

COWASH EVENT REPORT (workshops, meetings, conferences, trainings, seminars, study tours, etc)		
NAME(S): Ato Bekele Damte W/ro Meaza Kebede	POSITION(S) AND ORGANIZATION(S): Consultant Gender and MSE Specialist, COWASH	
EVENT NAME: Business Model Canvas Training	DATES: Dec. 25 to 26, 2017	PLACE: Queen of Sheba Hotel, AA
ORGANIZED BY: COWASH	NUMBER OF PARTICIPANTS (Male/Female): 35 participants (5 females; 4 males and 1 female with disabilities). 21 (2 female) Technical, Vocational Education and Training (TVET) / Polytechnic College instructors; 7 (1 female) Regional TVET and Micro and Small Enterprise Bureau staffs; and 7 (2 female) COWASH Regional Support Unit staffs.	
Objectives of the event: To enhance the capacity of Technical, Vocational Education and Training (TVET) College / Polytechnic College instructors, Regional TVET and Micro and Small Enterprise Bureau staffs and COWASH Regional Support Unit staffs in using Business Model Canvas (BMC) so that the trainees shall use the BMC to train entrepreneurs in general and that of entrepreneurs working on sanitation marketing and water schemes maintenance businesses in five COWASH Regions.	Reference of the objectives:	
Evaluation of the event: The two-day Business Model Canvas training completed successfully. The training was conducted by Ato Bekele Damte Fufa (M.A. in Cooperative Management, B.A. in Business Management), a consultant recruited by COWASH. Trainees have shown keen interest for the training and actively participated throughout the training sessions. Moreover, the training enabled participants to share their knowledge and experiences among themselves. The training material was prepared in English and submitted to COWASH by the trainer before the training date (on December 20) and then COWASH distributed the material for trainees at the end of the training day (December 26, 2017) on CD. As a way forward action point, participants have agreed to have discussion with their immediate supervisors to scale up training and utilization of Business Model Canvas in their respective region TVET Colleges/ Polytechnic Colleges/ TVET Centers.		
Major outcomes from the event: - Opening speech was given by Mr. Arto. He welcomed participants and highlighted objectives of the BMC training. He also briefly described about COWASH phase III. The following methods and approaches were used during the training: <ul style="list-style-type: none">• Power point Presentation via local language (Amharic)• Small group/individual work and presentation• Experience and knowledge sharing among participants and training supervisors• Icebreakers / Energizers		



Annex 1: Training Schedule and Annex 2: List of Participants are attached to this report.

DAY – 1 (25 December 2017)

The training gave opportunity for all participating trainees from different background and sectoral offices to exchange their ideas, experiences and thoughts. Besides, all participants were able to know each other and also be able to know who is doing what in the WASH sector in general.

By this training, participants were able to understand the importance of doing a business and the importance of having business skills. Elements of the business model canvas were elaborated and they have been equipped with important elements of marketing mix and Business Model Canvas related issues.

The trainees did exercises in group on each of the nine building blocks of the Business Model Canvas and realized the issues to be considered under each block while doing business.

The following were fundamental areas of the training on Day 1.

- Business concepts and Basics;
- Business skills overview;
- Business Model – Introduction;
- Business Model Canvas definition and overview;
- Know your customers;
- Design value proposition;
 - Features and Benefits
- Channels; and
- Customer relationships;

DAY – 2 (26 December 2017)

Highlight on the remaining building blocks of the Business Model Canvas (BMC) was a major and sole agenda for Day 2, in which trainees were able to understand the remaining building blocks of the BMC and they did exercises and presentations after briefing of the 3 building blocks by the trainer.

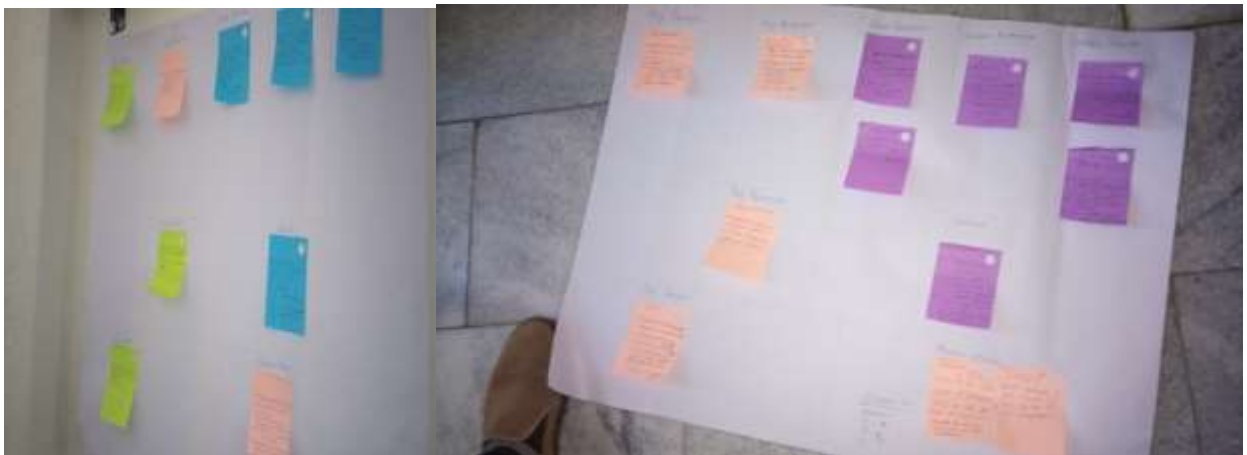
Main areas of the Business Model canvas that were presented and discussed include the following building blocks:

- Revenue and pricing Strategy;
- Key activities and resources;
- Costs of operating the business;

Besides the aforementioned nine building blocks, briefing was made on Risk Management and its processes (its-foreseeing, impact evaluation & mitigation/avoidance tools) and finally participants finalized the group exercise on the nine building blocks of BMC.

Accordingly, the following results were achieved on day 2:

- Participants were able to remember Day 1 exercises and presentations.
- Participants were able to understand BMC basics
- Participants recognized the importance of placing the customer at the heart of the business
- Participants were able to understand how to design a product or service that meets specific needs in the market, communicated the features of products and determined key benefits for each feature based on the assumption of customer desires
- Participants were aware of the channels available for selling products or services
- Participants understood how to establish price and how to estimate annual revenue
- Participants were able to list key activities and resources that make the business successful
- Participants were aware of the costs to operate the business
- Participants were divided in four groups and each group developed the nine blocks of the BMC. See the sample below.



Way forward

There was a session where training participants were grouped based on their respective COWASH operational regions and discussed on how to incorporate the Business Model Canvas Training into their future entrepreneurship/business trainings in general and for entrepreneurs working on sanitation marketing and water schemes maintenance businesses in particular.

Participants responded to have discussion with their immediate supervisors to scale up training and utilization of Business Model Canvas in their respective region TVET Colleges/ Polytechnic Colleges/ TVET Centers.

Closing and Certification ceremony

Following Mr. Arto S. brief closing remark, a unique certification award ceremony was under went with the lead of Mr. Arto and the trainees awarded the certificate to each other.

FOLLOW UP ACTIONS WITH RESPONSIBILITIES

Regional Gender and MSE Specialists / Gender focal Persons to follow up the scaling up of BMC training and utilization in their respective regions.

DATE OF EVENT REPORT: 01.01.2018