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Heute an der Hochschule – morgen Unternehmerin

**Solve ecological and social problems
and earn money with them**



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The University of Hohenheim has almost 10,000 students in:

- Economics just 50 %
- Agricultural Sciences
- Natural Sciences

The main topics are:

- Shortage of water and raw materials
- Global food systems
- Sustainable agriculture
- Climate change
- Health Sciences



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For this reason, we have set a focus in the areas of bioeconomy and sustainable management to motivate women to start up

Our slogan is:

Through knowledge transfer - results in economically sustainable ecological transfer results

To earn money and create jobs

To make the world a better place with scientific expertise



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Two activities in this regard:

1. Events with the Social Entrepreneurship Academy
2. Slow Communication Workshop



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1. Social Entrepreneurship Academy

What is the goal of the SEA?

"With our programs and activities we raise awareness for current social challenges. We inspire people to shape the future differently and enable them to implement ideas in a sustainable way. By setting up our own initiatives by our participants, our visions are transferred to society."

SEA: an association of four Munich Universities
<https://seakademie.org>



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2-tägiger Workshop SEA:start

Einführung Social Entrepreneurship
Mi. 12. und Do. 13. Juni 2019

Fit* für sozialunternehmerische Ideen!



MODUL 1

Basiswissen:

Was bedeutet Social Entrepreneurship?
Definition und Fachbegriffe.
Organisationsformen und gesellschaftliche Zielsetzung.

MODUL 2

Methoden & Tools:

Business Modell Canvas für Social Entrepreneurs am Beispiel eines Sozialunternehmens.

MODUL 3

Impact & Skalierung:

Was bedeutet gesellschaftliche Wirkung?
Wie lernt meine Idee fliegen?

MODUL 4 *

Ideenfindung:

Mit der Methode Design Thinking eigene Ideen entwickeln.
Anwendung der erlernten Methoden und Instrumente.

*** Wollen Sie gesellschaftliche Probleme kreativ und unternehmerisch lösen?
Im Workshop lernen Sie die Grundlagen und Instrumente dazu kennen!**



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The contents of 4 modules was during the workshop. There was a highlight at the end of the event:

Five teams presented the implementation of their own idea and competed for the SEA-start title. There was only one winning team - but all participants were winners of the workshop.

There will be another workshop in May this year.



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2. Slow Communication

Initial consideration was:

Mentoring is often carried out in a one-to-one relationship between the mentee and the mentor

When it comes to entrepreneurship mentoring, we have found that this form is not very effective for both sides

We wanted to try something different and chose a different form of support.



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Slow communication is a method to solve a problem. Different actors from different fields deal with a concern and bring their thoughts to the discussion into the group. In the end, the ideas are brought together and ideally the first solutions are found.



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An Example:

Our two female founders with the business idea:

Prepare bananas that are thrown away in retail stores for granola.

(they won the female funders cup 2019 from Baden- Württemberg)

The following questions were brought up in the Workshop by the founders:

- Which customers can we best address with our product?
- Which product features are the most important ?
- Does there really exist a customer need or customer acceptance?



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- Possible distribution channels
- Which are suitable?
- What has to be considered?
- How do we get contacts to the food industry ?



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Interlocutors from the food industry, the food retail trade and marketing experts were happy.

The event was very successful. There was a direct contact to REWE to pick up the bananas and to place the muesli on the shelves and many good tips and support offers.



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Conclusion of the projekt so far:

We have made the experience that female students are very open-minded and interested in the subjects mentioned at the beginning, which our university offers as courses of study. And we see a great potential for start-ups in these areas in the future.

The connection to do something good for society and to become independent has great potential



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