



SELF · Bautzener Str. 7 · 10829 Berlin · Germany

Social Entrepreneurship & Leadership Foundation (**self**)
releases entrepreneurial spirit and stimulates social innovation

The need for **self** is based upon the certainty that Government and administrations alone cannot build sustainable futures for the world's people. Competition, equity growth, diminishing natural resources, environmental impact of production and travel and reducing potential for sustainability (in cultures, organisations and countries) have become global factors with the potential, even likelihood of major global destruction.

self aims to re-integrate seeming contradictions such as business, entrepreneurship, profitability on the one side and social thinking, civic engagement, creative resourcing and innovative ways of sharing responsibility for a better world on the other side.

It is our intention to raise consciousness that any problem, any challenge in our local community, our country and even the world is a chance and an opportunity for innovative products and services to be developed. To produce value instead of artificially creating a market for yet another product nobody needs, to creatively release resources by seeing and seizing opportunities instead of working at the expense of others – that's what **self** will support.

self facilitates individuals and organisations in combining their desire for social engagement with the mindset and methods of an entrepreneur. Experienced coaches and consultants actively support individuals and organisations with ideas for a social venture in each stage of the development. To do this, **self** has created three different offerings, which will assist with all activities from

- hatching' an idea for social innovation in the **self INCUBATOR**; to
- nurturing the competencies of a successful entrepreneur in the **self ACADEMY**;
- to facilitating existing organisations to transform from short-term, profit-only-oriented businesses to one focusing on long-term corporate health with **self CONSULTING**.

self INCUBATOR is supporting the initial phase of developing ideas for social innovation. To do this effectively, it borrows the best of a neighborhood centre, library, internet café, 'hip' open office space and cosy lounges – absolutely unique in Germany. It acts as a hub for like-minded entrepreneurs as well as intrapreneurs, for informal or formal exchange about innovation, social entrepreneurship, civic responsibility and sustainability.

The incubator is specifically designed to break down typical barriers to starting a business or social venture. Who has not heard the stories – office space is too expensive to rent, contracts are too long and inflexible, income is not secured and

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s e l f I N C U B A T O R combats all these pitfalls by offering different tariffs for different needs – from a tariff with 5 hours/month incl. a fully-furnished ‘hot desk’ in an open space with like-minded people, to a tariff with a dedicated full-time office. From cost-effective access to conference rooms, state-of-the-art technical equipment to in-house availability of know-how in releasing entrepreneurial potential. All tariffs can be upgraded and downscaled flexibly depending on the varying needs of the customer. The motto ‘pay for what you use’ works well not only for start-ups who can not afford a full-time office but also for well-established organisations who benefit from active exchange and networking, creative and inspiring working conditions as well cost reduction and cooperation.

Our second sector, **s e l f A C A D E M Y**, assists social entrepreneurs and community leaders to nurture the technical and soft skills of an entrepreneur – in short, it is the competency centre for everyone who wants to do something meaningful, think long-term, act sustainably and work profitably. Questions likely to be raised here include new ways to think about innovation, individual responsibility, civic engagement and leadership, profitability and sustainability or the new key competencies for success in a globalised society.

The focus here lies in self-organised and self-directed team-learning. You will not find traditional seminar rooms or clear distinctions between teacher and student, expert and nonexpert. Instead, there are rooms for learning together, plus coaches, facilitators and success teams that support each other. Pre-structured courses and inflexible schedules are absent and instead we engage in dialogue with each participant to nurture exactly those talents, which the individual requires. This way, every participant acquires exactly the theoretical knowledge and practical know-how he or she needs to develop and implement their project idea. Through this action-learning approach new competencies will be tested at an early learning stage and rapidly adapted when necessary.

The third service sector - **s e l f C O N S U L T I N G** - aims to progress government, public and private sector thinking on the importance of social regeneration for our communities. It serves those who seek to breathe certainty into their desire to impact on the productivity and longer-term sustainability of their organisations.

s e l f acknowledges that the creation of truly sustainable organisations arises from the actions of key individuals. It is the passion of these people that creates and irresistible energy for change. These key individuals who have identified a need for change are facing the challenge to transform an existing culture.

s e l f C O N S U L T I N G creates a myriad of corporate solutions based upon holistic enquiry – in other words, the process looks much wider than the typical reactive and proactive approaches of conventional management; this process creates solutions that are unique to the organisation and its environment.

s e l f C O N S U L T I N G thus galvanises organisational effectiveness and nurtures leadership skills that arise at all levels in the organisation.