SINQ

INNOVATIVE SOLUTIONS

We turn what your people need to know into learning they actually remember and importanty, **implement.**



FOR ORGANISATIONS THAT TAKE CAPABILITY SERIOUSLY.

LXD · Interactive Modules

Explainer & Promo Video

HCD Training

Addis Ababa, Ethiopia

The Capability Gap



You run trainings for your team. So why aren't they **performing**?

The problem isn't that your people aren't being trained. It's that **the format you're using was built to be delivered, not to change behaviour.**

Most training is forgotten within days. PDFs get filed, slide decks get closed, and the behaviour you needed to change stays exactly the same.

✗ ONE SESSION ISN'T ENOUGH

Without reinforcement and practice, people forget most of what they learned before they get a chance to apply it.

✗ GENERIC CONTENT DOESN'T TRANSFER

If your training doesn't reflect your products, your processes, your context - your staff can't connect it to their actual work.

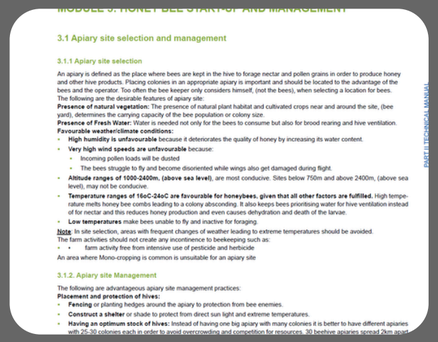
✗ YOU CAN'T PROVE WHAT CHANGED

You spend on training but you have no data showing what improved. Just attendance records.

This is what it looks like when training actually works.

We took modules of dense technical content and turned them into an interactive learning experience that workers could complete, retain, and apply on the job.

BEFORE


3.1 Apiary site selection and management

3.1.1 Apiary site selection

An apiary is defined as the place where bees are kept in the hive to forage nectar and pollen grains in order to produce honey and other hive products. Placing colonies in an appropriate apiary is important and should be located to the advantage of the bees and the operator. Too often the bee keeper only considers himself, (not the bees), when selecting a location for bees. The following are the desirable features of apiary site:

Presence of natural vegetation: The presence of natural plant habitat and cultivated crops near and around the site, (bee yard), determines the carrying capacity of the bee population or colony size.

Presence of Fresh Water: Water is needed not only for the bees to consume but also for brood rearing and hive ventilation.

Favourable weather/climate conditions:

- **High humidity is unfavourable** because it deteriorates the quality of honey by increasing its water content.
- **Very high wind speeds are unfavourable** because:
  - Incoming pollen loads will be dusted
  - The bees struggle to fly and become disoriented while wings also get damaged during flight.
- **Altitude ranges of 1000-2400m, (above sea level)**, are most conducive. Sites below 750m and above 2400m, (above sea level), may not be conducive.
- **Temperature ranges of 16oC-24oC are favourable for honeybees, given that all other factors are fulfilled.** High temperature melts honey bee combs leading to a colony absconding. It also keeps bees prioritising water for hive ventilation instead of for nectar and this reduces honey production and even causes dehydration and death of the larvae.
- **Low temperatures** make bees unable to fly and inactive for foraging.

Note: In site selection, areas with frequent changes of weather leading to extreme temperatures should be avoided. The farm activities should not create any incontinence to beekeeping such as:

- farm activity free from intensive use of pesticide and herbicide

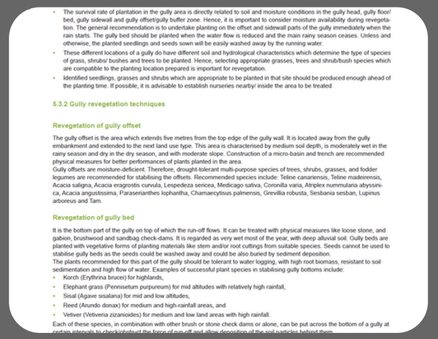
An area where Mono-cropping is common is unsuitable for an apiary site

3.1.2. Apiary site Management

The following are advantageous apiary site management practices:

Placement and protection of hives:

- **Fencing** or planting hedges around the apiary to protection from bee enemies.
- **Construct a shelter** or shade to protect from direct sun light and extreme temperatures.
- **Having an optimum stock of hives:** Instead of having one big apiary with many colonies it is better to have different apiaries with 25-30 colonies each in order to avoid overcrowding and competition for resources. 30 beehive apiaries spread 2km apart


- The survival rate of plantation in the gully area is directly related to soil and moisture conditions in the gully head, gully floor/bed, gully sidewall and gully offset/gully buffer zone. Hence, it is important to consider moisture availability during revegetation. The general recommendation is to undertake planting on the offset and sidewall parts of the gully immediately when the rain starts. The gully bed should be planted when the water flow is reduced and the main rainy season ceases. Unless and otherwise, the planted seedlings and seeds sown will be easily washed away by the running water.
- These different locations of a gully do have different soil and hydrological characteristics which determine the type of species of grass, shrubs/ bushes and trees to be planted. Hence, selecting appropriate grasses, trees and shrub/bush species which are compatible to the planting location prepared is important for revegetation.
- Identified seedlings, grasses and shrubs which are appropriate to be planted in that site should be produced enough ahead of the planting time. If possible, it is advisable to establish nurseries nearby/ inside the area to be treated

5.3.2 Gully revegetation techniques

Revegetation of gully offset

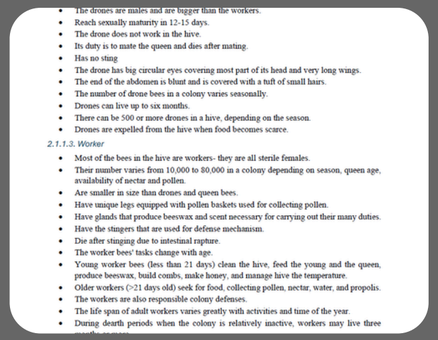
The gully offset is the area which extends five metres from the top edge of the gully wall. It is located away from the gully embankment and extended to the next land use type. This area is characterised by medium soil-depth, is moderately wet in the rainy season and dry in the dry season, and with moderate slope. Construction of a micro-basin and trench are recommended physical measures for better performances of plants planted in the area.
Gully offsets are moisture-deficient. Therefore, drought-tolerant multi-purpose species of trees, shrubs, grasses, and fodder legumes are recommended for stabilising the offsets. Recommended species include: Tetine canarensis, Tetine madeirensis, Acacia saligna, Acacia eragrostis cunvula, Lespedeza sericea, Medicago sativa, Coronilla varia, Atriplex nummularia abyssinica, Acacia angustissima, Parasenanthes lophantha, Chamaecytisus palmensis, Grevillia robusta, Sesbania sesban, Lupinus arboreus and Tam.

Revegetation of gully bed

It is the bottom part of the gully on top of which the run-off flows. It can be treated with physical measures like loose stone, and gabion, brushwood and sandbag check-dams. It is regarded as very wet most of the year, with deep alluvial soil. Gully beds are planted with vegetative forms of planting materials like stem and/or root cuttings from suitable species. Seeds cannot be used to stabilise gully beds as the seeds could be washed away and could be also buried by sediment deposition.
The plants recommended for this part of the gully should be tolerant to water logging, with high root biomass, resistant to soil sedimentation and high flow of water. Examples of successful plant species in stabilising gully bottoms include:

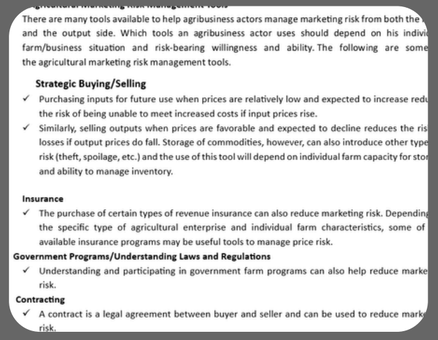
- Korch (Erythrina bruce) for highlands,
- Elephant grass (Pennisetum purpureum) for mid altitudes with relatively high rainfall,
- Sisal (Agave sisalana) for mid and low altitudes,
- Reed (Arundo donax) for medium and high-rainfall areas, and
- Vetiver (Vetiveria zizanioides) for medium and low land areas with high rainfall.

Each of these species, in combination with other brush or stone check dams or alone, can be put across the bottom of a gully at


- The drones are males and are bigger than the workers.
- Reach sexually maturity in 12-15 days.
- The drone does not work in the hive.
- Its duty is to mate the queen and dies after mating.
- Has no sting
- The drone has big circular eyes covering most part of its head and very long wings.
- The end of the abdomen is blunt and is covered with a tuft of small hairs.
- The number of drone bees in a colony varies seasonally.
- Drones can live up to six months.
- There can be 500 or more drones in a hive, depending on the season.
- Drones are expelled from the hive when food becomes scarce.

2.1.1.3. Worker

- Most of the bees in the hive are workers- they are all sterile females.
- Their number varies from 10,000 to 80,000 in a colony depending on season, queen age, availability of nectar and pollen.
- Are smaller in size than drones and queen bees.
- Have unique legs equipped with pollen baskets used for collecting pollen.
- Have glands that produce beeswax and scent necessary for carrying out their many duties.
- Have the stingers that are used for defense mechanism.
- Die after stinging due to intestinal rapture.
- The worker bees' tasks change with age.
- Young worker bees (less than 21 days) clean the hive, feed the young and the queen, produce beeswax, build combs, make honey, and manage hive the temperature.
- Older workers (>21 days old) seek for food, collecting pollen, nectar, water, and propolis.
- The workers are also responsible colony defenses.
- The life span of adult workers varies greatly with activities and time of the year.
- During dearth periods when the colony is relatively inactive, workers may live three


There are many tools available to help agribusiness actors manage marketing risk from both the and the output side. Which tools an agribusiness actor uses should depend on his indiv farm/business situation and risk-bearing willingness and ability. The following are some the agricultural marketing risk management tools.

Strategic Buying/Selling

- ✓ Purchasing inputs for future use when prices are relatively low and expected to increase redu the risk of being unable to meet increased costs if input prices rise.
- ✓ Similarly, selling outputs when prices are favorable and expected to decline reduces the ris losses if output prices do fall. Storage of commodities, however, can also introduce other type risk (theft, spoilage, etc.) and the use of this tool will depend on individual farm capacity for sto and ability to manage inventory.

Insurance

- ✓ The purchase of certain types of revenue insurance can also reduce marketing risk. Depending the specific type of agricultural enterprise and individual farm characteristics, some of available insurance programs may be useful tools to manage price risk.

Government Programs/Understanding Laws and Regulations

- ✓ Understanding and participating in government farm programs can also help reduce marke risk.

Contracting

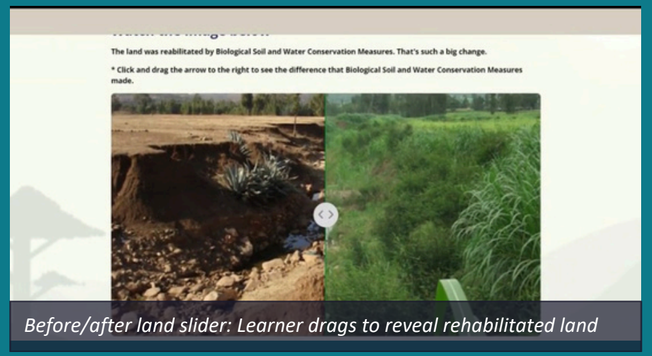
- ✓ A contract is a legal agreement between buyer and seller and can be used to reduce mark risk.

AFTER

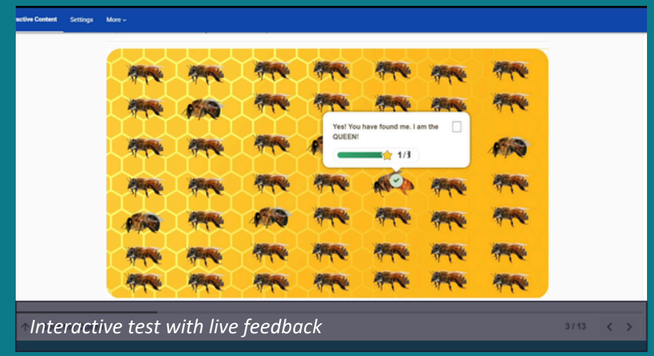

Demonstration and branching scenarios



Story-driven: 'Discovering the Secrets of Nature's Guardians'



Before/after land slider: Learner drags to reveal rehabilitated land



Interactive test with live feedback

What this means for your organization

This same approach works for employee onboarding, product knowledge, compliance training, or any process your team needs to master. **The content changes. The methodology doesn't.**

Who We Are

SINQ is a **learning experience design** company based in Addis Ababa. We build interactive digital modules, explainer videos, and facilitated training programmes that change how people perform at work, not just what they know.

WHAT WE BUILD FOR YOUR ORGANISATION

Interactive Learning Modules

Digital modules for onboarding, compliance, product knowledge, or process training. Deployed on your Learning Management System (LMS) or ours.

Explainer & Promo Video

Original 2D **animation or AI video** for internal comms, product launches, customer education, or brand storytelling.

HCD Facilitated Training

In-person workshops for teams that need to solve real problems. Empathy mapping, journey mapping, ideation. Built around your context, not a generic framework.

What Makes SINQ Different

We build for your context, not a generic framework

Every module uses your products, your processes, your scenarios, and your language. Your staff recognise their actual work in the training, which is why it transfers.

Your frontline staff aren't left behind

We deliver in Amharic, English, and other languages. Most vendors can't. That means your entire workforce gets the same quality of learning, not just the ones who speak English.

You'll know whether it worked

Every module includes assessments and completion tracking. When leadership asks if the training made a difference, you'll have data to show them.

Your staff will actually do things differently

We build scenarios, practice opportunities, and feedback loops into every module. Not because it looks good, but because that's what changes behaviour.

What We Can Build For You



Employee Onboarding

Get new hires performing faster. Interactive modules that cover your policies, culture, processes, and systems, built around your actual organisation, not a generic template. Less time shadowing, less burden on your managers.



Product & Sales Knowledge

Your sales team practices real customer conversations before they happen. Scenario-based modules built around your actual products, so when they're in front of a customer, they're ready.



Process & Systems Training

When you roll out a new tool, workflow, or operational procedure, most staff revert to old habits within weeks. Interactive step-by-step guides with branching scenarios and immediate feedback make the new way stick.

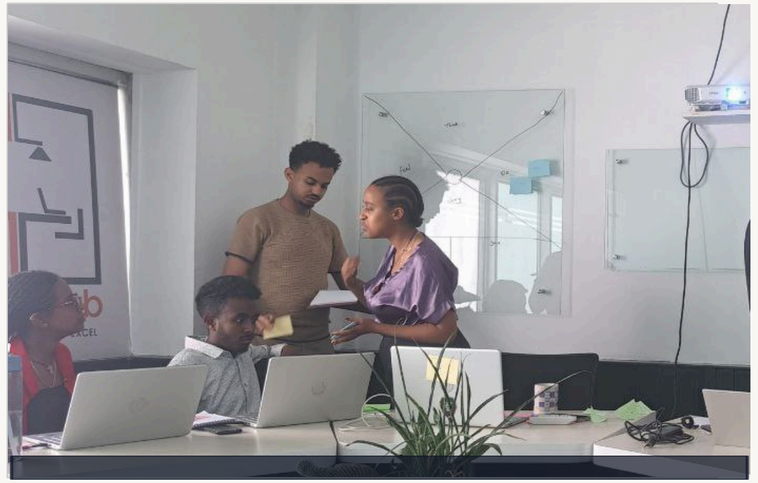
A

HUMAN-CENTERED DESIGN TRAINING (HCD)

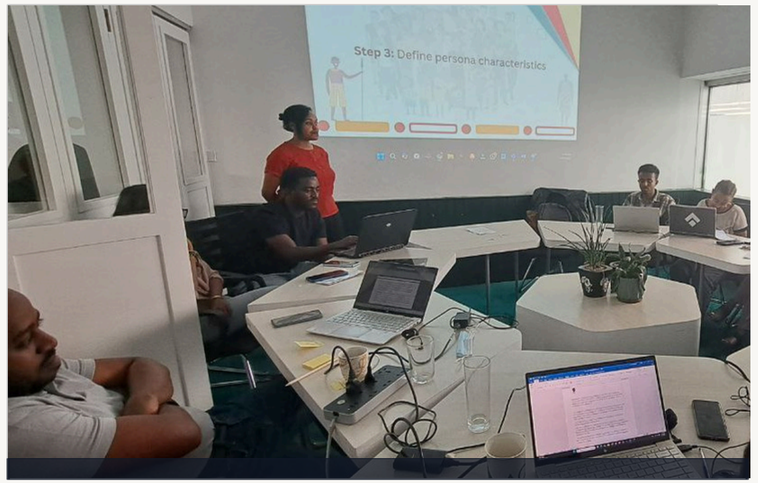
Facilitated human-centred design training for teams and institutions

CASE STUDY 1 · ACE Advisory · HCD Capability Training

CLIENT	**ACE Advisory**
SECTOR	Private consulting firm
SERVICE	HCD facilitated training
LANGUAGE	English and Amharic
FORMAT	In-person workshop
TOPICS	Empathy mapping, persona definition, journey mapping, ideation









ACE Advisory's team left with a working HCD toolkit, empathy maps, personas, and journey maps built around their own client challenges. Facilitated by SINQ in English, adapted to the consulting context. The same approach works for any team that needs to solve real problems, not just learn about them.

B

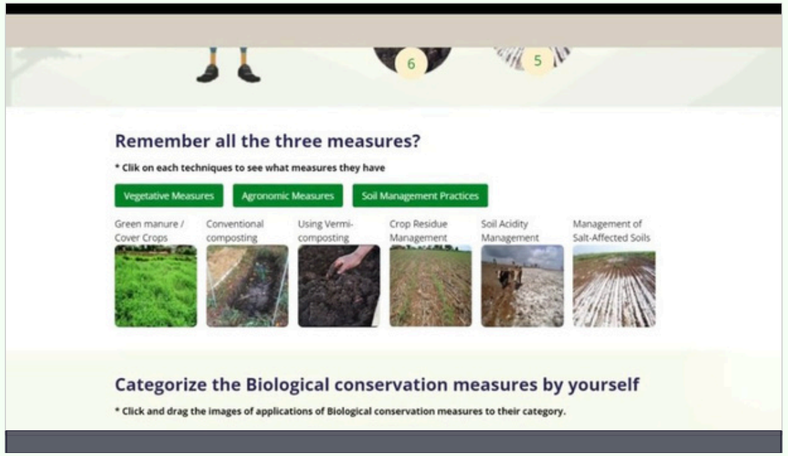
INTERACTIVE DIGITAL LEARNING

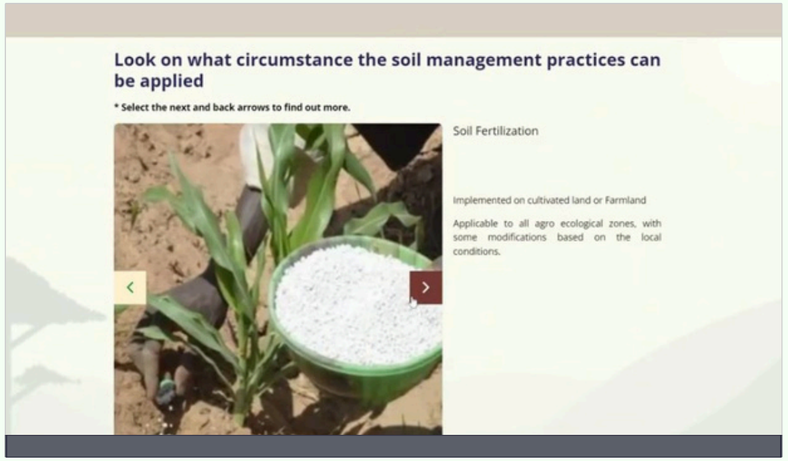
Interactive digital learning built to change how your people perform

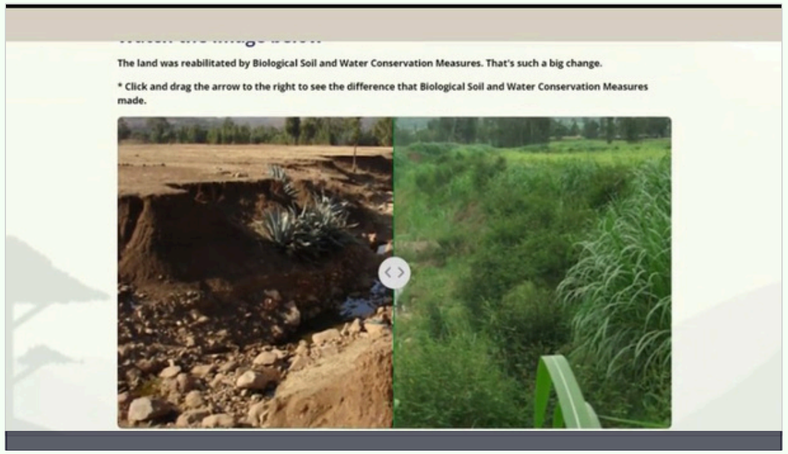
CLICK HERE *→ SEE A MODULE IN ACTION*

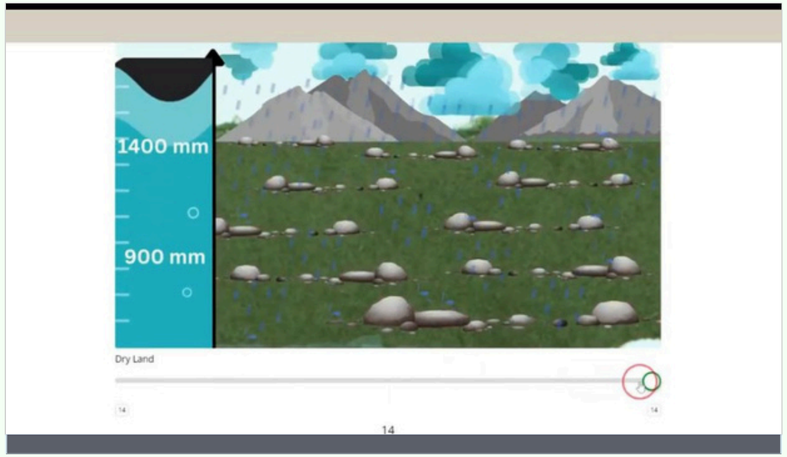
CASE STUDY 2 · GIZ CLM · Biological Soil & Water Conservation

CLIENT	**GIZ CLM**
LEARNERS	Woreda experts & Development Agents
PLATFORM	Adapt / Custom LMS
MODULES	Basic Soil and Water Conservation





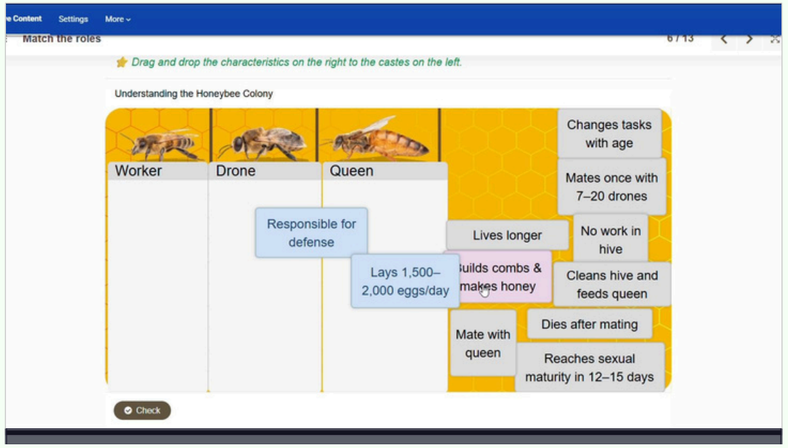


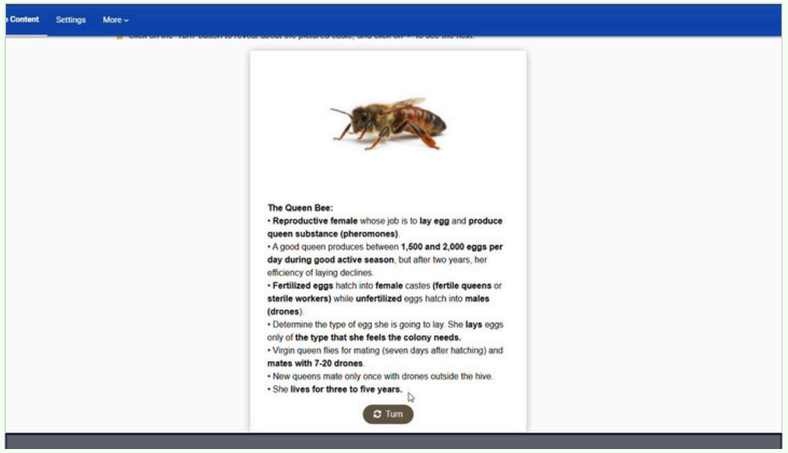


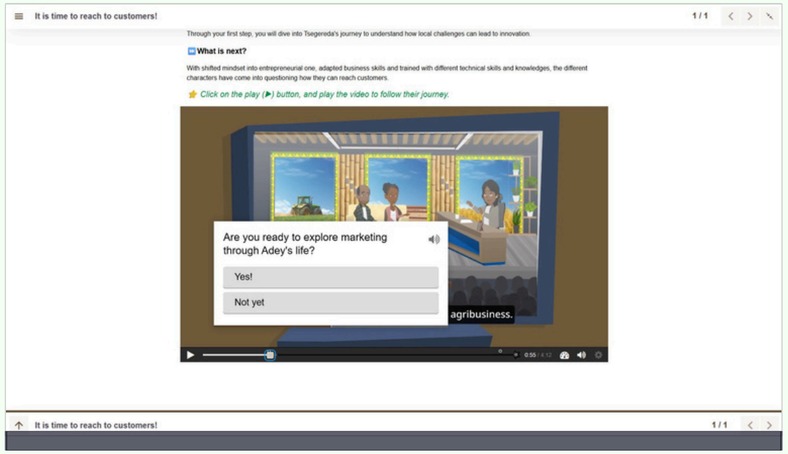
17 modules of dense content that wasn't reaching people. SINQ turned it into an interactive, bilingual learning experience with built-in practice and feedback. The same approach works for any organisation with complex content that needs to land with a diverse workforce.

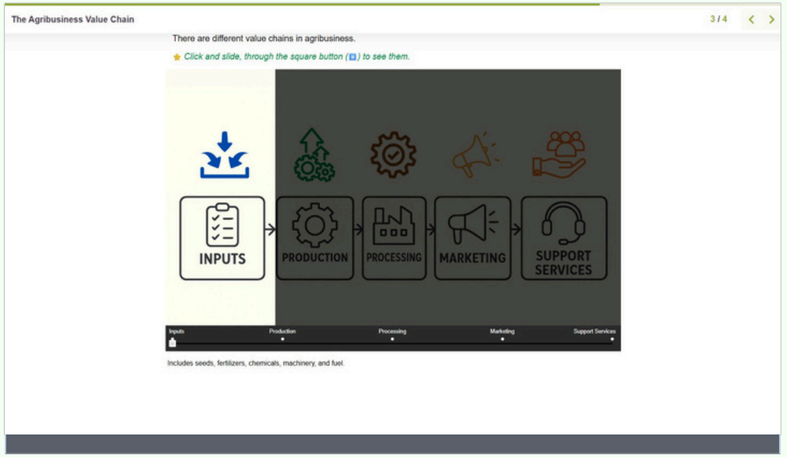
CASE STUDY 3 · ATI · Digital Learning at Scale–2 Modules

CLIENT	**Agricultural Transformation Institute**
MODULES	2 interactive modules
PLATFORM	ATI Moodle LMS
ACTIVITIES	13 per module









Two interactive modules, 13 activities each, deployed on ATI's Moodle LMS. The same methodology works for employee onboarding, product knowledge, or any process your organisation needs people to master, not just sit through.

C

VIDEO & ANIMATION

Promo videos, explainers, and brand storytelling

CLICK HERE *→ WATCH A SAMPLE*

CASE STUDY 4 · GOMIDA · Telegram Mini-Game Promo Video



SINQ delivered a promo video showcasing GOMIDA's Telegram mini-game, that captured the product, the energy, and the audience. The same approach works for any product launch, internal communications, or brand story your organisation needs to tell.

GOMIDA

Private Ethiopian tech company

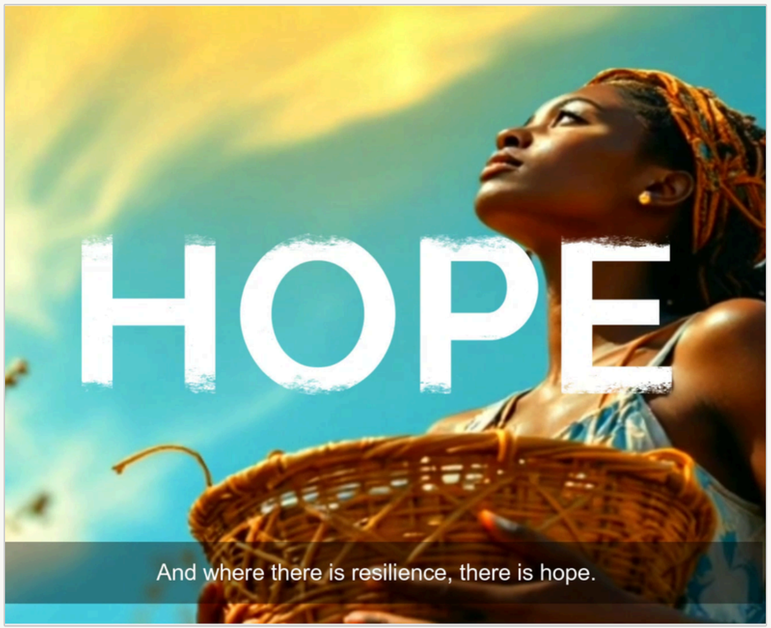
Deliverable Promo video

Type Video production

Client Private Ethiopian company

CASE STUDY 5 · AHEAD Institute · Organisational Explainer Animation







AHEAD Institute · Germany — Organisational Explainer

Format: 2D character animation and AI video, ~4 min · **Purpose:** Explain who AHEAD is, what they do, and why it matters to donors and partners

AHEAD needed donors and partners to understand who they are and why they matter—in under 4 minutes. SINQ delivered a full 2D character animation and an AI video version, from script to final production. The same approach works for any message your organisation needs to land clearly and memorably.

How We Work With Clients

01

Discovery Call

We learn your context, your people, and what success looks like for you.

02

Proposal

We scope the work, specify deliverables, and agree on a timeline, and set payment terms.

03

Design & Development

We build iteratively; you review and give feedback throughout.

04

Delivery

We hand over the final product ready to deploy or publish.

05

Follow up

We check what worked and what you need next.

The next training your people do doesn't have to be forgotten before they get a chance to use it.

Let's talk.

Let's start with a 30-minute scoping call. We'll understand what you need, tell you what's possible, and give you a clear proposal within 5 working days.

GET IN TOUCH

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