

Workshop on Social Entrepreneurship and Empowerment

Location: Naturfreundejugend Deutschlands (NFJD), Warshauer Str. 59A, 10243 Berlin

The workshop programme outline has been prepared by MetaForm (a Cairo based social enterprise and eco-startup) to invite M.Sc Urban Development students from TU Berlin Campus El Gouna. It is proposed to be held in collaboration with International Young Nature Friends, Prague and Naturfreundejugend, Berlin with the long term vision of sharing and promoting common values. The aim of the workshop is educating the participants on informal education as a tool to come up with nature-friendly and innovative entrepreneurial solutions with social benefits.

Programme Outline:

Thursday, 16 th April 2020 at Seminar Room		
Introduction	09.00 – 09.15	Introduction by facilitator (IYNF)
	09.15 – 09.30	Team's formation by Paulus van der Kuil (Research Associate at TUBCG)
		Site introduction by Nikhil Ravindra (Co-founder of MetaForm)
Social Entrepreneurship in Urban Design	09.30 – 10.00	Mapping Urban Areas
	10.00 – 10.30	Design Development
	10.30 – 11.00	Physical modelling
	11.00 – 11.15	Break
By IYNF	11.15 – 12.15	Workshop by IYNF member on Green event planning or Ethical consumer behavior
Social Empowerment through Innovative Approaches	12.15 – 12.45	Material and Product Research
	12.45 – 13.15	Social Benefits and Policies
	13.15 – 14.15	Lunch Break
Team work	14:15 – 15:15	Discussions and Team work on Presentations
	15.15 – 15:30	Break
	15:30 – 16:00	Presentation by Teams
Wrap-up	16:00 – 16:30	Closing remarks, feedback and way forward

Participants are expected to receive expert's inputs throughout the time of the workshop from the members of the supporting organizations and also from TUBCG. The key features for each of the topics are:

- **mapping urban areas** : selecting a particular region in Cairo for study purpose and deciding on which tech-enhanced urban furniture could be placed where and why?
- **design development**: introducing MetaForm's current / on-going prototypes design, getting feedback, working on possible new designs or design features
- **physical modelling**: developing a small scale physical model (paper – cardboard) of the desired products using basic stationary such as glue, scissors, tape etc
- **material and product research**: deciding on the materials for the products, technical detailing, possible innovative materials
- **social benefits and policies**: how social co-benefits can be addressed, what are the other possible means and methods to achieve social empowerment?
- **discussions**: debate and role play through individual or group stakeholder discussion through specific roles and characters.

Each team is expected to present 6 slides (i.e. 1 slide for each of the above topic) by the end of the day and by the end of April 2020, every team requires to submit a 2-3 page summary of the workshop outcomes which would then be combined to be made as a report by MetaForm with the intention of getting it published through the supporting organizations.

Abbreviations:

IYNF – International Young Nature Friends

NFJD – Naturfreundejugend Deutschlands (Young Nature Friends Germany)

TUBCG – Technical University of Berlin Campus El Gouna