



Pavers in Adama have already laid over 50,000 square meters of Cobblestone roads.

## ROADS TO PROSPERITY

It was during the construction of the Ethio-Djibouti railway line in the early 20th century that the French first introduced cobblestone paving to Ethiopia. Initially limited to paving roads in the city of Dire Dawa, it is only recently that paving streets with cobblestones was re-introduced to the rest of Ethiopia. Now this process is being extended nationwide.

There are many reasons for this cobblestone comeback. Urban roads are in dire need of upgrading. Residents are faced with mud during the rainy season and dust for the rest of the year. Paving significantly improves travel and commerce for most Ethiopians. This not only contributes to urban development, but also the health and sanitary conditions of the residents.

Cobblestone paving is labor intensive, creating jobs in quarrying, chiseling, crushing, transportation, paving and tool making. Employment in cobblestones is open to all, including the disabled, and focuses largely on unemployed youth and women. The market-oriented focus of cobblestone paving emphasizes MSE (micro and small scale enterprise) creation, providing opportunities for entrepreneurs and small businesses.

Since August 2008, the cobblestone project has created 11,000 jobs (50 percent for women and 80 jobs for disabled people). By the end of 2008, it is envisaged that the project will employ up to 20,000 people in Tigray, Dire Dawa, Harar, SNNPR, Oromia, Amhara and Addis Ababa. It is expected that 150,000 jobs will be created once the project is extended to 150 cities nationwide, and provide a public sector demand for the next 15 years. The private sector demand is also anticipated to increase drastically, resulting in the creation of MSEs for those employed.

In Adama alone 167 MSEs have already started business.

Materially, cobblestones also meet Ethiopia's road needs. Alternatives such as asphalt are neither as durable nor as easy to maintain as cobblestone roads. Additionally, asphalt relies on the import of oil, whereas cobblestone resources are available throughout the country and hence support the local economy.

The nationwide project will primarily focus on the above regions. The initial scope will be the 15 cities where new universities are being built and the 19 cities which will receive funding for three years from the World Bank's Capital Investment Plan.

The many stakeholders involved in the project also result in strong and committed cooperation, with cost sharing amongst the various public institutions and programs involved. These include the Ministries of Capacity Building, Education, Works and Urban Development and Trade and Industry, the University Capacity Building Program (UCBP), which will focus on training, with 17 international cobblestone experts in-country, ecbp, which will institutionalize this training in TVET institutions and support the development of MSEs, and the Urban Governance Development Program (UGDP), which will work closely with municipalities and Works and Urban Development.



## TASTE OF AMHARA



Tradition holds a very important place in Ethiopia – traditional practices are followed, traditional dances are performed, and traditional food is served throughout the country. In Amhara National Regional State a campaign, the Taste of Amhara, was recently undertaken by the Engineering Capacity Building Program (ecbp) to encourage food innovation. Food entrepreneurs and students from the Bahir Dar University Food Technology Department were given a series of trainings from May to October 2008 in which they learned about food safety, marketing, labeling, packaging, and most importantly innovation. Based on a memorandum of understanding between Bahir Dar University and ecbp, the trainees were also given access to the equipment in the Food Technology Lab at the University to foster the development of new products based on the traditional raw food products available in Amhara; the idea being to add value to these foods which are used in the same way throughout the country to produce similar products with little value added.



Students from Addis Ababa University receive certificates after completion of the pilot Qualified Internship System (QIS) program.

## UNIVERSITY REFORM

A Public Private Partnership (PPP) has been signed with the German Solar Energy Foundation. The Foundation has already established the International Solar School in Rema, Amhara which was visited by Bill Clinton earlier this year. As a result of this PPP, a joint workshop between ecbp and the Foundation will be held about photovoltaic energy involving universities throughout Ethiopia. The ultimate goal of this PPP, amongst many others, will be to establish a Master's Program in one of the universities. All four components of ecbp will be involved in this program.

The first group of interns in the Qualified Internship System (QIS) has successfully completed the pilot program. About 220 students from Addis Ababa and Bahir Dar Universities took part in the 3 month program in which they were working directly for a company. The program will expand next year to include all 7th Semester students at the AAU Faculty of Technology and the following year will include other universities.

In September, 70% of the Bridging Course students passed the school internal exam. The pass mark was set at 50%, higher as compared to preparatory schools.

7 universities throughout Ethiopia are now implementing a total of 45 reformed BSc programs and 34 MSc programs. To ensure the smooth transition into these reformed study programs 30 MSc and 10 PhD scholarships for study in Germany will be awarded to teachers from these universities. Furthermore, 2 teachers are already at ETH Zurich receiving their MSc in Architecture and 2 others have already completed this program.

## QUALITY INFRASTRUCTURE REFORM

In order to build the capacity of laboratories in the regions, laboratory equipment was distributed to three regional Quality and Standard Authority of Ethiopia (QSAE) branches in Tigray, Amhara and in Oromiya. Amongst other equipment, analytical balances, grinder analytic mills, beakers, drying ovens and flasks were provided to the regional laboratories.

As a process of supporting the implementation of ISO 9001:2000 a renowned international expert, Carmel Thompson from Australia came to Ethiopia to give a three days workshop. Experiences from other countries were shared with TVET managers, ISO-consultants,

future auditors and other stakeholders. As a result, the initial number of 5 TVET colleges is about to be doubled and plans to recruit additional ISO-consultants were established.

Auditors, who are necessary to implement the ISO 9001:2000 quality management system, have been trained in workshops conducted in Addis Ababa, Mekele, Awassa and Debre Zeit and underway in Dire Dawa, Bahir Dar, Adama and Dessie. The workshops are held in a twinning model where companies and consultants work together on the theoretical as well as practical aspects of a quality management system. The theoretical parts of the trainings are conducted in class rooms with the practical aspects being exercised in the participating companies.



Trainees receive instruction from their trainer below during a cooperative training program between TVET institutions and Ethiopian Electric Power Corporation.

## TVET REFORM

The Hotel and Restaurant Owners Association in Bishoftu has initiated a program to deliver cooperative training with the surrounding TVET colleges. The Association will identify the relevant professions that need training and advise the Oromia TVET Agency. This agreement was reached during an awareness creation workshop on cooperative and in company training held in Bishoftu, on September 3, 2008.

Two tripartite agreements were signed on cooperative training on November 12, 2008 in Awassa; one for cobblestone paving and one for construction skills. The Awassa Micro and Small Enterprise Development Bureau and Awassa TVET College were signatory parties for both the cobblestone and construction skills cooperative training agreements, and the Awassa Municipality and Awassa Housing Development Project were the third party to the agreements respectively. These types of agreement are planned to be extended to other regional towns where TVET cluster institutions are located.

## PRIVATE SECTOR REFORM

In collaboration with the Ministry of Agriculture and Rural Development, ecbp organized a workshop in which plans for the implementation of a sustainable nationwide ectoparasite control program were laid. Ectoparasites are a serious threat to the quality of Ethiopia's leather and this workshop not only created a plan for neutralizing this threat, but trained participants in the technical aspects of controlling the parasites.

In October Mr. Ahlers, Vice President Sales of the German FRoSTA AG, came to Ethiopia to teach potential entrepreneurs how to start a business and to reward the best ideas with a capital participation. Out of 300 applications 20 participants wrote and presented their business ideas in a one week workshop in the ecbp Headquarters. Tilahun Zegeye, for developing a mushroom spawn laboratory, and Hiwot Workagegnehu, for the distillation of essential oils were selected to receive 25,000 euro each.



Mr. Ahlers with the two Competition Winners

ecbp, in cooperation with the Ethiopian Women Exporters Association, accompanied a delegation of 10 women entrepreneurs to the trade fair, Salon International d'Artisanat de Ougadougou (SIAO) in Ouagadougou, Burkina Faso. The SIAO is considered the world's leading trade fair specialized in African handicraft products, attracting African, European and American buyers for 20 years. The SIAO is the most suitable location to promote unique Ethiopian handicrafts, such as leather items, silver jewelry and handwoven textiles, whose producers seek to enter new niche export markets.



ecbp Director, Peter Keller, awards certificates to the new auditors.

## TASTE OF AMHARA (con't from page 1)

On October 25, the Taste of Amhara campaign culminated in a competition between 26 micro and small businesses from various towns throughout Amhara. In a day which saw over 200 visitors, a jury of 9 people from government Bureaus, Bahir Dar University, and the private sector was tasked with selecting the top three products based on criteria which included innovation, quality and taste. In addition, the visitors were tasked with sampling each of the products and casting a vote for a special audience award.

The products, which were supposed to make use of traditional raw food materials from Amhara in new creative ways, ranged from ice cream, to cake made with t'eff flour (an Ethiopian grain), to fruit jams, to sausages. Showing that they had really taken to heart the trainings that they received, the participants introduced the people of Amhara to new products which were properly labeled and packaged in a hygienic way.

In addition to the competitors, Ecopia, an organic food processing company based in Addis Ababa, was on hand as a benchmark of sorts so that the competitors and attendees could see what is meant by proper labeling and packaging. Ecopia can also be seen as a great example of what innovation and marketing can do for a company, as Ecopia is only 4 years old, but already a well known brand name in Addis with their products being sold in many supermarkets in the capital city.

Countless visitors – government officials, business owners, and others – commented on the success of the event and the campaign in general, saying that this type of program is exactly what the region, and the country, needs. The participants themselves were also thrilled with the success of the event and the campaign.



The winner of the competition, Habtamu Yeneabat, shows off his products

### The Winners

The jury's selection of the best product, t'eff cakes made by Habtamu Yeneabat, had the double pleasure of winning the audience award. Habtamu has been in the innovation business for 2 years now, developing cakes using flour from t'eff, a grain traditionally only used to make injera (the staple food of Ethiopia). The more than 5,000% increase in capital that Habtamu has realized in the two years since he first developed his new product should be enough to convince anyone that being innovative with food is an excellent way to increase business. In addition, Habtamu has been able to utilize his success to employ 17 people in his business – that's 17 people that would not have had jobs had it not been for Habtamu's innovation.

Habtamu may be the winner of the Taste of Amhara, but in reality all of the participants are winners. They have successfully developed innovative products which add value to locally available raw materials which will increase their profits. It does not stop with the participants either, all of the people of Amhara can be considered winners of the campaign as the entrepreneurs selling them food products will now be paying more attention to safety and providing new products which are properly packaged and labeled. While the campaign may be officially over, it can be assured that it and its messages will be topics of conversation in Amhara for a good time to come.

## NEW EMPLOYEES JOIN ecbp

Twenty nine new recruits from different fields of study including Engineering, Social Science, Computer Science and the Business Faculty joined ecbp on October 27, 2008. These young professionals are employed under the Ministry of Capacity Building (MoCB). Of these new employees 7 will work with the University Reform, 5 with TVET Reform, 3 with Quality Infrastructure, 7 with Private Sector Development, 2 with the management unit, 4 with on.e and 1 will with the Public Relations Department.

Before they actually become engaged in the work process a three day training for the new employees was jointly organized by the Human Resources Office of The Ministry of Capacity Building and the Engineering Capacity Building Program (ecbp). The training was designed to give the new recruits information about ecbp and the various activities it is engaged in throughout the country. In the training, the new employees discussed the national reform programs, ecbp as a program, the achievements ecbp has made so far and about their rights and obligations as MoCB staff. In addition representatives of ecbp's components explained their work plans for the year. The recruits were also made familiar with ecbp's five year strategic plan and were provided all the necessary documents to prepare them for their jobs. The employees affirmed that the training has helped them understand the engagements of ecbp and its components and that it was successful. In addition a training plan based on identified gaps has been developed for these new employees and will be implemented in conjunction with on-the-job training at ecbp. The recruits started their jobs as of October 30, 2008.



A large team of interns helped the Amhara Regional Office organize and carry out the Taste of Amhara Campaign and Competition.

### The Campaign

In a country where profit margins on food products are already extremely narrow, educating the general public about the importance of a properly packaged and labeled product is an extremely important step if small business entrepreneurs are expected to spend additional money on these things. For this reason the Taste of Amhara campaign did not stop at training interested entrepreneurs, it launched a public awareness campaign in Amhara educating people about the benefits of purchasing a product which has been properly packaged and labeled.

By utilizing traditional raw food materials in innovative ways entrepreneurs are adding value to these products within the region, allowing for increased income. A significant portion of ecbp's private sector reform component is dedicated to encouraging entrepreneurship; the Taste of Amhara campaign builds on this while making use of one of the most basic elements available to people throughout Amhara Region – food.

Mr. Benegrew Walie, the Deputy Head of the Bureau of Capacity Building in Amhara, was one of the jury members at the Taste of Amhara competition and had great things to say about the success of the event and campaign. According to him this campaign has created hope amongst entrepreneurs in the region, and with their success they create jobs. He sees this campaign as a tool which has strengthened the integration of industry with agriculture, the latter of which Amhara has relied upon throughout its history. By using agriculture to build industry, both sectors will be strengthened.

## BUILDING ETHIOPIA

### Building Ethiopia

As the overarching claim of ecbp, 'Building Ethiopia', can invoke thought, stir emotion, create energy, and build hope. These two words summarize the overall work that ecbp is doing throughout its components and the regions of Ethiopia. As ecbp moves forward, 'Building Ethiopia' becomes more than just a claim, but a definition of the reform process being undertaken in this country. From raising the capacity of the Universities and TVET institutions and their staffs to ensuring that quality is being realized and the outputs of the private sector are being increased, ecbp is building on existing knowledge, practices, and ideas to ensure that Ethiopia and its people are moving in one direction – up! So the next time someone asks, "What is ecbp doing?" a two word response should be sufficient – 'Building Ethiopia'!

## KOREAN EXPERT SHARES EXPERIENCE WITH ETHIOPIA

In a crosscutting initiative involving all 4 ecbp components, Dr. Youngrak Choi, the Advisor to the South Korean Prime Minister on Science, Technology and Innovation (STI), has held a workshop sharing his experience on Technology Transfer in South Korea. In addition he advised participants on the establishment of an STI policy in Ethiopia. Several members from Ethiopian Science and Technology Agency, Quality and Standards Authority of Ethiopia, and the Ethiopian Intellectual Property Office participated in the workshop and gave insight into the Ethiopian research landscape.



Students at Mulo Sayo School in Oromia have received their new laptops.

## on.e

on.e has successfully piloted the One Laptop Per Child initiative in two Ethiopian schools and has now distributed 5,000 laptops in 4 schools. In these schools 140 teachers have been trained and an extensive monitoring and evaluation system is in place.

eEntrepreneur, a ground breaking concept developed by on.e is now in its implementation phase. The program combines capacity development in business skills with an open source software suite and a 'Business Intelligence Tool'.

ecbp has introduced eLearning to Ethiopian universities including the setup of and training in Learning Management Systems (LMS) which are used to run the eLearning courses. Over 30 courses are currently benefiting from the eLearning system.

ecbp staff and people outside our doors were asked to respond to the following question in one sentence.

What does "Building Ethiopia" mean to you?

Here is what they had to say:



Snatching Ethiopia out from poverty and backwardness through education.  
Yemisrach Abiy,  
Executive Secretary, MoCB, Age 35

Creating opportunity for people to realize their ideas.  
Dr. Valerie Schuster, Private Sector Development Expert, Age 30



Building Ethiopia means witnessing the continuing development of Ethiopia, a country without poverty, drought, famine, and war, where you can see a happy face.  
Rebecca Legesse, United Insurance Branch Manager, Age 28

Actually the 4 components, the combination of the 4 can build Ethiopia.  
Isabel Rapp, Expert for the Pathways to Higher Education, Age 36



It is improving Ethiopia's socioeconomic and political life and also keeping Ethiopia's economic development on a good track.  
Nuredin Hussen, Quality Infrastructure Junior Expert, Age 22

Repositioning Ethiopia in the international market.  
Yared Fekade, Private Sector Senior Program Officer



Building Ethiopia is to support development of human beings, especially multipliers like teachers in the universities. It is human resource development.  
Kai-Uwe Steger, Expert for Didactics, Teaching and Learning Methods, Age 46

I think it is improving the technical capacity of Ethiopia through trainings.  
Tibebu Kebede, Receptionist, Age 27



Increasing knowledge capability, young graduates, TVET graduates, etc.  
Verick Schick, Technology Transfer University- Industry Linkage Expert, Age 37

I think it means a building built by Ethiopians.  
Tesfaye Tadesse, Guard, Age 25



To build a prosperous Ethiopia.  
Gashahun Edossa, Human Resource Development Senior Program Officer, Age 36