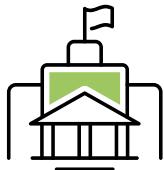


A photograph of a man from the side, wearing a green t-shirt with two large yellow five-pointed stars on the shoulders. He has his hands on his head, looking out over a landscape with buildings and hills in the distance. The image is partially obscured by a large green triangle on the left side of the frame.

# ESME PROJECT

ECO · SOCIAL · MARKET ECONOMY  
IN ENUGU, NIGERIA

# DEVELOPMENT OBJECTIVES & THE 3 PILLARS TO GET THERE



## Business Park Infrastructure

Creating an eco-friendly self-sustaining park with access to water, electricity and sanitation for companies, students and residents to support economic and social development.



## Education University & Practical Skills Centre

Training the youth in market-oriented skills together with the local university and European SMEs to meet the needs of the market for a skilled and certified labour force.



## Start-Up Centre Entrepreneurship/SME Support

Partnering with the existing Umuchinemere Procredit Micro Finance Bank Ltd (UPMFB) to support further business development.



## Development objective Sustainability & Vision

Providing sustainable livelihoods for the Nigerian youth through education and employment opportunities, while keeping the value added in the country and hence preventing irregular migration.



# SUSTAINABILITY & VISION

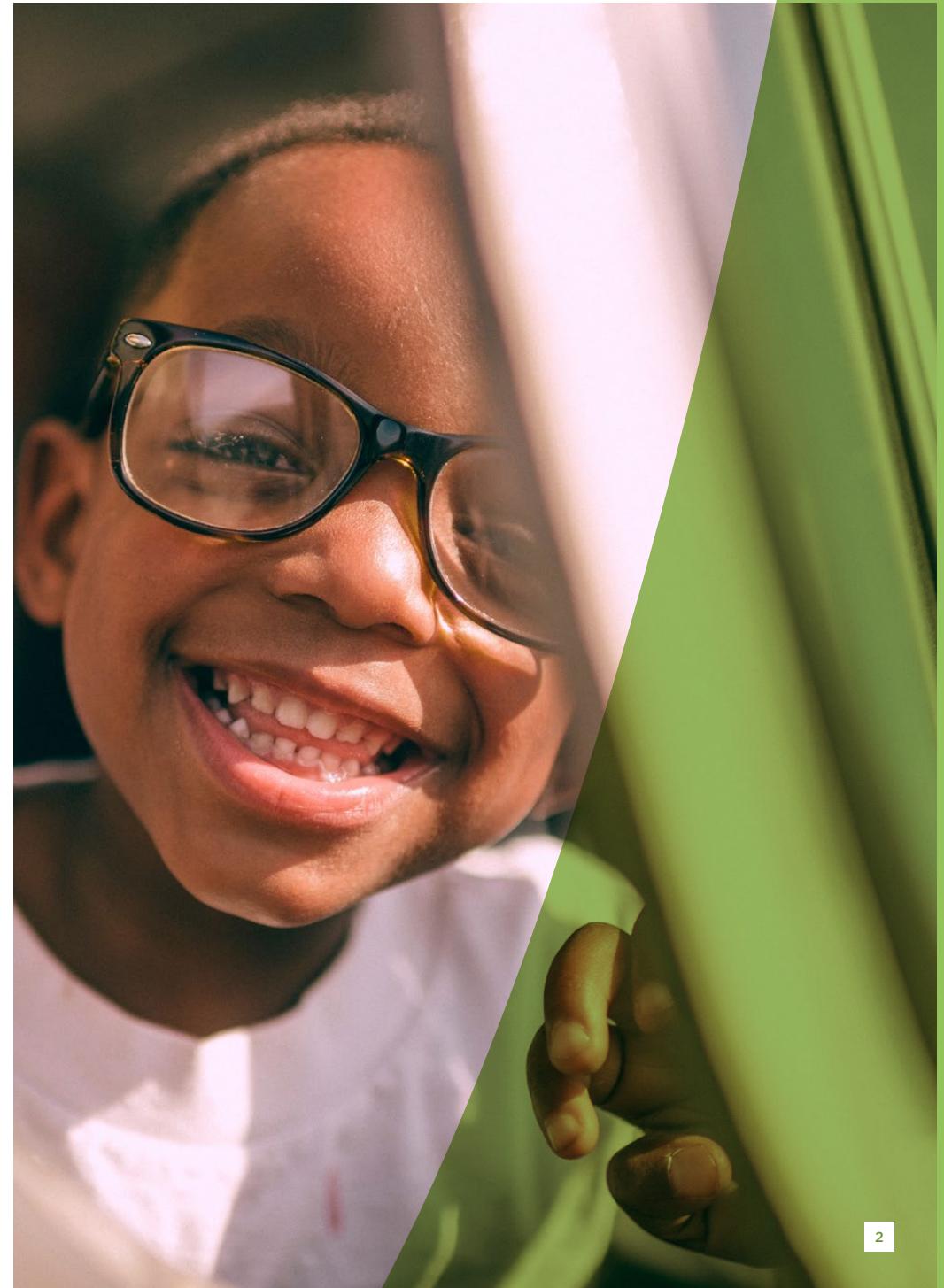
Building a modern ecological park to support sustainable economic growth and social development.

*“Twenty-five years ago people could be excused for not knowing much or doing much about climate change. Today we have no excuse.”*

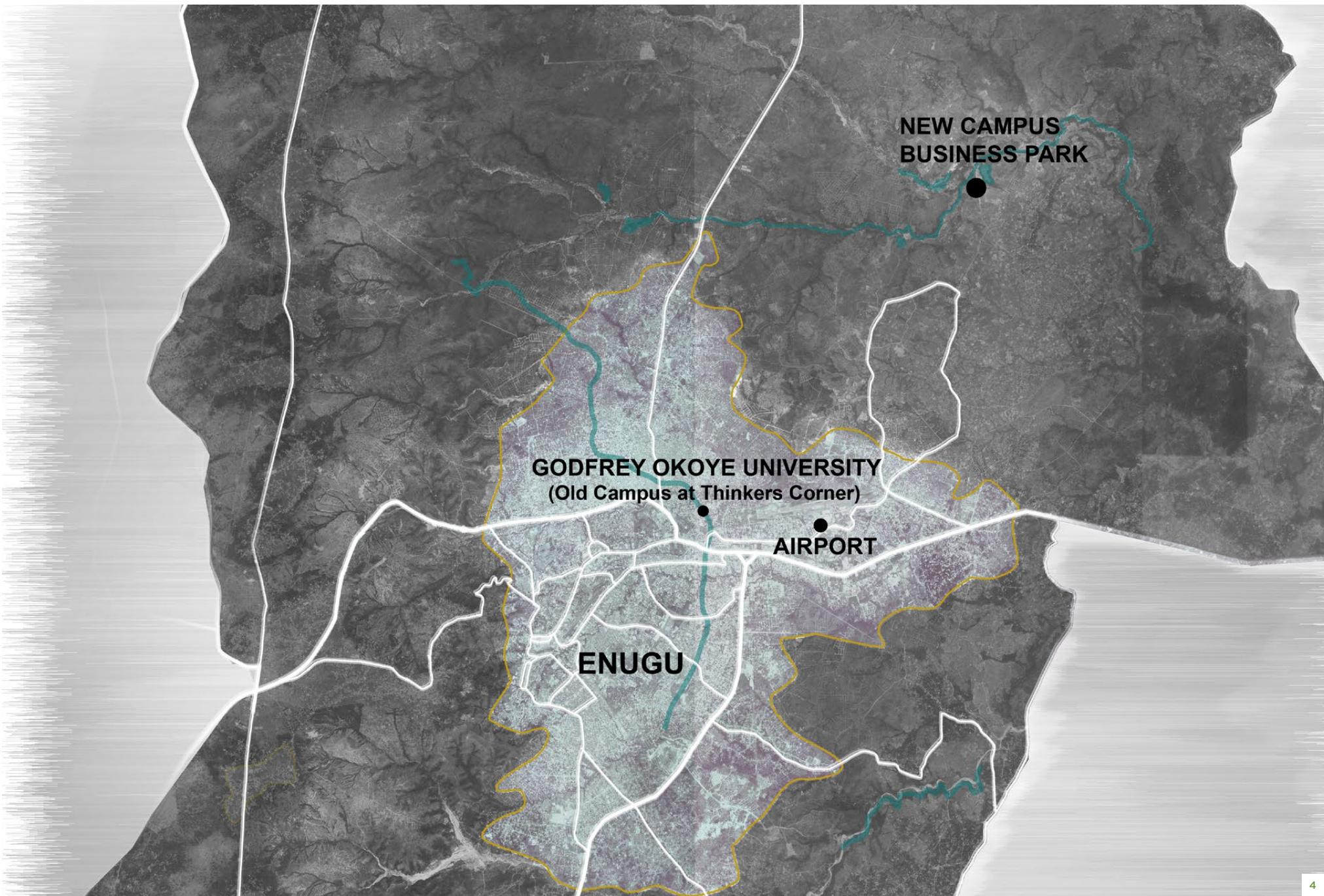
– Desmond Tutu

- Currently there is neither a central sewage system nor a central waste management in Enugu
- There is also no fully functional electric grid and power outages are bypassed by the locals with the use of diesel generators
- Concrete and steel production cause around 15% of the world's carbon dioxide emissions. Most times, this production does not add value for the locals

Our vision goes beyond „the business as usual”.







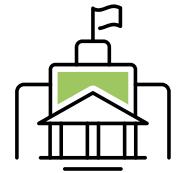
# MASTERPLAN CAMPUS & BUSINESS PARK





*“Energy’s like the blood pumping through your veins. If there’s no blood, there’s no life.”*

– Akinwumi Adesina, President of the African Development Bank



## BUSINESS PARK

Creating an eco-friendly self-sustaining park with access to water, electricity and sanitation for companies, students and residents to support economic and social development.

- The Godfrey Okoye University will provide a 400,000 m<sup>2</sup> property for the Business Park
- The Business Park will ensure adequate infrastructure for its tenants and the campus
- Water supply is guaranteed as a pure ground water source was located on the property
- Stable energy supply will be provided by on-site solar, hydro and biomass-combustion power plants
- Garbage disposal will be managed with an on-premise composting plant
- All buildings located at the industrial park will be built with modern and eco-friendly rammed earth techniques
- The Business Park will providing a secure and economically beneficial environment for doing business and hence the first European companies have already committed to invest (Sectors: construction, energy, agriculture, tourism, services, manufacturing, and healthcare).
- Up to 1.000 people will be employed by companies located at the Business Park keeping the value added in the region



# EDUCATION

Training the youth in market-oriented skills together with the local university and European SMEs to meet the needs of the market for a skilled and certified labour force.

*"There is only one thing in the long run more expensive than education: no education."*

– John F. Kennedy, 1917 - 1963

- The university and the training centre will use the park's infrastructure
- Training courses will be aligned with the needs of the companies located at the Business Park (possible trainings included in the first portfolio: baker, builder, plumber, IT professional etc.)
- The focus is set on the key sectors for a growing economy (agriculture, food procession, construction, tourism and technical trades)
- To emphasize the importance of sustainable and affordable housing construction the university will even introduce a professorship for rammed earth technique
- Austrian universities (University of Natural Resources and Life Sciences, Vienna and Vienna University of Technology) and other European experts will help to set up the practical skills training centre
- Application of a Dual Education Concept combining theoretical classroom sessions (e.g. virtual enterprise) with practical skills workshops and traineeships
- The university will provide equal access to educational opportunities for up to 7.000 students in 4 faculties
- Up to 1.000 skilled and certified students will graduate at the practical skills centre per year





## START-UP CENTER

Partnering with the existing Umuchinemere Procredit Micro Finance Bank Ltd (UPMFB) to support further business developments.

*“Many small people, in many small places, do many small things, that can alter the face of the world.”*

– African proverb

- The Start-up Centre will focus on validating business ideas and advising graduates of the university, the training centre and other local start-ups on financing options and on how to build successful and sustainable businesses
- Financing of up to EUR 5.000 will be provided to businesses established by the graduates generating new jobs
- The Start-up Centre will also provide a network and access to information to European SMEs
- The Godfrey Okoye University is already a 10% shareholder of the UPMFB

### Cooperation

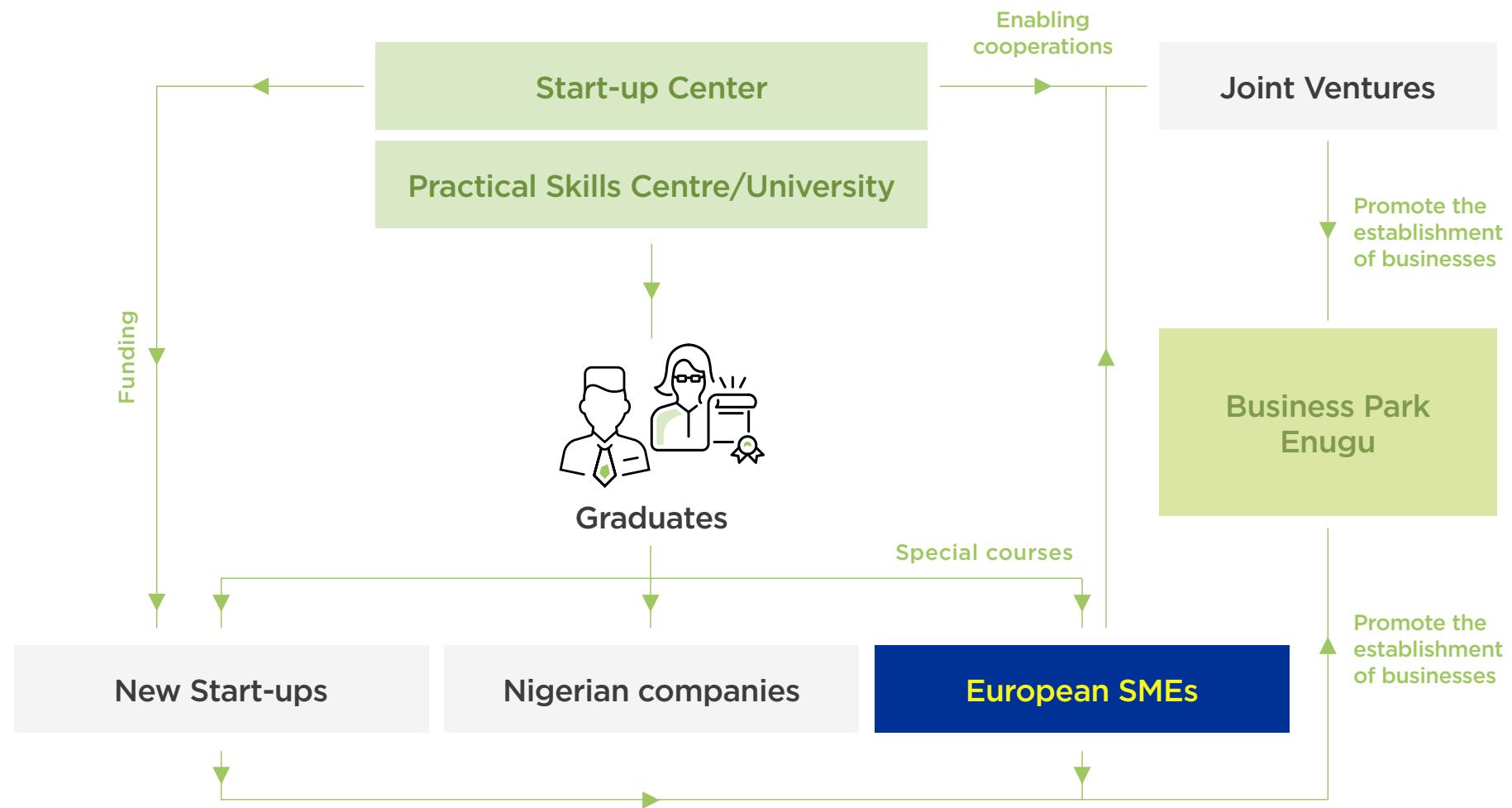


- aws supports the local Start-up Center to properly manage micro-loans
- The Start-up Programme and the fund for the micro-credit bank will be financed through private equity seed funding and public contributions (inter-banking loans)



# PROCESS CHART

## Business development and job creation.

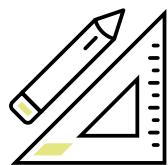


# SUCCESS FACTORS



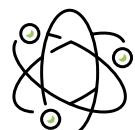
## Reliable Partners

Godfrey Okoye University, a private Nigerian University is the local partner.



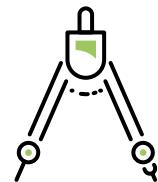
## Adjusted building techniques

With rammed earth as preferred building technique the economic value added will stay within the region.



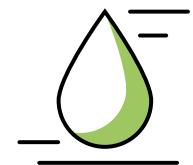
## Know-how transfer

Transferring know-how and standardized process structures from European companies to Africa.



## Experience

The Godfrey Okoye University already successfully developed one campus in the center of Enugu with more than 6.000 tenants.



## Secured fresh water supply

Ground water was discovered at a depth of 180m on the property of the park.



## First committed partner companies

Several partner companies have already committed to expand their production to Enugu and employ up to 150 people. The phase 1 goal is therefore already fulfilled.



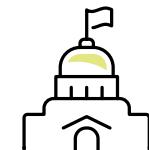
## Secured construction site

Construction is already in progress: the first students will move in at the end of 2019.



## Profit-driven project

The ESME project is set up as a profit generating business model. The base for this is its self-sustaining and independent infrastructure.



## Government support

The project has been approved by President Buhari and is supported by the local Governor.



## SECURED WATER & ENERGY SUPPLY

At a depth of 180m beneath the Business Park pure ground water was found. This enables us to build wells and secure an independent & sustainable water supply for the whole project.

On-premise plants will deliver energy to the whole Business Park, the university, and the training centre. With the help of European know-how various types of plants, from hydro to solar and bio-mass combustion will be built to guarantee a stable & eco-friendly energy supply.





# ECOLOGICAL CONSTRUCTION: RAMMED EARTH

Building with rammed earth techniques allows sourcing of raw materials from the region, keeping the economic value added in the area.



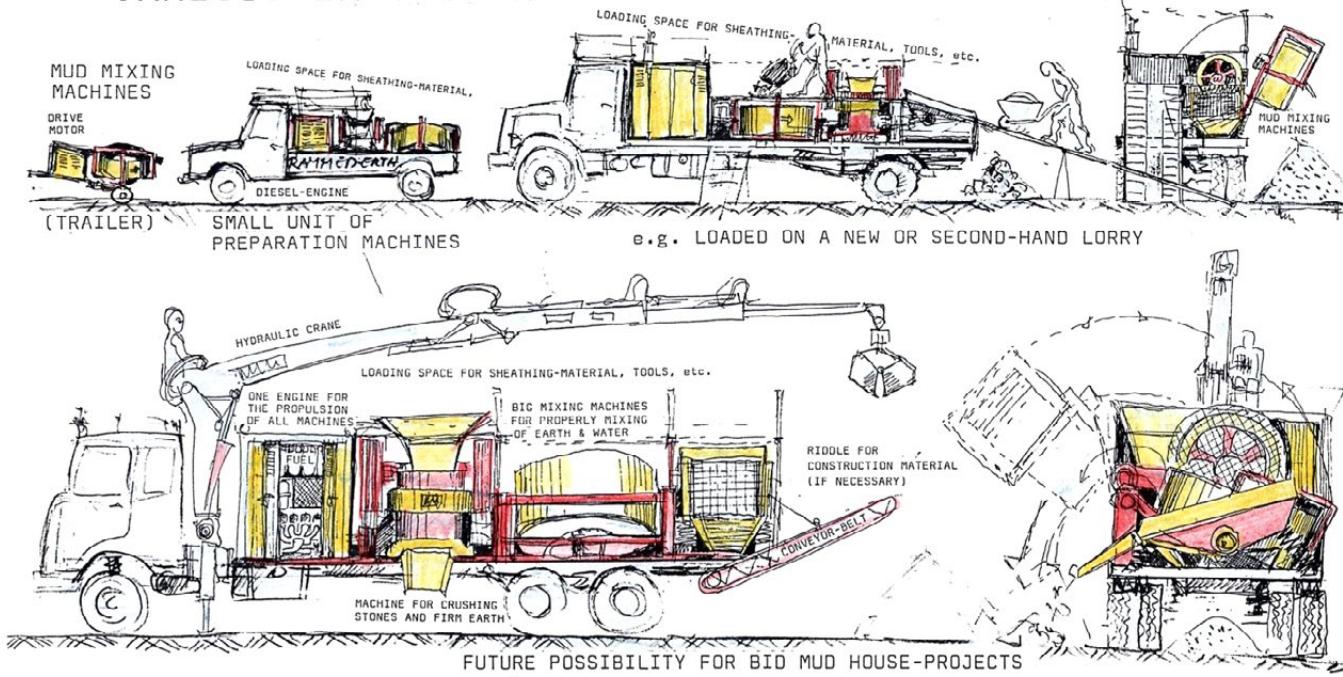


# RAMMED EARTH

The goal is to establish rammed earth building techniques as the primary construction method by training the local workforce. With the help of small mobile construction businesses, skilled workers will be able to start construction in remote places without the use of concrete.



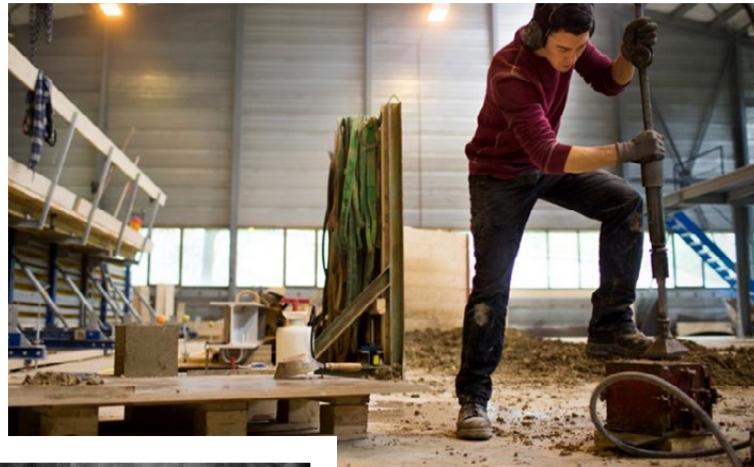
## VARIOUS EASY TRANSPORTABLE PREPARATION MACHINES





# RAMMED EARTH

Labor intensive building technique results in job creation.





## COMMITTED PARTNER COMPANIES

To support the establishment of the Business Park and the training centre several partner companies have already committed their engagement and will invest almost 2 mio EUR to expand their operations to Enugu. Besides Austrian companies, German, Danish, Dutch and Swiss companies have already shown specific interest in the project.



### Gragger Bakery

An Austrian family-owned woodstove bakery focussing its operations on high quality bio-ingredients and traditional craft.



### Ke Kelit

An Austrian based company and worldwide pioneer that has been involved in the development, production and sale of innovative plastic and metal pipe systems for more than 70 years.



### Lehm Ton Erde

Loam – Clay – Earth: These three words have been the core essence of Martin Rauch's work for more than 30 years. Capable of designing, planning and realising projects of any size, their focus lies with the rammed earth building technique.



### Leeway Investment

An Austrian investment company specialized in extraordinary and profitable projects, which are not confined by traditional thinking or national boundaries.



### Jäger Architektur

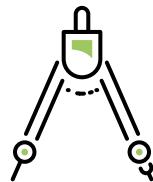
An Austrian based architecture bureau. The application of ecological concepts and the integration of resource-saving technologies and materials are an essential part of their work.



### MCS Group

MCS Group is one of the largest private conglomerates in Mongolia with leading positions in major industries including strong focus in energy, engineering and infrastructure sector.

# KEY FACTS & FIGURES



## 2 million m<sup>2</sup> total space

Of which 400.000 m<sup>2</sup> are allocated for the industrial park.



## Job creation

After completing the training and certification the graduates can start their own business or get a job with partner companies. Training and jobs for returnees; potential legal migration opportunities.



## 7.000 students in 4 faculties

Men and women will be taught equally in either the Faculty of Engineering, Faculty of Natural and Applied Sciences, Faculty of Agriculture or Faculty of Medicine.



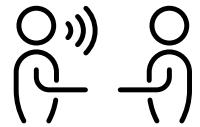
## 1.000 employees

Working at companies located in the Business Park by year 2035.



## 1.000 practical skills graduates

Aiming to create a 1-year certification process for jobs in priority sectors; graduates will receive specialized training to start and own their business.



THANKS FOR  
YOUR ATTENTION.



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