

Programme
Summer School 2009

22-28 August 2009

Jacobs University Bremen

Break the cliché!

A man in a dark suit and tie is sitting on a chair, looking directly at the camera. He is wearing large, light-colored boxing gloves. The background is a plain, light-colored wall. The text "Break the cliché!" is written in a white, cursive font across the middle of the image.

	Saturday, 22.08.09	Sunday, 23.08.09	Monday, 24.08.09	Tuesday, 25.08.09	Wednesday, 26.08.09	Thursday, 27.08.09	Friday, 28.08.09
7:00-7:30							Departure
7:30-8:00							
8:00-8:30							
8:30-9:00							
9:00-9:30		Introduction to Social Entrepreneurship I	Welcome/ Business Model & Value Architecture	Marketing	Contract Law & Legal Company Forms	ImpACT ³ Assessment I	
9:30-10:00							
10:00-10:30		Coffee Break	Coffee Break	Coffee Break	Coffee Break	Coffee Break	
10:30-11:00							
11:00-11:30		Introduction to Social Entrepreneurship II	Blended Value	Public Relations	Gifts/Donations & Property Rights/ Press conference Int.	ImpACT ³ Assessment II	
11:30-12:00							
12:00-12:30					Photo Session		
12:30-1:00		Lunch Break	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
1:00-1:30	Arrival						
1:30-2:00		Brainstorming & Team-Building	Idea-Selection & Processing	Marketing & PR I	Project Planning	ImpACT ³ Assessment III	
2:00-2:30							
2:30-3:00							
3:00-3:30			Coffee Break	Coffee Break	Coffee Break	Coffee Break	
3:30-4:00							
4:00-4:30			Customer Needs & Customer Value	Crystallation & Further Development	Marketing & PR II	Financial Management	The way ahead/ Evaluation & Closing
4:30-5:00							
5:00-5:30							
5:30-6:00			Key Note	Key Note	Key Note	Key Note	
6:00-6:30							
6:30-7:00			Dinner		Dinner	Dinner/ Departure	
7:00-7:30		Social Event & Dinner		impACT ³ -Party			
7:30-8:00	Welcome						
8:00-8:30	Snacks						
8:30-9:00	Presentation						
9:00-9:30							
9:30-10:00							
10:00-10:30	Informal gathering						
10:30-11:00							

Saturday, 22 August 2009

1:00-7:00 p.m. (RLH)	Arrival of students on Campus & Check in
7.30-8:00 p.m. (UC)	Welcome by the Vice President, Dr. Alexander Ziegler-Jöns Welcome by the Project Manager, Petra Wickenkamp Welcome and organisational announcements by the Project Manager, Kerstin Wilde
8:00-8:30 p.m. (UC)	Snacks
8:30-9:30 p.m. (UC)	Presentation of the Team Academy
09:30 p.m. – open end (UC)	Informal gathering

Sunday, 23 August 2009

9:00-10:30 a.m. (CNL)	“Introduction to defining characteristics and the theoretic frame of Social Entrepreneurship” Prof. Dr. Björn Bjerke
10:30-11:00 a.m.	Coffee Break
11:00-12:30 a.m. (CNL)	Continued: “Introduction to defining characteristics and the theoretic frame of Social Entrepreneurship” Prof. Dr. Björn Bjerke
12:30-1:30 p.m.	Lunch Break
1:30-3:00 p.m. (EW)	Brainstorming with Team-Building Learning Coaches from Team Academy
3:00-3:30 p.m.	Coffee Break
3:30-5:00 p.m. (EW)	Customer Needs & Customer Value Team Academy
5:30-6:30 p.m. (CH)	“The joyful power of social business” Hans Reitz
6:30-10:30 p.m.	Boat Trip and City Tour Bremen

CH = Conference Hall, Campus Center | CNL = Conrad Naber Lecture Hall, Reimar Lüst Hall
 EW = East Wing, Campus Center | KC = Alfred Krupp College
 RLH = Foyer, Reimar Lüst Hall | UC = University Club

Monday, 24 August 2009

9:00-9:10 a.m. (EW)	Welcome by the President Prof. Dr. Joachim Treusch
9:10-10:30 a.m. (EW)	Business Model & Value Architecture/Chain Dr. Alexander Osterwalder
10:30-11:00 a.m.	Coffee Break
11:00-12:30 a.m. (EW)	Blended Value Dr. Alexander Osterwalder
12:30-1:30 p.m.	Lunch Break
1:30-3:00 p.m. (EW)	Idea-Selection and Processing Team Academy
3:00-3:30 p.m.	Coffee Break
3:30-5:00 p.m. (EW)	Crystallation and Further Development Team Academy
5:30-6:30 p.m. (CH)	“The Future of Social Corporate Responsibility” Sven Murmann
6.30-7:30 p.m.	Dinner

Tuesday, 25 August 2009

9:00-10:30 a.m. (CNL)	Marketing for Social Entrepreneurship Prof. Dr. Helge Löbler
10:30-11:00 a.m.	Coffee Break
11:00-12:30 a.m. (CNL)	Public Relations Prof. Dr. Helge Löbler
12:30-1:30 p.m.	Lunch Break
1:30-3:00 p.m. (EW)	Marketing & Public Relations (Teamwork/Exercises) Team Academy/Prof. Dr. Helge Löbler
3:00-3:30 p.m.	Coffee Break
3:30-5:00 p.m. (EW)	Marketing & Public Relations (Teamwork/Exercises) Team Academy/Prof. Dr. Helge Löbler
5:30-6:30 p.m. (CH)	“Transition to Social Entrepreneurship in Germany” Markus Seidel
7:00-11:00 p.m. (KC)	impACT ³ -Party

Wednesday, 26 August 2009

9:00-10:30 a.m. (CNL)	Contract Law and Legal Company Forms Dr. Claudia Nottbusch/Dr. Stephanny Reil
10:30-11:00 a.m.	Coffee Break
11:00-12:00 a.m. (CNL)	Gifts & Donations in a Legal Perspective Intellectual Property Rights Dr. Claudia Nottbusch/Dr. Stephanny Reil
11:00-12:00 a.m.	Press conference
12:00-12:30	Photo Session & Meet the Media (This photo session will be on the stairs in front of Campus Center)
12:30-1:30 p.m.	Lunch Break
1:30-3:00 p.m. (EW)	Project Planning (Teamwork & Exercises) Team Academy
3:00-3:30 p.m.	Coffee Break
3:30-5:00 p.m. (EW)	Financial Management (Teamwork & Exercises) Team Academy
5:30-6:30 p.m. (CNL)	Case Presentation: Foundation Friedehorst Dr. Matthias Spranger
6:30-7:30 p.m.	Dinner

Thursday, 27 August 2009

9:00-10:30 a.m. (CNL)	impACT ³ Assessment I Prof. Dr. Adalbert Wilhelm
10:30-11:00 a.m.	Coffee Break
11:00-12:30 a.m. (CNL)	impACT ³ Assessment II Prof. Dr. Adalbert Wilhelm
12:30-1:30 p.m.	Lunch Break
1:30-3:00 p.m. (EW)	ImpACT ³ Assessment (Teamwork and Exercises) Prof. Dr. Adalbert Wilhelm
3:00-3:30 p.m.	Coffee Break
3:30-5:00 p.m. (EW)	The way ahead Evaluation & Closing
5:30-6:00 p.m. (CH)	StartSocial Dr. Sunniva Engelbrecht
6:00-7:00 p.m.	Dinner

Profiles



Prof. Dr. Björn Bjerke

Professor of Entrepreneurship, School of Business, Stockholm University and Baltic Business School; Kalmar University College, Sweden

Prof. Bjerke has been working with entrepreneurship in theory and practice for about 25 years. He has been professor at two Swedish universities (Lund 1979-1984 and Stockholm since 1999) and at two Swedish university colleges (Malmö 2001-2007 and Kalmar since 2007). He has also been working at universities in Nigeria, New Zealand, Saudi Arabia and at the National University of Singapore (1991-1999). Since 2005, Prof. Bjerke is also active in the Europe-Asia link (together with University of Lancaster) to promote entrepreneurship teaching in Laos and China. His research has been focussed on "entrepreneurship and culture", "entrepreneurship and regional development" and "social entrepreneurship".



Dr. Sunniva Engelbrecht

StartSocial e.V.

Sunniva Engelbrecht is a fully trained banker and a graduate psychologist. After her studies she worked in personnel and organisation development. After she received her PhD in Denmark she made a conscious decision to take over responsibility in the social sector and established a pilot project to support families on the brink at wellcome gmbH. Since May 2009 she is a team member of startsocial e.V. where she is responsible for fundraising.



Iiro Kolehmainen

Teamentrepreneur, Team Academy

Iiro Kolehmainen is a fourth year teamentrepreneur in Team Academy (special unit for Entrepreneurship and Leadership at Jyväskylä University of Applied Sciences), part of Team-company KrokoDiili. He worked as Head of International Affairs in TA FINLAND 2008-2009, projects in France (2007), Germany (2008) and Spain (2009), and is affiliated with different Guerillamarketing-campaigns in Finland for a variety of customers. As consultant, he cooperates with Good Idea Innovations in Jyväskylä. Special trainings he benefitted from: Marketing training program 6 (2008), Young manager to leader -program (ongoing until end of 2009)



Lasse Leinonen

Teamentrepreneur, Team Academy

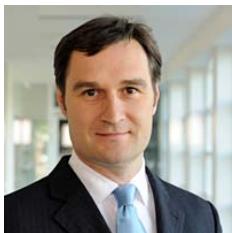
Lasse Leinonen is a second year teamentrepreneur in Team Academy and a member of the co-operative Manifant. Lasse was a member of the directorate in the co-operative Manifant and currently is Head of the International Affairs in Team Academy Finland 2009. He also participated in a special marketing training program.



Prof. Dr. Helge Löbler

Professor of Management & Marketing, University of Leipzig

Helge Löbler is Professor of Management and Marketing at the University of Leipzig, Germany. He studied Cybernetics and Economics at the universities of Stuttgart and Bonn. He received his Ph.D at the University of Bonn in Economics (summa cum laude). He got the first McCann-Erickson Award for a Paper entitled "Lernziel: Soziale Marktwirtschaft" (Social Market Economy as an Educational Goal). He also received an award for his outstanding contributions to the 12th International Colloquium in Relationship Marketing. Helge Löbler is member of the editorial board of the *International Journal of Applied Marketing* and has lectured at different international Universities like, University of Tartu, Estonia, University of Houston, Texas, USA, Georgetown University, Washington D. C., USA, American University, Washington D. C., USA, University of Maryland, USA, China University of Mining and Technology, Xuzhou, VR China, Peking Institute of Technology, Peking, VR China. His main research area is social constructionism and its impact on Management, Marketing, Entrepreneurship and Business Education.



Dr. Sven Murmann

Managing Director Sauer Holding and Publisher Murmann Verlag GmbH

Sven Murmann, age 41, commits his professional work to both commercial and social institutions. After several research and teaching positions in Philosophy and Political Science he left the academia to pursue a career in the corporate world. Today Murmann leads as Managing Director a Private Investment Company held by his family. Murmann is also the founder of Murmann Verlag, a publishing company based in Hamburg. He is committee member of various academic, social and cultural institutions: Among others, he serves as the Chairman of the Schleswig-Holstein Music Festival Foundation Board and as a member of the Advisory Council of the Centre for Responsibility Research, Essen. His primary focus is the development of the *Studienförderwerk Klaus Murmann*, a fellowship organisation founded by his father with more than 1200 students being supported.



Dr. Claudia Nottbusch

Claudia Nottbusch is a lawyer, notary public and partner of the law offices of Büsing, Müffelmann & Theye in Bremen. She also acts as special solicitor in administration law and confirmation of theoretical requirements for the special solicitor in commercial and company law.

Dr. Nottbusch advises entrepreneurs and enterprises in all areas of administrative law connected with commercial activities. This includes contracts, corporate law and also privatization of public enterprises. Her daily business also is advice in all matters of public procurement as well as of commercial residential law and other questions concerning contracts and real estate.



Dr. Alexander Osterwalder

Dr. Osterwalder is a sought-after author, speaker, workshop facilitator and advisor on the topic of business model design and innovation. He has established himself as a global thought leader in this area, based on a systematic and practical methodology to achieve business model innovation. Executives and entrepreneurs all over the world apply Dr. Osterwalder's approach to strengthen their business model and achieve

a competitive advantage through business model innovation. Organizations that use his approach include 3M, Ericsson, IBM, Telenor, Capgemini, Deloitte, Logica, Public Works and Government Services Canada, and many more.

Besides his speaking engagements, Dr. Osterwalder focuses on executive training in the domain of business model development and innovation. Previously, he helped build and sell Arvetica, a Geneva-based consulting boutique advising private banking and wealth management executives. He has also helped build a globally active not-for-profit organization selling community-based knowledge management to governments, UN agencies and NGOs. Throughout his career he has worked for various industries, including the technology, media, telecom, public, industrial and retail sectors.



Dr. Stephanny Reil

Stephanny Reil is a lawyer and partner of the law offices of Büsing, Müffelmann & Theye in Bremen; special solicitor and master in tax law (M.R.F.)

Dr. Reil advises her clients especially in tax law as well as in commercial and corporate law. Her daily business is M&A, founding and restructuring of companies, business successions, joint ventures and also litigation in tax matters. She will present on the legal forms of social enterprises.



Hans Reitz

Managing Director, circ responsibility and circ corporate

Hans Reitz has travelled the world and, among others, studied classic music instruments in India. He was involved in theatre projects, created a new kind of natural shakti, an interface to the nature (1992) as well as the event agency circ in Germany (1994). As a serial entrepreneur, Hans Reitz was and is involved in a number of different ventures. In addition, he acts as creative adviser of Nobel Prize winner, Prof. Mohammad Yunus and directs the "Grameen Creative Lab" (a joint venture of Yunus Center Bangladesh and "circ responsibility"). Hans Reitz also promotes civil initiatives for social change as well as organic agriculture and acts as lecturer and speaker on social enterprise in industry and the academic context.



Markus Seidel

Founder, Spokesman and Managing Director, Offroad Kids Foundation

Markus Seidel (42) is a founder and spokesman of the board as well as a managing director of the Off Road Kids Foundation. The Off Road Kids' Street Social Work attaches great importance to inquiring about the teenage "runaways" and street kids' best possible future prospects all over the country. Since 1994, more than 1,500 young people were kept away from the streets by social workers of the Off Road Kids Foundation. Off Road Kids has street social work-branches in Berlin, Hamburg, Dortmund and Cologne, and a hotline for parents of "runaways" and two children shelters in Bad Dürheim, in the Black Forest. Off Road Kids finances the total Countrywide Street Social Work exclusively from sponsorship without state subsidy. Main sponsors are Vodafone Foundation Germany, Deutsche Bahn AG, Bausparkasse Schwäbisch Hall and Permira Beteiligungsberatung GmbH. The most recent initiative has been the establishment of the Institute for Pedagogic Management (IfPM) in April 2008, in Bad Dürheim. For the first time in Germany there is a part-time undergraduate program for pedagogues without A-level. With respect to interconnectedness of pedagogy, management, and communication, Markus Seidel maintains that IfPM stands for result-oriented education, which constitutes a demanding management and communication. In 2003,

the former German President, Johannes Rau, awarded the Federal Order of Merit to Markus Seidel. For managing the public social aid of the foundation and balancing the dimension of its corporate profit, the achieved perspectives for street kids, as well as the resulting economic return, Markus Seidel, Off Road Kids' president, was named the first German "Social Entrepreneur." Seidel was awarded the prize by Klaus Schwab in the name of "The Schwab Foundation" and invited to Davos in 2006. This year, both concept of the nationwide social street work and establishment of an academic institute, were granted with the "Land der Ideen" award by Federal President Köhler. Markus Seidel comes from Donaueschingen, a small town in the Black Forest. He studied sociology in Freiburg, originally worked as a journalist and ran an advertising agency. In 1994, he published the book "Straßenkinder in Deutschland" and was an editor of the „Dees-Verzeichnis Wirtschaftswissenschaften – Bibliographie der Prädikatsarbeiten“ published in 1998. Since the establishment of Off Road Kids, Markus is managing the public social aid to the foundation.



Dr. Matthias Spranger

Head, Friedehorst Neurological Rehabilitation Centre

Matthias Spranger, MD, started his postdoc scientific education at the Middlesex Hospital, London, UK, in 1987, and subsequently at the Max Planck Institute of Biochemistry in Martinsried, Germany. In 1989 he joined the Department of Neurology at the Heidelberg University, Germany, and focused on cerebral ischaemia, neuromuscular and neurogenetic diseases. In 1999, he became head of the Stroke Unit in the Department in Bremen and took up his current position in 2000.



Prof. Dr. Dr. h.c. mult. Joachim Treusch

President, Jacobs University Bremen

Professor Treusch studied physics in Marburg and Berlin (TU) and finished his doctoral degree in 1965 as well as his post-doctoral studies in 1969. He worked as a professor at the University of Frankfurt and held the chair of theoretical physics at the University of Dortmund. Furthermore, he worked as a Dean, deputy vice chancellor and member of the Senate. Since 1987 he was a member of the Board of Directors of KFA Jülich where he was responsible for "Basic Physical Research and Information Technology" until 1997. Between 1990 and 2006 he was a chairman of the Board of Directors of Forschungszentrum Jülich GmbH (KFA) and from 1998 onwards responsible for "Environment and Life Sciences". Joachim Treusch was a member and chairman of various expert committees and panels of the BMFT/BMBF, as well as scientific councils and boards. He holds various positions as a chairman or president as well as a member of senate of German Associations and Societies. Joachim Treusch is a bearer of Order of Merit 1st class of the Federal Republic of Germany and Chevalier de la Legion d'Honneur, France. Furthermore, he holds a Honorary doctorate from the RWTH Aachen and the Jagellonian University Cracow/Poland as well as Honorary professorships from the Shanghai Jiao Tong University and the Tongji University Shanghai. Since 1987 he has published about 200 papers and public talks on scientific and technological development, education, technology transfer, and public understanding of science.



Kaisu Tuominiemi

Teamentrepreneur, Team Academy

Kaisu Tuominiemi is a teampreneur from Team Academie Finland and also acts as Coordinator Society of Organizational Learning, Finland. She participated in the Young Leaders Education Programme last year and went through further training on innovation, creativity and product

development this year. Kaisu's specific passion is dancing. At Team Academy she's mainly dealing with marketing, leadership and coaching. She has been involved in organizing an entrepreneurial event for high school students to find their future dream and to start to do actions towards it – in Finland and in the Basque Country. Likewise, marketing of Team academy's entrepreneurial leadership program was part of her duties. Up to February 2009, Kaisu acted as Assistant Team Leader/Assistant Coach with the international teams as well.



Petra Wickenkamp

Project Manager impACT³, Vodafone Foundation Germany

Petra Wickenkamp studied Anglistics as well as Romance languages and literature in Germany, France and the States. She held a number of positions in the private sector before joining the Vodafone Foundation Germany in 2005. Petra Wickenkamp heads the division "Art, Culture and Study Programmes" at the foundation. Thus, she is in charge of the identification, development and guidance of projects that constitute innovative approaches. "Düsseldorf ist ARTig" is implemented in cooperation with the Culture Office of the city Düsseldorf and its youth contest in arts has earned supra-regional reputation throughout the years. Since 2006, Petra Wickenkamp also manages "Vodafone Chancen" - the scholarship program that offers young Germans from immigrant families a new access routes to excellent education. Thus, it is no wonder that she also leveraged the student contest in social entrepreneurship – the title "impACT³" is owed to her inspiration.



Kerstin Wilde

Project Manager impACT³, Jacobs University Bremen

Kerstin Wilde based her Master Thesis on an analysis of institutions like the Grameen Bank in Bangladesh or the Self-Employed Women's Association in India - which meanwhile are renowned "social businesses". After a few years in research, she entered the consulting industry in 1992 and spent about 10 years consulting primarily on SME and entrepreneurship promotion, technology transfer and financial systems' development in Asia, Africa and Europe on behalf of the GTZ, EU or World Bank. Heading the pre-incubator at the University of Rostock thereafter and having been entrusted with the introduction of entrepreneurship education at five universities in Mecklenburg-Western Pomerania, she meanwhile serves as Director Executive Education at Jacobs University - and still promotes entrepreneurial initiatives, like impACT³.



Prof. Dr. Adalbert Wilhelm

Professor of Statistics, Jacobs University Bremen

Adalbert Wilhelm is a professor of statistics at Jacobs University Bremen. His research interests focus on information retrieval and cover research fields such as data and information visualization, exploratory data analysis, data mining and knowledge management. In his work, he uses a broad spectrum of computer-based methods for model building and hypothesis generation aiming at providing strategies as well as software prototypes for data exploration applicable to real data. In the past, this led to fruitful cooperations and contacts with banks, statistical bureaus, market research organisations and other industries. Some recent work addresses the processes of knowledge creation and knowledge transfer in online communities. His most recent research focus is on combining semantic and syntactic information in the process of image and video analysis using cluster analysis techniques and association rules. His teaching portfolio comprises the whole range of information retrieval:

from data collection and data maintenance over data analysis to data and information presentation.



Dr. Alexander Ziegler-Jöns

Vice President University Development, Jacobs University Bremen

Dr. Ziegler-Jöns studied Physics and made his PhD as well as his Habilitation in Biophysics at the Technical University of Munich. The first four years after graduation he spent working in industry, and for one year he taught at a private high school. From 1989 to 1999 Dr. Ziegler-Jöns held a position in the Ministry for Education and Science (Senator für Bildung und Wissenschaft) in Bremen, where he was responsible for the planning and development of Bremen's scientific and research infrastructure, with a special investment program of 1 billion DM over ten years. In this function he was involved in the development of several academic and research institutions in Bremen, and at the end also in the founding process of former International University Bremen, now Jacobs University Bremen, a private, highly selective research university with a broad range of studies in science and engineering, humanities and social sciences. In 1998 Dr. Ziegler-Jöns acted as the CEO of the International University Bremen Planning Corporation, and after IUB's founding in February 1999, he became Vice-President. In this position, he is responsible for student affairs like admission, campus activities, registrar and financial aid, but also for transfer issues like intellectual property commercialisation and the development of the Science Park.