

## ANNOUNCEMENT AND CALL FOR APPLICATION

On behalf of the German Academic Exchange Service (DAAD), the Centre for International Capacity Development at University of Siegen in cooperation with cewas is organizing the

*International Germany Alumni Seminar 2020:  
“Design Thinking for Innovation Development in the Water and  
Environment Sector”*

**26 April - 3 May 2020 in Siegen, Germany**

**followed by the participation in the  
International Trade Fair IFAT München  
4 - 9 May 2020 in Munich, Germany**

### Seminar aims

The water and environment sector is in need of innovative ideas to effectively and sustainably address the challenges caused by pollution, resource exploitation and growing amount of waste. Business innovation in the environmental sector is an emerging topic around the globe, but the number of entrepreneurs with high potential business ideas is still low. One of the reasons is the lack of creative processes for developing sustainable value propositions with a strong market fit. A way to improve and assist the ideation and innovation process is the integration of design thinking, an approach and framework for identifying and solving problems. While being useful to many disciplines and actors, it is particularly useful for (future) entrepreneurs because it seeks to develop creative and user-relevant ideas for long-term water, sanitation and waste solutions. Design thinking involves understanding how to uncover customers’ real needs; how to productively generate ideas for solving them; and how to quickly learn which of those ideas are viable in the marketplace.

**This seminar addresses young and innovative Germany alumni that seek to step into the entrepreneurial journey or initiate change processes within their institutions.** The program and content of the seminar follows a participatory, cross-institutional and interdisciplinary approach. While outline the program, great emphasis is laid on participant’s interaction: besides face-to-face inputs, group works and case studies, a field visit to a successful environmental business case.

Overall, the alumni **seminar aims at training in four selected topics** (1) strengthen competences to develop business ideas in the environment sector with a strong practical component, (2) foster cooperation in a multi-disciplinary team as a central idea of “Design Thinking”, (3) exposure to private sector innovation and testing of business ideas at the fair IFAT München, and (4) motivate participants to engage in networks like the German Alumni Water Network (GAWN), especially with regard to the worldwide networking possibilities at the interface of research and business development.

The seminar and trade fair visit are offered by the German Academic Exchange Service (DAAD) in the framework of the program Alumni Special Projects ([www.daad.de/alumni-special-projects](http://www.daad.de/alumni-special-projects)). The International Germany Alumni Seminar is organized and hosted by the University of Siegen in cooperation with the Swiss organization cewas ([www.cewas.org](http://www.cewas.org)). The costs will be mainly covered by funds from the DAAD, provided by the German Federal Ministry for Economic Cooperation and Development (BMZ).

## Tentative Program

The seminar will have two parts:

1. Six day's seminar at University of Siegen, including:
  - Sessions on Design Thinking and how does it support the innovation process
  - Discover/Explore - Practice empathy tools and learn from users
  - Define/Reframe - Gather user information to derive deep insights into the problem
  - Ideate/Generate - Brainstorming and ideation techniques to develop new ideas
  - Presentations of the developed prototype to interested groups
  - Excursions and cultural events
  
2. Five days visit of the International trade fair IFAT München
 

All alumni participate at the IFAT München 2020. Prototypes and group work results will be presented at IFAT to the broader public. Pitching of innovative business ideas, market research and validation strategies will be further continued. Networking approaches and consolidation of networking are also topics at IFAT München. Side events and a social programme at the fair will be organised in cooperation with DAAD and DWA.

The final program will be published once all applications have been reviewed. It is necessary to participate in the whole program: seminar, trade fair and social programme.

At IFAT München there will be the **Conference Waste-Water-Women**, organized by German Association for Water, Wastewater and Waste (DWA), Hennef, Germany. It will take place on 5 May 2020 from 11:15 am to 1:00 pm. Afterwards we will meet for networking at DWA's booth from 1:00 pm to 3:00 pm.

You will find detailed information later on in the Internet. The conference will be simultaneously translated into English.

**If you are a female applicant and interested in speaking on this conference, please write in three sentences per question (Make it short and clear!):**

- \* What are you working on (current working project)?
- \* What exactly would you report about at the Conference Waste-Water-Woman?

## Eligibility criteria for participation

This seminar targets alumni of German universities

- from countries listed on the DAC list of 'developing' countries,
- who carried out research or studied in Germany for at least 3 months, and
- who are currently living and working in their home countries.

You should have

- (1) a **proven background in academic fields relevant to the topics** of water, waste water and/or waste, environmental engineering, environment technology, water use efficiency, water reuse and waste water treatment.
- (2) **professional experience and personal interest in one of the following areas**: be ready to bring new ideas and innovations into public related to waste water reuse, recycling, zero waste, alternative sanitation systems, improved water treatment systems, grey water use and to environment and resource protection.

- (3) the **requirements to act as a potential multiplier** who will present the seminar results in your home country and thus disseminate the acquired knowledge as well as develop ideas and projects for regional implementation
- (4) **adequate language proficiency** which is essential to actively participate in the workshops and discussions as the seminar will be held **in English**

#### **Eligibility for repeated attendances at Alumni Special Projects:**

Participations in Alumni Special Projects are limited to a maximum of 2 participations within 4 years. The year of participation, not the year of application, is decisive for the calculation.

#### **Cost coverage**

- International return ticket (economy class airfare up to 600 € from Africa, and up to 1.000 € from America and Asia) **to Frankfurt airport (arrival) in Germany and from Munich airport (departure)**.  
⇒ Please book your tickets on your own. Tickets will be reimbursed on arrival against legal receipt and boarding passes.
- Train tickets (2nd class): Airport to Siegen – preferably Rail & Fly
- Accommodation and meals during the stay in Siegen
- Travel health insurance (max. 30 Euro) and visa costs
- Transport on excursions
- Transport from Siegen to Munich
- Accommodation and partial living expenses during the stay in Munich
- Entrance fees at IFAT München
- Transport from the hotel in Munich to the departure airport (Munich)

**Please note:** All other costs, such as transport costs from participants' home town to their home airport or travel costs for visa application in the home country have to be borne by the participants. Please keep in mind that living expenses are only covered partly during your stay in Siegen and Munich.

#### **Travel dates:**

**26 April 2020:** Arrival at the venue in Siegen

**3 May 2020:** Travel from Siegen to Munich

**9 May 2020:** Departure from Munich

**Extensions of stays** after the trade fair/conference/congress are only possible up to 5 working days and upon submission of a price comparison of the flight. Higher travel costs than the travel costs granted by the university must be borne by the participant himself.

Additional travel costs, subsistence costs and other additional costs in connection with the extension of the stay must be borne by the participant.

Extensions beyond 5 days must be of an official nature, justified by the participant and documented with a program and details of contact persons at universities, organizations, institutions, companies etc.

Approvals for longer stays beyond 5 days are individual decisions of the DAAD on the basis of the submitted reasons of the participant and his planned visit program.

Please keep in mind to organise accommodation for the extension period by yourself and to have a valid (health) insurance for these extra days.

## Application procedure

Your application (in English language) should emphasize your motivation and personal/professional benefit for your participation. The seminar concentrates on innovative processes and how to get them into practice. Therefore, you should illustrate how you are planning to initiate changes within your institutional setup or how you would like to start your own entrepreneurship in water and environment related issues. Please explain which challenges you want to address and how you would like to do it. If you have already a business idea or prototype, please describe it in detail.

**Please send your application by 15 January 2020 via e-mail to:**

Mr. Ruger Winnege, [ruger.winnege@uni-siegen.de](mailto:ruger.winnege@uni-siegen.de)

The application (in English language) must include the following documents:

- **Filled form of application** including your motivation for participation emphasizing your innovation potential. The form is available at <https://gawn.alumniportal.com/expert-meetings-at-trade-fairs-and-conferences/2020-ifat-muenchen.html>
- **A short CV with passport size photo:** surname, name, date of birth, organization and current position, department, city, country, phone, e-mail.
- **Indicate your alumni status** in providing details about your previous stay in Germany. Please indicate if you are a PhD candidate or a student.
- **Short description of your present field of activities, your tasks/position and your potential framework to implement innovative ideas.**
- For **participants who already work on an environmental business idea:** please describe which particular challenge/problem it addresses and if you already have a working prototype
- For **female applicants who are interested in speaking on the DWA Waste-Water-Woman Conference:** Expression of interest with a brief description of the current working project and possible conference topic
- An **overview on workshops, conferences and seminars visited in Germany** after finishing your studies/your stay in Germany.

The PDF-document should be named '**Last name\_First name\_country**' (e.g. Winnege\_Ruger\_Germany).

Please note: Incomplete personal data mentioned in the online application form will affect your eligibility as a participant.

After the review by the local organizing committee and DAAD, the invited participants will be notified by end of January 2020.

**For further questions,** please contact Ruger Winnege ([ruger.winnege@uni-siegen.de](mailto:ruger.winnege@uni-siegen.de)).

Siegen, December 2019