

# ASCHES 2018

advancing sustainable charcoal enterprises at scale

<b>Sunday September 30</b>		
2:00-5:00pm	Reception	Arrival & Registration (reception)
6:30-7:30pm	Restaurant	Informal meet and greet (restaurant)
7:30-9:30pm	Restaurant	Dinner
<b>Monday October 1</b>		
6:30-7:30am	TBD	Yoga
7:30-8:30am	Restaurant	Breakfast
8:30-10:00am	Restaurant Lawn	<b>Welcome and Introductions</b>
		- Morning Circle
		- Logistics and Introduction to Venue
		- Workshop format, goals and norms
10:00-12:30pm	Conference Hall	<b>The Big Picture - Why are We Here?</b>
		- Charcoal origins at D-Lab, TCP and ARTI
		- Future of Charcoal
		- Benefits of Charcoal Briquettes
12:30-2:30pm	Restaurant	Lunch and Personal Time
1:30-2:30	Conference Hall	<b>Optional Group Skill Building - The Challenge of Suppling Fuel to Refugee Camps</b>
	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
2:30-5:30pm	Conference Hall	<b>Technical session: Production, quality and scale</b>
		- D-Lab experience with testing and quality (Dan Sweeney)
		- Working with local fabricators to design production solutions (Betty Ikalany & Dan Sweeney)
		- SGFE's production model (Carlo Figà Talamanca)
		- Shifting from DIY to a fuel enterprise at scale (Ryan Delaney)
		- Models for Scale (Amy Smith)
5:30-6:30pm	Conference Hall	<b>Optional Skills Building Session - Levers for Achieving Profitability</b>
	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
6:30-8:30pm	Restaurant	Dinner and Personal Time
7:30-9:30pm	Restaurant	<b>Evening Activity - Cultural Show</b>
<b>Tuesday October 2</b>		
6:30-7:30am	TBD	Yoga
7:30-8:30am	Restaurant	Breakfast
8:30-9:00am	Restaurant Lawn	Morning Circle
9:00-12:30pm	Conference Hall	<b>Innovative Business Models (Ellen Finn &amp; Sylvia Herzog)</b>
		- What's Your Customer Journey?
		- Knowing Your Customers Needs and Preferences
		- Innovative Ways to Address Customer Needs and Wants
12:30-2:30pm	Restaurant	Lunch and Personal Time
1:30-2:30pm	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
2:30-5:30pm	Conference Hall	<b>Technical session: Advances in char production</b>
		- Intro to char production methods (Dan Sweeney)
		- Pyrocal carbonizer (Dr. James Joyce)
		- Torrefaction of agricultural residues (Dr. Kevin Kung)
		- The Adam Retort (Dr. Chris Adam)
		- Gasification for char production (David Nkwanga)
		- Hands-on char-making (Teddy Kinyanjui)
5:30-6:30pm	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
6:30-8:30pm	Restaurant	Barbecue Dinner and Personal Time
6:30-9:30pm	Restaurant Lawn	<b>Evening Activity - Market Place and Ring of Fire</b>
<b>Wednesday October 3</b>		
6:30-7:30am	Restaurant	Breakfast
7:30-2:00pm	Off site	<b>Group Safari Trip to Hell's Gate National Park</b>
2:00-3:00pm		Return/Personal Time

3:00-6:00pm	Conference Hall	<b>Technical session: Briquette drying</b> - Intro to drying approaches (Dan Sweeney) - Green Bio Energy (Ziwa Hillington) - Evolution of drying at SGFE (Carlo Figà Talamanca) - Manufacturing and fuels at BURN (Peter Scott)
6:30-8:30pm	Restaurant	Dinner and Personal Time
8:00-10:00pm	Restaurant	<b>Evening Activity - Game Night</b>
<b>Thursday October 4</b>		
6:30-7:30am	TBD	Yoga
7:30-8:30am	Restaurant	Breakfast
8:30-9:00am	Restaurant Lawn	Morning Circle
9:00-12:30pm	Conference Hall	<b>Access to Capital Workshop</b> - Investor Readiness (Kerry Nasidai, Open Capital Advisors) - What To Expect From an Equity Investor (Lamusia Anzaya, TBN) - Ins and Outs of Climate Finance (Tom Owino, Climate Care) - Panel Discussion with Speakers
12:30-2:30pm	Restaurant	Lunch and Personal Time
1:30-2:30pm	Conference Hall	<b>Optional Access to Capital Q&amp;A with Kerry Nasidai</b>
	Conference Hall	<b>Optional Access to Capital Q&amp;A with Lamusia Anzaya</b>
	Conference Hall	<b>Optional Climate Finance Q&amp;A with Tom Owino</b>
	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
2:30-5:30pm	Conference Hall	<b>Branding and Connecting for a Great Customer Experience (Ellen Finn &amp; Sylvia Herzog)</b> - Branding & Marketing Challenges - Social Media Marketing - Best Practices - Participants Sharing
5:30-6:30pm	Conference Hall	<b>Optional Skills Building Session - Setting up a Twitter Account</b>
	Conference Hall	<b>Optional Skills Building Session - Optimizing Your Facebook Business Page</b>
	Restaurant	<b>Optional One-on-One Coaching (1/2 hour sessions)</b>
6:30-8:30pm	Restaurant	Dinner and Personal Time
8:00-10:00pm	Restaurant	<b>Evening Activity - Talent Show</b>
<b>Friday October 5</b>		
6:30-7:30am	TBD	Yoga
7:30-8:30am	Restaurant	Breakfast
8:30-9:00am	Restaurant Lawn	Morning Circle
9:00-1:00pm	Off site	<b>Field Trip to Sanivation</b> - Factory tour - Designing our Community of Practice - Lunch nearby
2:00-4:00pm	Off site	<b>Boat Trip on Lake Naivasha</b>
4:30-5:30pm	Conference Hall	<b>Future Collaborations and Post-Workshop Survey</b>
6:30-9:30pm	Restaurant	<b>Final Dinner Celebration</b>
<b>Saturday October 6</b>		
Morning		Departure and transport to Nairobi