



Reference

Title			
3rd Africa Forum “The Challenges of Change - African and German Responses” Part of the PARTNERSHIP WITH AFRICA initiative			
Client	Origin of funding	Overall project value	Project year
Office of the Federal President (BPrA, Section 22) in cooperation with the ZEIT Foundation Ebelin and Gerd Bucerius (ZS)	Office of the Federal President (BPrA) in cooperation with the ZEIT Foundation Ebelin and Gerd Bucerius (ZS)	€ 388,700	2007 - 2008
Project description			
<p>At the opening conference at the Petersberg near Bonn in November 2005, Federal President Horst Köhler launched his initiative PARTNERSHIP WITH AFRICA. It is set to run through 2009 and aims to provide constructive support from the German side to renewal processes in Africa. The initiative is organised in cooperation with the ZEIT Foundation Ebelin and Gerd Bucerius. On the German side, it is supported by a number of institutions including the Federal Ministry for Economic Cooperation and Development (BMZ), the Federal Foreign Office (AA), the Institute for International and Security Affairs and the Institute of African Affairs in Hamburg. Having successfully managed the second Africa Forum in Accra/Ghana in 2007, GTZ AgenZ was once again selected by the Office of the Federal President and the ZEIT Foundation as organisation partner for the third conference.</p> <p>Aided by GTZ's technical and regional expertise a number of different subject areas were identified for the third Forum. Under the heading “The Challenges of Change - African and German Responses” 45 delegates, including heads of state from five African countries and Germany's Federal President Horst Köhler, discussed how people in Africa and Germany are dealing with the challenges of globalisation. AgenZ advised the organisers on designing the concept and agenda of the Forum and on selecting the delegates. It also planned and implemented the entire event, advised the organisers on the choice of venue and liaised with all external service providers. Coordinating all the involved parties proved to be the major challenge. Various areas of responsibility (lunch at Eberbach Monastery: Protocol, BPrA; dinner: Section 704 of the Federal Foreign Office; internal security: BKA; external security: state police, etc.) had to be coordinated in meetings attended by all partners.</p> <p>Eberbach Monastery in the Rheingau region proved a suitable venue, while representing one of the three core sub-themes of the event: tradition and modernity.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Coordination of overall concept of event with organisers• Advice on developing the concept for the 3rd Africa Forum (formats, dramaturgy, staging, selection of speakers, delegates, agenda items, artists, etc.)• Advice on detailing the aims and content of the conference• Coordination of GTZ services and expertise• Ongoing communication with client on various matters including the overall event concept• Ongoing communication with other cooperation partners (AA, BPA, BKA, etc.)• Conceptual design and management of PR activities (including press programme)• Concept design and support, handling of correspondence between Chimamanda N. Adichie and Antje R. Strubel in the run-up to the Forum• Concept design and support, management of the project “The Power of Voice” with Sonja Kandels and students at the Gutenberg school in Eltville			
Project management			
<ul style="list-style-type: none">• Process and schedule management			



- Order and contract management
- Management of external providers
- Financial management
 - Costing
 - Financial and cost control
 - Financial processing
 - Final invoices; production of finance report
- Monitoring and evaluation
- Preparation of an (internal) final set of documents for the clients

Communication and marketing

- Communication consulting and design of a communications concept; liaising with the press
- Press and PR support, implementation and consulting
- Management, editing (programme in three languages), planning and production of materials (e.g. banners, delegates' and press folders), set-up and management of press room, accreditation
- Internal communication and liaison between clients, cooperation partners, service providers and GTZ

Event management

- End-to-end organisation and implementation of event
 - Location scouting
 - Organisation of installation and removal of infrastructure (telecommunication, additional furniture, etc.)
 - Logistics and technical equipment
 - Security planning in consultation with BKA, Federal and State Police, and all involved actors and providers
 - Catering
 - Decoration
- Conference office and delegates management
- Support provided to BPrA on managing invitations
- Travel management in cooperation with GTZ Offices in Africa and GTZ-internal travel service (HRS) - management and coordination of all flights/train trips and hotel bookings, visa and insurance issues, etc.
- Accreditation, registration and welcoming of guests, compilation of conference documents
- Delegate support (in cooperation with Protocol sections at AA and BPrA)
- Organisation of all transfers and shuttles for delegates
- Artist support
- Handling of multilingual communications (translation of website, invitation and information, programme, PR and event documentation)
- Internal event documentation / press clippings, reports to clients (BPrA and ZEIT Foundation)



Title			
Second Africa Forum “Two Generations - One Future” - part of the Partnership with Africa initiative			
Client	Origin of funding	Overall project value	Project year
Office of the Federal President (BPrA) in cooperation with the ZEIT Foundation Ebelin and Gerd Bucerius (ZS)	Office of the Federal President (BPrA) in cooperation with the ZEIT Foundation Ebelin and Gerd Bucerius (ZS)	€ 504,000	2006 - 2007
Project description			
<p>At the opening conference at the Petersberg near Bonn in November 2005, Federal President Horst Köhler launched his initiative Partnership with Africa. It is set to run through 2009 and aims to provide constructive support from the German side to renewable processes in Africa. The initiative is organised in cooperation with the ZEIT Foundation. On the German side, it is supported by a number of institutions including the Federal Ministry for Economic Cooperation and Development (BMZ), the Federal Foreign Office (AA), Stiftung Wissenschaft und Politik and the Institute of African Affairs in Hamburg.</p> <p>GTZ AgenZ was commissioned by the Office of the Federal President and the ZEIT Foundation to organise the second conference. Together with both clients AgenZ identified four subject areas that are significant to the younger generation's future: Environment and the natural habitat, prevention of everyday violence and armed conflicts, educational and employment opportunities and political participation in society. To this end, AgenZ utilised and organised technical and regional expertise of GTZ, which has been active for decades in Africa and has been implementing youth employment programmes, child and youth health projects, initiatives to prevent high-risk behaviour among children and young people, and education, peace-building and crisis prevention projects for around ten years. Around 400 applications from young leaders in existing networks in these areas were received within just a few weeks. Finally, a selection of representatives from 18 African states and Germany were invited to attend the conference in Accra, Ghana. AgenZ advised the organisers on managing the preparations. A two-stage process was selected - first, the approximately 50 young leaders would communicate via a web-based platform and exchange their expectations and experiences in the four areas mentioned above; then they would attend a three-day preparatory conference in Wittenberg. For the third element - the Accra conference - AgenZ and the organisers developed a conference concept, provided support in producing communication materials, booked the conference venue and procured the conference equipment including technical and security equipment, all in close coordination with the GTZ Office in Ghana. As a partner of the Office of the Federal President and the ZEIT Foundation, AgenZ also liaised with the other involved actors such as institutions and persons in Ghana, the Federal Foreign Office and the German Embassy in Ghana, the Ghana Centre for Democratic Development, the initiative's African partner, and the Kofi Annan International Peacekeeping Training Centre (KAIPTC), the conference venue.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Ongoing communication with client regarding the overall event concept• Advice on detailing the aims and content of the conference• Coordination of GTZ services and expertise• Coordination with other conference actors			
Project management			
<ul style="list-style-type: none">• Financial aspects, final invoices, production of a financial report			
Communication and marketing			
<ul style="list-style-type: none">• Advice on managing the Partnership with Africa website, including research and preparation of all delegates' profiles (in three languages)• Preparation of communication material for preparatory conference• Support in evaluating and documenting the preparatory conference outcomes for the main conference			



in January 2007

- Design and organisation of communication material (programme in three languages, signage etc.)
- Evaluation of conference process and contents
- Documentation of working group and conference results
- Editing and production of a final report in three languages (German, English, French)

Event management

- Selection, invitation and management of participants
- Provision of technical backstopping for working groups
- Preparation and implementation of a preparatory conference for 50 African and German Young Leaders in Germany
- Organisation of side-events for preparatory conference
- Event management (including concept design, delegate and room management, VIP support, security equipment) in Accra
- Management of external providers
- Organisation and procurement of conference equipment (including interpreting equipment)
- Provision and equipment of administrative offices and workstations for all actors involved in the process



Title			
Project exploration in Senegal - Renewable energies and rural electrification			
Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 180,000	2006 - 2007
Project description			
<p>The project "Project exploration in Senegal - Renewable energies and rural electrification" was commissioned by the Federal Ministry of Economics and Technology as part of the "Exportinitiative" (Renewable Energy Export Initiative) and implemented by Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH between December 2006 and July 2007.</p> <p>It aimed to give German businesses a chance to familiarise themselves hands on with the investment opportunities on the Senegalese energy market and meet with potential business partners. Besides establishing contact between businesses especially from the solar and wind energy sectors, priority was given to identifying concrete projects as well as business and investment opportunities. One important element in this respect was communication with state and non-state Senegalese institutions such as the Renewable Energies Ministry and the Chamber of Commerce.</p> <p>The project's focus was a business trip to Senegal for German renewable energy companies from 12-18 May 2007. Besides this trip, the project comprised a number of preliminary and follow-up activities. These included an information day for interested companies and entrepreneurs on 2 March 2007 in Berlin; the preparation of a report on the Senegalese energy market; a meeting to brief the companies travelling to Senegal that took place on 4 April in Eschborn; a two-week exhibition on renewable energy technologies at the Goethe-Institut in Dakar that was jointly organised by German and Senegalese partners; and a telephone conference and debriefing meeting after the trip.</p>			
Services provided			
<ul style="list-style-type: none">• Support during the preparations, i.e. information and preparation day (concept, event planning and management, management of speakers and participants, realisation including organisation and handling of logistics services, technical equipment and catering)• Support during the core phase, i.e. trip to Senegal (concept, travel planning and management, management of speakers and participants, realisation of trip including organisation and handling of logistics services, technical equipment and catering)• Support during follow-up phase (organisation of telephone conference, debriefing, reporting)• Management of press relations and communication activities			



Title

International Conference “Building a Future on Peace and Justice”

Client	Origin of funding	Overall project value	Project year
Federal Foreign Office	Federal Foreign Office, Robert-Bosch-Stiftung, Dräger Foundation	€ 656,000	2006 - 2007

Project description

Representatives of states and international organisations, practitioners and researchers, and members of civil society from all over the world met at the international conference "Building a Future on Peace and Justice" to discuss conflict management, reconciliation and reconstruction. The Higher Regional Court in Nuremberg provided a historical backdrop for the opening event. There, in the Crown Court Room 600, the perpetrators of Nazi atrocities had stood trial 60 years ago. In his opening address Federal Foreign Minister Frank-Walter Steinmeier emphasised the importance of the relationship between peace and justice. The question is never whether justice and accountability should be achieved; rather, the question is when and how, he said. The Conference aimed to identify solutions that could “help societies damaged by conflict to find their own ways to link peace with justice, and to build a basis already during peace negotiations”. For this, continued Steinmeier, there is absolutely no master plan.

During the Conference some 400 delegates from over 80 countries discussed their experiences working in conflict and post-conflict situations. Ten workshops offered an opportunity to discuss various ways to bring lasting peace to crisis-affected regions. With the joint organisation of this Conference, which took place from 25 to 27 June 2007 in Nuremberg, the governments of Germany, Finland and Jordan marked the continuation of their cooperation within the United Nations to promote international justice and the rule of law.

Services provided

Consultancy and preparation

- Consultation with Federal Foreign Office on overall conference concept
- Advice on identifying objectives, designing the conference concept, and developing the Conference agenda
- Advice and support during the one-year preparation process (including managing the interface between the management committee and the Federal Foreign Office, the supporting foundations, and cooperation partners)
- Financial planning and management
- Conceptual development and management of PR activities (including press programme)
- Development and management of the Conference website in four languages

Conference organisation and implementation

- Conference management including organisation and provision of logistics services, technical equipment and catering; management of Conference administrative office and service providers
- Management of speakers and delegates (incl. invitations, registration, minutes, accommodation, transfers)
- Security planning in consultation with Federal Criminal Police Office and participating security agencies
- Realisation of side-events, including evening receptions and world premiere of a work by Mikis Theodorakis
- Realisation of multilingual communication resources (incl. website, publication and production of preparatory studies, communication and conference materials)
- Management of press activities and media representatives (incl. accreditation, editing, Press Centre management)

Follow-up

- Conference documentation
- Reporting to Federal Foreign Office and supporting foundations
- Financial handling
- Management of Conference website as platform to communicate the follow-up process (design, coordination and drafting of Declaration)



Title

EITI workshop in Bonn

Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	Job order from section OE 4222	€ 81,299	2006

Project description

On 31 August and 1 September 2006 a workshop took place in Bonn to prepare the Extractive Industries Transparency Initiative (EITI) conference. The Conference itself was scheduled for 16 and 17 October in Oslo, Norway. One item on the agenda was the future location of the EITI Secretariat.

The workshop was organised by the London-based EITI Secretariat and hosted by the Federal Ministry for Economic Cooperation and Development (BMZ), the most important institution involved in the initiative, and the EITI Trust Fund. The DFID's Extractive Industries Transparency Initiative was established by Prime Minister Tony Blair during the Johannesburg Summit on Sustainable Development in September 2002. It aims to raise transparency regarding payment transactions between extractive industries (oil, natural gas, mining) and governments and pro-government institutions and to create transparency as regards governmental revenue from these industries.

Chaired by Peter Eigen, founder of Transparency International, an International Advisory Group (IAG) had developed strategies for EITI's future policies for presentation at the Oslo conference. The two-day preparatory workshop in Bonn served above all to support the IAG's initiative, discuss its outcomes, and to prepare the communiqué to be adopted in Oslo. The Bonn event aimed to

- establish how far implementation of the initiative had progressed in the more than 70 participating countries (countries submitted reports on day 1), and
- create a broad basis for the IAG's recommendations and prepare to gain international consensus for the EITI's future policies (day 2).

The primary intention of the host (BMZ on behalf of the Federal Government) was to promote Bonn as a potential location of the future EITI Secretariat. A problem-free workshop schedule and a series of Bonn-themed side-events were to contribute to this aim. An address by BMZ State Secretary Erich Stather emphasised the Federal Government's involvement.

The event was attended by around 80 (ist die Zahl, verglichen mit der deutsche Version richtig? erscheint mir wenig..)delegates from Africa, Latin America, the United States, Europe and Asia. They were representatives of partner governments and of industry and civil society. The names of the civil society's participants were put forward by the EITI Secretariat and Publish What You Pay, a civil society NGO highly active in the extractive industries field. BMZ and GTZ also submitted a list of recommended participants, mainly representatives of the German Government and German NGOs.

The workshop took place on two consecutive half-days in BMZ's Mandela Room. It was chaired by Peter Eigen. Two panel discussions were chaired by Hans Schipulle, formerly a BMZ Deputy Director General. The workshop languages were English, French, Russian and Portuguese; the documentation was prepared in English.

The side events included one evening event (participation in BMZ summer party on the evening of day 1) and a number of events organised by the City of Bonn: a reception by Lord Mayor Bärbel Dieckmann, an introduction to Bonn as an international city by Harald Ganns, Special Representative for the affairs of the Bonn-based UN organisations, and a guided tour of the city after day 2 of the workshop. The evening event was designed above all as a platform for exchange between delegates and Bonn-based representatives of German and international organisations, specifically the UN and NGOs, who had been invited to the party.



Services provided

Design and consultancy

- Organisation and realisation of the workshop
- Advice on designing the workshop agenda and side-events

Project management

- Process and time management
- Personnel management
- Management of external service providers (graphic designers, shuttle buses, interpreters etc.)
- Costing
- Budget management
- Financial handling

Communication and marketing

- Preparation of workshop concept; preparation, production and compilation of workshop documents
- Preparation of signage at BMZ
- Editing of all panellists' profiles
- Photographic documentation
- Coordination of PR work
- Internal communication and interface management

Event management

- Conference administration
- Delegates management (invitations, itineraries, accreditation, registration)
- Hotel arrangements and accommodation
- Transfers
- Room management and catering
- Organisation of simultaneous interpretation (English, French, Russian and Portuguese)
- Final report



Title			
Land of Ideas - Innovation needs partnership – heading for the future with biofuels			
Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	GTZ special budget	€ 82,000	2006
Project description			
<p>“Germany - Land of Ideas” is an initiative that is jointly realised by the Federal Government and the German private sector. GTZ was selected as one of 365 “landmarks” in the Land of Ideas, as it develops forward-looking, viable solutions to improve living conditions in its partner countries.</p> <p>At the Biofuels Conference GTZ presented what is an innovative element of development cooperation - a suitable opportunity to announce its appointment as a “Selected Landmark in the Land of Ideas”.</p> <p>The cultivation and use of biofuels holds major potential specifically for developing countries and emerging economies. For instance, the local production of biofuels could considerably reduce the need to import expensive fossil fuels in the long run.</p> <p>However, consideration must be given to the ecological and social risks. A massive rise in the cultivation of biofuel crops in monocultures could damage the landscape. The cultivation of energy crops could also conflict with that of food crops. Smallholders may not be disadvantaged over large-scale producers.</p> <p>The opportunities and risks of various types of biofuel were discussed against this backdrop. Core issues on the agenda included the development of ecological and social standards, global partnership, and sustainability. During the event an exhibition was held in the lobby of GTZ Head Office demonstrating Brazil's national biodiesel programme.</p>			
Services provided			
<ul style="list-style-type: none">• Development of event and exhibition concept (event and exhibition planning and management, management of speakers and participants)• Event and exhibition realisation including logistics, technical equipment and catering; managing service providers• Management and realisation of associated press relations workReporting to Federal Foreign Office and supporting foundations• Financial handling• Management of Conference website as platform to communicate the follow-up process (design, coordination and drafting of Declaration)			



Title			
ISANGANO – International Exhibition and Convention Center Kigali			
Client	Origin of funding	Overall project value	Project year
Private Sector Federation (RPSF)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 45,000	2006
Project description			
<p>To strengthen the national and international economic power of Rwanda, the Ministry of Commerce (MINICOM) in collaboration with the Rwanda Private Sector Federation plans to construct and run an international exhibition and convention center in Kigali. The center, planned as a multi-purpose entity, will be able to host different types of conventions, exhibitions and other events, e.g.</p> <ul style="list-style-type: none">- national and International conferences and summits- artistic events (theater, film, music, shows, entertainment)- meetings with a high number of participants (universities, parties)- exhibitions (fairs, cultural and arts exhibitions)- conferences in combination with exhibitions. <p>Events like the yearly organized Universal Expo of Kigali, but also sectoral trade fairs, meetings of international donors and development organisations and cultural events will become a regular part of ISANGANO's programme.</p>			
Services provided			
Feasibility Study			
<ul style="list-style-type: none">• Analysis of the present situation: fairs, exhibitions and events held in Rwanda and in the neighbouring countries• Consequences for the exhibition grounds in Kigali• Architectural design of ISANGANO• Programme Portfolio of the Center• Designing the management structure• Related costs and rentability			



Title

One World Day – "Kicking the Ball Around the World" Action Day at the Fan Fest at the 2006 World Cup in Berlin

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 100,000	2006

Project description

There are few things in the world that can bring people together in quite the same way that football can. The One World campaign of the Federal Ministry for Economic Cooperation and Development (BMZ) picked up on this basic idea and the concomitant solidarity, equal opportunities and dialogue among partners. These were the factors that were at the heart too of the One World Day at the Berlin Fan Fest on 2 July, which was devised and organised by AgenZ on behalf of BMZ. The One World Day offered World Cup visitors an unusual trip around the globe with acrobatics from Africa, impressions from Asia, and Latin American rhythm providing entertainment and information linked to football for young and old, for Germany and the world. The programme "Kicking the Ball Around the World" also gave a living insight into the commitment demonstrated by Germany's development policy.

The family programme brought together artistic and informative inputs from three continents (Africa, Asia and Latin America) in a symbolic manner to form *One World*. Performers and artists from Nigeria, Venezuela and Mongolia reported on their work in the social sphere, student ambassadors of the BMZ-assisted initiative "World Cup Schools - Fair Play for Fair Life" reported on their experience as representatives of Ethiopia, Togo, Ecuador, Costa Rica, Indonesia and Kyrgyzstan.

The South African soul singer Simphiwe Dana was given a rapturous welcome one day prior to the programme, when she set the scene musically for the coming One World Day. A total of 100 artistes from nine countries were involved in the One World Day.

Services provided

Design and consultancy

- Concept for the One World Day including elaboration of the individual programme inputs
- Writing the script for the event

Project management

- Process and time management
- Personnel management
- Contract and cooperation management including service providers
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Developing the communication and marketing strategy
- Planning and implementation of the press and PR work
- Internal communication and interface management

Event management

- Event planning and implementation for the One World Day in cooperation with the GTZ's Berlin Office
 - Logistics and technical services
 - Security hardware and personnel
- Participant management
 - Selection, briefing, welcoming and providing courtesy services for performers, facilitators and student ambassadors
 - Transfers
 - Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation



Title

"Showing Impacts – Raising Value Added" – Political Discussion in Bonn

Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (Department for Strategic Corporate Development)	Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (Department for Strategic Corporate Development)		2006

Project description

When funding becomes scarcer, attention focuses increasingly on the impact of development activities. It is not only a question of making these impacts sustainable and tangible. In order to attract the understanding and sympathy of the general public for development cooperation, it is also important to present the results of activities and their effectiveness in a clear and easily comprehensible way. In cooperation with the Deutsche Welle, Germany's international broadcasting service, GTZ thus hosted a discussion under the banner "Showing Impacts – Raising Value Added" on 8 February 2006 in Bonn.

AgencZ organised this event, at which speakers and participants from the realms of industry, politics and the authorities (including the Federal Court of Audit) as well as from international cooperation, generated important impetus. The one hundred or so visitors came primarily from federal ministries, governmental and non-governmental organisations. They followed the debates with great interest and made the most of the opportunity to play an active part and continue their conversations at the informal get together after the event.

Services provided

Design and consultancy

- Design
- Elaboration of the messages and objectives of the event
- Event consultancy with respect to content matter and scripting
- Selecting and briefing facilitators and speakers

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Planning and implementation of the press and PR work
- Internal communication and interface management

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Catering
- Participant management
 - Invitation management for impetus and other speakers
 - Accreditation, registration and welcoming guests
- Event evaluation and documentation



Title

Training Module "Acting Entrepreneurially" for the Management and Leadership Development Programme

Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 16,000	2005 - 2006

Project description

For the long-term success of the company it is vitally important for employees to work entrepreneurially. Before managers in particular can work in this way they need the pertinent scope to act and shape their actions independently. However, so that this leeway is used in the best interests of efficiency, there must be a clear understanding as to

1. Who one is and what one stands for as a representative of the company
2. The form and background of the company one stands for
3. The corporate objectives pursued
4. The state of the market for the "undertaking" and the targeted positioning of the company on that market.

The training course is intended to help

1. Develop a common understanding of the form and background of the company and the basics of acting entrepreneurially within the company
2. Impart common standards and effective instruments that should be used at the interface to clients and practise the use of these
3. Foster an exchange of good practices.

The instruments and recommendations are intended to offer assistance for every phase in the cycle of "acting entrepreneurially" at the interfaces to subcontractors, clients and cooperation partners – the environment in which the company operates – from initial contacts to customer service after completion of a project. Based on a common basic understanding of the form and background of GTZ and political sensitivity, customary business practices and communication, these factors are picked up time and time again in the appropriate phases.

Services provided

Design and consultancy

- Consultancy services for the Management Positions Division on acting entrepreneurially
- Developing a didactic concept for a two-day training module on acting entrepreneurially
- Developing guidelines and a range of instruments for leaders and participants

Event management

- Leader and training module
- Steering and documentation of the group work
- Evaluation of the training module



Title			
Managers' Meeting 2005: "Shaping Change, Making Chances – Sustainable Concepts for International Cooperation"			
Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH – Department for Strategic Corporate Development	Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 180,000	2005
Project description			
<p>With its managers' meetings GTZ aims to give managers working inside and outside Germany orientation with regard to corporate strategy and to strengthen the way they identify with corporate policy. The event is intended to motivate managers to bring their fields of responsibility into line with changing demands. An interesting programme of side events is intended to foster the informal exchange of ideas and experience among the 180 colleagues from around the globe, and to help forge a common identity.</p> <p>The motto of the 2005 managers' meeting was "Shaping change, making chances. Sustainable concepts for international cooperation". It placed the focus firmly on change and on the opportunities that the changing framework for international cooperation bring. In terms of content matter, the following topics were at the heart of the meeting:</p> <ul style="list-style-type: none">- The international development agenda (harmonisation, alignment, aid effectiveness, capacity development, budget and basket financing, programme-oriented development cooperation)- Leadership culture within GTZ- Sustainable development. <p>A wide variety of elements and interesting settings helped ensure that the subject matter was presented in an interesting way and that communication among managers was lively. The individual elements adopted included dialogue between the podium and plenary session with facilitator, fishbowls, working groups, high-ranking speakers and a film. During the two days of the conference, surprise appearances by a juggler trainer provided something different and allowed participants to get some movement. This appearance also produced a subtle link to the topic matter of the meeting.</p>			
Services provided			
Design and consultancy <ul style="list-style-type: none">• Concept development• Event consultancy with respect to scripting, broadcasting and presenting the content materials			
Project management <ul style="list-style-type: none">• Process and time management• Personnel management• Contract and cooperation management including service providers• Financial management• Monitoring and evaluation• Documentation			
Communication and marketing <ul style="list-style-type: none">• Editing and production of the film input "Stimmen zur GTZ – Unterwegs auf vier Kontinenten"• Development of the website• Development of a variety of communication products			
Event management <ul style="list-style-type: none">• Event planning and monitoring<ul style="list-style-type: none">• Infrastructure, logistics and technical services• Location scouting			



- Catering
- Participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
- Cultural programme and side events including an informal get together on the evening preceding the meeting
- Event evaluation and documentation



Title

German Contribution to "ICT4All" – World Summit on the Information Society

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ), Federal Ministry of the Interior (BMI), Federal Foreign Office, SAP AG, Siemens AG, Deutsche Messe AG, KfW, InWent gGmbH – Capacity Building International, Germany, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, Deutsche Welle, Fraunhofer Institut für Integrierte Schaltungen (Fraunhofer IIS)	€ 165,000	2005

Project description

The World Summit on the Information Society (WSIS) was instigated by the United Nations and was the first event of this sort to spotlight information and communication. In November 2005 decision-makers from the realms of politics, civil society and industry met for the second phase of the summit in Tunis. Development-policy topics, such as the further financing of infrastructure building in poor and rural regions, played just as important a role there as the future "governing" of the internet. WSIS was accompanied by a parallel exhibition entitled "ICT4All". The German Government, development cooperation organisations, businesses and research and media institutions presented themselves here at a joint stand. The pavilion bore the banner "German partnership for ICT Challenges – worldwide". AgenZ was responsible for the design and implementation.

The aim was to present Germany's contribution to overcoming the "digital gap" in line with the vision of sustainable development. Participants gave an insight into innovative partnerships, which are well suited to promoting the dissemination and utilisation of information and communication technologies. The presentation embraced national programmes, private-sector activities and numerous bilateral and multilateral development projects.



Services provided

Design and consultancy

- Designing the exhibition input
- Content consultancy for 11 participating businesses and organisations with respect to the presentation of the topic
- Communication consultancy
- Event consultancy

Project management

- Process and time management
- Personnel management
- Contract and cooperation management including service providers
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Planning and implementation of the press and PR work
- Internal communication and interface management for the 11 participating businesses and organisations

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
- Event evaluation and documentation



Title

Back-up Services for the Establishment of the Münchener Rück Foundation

Client	Origin of funding	Overall project value	Project year
Münchener Rück	Münchener Rück	€ 180,000	2004 - 2005

Project description

The Münchener Rückversicherungsgesellschaft leads the re-insurance branch and is a recognised expert in the fields of environmental management, climate change and risk assessment with respect to natural disasters. The foundation established by the company to mark its 125th anniversary aimed to harness this expertise for the greater good of society.

AgenZ was contracted to advise the company on the definition of a guiding vision and a profile for the foundation. On the basis of qualitative data gathered, the Agency produced an analysis of the actual status of the company and the potential environment in which the foundation would be operating. Using this information it devised and realised a communication strategy: from the wording of the key messages to developing a corporate design and the pertinent media to the day the foundation finally went public in April 2005.

Under the banner "From Knowledge to Action", the Münchener Rück Foundation aims to help improve living conditions, in particular for people in developing countries, by conducting targeted education and awareness work.

The first steps in this direction involved two events to mark the first six months of the foundation's existence: the conference on micro-insurance in October 2005 and the international symposium "Worldwide Disaster Preparedness – Risk Awareness is a Key" in November 2005. Both events enjoyed communicative back-up services provided by AgenZ. Communication work aimed to introduce the foundation as a brand-name product to the relevant media and target groups.

Services provided

Design and consultancy

- Concept development
- Communication consultancy
 - Developing the corporate identity of the foundation, elaboration of the profile and guiding vision of the foundation
 - Advising on the establishment of the foundation's head office
- Event consultancy for going public: integration of the foundation in the official celebrations of the 125th anniversary of the Münchener Rück
- Establishing and positioning the new brand
- Analysis of the environment for the Münchener Rück and for the foundation

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Devising the communication and marketing strategy including key messages
- Steering the development of the foundation's corporate design
- Designing and putting in place the foundation's website, basic brochure, materials for the press
- Communicative back-up services for the first activities of the foundation (conference on micro-insurance in October and international symposium in November 2005)



Title

Primary Water Supply and Sanitation, Informal Meeting

Client	Origin of funding	Overall project value	Project year
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	€ 37,000	2004

Project description

From 11 to 22 April 2005 the 13th meeting of the Committee for Sustainable Development (CSD-13) was held in New York. The key topics tackled were water, basic sanitation and human settlements. In order to prepare for this conference, the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) hosted an informal meeting in Bonn in December 2004, in cooperation with the Federal Ministry for Economic Cooperation and Development (BMZ). The BMU contracted AgenZ to plan and realise the event, to which almost 60 guests from around the globe were invited – politicians, representatives of NGOs and experts. The objective of this political discussion was to elaborate strategies, options for action and promotion approaches, which could be put into practice in the next two years. AgenZ was responsible for the logistical and organisational preparations. It also provided staff to provide on-the-spot back-up services during the meeting.

Services provided

Design and consultancy

- Concept development
- Event consultancy

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management including management of the travel expenses subsidy for representatives of developing countries and NGOs
- Monitoring and evaluation
- Documentation

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Catering
- Participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Event evaluation and documentation



Title

International Parliamentary Forum for Renewable Energies

Client	Origin of funding	Overall project value	Project year
German Parliament (Bundestag)	German Parliament (Bundestag)	€ 130,000	2004

Project description

On behalf of the German Parliament (Bundestag), GTZ organised the International Parliamentary Forum (IPF) as a parallel event to the International Conference for Renewable Energies, "renewables 2004". The forum was attended by over 300 delegates from more than 70 countries and institutions. They met in the former Waterworks Building, immediately adjacent to the Bonn International Congress Centre, the venue for "renewables 2004". The focus of the International Parliamentary Forum was to identify ways and strategies of fostering the use of renewable energies with the help of parliamentary initiatives, and of improving cooperation between industrialised and developing countries with regard to these technologies. Joint projects of international institutions too were on the agenda. On 2 June 2004 the IPF adopted a resolution entitled "Renewable Energies – the Challenge for the 21st Century" in Bonn.

Services provided

Design and consultancy

- Concept development
- Event consultancy

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Planning and implementation of the press and PR work
- Internal communication and interface management between the IPF and "renewables 2004"

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Security hardware and personnel
 - Catering
- Conference secretariat and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation



Title			
Business Forum Renewables			
Client	Origin of funding	Overall project value	Project year
Federal Ministry of Economics and Technology and 30 international businesses	Federal Ministry of Economics and Technology and 30 international businesses	€ 130,000	2004
Project description			
<p>Within the framework of the International Conference for Renewable Energies, which was held from 1 to 4 June 2004 in Bonn, GTZ and the Deutsche Energie-Agentur (dena) organised the "Business Forum Renewables". AgenZ developed the concept and coordinated the forum, which was held immediately adjacent to "renewables 2004" in an attractive tented village.</p> <p>The "Business Forum Renewables" offered a platform for the dialogue between politicians and businesspeople. The Federal Ministry of Economics, the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the Federal Ministry of Consumer Protection and the Federal Ministry for Economic Cooperation and Development, industrial associations and 30 German and international businesses made the most of this opportunity to present their products, solutions and concepts in the field of renewable energies and energy efficiency.</p> <p>Numerous small and medium-sized enterprises as well as companies with international operations, including DaimlerChrysler, EON and Shell presented their innovative ideas from the spectrum of alternative energy technologies to the general public, while the plenary sessions of "renewables 2004" were relayed live on huge screens.</p> <p>The success was resounding: some 2,000 guests including the former Chancellor Gerhard Schröder, former Minister for the Environment Jürgen Trittin, former Minister of Consumer Protection Renate Künast and the Minister for Economic Cooperation and Development Heidemarie Wieczorek-Zeul as well as numerous conference delegates and specialists attended the exhibition and took part in the special events.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Concept development in cooperation with the Deutsche Energie-Agentur (dena)• Topic setting and management• Event consultancy			
Project management			
<ul style="list-style-type: none">• Process and time management• Personnel management• Contract and cooperation management including suppliers and service providers• Financial management• Monitoring and evaluation• Documentation			
Communication and marketing			
<ul style="list-style-type: none">• Devising the communication and marketing strategy• Planning and implementation of the press and PR work• Internal communication and interface management between the Business Forum and the conference			
Event management			
<ul style="list-style-type: none">• Event planning and implementation<ul style="list-style-type: none">• Infrastructure, logistics and technical services• Location scouting• Security hardware and personnel• Catering• Conference secretariat and participant management<ul style="list-style-type: none">• Invitation management			



- Accreditation, registration and welcoming guests
- Courtesy service for visitors and VIPs / protocol management
- Transfers
- Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation



Title			
"renewables 2004" – International Conference for Renewable Energies			
Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ) Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	Federal Ministry for Economic Cooperation and Development (BMZ) Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	€ 6,000,000	2004
Project description			
<p>At the beginning of June 2004, Germany hosted the International Conference for Renewable Energies. Two years earlier, in 2002, former Chancellor Gerhard Schröder invited the international community to attend, speaking at the World Summit on Sustainable Development in Johannesburg.</p> <p>More than 3,600 participants, including 130 ministers representing their respective governments, representatives of the UN and other international organisations met at "renewables 2004" in Bonn. They laid the foundations for stepping up the use of renewable energies around the globe.</p> <p>GTZ, working on behalf of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Ministry for Economic Cooperation and Development, provided the conference secretariat. The secretariat supported the organisational committee, the national back-up committee and the international steering committee on all matters regarding content and all organisational issues involved in preparing and holding the conference.</p> <p>"renewables 2004" generated a whole series of concrete outcomes: a political declaration – the so-called Bonn Declaration, policy recommendations and the international action programme, which many observers feel to be the single most important outcome.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Consultancy on the subject matter to be covered by the event as well as the products and outcomes of the conference (topic papers, conference issue paper, political declaration, international action programme)• Consultancy services for the international steering committee, the national back-up group and the organisational committee of the conference• Elaboration of the communication concept• Event consultancy and conference scripting			
Project management			
<ul style="list-style-type: none">• Process and time management• Personnel management• Contract and cooperation management• Financial management and consultancy on sponsoring• Monitoring and evaluation• Documentation			
Communication and marketing			
<ul style="list-style-type: none">• Devising key messages and PR materials• Managing the international press centre• Attracting media partners• Accreditation of some 300 journalists and provision of back-up services• Managing the website			



- Internal communication and interface management with the speakers from the German federal ministries

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Security hardware and personnel
 - Catering
- Conference secretariat and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy service for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Devising and implementing the programme of side events
- Planning and putting in place a visitor guidance system
- Elaboration of the seating and badge concept
- Event evaluation and documentation



Title

"youth @ work" – Malente Symposium and International Youth Dialogue

Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	GTZ-financed measure - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 250,000	2004

Project description

Young people need prospects, yet they are thwarted by unemployment. At the XVth Malente Symposium, held on 19 and 20 October 2004 four hundred international experts and young people discussed innovative strategies for promoting youth employment more efficiently worldwide. The approach taken was unusual – talking *with* young people rather than *about* them.

In order to prepare young people for their part at the symposium, AgenZ worked with the pertinent GTZ sector division to devise an international youth dialogue, which it then guided. The youth dialogue was held one day prior to the annual Malente Symposium, which is organised by the Dräger Foundation. Sixty young people from 37 countries were invited to present their views on the subject.

The dialogue offered young people a platform for their ideas and experience. Workshops and discussions allowed them to develop their own hypotheses, which they could then present the next day at the Malente Symposium. "youth @ work" also gave them a framework within which they could network more closely and step up contacts to international organisations. The event was rounded off by a photo exhibition giving insights into the way young people live and work.

When preparing and realising the dialogue and the symposium, AgenZ worked with the Dräger Foundation, the Youth Employment Network (YEN) of the World Bank, ILO, the United Nations, and the World Organization of the Scout Movement (WOSM).

The Agency also helped the organiser to integrate youth-relevant topics into the Malente Symposium – in particular the outcomes of the International Youth Dialogue.

Services provided

Design and consultancy

- Development, preparation and implementation of the concept for the International Youth Dialogue
- Elaboration of specific topics for discussion rounds and working groups for the XVth Malente Symposium
- Provision of support for pilot measures

Project management

- Process and time management
- Personnel management
- Contract and cooperation management including subcontracting and coordination of service providers
- Financial management
- Monitoring and evaluation
- Documentation
 - Identification, promotion, documentation and evaluation of exemplary initiatives of the youth organisations
 - Evaluation of the experience gained by national and international networks dealing with youth unemployment

Communication and marketing

- Devising the communication strategy
- Planning and implementation of the press and PR work
- Internal communication and interface management



Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Catering
- Conference secretariat and participant management
 - Managing invitations for speakers, facilitators and participants
 - Accreditation, registration and welcoming guests
 - Transfers
 - Hotel arrangements and accommodation
- Side events
- Event evaluation and documentation



Title			
Corporate Social Responsibility			
Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	GTZ-financed measure - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 250,000	2003 - 2005
Project description			
<p>Since businesses were first founded they have been shouldering social responsibility. Their motives were always both to do something for the common good and to act in the medium- and long-term interests of the company. Against the background of growing public awareness, and even more because of the increasing economic implications, AgenZ spotlighted various aspects of corporate social responsibility. From the point of view of businesses the strategic importance of sustainable business were highlighted. From the point of view of international cooperation practical case studies were selected which made it possible to look at the potentials that can be generated by better dovetailing the knowledge of private businesses with that of international cooperation.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Analysis of the environment of the main sustainability indices and their importance for the fields of activities of international cooperation• Surveying 20 German businesses with international operations• Identifying the different levels of intervention of the interface organisations• Identifying new entry points for increased cooperation between businesses and international cooperation institutions and taking one case study to illustrate this in more detail• Developing a range of instruments for taking a strategic approach to the topic			
Communication and marketing			
<ul style="list-style-type: none">• Discussion of the results elaborated in various internal and external forums• Publication of the study in various internal and external media.			



Title			
"Cotton Day" in the run-up to the Fifth WTO Ministerial Conference in Cancún			
Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 115,000	2003
Project description			
<p>In the run-up to the Fifth WTO Ministerial Conference held from 10 to 14 September 2003 in Cancún, Heidmarie Wiczorek-Zeul, Federal Minister for Economic Cooperation and Development, hosted a "Cotton Day" in Cancún. The focus was on the challenges and opportunities presented by cotton production and international trade. Guests invited to the podium discussion included members of international delegations and representatives of NGOs as well as numerous representatives of the German and international media. AgenZ organised this podium discussion attended by the ministers of trade of four West and Central African states (Benin, Burkina Faso, Mali and Chad) as well as EU representatives from the United Kingdom and Sweden. At the request of the Federal Minister for Economic Cooperation and Development, the Swiss NGO "Independent Development Experts Association" (IDEAS) too was involved. It was responsible for coordinating the actions of the four African states at the WTO conference. After the discussion a press conference was held, which, like the Cotton Day itself, met with much interest.</p>			
Services provided			
Design and consultancy			
<ul style="list-style-type: none">• Communication consultancy, in particular political communication• Event consultancy with respect to the concept and scripting			
Project management			
<ul style="list-style-type: none">• Process and time management• Personnel management• Contract and cooperation management• Financial management• Monitoring and evaluation• Documentation			
Communication and marketing			
<ul style="list-style-type: none">• Planning and implementation of the press and PR work and provision of back-up services for media representatives• Organisation of a background meeting for the press• Production of the concept for a short film design as an introduction to the topic• Internal communication and interface management: coordination and mediation between the actors involved at BMZ, GTZ, WTO and the Mexican organisational committee in Cancún			
Event management			
<ul style="list-style-type: none">• Event planning and implementation<ul style="list-style-type: none">• Logistics and technical services• VIP catering• Selection and briefing of facilitator• Participant management• Event evaluation and documentation			



Title			
"International Horticultural Exhibition 2003" – Cultural Inputs from Africa, Asia and Latin America			
Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	GTZ-financed measure - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 96,000	2003
Project description			
<p>Countries from Africa, Asia and Latin America were part of the International Horticultural Exhibition in Rostock in 2003.</p> <p>AgenZ supported the poorer countries, helping them to introduce IGA visitors and the media to the topics close to their hearts with the help of attractive events.</p> <p>Bolivia, Mauritania and Tanzania made the most of this opportunity, presenting an effective cultural programme on their respective nation days.</p> <p>Several countries worked together under the coordinating umbrella of AgenZ for the two business events - a fisheries meeting and a business forum. They presented their products and established contacts with potential partners in German industry.</p>			
Services provided			



Title			
Loya Jirga II – Constitutional Grand Council in Afghanistan 2003			
Client	Origin of funding	Overall project value	Project year
United Nations Development Programme (UNDP); United Nations Assistance Mission in Afghanistan (UNAMA)	United Nations Development Programme (UNDP)	€ 2,670,000	2003
Project description			
<p>After the Grand Council, or Loya Jirga, held in 2002 in Kabul, the Constitutional Loya Jirga, which met one year later, marked another milestone in Afghan politics.</p> <p>500 delegates met on the grounds of the Kabul Polytechnic Institute, which had been restored as the venue for the first Loya Jirga. They were joined by some 300 officials and journalists. As a result of the positive experiences of the United Nations Development Programme (UNDP) as regards the organisation of the 2002 Loya Jirga, it once again contracted GTZ and AgenZ to provide the conference management and logistical services.</p> <p>After three weeks of tough negotiating, the delegates reached a compromise on which they could all agree for the constitution of Afghanistan.</p>			
Services provided			
Project management			
<ul style="list-style-type: none">• Process and time management• Personnel management• Contract and cooperation management• Financial management• Monitoring and evaluation• Documentation			
Communication and marketing			
<ul style="list-style-type: none">• Providing support for the international press centre at the Hotel Intercontinental• Coordinating all organisational, administrative and security-related factors in consultation with Afghan decision-makers			
Event management			
<ul style="list-style-type: none">• Event planning and implementation<ul style="list-style-type: none">• Planning and putting in place an infrastructure for the conference• Establishing infrastructure, human resources and providing logistics and technical services• Security hardware and personnel• Catering• Conference secretariat and participant management<ul style="list-style-type: none">• Accreditation, registration and welcoming guests• Courtesy services for visitors and VIPs / protocol management• Transfers• Accommodation• Event documentation			



Title

9th Preparatory Conference for the Ratification of the Rotterdam PIC Convention

Client	Origin of funding	Overall project value	Project year
Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU); United Nations Environment Programme (UNEP Chemicals Programme	€ 213,500	2002

Project description

At the start of 2004 the United Nations PIC Convention came into force, introducing binding regulations for the import and export of hazardous chemicals. A whole series of international meetings paved the way for the ratification of this convention. Germany hosted the ninth preparatory conference for this convention. The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) contracted AgenZ to prepare and manage the event for the Secretariat of the United Nations. Against the background of the application of Bonn to house the future UN PIC Secretariat, this represented a special challenge as regards cooperation and consultation with the client BMU and the City of Bonn. The conference was held from 29 September to 4 October at the Bonn International Congress Centre, and was accompanied by a programme of side events. AgenZ ensured the smooth course of the UN conference and the programme of side events. The Agency also designed and held the infotainment welcoming event with high-ranking guests for the 300 or so delegates at Petersberg on 3 October, and supported the parallel technical conference of the Federal Ministry for Economic Cooperation and Development (BMZ) on partnerships in chemical safety.

Services provided

Design and consultancy

- Concept development in consultation with the UN Secretariat
- Event consultancy

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Planning and implementation of the press and PR work
- Internal communication and interface management
- Planning and putting in place a visitor guidance system in cooperation with the Bonn local public transport system and the Bonn International Conference Centre including chauffeur services for delegates and the secretariat

Event management

- Event planning and implementation
 - Infrastructure, logistics and technical services
 - Location scouting
 - Security hardware and personnel in line with the requirements of the United Nations
 - Catering



- Conference secretariat, Bonn info desk and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management for personnel of the UN secretariat and the UN's Nairobi conference team
 - Transfers
 - Hotel arrangements and accommodation
- Preparation and coordination of the parallel technical and cultural programme in conjunction with the UN Secretariat
- Event evaluation and documentation



Title

"Africa Works" – NePAD Campaign

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 350,000	2002

Project description

The majority of African countries is able and willing to accept responsibility for guiding the future development of the continent on their own. One high-profile expression of this is the initiative, "New Partnership for Africa's Development" (NePAD), which brings together a large number of African states. The "Africa Works" campaign focussed on this initiative and on publicising the contribution made by Africa, in particular with a view to the G8 summit meeting in June 2002 in Canada. AgenZ worked on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) to design the campaign and translate it into practice.

A special logo and design was devised for "Africa Works". The campaign embraced a day for industry, the NePAD steering committee meeting, the Africa evening and the summit itself. The highlight was the Africa evening on 7 June in Berlin. Around 900 high-ranking visitors from the realms of politics, industry, the academic community and the media met at the Paul Löbe Haus, where they were treated to an exciting programme with information and entertainment, giving them insights into the cultural diversity, and the political and economic prospects of Africa. Reporting on the G8 summit, a few days later, showed that the event had managed to arouse understanding and sympathy for the potential of the continent and everything it has already achieved.

Services provided

Design and consultancy

- Concept development
- Communication consultancy, in particular political communication
- Topic setting and management
- Designing the three events (day of industry, meeting of the NePAD steering committee, Africa evening)
- Establishment and positioning of the events as a brand with the help of communicative links

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Development and implementation of the communication campaign
- Planning and implementation of the press and PR work
- Internal communication and interface management

Event management

- Event planning and organisation (Africa evening in cooperation with the GTZ's Berlin office)
 - Infrastructure, logistics and technical services
 - Location scouting
 - Security hardware and personnel
 - Catering
- Conference secretariat and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers



- Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation



Title

German contribution to the World Summit on Sustainable Development in Johannesburg

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 660,000	2002

Project description

The World Summit on Sustainable Development was held from 17 August to 7 September 2002 in Johannesburg. The German Government, German businesses, associations, governmental and non-governmental organisations presented themselves and their contributions to sustainable development in South Africa under one roof in a joint pavilion. It was the task of GTZ and AgenZ to design this presentation and to coordinate the inputs of a total of 16 participating institutions and organisations. The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Ministry for Economic Cooperation and Development bore the overall responsibility for the pavilion. As a joint presentation of policies, industry and civil society it demonstrated that all efforts to achieve sustainable development are the responsibility of society as a whole, and focussed the forces of the individual participants. What emerged was a prize-winning information and communication centre, with the central element a forum for events. AgenZ steered the organisation of some 60 discussions, cultural contributions and events with high-ranking political guests. The duties of the Agency also included all press and PR work and the provision of all back-up services for the joint presentation during the world summit.

Services provided

Design and consultancy

- Development of the stand concept and design
- Consultancy on the contentual presentation of the topic of sustainable development
- Selection and briefing of speakers and facilitators for some 60 events

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Development of the key messages and the its translation into a visual presentation
- Planning and implementation of the press and PR work
- Internal communication and interface management for the 16 participating organisations

Event management

- Pavilion management as well as the planning and implementation of some 60 events
 - Infrastructure, logistics and technical services
 - Location scouting
 - Security hardware and personnel
 - Catering
- Conference secretariat and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Design and organisation of events and the cultural programme
- Event evaluation and documentation



Title

Loya Jirga I – Grand Council in Afghanistan 2002

Client	Origin of funding	Overall project value	Project year
United Nations Development Programme (UNDP); United Nations Assistance Mission in Afghanistan (UNAMA)	United Nations Development Programme (UNDP)	€ 7,200,000	2002

Project description

After 25 years of armed hostilities in Afghanistan a Grand Council, the Emergency Loya Jirga, was held in Kabul from 11 to 19 June 2002 for the first time since 1964. It was attended by representatives of all ethnic and religious groups in the country, who came together in order to elect a head of state and to form an interim government. This was a major challenge given the difficult political situation, the lack of infrastructure and the more than 3,000 people involved, of whom almost 1,700 were delegates. Working on behalf of the United Nations Development Programme (UNDP) GTZ and AgenZ organised the entire event within a period of only nine weeks.

The Loya Jirga met in the grounds of the Polytechnic Institute of the University of Kabul, which had been ravaged by war. Before it could convene, the infrastructure had to be restored. Experts did not lose sight of the fact that the 336,000 square metres of grounds would later be used by students. GTZ also had to plan, coordinate and implement the logistics and ensure conference management services. All in all it entered into 260 contracts for personnel, services and supplies, worth a total of some USD 5.8 million. 234 of these contracts were placed in Afghanistan itself. 900 people were employed. Cooperation with Afghan contractors was vitally important. The Loya Jirga itself was held in a tent measuring 2,800 square metres, set up specially for this purpose. During the Grand Council, which was crucially important for Afghanistan and for the international community, Hamid Karsai was elected President in a secret ballot.

Services provided

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Establishment of an international press centre with live relay of proceedings
- Internal communication and interface management

Event management

- Event planning and implementation
 - Renovation of the venue
 - Provision of infrastructure (e.g. water supply and sanitation)
 - Provision of medical care
 - Ensuring appropriate conditions for the Grand Council to meet
 - Logistics and technical services
 - Security hardware and personnel
 - Catering
- Conference secretariat and participant management
 - Accreditation, registration and welcoming delegates, personnel and guests
 - Courtesy services for visitors and VIPs / protocol management



- Transfers
- Provision of appropriate accommodation for delegates
- Event documentation



Title

"One World" Campaign to mark the 40th anniversary of BMZ

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 280,000	2001

Project description

Under the banner "One World at Potsdamer Platz", the Federal Ministry for Economic Cooperation and Development (BMZ) celebrated its fortieth anniversary in autumn 2001 in Berlin. AgenZ was contracted to introduce the work of the ministry to an even wider audience with the help of a wide variety of attractive inputs. As the heart of the celebrations AgenZ devised a two-week exhibition in the busy Potsdamer Platz Arkaden, and rounded this off with a colourful cultural programme. There were also concerts in the Sony Style Store and films were shown in a Berlin cinema. Under the imposing roof of the Sony Centre a huge "One World" logo was mounted, made entirely of recycled cans. The campaign was well received by visitors and the media alike.

Services provided

Design and consultancy

- Concept development for the series of events held at the Potsdamer Platz to follow up the One World Initiative
- Communication consultancy
- Topic setting and management
- Developing formats and scripting
- Positioning the One World brand

Project management

- Canvassing
- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Development of the communication and marketing strategy
- Planning and implementation of the press and PR work

Event management

- Event planning and implementation for the exhibition "One World: People-Chances-Visions" in the Potsdamer Platz Arkaden and for the live concerts in the Sony Style Store under the banner "Music of One World"
 - Infrastructure, logistics and technical services
 - Location scouting
- Designing the cinema programme on the topic of water
- Event evaluation and documentation



Title

"One World" – Contribution of German Development Cooperation to Expo 2000

Client	Origin of funding	Overall project value	Project year
Federal Ministry for Economic Cooperation and Development (BMZ)	Federal Ministry for Economic Cooperation and Development (BMZ)	€ 50,113,000	2000

Project description

"One World" – this was the banner for the development-policy input of the German Government to the world exposition Expo held in Hannover in 2000.

The German Government made available DM 100 million (EUR 50.113 million) to help poorer countries take part in the world exposition. The further aim was to integrate development-policy issues in every element of the Expo: the country presentations, the theme park, the cultural programme and the world-wide projects. Within the framework of this contract GTZ advised 96 developing countries and six international organisations on the planning, design and implementation of their inputs. More than 60 of them also received financial support. To this came the identification and presentation of more than 300 of the total of 487 international world-wide projects, which could be seen for instance in the country pavilions and the theme parks. GTZ organised more than 700 special events at the world exposition including the global dialogue "Ways out of Poverty". "One World" made Expo 2000 a truly global exhibition. Many contributions of developing countries, in particular the Africa hall in which 40 African states presented themselves, were considered highlights of the event. They proved extremely popular with visitors and attracted much media interest.

Services provided

Design and consultancy

- Concept development
- Advising 96 developing countries and emerging economies as well as six international organisations on the planning, design and implementation of their presentations at the world exposition
- Identification of more than 300 world-wide projects
- Design of the One World exhibition of the Federal Ministry for Economic Cooperation and Development at the Global House

Project management

- Canvassing
- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management including financial support for some 60 particularly poor countries
- Monitoring and evaluation
- Documentation

Communication and marketing

- Development of the communication and marketing strategy including the design and communication of the One World signet as a trademark for the development-policy input
- Planning and implementation of the press and PR work (e.g. information materials including the One World Guide, information for the press, design and editing of the two-weekly One World Info Service, tours for journalists and interviews for the press, radio and television)
- Internal communication and interface management

Event management

- 700 events, including numerous events at the Global House
- Preparation and implementation of the three-day technical conference "Global Dialogue"
- Implementation and back-up services for the One World exhibition of the Federal Ministry for Economic Cooperation and Development at the Global House
- Event planning and implementation



- Infrastructure, logistics and technical services
- Location scouting
- Security hardware and personnel
- Catering
- GTZ Expo 2000 Office and participant management
 - Invitation management
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation



Title

Eschborn Dialogue

Client	Origin of funding	Overall project value	Project year
Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	GTZ-financed measure - Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH	€ 340,000 per annum	since 1998

Project description

Once a year the Eschborn Dialogue spotlights one topical issue in international cooperation. Around 400 experts from the realms of politics, industry, civil society and the GTZ itself share their knowledge and experience within the framework of podium discussions and workshops. A clear concept, high-ranking guests and unusual formats characterise the two-day dialogue. The evening events round off the technical debates and add a cultural accent. AgenZ is responsible for the overall concept and course of the Eschborn Dialogue, for briefing keynote speakers and facilitators, for advising on the format of events and for invitation management.

The following have been the topics of the Dialogue. Since 2003 they have also been the GTZ's spotlight of the year:

2007: Capacity Development – Empowering partners, promoting potentials

2006: Knowledge Powers Development – Sharing experience, shaping the future

2005: Focus – Fascination – Future: Designing tomorrow's cities

2004: Good governance – state and society shaping development

2003: Creating the future: youth as partner

2002: Shaping the future through international cooperation

2001: New cooperation for development. Business as a partner

Services provided

AgenZ coordinates the contents and format of the Eschborn Dialogue. It is responsible for designing and steering the annual dialogue.

Design and consultancy

- Design of the overall programme in cooperation with the GTZ's sector divisions
- Devising the contents, formats and overall scripting
- Selection and briefing of facilitators and speakers for anchor events

Project management

- Process and time management
- Personnel management
- Contract and cooperation management
- Financial management
- Monitoring and evaluation
- Documentation

Communication and marketing

- Devising key messages
- Planning and implementation of the press and PR work in conjunction with GTZ's Corporate Communications Unit
- Internal communication and interface management

Event management

- Event planning and implementation including opening ceremony, evening events and closing session as well as side events
 - Infrastructure, logistics and technical services
 - Location scouting



- Catering
- Conference secretariat and participant management
 - Invitation management for keynote speakers, facilitators and guests
 - Accreditation, registration and welcoming guests
 - Courtesy services for visitors and VIPs / protocol management
 - Transfers
 - Hotel arrangements and accommodation
- Programme of side events
- Event evaluation and documentation