SOCIAL ENTREPRENEURSHIP COMPETENCE LAB
FOR MAKERS OF SUSTAINABLE CITIES

How to turn great ideas into viable projects with a sustainable business model?

10–12 MAY 2019 | BERLIN

In the frame of the program CITYMAKERS China – Germany and prior to the Asia-Pacific Week Berlin 2019

An offer supported by Robert Bosch Stiftung
Conceptualized by CONSTELLATIONS International
WHY

What we witness... In our CITYMAKERS China-Germany community and in other networks around us numerous great ideas and passionate projects for liveable cities are out there. However, the key challenge often is: How to move from concept to implementation or from running project status to long-term enterprise? How to develop a financially sustainable model and increase impact? We will work on these issues.

WHAT

A 2.5 – day competence building workshop, May 10 – 12 (Friday evening-Sunday afternoon)
It’s a retreat-like workshop and intensive training on social entrepreneurship models or 22 selected and highly committed citymakers, as members of teams or individuals. Input sessions by practitioners are mixed with individual case work, coaching and peer learning. Topics range from introduction of what is the key of social entrepreneurship approaches, how to design and implement your very own (social) business model, the power of crowdfunding to the secrets of state of the art storytelling.

FOR WHOM

You are...
- already active in a German/European-Chinese speaking context in the field of liveable cities, urbanism, sustainable and green city development, cultural or creative city making
- a non-profit collective/initiative or association, a purpose driven start-up, a project manager /leader in a municipal or private context, an architect, a young entrepreneur or student founder

You might be in different stages...
- Idea Formation: You have an idea and a team to increase the quality of life within your city.
- Existing Prototype: You have built a prototype and are working on a proof of concept with your team to show that your model works.
- Running Operations/Project: You have clients/beneficiaries/users and are already making revenues and impact.
- Scaling: You have a successful business and are currently looking for ways to scale it.
- Transformation: Your project funding finished and you need a new (social) business model to continue
TOPICS

RAPID PROTOTYPING & DESIGN THINKING METHODS
Experience the power of state-of-the-art methods for fast-paced, human centered design.

A GUIDELINE FOR CROWDFUNDING
Crowdfunding is a participatory approach, a real-time iteration test with your customers and a first funding opportunity. Learn the key factors to run a successful campaign.

Doing good – talk about it! STORYTELLING AND PITCH TRAINING
What is the secret of a thrilling cross-media communication? How to deliver the perfect pitch? Improve your storytelling skills!

STRATEGIC PARTNERSHIPS
Learn best-practice innovative impact-driven partnerships between corporates, NPOs and politics for the greater good.

THE GLOBAL SOCIAL BUSINESS NETWORK
Where to find partners in crime, funders, co-creators, investment?

SOCIAL BUSINESS MODELLING FOR CITYMAKERS
Learn about the theoretical background – re-think and co-create a socially, environmentally and financially sustainable business model for your idea/project

PRACTITIONER TALKS
Gain inspiring personal insights and stories from peers and well known social innovation experts

and YOUR CONTRIBUTIONS
Oliver May-Beckmann | Lead Social Entrepreneurship Competence Lab & Content Co-Design – Associated partner of CONSTELLATIONS. The last years he built up the social & sustainable entrepreneurship education programs of the Social Entrepreneurship Akademie and the Global Entrepreneurship Summer School – a joint initiative by the four university-based entrepreneurship centers in Munich, Germany. Online and offline, he has enabled more than 15,000 students & young professionals to implement (social) start-up ideas. Prior to this, Oliver was Head of the Northeast-Asia division at Konrad-Adenauer-Stiftung (KAS).

Katja Hellkötter | Founder CONSTELLATIONS International, CITYMAKERS-Program Lead, Lab Co-Host Katja is the Managing Director of CONSTELLATIONS International that she first founded in 2009 in Shanghai. With a proven track record of trisector collaboration, Katja forms powerful partnerships between the public and the private sector. In her past 20 years of working between Europe and Asia, she has enabled numerous creative learning projects including CITYMAKERS China-Germany. Katja is a practitioner of the ‘Theory U’ framework for transformational learning and has trained program design and facilitation with the Presencing Institute @MIT since 2007.

Tarek Hassan | Co-Facilitation Coaching, Innovation Method Inputs Tarek is a strategic designer in the field of innovation & entrepreneurship. As a HPI D.School trained Design Thinking coach and a German UNESCO trained facilitator, Tarek uses inclusive innovation methodologies to incubate conscious entrepreneurship. Tarek currently works in the corporate innovation team of the GIZ (German economic and development corporation) and he has been an project partner of CONSTELLATIONS International since 2017.

Jonas Schorr | Entrepreneur Case Sharing, Practitioner Support Co-Founder of Urban Impact, Berlin-based agency supporting urban smart city start-ups. Jonas spent the last ten years working on a variety of projects in the field of sustainable cities: LSE Cities’ Urban Age program, EU Green Capital project, pop-up CityLab and BrainBox/Conscious City Lab (TU Berlin), USE - a municipal innovation project (the city of Berlin), London School of Economics and Fudan University Shanghai graduate. During his time in Shanghai, he evaluated the German-Sino cooperation on Sustainable Urbanization in the context of the EXPO.

Luisa Keinprecht | Lab Coordinator, Facilitation Assistance Luisa is working at the CONSTELLATIONS Berlin office as a project assistant for CITYMAKERS China-Germany supported by the Robert Bosch Stiftung. She graduated from Aalborg University in Copenhagen with a masters degree in Sustainable Design. During her studies she learned to develop holistic solution concepts for complex sustainability challenges including co-design practices, design thinking and workshop design. She lived in Shanghai as part of an internship at a social enterprise developing urban farming concepts.

Trends in social entrepreneurship

CMarcs Sauerhammer | TBC Chairman of SEND, Social Entrepreneurship Netzwerk Deutschland

Trends in city making and the urban sphere

Tristan Biere | Urban designer and a sinologist Tristan is furthermore co-founder of spacedigger, a transdisciplinary Berlin-based group of researchers and designers questioning the urban sphere in research projects and participatory games, and of Stadtstattstrand - Creative Use of Urban Space, a Munich and Berlin-based office with which Tristan co-conceptualised the program 'URBANE LIGA – Jugendforum Stadtentwicklung' on behalf of the German Ministry of Interior, Construction and Community.

NETWORK PARTNERS

Bosch Alumni Network

URBANI

CCST

enpact

APFB

ASIA PACIFIC FORUM BERLIN

THE ADEES METROPOLITAN LABORATORY

ACTORS OF URBAN CHANGE

May 13 – 19
HOW TO APPLY - Send a short cover letter incl:
- Why do you want to join?
- What is your case about and what are your main challenges?
- How does it contribute to the liveability of your urban context?
- What is your German/European-Chinese speaking context?
- What are the particular skills/competences you wish to develop/acquire?

You can apply as individual or as a team of 2 members. Call for application ends: March 30th

COSTS - Thanks to funding from Robert Bosch Stiftung the workshop participation is free of charge including all meals. Travel and accommodation have to be self-paid. Travel subsidy available in selected cases upon application. Further more, members of the BOSCH ALUMNI Network can apply for a Learning Exchange Grant until March 18th. More information upon inquiry.

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Please send your application to:
lk@constellations-international.com
CITYMAKERS China-Germany
www.stadtmacher4986.com

Putting ‘liveable city’ at its core, ‘CITYMAKERS China – Germany’ is a program on global learning for urban innovation co-initiated by Robert Bosch Stiftung and CONSTELLATIONS International GmbH.

The mission: Connecting and enabling a network of pioneering city makers across sectors and disciplines who seek fresh approaches for liveable cities. The intention is to complement the existing Sino-German landscape in the field of sustainable urban development with a social innovation approach and a creative edge.

CONSTELLATIONS International
www.constellations-international.com

Founded in China, rooted in Europe, globally minded: We are an agency based in Shanghai and Berlin dedicated to create and facilitate learning, leading and collaborating for sustainable futures.
The Lab will take place in this beautiful location, a historic manor built in 1860, that transformed its function over the years from barracks to Kindergarten, from Mayors Office to LPG (agricultural cooperative) to Club and now „Projektraum-Drahnsdorf“: A space for project thinkers, makers and community that is lead by Prof. Cyrus Khazaei, communication designer and Andrea Weigt, philosopher and architect by background, and their team. **Logicistis:** A bit more than 1 hour south of Berlin by train „RE5“ from main station to „Drahnsdorf“, plus 8 min walking distance.