

FORMAT for CASE COLLECTION (WP2)

SECTION 1 (cover page): Introduction (in English)

Name of the Case

SensAbility

Abstract

SensAbility is the biggest student led initiative on social business in Europe with about 200 participants from all over the world. It is an event created by students for students to interact with social entrepreneurs, learn about sustainability in business and get actively involved with the entire field.

Website

<http://www.sensability.de/>

Contacts (SIKE team)

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SECTION 2: Case description

SensAbility

Objectives

The goal is to raise the awareness of the participants for current societal and ecological problems and to show students ways to connect their professional career with social responsibility. During a two-day conference filled with speeches, discussions and interactive workshops the participants will get the chance to draw inspirations from the world's leading social entrepreneurs and finally put their ideas into praxis!

Clients, audience

Students & Alumni

Position along the SI Spiral

- Identify Opportunities & challenges
- Generate ideas

Relationship with HEI(s) (High Education Institutions)

- SensAbility is a self-organized student initiative of the WHU – Otto Beisheim School of Management (Koblenz/Vallendar/Düsseldorf), one of the best and renowned German business schools.
- On the one hand the high education institutions learn a lot about their future students and are able to develop and design a program, which fits better for their students.
On the other hand they are able to change their administration and management and can be a good partner for cities and the state government to develop the region and are able to identify challenges and opportunities to change and to develop the region in many cases.

Finance model and resources

The yearly conference is founded by business partners, ticket sales and the university itself.

Methodology

Format:

- Conference with keynotes, workshops
- Social Impact Pitch
 - Selected participants will present their new idea in the format of a 5-minute social impact pitch. Following the pitch, there is a 15-minute period for discussion with expert conference speakers, questions and answers, and feedback from the audience.

Products, results

- Social Innovation Knowledge Exchange
- The Social Impact Pitch will provide participants with an opportunity to formulate and present their program, collaborate with others interested in their idea and receive feedback, ideas, and mentoring from expert speakers and from other conference participants. Professionals and students are eligible to submit a social impact pitch.

Impact and results

Actually there are no indicators of impact.

Overall impact

Empower students in the field of social entrepreneurship, create a valuable network and foster knowledge exchange as well as social spin-offs from universities.

Images



<http://www.sensability.de/pitch.html>