



**S**ocial Entrepreneurship has become a huge trend in many parts of the world, in particular among talented young people who aim to 'do good', 'make the world a better place', and sooner or later find a job with a purpose. As a consequence, these young people are willing to learn more, and look for a programme that shows them the way to become a social entrepreneur or social innovator. What do these expectations mean for universities?

### Our Story

This story focuses on our experience of developing and delivering a course called ZGI:kompakt, aimed at students in higher education from all disciplinary backgrounds. In this story, we present the programme with its modules, explore our approach to teaching social entrepreneurship, and reflect on the lessons

we have learned.

### Why Should Social Entrepreneurship be Integrated Into Higher Education?

We do not believe that you can teach (social) entrepreneurship. However, you can learn it, as you need to experience it.

We need to offer learning platforms and environments that allow students to create their own experiences. In our view, higher education institutions should offer surroundings like these, where students are empowered to learn tools and methods, shape their entrepreneurial mindset, understand the necessity of an impact-driven regard for society, get started, and (if necessary) fail in implementing their own social startup.

## Definitions

### Social Entrepreneurship

"Social entrepreneurs are individuals who approach a social problem with entrepreneurial spirit and business acumen."

(Barendsen/Gardner 2004)

### Social Innovation

"A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals."

(Stanford Social Innovation Review)

## Books

In 2011, at the Social Entrepreneurship Akademie, a network-organisation of the four big universities in Munich, we began a two-year programme called "Certificate on Social Innovation". We offer this extra-curricular, interdisciplinary training to around 30 students and young professionals, empower them to take over responsibility and open their minds to social challenges, and support them in generating and implementing their own innovative ideas on how to solve these social problems via entrepreneurial means. Over the last five years, we have been constantly optimising this programme and adapting it to the specific needs of our students. Feedback revealed growing demand from students who wanted to learn what it takes to become a social entrepreneur, but did not have time to participate in a two-year on-site programme.

Therefore, we created the "Certificate on Social Innovation: compact" ("ZGI:kompakt"): a comprehensive, hands-on, and intensive workshop that provides students with the necessary tools, methods, and concepts to create their first social startup idea within two days. The workshop is designed for 25 interdisciplinary students (independent of what degree they have) and young professionals.

It was a great challenge to develop an interactive, highly inspiring, hands-on, and innovative workshop that draws on and brings together the experience of a two-year programme. Nevertheless, it was the right decision to take on that challenge, as it turned out to be a great success. Since the first year, we have already taught the workshop 18 times (in Germany and abroad) and inspired over 450 students. Our goal with the ZGI:kompakt is to anchor social entrepreneurship education in academia, in order to ignite the spark of social entrepreneurship in all students. Given the continuous high demand among students and university partners, we are rolling out the workshop, together with our partner KFW Stiftung, at universities all over Europe, with a focus on South and Eastern European countries (especially crisis-hit countries). We want to establish a broad and effective Social Entrepreneurship Education Network for early stage ideas in the European academic environment, by providing universities with a train-the-trainer seminar and the materials needed in order to implement that workshop, by themselves.

We are convinced that social entrepreneurship will play a key role in entrepreneurship education, and that educators should consider that every business needs to act in a socially, economically and environmentally responsible and sustainable way.

### Learning Aims and Outcomes

With the ZGI:kompakt, we want to inspire students of all disciplines to think and act in a more socially responsible way. Our aim is to encourage students and young professionals from different disciplines to see socially relevant, entrepreneurial establishments as a potential opportunity



Bornstein, D. (2007) *How to change the world: Social entrepreneurs and the power of new ideas*, Oxford: Oxford University Press.



Martin, R.L. and Osberg, S. (2007) *Social entrepreneurship: The case for definition*, *Stanford Social Innovation Review*, 5(2), 28–39.



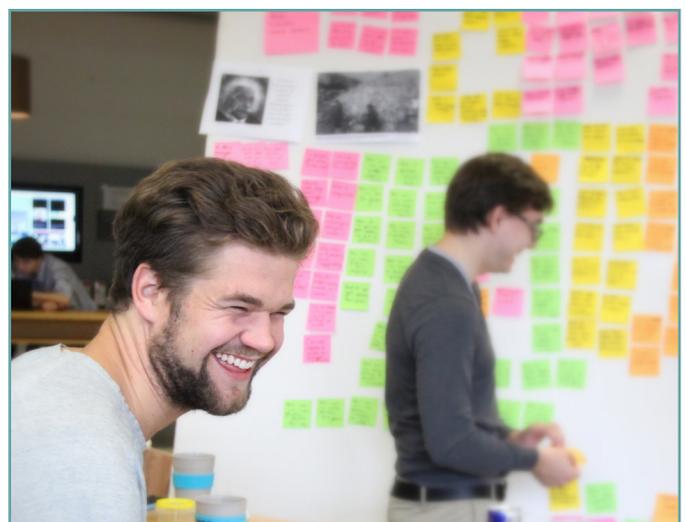
Phills, J.A., Deiglmeier, K. and Miller, D.T. (2008) *Rediscovering social innovation*. *Stanford Social Innovation Review*, 6(4), 34–43.

for their future career.

In the workshop, the participants learn what it takes to set up a social startup. They gain knowledge about the tools, methods, and concepts required to do so, and they go through an intensive learning process on how to generate their own innovative solutions for a social problem. Though it is not a demand of the programme, there have also been social startups that have evolved out of the workshop, which are currently taking their initial idea to the market. For instance, 'Ugly Fruits', a social enterprise that aims to sell fruits and vegetables that are left to rot on farmers' fields due to their imperfect shapes and sizes. Another project is 'Tool Up Your Life', a team of young women who are developing interactive, hands-on life-learning programmes for high school students, in order to prepare them for their life after school.

We see social entrepreneurship as a contributor to social innovation, as social entrepreneurs have a high motivation to generate social innovation in order to solve social problems in an entrepreneurial and sustainable way.

The programme is structured in the following consecutive modules:



MODULE 1: Introduction to social entrepreneurship exploring the history and definition of social entrepreneurship, hands-on, based on inspiring case studies and theoretical input.

MODULE 2: Methods & tools introducing the business model "Canvas" for social entrepreneurs, based on the case of a local social entrepreneur, and exploring intensively innovative finance instruments.

MODULE 3: Scaling & impact Learning how to develop a highly impact-driven scaling strategy, and how to effectively report on a Social Enterprise based on the Social Reporting Standard.

MODULE 4: Ideation Generating a first innovative social start-up idea, with methods such as design thinking, and learning how to develop a sustainable business model.

## Lessons Learned

One of our major success factors was our own entrepreneurial approach to setting up the programme, as we piloted it at an early stage and developed it further with the increasing feedback we received from our participants. Listening to our students was a great tool in terms of meeting their demands and creating an experience-driven workshop where they enjoy learning. Moreover, it was very important to include our strong network, and to establish co-operation with the local social entrepreneurship ecosystem from the very beginning. This allowed us to have direct access to new and established social entrepreneurs in the field, and to be able to constantly update our teaching materials. By directly involving successful social entre-

preneurs of the region within the workshop, we have created an authentic, hands-on learning experience that has theoretical elements, but is based mainly on practitioners' experiences. In addition, putting together a group of interdisciplinary students (80%) as well as young professionals (20%) helped to foster social innovation throughout the programme. We have noticed that, as we offer the workshop on an extra-curricular basis, students are intrinsically motivated to actively contribute to the programme.



## Resources

To help you design your own social entrepreneurship course, please go to the Coneect compendium of learning materials and search for 'social enterprise'.

The two videos below (both in German) provide a short overview of the Social Entrepreneurship Akademie and the ZGI:kompakt programme:

[www.youtube.com/watch?v=mkVB59BeTHw](http://www.youtube.com/watch?v=mkVB59BeTHw)

[www.youtube.com/watch?v=udvEw6EgjUY](http://www.youtube.com/watch?v=udvEw6EgjUY)

More at [www.seakademie.de](http://www.seakademie.de) and [www.zgi-kompakt.com](http://www.zgi-kompakt.com)

Flyer of the Social Entrepreneurship Akademie in English:

[http://www.seakademie.de/getattachment/presse/SEA\\_Flyer-englisch\\_Online-Version.pdf.aspx](http://www.seakademie.de/getattachment/presse/SEA_Flyer-englisch_Online-Version.pdf.aspx)

Flyer of the ZGI:kompakt in English:

[http://en.zgi-kompakt.de/wp-content/uploads/sites/2/2015/07/One-Pager\\_ZGIkompakt\\_EN.pdf](http://en.zgi-kompakt.de/wp-content/uploads/sites/2/2015/07/One-Pager_ZGIkompakt_EN.pdf)



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The Social Entrepreneurship Akademie has emerged as a leading center of competence for education for societal change. It was established as a joint initiative by the four university-based entrepreneurship centers in Munich. Under the slogan Education for Societal Change, this unique network organisation educates social entrepreneurs, or social changemakers. It also instills entrepreneurial thinking in all disciplines, and makes social impact a decision category in organisation.



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