



# Management Summary 2016

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Retrospectively the year 2016 was a pivotal year. The main reason was, that the progressive launch of the new developing-concept, called "Mama Afrika 3.0", showed the hoped-for results, this in turn motivated all to carry on. The core of the concept is a 4-step-model with mandatory requirements, every African member needs to fulfil to be supported, are shown in the following overview.

## Mama Afrika - 4 steps model (11/2016) Requirements need to be met to move to the next step

### Initial Phase - Build up base

Creating a profile with basic information and documents  
Declaration of current businesses & incomes  
Setup of a communication channel (e.g. smartphone)  
[Implementation of a professional habit of communication](#)  
[Completion of an IT Course](#)  
Positive Evaluation of business skills

### Business Basic Phase - Operating Businesses professionally

Successful operating small size business over at least one year  
Proven reliability at monthly controlling over at least one year  
Proven reliability at loan repayment over at least one year  
[Completion of a business training locally](#)  
[Attending at a virtual "business coaching" with Europe](#)  
[Completion of a "Coaching on business ethics" locally](#)  
Contributions to WOMEN (tbd)

### Advanced Business Phase - Business Improvement & Growth

Constantly developing business over at least 1,5 years  
Business Growth based on a concept  
Ownership of a bank account and credit card  
Membership at MASHG  
[Contributions to Mama Afrika's child education program](#)  
[Completion of "advanced seminars" from Mama Afrika](#)  
[Completion of an Innovation Training](#)

### Business Vision Phase - Stable & Big Business on own property

Proven capability to handle larger businesses  
Constant Business planning incl. benchmarking  
Ownership of own property  
Existing Partnership with a local bank for financing  
Project evaluation by Europeans prior to project start  
Contributions to Donor acquisition prior to project start



The implementation started with giving up the cooperation with the local Facilitators and starting to supervise every project directly from Austria. We are able to offer this kind of “direct-service” just because of the new digital ways of communication and it proves extremely effective, on condition that technical facilities and several trainings are given. For all the main processes, we use several digital media options to reach our members easily on their smartphones. That includes WhatsApp, E-Mail, and videocalls as well as the most important MS-Office applications, to a Kenyan mobile phone-based payment-system called “M-Pesa”.

Prospective we want to use this 360° digitalisation by working with an app especially for scanning documents, Google Drive and maybe also extend the use of “M-Tiba” which is an electronic health insurance.

Another very important development for us was in the internal sector. Since June 2016 external help in form of professional Back-Office-resources is purchased. Ms. Victoria Flisar from CorPore Management Support is working for six hours a week for Mama Afrika. Due to this support, we’ve been able to realize the new concept, to speed up Mama Afrika’s CD-relaunch with a new logo and to launch a new website and a new folder in a professional way.

Another change in the internal sector in 2016 was the end of Marieluise Ferigo’s collaboration with Mama Afrika in September. This had no direct effect on Mama Afrika’s development work.

Summing up the year of 2016 was affected by big changes which caused a totally new dynamic. This dynamic was boosted by those African members, which are taking the chance Mama Afrika is able to give them actively, to live their life in personal responsibility and self-determination. To see this development motivates and strengthens all of us to move on in this new direction.

Last but not least, the new form of our development work shows us a highly increased economic efficiency. Although there was a comparatively small budget in 2016, great projects in Africa have been supported and advanced.