



Elevat.Ed Pilot

REPORT

Context

From September 8th to December 17th, Elevat.Ed partnered with Frankfurt International School (FIS), recently ranked Germany's top IB school, to run our digital consulting program. Supported by grants and generous crowdfunding contributions, the initiative brought together 14 students, working across two teams, to deliver strategic solutions to two international nonprofit clients: Takataka Plastics in Uganda and Step Together in Lebanon.

We focused on one thing: Can Elevat.Ed deliver the value we expect, for both students and the NGOs they support?

SEPTEMBER - DECEMBER 2025

In-Person Workshop

After our in-person visit to FIS, where we led **five 50-minute workshops** for the 11th-grade cohort, **20 students signed up for the program**. With a capacity of 14, we selected participants based on their applications and availability.

These students committed three hours per week over a three week stretch, to complete four chapters of digital training and four accompanying assignments. **All 14 students remained engaged throughout (no drop-outs)** and were allocated to NGOs based on their preferences, forming **two teams of seven** to begin our **8-week project cycle**.



Photos from the September 1st student workshop at FIS, where we delivered presentations and students completed a 35-minute consulting challenge.



3-Week Digital Training Program

Week 1 - Introduction

- Introduction to the consulting industry and the nonprofit sector
- **Social-impact consulting explored through real case studies from global firms**

Week 2 - Hard Skills

- Introduction to the most common consulting deliverables used across objectives
- **video tutorials** and **ready-to-use templates** for each deliverable

Week 3 - Soft Skills

- Running effective **client calls** and mastering **professional etiquette**
- Clear, confident **business communication** and stakeholder management
- **Team leadership**, roles, and accountability
- Navigating challenges, feedback, and crisis situations

Students were required to complete quizzes and assignments to unlock the following chapters. Feedback and corrections were sent back each week.

9-Week Project Cycle

Students move into a structured project phase, where teams execute project objectives defined by Elevat.Ed and its NGO partners

Throughout the program, teams follow a **fixed meeting schedules**:

Every 2 weeks



Team meetings
Mentor meetings with an industry professional
Client meetings

The Elevat.Ed team oversees each stage of the project, coordinating activities, reviewing progress, and providing guidance

Team Results



Across **8 team meetings, 4 client meetings, 3 mentor sessions**, and many independent hours, the students' progress was remarkable. In just two months, individuals who had never encountered consulting were transformed into young professionals.



Client Description

*Takataka Plastics is transforming Uganda's plastic waste into valuable products that benefit people and the planet. They've locally recycle discarded plastics into high-quality, affordable construction tiles, learning materials, and other innovative products. In doing so, they are creating jobs for vulnerable youth, improving public health and the environment, and closing the loop in Uganda's circular economy. **Through grants and sales they have raised \$1.7M USD, whilst collecting 87.7 tonnes of plastic, and preventing 195 tonnes of CO₂ emissions***





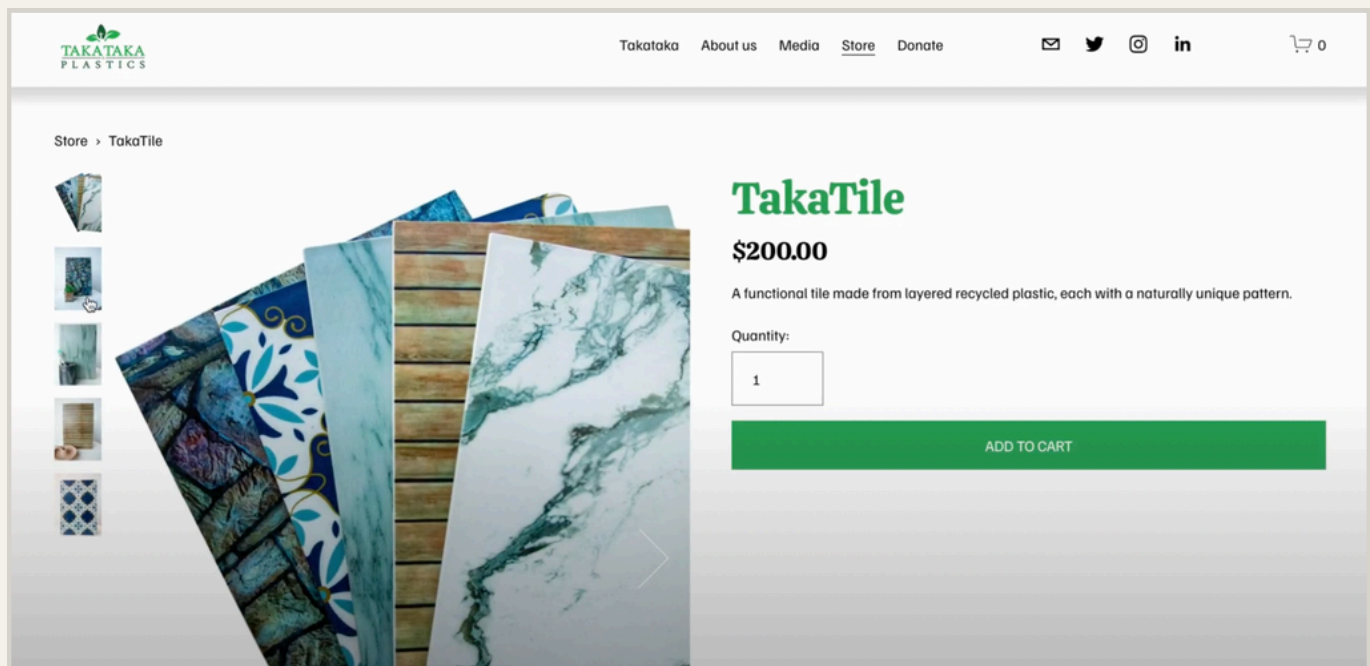
Takataka Project Objectives

The Takataka team concluded their final presentation by delivering **10** fully developed deliverables across **3** core objectives:

1. Revamping **Takataka's Content Strategy** to strengthen product marketing,
2. Building an **E-Commerce Store** aligned within the clients' existing digital infrastructure + an updated product catalogue
3. Identifying **Sports Partners** for Takataka's new line of recycled sporting goods.

HIGHLIGHTS (MUST READ)

- **Product Innovation:** One of our Team Leaders produced a completely refreshed product catalogue designed in Takataka's brand style. He conducted detailed research into PET recycling engineering, analysing potential troubles for each product and identifying optimal customer segments. **He also created a step-by-step manufacturing guide demonstrating how PET can be processed into PETG, a 3D-printable plastic**, enabling Takataka to begin prototyping new products internally. To support future R&D, he used **AI tools** to generate product mock-ups and proposed design directions for each concept.
- **E-Commerce Development:** Another team member spent several weeks architecting and launching a fully functional **Squarespace e-commerce platform** that allows Takataka to sell their products internationally for the first time
- **Sports Partnerships:** The partnership team identified **12 potential sports teams** and organisations as strategic partners for Takataka's new recycled footballs and rugby balls. **Takataka has already secured a partnership with the Gulu City Falcons Rugby Club**, with several more opportunities now in the pipeline thanks to the students' outreach research.



Deliverable Snapshot: Squarespace e-commerce website designed and built by a three-student subgroup, now fully completed and live



Deliverable Snapshot: Two examples of new products the team recommended for the product portfolio. Supported by research into production materials and buyer segments, within the client's existing customer base. Students then used AI to illustrate the proposed shape, design, and overall vision.

Team Results



Client Description

*Step Together is an **education initiative** for children and adults with special needs in Beirut. Established in 1974, it is now an **internationally recognised center for therapeutic education**, providing education, therapy, and care for around 200 special needs students with learning difficulties, mental disabilities and different levels of autism. Their therapeutic educational model, inspired by Rudolf Steiner's philosophy of holistic curative education, aims to "Connect, Engage, Empower".*





Step Together Project Objectives

The Step Together team concluded their final presentation by delivering **9** fully developed deliverables across **3** strategic objectives:

1. Designing a **Christmas Media Campaign**
2. Building a **Shopify e-commerce store** to sell student-made goods
3. Reactivating past donors while identifying new donor and **partnership opportunities to support long-term fundraising.**

HIGHLIGHTS

- **Christmas Campaign:** Students designed the complete **“Kindness Tree”** Christmas campaign, a **targeted fundraising initiative** where donors sponsor gifts aligned with the individual Christmas wishes of Step Together’s students. The team produced a full suite of social media assets to support the campaign rollout, applying the principle that personalised, **story-driven fundraising** generates significantly higher engagement and conversion rates.
- **Partnership Strategy:** The team mapped and evaluated **15+ potential partners**, including NGOs, institutions, and corporates, and organised them into a structured **CRM-style system** segmented for long-term usability. This gives Step Together a clear, replicable pipeline for both monetary and in-kind support.
- **E-Commerce Development:** Students built a **fully functioning Shopify storefront** enabling Step Together to monetise the soaps, towels, and other products created in their vocational workshops. The team also identified the most **viable regional shipping providers and fulfilment methods** suited to the complex Lebanese postal environment. Lastly they complemented it with a **complex sales tracker** that allows discounts to be applied effectively, and margins to be calculated.

	A	B	C	D	E	F	G
	Local Partnerships						
1	Potential Partner	Headquarters	Industry	Interest	Contact Name	Contact Details	Stage
2	Open Minds Lebanon	Beirut, Lebanon	Clinic			info@openmindslebanon.org	
3	Ajalouna	Beirut, Lebanon	Social Welfare			admin@ajalouna.org	
4	Al-Amal Institute for Disabled	Broumana	Institute			alamalinst@gmail.com or +961 496 3330	
5	CLES (Lebanese Center for Special Education)	Beirut (Sodeco and Badaro), Lebanon	Clinic/Center			beirut@cles.org, badaro@cles.org	
6	SESOBEL	Near Beirut, Lebanon	Center			ceo-office@sesobel.org	
7							
8							
9	Creative Partnerships						
10	Potential Partner	Headquarters	Industry	Interest	Contact Name	Contact Details	Stage
11	Lebanese Swim Academy (LSA)	Mtayleb, Lebanon	Swimming			info@lsa-lb.com	
12	Jabal Moussa Reserve	Qehmez, Lebanon	Natural Reserve			961 71 944 405	
13	Fabrica Design Platform	Beirut, Lebanon	Pottery			connect@fabricadesignplatform.com	
14	WAY	Beirut, Lebanon	Pottery			961 76 717 406	
15	Keys'n Cords	Beirut, Lebanon	Music		Zalfa Farah (Founder & Business Developer)	zalfa@keysncords.com	
16							
17							
18	Donors						
19	Potential Partner	Headquarters	Industry	Interest	Contact Name	Contact Details	Stage
20	ALAM (Association Liban Avenir Meilleur: ALAM Suisse)	Geneva, Switzerland	Philanthropic Organisation/Social Welfare			On website, fill out information waver	
21	UNICEF & Transition & Resilience Education Fund (TREF)	Internationally funded (implemented in Lebanon through UNICEF)	Social Welfare (United Nations)			beirut@unicef.org	
22	Bank Audi CSR Division	Beirut, Lebanon	Financial Institution				
23	DROSOS	Zurich, Switzerland	Charity			info@drosos.org	

Deliverable Snapshot: A structured partner CRM containing 20+ vetted opportunities, organized into three sections and cross-checked with the client to ensure only relevant partners remain.

	A	B	C	D	E	F	G	H
1	Product ID	Product Name	Category	Unit Price (US\$)	Notes			
2	CND-001	Handcrafted Candle (Assorted Shapes)	Candles		Customizable			
3	SP-001	Handcrafted Soap – Citrus	Soaps		Customizable			
4	SP-002	Handcrafted Soap – Lavender	Soaps		Customizable			
5	SP-003	Handcrafted Soap – Olive Oil	Soaps		Customizable			
6	SP-004	Handcrafted Soap – Coconut	Soaps		Customizable			
7	SP-005	Handcrafted Soap – Palm Oil	Soaps		Customizable			
8	TXT-001	Towel Set – White	Textiles		Set of 2			
9	TXT-002	Towel Set – Off-White	Textiles		Set of 2			
10	TXT-003	Towel Set – Olive Grove	Textiles		Set of 2			
11	TXT-004	Towel Set – Beit Al-Arz	Textiles		Set of 2			
12	TXT-005	Towel Set – Peacock	Textiles		Set of 2			
13	TXT-006	Towel Set – Dancing Tarboush	Textiles		Set of 2			
14	TXT-007	Towel Set – Tarboush	Textiles		Set of 2			
15	TXT-008	Rakwa wa Fenjen Set	Textiles		Set of 2			
16	TXT-009	Fatima Hand Set	Textiles		Set of 2			
17	PCH-001	Olive Branch Pouch	Textiles					
18	PCH-002	Tarboush Pouch	Textiles					
19	PCH-003	Beit Al-Arz Pouch	Textiles					
20	PCH-004	Flower Pouch	Textiles					
21	BK-001	Chocolate Chip Cookies 185 g	Bakery	2.5 Bag				
22	BK-002	Chocolate Chip Cookies 1000 g	Bakery	12.5 Tray				

Deliverable Snapshot: A sales tracker built alongside the website, featuring formulas for applying discounts and automatic margin calculations for marketing strategy



Student Feedback results



After completing both the training program and the final presentations, we sent two separate surveys to our students to get genuine feedback on how the program was for them. The results speak for themselves:

Numbers We're Really Happy About !

Satisfaction

100% (14 of 14)
of participants

were happy they did
the Elevat.Ed program

100% (14 of 14)
of participants

would recommend
Elevat.Ed to their peers
and younger grades

93% (13 of 14)
of participants

found working with a
real NGO client highly
rewarding.

Experience

93% (13 of 14)
of participants

felt they made a
meaningful contribution
to their nonprofit partner

93% (13 of 14)
of participants

think Elevat.Ed is a good
complement to CAS
(part of their IB diploma)

86% (12 of 14)
of participants

felt the digital training
program effectively
prepared them for the
consulting project

Career Value

93% (13 of 14)
of participants

said Elevat.Ed helped
increase interest in
social impact work

93% (13 of 14)
of participants

Sparked interest in
consulting and related
fields through hands-on
work and mentorship.

80% (11 of 14)
of participants

found the program
improved skills needed
in school (analysis,
research, and
presentation)

NGO Client Feedback results



Following the final presentations, we surveyed our NGO clients to evaluate the students' impact. **Alongside sending Christmas cards to the teams**, the NGOs shared the following feedback:

"The deliverables were beyond our expectations. The students acted in a very professional manner. We loved the new product ideas proposed by the students. Elevat.Ed team members did a great job with the follow ups and keeping us the clients updated." - Peter Okwoko, co-founder from Takataka Plastics

"We loved the experience and the outcomes. The students did an amazing job given the short period of getting to know about our work and our future aspirations. Our team is now using the outcomes to make tangible impact." - Peter Okwoko, co-founder from Takataka Plastics

"Thank you all for your time, care, and dedication. Your efforts have made a meaningful difference in our community, and we are deeply grateful. Wishing you a peaceful holiday season filled with warmth, renewal, and shared humanity." - Nizar Machthoub from Step Together



Future Plans

Step 1

*We confirmed
Elevat.Ed creates
strong value for both
students and NGOs.*

Step 2

*We will now
strengthen our
training and improve
how we support
student teams
throughout the
project cycle.*

Step 3

*Continue the
relationship with
Frankfurt International
School and help FIS
differentiate itself from
other schools with
such an impactful
program*

