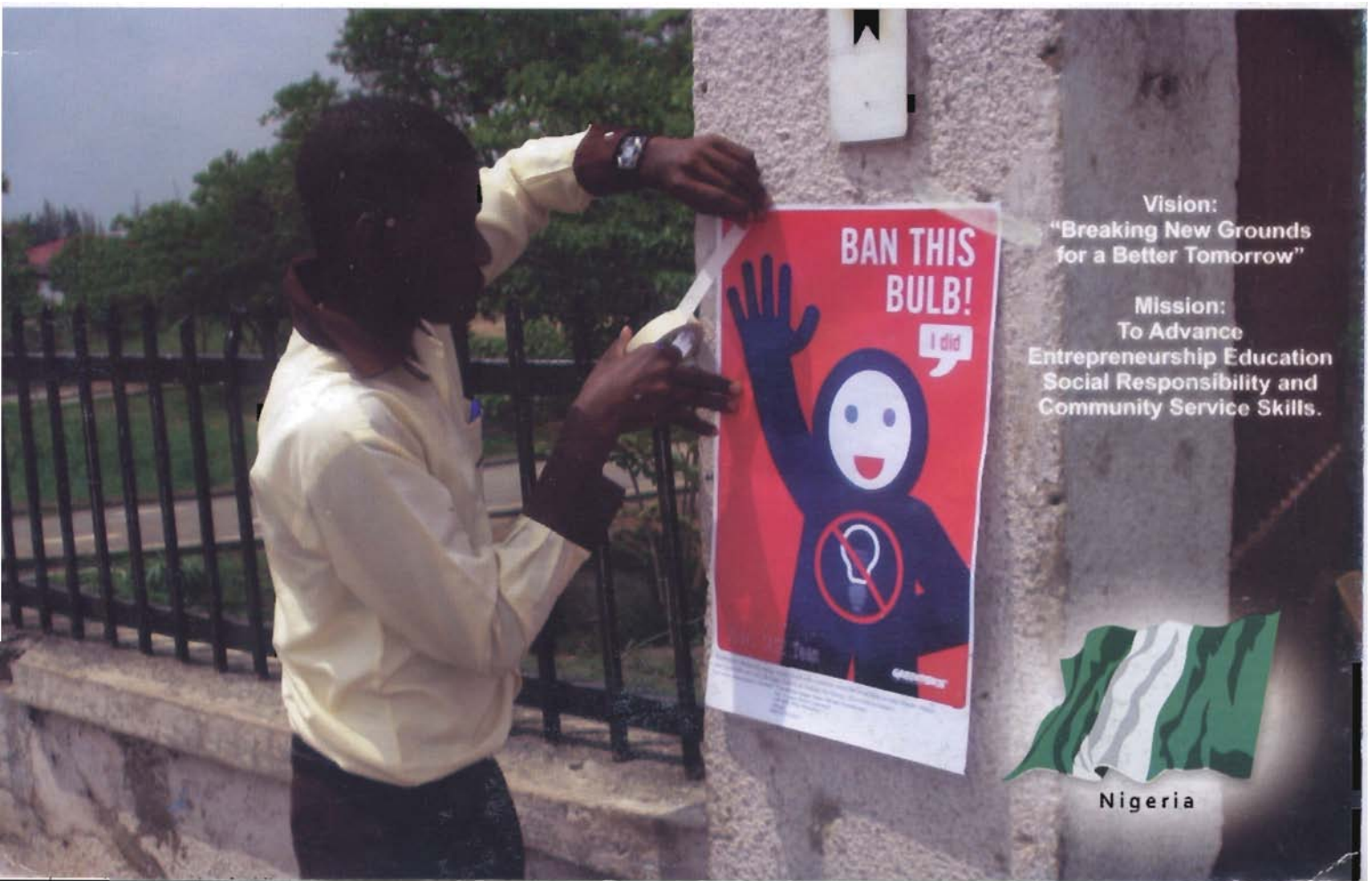


**MODEL SECONDARY SCHOOL  
MAITAMA ABUJA-NIGERIA**

# MODEL SAGE

2007-2008 Annual Report



**Vision:**  
"Breaking New Grounds  
for a Better Tomorrow"

**Mission:**  
To Advance  
Entrepreneurship Education  
Social Responsibility and  
Community Service Skills.



Nigeria

### Criteria NO.1: Entrepreneurship & Business

"Change the Bulb" is to see that all electricity consumers change from inefficient Incandescent Bulbs (IB) to a more efficient and eco-friendly Compact Fluorescent Bulbs (CFB).

- This business model is successful because we are providing a product and ideas that help consumers save money by saving 80% of their electricity bills!

*The Good News is that Every Consumer wants the best bargain.*

- We have proven that money can be saved with our Change the Bulb business which is growing in leaps and bounds.
- Our strategy has been an aggressive consumer education in market place, print and electronic media.
- The Establishment of marketing outlets in community shops, school shops, FCT Secondary Education Board and outdoor marketing in public places like parks and market places are also central to our success.



MODEL SAGE TEAM

To successfully achieve our objective our SAGE team entered into a business alliance with Orange West Africa Limited, the Sole marketers of OSRAM Compact Fluorescent Bulbs in West Africa.

### Continuing business Project:

#### I-Shell Boxes-

- Acquired creative skills from a member of our Business Advisory Board 2006/07 SAGE Year.

Product line: customized I-Shells Made from sea shells and wood. Suitable for use as, treasure boxes, jewries box and tissue box in cars.

I-Shells Boxes are hand made and customized to our suit customers specification

Our success factors are:

1. Aggressive marketing 2. Competitive pricing 3. Creativity and dexterity

SAGE Judging Criteria met: 1, 5, 6 and 7



### Criterion Number Two: Social Entrepreneurship/Community Service

2 non for profit social and community projects

(1) Save the World (2) Show Love

### SAVETHEWORLD

#### Facts that spurred our Team

- Greenhouse gases, which include nitrous oxide and chlorofluorocarbons, allow about half of the short-wave radiation in sunlight to pass through the earth's atmosphere, heating the earth's surface causing global warming.
- Nigeria generate far less electricity than is required. PHCN, Nigeria's electricity supplier still engage in power rationing and ironically, Nigerians, still waste electricity that is insufficient through inefficient lighting. To reverse the above scenarios, we'll need to stop flaring gas and burning so much oil. Renewable energy like wind and solar power is part of the answer, but the fastest (and most cost effective) way to reduce our global warming pollution is Simply use less energy.



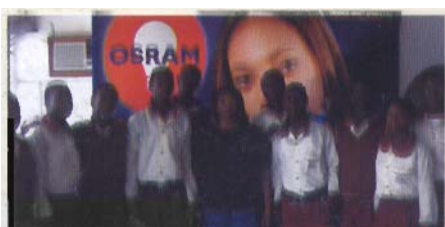
#### Our Action

#### Challenged global warming

Led the advocacy to savetheworld by calling for the use of energy saving bulbs and banning of incandescent light bulbs

Our goal is to get all the households to change their Bulbs to energy saving bulbs,

Our SAGE Team has presented a petition to Nigerian Electricity Regulatory Commission to ban the use of incandescent bulbs in Nigeria by December 31<sup>st</sup> 2020 and join countries like Ireland, Australia, Argentina, France, United Kingdom and others that have announced the ban.



**A unique social entrepreneurship venture**

"Change the Bulb" project is a for profit venture while our "Save the World" project is a non for profit social venture, both are a twin approach solving a local & global problem through a Business venture.

**Show Love**

On the 14<sup>th</sup> of February, 2008, which is valentine day, our team visited the Karu Orphanage Home to celebrate Valentine day with the children there. Gift items and food stuff were presented to the children there and we generally had a fun time there. SAGE judging criteria met are: 2, 6, and 7



**Criterion Number Three: Global Component**

**THE GLOBALGREEN ALLIANCE (GGA)**

- Through this project we seek for more understanding about the role of Global Policy makers like the United Nations, World bank, IMF, WHO and the WTO, play in socio-economic development of our "Global Village".
- Our GGA initiative has led to the establishment of a strong alliance between our SAGE Team and the SAGE Team of Benicia High School California USA. Our team is engaged in Real time Importation and Exportation transactions.



Through our Global Green Alliance, we have joined a global environmental movement led by the world renowned Green Peace International. This alliance has been very rewarding as we have exchanged information and ideas on tackling Global Warming and improving transnational business networking.

- We have taken delivery of items from the SAGE Team of Benicia High School California which are customized Hand Bands carrying the slogan "One House one Step" in conformity with the mission of our "Change the Bulb" and "Save the World" projects.
- Our team is currently concluding arrangements for the exportation of our I-Shell boxes ordered by our Sister school in USA. Criteria met are: 1, 2, 3, 4, 5 & 6, 7, 8

**Criterion Number Four: Civic Engagement**

**"GREEN IS RIGHT"**

- Our efforts to influence public policy through presentation of petition to **Nigeria's Electricity Regulator (NERC)**, for the ban of incandescent bulb by 2020 is an indicator of our commitment to civic responsibility.
- The "Green is Right" project was conceptualized based on our realization of an urgent public need for the mobilization of a mass movement of Energy Conservation Advocates in our communities.
- Our strategy is to collect by April 2009, over 2 million signatures of citizens who are calling for the switch from inefficient bulbs to efficient money and energy saving bulbs. These signatories will be forwarded to the National Assembly and **NERC** for necessary actions.
- With the "Green and Right" project we are helping to further the ideals of participatory democracy which is the major pillar of a free and prosperous society. SAGE Judging criteria satisfied are: 2, 3, 4, 6, 7, and 8

**Criterion Number Five: Environmental Stewardship**

Our environmental concern and stewardship is demonstrated by our business model "Change the Bulb" and our community service projects the "Save the World"; "Green is Right" and the "Global Green Alliance"

Our SAGE Team is a Green team with a Green mission. We are in the mainstream of advocacy for environmental conservation with synergy from local and international institutions like the Green Peace international.

SAGE Judging criteria met: 1, 2, 3, 4, 5, 6 and 7

**Criterion Number Six: Use of Mentors/Consultants**

Our team was fortunate to have access to the rich ideas and mentorship of two dynamic and intelligent National Youth Service



Corps Members: Mr. Stephen Olododo and Mr. Fagbemi Kehinde

**Criterion Number Seven: Use of Business Advisory Board**

Our team has been able to attract what we call the most Proactive Strategic Business Advisory Board. The synergy of ideas and resources of our BAB has been instrumental to our phenomenal success.

**Our Board consists of the 5 members:**

- Mrs. Nkiru Udegbuma, Marketing Manager, Orange West Africa
- Mrs. Iwuala Uche, Operations Manager, Orange West Africa
- Senator Sidi Ali, Senator representing the Federal Capital Territory
- Mrs. Irene Elegbede, Deputy Director, Co-Curricular, FCT Secondary Education Board
- Our school Principal-Hajia Binta Nasir whom many refer as "mother of mothers"

**Criterion Number Eight: Use of Media**

Our team understands the importance the mass media and the role the media plays as a change agent. The key component of our corporate strategy is Effective Public Communication.

- We featured on 98.3 Hot FM 30 minutes live studio interview on the 5<sup>th</sup> of April, 2008.
- On the 12<sup>th</sup> May, 2008, our team had a live television interview on KAKKAKI with over 40 million viewers.
- Our activities has also been published in the following newspapers, Business Day Newspaper on the 17<sup>th</sup> June, 2008 at page 5; Daily Independent Newspaper on the 19<sup>th</sup> June, 2008 edition at A4.



**Criterion Number Nine: Measuring Results**

In line with the philosophy behind our team we rely on business plan with the understanding that plans can only be judged good or bad based on effective measuring of project results.

**Results: Entrepreneurship & Business**

"Change the Bulb" & "I - Shells" a turnover of N352,800 and a first quarter profit of N67,400.

- Money spent on community service & Advocacy N29,8000

(ABRIDGED FINANCIAL STATEMENT) Year Ending May, 31st 2008

(FB Sales	180,000:00
I-Shell Boxes Sales	20,000:00
Donations	50,000:00
Total	250,000:00
<b>Expenditures</b>	
(FB	144,000:00
I-Shell Box	8,800:00
( /Service & Advocacy	29,800:00
Total	182,600:00

Net Profit

Through the Save the world campaign, we carried out a pre and post test evaluation in of three house holds located in 3 different areas-- , Maitama, Garki and Wuse II in Abuja. The result showed 70% reduction in electricity bills as a result of the switch from incandescent bulbs to Compact Florescent bulbs.

- Through our Show Love project our team affected the lives of over 50 orphans and we have been able to mentor and transfer self-reliance skills to 20 students of Model Junior secondary school Maitama Abuja.
- With the "Green is Right" (G is R) project we have collected about a thousand signatures of people calling for the ban of Incandescent Bulbs and our projection is to collect over 5 million signatures by May 2009.
- The "Global Green Allianee" (GGA) project has led to our more understand of key policy makers in the world like UN, World Bank, WTO etc and we have been able to forge a strong alliance with Benicia High School California USA. This strategic alliance has already led to Export and Import transactions between our respective teams.
- Our team has also been lucky to have access to wealth of experience and resources of 5 wonderful BAB members.
- Our activities were extensively featured in radio stations; 2 newspapers with a combined reach of 8 million Nigerians.
- We were able to reach over 40 million people through our local and international television programmes in AIT, NTA and ITV.

Our projects are not JUST FOR OUR TODAY, BUT FOR OUR FUTURE. The Change the Bulb project is just the first step and the next step is to commence the cleaning of Household refrigerator coil which also helps to reduce energy consumption.

