main objective of the SIFE Team in Le Havre is to enable farmers in rural areas in Burkina-Faso, to be financially independent toward tradesmen, with reinforcing their financial autonomy. The benefits from this action allow villagers to finance their own development projects.

SIFE ESC (Ecole Supérieure de Commerce) Le Havre is setting up this project called “cereals bank”, in collaboration with 8 villages in Burkina-Faso. The team would like to focus on the reproducible and pedagogic aspects of its project. First of all, they have encouraged farmers and villagers to organize themselves in associations, with a board of management. Then, management, financial and accounting trainings have been given to these boards by their local partner in this project: the Cap Develop Association. The team will also integrate students from our Business School, in order to deepen the trainings, more especially in trading and management.

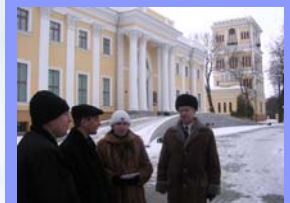
Associated with this project, the team has planned to teach management and accountancy in colleges in France through several conferences. In the team members view this is a good way not only to initiate high-school pupils to these fields, but also to sensitize them to development projects.



Working with the children in the orphanage



A seminar at the School of Leadership



Doing a guided tour through the city



The coast of Jönköping



Collecting the seed in Burkina Faso



Map of Africa – Burkina Faso

Entrepreneurship in the North of Europe – SIFE Umeå

Remember the most Nordic Team in SIFE Europe? The team members of SIFE Umeå – just founded last autumn - decided to put their focus on the region they live in.

The project aims to increase the interest for entrepreneurship of senior high school students by teaching them how to become creative innovators and to how to develop an idea further which requires skills in marketing and basic financial knowledge as well as personal skills.

The program will be divided into seminars/workshops. In the end of the series of seminars/workshops the students will have invented a product or service and among the different contributions a jury will select one winner.

After the series of seminars are made we will keep in contact with the students to help them to develop their entrepreneurial ideas even further and we will encourage them to participate in the program "Young Enterprise Sweden a. k. a. Junior Achievement".

SIFE USTL1 in Madagascar

Madagascar has an illiterate rate of 50%, of which 30% live in rural environment and the women, are more concerned. Poverty and educational level are dependent. Even if the insertion of the women in the work context is almost equal to that of the men (62% against 68%), they arrive there more tardily. By working with the Laza co-operative, the SIFE USTL1 Team wants to unleash the contractor spirit which animates the women and their pugnacity.

The Team of the University of Science and Technology in Lille (USTL) wants to accompany a cooperative of 30 members (27 women, 3 men) who produces handmade linen and baskets making to become a part of the equitable trade. As a part of the project the team produces a documentary which could be used for other cooperatives all over the world.

After explaining the stakes of the equitable trade, the system and criteria the team will show the cooperative members how to contact distributors and organizations of certification, in order to be recognized as a fair trade cooperative. Another part of the project contains of marketing, accounting, budgeting and investment, and strategic management



Strompilen - Impressions of Umeå



The Campus of Umeå University



SIFE USTL1



The Library of USTL at night