



Sustainable Tourism Solutions for Africa:

UNWTO-AUDA NEPAD Innovation Design Thinking Workshop

In collaboration with I.E Africa Centre

(By invitation only)

PROVISIONAL PROGRAMME

Wednesday 25th March 2020

Savoy Seychelles Resort & Spa, Mahe, Seychelles

- 11:00 - 11:10** **Welcome remarks:**
- Ms. Natalia Bayona, Senior Expert, UNWTO Innovation and Digital Transformation,
 - Mr. Vincent Oparah, Project Manager, Innovation and Planning at African Union Development Agency
- 11:10 - 11:30** **Explanation of the workshop and process – creation of breakaway groups**
Mr. Ammin Youssouf, CEO of Afrobytes
- 11:30 - 12:15** **SESSION 1 – CONCEPTUALIZATION - Observation and Affinity Clustering**
Division of roles within the group, conceptual work and initial drafts
- 12:15 – 13:00** **SESSION 2 – How Do We?**
Open ended questions and creative matrix, framing challenges and generating solutions
- 13:00 - 14:00** **Lunch break**
- 14:00 - 14:45** **SESSION 3 – PREPARING FOR FIRST PITCH**
Further revision of the concept and using outside resources
- 14:45 - 15:30** **SESSION 4 – FIRST PITCH – emerging concepts**
First-pitch is given to outside experts and facilitator
- 15:30 - 16:15** **SESSION 5 – REVISION and PREPARATION FOR FINAL PITCH**
Revising concept based on the first round of feedback. Evaluating the idea from several angles: feasibility, benefits, cost-effectiveness, originality, “wow-factor”
- 16:15 - 17:00** **SESSION 6 – FINAL PITCH and Debrief**
10-minute presentations of final concepts to other groups and facilitators and round of feedback (5mn).
- 17:00 – 17:15** **Conclusion and Closing remarks**