

IMPACT³ CONTEST FOR SOCIAL ENTREPRENEURSHIP | PROJECT REPORT

GENERATION UPLOAD

JACOBS UNIVERSITY BREMEN | GERMANY

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MISSION STATEMENT

„Empowering young people to create awareness and develop creative solutions to problems in their immediate environment.“

EXECUTIVE SUMMARY

Obtaining an affirmation of the prospective customer is merely the first step that makes your business successful. To ensure that your customer actually buys your product and that the first encounter turns into future sales, many recommendations, and a mutual relationship, should be the ultimate intent of a company and its marketing strategy. Likewise, we do not simply want to consider and focus on today's achievements and leave a slight impression but we aim to leave a sustainable impact. This initial desire gave birth to our business model "Generation Upload".

Our major purpose is to empower young people to enhance their marketing skills and coevally encourage them to be responsible for raising awareness for social and environmental issues in their everyday life. We want to provide them not only with a fish but also with a rod and line in such a way that they have the necessary skills at hand to be able to create posters, brochures etc. for events, NGO's (e.g. Caritas Bremen-Nord), private companies (e.g. family run bistros) and hence can run their "own company" in their local school. We want to shape a generation that not only consumes but also produces- Not only adjusts and accepts but doubts and debates- Not solely demands but also provides. We want a generation that is not passive but active –Generation Upload.

Don't be a mere consuming downloader- be a productive uploader!

THE TEAM AND ITS MEMBERS

We chose the name "Generation Upload" because it the name of an active, creative, independent, critical thinking generation that finds solutions instead of complain about problems and that acts instead of just talk.

Our team consists of the following four people:

Name	Major	Role in the team
Ebru Uzun	1 st year Integrated Social and Cognitive Psychology and Biology/Neuroscience	rational thinking strategy-setter
Olga Schmidt	1 st Year Integrated Social Sciences	passionate communication talent
Shinta Harsana	3 rd year student, majoring in Integrated Social Sciences	experienced marketing brain
Susanne Benner	1 st year International Logistics Management and Engineering	creative organizer

Our team was built under less than favorable circumstances, owing to the fact that mandatory participation was announced one week after competition phase started. Furthermore we didn't have the orientation and general overview of this particular field of work, just a brief introduction, which was not sufficient to generate ideas on a high level of work and a broader range of impact very easily.

Nevertheless we put together our experiences and skills, to come up with a good idea. The composition of our group members was more or less arbitrary but in the end it turned out that in fact we had all the features we needed combined together: strategy setter, communication talent, marketing brain and organizer were exactly the kinds of persons we needed in order to carry out our project. We had the ideal combination of experience, idealism, organization and personal sympathy from day one.

Jacobs University Bremen provided us with an excellent working environment and supported our ideas by sponsoring diverse material and rooms, which will be mentioned later in this report.

SOCIAL ENTREPRENEURSHIP INITIATIVE / BUSINESS IDEA

VISION

We as "Generation Upload" have the vision to empower young people to actively create and promote creative and sustainable solutions for a more peaceful, just and ecologically intact world. The generation of young people we address comes from socially disadvantaged families without any good future perspectives, and a high frustration potential. We want them to get out of their lethargy and put their energy into something worthwhile.

In this process they are going to learn, that they are able to change things by taking over responsibility. In the end we want them to believe in themselves, in the power they can use for spreading awareness, and in being able to actually make this world a better place, seeing that this is giving them future perspectives.

MISSION

Our mission will be carried out in three steps, which we will be the following over a longer time period, as change does not come at a moment's notice but step by step.

The first step is making our "Generation Upload" aware of their own capacities, showing them the creativity they possess and making them sensitive to problems in their world that need to be tackled.

In a second step inspiration has to be spread by giving them different kinds of input, such as simple, cheap and effective marketing strategies, graphic design skills, good presentation techniques, knowledge of preparing a successful events, etc.

As a last step we will give them the possibility to come up with their own ideas of projects for improving their specific environment.

These three steps, awareness, inspiration, and creation are the pivotal keys to making our vision become reality.

This approach will not only foster the self-esteem of our young generation and diminish their frustration and aggression, but also give them future perspectives and provide them with skills they will need in their future life. Furthermore, this process will bring along changes in social means, as “Generation Upload” will grow into a business not only changing things on a local basis, but also getting in contact with the outer world by promoting NGO’s or even small family run businesses by using their earned marketing and graphic design skills.

VALUE PROPOSITION

We want to provide a link between young people, businesses, media professionals and society. Therefore we want them to work together and for each other. In order to obtain this result we will consult young people on how to get started with a project through several workshops. Throughout the implementation phase of the project we will be in close contact with our “Generation Upload” by providing mentoring and support, which results in a win-win situation for all stakeholders.

DEVELOPMENT OF VALUE CHAIN

Due to the fact that we didn’t have the best conditions with regard to the time available, we decided to focus on limited resources and maximizing the social impact. Our field of social impact should be geographically close, and the impact very basic and easily measurable.

Determining the field of impact, respectively our target group was rather easy, as we wanted to focus on young people with deprived backgrounds, who live in our local area, where social impact would be measurable over a long period of time. We wanted to give them a possibility to become self-confident and take responsibility for their behavior and their environment.

Our first idea was to connect them with academic environment and art on our campus. We wanted to give workshops on different kinds of art and provide them with tools (skills, or material) so that they can start their own business by selling self-made art pieces.

In a second thought we came up with another, more modern version of our original workshop idea. Inspired by the new marketing slogan of Vodafone, we decided that we should do something more “up to date”, something “online” or “uploaded”. We thought of “Generation Upload” as a generation of young people having a lot to do **with virtual life and computers**. To make our offer more attractive to our target group we concluded that we would do workshops on graphic design instead of art, and let “Generation Upload” make their own posters and flyers.

This thought generated another idea, the idea of using the products of “Generation Upload” for marketing purposes. First we wanted to cooperate with local family run businesses and promote them by making posters for them, but later on working with NGO’s and promoting their projects with “Generation Upload” products seemed a very attractive idea.

So that in the end we came up with the whole concept of “Generation Upload”, which is a perfectly harmonic concept in all of its stages and will be carried out with commitment, passion and determination

THE MARKET / COMMUNITY SYSTEM

Democracy as a form of government is one that demands most of the individual human being as the quality of a democratic system solely depends on the degree of participation of its citizens. In order to be able to actively participate in democracy, it is necessary for citizens to know more about their immediate and extended environment than they would usually do in a less participatory form of government to make informed choices and rational decisions. The issues, however, are getting more and more complex as the pace of knowledge generation accelerates. Citizens rely on the education system and to a growing extent on the media to provide them with orientation about how to make those decisions.

The information age and the development of new Information and Communication Technologies, as it has been proven in many empirical studies, has not only led to a much faster and more efficient generation and dissemination of information of all kinds, but also contributes to a stratification of class differences as media are increasingly commercialized and not everyone profits equally. The phenomenon called “Digital Divide” and has been widely recognized as being a global problem. The challenge is to not only equip citizens with physical access to information but also to give them the means and capacities to use them most effectively to improve their status quo.

In Germany access to information is relatively easy as the standard of living is so high that it allows almost everyone to own a TV set or a computer with internet access. Media consumption is not only taking place actively, but in a lot of cases we are just passively subjected to media messages, for instance to advertising. There are so many companies, institutions and ideas that compete for our attention every single day that it is getting ever more difficult to assign relevance and value to them for our own lives. There is a huge industry whose sole reason of existence is to place products and/or ideas into people’s heads that otherwise would not have existed for them. There is a need to make people aware of the effects this changing patterns of information dissemination can have for the (consumer) society and for their own lives.

This dimension of the “Digital Divide” is hardly given any importance in Germany yet precisely because of the established power structures. Private business has no interest in promoting critical consumption, neither of media nor of their products. Governments have been slow to recognize the change in the media environment and the demand for more active participation of the citizens.

It would be the task of the educational system to tackle this problem, but as we know from various reports, it is not prepared at all to do so. Sometimes it is argued that it is the task of parents to teach their children about it, but the question is whether this is not a too demanding task.

Education for “the critical citizen” and the “critical consumer” seems to be a public good – without it nothing would work in society – but there seems to be no stakeholder able and willing to actually be responsible for it. The need is there, but there is no market yet and it seems questionable whether there it is at all a problem that can be ever solved by market mechanisms.

Our team attempts to contribute to a sustainable solution by coupling raising awareness for effects of the media and consumer society with empowering young people to become active citizens. The key to achieve this goal is to make young people more confident in their own reason and in their own potential to improve their lives and the lives of others.

There are two types of capital accessible to provide us with the few necessary resources we require. The first is direct and indirect philanthropic capital, meaning money from sponsors and donations as well as NGOs that would provide us more with non-tangible resources like contacts and know-how, but might also be willing to pay. Secondly, the students might also create services and products in the end that businesses would be even willing to pay for (we were thinking of for instance guerilla marketing strategies).

For our first workshop we were lucky to have very generous sponsors, which made us very optimistic that a sustainable partnership is possible. Once our project has a reputation and generates enough impact in schools, it is realistic that we will attract more sponsors and businesses.

RESOURCE ACQUISITION, VALUE GENERATION AND MARKETING/SALES

In order to realize our project we needed different kinds of resources:

As a starting point we had our basic human resources, our own capacities so we split up the tasks. In the end everyone had a special task, as mentioned in the beginning but time was always a negative factor so that everyone contributed to the whole process by taking over tasks from one another.

On the one hand there was the issue of finding interested young people from our area, who want to participate in our project, on the other had there was the logistical organizing of the workshop, we needed a room, tools for communication (phonecard in order to contact “Caritas” and the schools), and catering for our participants on the workshop day.

The first issue we tackled by looking for young people in youth centers and afternoon programs for young migrants organized by “Caritas”. The problem with this approach was that at this point there was autumn break in the schools, so that

we could not reach many students, as the schools work closely together with the youth centers and “Caritas”. So we could not promote our project in a convenient manner and convince young people of our project.

The few people we could reach did not show up on our first attempt to do the workshop (18.10.09), which caused financial problems, but also complications concerning the time. At this point we realized that we have to get in contact with schools in order to take the whole project to a higher, more authoritative level.

Fortunately the deadline was extended, so that the autumn break was over and we could contact the schools directly for students and promote our project in the schools. This was very time consuming and difficult to organize due to the fact that we all had our midterms at this time. Still we managed to go the schools and present our project convincingly. Our second workshop (22.10.09) was a success. We found our target group and started a very neat cooperation, which we will keep up in future to develop our project.

The second issue was more easily to tackle although it brought along some problems, too. We approached Jacobs University Bremen for the seminar room and beamer, Aramark for catering, and bought some snacks and alike for the workshop with our starting capital. We had to book all of this twice, so that costs would have emerged, but fortunately we had Jacobs University as our sponsor.

All in all we did a good job promoting our project in schools, and convincing our sponsors, so that our first workshop could take place. In the future workshops we will need to go further and recruit professionals from different areas in order to give the participants input on different topics, which are mentioned above.

IMPACT ASSESSMENT

After evaluating our project it becomes apparent that we did not fully succeed in accomplishing our aim in terms of designing and printing posters and flyers. Subsequently, we did not obtain any financial or productive impact so far. This was mainly caused by some unfavorable circumstances such as the mere fact that schools were closed due to the autumn break and hence participants were hard to generate.

Nevertheless, in the broader sense and with regard to the actual and more significant impact we pursued to leave, we were highly successful. The result and achievements of our project are commensurable on a social basis.

RESULTS AND ACHIEVEMENTS

In the beginning the students displayed a sense of uncertainty and listlessness, which evaporated in the run of the workshop. They even postponed their activities in order to be able to participate.

In the beginning students were hesitant participating at our workshop, but as soon as they came on our campus they participated actively and proved to be highly interested in discussions concerning diverse topics of their everyday life. They addressed socio-political issues such as problems accompanying multiculturalism, poverty and criminality and made severe effort to come up with solutions. Besides students reported about the problems they especially encounter at school. After brainstorming the following outcomes we achieved:

Marketing proposals and improvement methods for several problematic issues such as:

- Peer group pressure, disadvantages of mainstream and deindividualisation
- Facility issues such as bathroom problem, small cafeteria
- Lack of motivation/encouragement with regard to looking for future perspectives

Generally speaking our workshop surpassed our initial expectancies and surprised us in an utmost positive way. The students addressed the problem of uncertainty as far as their future is concerned. They feel flooded by the enormous amount of information and criticized that most advisors are rarely up to date, use old-fashioned methods and rather discourage the youth than encourage them. But our participants did not simply criticize but also raised questions such as *“What can we do?”*, *“What can we change and how can we improve the current situations?”* and came up with the following problem-solving ideas:

- Business game *“Play-your-life”*: Everyone chooses a job and plays a *“real life”* by considering earnings, free time etc. and plans holidays, investments and thereby a general awareness to future perspectives will be raised. This idea was extended to initiate a theatre play, which is promoted through posters which the students create themselves. Besides a certain amount of money will be collected as an entrance fee to the play. The idea behind this is to reveal perspectives and coevally help fellow students to select a suitable job.
- Create brochures and posters, covers for books, calendars, and other office tools according to their individual style.
- Designing a website for students by students and henceforth generating a platform for young people to voice their own opinion, to discuss controversial issues openly and exchange ideas.
- Moreover, the participants wanted to know the prerequisites in order to apply for university. *“How can I improve myself?”* Asked for advice and suggested to install workshops at their school to relay their gained knowledge to the other students.

To sum up, the students were exceedingly eager to develop new ideas and to come to future meetings. Besides they wanted to encourage fellow students to join the group. (*“will there be a workshop next Sunday?”*, *“Can I bring some friends?”*) Some students already contacted us via Facebook and e-mail

EVALUATION OF THE IMPACT

In the retrospective the effect caused could have already be denoted throughout the workshop. As aforementioned the students were pretty shy and highly uncertain in the beginning of the workshop. This behavioral pattern primary based on the fact that they were picked randomly one our before we fetched them up at their school. They underwent a change and become more communicative, open-minded and committed to the topics and discussions.

The games we have chosen served the purpose to enhance their knowledge about each other and to help them to become more acquainted with one another. In combination with the preceding intensive involvement in group-discussions, a self-reflection process was initiated and provided the students with sensitivity with regard to their understanding towards their surrounding. They started to think about themselves and the other team members. *“We are all different with regard to our personalities and social and cultural background, however we come along with each other pretty well.”*, stated one of the students. *“Mutual understanding is the key for a harmonious coexistence in diverse social settings”*, said another one, *“(…)we can all profit from it. But we have to be responsible. We have to rely on each other.”*

The awareness and responsibility, that can be denoted, form these words comprise the pivotal basis of your project and meets our primary aim: “Because obtaining an affirmation of the prospective customer is merely the first step that makes your business successful. To ensure that your customer actually buys your product and that the first encounter turns into future sales, many recommendations, and a mutual relationship, should be the ultimate intent of a company and its marketing strategy. Likewise, we do not simply want to consider and focus on today’s achievements and leave a slight impression but we aim to leave a sustainable impact.”

And we laid the fundamental ground for this impact. So far we simply provided the students with primary tools to tackle the problems/issues at hand and consequently achieved an impact on a small scale. But once the spark inflames other students, an impact on an enormous scale can be accomplished.

Please see the Appendix on p. 15 to see the results of a tentative impact survey.

FUTURE PLANS

Our future plans are to extend our project and offer additional workshops in order to provide the youth with a great toolbox of abilities and strategies such that they can run their “little business” on their own. They obtained earning can then be invested in other projects or needs. The next stage of our initial workshop is to address other topics. Thus the planned future seminars are the following:

- Photoshop workshop
- Time money management
- Presentation strategies
- Event organization

To put it into a nutshell we managed to do the first step and created a “Generation Upload” by raising their curiosity, providing them with necessary knowledge, perspectives, self esteem and by encouraging them to step beyond their assumed possibilities and thus to leave a significant foot print.-a social impact which will be followed by many more. With our initiative, their potentials and ideas and external support of our sponsors we can leave a sustainable impact.

INCOME STATEMENT

INCOME

4 x 4€ = 16 € starting capital

54 €= Jacobs University sponsored 30 pens, note pads and post its

100 € = donated by “Dekom Immobiliengesellschaft mbH “

500 x 2€ = 1000 € Jacobs University sponsored us a professional Seminar room (twice)

COSTS

54 € (for material – pens, post its, paper)

5 € phoning card (for reaching teachers, schools, Caritas, etc.)

1000 € booking the seminar room

11 € snacks for small breaks

48 € Aramark lunch

PROFIT/ LOSS

Overall income = 1170 €

Overall costs =1118 €

Overall Profit : 52 €

The profit of 52 € we already thought to reinvest into a photo shop workshop held by a very student from Jacobs University, who has a lot of experience in the field of computer design.

PROCESS DESCRIPTION

When starting to work on our project we had to face a pivotal challenge right from the beginning, namely the lack of time due to the limited timeframe. Hence we had to skip many important steps in the process of composing a business plan (eg. Vision, mission, strategy, marketing). As a matter of fact we did not have sufficient time to build networks and capacities to the maximum extent and even more significantly we had not enough time and hence opportunities to build up trust, which is a prerequisite for any cooperation and is the most time-consuming part. The inevitable result became apparent, when the first workshop failed due to the lack of binding characters for the young participants.

The solidarity of all team members and the full dedication to doubling efforts enabled us to overcome problems, to search for scarce alternative and eventually to realize our goals.

Moreover, we assumed pondering alternatives just in case we would not be able to generate enough participants in time. Our backup plan was for example only to write the report and do the workshop outside the competition.

ASSESSMENT

Comparing our very first starting idea and the draft of our project with the development and the final outcome, a progress from a simple to a complex business model becomes apparent. This achievement was due to the engagement and investment of every single team member who literally added an additional value similarly to a value added chain and hence the final product can safely be termed as a highly valuable one. Our Business model was realistic and adequate and the projected Impact was achieved as you can deduce from the results listed in the Impact assessment (5). Moreover, the evaluation of the questionnaire depicts a significant change in attitudes and opinions of the participants. Whereas (müssen uns was ausdenken...../Compare zu dem Ergebniss des tatsächlichen Fragebogen)

OUTLOOK

“Generation Upload” has started at one point now, but it is still to be continued, as we have planned many more workshops with different kinds of skills we want to convey. This project is planned to be a series of workshops, so it will continue in the future to be complete. It bears definitely development potential and potential to sustain ourselves financially with some prerequisites, which are the following:

First of all we need more sponsors in order to improve the infrastructure for student teams and have workshop times set reliably. Moreover we have to establish a

communication structure in order to assist them better during implementation phases, and give them starting capital.

In another step we have to look for more cooperation partners such as NGO's, social workers, teachers and parents in order to find a good basis for communication.

Finally our cooperation partners should be involved in the whole process of doing the workshops, as we will need professionals in fields such as graphic design, presentation strategies, good event planning, and money management in order to supply our "Generation Upload" with first-hand information, not only about the different skills but also about social problems in different areas of life.

In the end of the workshop series we will finally be able to let our fosterlings walk on their own by letting them implement their own events, produce their own posters etc.

APPENDIX

BUSINESS
MODEL
CANVAS

„Generation Upload“ Business Model Canvas

Partner Network	Key Activities	Offer	Customer Relationship	Customer Segments
Jacobs University - Admin - Faculty - Students Organization (eg Caritas Nord) School - Admin - Students Sponsor [Partner marketing agency]	<ul style="list-style-type: none"> - Organizing - Providing network - Consulting/mentoring 	<p>Free Workshops to empower young people to develop basic marketing skills and encourage them to be responsible for raising awareness for social/environmental issues in their everyday life</p> <p>An unconventional marketing concept/ design/ idea for almost any kind of business/ organization/ project</p>	<p>Personal relations based on trust in the student's talents and creativity</p> <p>Personal relations based on trust in the organization's competency</p>	<p>Young people of diverse backgrounds in difficult social environments</p> <p>Small to middle-sized business eager to enhance their CSR profile</p> <p>All kinds of organizations open for innovation</p>
Cost	<p>Key Resources</p> <ul style="list-style-type: none"> - IT infrastructure (WLAN) - Hardware - Software <p>Facilities Skilled teachers</p>		<p>Distribution Channels</p> <ul style="list-style-type: none"> - network of the organization or schools/ businesses - direct contact to advertising through social media <p>Revenue</p>	
Teacher Communication (phone etc.) Catering			<p>Marketing budget of an organization + sponsorship</p>	

IMPACT SURVEY

Before the workshop

	1.	2.	3.	4.	5.	6.
1. I trust the statements in advertisements.		3	2			
2. I am a creative person.	1	2	2			
3. I think that you can make money with creativity.			2	3		
4. I am interested in politics, environment, and human rights.		1	4			
5. I believe creativity can contribute to making the world a better place.			3	2		
6. I'd like to learn how advertising works.	2	3				
7. I believe that I can contribute to making the world a better place.		1	4			
8. I want to learn how to improve the world.	1	3	1			

After the workshop

	1.	2.	3.	4.	5.	6.
1. I trust the statements in advertisements.				1	4	
2. I am a creative person.	1	2	2			
3. I think that you can make money with creativity.	5					
4. I am interested in politics, environment, and human rights.		1	4			
5. I believe creativity can contribute to making the world a better place.	2	3				
6. I'd like to learn how advertising works..	2	3				
7. I believe that I can contribute to making the world a better place.		1	4			
8. I want to learn how to improve the world.	1	3	1			

*1 I strongly agree – 6 I strongly disagree

PICTURES

THE "GENERATION UPLOAD" TEAM



OUR "GENERATION UPLOAD" WORKSHOP
PARTICIPANTS: STUDENTS FROM THE
GERHALD-ROHLFS-SCHULE



THE PARTICIPANTS AND OLGA
SCHMIDT



**SUSANNE BENNER PROVIDING
THE WORKSHOP SCHEDULE TO
THE PARTICIPANTS**



**SHINTA HARSANA DISCUSSING
MODERN MARKETING STRATEGIES**

