



# SOCIAL IMPULSE ACADEMY

AN INNOVATIVE PROGRAM FOR MIGRANT ENTREPRENEURS  
TO BOOST THEIR BUSINESS IDEAS FOR SOCIAL CHANGE

DEVELOPED BY:

# TIMELINE

JUNE 2020 — FEBRUARY 2021

## PHASE 1

SPREADING INFORMATION



JUNE 2020

## OPEN CALL

JOIN THE ACADEMY PROGRAM AND DEVELOP A BUSINESS IDEA WITH A LASTING IMPACT ON YOUR COMMUNITY

## PHASE 2

COMMUNITY BUILDING



JULY 2020

## GET TOGETHER

A SET OF EVENTS WILL BRING YOU AND THE PARTICIPANTS OF THE ACADEMY TOGETHER TO CREATE A COMMUNITY OF MIGRANT ENTREPRENEURS

## PHASE 3

IDEATION



AUGUST 2020

## SOCIAL CHALLENGE

A SERIES OF IDEATION ACTIVITIES TO ADAPT YOUR BUSINESS IDEAS TO THE LOCAL CONTEXT

## PHASE 4

SKILLS ACQUISITION



SEPTEMBER 2020

## TRAININGS & COACHING

YOUR EDUCATIONAL PROGRAM, CONSISTING OF WORKSHOPS WITH THE EXPERTS & INTENSE COACHING SESSIONS

## PHASE 5

RESIDENTS' GRADUATION



FEBRUARY 2021

## BUSINESS PITCH

THE FINAL EVENTS TO PREPARE AND PITCH YOUR BUSINESS IDEAS TO THE WIDER AUDIENCE (E.G. LOCAL STAKEHOLDERS, POTENTIAL NEW PARTNERS)

# PHASE 1

## SPREADING INFORMATION

**JUNE 12, 2020**

FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN

### ANNOUNCEMENT OF THE SOCIAL IMPULSE ACADEMY

WHAT IT IS, WHAT IT OFFERS AND WHO IT IS AIMED AT.

**JUNE 24, 2020**

FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN

### OPEN CALL FOR THE PARTICIPANTS BEGINS

APPLY NOW!

**JULY 3, 2020**

ZOOM.US

### WEBINAR ABOUT THE ACADEMY

HAVE A QUESTION ABOUT THE ACADEMY? JOIN THE ONLINE MEETING WITH THE ORGANISERS TO ASK IT!

**JULY 10, 2020**

EMAIL

### ANNOUNCEMENT OF THE CALL RESULTS

HERE YOU WILL FIND THE INFORMATION ABOUT YOUR PARTICIPATION AND FURTHER DETAILS OF THE NEXT MEETINGS.

# PHASE 2

COMMUNITY BUILDING

**JULY 16, 2020**

ZOOM.US

## DIGITAL GET-TOGETHER WITH THE REGISTERED PARTICIPANTS

ONLINE ZOOM MEETING TO GET TO KNOW EACH OTHER & TO PLAN THE HUB TOUR.

**JULY 24, 2020**

AT SPOT

## HUB TOUR WITH THE PARTICIPANTS + BARBEQUE

CURIOUS ABOUT THE HUB SPACE? YOU WILL GET THE REAL-TIME TOUR INSIDE AND AROUND THE BUILDING + GRILL & CHILL IN THE BACKYARD.

## DIGITAL MEETING WITH THE COACHES

IT'S TIME TO MEET THE COACHES, WHO WILL GUIDE YOU AND SHARE THEIR EXPERIENCES DURING THE TRAININGS.

# PHASE 3

IDEATION

**AUGUST 14-15, 2020**

AT SPOT / ZOOM.US

## **SOCIAL HACKATHON TO COLLECT & IMPROVE BUSINESS IDEAS/ENGLISH**

ONLINE/REAL TIME BRAINSTORM ACTIVITY TO ADOPT YOUR BUSINESS IDEA TO THE LOCAL CONTEXT IN THURINGIA.

**AUGUST 20, 2020**

AT SPOT / ZOOM.US

## **WORLD CAFÉ TO EXPLORE & IMPROVE BUSINESS IDEAS/GERMAN**

ONLINE/REAL TIME GROUP DISCUSSION ABOUT YOUR BUSINESS IDEA.

**AUGUST 26, 2020**

AT SPOT / ZOOM.US

## **PRESENTATION OF THE RE-DEFINED BUSINESS IDEAS**

HERE IS YOUR CHANCE TO SHINE: PRESENT YOUR ENCHANCED BUSINESS IDEA TO THE JURY!

# PHASE 4

## SKILLS ACQUISITION

**SEPTEMBER 4, 2020**  
AT SPOT

### INTRODUCTION DAY

AT SPOT WELCOME DAY IN THE HUB, PRESENTATION OF THE CALENDAR WITH THE TRAINING COURSES FOR THE NEXT 3 MONTHS, REGISTRATION FOR THE COURSES.

**SEPTEMBER 5, 2020**  
AT SPOT

### BEGINNING OF THE TRAINING COURSES

YOUR FIRST TRAINING DAY WITH THE TEAMBUILDING ACTIVITIES.

**NOVEMBER 23, 2020**  
AT SPOT

### MID-TERM EVALUATION

A MEETING TO REFLECT ON YOUR ONGOING LEARNING PROCESS AND TO COLLECT YOUR SUGGESTIONS FOR THE IMPROVEMENT OF THE HUB MANAGEMENT.

**DECEMBER 18, 2020**  
AT SPOT

### END OF THE YEAR GET-TOGETHER

AT SPOT MEETING TO CELEBRATE THE END OF THE YEAR AND TO KEEP THE COMMUNITY SPIRIT UP.

# PHASE 5

## RESIDENTS' GRADUATION

**FEBRUARY 5, 2021**

AT SPOT

### PREPARATION DAY #1

PREPARATION SESSIONS FOR THE SOCIAL IMPULSE FAIR.

**FEBRUARY 12, 2021**

AT SPOT

### PREPARATION DAY #2

PREPARATION SESSIONS FOR THE SOCIAL IMPULSE FAIR.

**FEBRUARY 19, 2021**

AT SPOT

### SOCIAL IMPULSE FAIR & GRADUATION CEREMONY

THE FINAL EVENT OF THE ACADEMY, WHERE YOU WILL PITCH THE BUSINESS PLAN TO THE WIDER AUDIENCE.

**FEBRUARY 24, 2021**

AT SPOT

### FINAL EVALUATION

A MEETING TO EVALUATE THE LAST 3 MONTHS OF THE SOCIAL IMPULSE ACADEMY.



**CULTURE GOES EUROPE**  
SOZIOKULTURELLE INITIATIVE ERFURT E.V.



# **SOCIAL IMPULSE ACADEMY**

**FOR MORE INFORMATION PLEASE CONTACT:  
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