



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



STEP1

Learn about Malawi

Learn about the product

STEP2

Marketing

STEP3

Sales

STEP4



STEP5

Summary

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)



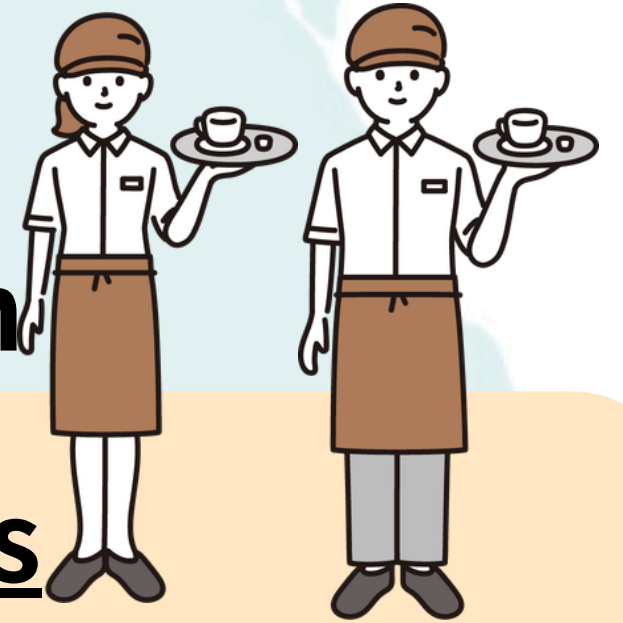
Agenda for Students

- 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



