

THE UBUNTU LEADERSHIP PROGRAM

A photograph of a tree growing out of a clear glass bottle. The roots of the tree are visible inside the bottle, and the tree has green leaves and purple flowers. The background is a blurred outdoor setting with a blue sky and a wooden structure.

A Business school where leadership flourishes through craftsmanship and entrepreneurship supported by on-the-job training and coaching

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THE UBUNTU LEADERSHIP PROGRAM WANTS...

- participants to enter the **local** hospitality or related industries professionally
- and in doing so, expand, improve, professionalize, and diversify the **Usambara economy**
- so that this specific remote region is **empowered**
- and the **quality of life** for a wide variety of people is improved
- in an **economically efficient way**, at minimal cost

THE UBUNTU LEADERSHIP PROGRAM IS...

- a one-year **training and coaching** program
- in the **hospitality and tourism** industry at participating hotels
- in cooperation with **Mabughai Technical College** (Lushoto)
- for **school leavers** aged 18 to 28 from the Usambara region



THE UBUNTU LEADERSHIP PROGRAM DOES...

- qualify participants as **professional workforce** and/or entrepreneurs
- through **on-the-job training** in various departments of participating hotels
- followed by six months of **specialization** in a specific area within the hotel industry
- and **coaching** in personal leadership, craftsmanship, and entrepreneurship
- along with practicing and improving **English** in class, through role plays, and on the job
- leading to a broad, diverse, and hands-on, **well-balanced curriculum**

WHY?

The Ubuntu Leadership Program wants...

... PARTICIPANTS TO ENTER THE LOCAL HOSPITALITY OR RELATED INDUSTRIES PROFESSIONALLY

The remote Usambara economy has a serious need for qualified labor, both in the growing hospitality industry and in related businesses. The goal and direct outcome of ULP is to qualify youngsters from the Usambara Mountains for the local labor market as professionals and/or entrepreneurs in a sustainable way, knowing that those from the Usambaras prefer to remain on their native soil among family and friends.



... AND IN DOING SO, EXPAND, IMPROVE, PROFESSIONALIZE, AND DIVERSIFY THE USAMBARA ECONOMY

The hospitality business offers a broad variety of processes, which allows participants of ULP to gain a wide range of skills, crafts, and knowledge applicable across various industries. Therefore, ULP believes that its trained professionals will enhance the quality of existing businesses in the Usambara economy as a skilled workforce, while also enriching the local economy with new businesses.





... SO THAT THIS SPECIFIC REMOTE REGION IS EMPOWERED

A professional and more diverse economy will create healthy businesses and happy people, which in turn will foster a more sustainable, balanced, and prosperous local environment.

... AND THE QUALITY OF LIFE FOR A WIDE VARIETY OF PEOPLE IS IMPROVED

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The goal is to ensure that consumption and production patterns are sustainable. The program aims to raise awareness among students and educate them about opportunities for sustainable consumption and production at the local level.

4 QUALITY EDUCATION



The goal of this SDG is to provide quality education and promote lifelong learning opportunities. ULP supports this by offering a learning program for secondary school leavers in rural areas of Africa, enabling them to earn a non-degree qualification.

8 DECENT WORK AND ECONOMIC GROWTH



Promote long-term, inclusive, and sustainable economic growth, along with full and productive employment and decent labor for all. By teaching students how to collaborate (e.g., through projects) and manage a sustainable business, they contribute to achieving this SDG.

... IN AN
ECONOMIC
EFFICIENT WAY,
AGAINST A
MINIMUM OF
COSTS

ULP budget Traineeship Cohort 1 from october 2024 - June 2025		
Income		euro
	Income from trip	17.500
	Other income	1.000
	Commitment fee students	850
	Fee Hotels employing students after certification	2.000
	Grants for the program	-
Total		21.350
Expenditures		
staff	Salary of mentor	1.000
	Travelcosts mentor	500
	Cost of Mabughai involvement & certification	2.500
	(International) travel and consultancy/development costs ULP	1.500
students	Cost of housing & living students	10.000
	Travelcosts students (incl. visit to other hotel)	1.500
	Cost of study materials, shirts etc	500
	webite, marketing, communcation, fundraising	750
other	Unforeseen	1.000
Total		19.250
For ULP revolving fund for investments		2.100
Cost of scholarship per student		1.925

WHAT?

The Ubuntu Leadership Program is...

... A ONE-YEAR TRAINING AND COACHING PROGRAM

The Ubuntu Leadership Program (ULP) is a one-year training and coaching program, aligned with the Tanzanian academic year (October to June). Participants will be trained on one hand and coached on the other. The learning and feedback loop between work and personal growth is essential for ULP. This process is managed by a mentor and guided by personal goals set by both the participant and the mentor. Participants will receive a certificate at the end of the program.



WHAT?

... IN THE HOSPITALITY AND TOURISM INDUSTRY AT PARTICIPATING HOTELS



← MamboViewPoint
Ecolodge

Lawns Hotel
Lushoto →



... IN COOPERATION WITH MABUGHAI TECHNICAL COLLEGE

It is essential for ULP to partner with a local high-end college, to ensure the quality of the program and embed ULP within the local educational infrastructure. Moreover, the partnership with Mabughai ensures that the ULP certificate is recognized in the Tanzanian labor market. In return, ULP enriches the Mabughai curriculum with its program. A partnership based on mutual benefit.

MABUGHAI

Mabughai Technical College offers top-notch vocational and technical education, equipping students with practical skills for successful careers. With expert instructors and modern facilities, the college ensures hands-on learning for future professionals.

... SCHOOL LEAVERS AGED 18 TO 28 FROM THE USAMBARA REGION

ULP is initiated for school leavers in the remote Usambara region. Participants should meet the following criteria:

- Minimum Form Four leaver
- Good level of English in both speech and writing
- Strong motivation letter in English
- Full-time availability for one year

HOW?

The Ubuntu Leadership Program does...

... QUALIFY PARTICIPANTS AS PROFESSIONAL WORKFORCE AND/OR ENTREPRENEURS

ULP is initiated for school leavers in the remote Usambara region. Due to its remoteness, poor economic development, and limited educational infrastructure, the Usambaras face challenges in creating a significant local workforce or attracting qualified labor from outside. By training local youth in collaboration with local partners, ULP serves as a bridge to overcome this gap.

... THROUGH ON-THE-JOB TRAINING IN VARIOUS DEPARTMENTS OF PARTICIPATING HOTELS

Participants should learn the basics of the hotel business, meaning that they should be able to work as professionals in at least the following hotel departments. Participants will be trained in the following departments for three months:

- Admin / Front desk / Operations
- Housekeeping
- Kitchen & Bar
- Tour Guiding/Crafts (Cultural, Historical, and Natural)
- Security, Landscaping, and Maintenance



HOW?

... FOLLOWED BY SIX MONTHS OF SPECIALIZATION IN A SPECIFIC AREA WITHIN THE HOTEL INDUSTRY

In addition to achieving a professional level in the basics of the hotel business, participants should specialize in a specific field within the industry, such as cooking or bartending. After completing the general part of the curriculum, participants will focus on one specific area for a period of six months.



... AND COACHING IN PERSONAL LEADERSHIP, CRAFTSMANSHIP, AND ENTREPRENEURSHIP

Participants will be coached by a mentor in personal leadership, both individually and as a group, by reflecting on the challenges they face in their jobs. To support this, participants will maintain a personal logbook to ensure that the coaching process is structured and progress can be monitored.



HOW?

... ALONG WITH PRACTICING AND IMPROVING ENGLISH IN CLASS, THROUGH ROLE PLAYS, AND ON THE JOB



For a professional in the hotel business, mastering English in both speech and writing is as important as being able to fulfill their tasks. Moreover, outside the hospitality industry, proper English is essential for running a business successfully. Therefore, practicing English is an integral part of the weekly ULP curriculum, including in-class sessions, role plays, and on-the-job practice



OUR MISSION

ULP addresses the critical shortage of qualified labor in the Usambara region's hospitality and related industries. The main problems to be solved are the limited economic opportunities for local youth and the growing trend of young people migrating to cities for work. By offering practical training, specialization, and coaching, the program aims to empower young people to become skilled professionals and entrepreneurs, encouraging them to stay and contribute to the local economy, thereby fostering sustainable community development.

OUR VISION

Through empowering local youth with practical skills, specialized training, and coaching, the Ubuntu Leadership Program envisions a future where young people choose to stay and contribute to the Usambara region's growth. By fostering skilled professionals and entrepreneurs in the hospitality and related industries, the program wants to reduce urban migration, strengthen the local economy, and create sustainable prosperity for the community.





UBUNTU

“In Africa there is a concept known as ‘ubuntu’, the profound sense that we are human only through the humanity of others; that if we are to accomplish anything in this world it will in equal measure be due to the work and achievement of others.” - Nelson Mandela