

Changemaker of Tomorrow

Workshop »Social Innovations«

Explore the Opportunities for Social Innovations

Social and environmental problems require innovative solutions. In this course, participants will examine social business models and assess how innovation contributes to developing societal solutions. Considering the pluralistic pursuit of goals, we will discuss and test social business models for their innovation, scaling and impact.

Are you ready to discover the social entrepreneur in you?

What You Can Expect!

- Reflect your skillset:
Reflect and discover your skillset as a social innovator. With a view to the Sustainable Development Goals, you will think about the potential areas of impact you can create with your own projects/research.
- Innovate Your Business:
Explore the step-by-step Design Thinking process in small teams. Based on practical examples and a social challenge, you learn how to empathize with users, as well as brainstorm and assess ideas to prepare for the rapid prototyping and testing finale.
- Discover Your Transformative Resources:
Our experts provide a framework for a social, sustainable and sufficient action plan and guide you through the innovation process. Train how to recognize and use social opportunities.
- Cross-Industry Insights:
Benefit from a comprehensive view of social

innovation processes across different sectors. Learn from best practices how to apply to your own business environment.

- Build Your Network:
Connect with fellow leaders, decision-makers, and social innovators from various industries. Share experiences, build valuable relationships, and expand your professional network.

Our Hands-on-Approach

In collaboration with Young Entrepreneurs in Science, the Fraunhofer Institute IRB has designed an playful hands-on approach that encourages out-of-the-box learning and includes inspirational social entrepreneurs as real cases and role models in the learning setting.

Selected Subjects Include:

- Social Entrepreneurship
- Economic Responsibility
- Corporate Social Responsibility
- Triple Bottom Line Approach
- Value Proposition Canvas
- Design Thinking Process

Secure Your Spot Today! Do not miss this opportunity to transform innovations into social-driven businesses. Register now for our course »Transformative Business Modelling« and take the first step towards a more innovative and successful future.

Further information

- Language:
English (for German, please contact us)
- Format:
online & on Fraunhofer Campus in Stuttgart
- Costs:
1.800 EUR
- Dates:
26.09.24, 15.–17.10.24
- Total hours:
24–26h
- Registration:



In cooperation with

