



# PROJECT MANUAL

For the competition „Together against Hidden Hunger“

1. Edition, Münster 2018

Responsible:

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Print: vierC print + mediafabrik GmbH & Co. KG, Berlin  
Edition: 60

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# FOREWORD

## Dear readers,

With this project manual we want to help you to develop creative ideas against malnutrition in Uganda and to successfully position yourself in the Students-4Kids competition 2018. It provides scientific information on micronutrient deficiencies, presents the selected country through facts and images, and describes techniques for developing your innovative ideas into a mature concept paper. In addition, all details regarding the timeline of the student competition „Students4Kids - Together against Hidden Hunger“ are summarized here.

Students4Kids, a cooperation project of the Assmann Foundation for Prevention and the Frankfurter Allgemeine Zeitung, was initiated to find new, effective and sustainable project ideas aiming to fight malnutrition in Sub-Saharan Africa via an international student competition. Inspired by the overwhelming response of our initiative, we have steadily expanded our radius of action: When Students4Kids entered the international scene in 2016 as a follow-up to the successful Teens4Kids competitions, Zambia was the first partner country. Last year, the circle extended to the Ivory Coast and included Switzerland. In this year's third Students4Kids competition, German, Swiss and Ugandan students are invited to keep fighting one of the biggest challenges in the world: ending all forms of hunger.

Eliminating micronutrient deficiencies as one form of malnutrition will ultimately help to save lives as well as create a more prosperous future. The foundation for a successful intervention requires an understanding of the interdependencies, such as the consequences of climate change, which increases the likelihood and severity of droughts in Africa. We need ingenuity in order to secure the future with a high-quality diet.

Considering limited resources and aid, it is important to propose innovations that yield the greatest possible long-term effects.

Therefore, we expect not only scientifically based but also unconventional– ideas, which allow for a comprehensible, plausible implementation in Uganda. Opportunities that include digital technologies for Africa should be considered in the drafts.

With its multi-stage selection process and international format, Students4Kids combines the results of preventive medical research with current findings from international development cooperation projects into an integrative approach. For the first time this year, the Assmann Foundation for Prevention supports up to ten teams with innovation scholarships. A subsidy of EUR 10,000 is awarded to the team, which can convince the jury of the feasibility of their idea. The implementation takes place directly in Uganda and will be supported by Students4Kids.

The scientific, creative and practical demands on the teams present a challenge to actually create changes in Uganda. First experiences in the implementation of the winning projects of previous Students-4Kids competitions provide an orientation. All of the initiative members are looking forward to your new ideas and commitment to mitigate micronutrient deficiency of children in Uganda.

On behalf of the entire team, I wish you every success in this year's competition.

Your





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## MORE INFORMATION ABOUT HIDDEN HUNGER

Regularly updated reports, facts and scientific findings on Hidden Hunger and Uganda can also be found on the website of our initiative and the Facebook page.



# THE COMPETITION

## All Information at a Glance

### The Competition

With the slogan "Students4Kids - Together against Hidden Hunger", the Assmann Foundation for Prevention, together with the German newspaper "Frankfurter Allgemeine Zeitung", calls on students in Germany, Switzerland and Uganda to come up with new ideas and innovative concepts to contribute to the international student competition against „Hidden Hunger“. The aim is to find the best approach and support the most committed team with EUR 10,000 funding for the implementation of their project idea. In the process, the 10 pre-selection teams will each receive an innovation scholarship of EUR 500 during the development of the concept paper and will have the chance to receive another EUR 600 as one of the three finalists.

The bilingual project page [www.students4kids.org](http://www.students4kids.org) (English / German) serves as the first point of contact and is accompanied by an informative Facebook-Fanpage. You can also find us on Twitter and Instagram..

### The project Manual and Further Information

In this manual, you'll find all the information you need to successfully participate in this year's Students4Kids Competition „Together Against Hidden Hunger“: background information, competition timeline and schedules, as well as further resources for developing your own project idea. The Assmann Foundation for Prevention provides detailed technical information in this manual as well as the website [www.students4kids.org](http://www.students4kids.org). The information booklet „10 good reasons for using children with micronutrient deficiencies in Uganda“ is only available in German but most of the cited papers are written in English. So please feel free to have a look at the red section of each page.

### Hidden Hunger

After more than 10 years, the number of people suffering from malnutrition increased again for the first time in 2016: 815 million people are currently affected by an acute food shortage. But the number of those who suffer from a hunger that is not clearly visible is much larger: more than 2 billion people lack a sufficient supply of vitamins and minerals in the long term. This micronutrient deficiency is also referred to as hidden hunger, because it occurs regardless of the calories consumed and often does not show clear symptoms over long periods of time.

As a vulnerable group, especially children are affected by hidden hunger. The effects of a lack of indispensable micronutrients such as iron, iodine, zinc, folic acid or vitamin A during the so-called „first 1,000 days“ (calculated from conception) are particularly severe and lead to a long-term and almost irreversible impairment of physical and mental development. In addition, micronutrient deficiencies can even cause structural changes in genes: it creates a vicious cycle. Health, social and economic damage of hidden hunger are enormous.

### The Initiative

After the successful Teens4Kids competitions, in which students from all over Germany joined forces with their teachers to fight hidden hunger in Germany, the project partners further developed the established concept. Now the focus is on colleges and universities, and the national framework has been expanded: the initiative has set itself the task of inspiring students from Germany and African partner countries to participate in an international competition to improve the nutritional situation of children in Sub-Saharan Africa. After Zambia and the Ivory Coast, Uganda was selected as partner



**DEADLINE:  
JUNE 3RD 2018**

country for 2018; Here, the consequences of hidden hunger are particularly dramatic and new solutions are urgently needed.

### **The Schedule**

In the first step, students are invited to submit a short outline of their idea in a clear form. These are then examined by scientific and experienced experts. Ten teams will then have the opportunity to draw up their outline to a detailed concept paper and will be financially supported by the Assmann Foundation within the framework of an innovation scholarship of EUR 500 per team. After a renewed examination by the experts, three finalists will receive a special funding of EUR 600 and an invitation to the Summit to present their idea in Berlin in front of a specialist audience and the critical eyes of the jury, either personally or via a video conference.

### **Inspirations from the last Year**

In the competition of 2017, numerous teams stood up to the challenge with commitment and creativity. Submissions included ideas like education campaigns, insect farms, school gardens, nutrient-related optimization of traditional beverages and the introduction of various crops in Ivorian agriculture. Also in this year's competition we will set no limit to your creativity and inventiveness - surprise us!

### **What We Expect**

Experts from all scientific fields and people who have gained experience with practical projects on site are among the experts in our initiative. We are looking for ideas that can counteract hidden hunger, that can be implemented immediately and give local people the chance to help themselves. Students4Kids combines scientific diligence with a practicable „hands-on“ mentality.

### **What We Offer**

Students4Kids is the largest non-profit competition against malnutrition in Germany. We offer the participants the opportunity to face an exciting challenge - and to be creative with their own ideas. We offer scientific and organizational support throughout the whole competition, direct contacts in case of difficulties and questions and the chance to promote their own ideas in public. All participants will receive the digital F.A.Z free of charge for six months (only available in Germany). In the concept phase of the competition, all teams will receive an Innovation Scholarship. With a strong media partner, the Frankfurter Allgemeine Zeitung, a successful Facebook presence and new and convincing ideas to combat malnutrition, we can raise awareness and attention for the big challenge of hidden Hunger.

# HIDDEN HUNGER

## Facts, Challenges and Options

Micronutrient deficiency, also called hidden hunger, concerns the public much less than epidemics, but is no less dangerous: In 2016, 5.6 million children died before reaching their fifth year of age. About 45 % of these deaths, over 6,900 children a day are associated with deficient nutrition.

### **Hidden Hunger is Underestimated**

Currently, over 2 billion people are suffering from micronutrient deficiencies. Micronutrients are essential for survival: if they are lacking, the organism cannot completely maintain its vital functions. The consequence of this malnutrition is the physical and mental underdevelopment of the child and an increased risk of infant mortality.

In contrast to acute hunger, which is immediately noticeable when macronutrients carbohydrates, fat and protein are missing, hidden hunger stays virtually symptom-free for a long period of time and will eventually become visible through growth retardation and general physical weakness. The organism cannot - with the exception of vitamin D - produce the necessary, missing micronutrients and thus relies on an external supply via a healthy diet.

As soon as the serious lack of vitamins and minerals is externally visible due to growth retardations (stunting) in infants, long-term consequences can only be effectively compensated in a short time window in adolescence and childhood.

### **Hidden Hunger is Difficult to Cure but Easy to Avoid**

The nutrition and metabolism in the first 1,000 days of life, from the time of fertilization until the second year of life, has a major impact on physiology, growth, health and performance later in life. The "1000-day window" is an extremely critical time period because the (unborn) child has an increased need for nutrients due to rapid growth and developmental physical changes. For example, in this period of time it is particularly susceptible to infection; The biological programming processes are sensitive to external influences. Furthermore, epigenetic changes that can carry over to the subsequent generations, are possible. At the same time, this limited time frame at the beginning of life offers a chance: the limited but effective balancing of micronutrient deficiencies, through a high-quality diet for mother and child.

Maternal nutrition affects fetal growth and the development of the child's brain. Intrauterine growth restriction and stunting in early childhood are key determinants of infant and child mortality, as well as ongoing growth retardations, overweight and obesity later in life.



More scientific background information and literature recommendations are available in our German brochure:

## 10 GUTE GRÜNDE FÜR EIN ENGAGEMENT GEGEN HIDDEN HUNGER IN UGANDA

### **Micronutrient-rich Diet as a Key Factor**

Susceptibility to infections and immune diseases, cardiovascular deficiencies, cancer and cognitive and motor impairments are facilitated by a micronutrient deficiency in the first few years of life. If it is possible to avoid these, for example by paying special attention to the diet during pregnancy and in the first months of life of the newborn child, the body's own protective mechanisms can be activated. This makes a micronutrient-rich diet a valuable contribution against chronic diseases and strengthens the immune system sustainably.

A balanced diet that includes micronutrient-rich foods such as fruits, vegetables, nuts, legumes, and fish is crucial to prevent disease and developmental disorders. The resilience of whole populations to epidemics of infectious diseases, but also to the increasing accumulation of high blood pressure, obesity, strokes and cancer can consciously and preventively be strengthened according to the latest knowledge through a high-quality nutrition in the sensitive stages of development.

The links between a deficit in a micronutrient-rich diet and the potentially long-term damage to health are hardly known to the public and are often not adequately considered by experts.

### **Impulses for Changes in the Personal Lifestyle**

The initiative has set itself the goal of deepening the understanding of the importance of micronutrient-rich nutrition. Students4Kids wants to help people to sustainably improve their standard of living. It must not be forgotten that nutrition is also a very personal matter: it is anchored in traditions and value systems, and often limited by financial means and the (non) availability of high-quality food.

Therefore, civil society engagement is required, even indispensable, if the acceptance and the security of a high-quality nutrition with constantly increasing world population, declining resources and increasing environmental pollution is to succeed. This is exactly where the initiative Students4Kids comes in and promotes the inventiveness of young people who want to make a difference.

Ownership is one of our most important evaluation criteria. The winning project should be supported by the local population in the long term and sustainably. Students from Uganda, Germany and Switzerland are encouraged to engage in direct dialogue to develop ideas that meet the needs of those affected.



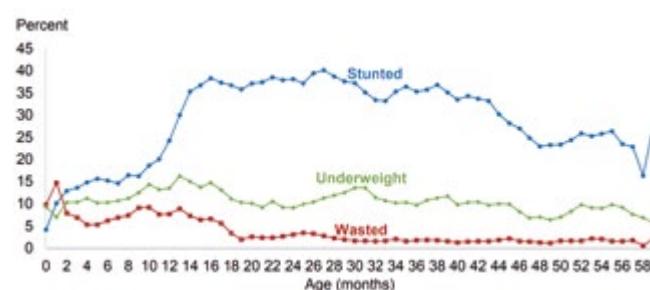
### **Recognize and Use the Personal Scope of Action**

Developing clever and scientifically profound ideas to alleviate hidden hunger means taking responsibility and also recognizing and using your personal scope. In addition, Students4Kids offers an exclusive forum to save lives with science, know-how and hands-on mentality. Uganda is a country particularly affected by malnutrition: the 2017 Global Hunger Index (GHI) assesses the situation as problematic, especially compared to the deficits common in Sub-Saharan Africa. In the last ten years, for example, the proportion of undernourished people in Uganda has risen from 29.8 % to 39.0 %.

Although the proportion of under-5-year-old children who remained stunted fell from 38.7 % to 34.2 % in this period, it was much slower than in neighboring countries, despite great efforts. One reason for this is the rapid population growth, which is draining the progress. Stunting rates are often regionally and socially different. Numbers differ about one third between the districts in Uganda. Boys and children in rural areas are more likely to be affected than girls and city children in richer families.

The visible growth disorders point to physical and mental deficits in general, which are mainly caused by micronutrient deficiency in early childhood. They become apparent in the first months of life, often after qualitatively less solid food replaces the mother's milk. A graphic from the Ugandan Health Report 2016 illustrates the proportion of stunting, underweight and wasting children:

**Figure 1: Nutritional status of children by age**



„Stunted“ shows chronic malnutrition; „Wasted“ emerges from acute malnutrition; „Underweight“ indicates chronic or acute malnutrition, or a combination of both.



The report also showed that the lower the education of the mother, the higher the likelihood of stunted children. This quickly creates a vicious circle: underdeveloped, chronically and / or acutely malnourished children, on the other hand, are barely literate, have a short life expectancy and remain susceptible to illness for life. 38.7 % of Ugandan children under the age of five lack zinc, 27.9 % vitamin A and 36.2 % iron. Large deficiencies in the supply of zinc weaken the immune system and are associated with the accumulation of malaria, lung inflammation and tuberculosis.

Vitamin A deficiency also increases the tendency to infectious diseases and also reduces eyesight. Iron deficiency anemia induces the second largest adverse health effects in Uganda. Not only the children, but also about one third of the mothers suffer from anemia. Deficits in

folic acid, calcium, vitamin D, iodine and other micronutrients, which also have a growth-inhibiting effect, have so far only been fragmentary measured.

Ugandan scientists are currently recording micronutrient deficiencies, especially in children in special life situations, such as in children's homes, in clinics or even in poorer families. Thanks to appropriate publications, the problem areas are visible in detail for the first time and purposive aid is possible. Ideas for alleviating hidden hunger in Uganda can build on this data and propose cautious solutions. Whether these will be adopted, depends in particular on the nature of their imparting.

At [www.students4kids.org](http://www.students4kids.org), we regularly report on the latest scientific findings on micronutrient deficiencies and present interesting practical examples.



### **Reduction of Hidden Hunger as an Impulse for Economic Growth**

Hidden hunger causes immense economic damage. An estimated 11 % of gross domestic product is lost in Africa and Asia solely due to micronutrient deficiencies. Measures to alleviate hidden hunger, on the other hand, are not only considered highly efficient in terms of health policy, they also increase the performance of societies. From a macroeconomic point of view, a dollar invested in the fight against malnutrition generates \$ 18 „return on investment”. Thus, the fight against malnutrition and hidden hunger is one of the most efficient forms of development aid or investment in future economic growth.

Uganda has come up with an ambitious program, the 2040 Vision paper, to eradicate poverty - the main cause of malnutrition - by boosting economic growth twentyfold. New revenues from the export of oil and cocoa should also help to significantly improve the food situation in the country. It is stated, among other things, that in 25 years no Ugandan child will be stunted and that infant mortality is reduced from the current 63 to 4 per 1,000 births. Uganda therefore offers favorable state framework conditions for Bottom-up initiatives against hidden hunger. Due to the stabilizing position

that Uganda holds for the entire East African region, practical ideas against micronutrient deficiencies will also be exemplary across national borders. Thus, the fight against malnutrition offers the opportunity to open up perspectives for long-term development and thus - beyond the Ugandan borders - to bring a lasting change.

### **Help Save the Lives of Thousands of Children with Students4Kids**

In the competition, German and Swiss students, together with students from Uganda, will identify and design existing resources on site and enrich them with their own, scientifically profound know-how in order to improve the micronutrient supply of children in the long term. The development of practical ideas for enriching nutrition practice is the focus. The competition between the students promotes the continuous improvement and optimization of their own approach until a well-founded and outstanding concept has been developed.

The task of sustainably improving the nutritional situation within Uganda, as everywhere else in the world, is different, not only in developing countries, and will not be solved by a single, universally applicable concept. The diverse commitment unites the conviction that a high-quality, micronutrient-rich diet is given a higher, even more existential, status.

The impact of a balanced micronutrient supply on health and performance is insufficiently understood by Uganda (as in Germany). Help for the alleviation of micronutrient deficiencies can therefore also be to make connections between the quality of food and of drinking water and the growth, regeneration and aging processes in the organism typical for the country so that they are understood and trigger corresponding activities.

A bilingual glossary on micro- and macronutrients, their functions and the dangers of deficiency has been created by the Students4Kids initiative.

To the Glossary



<https://de-de.facebook.com/students4kids/>

## DIE ERSTEN TAUSEND TAGE

Die Zeit zwischen Empfängnis und zweitem Geburtstag des Kindes. Es werden Grundlagen für die Entwicklung des Gehirns, gesunden Wachstums, des Immunsystems etc. gelegt. Ein (Mikro-)Nährstoffmangel führt zu irreversiblen Schäden der körperlichen und geistigen Entwicklung.



## FIRST THOUSAND DAYS

The timeframe between impregnation and a child's second birthday. During that time, foundations for brain development, healthy growth, the immune system etc. are laid. (Micro-)Nutrient deficiencies cause irreversible damage to children's physical and mental development.



# UGANDA

## A Portrait of an African Country

**Official name: Republic of Uganda**

**Area: 241,040 km<sup>2</sup>**

**Population density: 145 inhabitants per km<sup>2</sup>**

Uganda gained its independence from Britain on 9 October 1962. After a long period of autocracy, presidential elections took place for the first time in May 1996, and in 2005 the one-party state was terminated and the creation of new political parties allowed. Since then, the democratization process has been progressing steadily, yet the political situation is still marked by strong authoritarian elements.

## Geography



### Topography

Uganda is located at the lowest point at 610 m above sea level and rises to 5,110 m (Margherita Peak), the relief is characterized by plateaus and mountains.



### Climate

Tropical-warm, but clearly cooled by the altitude; dry in the north, otherwise rather humid with monsoon times.

The average annual temperature is 21.5 ° C.

## Demography



### Population

Approximately 37 million (2017, estimate), over 3 % growth, 40 ethnic groups (Bantu / Nilotes), 1 million refugees from South Sudan.



### National Languages

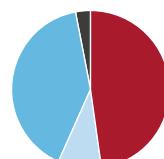
Amtssprache: Englisch/Swahili, in den autonomen Königreichen die jeweiligen Sprachen der Volksgruppen (z.B. Luganda im Königreich Baganda), insgesamt über 60 einheimische afrikanische Sprachen

### Religion

39.3 % Roman Catholic,  
32.0 % Church of Uganda (Anglican),  
13.7 % Muslims,  
11.1 % Pentecostal

### Structure of Age

0-14 Years: 48 %  
15-24 Years: 8,8 %  
25-64 Years: 40,2 %  
> 65 Years: 3 %



### Hidden Hunger Index in Children under the Age of Five

Zink deficiency: 38.7 %  
Iron deficiency: 36.3 %  
Vitamin A deficit: 27.9 %

### World-Hunger-Index in %

Undernourished total: 39.0 %  
Children under 5 years wasted: 4.3 %  
Children under 5 years stunted: 34.2 %  
Under 5 Child Mortality: 5.5 %

## Health and Nutrition



### Staple Food

Plantains and corn, but also tubers such as cassava and sweet potato. Animal food is often barely affordable, but in the area of Lake Victoria, much fish is eaten.



### Life Expectancy

Women: 64.7 Years  
Man: 59.28 Years

### Main Causes of Death

Malaria and HIV / AIDS, respiratory diseases, ischemic heart and cerebrovascular diseases, tuberculosis, birth complications



### Births and Deaths

Births per Woman: 5.6  
Births per 1,000 population: 9  
Infant mortality: 43/1.000  
Death rate: 3/1,000 Citizens

## Education



### Schooling

7 years of school free of charge, mostly state all-day schools; Due to the young demographics, the schools are overcrowded, classes often comprise 80-100 students.

### Literacy Rate (2015)

19.2 % for men,  
33.1 % for women, especially in rural areas, the rate remains high due to long school trips and child labor.  
**Total rate: 26,1 %**

**Boys: 40 %**

**Girls: 30 %**

## Economy + Infrastructure



### Economic Performance

With 5-10 % economic growth per year (2016: 4.8 %), Uganda is one of the fastest growing economies in the world. Approximately 80 % of the population works in the agricultural sector, but because of its subsistence nature only contributes about 25 % to GDP.



### Gross Domestic Product

USD 27.6 Billion  
Per capita: USD 705  
Trend is rising



### Export

Coffee, bananas, tea, fish, tobacco, gold, cocoa, cotton, vanilla, aloe



## UGANDA

### Higher Education

There are 11 public and 34 private universities. In 2011, approximately 140,000 students were enrolled and the proportion of women was 43.7 %. At public universities, the tuition fee is about EUR 300-400 per semester.



### The Mobile Network

Is comparatively well developed, just over half of the people has a cell phone.





Take part and gain the chance to receive a Scholarship form the Assmann Foundation for Prevention.

**[WWW.STUDENTS4KIDS.ORG/EN/MITMACHEN/STIPENDIUM](http://WWW.STUDENTS4KIDS.ORG/EN/MITMACHEN/STIPENDIUM)**

# OUR SUPPORT FOR YOUR COMMITMENT

## Innovation Scholarship and Alumni Network

### The Innovation Scholarship

This year, for the first time, the initiative is launching an innovation fellowship competition. From the second phase of the competition, in which the participants work out their concept, they receive a scholarship from the Assmann Foundation for Prevention. On the one hand, this scholarship is a recognition of the work already done. On the other hand, it also allows participants to fully concentrate on the competition.

Each team receives a scholarship of EUR 500 per team during the concept phase. The finalists will receive a further EUR 600 per team during the month of preparation for the pitch.

### The Alumni Network

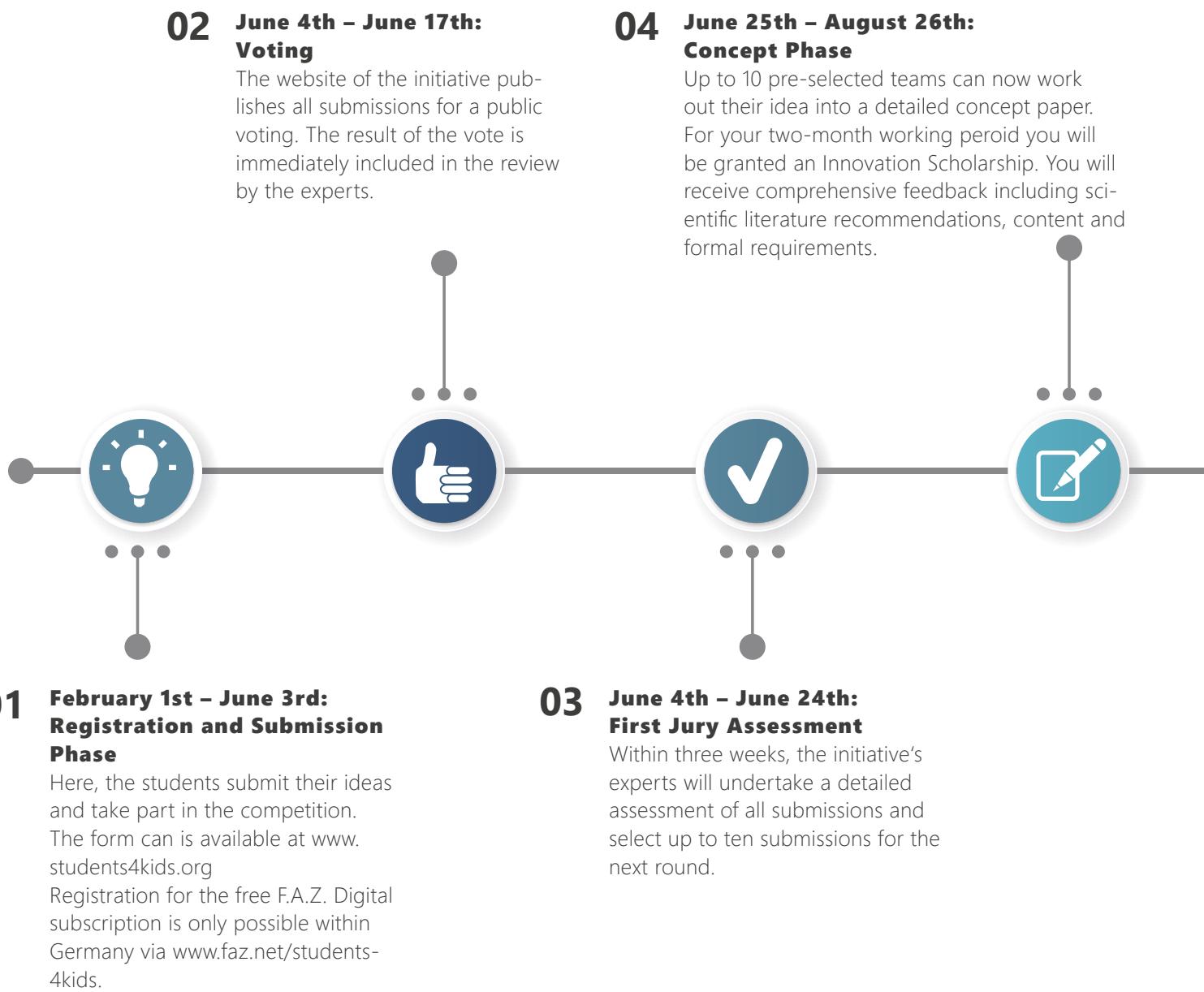
Just in time for the third round of the competition, Students4Kids is launching an alumni network. Members of this network are the finalists of the competitions that have already been held and all future finalists. The finalists are the selected teams who work out their project ideas into a concept and compete against each other in a pitch at the final summit of the competition.

Students4Kids alumni benefit from the networks of the partners behind the initiative, the Assmann Foundation for Prevention and the Frankfurter Allgemeine Zeitung. You get exclusive access to events and contacts. The project team accompanies the alumni in their further engagement against malnutrition even after the end of the competition and supports them with words and deeds.

# COMPETITION-TIMELINE

## Students4Kids 2018

This timeline shows the whole project at a glance. All important milestones, submission deadlines and dates are recorded here, so you can plan from the beginning, when the next important step is pending.





## NOTE

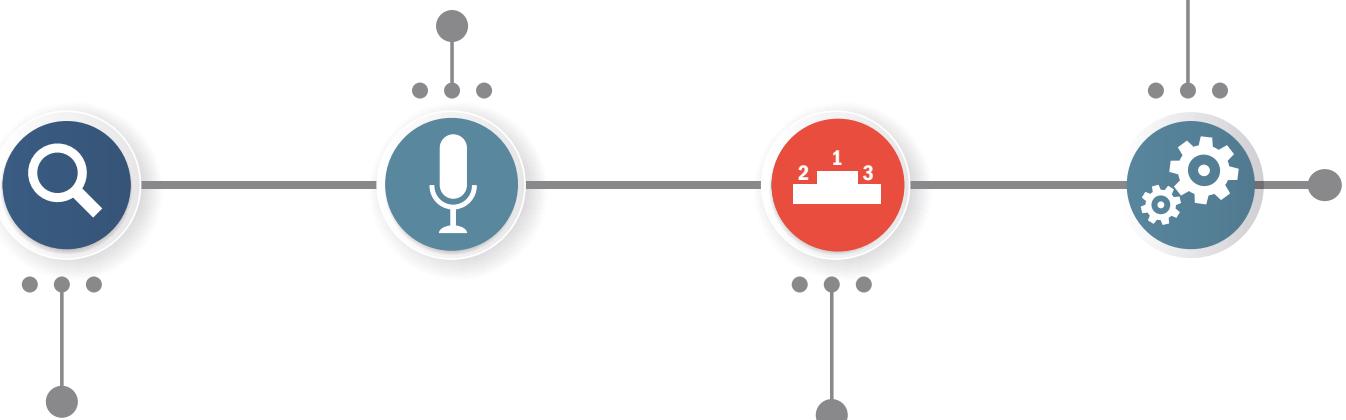
Due to the complexity and internationality of the competition and the partly honorary commitment of the experts involved, there may be postponements within this timeline. Participants will be informed immediately in this case.

### 06 September 10th – October 5th: Preparation for the Pitch

The three finalists are preparing their pitch. In addition to formal and content-related requirements and a final feedback on the concept, they will be further funded as part of the scholarship.

### From November: Initialization of implementation

The winners implement their concept on site in Uganda with the help of the EUR 10,000 funding and together with the initiative.



### 05 August 27th – September 9th: Second Jury Assessment

Die eingereichten Konzepte werden abermals einzeln geprüft, die Expertinnen und Experten geben eine fachliche Einschätzung ab und wählen in der anschließenden gemeinsamen Sitzung die drei Finalisten-Teams, die zum Summit eingeladen werden.

### 07 October 11th: The Summit

In front of an expert audience and the jury, the finalists present their concept in Berlin in person or via video conference and are available for final questions from the audience. Afterwards, the jury withdraws for decision-making and publicly announces the winning team.

# GENERATE AN IDEA

## Brief Explanation of the Submission Form

### **1. Please choose an expressive title for your idea. (max. 50 characters)**

Under this name, your project appears on our website, on Facebook and in official documents and overviews.

### **2. Summarize your project idea in a short description. (max. 200 characters)**

With this short description we present your project on the website and it serves us as basis for Facebook or as short information for the experts.

### **3. Which concrete phenomenon of hidden hunger do you want to tackle? Why this one? (max. 500 characters)**

Malnutrition has many dimensions, from ignorance to inadequate care to unhealthy traditions. On which aspect will you focus your idea and why is it relevant?

### **4. Picture your idea for a solution. (max. 1.500 characters)**

At the heart of the whole application: How should the identified problem be resolved? This is where creativity and innovation count: Everyone knows the problems; the right solution is what counts.

### **5. What is particularly innovative about your approach? (max. 500 characters)**

At Students4Kids we want to break new ground because we often cannot get on with the old ones. What makes your idea different, especially, unusual?

### **6. Which technologies, channels or methods do you use? (max. 500 characters)**

If you use special technologies (such as solar power), you want certain channels to be in the spotlight (for example, radio) or put in a new method (such as permaculture), please outline precisely. In short, which instruments are of fundamental importance to your solution?

### **7. Which partners would be helpful for an implementation? Please also refer to Ugandan partners. (max. 500 characters)**

Development organizations, agribusiness, research institutions or ministries? Be sure to check out the opportunity to involve local partners in Uganda.

## QUESTIONS?

Should any questions arise during the development of ideas - whether formally or in terms of content - the project office will gladly be available by phone as well as by email.

**EMAIL: STUDENTS4KIDS@HELLIWODD.DE**

**PHONE: +49 30 2938 1680**

# EVALUATION CRITERIA AND FORMALITIES

## That's what matters

### **Key Area**

The aim of the initiative is to combat micronutrient deficiencies. This problem has to be at the focus of the submission and not obscured by other socio-economic goals. If other factors are positively influenced as side effects, this can and should be noted in the submission.

### **Personal Information**

At the beginning of the competition, a representative of the team is selected to serve as contact person. This person needs to state his or her name, university, email and the submission date in the registration form.

### **Student Status Verification**

Students4Kids explicitly addresses students and wants to use their creative power. Therefore, only active students in Germany, Switzerland and Uganda are admitted to the competition. This includes visiting students enrolled at a German or Ugandan university.

### **Rights of Use**

Participants of the initiative grant an „irrevocable, unrestricted, non-exclusive right of use“ to enable the publication of all competition submissions on the website as well as on Facebook, the summit and a distribution to the experts. More details can be found in our Terms & Conditions on our website.

### **Scope and Number of Characters**

The scope requirements in the submission documents are an important part of the assignment and should not be exceeded.

### **Scientific Integrity**

Basically, the initiative applies a high scientific standard. Assumptions underlying the idea must be supported by scientific sources.

### **Practical Feasibility and Awareness Creation**

The aim of the competition is to develop successful solutions on site - the feasibility and implementation are therefore an important evaluation element. In addition, the project should provide attention and education on the dangers of hidden hunger.

### **Scalability and Ownership**

In addition to the on-site implementation, the scalability, i.e. the question of how the idea can be implemented on a larger scale, is also of great importance. Furthermore, the initiative attaches great importance to successfully involving the local population in the process and to developing project ideas in such a way that the local people help form them and take on responsibility.



VAKUNUGU NO 4

# DO'S AND DONT'S IN PROJECT MANAGEMENT:

## Small Things with a Big Impact

### How to do it ...



- » Define goals at the beginning
- » Identify and name risks and conflicts
- » Set up a regular appointment („Jour Fixe“) to exchange the current status
- » Assign fixed team positions and tasks
- » Schedule realistic processing times for each task
- » Trust in the commitment and ability of your team partners
- » Distribute task priorities in a meaningful way
- » Establish a four-eye-principle and counter-check your work
- » Designate a person who retains the overall view
- » Celebrate (intermediate) success!

### ... and how not to do it!



- » Move unpleasant tasks to later
- » Just start, since the main thing is that something happens
- » Relying on half knowledge rather than researching correctly
- » Leave team members alone for difficult tasks
- » To do too many things at the same time
- » Do not allow new / different ideas
- » Do not address problems immediately
- » Accept mediocrity
- » Distribute tasks without paying attention to strengths and interests
- » Do not synchronize the used software / instruments

### SUGGESTION

For more strategies for a successful project, three methods are exemplified on the following pages:

SMART method; SWOT model; Design Thinking

# SMART-CRITERIA

## Constructive Goal Setting

Decisive for the success and the achievement of goals of projects, tasks and intentions is the constructive goal definition. To define a goal as accurately and meaningfully as possible, the well-known SMART method is suitable, which is used in many scenarios and among the established approaches the most widely used.

### **S** Specific

Specifically stands for a tangible, unambiguous, positive statement, which is clearly defined and formulated. If possible, the goal should be expressed in one sentence.

### **M** Measurable

Measurable means to formulate the goal in such a way, that it is later possible to objectively recognize whether it has been achieved. How do you know that you have achieved your goal? What has changed? Set precise criteria to make the progress clear.

### **A** Achievable

The goal must be accepted by all involved, because without identification with the goal, working on it is not effective. This also means to describe the final state positively.

### **R** Realistic

Goals need to be actively influenced by one's own behavior, and they should be both feasible and challenging.

### **T** Time-bound

A goal has always a clear deadline, by when it must be achieved. The wording must specify when the goal should be met.

SMART is an acronym and stands for:

- » **Specific**
- » **Measurable**
- » **Achievable**
- » **Realistic**
- » **Time-bound**

### Example

**On May 1, 2018, we submit our idea for a permaculture concept to combat malnutrition for Students4Kids.**

For a successful project, it is particularly important to first agree on a central objective. From this intermediate goals and milestones will arise, which are necessary for the fulfillment of the central task.

In addition, it may be useful to define general goals related to cooperation, such as the establishment of a regular team meeting.

It is also important to develop a task and schedule from the goals formulated in the SMART method (see template on page 26). It quickly becomes clear here, too, if the established goals may need to be checked again.

# SWOT-MODELL

## Identifying Challenges Early

The so-called „SWOT“ model is an acronym for „Strengths | Weaknesses | Opportunities | Threats“ and is one of the most widely used methods for start-ups, business plans, start-up pitches and project management.

The aim of the SWOT analysis is to illustrate and contrast the strengths, weaknesses, opportunities and risks of an idea, a company or a concept paper at a glance. It is often the first step in strategy development and a good starting point for an analysis.

### Procedure

#### Internal Parameters

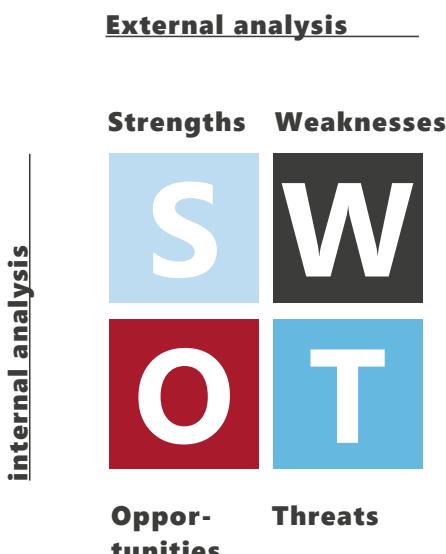
First, the strengths and weaknesses are worked out: Take a look at your own idea and think about where they are located. Does the team have experience with similar projects? Is the implementation particularly cheap? Or on the other hand: Is execution perhaps slightly complicated, due to a lot of explanations? Does it require high start-up investments? Write down everything!

#### External Parameters

Then there are the opportunities and risks: Here it is all about how the external environment might affect your idea. For example the people you approach are certainly committed when it comes to meaningful improvements. Maybe the soil conditions are also particularly beneficial? On the other hand, are internet, electricity and water potentially a risk? Do you know of nutritional traditions that contradict your idea? Note everything that might influence your idea.

### Revision

Once you have completed the SWOT model, it makes sense to go through the individual points again one-by-one to correct and possibly take out some that do not seem to make sense or supplement something.



### Result

The conclusion is the evaluation, because an analysis in and of itself does not help. How are the most important 3-4 opportunities used or the biggest risks avoided? Write one or two sentences to each one - and make sure that you include the identified strengths and weaknesses.

# DESIGN THINKING

## Interdisciplinary and Iterative

Originally developed at the University of Stanford in the United States, „Design Thinking“ describes a systematic approach to complex problems.

The six-step iterative „Design Thinking“ process combines the methodology of engineering with experimental aspects of design theory, looks at the users and / or those concerned with social science glasses and always has its ears open to new ideas: „Design Thinkers“ look at this Problem by the glasses of those affected and take on the role of the user or the user.

### The Procedure

The team moves in iterative loops through six different phases. The constant visualization of ideas, intermediate steps and results is an important element.

#### 1. Understand

The problem is explored and investigated. Example: Collection of newspaper articles from Uganda, billboards with information on the nutritional situation, visualization through photos

#### 2. Observe

You switch into the perspective of those affected to draw an as comprehensive picture of the actual situation as possible. Example: incorporate cultural peculiarities, take into account common values, respect traditional eating habits, capture local technical challenges

#### 3. Synthesis

The knowledge gained from the first two steps will be collected and condensed. Example: Collection and order of all facts with the help of a piece of paper

#### 4. Find Ideas

A variety of solutions is developed. Then they are sorted and evaluated, and it is decided which approach appears most promising and will be followed up. Example: brainstorm ideas, then evaluate and select the best suggestions

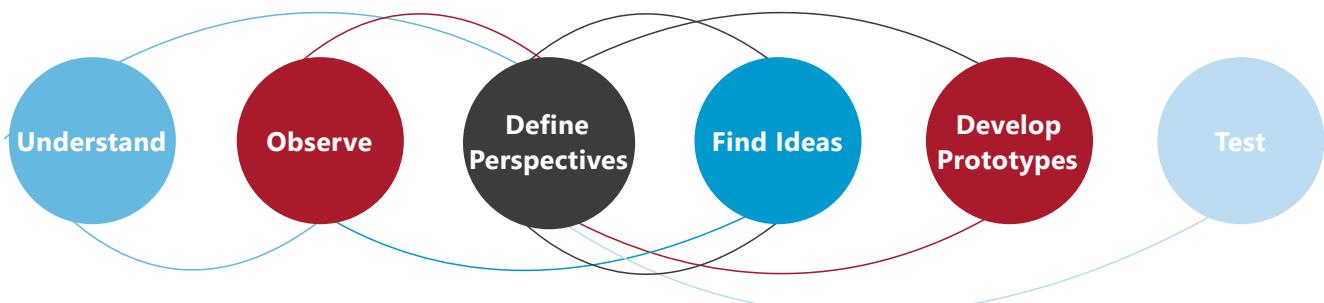
#### 5. Develop Prototypes

At this point, the ideas that have been collected are further developed into tangible solutions. Example: Choose one idea, write it on a whiteboard and work out the solutions with sticky notes, aiming to summarize a complete approach

#### 6. Test

The developed prototypes or formulated solutions are tested, if possible directly on the target group. Alternatively, individuals take on the role of the target group or theoretical models are used. Example: Going through the solution approach in a SWOT or a group member tries to take the perspective of the affected target group in Uganda.

An important part of the whole process is the iterative idea: to look back regularly and to check the conclusions from the beginning of the process (for example „synthesis“) with insights from later phases (for example „testing“).



## Important Requirements

### » Multidisciplinary teams

The members of a „Design Thinking“ group should come from different areas in order to be able to look at a problem from as many perspectives as possible: e.g. IT, Social Sciences, Management, Design, Medicine, Engineering

### » Variable space

In order to approach a problem in many ways, to develop prototypes and to collect and organize information, a flexible space is important. Laptops / tablets, presentation devices, whiteboards and billboards, and prototyping materials (such as lego bricks, paper, pictures) are important components of Design Thinking.

### » Culture of Error Tolerance

In „Design Thinking“, it is of particular importance to be positive about mistakes, so that the participants are not inhibited in their work for fear of „saying something wrong“. Ideas that seem impossible or nonsensical at first glance can ultimately be an important part of the path to an efficient solution.



Cocoa Beans to Save Children  
in Côte d'Ivoire



Moringa

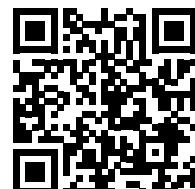


Social Marketing: Sponsoring  
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Der MaisMühlenDeal

Overview



[https://students4kids.org/  
alle-projekte/](https://students4kids.org/alle-projekte/)

# PROJECT OVERVIEW 2017

# TIME AND TASK PLANNING

## **Never at the Last Minute**

Proper and consistent time and task planning is one of the most important prerequisites for the success of any project, especially when working together as a team.

This template serves as a simple and meaningful time and task planning tool and is also available as a download on [www.students4kids.org](http://www.students4kids.org). Use it regularly, update it if tasks are completed and hang it on a bulletin board, door or even the fridge.

# REPORT TEMPLATE

## Same Information for Everyone

Regular meetings and arrangements are essential for effective teamwork. It is important to keep an overview, to record decisions, difficulties and questions and to allocate clear responsibilities.

This protocol template, which is also frequently used in the Students4Kids initiative, helps you to keep track of everything.

<b>Conference Protocol</b>	
Date	01/11/2018
Participants	Max Mustermann Lisa Musterfrau
Author	MM
Version	1

<b>TOP 1</b>	<b>Task</b>	<b>Info/ Decision</b>	<b>To Do</b>	<b>Respon- sible</b>	<b>Due Date</b>
1.1	Project Management (keeping track of deadlines and events)	x		LM	
1.2			x	MM	02/15
1.3					

<b>TOP 2</b>	<b>Developing an Idea</b>	<b>Info/ Decision</b>	<b>To Do</b>	<b>Respon- sible</b>	<b>Due Date</b>
2.1	Collect information about hidden hunger and Uganda		x	MM	02/15
2.2					
2.3					



## THE SUMMIT 2017

On September 29th 2017 the second Students4Kids-Summit took place at the F.A.Z.-Atrium in Berlin.

The three invited finalists Fish and Veggies, Seeds for Women and Insectus had the opportunity to present their ideas to a jury and an expert audience: nutritionists, representatives of the Federal Ministry for Economic Cooperation and Development and students of German universities offered the finalists a challenging environment. € 10,000 in funding were written out for the winning team.

After a short opening and introduction by Gun Hellmich, Senior Manager of Cooperations and Educational Projects at the F.A.Z., and Prof. Gerd Assmann, Chairman of the Assmann Foundation for Prevention, the first pitch got on stage.

With an emotionally stirring presentation and extensive scientific know-how Kristine David, a Master's student at the University of Hamburg, introduced her Aquaponic systems.

An international team of students from Italy, Uzbekistan and Ethiopia at the University of Hohenheim followed with their presentation on the establishment of research-oriented seed banks. As one of the most important success factors the team identified their interdisciplinary approach combining the knowledge on soil science, agricultural economy and biology.



Last but not least, team Insectus entered the pitch: after a close defeat last year, the students continued to develop their project, building up their first insect farms in Zambia on their own and were able to impress the audience with their exemplary commitment and dedication.

Subsequently, the jury withdrew to their closed meeting. The decision was not an easy one – each team had shown its individual strengths. In the end, Prof. Assmann, chairman of the jury, came on stage and announced the decision:

The team from Leibniz Universität Hannover, Insectus, was able to secure the jury's vote over all other finalists. The students will now receive € 10,000 in funding – and will thus be able to start implementing their project on site in Côte d'Ivoire.



Ending all forms of hunger - that is one of the most important and fundamental development goals of the United Nations. Worldwide, more than 2 billion people are affected by micronutrient deficiencies. The children are susceptible to infections and remain mentally and physically underdeveloped due to the lack of vitamins and minerals.

The initiative Students4Kids is guided by the intention that sustainable solutions can only be found by working together with those affected; be it in global initiatives or through unconventional small, regional or neighborhood projects in the immediate living environment.

For this reason, the Assmann Foundation for Prevention and the Frankfurter Allgemeine Zeitung are organizing an international student competition for the third time as initiators of Students4Kids. The determination to make changes as well as the commitment and the creativity of students are the center of our initiative. We invite you to come up with clever ideas on how to make a change for a healthier lifestyle for children and adolescents in Uganda.

Further Information:

**[www.students4kids.org](http://www.students4kids.org)**

**[www.facebook.com/students4kids](http://www.facebook.com/students4kids)**

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