



Programm
**Engagement mit
Perspektive**



IT4Change Summit by Ashoka & SAP

28 young social entrepreneurs	Changemakers from Central and Eastern Europe	SAP experts who will help you with your project	1 cohort that sets new standards
300h Coaching & support	5 days in Berlin	14.000€ Project funding in total for all projects	96 hours full of energy, inspiration & fun
Learn from Ashoka-Fellows	YOU!		

The whole story

Since 2012, the Program Engagement with Perspective (PEP), an initiative for young social entrepreneurs within the Ashoka framework, has reached more than 400 young social entrepreneurs from over 250 different projects. Our scholarships, workshops and funding schemes helped a lot for the project development, but even more important was the time they spent with other young changemakers, along with access to the Ashoka and PEP networks. So that is why we are organizing another IT4Change and this is the offer:

- ... a 5 day conference with 28 young social entrepreneurs from international backgrounds who are all using information and communication technologies in order to tackle societal challenges. The PEP team and their experts will support the projects with coaching, advice, access to their networks and potential project funding.
- ... inspiration and motivation through networking with other participants, experienced social entrepreneurs and experts from different sectors
- ... a trip to the European capital of start-ups, Berlin, with a lot of insights you would not get on a holiday trip
- ... and of course plenty of great and memorable moments

LONG STORY SHORT: THE FACTS!

The IT4Change summit is

- 1. Networking with**
 - 28 young Social Entrepreneurs
 - Ashoka Fellows and sector experts
 - the PEP community
- 2. Accelerating through**
 - Impact coaching
 - Peer2Peer problem-solving
 - potential match-funding
- 3. Motivating and inspiring via**
 - Personal coaching by Ashoka
 - Berlin as the European capital of start-ups and social entrepreneurship
 - intercultural and intersectoral exchange with other young changemakers

The conditions

- Age: 16 - 27 years
- Event language: English
- Project making a social impact
- Status: pilot project or beyond
- The role of IT: essential to the project and amplifies its social impact
- Participating countries: Central and Eastern Europe

The event

- October 22nd - 26th, 2014
- Learning Journey through Berlin
- Working on your challenges and next steps
- Business modelling and project development
- Networking Day

The deal

WHAT WE BRING TO THE TABLE

- An all-inclusive event in Berlin
- Professional event framework through hosting, agenda design and moderation
- Access to experts and potential sponsors
- Access to national and international networks
- Individual toolbox for effective project management and communication
- Passion for and expertise in the field of social entrepreneurship

WHAT YOU BRING TO THE TABLE

- Passion for exchanging ideas
- Full attendance during the event
- Excitement to actively share your own knowledge and contribute content to the event
- Willingness to seriously work on the next steps for your project
- Entrepreneurial and productive spirit

The partners

The profile

Ashoka is the first and worldwide leading organization for the promotion of Social Entrepreneurship. The vision of Ashoka is a society in which each individual will be encouraged and empowered to contribute to the solution of societal challenges and problems – to be a Changemaker.

With its breadth of business applications, services, database and technology, **SAP AG** is the world's leading provider of enterprise software and services. More than 250.000 clients use SAP applications and services to improve their objectives, to grow sustainably and to adapt continuously.



The offer

- Network of more than 3.000 Ashoka Fellows in 72 countries
- PEP community with more than 400 young Changemakers in Germany
- Personal coaching and strategy advice
- Connection with SAP offices all over Central and Eastern Europe
- Matchfunding of up to 14.000€ in total for all projects

APPLICATION UNTIL JULY 30TH, 2014 here:
www.bit.ly/IT4Change-Application