


Jiwa Entrepreneurship Kelola Usaha Hutan dan Lingkungan Untuk Anak Negeri

Prof. Johannes Lindner

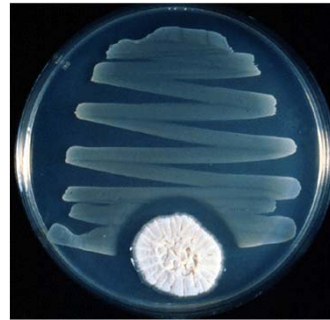
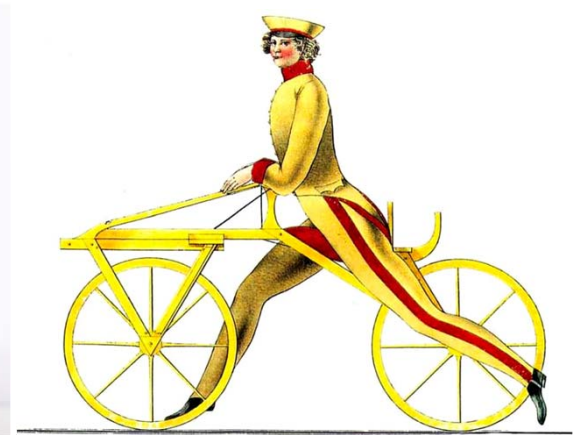
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Ashoka Fellow





A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is visible, stretching across the upper half of the frame. The person stands on a dark, rocky ridge, looking out over a valley. The sky is filled with numerous stars, and the overall atmosphere is one of quiet contemplation and wonder.

**WHAT IF OUR YOUTH COULD
MAKE A DIFFERENCE
THROUGH
ENTREPRENEURSHIP?**



1. ENTREPRENEURS and Entrepreneurship



**SUSTAINABLE
DEVELOPMENT
GOALS**


www.un.org/sustainabledevelopment



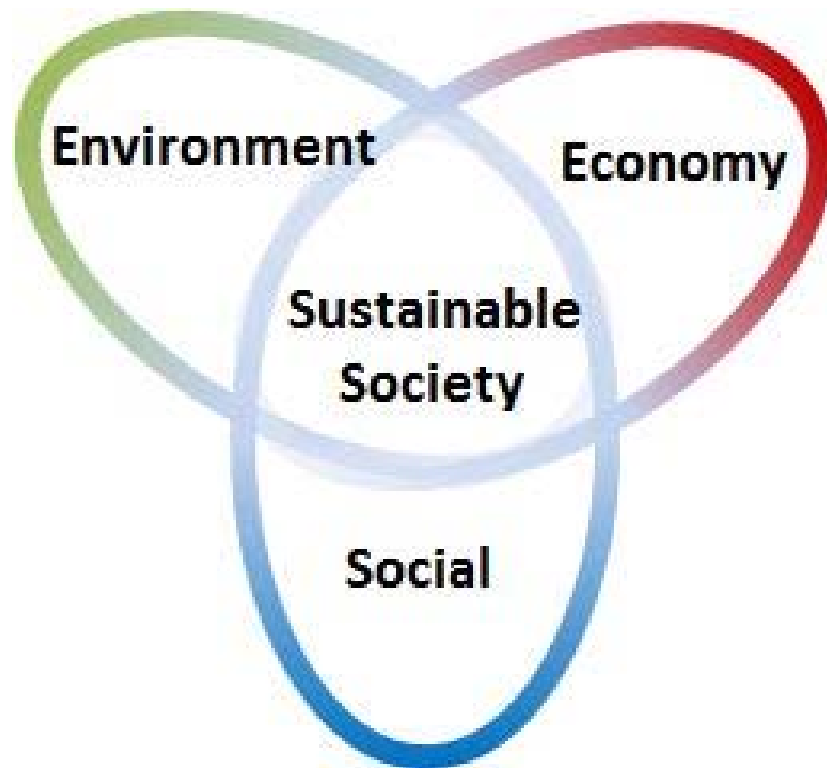
CREATING SOCIAL VALUE

- ◎ Value most often measured in terms of profit
- ◎ Social Value measures impact- ability to generate positive externalities
- ◎ Examples: Enhancing human capabilities, increasing freedom, build levels of trust
- ◎ Competitive Advantage: What do you do and create that has more value to society?
- ◎ KEY: Be able to measure it in quantifiable terms

CREATING SOCIAL VALUE

- 
- Creating technology is not enough to reach a sustainable society
 - Innovation and entrepreneurship are needed to utilize new technologies towards a sustainable society

CREATING TECHNOLOGY FOR A SUSTAINABLE SO



A sustainable society is considered to involve a balanced interplay of three main elements to meet the needs of present generations without compromising the possibilities of future generations to meet their own needs:

- The environmental boundary conditions that set the limits on resource supply, waste disposal and environmental pollution;
- How the economy balances production and consumption processes within – or currently beyond - the environmental constraints;
- How society politically and culturally decides to manage the social effects of the above constraints given by the short and long term consequences of our activities.

2. Sustainable society – The Brundtland Report



Green Innovation and Entrepreneurship

Innovation and Entrepreneurship are associated with (among others):

- Business creation
- Start-ups
- Personal drive among entrepreneurs
- Personal and financial risks
- Successes and failures (billionaires and bankruptcies)

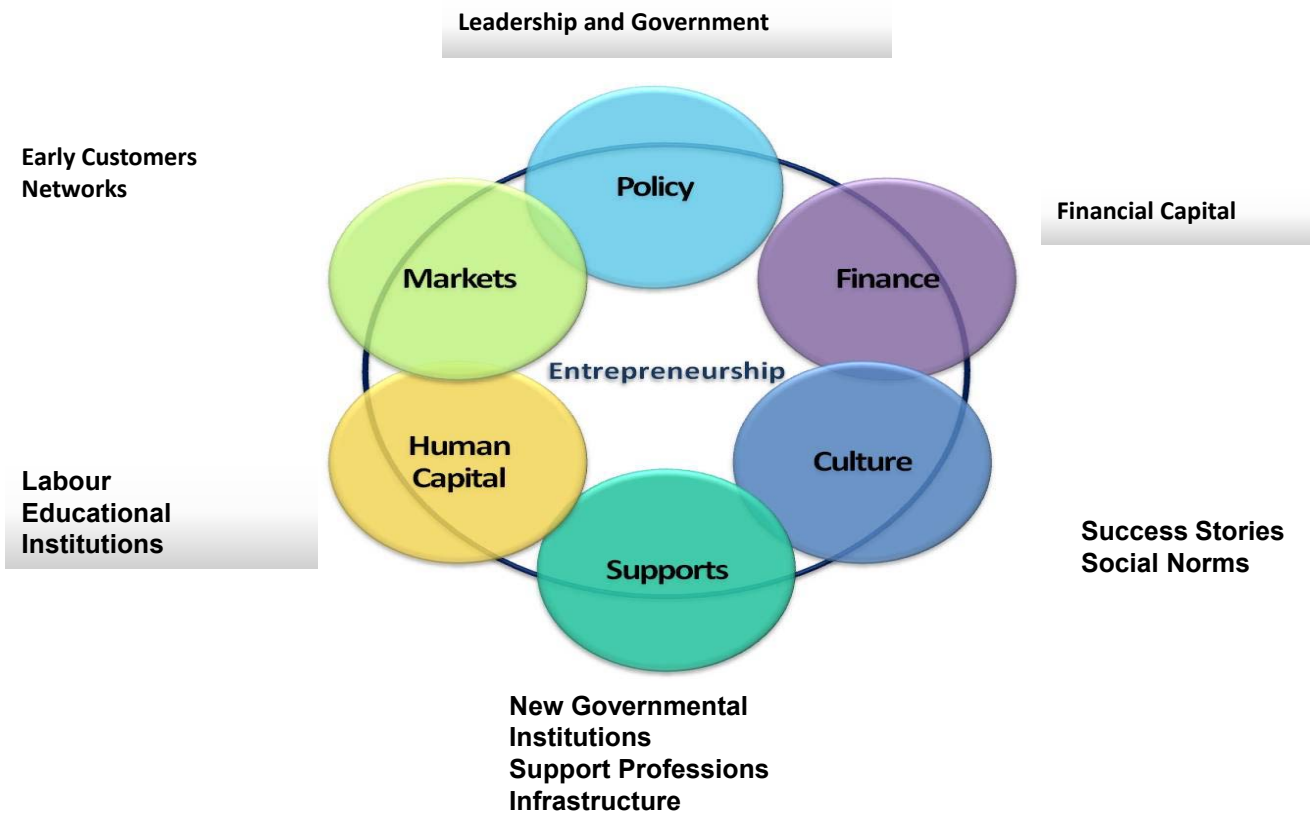
- Mindset for innovation and entrepreneurship



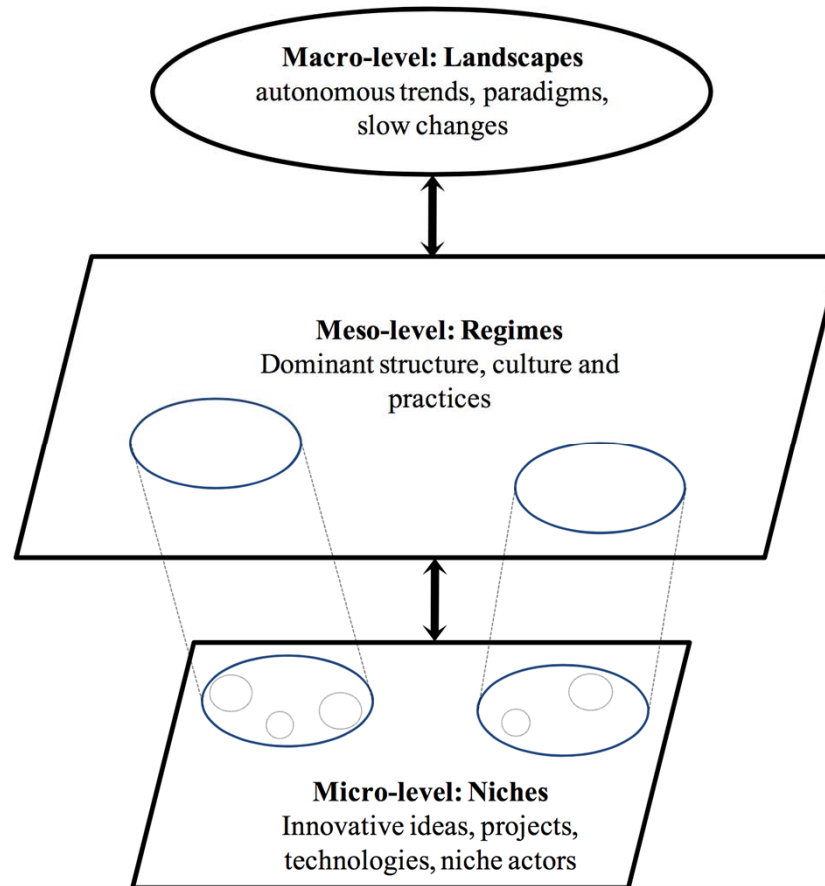


- **Role models:** Individuals whose example an entrepreneur can aspire to and copy
- **Moral-support network:** Individuals who give psychological support to an entrepreneur
- **Professional-support network:** Individuals who help the entrepreneur in business activities

3. Entrepreneurial Ecosystem



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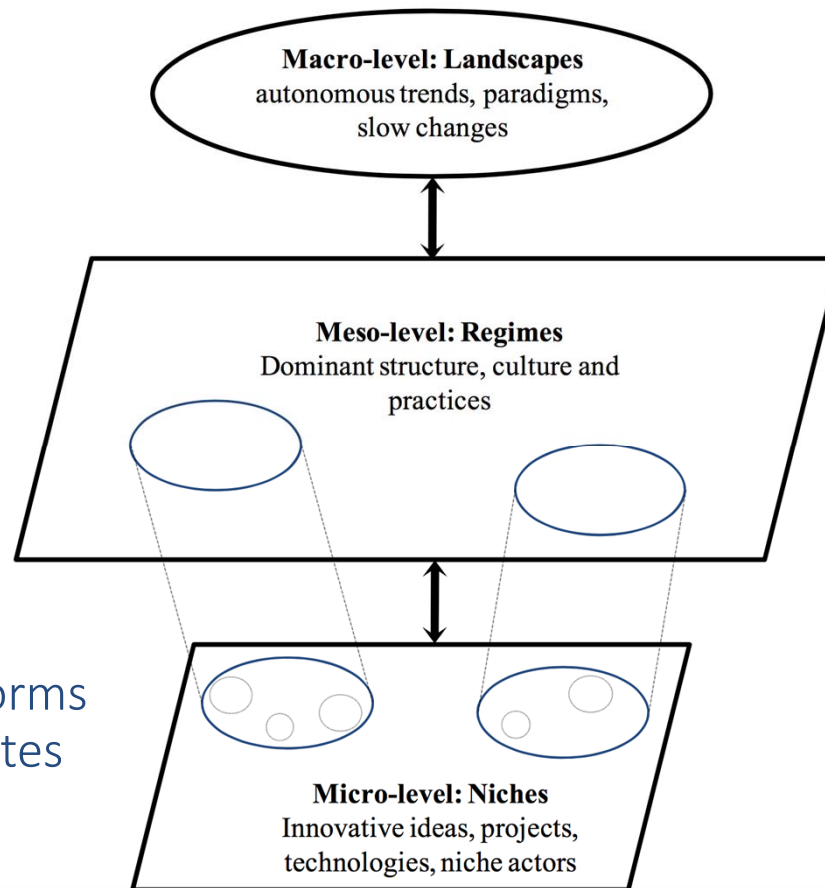


The multi-level perspective framework

(based on Loorbach & Wijsman 2013, p. 23)

Optimization and reconfiguration

System innovations transforms the entire system and creates radical changes

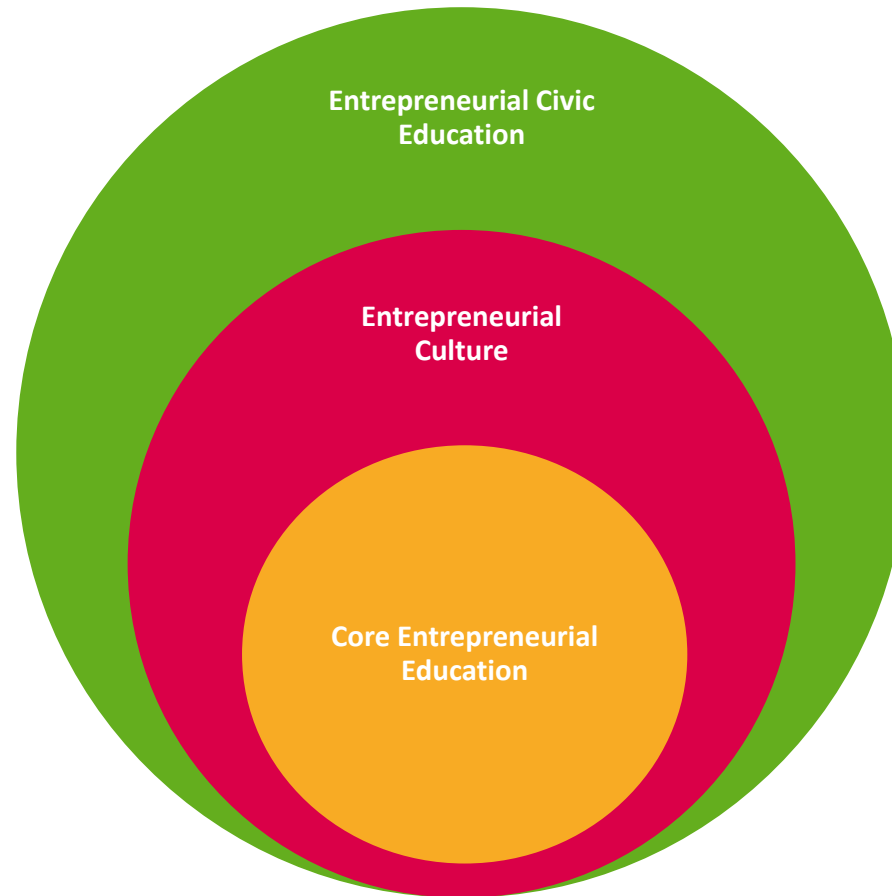


Three dominant mechanisms of change



4. ENTREPRENEURSHIP EDUCATION

TRIO Modell der Entrepreneurship Education



YouthStart

ENTREPRENEURIAL CHALLENGES

Entrepreneurial Core Education					
Idea Challenge		Hero Challenge		My Personal Challenge	
Lemonade Stand Challenge		Real Market Challenge		Start Your Project Challenge	
Entrepreneurial Culture					
Empathy Challenge		Storytelling Challenge		Buddy Challenge	
Perspective Challenge		Trash Value Challenge		Open Door Challenge	
Extreme Challenge		Be A Yes Challenge		Expert Challenge	
Entrepreneurial Civic Education					
Community Challenge		Debate Challenge		Volunteer Challenge	



Hallo, ich bin LEWI und freue mich auf spannende Aufgaben mit dir!
Hi, I'm LEWI. Let's do some fun activities!



YouthStart
ENTREPRENEURIAL CHALLENGES
www.youthstart.eu

Trio Model

DE LASS UNS DEINE IDEEN FINDEN UND UMSETZEN!
EN LET'S DEVELOP AND IMPLEMENT YOUR IDEAS!

DE MACH DIR UND ANDEREN MUT UND PROBIERE ETWAS GANZ NEUES!
EN DON'T BE AFRAID TO TRY NEW THINGS! ALSO ENCOURAGE OTHERS!

DE SETZE DICH UND DEINE IDEEN FÜR ANDERE MENSCHEN EIN!
EN USE YOUR IDEAS TO HELP OTHER PEOPLE!

Entrepreneurial Challenges

IDEA CHALLENGE
Ideen ins Rollen bringen!
Get your ideas moving forward!
Wir schaffen Wert
Let's create value!

OK OK

HERO CHALLENGE
Du bist mein Held
You're my hero

OK

EMPATHY CHALLENGE
Meine Gefühle - Deine Gefühle
My feelings - Your feelings

OK

STORYTELLING CHALLENGE
Kreativ Geschichten erzählen
Creative storytelling

OK

BUDDY CHALLENGE
Anderen Mut machen
Empower others!

OK

MY COMMUNITY CHALLENGE
Gemeinsam Probleme lösen
Solving problems together

OK

MY PERSONAL CHALLENGE
Mein Preis- und Wertgefühl entwickeln
What's it worth?

OK

LEMONADE STAND CHALLENGE
Verkaufen macht Spaß
Selling is fun

OK

PERSPECTIVES CHALLENGE
20 Euro auf der Spur
Tracking 20 Euros

OK

TRASH VALUE CHALLENGE
Aus Alt mach Wert
Recycling adds value

OK

OPEN DOOR CHALLENGE
Spuren suchen
Find the way!

OK

DEBATE CHALLENGE
Reden wir!
Let's talk!

OK

REAL MARKET CHALLENGE
Junior Manager/in* werden
Becoming a junior manager

OK

START YOUR PROJECT CHALLENGE
Mein erstes Projekt
My first project

OK

EXTREME CHALLENGE
Ziele im Sport erreichen
Setting and achieving goals in sports

OK

BE A YES CHALLENGE
Meine Stärken
My strengths

OK

EXPERT CHALLENGE
Lernen lernen
Learning to learn

OK

VOLUNTEER CHALLENGE
Freiwillig helfen
I can volunteer

OK

Das LEWI-Programm stärkt die Eigeninitiative und den Unternehmergeist von Kindern in der Primarstufe.
The LEWI Programme empowers kids at the primary school level and enhances their entrepreneurial skills.



Achtsamkeitsübungen und die „Youth Start“-Achtsamkeitsfilme findet man unter „Körper&Geist“ auf www.youthstart.eu
For mindfulness exercises and the „Youth Start“ mindfulness videos see the „Mind & Body“ section at www.youthstart.eu



Entrepreneurs shape the future

Foster the entrepreneurial competencies of youth with our challenges



Start in your classroom

A silhouette of a person jumping on a mountain peak at sunset. The person is in mid-air, with one leg bent and arms outstretched. The background features a bright sun low on the horizon, casting a golden glow over a landscape with mountains and a valley. The sky is filled with soft, wispy clouds. The overall scene conveys a sense of achievement and adventure.

→ EVERYONE AN ENTREPRENEUR



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Reference frame for Entrepreneurship Competences

		A1	A2	B1	B2	C1	C2
DEVELOPING IDEAS	Attitude	<ul style="list-style-type: none"> I can identify areas which I am good at. I think about what I will do in the future. I am able to fulfil simple tasks. 	<ul style="list-style-type: none"> I can undertake simple tasks and focus on completing them successfully. I can explain supply and demand e.g. how it can determine the market price of a product. I can reflect on my education and job prospects in the future. 	<ul style="list-style-type: none"> I can identify my strengths and weaknesses. I can set goals to improve my skills where needed. I am comfortable in taking responsibility for a task. I can face potential competition in the implementation of tasks. I can describe my own professional goals. I know that people have different career options. 	<ul style="list-style-type: none"> I can identify my strengths and weaknesses. I pursue my goals persistently. In the process I am willing to take responsibility and work to overcome potential difficulties. 	<ul style="list-style-type: none"> I am motivated to further develop my abilities. I can set myself long term targets to achieve my goals. I can take over a task and complete it successfully. I am ready to stand up for others and societal issues. 	<ul style="list-style-type: none"> I can justify and evaluate my own goals and values. I respect others and am actively committed to dealing with societal issues. I can take over a task and complete it successfully, also in competitive situations.
	Identifying opportunities	<ul style="list-style-type: none"> I can develop creative ideas and recognize their value. 	<ul style="list-style-type: none"> I can develop creative ideas which solve problems and recognise opportunities in the market and in society. I can develop a collection of ideas and I can record them e.g. in an InnovationSavings book (a notebook to support young entrepreneurs). I can present my own ideas. I can identify risks in everyday life and reflect on how to avoid them. 	<ul style="list-style-type: none"> I can develop ideas and provide justifications why they should be implemented. I can identify and seize opportunities. I am aware of risks and take over responsibility for my own actions. I can present a draft concept and understand the purpose of a business plan. 	<ul style="list-style-type: none"> I can develop ideas into business proposals, and evaluate their innovative approaches and their market potential. I can evaluate business risks using case studies and make appropriate decisions. In a discussion with others I can find arguments for my ideas in a structured way. 	<ul style="list-style-type: none"> I can read, interpret and evaluate a business plan. I can design my own business plan within/for a social enterprise business model. I can interpret the entrepreneurial risks of my own business model and can take decisions based on controlled risk management. 	<ul style="list-style-type: none"> I can create a business plan for a business model including a SWOT analysis. I deal with risks in a controlled way when implementing a business model. I can analyse the concept of an organisation or a business, and can make suggestions for further development.
IMPLEMENTING IDEAS	Organising	<ul style="list-style-type: none"> I can apply simple planning skills and show an understanding for limited resources. 	<ul style="list-style-type: none"> I can plan goals and outline decision-making processes. I can generate added value from available resources (e.g. seemingly "worthless" things"). 	<ul style="list-style-type: none"> I can plan goals and implement a supervised project. I can come up with ideas for effective marketing. 	<ul style="list-style-type: none"> I can plan goals, develop work packages for their implementation and carry out a project. I can plan strategic marketing based on tactical approaches. I can plan and correctly deal with finances. 	<ul style="list-style-type: none"> I can plan and manage a project in a small group in accordance with the project management. I can develop a logical project plan objectives, take necessary decisions and organise the project implementation. I can develop a marketing and financial plan (using software). 	<ul style="list-style-type: none"> I can independently plan a step by step project management approach, and evaluate it after successful completion. I can organise a business start-up. I can do and evaluate correct finances.
	Working together	<ul style="list-style-type: none"> I can work with others. 	<ul style="list-style-type: none"> I can work with others, agree on responsibilities and deal with possible problems. 	<ul style="list-style-type: none"> I can work with others and maximise the use of individual skills. I can take the initiative to convince others when making group decision. I can communicate well with other people. 	<ul style="list-style-type: none"> I can develop appropriate strategies to deal with difficult situations while working together. I am good at networking and at developing cooperation. I can use modern technologies. 	<ul style="list-style-type: none"> I can initiate and develop project-based collaborations with others, and evaluate individual roles. 	<ul style="list-style-type: none"> I can work with others and negotiate decisions. I can evaluate the impact of my own negotiation and persuasion skills.
THINKING SUSTAINABILITY	Acting as a visionary	<ul style="list-style-type: none"> I can see the importance of economic, ecological and social issues for our lives. 	<ul style="list-style-type: none"> I am aware of economic and societal issues we face, and have considered how I can contribute in everyday life. 	<ul style="list-style-type: none"> I would like to contribute with my ideas to a future-oriented ecologically and socially sensitive behaviour in business and society. I can see ethical problems. I can explain my ideas about fair trade. 	<ul style="list-style-type: none"> I take ecological and social considerations into account when planning and implementing a business model and can discuss these. 	<ul style="list-style-type: none"> I implement my ideas (my business models) in an ecologically and socially sensitive way. I see ethical problems and solve them where possible. 	<ul style="list-style-type: none"> I can integrate economic, ecological and social criteria into medium and long-term business plans and thus achieve competitive advantages.
	Financial literacy	<ul style="list-style-type: none"> I can explain and compare the price and value of products. 	<ul style="list-style-type: none"> I can plan what I use my pocket money for. 	<ul style="list-style-type: none"> I can explain different possibilities to finance my ideas. I can give an overview of the different possibilities to save money and I can choose the most suitable. 	<ul style="list-style-type: none"> I can analyze and justify alternatives of funding based on case studies. I can give an overview of investments and choose the most suitable. 	<ul style="list-style-type: none"> I can come up with a financing concept for my business model – according to the motto "Brain versus Capital" 	



Find your challenge

Apply filters to quickly find the right challenge

[See challenge overview](#)

Level 

Duration 

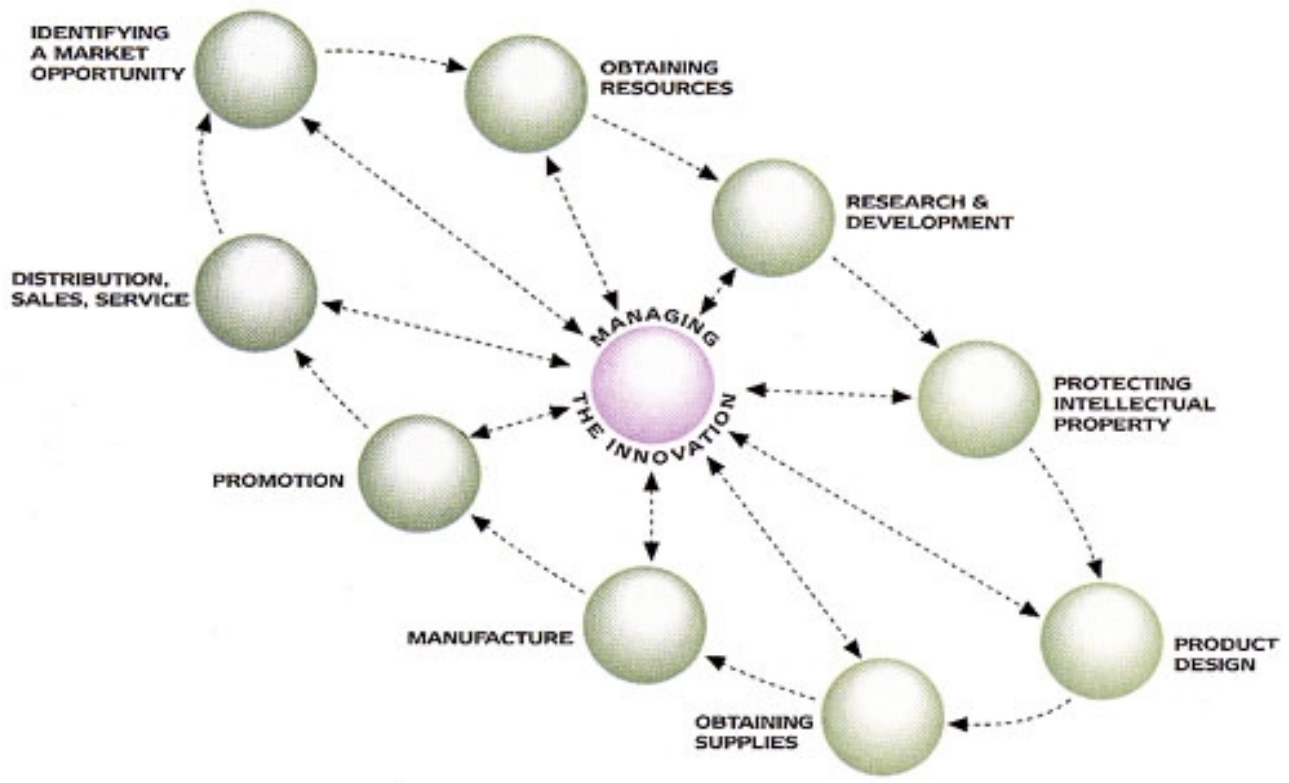
Areas Of Focus 

Challenge Family 

[Reset filters](#)

[What do these filters mean?](#)

40 out of 40 challenges found



(Social) Entrepreneurship Spectrum

	Social Business	Hybrid Organization	Leveraged Non-Profit
Objective/ Mission	<ul style="list-style-type: none"> • Social /ecological impact maximization 	<ul style="list-style-type: none"> • Social /ecological impact maximization 	<ul style="list-style-type: none"> • Social /ecological impact maximization
Degree of Innovation/ Social Change	<ul style="list-style-type: none"> • Adapting products and services for marketability to the “base of the pyramid” • Involving marginalized as producers and/or distributors • Oriented towards scalability 	<ul style="list-style-type: none"> • Testing innovative market-based solutions • Bringing products and services to the “base of the pyramid” 	<ul style="list-style-type: none"> • Highly innovative and social change oriented • Mobilizes a large number of partners (corporate, government, volunteers) for the cause
Financial sources and goals	<ul style="list-style-type: none"> • Revenues through sale of products or services • At least loss free 	<ul style="list-style-type: none"> • Generate revenue through sales of products, services or fees • Long-term reliability on a mix of grants, (subsidized) loans and equity investments 	<ul style="list-style-type: none"> • Primarily reliant on grants and partnerships
Treatment of investment/ Use of profits	<ul style="list-style-type: none"> • Pay back principal • Reinvest profits in the SB • Grameen SB: no dividends/interests 	<ul style="list-style-type: none"> • Profits of one subsidiary either reinvested or paid out to non-profit entity 	<ul style="list-style-type: none"> • No profits
Legal form	<ul style="list-style-type: none"> • For-profit entity 	<ul style="list-style-type: none"> • Combination of for-profit and non-profit entities 	<ul style="list-style-type: none"> • non-profit entity