

Insights into Social Entrepreneurship Activities in Kiel: yooweedoo

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Policy Framework

- The Cities official vision and guidelines
Social City
Innovative City
Climate Protection City
- Kiel is committed to the **UN Agenda 2030**
- **Sustainable and innovative business and startup destination**
- **German Sustainability Award**
Kiel was named Germany's most sustainable large city in 2021

What we do in Kiel...

Overview

- Networking & Visibility
- Business development services
- Access to funding and facilities

yooweedoo.empowerment for change

- A project of the School of Sustainability at Kiel University & Zukunftsmacher UG
- Aim: Empower people to plan and implement projects that solve societal challenges
- Through: Workshops and longer seminars, idea contest, online resources, community
- Integrated in study programmes, such as the Master „Sustainability, Society and the Environment“
 - Project planning module + project implementation modules
- With the „Akademie für Social Entrepreneurship“ we offer a large support programme also beyond university

yooweedoo – Project examples

Since 2012 more than 100 projects in Kiel



Picture: Kulturgrenzenlos

Kulturgrenzenlos started in 2014 as an intercultural tandem project to enable encounters on eye level between refugees and students in Kiel



ResteRitter: Tackling foodwaste and child poverty in Kiel.



Umtüten: Towards zero waste

yooweedoo – Becoming Agents of Change

- Learning by doing
- Tackling real-life problems
- Learning project management skills
- Knowledge creation

→ **This needs:** openness for learning and experimenting. Openness that all people can engage in problem solving; resources such as spaces, time and finances

More information about yooweedoo at yooweedoo.org