



CITRUS SATURDAY

MOZAMBIQUE CASE STUDY



www.CitrusSaturday.org



Citrus Saturday is a project in the Open Innovation initiative part-funded by the European Union's Interreg 4b NWE programme. The Citrus Saturday programme was developed by UCL.



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Citrus Saturday in Africa

In November 2013, Citrus Saturday came to Africa. Young people in Swaziland and Mozambique took part in their own Citrus Saturday activities!



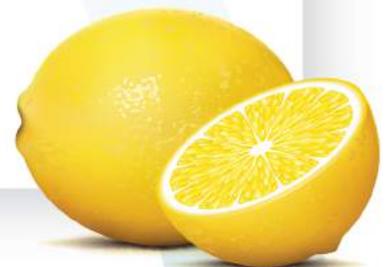
Fei Manheche, a UCL Advances Mobile Academy volunteer, decided to take Citrus Saturday to his home country of Mozambique and organize an activity for local schoolchildren in Maputo. Three children who would not have previously had the opportunity made and sold lemonade from their own stand at Campo de Fiori Ristorante Jardim Dos Conistas, Rura Rui de Pina, Sommerschild, Maputo.



Fei, who runs his own prototyping and development consultancy specializing in product and software development, **Robobo**, saw an opportunity

with Citrus Saturday to ‘inspire, educate and help spark new ideas among young people in Mozambique.’

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His intentions at the outset of organising the very first activity in the country were to help to 'encourage schools to educate and support' their students toward the aim of learning about entrepreneurship, something that Fei strongly believes 'should be taught from an early stage in life'.

Using the facilities of Maputo International School, Fei ran two workshops, offering the fourteen year-olds the chance to learn directly from a real entrepreneur.

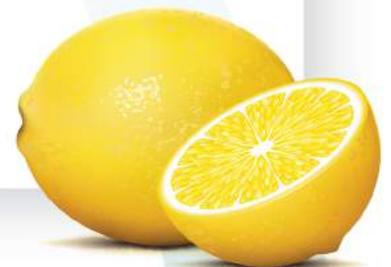
The activity was organised at practically zero cost, with the group being given permission from the park management to run the event free of charge; the school facilities being provided at no cost; and the young people taking out a small loan from their parents in order to build their one-day business.

The group demonstrated their business nous by bringing all of the equipment required to make their lemonade with them from home!

During their activity, the group made a total of 2,104,85 MZN (approximately £41) and each individual took over 694 MZN (£13.50)! The group were very happy with their profits!



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The feedback that the group received on their product was extremely positive; indeed, there was a strong demand from customers for Citrus Saturday to be expanded into all other schools in Mozambique. One parent even declared, 'Do you have a version of this for adults? I'd love to learn all this', proving why the skills taught by participating in Citrus Saturday are so important! One of the young people that participated was thrilled to have taken part, insisting that their next step would be to start their own clothing business, selling their old clothes.

The young people's control of the project was very well-regarded, and the minimal involvement of the school, their parents or other adults allowed the group to develop their skills and confidence together, giving them a real 'hands on' experience of starting a business and learning how to be an entrepreneur.

One interesting discovery for Fei, the organiser, was the marked variety of lemon sizes available in Mozambique! This local factor made it an interesting business challenge for the group to decide upon the quantity and quality of consumables they would have to buy to make the best possible product. Fei, our Citrus Saturday volunteer, had a very rewarding time, and valued the lessons



that he learnt, too, in handling the 'hurdles/challenges in working with institutions in Mozambique', noting the 'really positive feedback from customers and parents' alike.'

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