

What is the ZGI:kompakt?

The ZGI:kompakt (Certificate in Social Innovation:compact) is a two-day, hands-on workshop on social entrepreneurship targeted towards interdisciplinary students and young professionals. The interactive workshop introduces the participants to the field of social entrepreneurship and supports them in generating their own social startup ideas. Based on approved methods and instruments, the students get to know existing social enterprises and learn what it takes to set up own innovative solutions for the social and environmental challenges of our time.

Who developed the ZGI:kompakt?

The Social Entrepreneurship Akademie, a unique joint initiative of Munich's four universities (Ludwig Maximilian University, Technical University, University of Applied Sciences, UniBw Munich) developed this program. Since 2014 it is funded by the KfW Stiftung.

Why should you organize the ZGI:kompakt on-site?

"How am I going to live my life? What will I be working in?" These are the questions most young people are dealing with. An answer could lie in a social entrepreneurial way of acting and the workshop offers a deep dive into this field. After a successful kick-off in Germany, the workshop is now open for universities and academic institutions throughout Europe with a focus on South and East European countries. Our aim is to establish a broad and effective Social Entrepreneurship Education Network for early stage ideas in the European academic environment. Become an attractive pioneer in the European educational landscape and support the social entrepreneurial commitment of your students or employees.

How can you book the ZGI:kompakt?

Get in touch with us in order to jointly offer the ZGI:kompakt at your university. Moreover, you get the possibility, in a second step, to receive our workshop content, all training materials and a "training for trainers" seminar in order to implement the ZGI:kompakt programme in the long run independently at your university.

- 25 students from across disciplines
- 2 days
- Europe-wide at your university or academic institution



Module 1: Introduction to Social Entrepreneurship

Based on practical case studies and theoretical input the history and definition of social entrepreneurship will be explored hands-on in an international context.



Module 2: Methods & Tools

After an interactive introduction to the business model Canvas for social entrepreneurs, an intensive exploration of innovative finance instruments will follow.



Module 3: Scaling & Impact

Based on the Social Reporting Standard the participants learn how to effectively report on their projects. Further practical scaling strategies will be developed.



Module 4: Ideation

With methods like design thinking, participants will generate a first innovative social startup idea and will learn how to develop a sustainable business model for it.