



EST 1989



Mobell & Seibo Social Business Course

About Mobell and Seibo



Mobell Communications Ltd was founded in the United Kingdom in 1989, and since then, it has developed humanitarian services and social contribution projects in a variety of different countries. Its activities extend primarily from the UK to the United States, Malawi, Japan, Poland, and many other areas. With 30 years of experience in social contribution work, the organization has gained extensive knowledge and expertise in fields such as fair trade, social business, international aid, and global development. Among these efforts, the NPO **Seibo Japan** conducts school meal support in Malawi and, as part of its activities in Japan, engages in projects such as selling Malawian coffee together with students. Additionally, Mobell and Seibo collaborate to support the people of Malawi by providing them with employment opportunities, educational resources, and constructing additional school facilities. The purpose of this course is to share in-depth information about these student-led activities with a wider audience, therefore expanding the circle of charity. **(Representative of NPO Seibo and Course Director: Makoto Yamada)**



Mobell Group Organisations:



Practical Experience & Knowledge



- At the NPO Seibo Japan, we partner extensively with over 30 high schools and universities across Japan to develop businesses that support school meal programs in Malawi, conduct international aid workshops, and engage in real-world marketing and sales activities.
- Drawing on the NPO's diverse range of experience, this course incorporates the essential knowledge that is required for effective support activities. The course then accurately conveys the key information to the participants, and overall guides them towards concrete, hands-on practice.
- Many of the courses' participants have utilized the lessons that they have been taught through a range of different ways — for example, student participants have applied the knowledge that they have gained within university entrance exams in Japan, admission to overseas graduate schools, and extracurricular projects.



Overview of the Online Course

Instructors Lectures

- About Seibo Japan
- Charity
- Social Enterprise
- Poverty
- Statistics
- Communication
- Final Presentation

Individual staff consultations

(e.g., Regarding participation in activities)

- Providing guidance and responses to inquiries
- English language training
- Enhancing staff understanding of the program content

The Final Presentation

- Participants can share what they have learnt, and how they will apply their knowledge to future activities
- The participants and staff's strong communication and rapport will be demonstrated

The online course starts on the first Monday of each month, and is held once a week
(Learning materials and schedule management are provided through Google Classroom.)



✂ The nationality of the staff assigned will vary according to the participant's language level and specific needs.

The schedule of instructor-led online sessions and self-study assignments:

Week 1	Week 2	Week 3	Week 4	Week 5
What is Charity and Seibo Japan?	What is Social Enterprise?	Statistics	Poverty	Communication Skills
A staff member of Seibo Japan, who is actively involved in charity work, will talk about the history of charity and share their own experiences.	<ul style="list-style-type: none">-We will discuss various case studies, as well as the history, of social enterprises to deepen understanding.-Participants will also have the opportunity to develop their own social enterprise initiatives.	Participants will learn about the practical applications of statistics, alongside staff who are currently implementing data-driven support in Malawi and who also specialize in Computer Science.	<ul style="list-style-type: none">-Participants will attend lectures held by local people in Malawi, who will talk about issues related to poverty.-Participants will then be able to reflect on these discussions, and develop their own perspectives.	Participants will gain hands-on experience in marketing, take part in team based activities, and refine their presentation skills. They will also have full access to the content of the entire course, which will be taught in English.

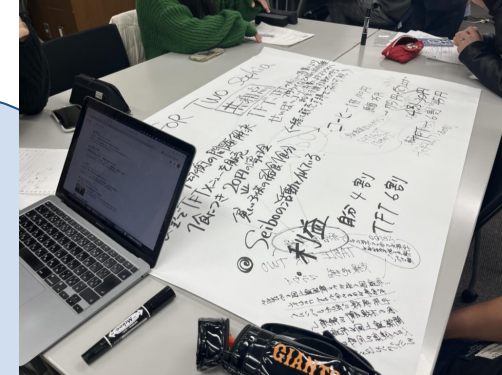
- For independent assignments and Japanese-language support, japanese-language materials, self-study assignments for each topic, and videos that will help to support and guide you. These materials can be found through the Google Classroom platform.

Final Presentation Example ①

★ Participation in a Joint Class with Our Company and Rizapro Co., Ltd. (Online Learning Academy)

The Participants:

- Delivered presentations to their fellow classmates and teachers
- Worked collaboratively with academy students, in order to design marketing strategies that would promote fair trade products
- Translated their social marketing proposals and ideas into actionable plans



Final Presentation Example ②

★ The Participation in Sophia University's Africa Week:

- A wonderful and enriching experience, where the students listened to a talk about Seibo Japan and the aid that they supply to Malawi. The students were also given the opportunity to try the delicious Malawian Coffee!
- The students who attended the event applied the knowledge that they gained into creating presentations on the subject "Learning About Africa Through Coffee."
- Group discussions with the audience of the event were also held, which gave the students an opportunity to discuss any questions that they had about the event.



Final Presentation Example ③

Engage in international volunteer work with an NPO, whilst gaining hands-on learning experience!

★ The Planning and Organization of School Workshops

Examples:

- Designing an original curriculum that includes the topics of aid we provide to Malawi.
- Visitations to elementary, junior high, and high schools in order to spread awareness and information to younger students.
- Implement the newly designed curriculum by delivering it into real classroom settings.



Final Presentations Example ④

Participants can take part in real life support projects, and once completed they can obtain an official certificate that will present their experiences.

★ Participants:

- Significantly aided kindergartens by improving the school meal environment and helping to install a well for the Malawian community to use.
- Held meetings with the Malawian staff, where ideas were exchanged in order to figure out the best way to initiate a support project.
- After the event had ended, many participants continued to work as a volunteer staff member, proving their dedication to aiding Malawi.



A signboard for the local well, which was provided in collaboration with Dominiko Gakuen.

Long-Term Internship Course

- 90-minute classes held daily on weekdays.
- Opportunities to participate in cross-cultural exchange programmes, and communicate with the leading staff from various countries, including Malawi.
- An expanded and enriched tuition on the course content (see next page for details)



The Course Overview - (For further details click here: [こちら](#))

月	火	水	木	金	土
Charity 1	Poverty 1 (Future)	Social Enterprise1	Malawi Coffee	Charity 2 & Circular Economy	Supports & Tutoring
Leadership 1	Life Skill 1 (Nicole)	Statistics 1	Malawian Culture 1	SDGs and Students` Case Studies	Supports & Tutoring
Charity 3	Poverty 2 (Future)	Social Enterprise2	Malawi Coffee 2	Body Language	Supports & Tutoring
Leadership 2	Life Skill 2 (Nicole)	Statistics 2	Team Work	Presentation Skills	Supports & Tutoring
Poverty 3	Life Skills 3	Social Enterprise3	Malawian Culture 2	Final Presentation	Supports & Tutoring

The Importance of Leadership

★ Key Features:

- What it means to be a leader in Malawi + understanding leadership in the context of Malawi.
- Exploring the concept of leadership in Japan, and what leadership looks like in Japan
- The significance of role models in developing countries
- Hands-on experience at a vocational training school
- Encouraging the idea that everyone can be a leader



Sustainable Development Goals & Student's Case Studies

★ Students will participate in:

- Talks overviewing the SDGs and Seibo's organizational goals
- Projects related to Goal 1 (No Poverty) and Goal 4 (Quality Education)
- Presentations by course alumni and interns
- Showcasing the achievements of high school students + university participants that have been involved in activities relating to aiding Malawi
- The opportunities for collaboration and Q&A sessions



Malawian Culture & Livelihoods

- Members of the Malawian community will share their firsthand experiences and cultural insights of Malawi
- Guest talks will be carried out by JICA staff and other experts
- Talks/lectures of real-world examples about social challenges faced in Malawi will take place
- Training students to master their critical questioning skills, and to have the ability to identify key issues
- Gaining an understanding of both the hardships and the unique richness of life in developing countries



The Participation Requirements and Outcomes of the Online Course:

Recommended Criteria for Eligible Participants:

- Reading and listening skills equivalent to EIKEN Grade 2
- Willingness to actively communicate with staff and other participants in English
- Ability to research areas of interest and spend time exploring them with staff
- Access to basic online devices

Learning Outcomes:

- An opportunity to learn about international business
- The privilege to learn about and deepen understanding of charity activities
- Chance to collaboratively plan and take action in activities
- To have improved communication skills in English
- Gain motivation and confidence for post-course activities
- Certificate of completion from a UK company
- Interaction with participants and instructors (including interns from overseas)



Engaging with Malawi: The Exchange of Experiences

Voices from the Community:

- Participants can learn directly from Malawian teachers about the current situation and challenges Malawi faces.
- Questions from the participants can be answered through conversations conducted in English.

The Valuable Experience

- By being able to interact with people in distant countries and nations that they wouldn't normally have access to, participants gain a closer understanding of the international community and its challenges.
- With the help from the staff, the participants are given the opportunity to plan charity activities



Interaction and Collaboration: Participants can form a partnership with current and past project participants.

Collective Impact!!

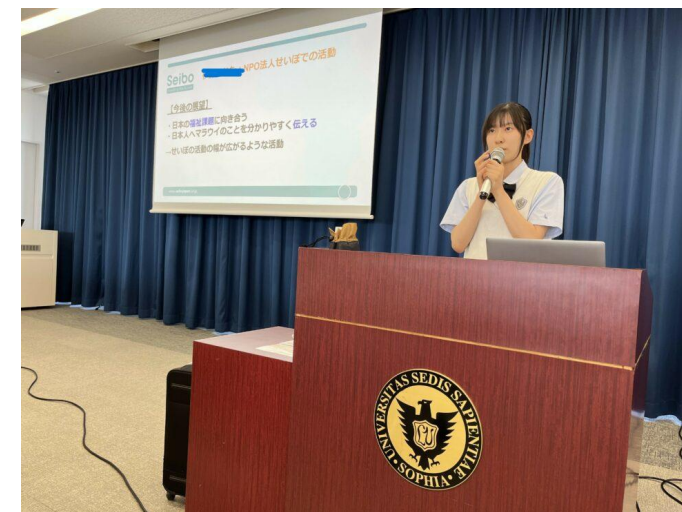
- Through interactions with high school and university students from across the country, participants can gain creative project experience and expand their network.

Seibo
アンバサダーマップ
(Seibo Ambassadors Map)



University Students: The Benefits of the Online Course

- ▶ Useful for university admissions, including comprehensive and school-recommendation-based entry.
 - Gain knowledge and public speaking skills, master your independence and enhance your personal statement.
- ▶ A course which is tailored to the participants' interests.
 - Helps students discover future paths and allows participants to pursue their interests.
- ▶ Hear firsthand experiences from Malawian people
 - Have a valuable involvement within the fields of social enterprise, global development and charity.



How your Career Path can be Influenced:

- ▶ You can earn internship certificates from a UK company and a Japanese NPO.
- ▶ Graduate school applications will be supported (Past participants have utilized the internship for an admission to the University of Sussex, and for a scholarship at Temple University)
- ▶ Acquire hands-on and practical experience in international aid and learn how to apply it to future projects and opportunities.



Stories from Previous Participants:

Kentaro Hirano - University Student

Through this learning experience, I was able to gain knowledge and an insight into a topic that I could have never learned in everyday life, allowing me to develop a broader, more multifaceted perspective.

It was an invaluable experience to learn about topics such as charity, social enterprises, and leadership from people living in various countries — including Poland, the UK, Malawi, and Japan — subjects that are rarely taught in ordinary settings.



Stories from Previous Participants:

Reika Nishino - 3rd-year university student

This was my first time taking an online class directly from someone in Malawi, so the experience felt very fresh and new. The support from everyone at Mobell was thorough and reassuring, which allowed me to attend the classes with confidence.

Since the course was held once a week, I was able to participate without difficulty. It was a truly meaningful and unique experience, and I'm very glad I took the course.



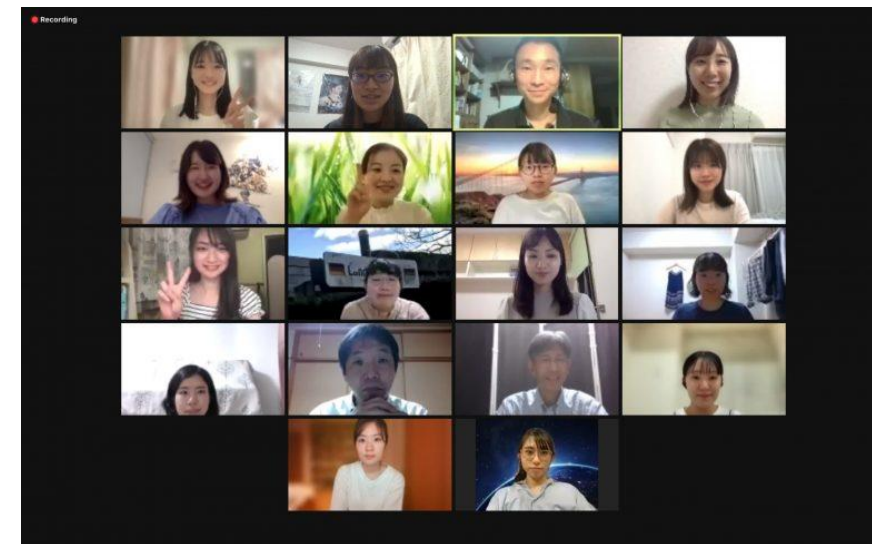
Stories from Previous Participants:

Chihiro Mogi - 4th-year university student

Through international exchanges with staff from Malawi and Poland, I had the opportunity to learn about concepts such as social enterprise and charity, whilst exploring from my own perspective how I could approach and help solve issues faced in Malawi.

When working on my final presentation for the course, I faced some challenges, but with the strong support from the Japanese staff—who even arranged meetings with the Malawian team—I was able to overcome them. This experience became a valuable foundation that led me to pursue further studies at the University of Sussex in the UK.

The course experience was incredibly valuable; it helped me expand on what I had learned at university and discover a path for applying my knowledge in society. Even if you feel uncertain about communicating in English, I encourage you to take the challenge—it will definitely be a rewarding experience.



Stories from Previous Participants:

Megan Kupke - Australian University Student

My internship at Mobal and Seibo Japan gave me the chance to try things for the first time that I had only learnt about in my degree. That kind of practical experience at a real business with a real purpose was so valuable, and helped me land my first full-time job afterwards.

The new perspectives that I gained about charity and being open-minded to different cultures are ones I will remember forever."



Stories from Previous Participants:

Salesio Gakuin Junior and Senior High School

► Coffee Sales Event

At Salesio Gakuin, the students engaged in independent, inquiry-based learning by asking questions and exploring ideas on their own. Following this, junior and senior high school students took the initiative to prepare for a sales event.

Thanks to the students' proposal, a *Fair Trade & Charity* tea and coffee sales event was held, during which Malawian coffee was sold.

► Mobell Online Course

A graduate of Salesio Gakuin who participated in this workshop also took part in the Mobell Online Study Abroad Course in February 2022.



How to Apply:

【Application Process】

Application Period

- Please apply by the 20th of the month prior to your desired start month.
- An online orientation session will be held before the program begins.
(The date and time will be arranged after receiving your application.)

Payment and Preparation for Participation

- Program fee: **10,000 yen (tax included)**
(Please complete payment at least one week before your desired start date.)
- Provide your **Gmail address** and coordinate with the **support staff** for setup.

On-demand version also available! (English version only)

【Features】

- Watch five short-term on-demand lessons.
- In the final week, have a meeting with staff to finalize your presentation content.
- Give your presentation during the first week of the following month → receive a certificate of completion.

【Payment and Preparation for Participation】

- Program fee: **6,000 yen (tax included)**
(Please complete payment at least one week before your desired start date.)
- Provide your **Gmail address** and coordinate with the **support staff** for setup.

Application Process (Long-Term Internship Course)

【Application Period】

- Please apply by the **20th of the month prior** to your desired start month.
- An **online orientation session** will be held before the program begins.
(The date and time will be arranged after receiving your application.)

【Payment and Preparation for Participation】

- Program fee: **60,000 yen (tax included)**
(Please complete payment at least **one week before** your desired start date.)
- Provide your **Gmail address** and coordinate with the **support staff** for setup.

Process from Application to Course Start Date

- ① The application form and program terms will be sent to the participant.
- ② After you return the completed application form, an invoice will be issued.
- ③ Once payment is confirmed, you will receive an invitation to **Google Classroom**.
- ④ A **pre-start meeting** will be conducted before the course begins.
- ⑤ The **classes will then start**.

✕ If you apply **by the 25th of the month**, you can begin the program **on the first Monday of the following month**.

Inquiries about Course Details:

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<https://www.mobell.com/jp/course>



On our YouTube channel, you can also watch videos showing **actual lessons in action**, so scan the QR code and check it out!