

European Conference
Cities and Urban Spaces: Chances for Cultural and Citizenship Education

29 September - 1 October 2010
 Trieste, Italy

Project Fact Sheet

Workshop III City and Social Entrepreneurship: Cultural and Citizenship Education in the Environment of Economy

	Section	Indications of content
1	Title of the project	ASHOKA Youth Venture's Changemaker City
2	Location	Pilot Phase: Potsdam (medium-sized city, Eastern Germany); Frankfurt (metropolitan city, Germany); Ingelheim (small-sized city, Germany); European spread will follow within the next years
3	Main topics	<ul style="list-style-type: none"> • Promotion of entrepreneurial and political civic participation; • Integration of marginalized groups (e.g. youth, migrants, etc); • Creation of cross-sectoral local support networks; • Life-skill development and cross-institutional capacity building; • Promotion of basic-democratic participatory decision-making and co-creational processes.
4	Practice-related keywords	<ul style="list-style-type: none"> • Collaborative community development; • Social Entrepreneurship; • Youth Participation; • Multi-stakeholder dialogue / Community Organizing
5	Brief description of the project	<p><u>The Problem:</u> Growing societal challenges increase the need for a proactive civil-society. The aim is to double the rate of civic participation.</p> <p><u>The Process:</u></p> <ul style="list-style-type: none"> • > 20 local institutions form a local competence network for youth participation; • Each member of the competence network nominates 10 strongly young changemakers; • 100-150 young changemakers define the most important local barriers for youth changemaking; • A city-campaign directed to youth sources their innovative project ideas to overcome those barriers; • Outstanding youth projects are put into practice, supported by the local, cross-sectoral and multi-stakeholder support network.
6	Objectives of the project	<ul style="list-style-type: none"> • Tap the full potential of youth changemaking and double the number of engaged youth; • Promote social entrepreneurial, self-determined youth participation; • Support civic and political participation of disadvantaged groups.

7	Impact/ Chances for cultural and citizenship education in the context of the development of cities and urban spaces	<ul style="list-style-type: none"> • Integration of marginalized groups in societal processes; • Building local networks that promote changemaking processes.
8	Target groups	Youth of all social stratum; local youth organisations; representatives of all societal sectors
9	Project methods/ project format	Process as described above
10	Project planning schedule	<ul style="list-style-type: none"> • Beginning from the 01/2009: Design and preparation; • Piloting in different cities <ul style="list-style-type: none"> ○ Potsdam: 04.2010 - 08.2010 ○ Frankfurt: 05.2010 – 11.2010 • 2011 following: Spread within Germany, Amsterdam, Bilbao and other cities follow.
11	Project initiator	Ashoka is the world's first and leading association of social entrepreneurs.
12	Resources involved	Budget per city and year: ~ 45.000 €
13	Evaluation of the project/ materials/ presentation format	Self-Evaluation so far, external SROI-evaluation planned
14	Range and sustainability of the project	The project is suited for cities but can also be adapted for a single organisation or institution (e.g. as schools, Universities, NGO's)
15	Project results	<ul style="list-style-type: none"> • 20 local youth organisations created a support network for youth; • 40 youth defined local motivators and barriers for civic engagement; • 13 projects have been designed by youth; • Local entrepreneurs and politicians support the project.
16	Project funding	<ul style="list-style-type: none"> • Siemens Foundation; • JPM Foundation; • Local private donors.
17	Space for your own comments	<p>Some exceptional results from the very first pilot project in Potsdam:</p> <ul style="list-style-type: none"> • 9 youth-teams have started their social ventures impacting hundreds of youth and key decision-makers in different sectors • Even though the project was funded 100% privately the results will directly impact policies on city- and state-level • TV, Print and online Media leverages existing impact by positive story-telling <p>→ Watch the project video trailers on: www.changemakercity.de</p>
18	Contact information	<p>Design & Concept Youth Changemaker City ASHOKA Deutschland gGmbH – Youth Venture Director ASHOKA's Youth Venture Germany Dennis Hoenig-Ohnsorg Website: www.ashoka-jugendinitiative.de / www.changemakercity.de Email: dHoenig-Ohnsorg@ashoka.org</p>