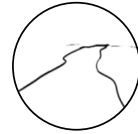


# Agenda ZGI:kompakt



## DAY 1

### 9.00am Welcome & Warm-up

- Icebreaker & introductions (20min)
- Short presentation of the Social Entrepreneurship Akademie and the organizer (10min)
- Introduction to Design Thinking – “Whose life is it” (50min)

### 10.20am MODULE 1: Introduction to Social Entrepreneurship I

- Comparison of different definitions
- Development of social entrepreneurship

### 11.00am Short Break (flexible)

### 11.10am MODULE 1: Introduction to Social Entrepreneurship II

- Social entrepreneurship today: the ecosystem in Germany and Europe
- Examples of successful social entrepreneurs

### 1.00pm Lunch Break (flexible)

### 2.00pm MODULE 2: Methods & Instruments I (Business Modelling)

- 5 key questions to develop and implement my own social enterprise (45min)
- Presentation of a social entrepreneur (“Live Case”) of the region (60min)
- Introduction of Business Modell Canvas for Social Entrepreneurs (5 min)
- Exercise –Filling out the Business Model Canvas for “Live Case” (70min)

### 5.00pm End of Day 1 (incl. short wrap-up and outlook day 2)

## DAY 2

### 09.00am Welcome and Warm-up

- Icebreaker (15min)

### 09.15am **MODULE 3: Impact – how to communicate my impact?**

- Introduction Impact Measurement
  - General use of documenting impact
  - Models to capture social impact
  - The Social Reporting Standard (SRS)

### 10.00am **MODULE 3: Scaling – how to maximize my impact?**

- Typical Strategies for Scaling up (15 min)
- Team exercise with gallery walk (60min)

### 11.15am **Short Break** (flexible)

### 11.25am **MODULE 4: Ideation – Development of an own social startup idea**

- Short Introduction in Design Thinking and start of idea generation (10min)
- Development of own ideas based on certain topics provided beforehand (ca. 85min – flexible)

### 1.00pm **Lunch Break** (flexible)

### 2.00pm **MODULE 4: Ideation – II**

- Elaboration of business models based on given questions and the Business Model Canvas (ca. 105min, flexible)
- Prototyping – Preparation of the pitch (15min)

### 4.00pm **MODULE 4: Team pitch**

- Peer Learning Process
- Award for the best team

### 3.45pm **Wrap-up, Feedback Round, Certificates**

### 5.00pm **End**