



Impact Week

Brand Academy Hamburg

Our mission

We foster innovation and entrepreneurship as well as intercultural and intercompany exchange through Design Thinking.



WE...

- initiated 2015 by entrepreneurs and innovation consultants
- ~120 consultants went abroad to organize Impact Weeks.
- a community driven volunteer organization.



Team Kenya 2015



Team Kenya 2016



*Team Colombia
2017*



Team Nigeria 2017



Team Rwanda 2017

... TO FOSTER INNOVATION AND ENTREPRENEURSHIP ...

- teaching people how to create business models out of existing problems.
- giving people the tools and knowledge to found own businesses that help them to make their own living.
- training people as trainers so our knowledge stays in the country.
- We believe this (and education in general) is the most sustainable way of relief work.



... AS WELL AS INTERCULTURAL...

- bring people from different countries and cultures together.
- create friendships that lasts a lifetime.
- We see ourselves as “servants” and equal to the people we teach. We might have the methodology knowledge but the solutions lies in the people itself.



... AND INTERCOMPANY EXCHANGE ...

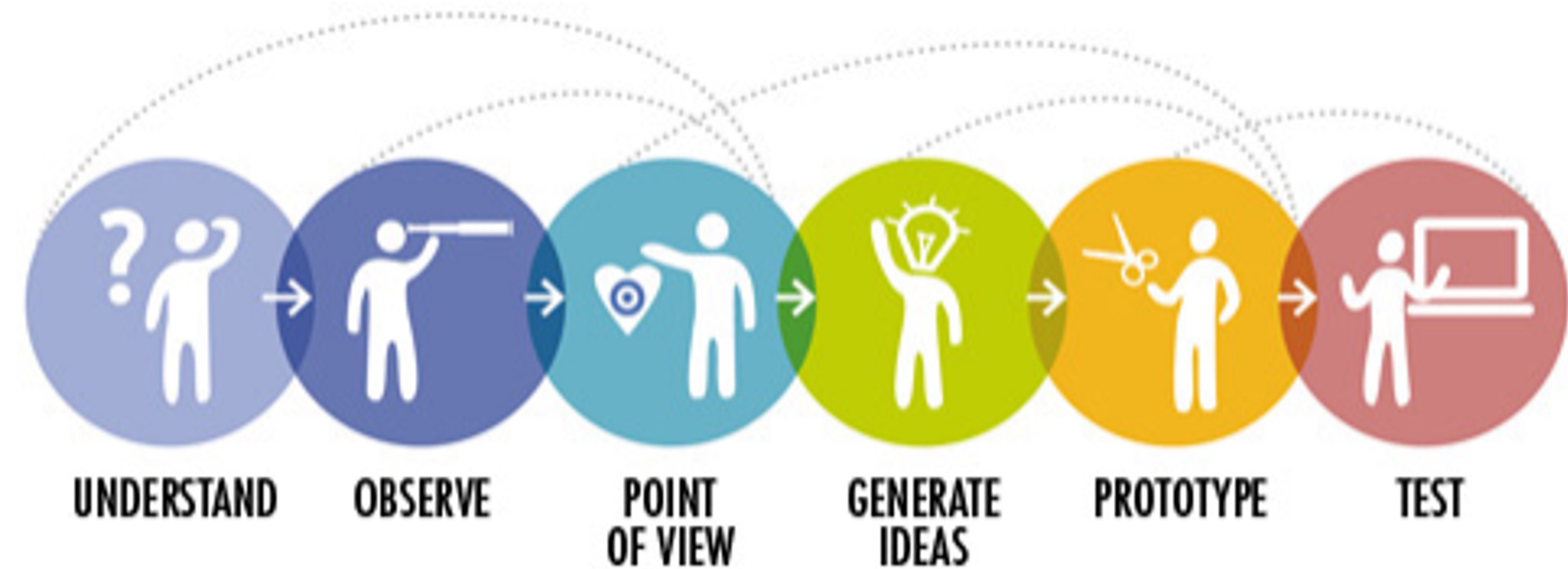
- Connecting people from different contexts maximizes creativity and value.
- Creating an environment to cooperate not to compete, learn from each other and exchange ideas.



... THROUGH DESIGN THINKING.

“Design thinking is a human-centered approach to innovation to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

- We train professors as Design Thinking coaches.
- Newly trained DT coaches organize a one week Design Thinking workshop with students to apply their knowledge.



EACH IMPACT WEEK HAS 4 PHASES TO ENSURE SUCCESS AND SUSTAINABILITY

1

Set up and prepare

Build country team

Find University and Incubator

Scoping workshop (on-site)

Fundraising

2

Conduct Impact Week

Train the trainer

Impact Week

3

Facilitate the winners

Incubation

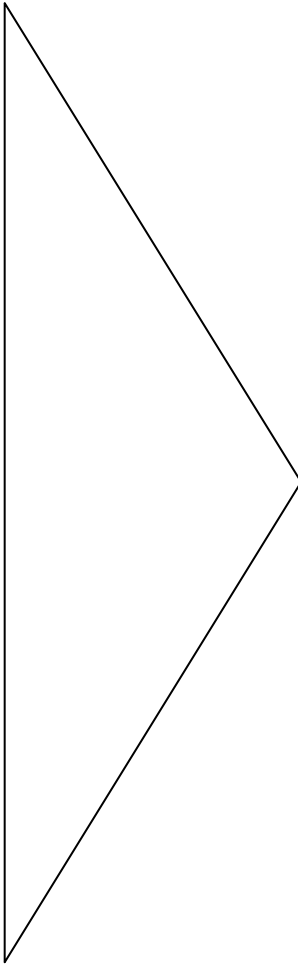
Mentorship

Funding

4

Ensure long term sustainability

Impact Week organised by local team



Ongoing coaching until Impact Weeks can be independently organized by local teams

A COLLABORATION OF MANY

Coaches & Leaders



Sponsors



Part



ACHIEVEMENTS 2017

4 Impact Weeks

Colombia, Rwanda, Nigeria, Kenya

80 Coaches from 8 different countries

24 Colombia, 22 Rwanda, 26 Nigeria, 8 Kenya

72 people trained on-site as Design Thinking Coaches

24 Colombia, 22 Rwanda, 26 Nigeria, 0 Kenya

360 students participated on-site

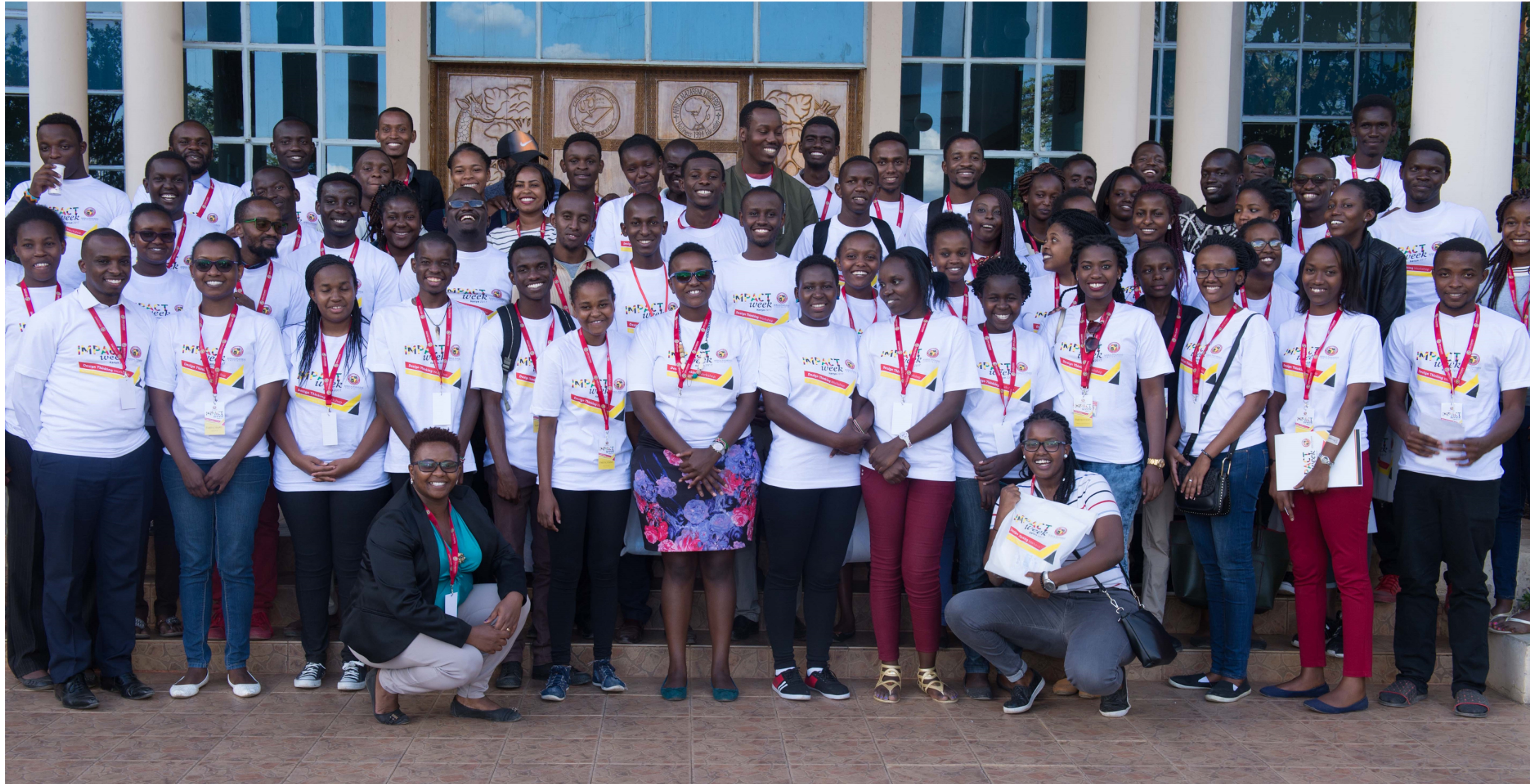
60 Colombia, 100 Rwanda, 144 Nigeria, 56 Kenya

62 new ideas generated

14 Colombia, 18 Rwanda, 22 Nigeria, 8 Kenya

...countless stories and friendships

1ST SELF-ORGANIZED IMPACT WEEK IN KENYA





IMPACT
week Kigali
Rwanda

RWANDA

OCTOBER 2017



IMPACT
week Kigali
Rwanda

SOS CHILDRENS VILLAGE



THE TRACKS



AGRICULTURE



SMART CITY



HEALTH



CHILD PROTECTION



E-COMMERCE



ELECTRIC SUPPLY

THE IMPACT WEEK



SUCCESS STORIES: SPECIAL CANDIDATES



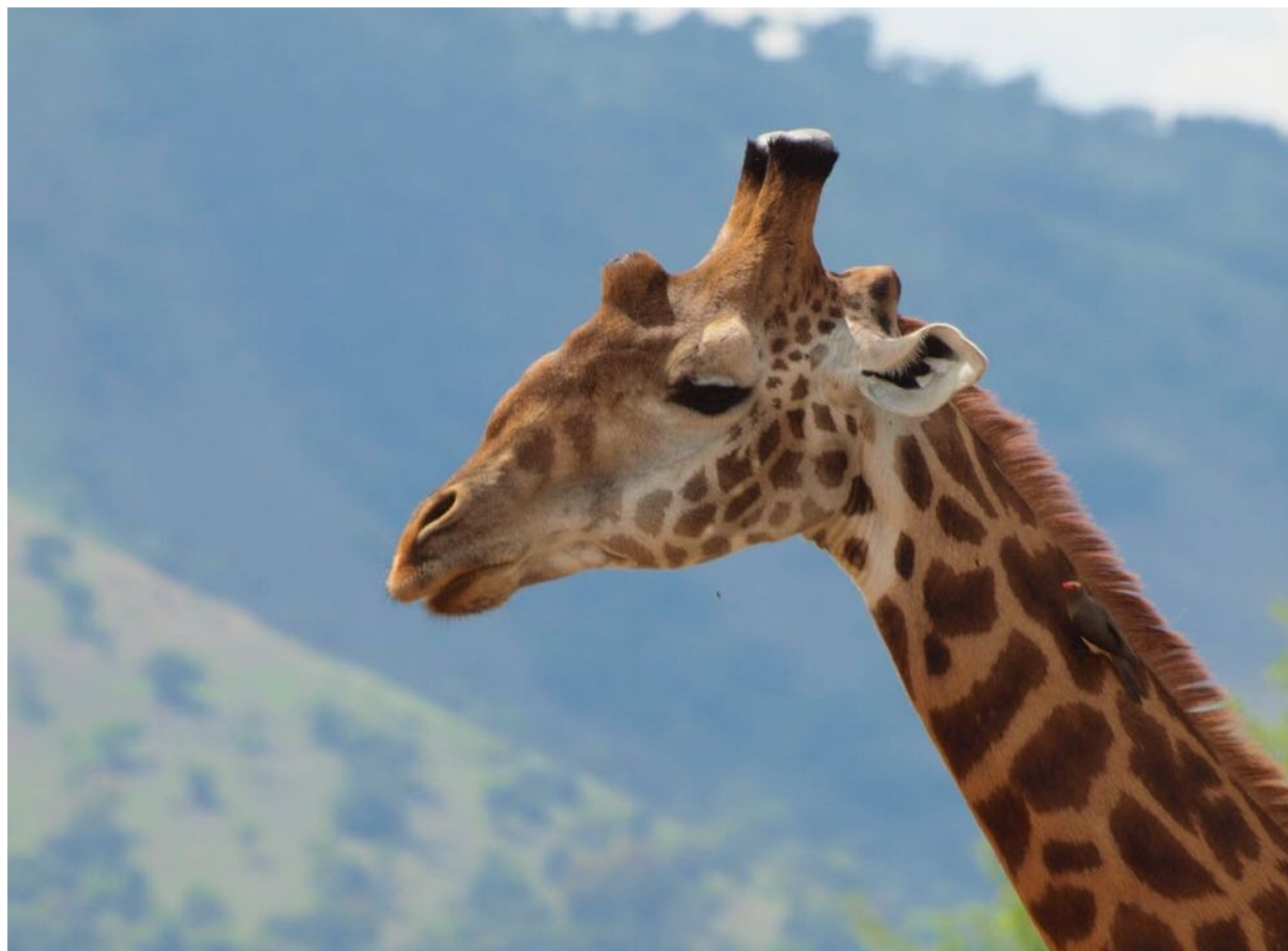
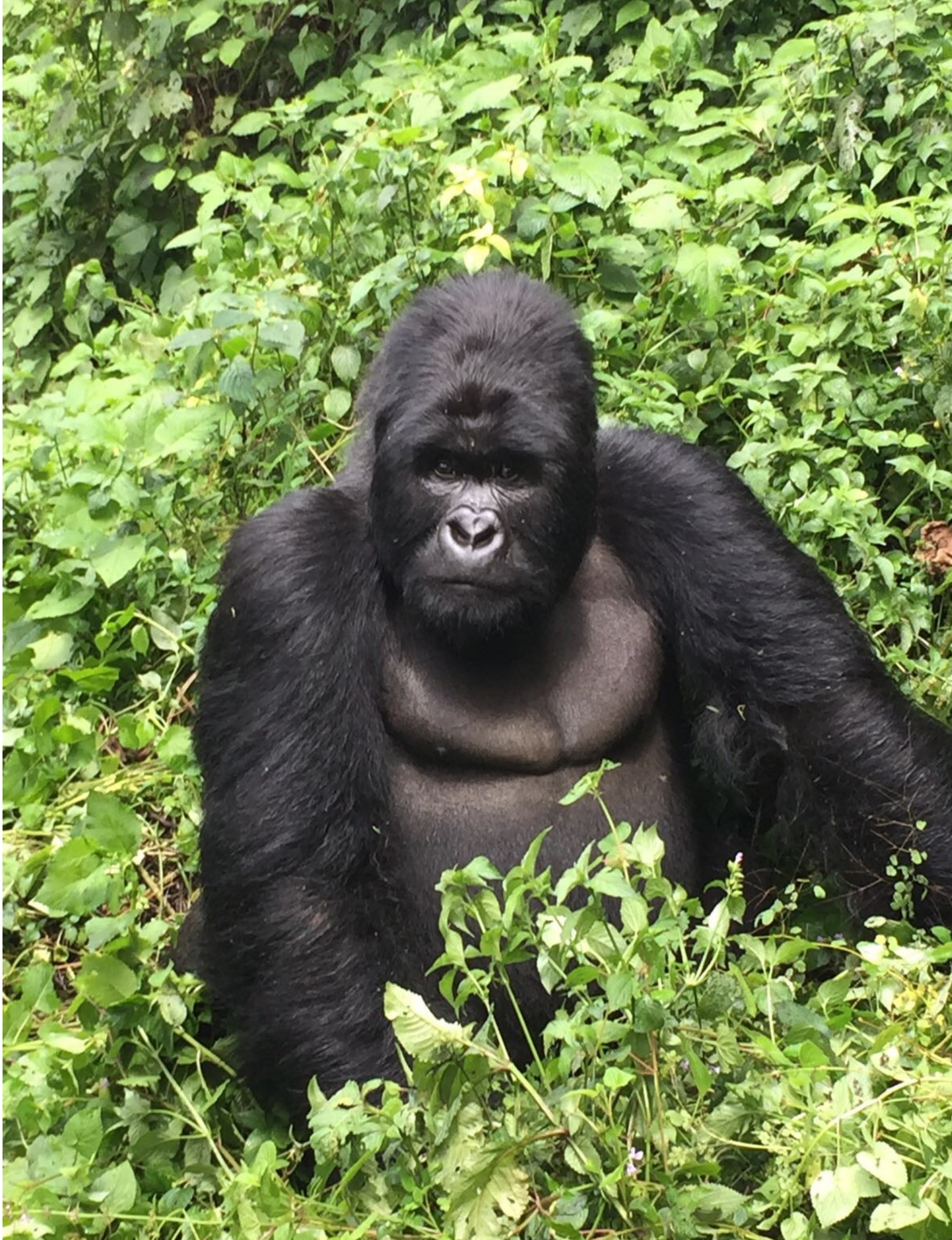
THE IMPACT HUB KIGALI



IMPACT WEEK KENYA ALUMNIS



EXPLORING RWANDA



COLOMBIA

SEPTEMBER 2017



IMPACT
week Bogotá
Colombia





IMPACT
week

Bogotá
Colombia



**FIRST
GLOBAL
COACH TEAM**



regional development



tourism



public policy



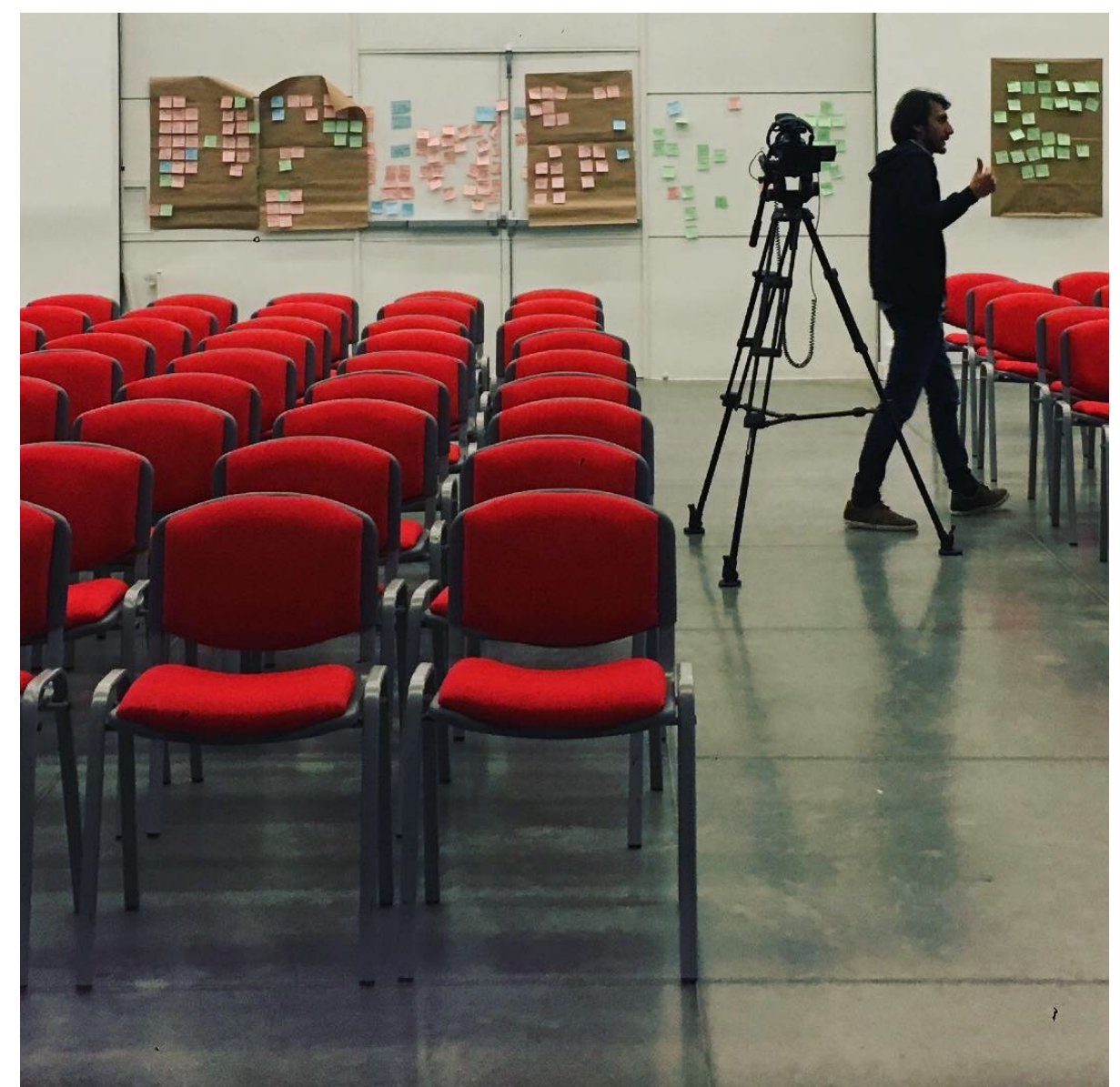
fair trade



education



**INNOVAMOS:
ES NUESTRA ESSENCIA**



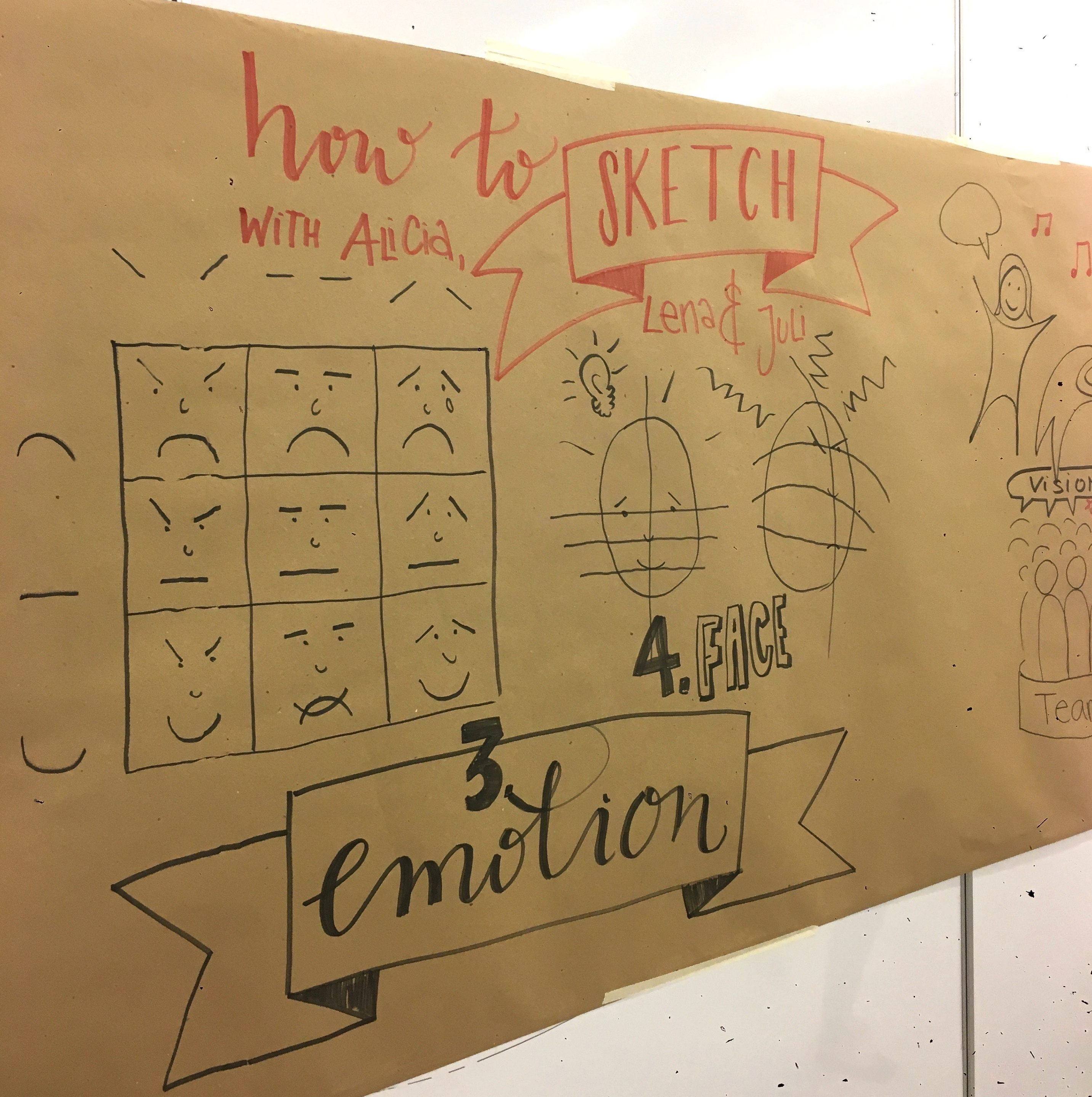




INTERDISCIPLINARITY



WORKSHOPS



IMPACT week Bogotá Colombia



WINNERS







Recap 2017



OUTLOOK



GROWTH TEAM 2018

