

Social Innovations in Germany

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How are the innovations organized and who are the social entrepreneurs behind?

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Abstract

The phenomenon of social innovation is becoming an increasingly important topic with an increasing number of people implementing different types of social innovation projects. So far, little research has been carried out to understand the structure of the projects and the characteristics of the entrepreneurs and initiators behind. This study aims to close this gap by analyzing 80 social innovation projects in the fields of housing, poverty, immigration and environment as well as by examining 117 founders behind these projects. The main results suggest that the projects are clustered around the metropolitan areas of Berlin, Munich and Stuttgart and tend to be founded relatively recently. No clear tendencies and distinctive characteristics in terms of financing and organization could be observed. The social entrepreneurs tend to be of a younger age and most notably, an overwhelming majority are academics holding at least a bachelor's degree and even more frequently a master's degree. Generally, some field-specific differences could as well be observed, such as more engineers being active in the field of environment and more individuals with a social sciences background being active in the poverty sector. However, the findings of this study should not be generalized to the entire social innovation scene in Germany and to all its social entrepreneurs.

1. Introduction

Innovations are described as "manifestations of creative capacity and as the outcome of humanity's efforts to develop responses to needs and to improve the quality of life" (Cajaiba-Santana 2014, p. 43).¹

One of the first persons who tried to explain the concept of innovation was Joseph Schumpeter. He explained the capacity for innovations in economic terms. The technical aspect was strengthened by the European Commission. Technological innovation or change as a synonym for economic growth has been overestimated for a long time in history. That is one reason for the slow growth of innovative social change and the disregard of so called "social innovations".² Many different explanations and research activities can be found aiming to develop a general understanding of the concept.³ Social Innovations are described as "drivers of social change" and aim to improve economic and social development. This means the creation of new products or services with the aim to resolve or improve social problems in a more effective and efficient way.^{4 5} Nevertheless, the definition of the term is still vague and confusing.⁶ There exists a "lack of clarity" concerning a coherent theoretical framework of social innovation theory, which is also caused by the fact that little attention was given towards social actions in the past.^{7 8} However, the shift from an industrial to a knowledge and service-based society has been stimulating the importance of social innovations over the last few years.⁹ Furthermore, new global challenges of the 21st century have shifted the attention towards social change. The consequences of the economic crisis caused by the crash of the credit system is only one example that forced the government to stimulate social innovations in order to regulate the public sector.¹⁰ The change in making use of resources caused by strong economic growth tendencies is another one. The increase in population, demographic changes, pollution and poverty or the rise of elderly people are only a few challenges Germany and the rest of the world are facing. Different areas of life are about to change drastically.¹¹

The public sector has faced enormous pressure due to complex unmet social needs, greater citizen expectations and future developments. The biggest challenge is to address all these issues

¹ Cajaiba-Santana 2014, p. 43.

² Cajaiba-Santana 2014, p. 42.

³ Cristina 2018.

⁴ Cajaiba-Santana 2014, p. 44.

⁵ Franz et al. 2012, p. 8.

⁶ Dr. Susan Müller et al. 2013.

⁷ Jürgen Howaldt et al. 2013.

⁸ Cajaiba-Santana 2014, p. 42.

⁹ Franz et al. 2012, p. 2.

¹⁰ Cristina 2018.

¹¹ Dr. Susan Müller et al. 2013.

simultaneously and to create solutions where other strategies failed. This is the starting point for social innovations which aim to solve social problems and “make the world a better place”.^{12 13}

The present paper focuses on social innovation projects in Germany and aims to identify the key characteristics of the social entrepreneurs standing behind these projects.

Chapter one and two provide the theoretical foundations to the research by focusing on the background and the problem definition of the topic. This helps to highlight the relevance of this study and clarifies the concept of social innovations. A list of existing empirical results and findings is given by a literature review.

The third chapter describes the methodology by stating the research questions of the paper and focusing on the research method and the research design. This also includes the way of data collection.

Furthermore, the chapter explains the detailed analysis of the projects and entrepreneurs behind and gives reasons for the structure and data aggregation.

The fourth chapter of the paper contains the examination of the different social innovation projects with regards to the research questions. A short introduction highlights the relevance for selecting the subgroups and is followed by individual project descriptions and a detailed analysis of the key findings in the end.

The chapter thereafter aims to give an overall analysis about the relevant findings and results of the subgroups. This aggregate evaluation is supported by graphic representations and provides detailed answers to the research questions of this paper.

Chapter six provides a brief summary of the whole paper and the study results.

An insight in the limitations of the paper is given in chapter seven.

Chapter eight contains the final conclusions of the present report followed by an outlook for further studies in chapter nine.

2. Theoretical Background of Social Innovations

The term social innovation became increasingly important in recent years and therefore attracted great attention academically as well as publicly. Rüede and Lurtz emphasize the wide variety of applications of social innovations and state that the term itself differs for the respective field of utilization.¹⁴ In recent

¹² Cristina 2018.

¹³ Jürgen Howaldt et al. 2018, p. 195.

¹⁴ Rüede and Lurtz 2012, p. 2.

years many different definitions emerged, nevertheless a common, consistent or theoretical definition does not exist.¹⁵

Mulgan, Tucker, Ali and Sanders concisely distinguished the definition of innovation itself from social innovation saying that innovations are “new ideas that work” (Mulgan et al. 2007, p. 8) and social innovations are “new ideas that work in meeting social goals” (Mulgan et al. 2007, p. 4).¹⁶ The authors also introduced a more precise determination which aim is to distinguish a social innovation from an economic driven business innovation saying that social innovations are “innovative activities and services that are motivated by the goal of meeting a social need and that are predominantly developed and diffused through organizations whose primary purposes are social” (Mulgan et al. 2007, p. 8).¹⁷ The concise as well as broader definition, provided by Mulgan, Tucker, Ali and Sanders, clearly indicates the importance of the social factor which can be regarded as the main driving force of social innovations.

The definition introduced by Ezio Manzini is more precisely in terms of the exploitation of new ideas and the reallocation process of available properties. Manzini states, “Social innovation is a process of change emerging from the creative re-combination of existing assets (from social capital to historical heritage, from traditional craftsmanship to accessible advanced technology), the aim of which is to achieve socially recognized goals in a new way” (Manzini 2014, p. 57).¹⁸ Although the definition also emphasizes the societal aspects, it also provides a more comprehensive understanding of the term social innovation.

The authors Howaldt, Kaletka, Schröder and Zimgiebl delved into the past of social innovation which can be retraced back to the 19th century.¹⁹ At that time, the term social innovation was mainly referring to the socialist revolution. At a later point in time, social innovation became a subject regarding the introduction of measures for social improvement.²⁰ Nevertheless, it is apparent that the term already became a common subject, even before the distinction of technological and economical innovation was made.²¹

In the 20th century Howaldt, Kaletka, Schröder and Zimgiebl stated that the purpose of the concept of social innovation converted into “Social innovation as the advent or adoption of a new behaviour or a new practice” (Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 17) and stated that this

¹⁵ Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 17.

¹⁶ Mulgan et al. 2007.

¹⁷ Mulgan et al. 2007, p. 8.

¹⁸ Manzini 2014, p. 57.

¹⁹ Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 17.

²⁰ Godin 2012.

²¹ Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 17.

definition recently serves as a common concept concerning social manifestation and transformation processes.²² Nevertheless, the definition of social innovation provided by the authors is based on the establishment as well as implementation process of new social practices, “taking its cue from Schumpeters basic definition of innovation, social innovation is seen as a new combination of social practices in certain areas of action or social contexts” (Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 20).²³

Although there is no uniform definition provided by existing academic literature²⁴, all definitions are based on two properties. First, social innovations main objective is to improve and enhance the social assignment of the society. Second, every individual, business sector or institution must demonstrate initiative and cooperate more closely to drive innovation.²⁵ Schumpeter’s revolutionary innovation determination focused mainly on market mechanism which driving force is creative destruction. Nevertheless, innovation is not only serving the economy, it offers many innovative opportunities enhancing and reforming the society or individual human beings, for instance, the establishment of embossed printing.²⁶

Social innovations gain increasing importance and attention from an academic as well as from a public perspective. The great variety among the respective field of interest gives social innovations the ability to improve and enhance every division of our society. Hence, social innovation arises the awareness of politicians and the scientific community as it becomes apparent that mere technological innovations are insufficient meeting social as well as economic needs nowadays.²⁷

The economy as well as the society and the environment are faced with important challenges. For instance, the European Union is pressurized to overcome the challenge of an ageing population and to find appropriate solutions. Moreover, the standard of living of the vast majority is decreasing and employment chances for the youngest generation in the EU are declining.²⁸ Besides the European Union, also Germany faces social as well as economic challenges. For instance, more urban districts in Germany are separated in rich and poor²⁹ and during the last years, Germany possesses an unchanged long-term

²² Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 17.

²³ Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 20.

²⁴ Rüede and Lurtz 2012, p. 2.

²⁵ Sanzo-Perez et al. 2015, p. 431.

²⁶ Ziegler 2017, p. 389.

²⁷ Howaldt, J., Kaletka, C., Schröder, A. and Zimgiebl, M 2018, p. 11.

²⁸ Grimm et al. 2013, pp. 436–437.

²⁹ Dorothee Spannagel 2018, p. 2.

unemployment rate of 37%.³⁰ Hence, there is great demand and particular need for effective and efficient solutions approaches to fulfill and improve the social mission.³¹

The authors Grimm, Fox Baines and Albertson stated that the development of the society in the last two centuries mainly focused on technological advancements and economic theories. Nevertheless, the authors emphasized the present importance of social innovations to reshape common structures and therefore enabling dynamic change to enhance the overall societal environment.³² However, a global movement towards social innovation can be perceived as many universities focus on social innovation in their research proposals, institutions and endowments had been established which main objectives are social innovation activities as well as the government which increasingly supports social innovation concepts and projects.³³

The existing academic literature mainly focuses on conceptual frameworks of social innovations as well as on the definition and the importance of social innovation itself. For instance, the scientific paper from Ziegler introduces a conceptual framework of social innovations placing the main emphasis on a collaborative approach.³⁴ The research paper “Social Innovation: Concepts, Research Fields and International Trends” by Jürgen Hochwaldt and Michael Schwarz mainly investigated current developments in the field of social innovation and evaluated theoretical foundations and existing empirical research.³⁵ The academic study of Rüede and Lurtz analysis the great variety of the existing definitions and determinations of social innovations and simultaneously investigated the transparency as well as the explicitness of the respective definitions.³⁶

The study by Grimm, Fox, Baines and Albertson represents more profound knowledge besides seeking a common terminology. The authors emphasized the confusion among the social innovation phenomena due to the various determinations and wide application range. Moreover, the study aims to find a reasonable approach making social innovation an effective concept for political authorities. Furthermore, the authors state that there is present need regarding academic as well as theoretical studies to enable social innovation activities to become an embedded political instrument.³⁷ Furthermore, the research paper by Gorgi Krlev, Eva Bund, and Georg Mildner introduces essential indicators measuring social

³⁰ Bundesministerium für Arbeit und Soziales 2017, p. 9.

³¹ Grimm et al. 2013, p. 437.

³² Grimm et al. 2013, p. 437.

³³ Rüede and Lurtz 2012, p. 2.

³⁴ Ziegler 2017.

³⁵ Jürgen Howaldt and Michael Schwarz 2010.

³⁶ Rüede and Lurtz 2012.

³⁷ Grimm et al. 2013.

innovation to enhance the progress and to simplify the development on national as well as regional basis and therefore are relevant for policy design.³⁸

As the existing academic literature mainly focuses on the determination dilemma, the concept of social innovation and its wide variation as well as application field, the objective of the present work is to discover and gain more insights about the entrepreneurs behind the social innovation projects in Germany. Moreover, this paper aims to analyze various factors of social innovation projects and identifies connections between the respective field of application and the entrepreneurs.

3. Methodology

3.1. Research Questions

The following research questions were developed in order to guide the research process:

- Where and when were the social innovations in Germany founded?
- How are the social innovations in Germany organized in terms of financial resources and employment structure?
- Who are the social entrepreneurs in Germany and what are their characteristics?
- Are the social entrepreneurs in Germany prevailing academics?

3.2. Research Design & Data Collection

This research project was conducted as an exploratory study since it seeks to investigate the phenomenon of social innovations in Germany and the social entrepreneurs behind the projects. Due to time constraints and the number of projects investigated, primary data collection was not conducted through depth interviews or focus groups but rather through extensive internet research. Longitudinal data were not required for this study.

In a first step, four categories of social innovations were identified, namely housing, poverty, immigration and environment. The research on social innovation projects was conducted in the latter areas. For each area of interest, information on 20 projects and their respective 23 to 36 founders was collected. Hence, a total of 80 projects and 117 social entrepreneurs were investigated. Focusing the research on only four fields of interest allowed to have larger sample sizes which in turn enabled a better

³⁸ Krlev et al. 2014.

comparison of the findings between the different areas of interest. The following data points were collected for each social innovation project:

- Name of the social innovation (also referred to as project)
- Location (Headquarters)
- Short description of the project
- Founding year of the project
- Financial resources used by the project
- Size of the project, measured by the number of people involved
- Nature of the engagement of people involved (volunteers / paid employees)
- Other interesting information that, however, could not be found for a significantly large number of projects and could therefore not be included in the analysis
- Name(s) of the social entrepreneur(s), also referred to as founder(s)
- The social entrepreneur's age group at the founding of the project
- The social entrepreneur's educational background (highest degree)
- The social entrepreneur's major (of the highest degree)

Data on the gender of the founders were not explicitly collected but instead implicitly assumed based on the name of the founder. Much of the data could be found through the website of the social innovations, however, various google search requests were mostly necessary, to obtain the full set of data points. Hence, the sources of information were manifold, leading from newspaper articles over crowdfunding websites to parish websites. Much of the information on the social entrepreneurs could often be obtained through the LinkedIn or Xing profiles or a combination of both. In some rarer cases, facebook profiles were also used. In some cases, different sources of data also had to be compared in order to verify the information found.

The process of finding the social innovation projects in the first place was also conducted through internet search requests. The sources of information included among others state governed websites with lists of social innovations, newspaper articles on social innovations, websites about social innovation award recipients and dedicated social startup websites.

3.3. Analysis

In order to present the data collected in a comprehensive and informative way, the following methodology was used.

Projects

Location

In order to identify geographical clusters, data on the location of the projects was collected. Despite the fact that some social innovations' area of influence spreads over several cities or even entire Germany or Europe, this is neglected for the analysis. Using the registered headquarters in all cases allows to compare the data and identify geographical tendencies.

Founding Year

To illustrate tendencies in the number of projects founded during certain time periods, five-year ranges were chosen. However, to emphasize most recent short-term developments, it was decided to use 2017 throughout the second quarter of 2019, i.e. a 2.5-year period, as the last time range. As only few projects were founded before 2002, they were grouped together, leading to the following groups:

- 2017-2019 (second quarter)
- 2012-2016
- 2007-2011
- 2002-2006
- 2001 and earlier

Financing

According to the research results, the found data could be grouped into the following categories of financial resources used by the projects:

- Cash prizes and awards won by the projects
- Cross-financed through other business activities: In the case of projects that (partly) rely on revenue streams from other business activities of the respective company or institution
- Crowdfunding
- Donations
- Government: In the case of projects that are run by the government and financed through financial means of the German government or a federal state
- Membership subscription fees: In the case of projects run by associations

- Private investors: In the case of social entrepreneurs themselves, business angels or other private investors currently bringing in their own financial resources, however expecting the project to become self-financing in the future
- Self-financing: The business model of the project allows to cover expenses through self-generated revenue streams
- Sponsorships: Usually by companies and institutions
- State / governmental / institutional subsidies: Provided by the EU, German government, federal state or local municipality

According to the financial resources used by each project, the financing model was described as one of the following:

- Entirely self-financed
- Entirely financed through state or governmental support
- Entirely financed through third party support
- A mixture of the above

Size and Structure

As information on other measurements of size was seldomly available, it was decided to use the number of people involved as an indicator of size. However, only a few social innovations disclosed detailed information on the number of employees and / or volunteers. For this reason, full-time equivalents (FTE) could not be considered. Especially for the projects run by both, paid employees and volunteers, exact data to distinguish the respective numbers were not available. For projects that are run by companies or institutions in which the employees are also responsible for other projects and business activities and the exact number of people working on the social innovation could not be extracted, the category “Other” was introduced. This led to the following categorization:

- Very small: < 5 people involved
- Small: 5 – 10 people involved
- Medium: 11 – 20 people involved
- Large: 21 – 50 people involved
- Extremely large: > 50 people involved

As the number of people involved alone can only give limited insights into the structure of the social innovation, an additional element was added. The analysis of the nature of the involved people's engagement aims to generate an overview, whether the project is run by

- only paid employees,
- only volunteers or
- a mixture of the above.

Social Entrepreneurs

Founders

One element helping to gain insights into the characteristics of the social entrepreneurs is to categorize the founders according to whether the ideas for the social innovation were developed by

- individuals,
- institutions or
- companies.

If the idea for a social innovation was developed within an institution or company, however a person primarily responsible for the development of the project (a project leader) could be gleaned, the founder was denoted as an institution or company. Still, the information in the following sections was gathered with regards to the project leader.

Gender

The social entrepreneurs' gender was categorized as follows:

- Male
- Female
- Diverse
- Not applicable: The founder of the project was an institution or company and no explicit project leader could be identified

Age

To make the available data on the age of the social entrepreneurs comparable and find possible common characteristics of social entrepreneurs, the age at the start of the project was used. Age groups in ten-

year ranges were used to summarize the data in a comprehensive way. As none or only few founders were below 20 and above 60, broader age groups were used in these cases, resulting in the following categorization:

- < 20
- 20 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- ≥ 60
- Not applicable: The founder of the project was an institution or company and no explicit project leader could be identified

Educational Background

In order to answer the fourth research question, whether the social entrepreneurs in Germany are prevalingly academics, data on the highest educational degree was analyzed. Because lower degrees than high school were rare, they were summarized as “Lower degree”. The category “Others” was introduced to account for degrees from specialized schools for disabled persons. To make the overview more comprehensive, bachelor’s degree and master’s degree were put on the same level as pre-diploma and diploma, respectively. Equally, the German doctorate was treated equally to PhD and summarized with Professorship to one category. This resulted in the following division:

- PhD / Professorship (excluding Prof.h.c.)
- Master’s degree / Diploma
- Bachelor’s degree / Diploma
- Apprenticeship
- High School degree
- Lower degree
- Others
- Not applicable: The founder of the project was an institution or company and no explicit project leader could be identified

To complete the picture of characteristics of social entrepreneurs, the major in the highest degree achieved by the individuals was analyzed. While some of them might have completed a lower

educational degree in a different academic field before, it is suggested that the major in the highest degree best displays current influences the social entrepreneurs experience. The different academic fields were grouped under the following umbrella terms:

- Agricultural Sciences
- Economics
- Engineering
- Formal Sciences
- Humanities
- Legal Sciences
- Natural Sciences
- Philosophy
- Social Sciences
- Theology
- Not applicable: The founder of the project was an institution or company and no explicit project leader could be identified or the highest degree did not contain a major

In all sections above, “N/A” was used for unavailable data, while “Not applicable” was only used for categories that could not be applied to a certain data set.

4. Findings

4.1. Sub-Group “Housing”

4.1.1. Introduction

For several reasons, housing becomes an increasingly hot topic in Germany, being broadly discussed in the media and concerning large parts of the society. As a result, it offers potential for social innovations, approaching the various challenges that housing brings along from different angles.

As can be seen in Figure 1, in some regions in Germany, especially Baden-Württemberg, Hessen and the three city states Berlin, Hamburg and Bremen, the population has increased significantly more drastically than the housing stock during the same period of time. In other regions an opposite trend could be observed, resulting in an overall increase of 3.3% in housing stock in Germany, whereas population only increased by an average of 3.1%, mainly resulting from the previous years’ immigration.³⁹

³⁹ Umwelt Bundesamt 2018.

Veränderung Bevölkerung und Wohnungsbestand in den Bundesländern 2011* bis 2017

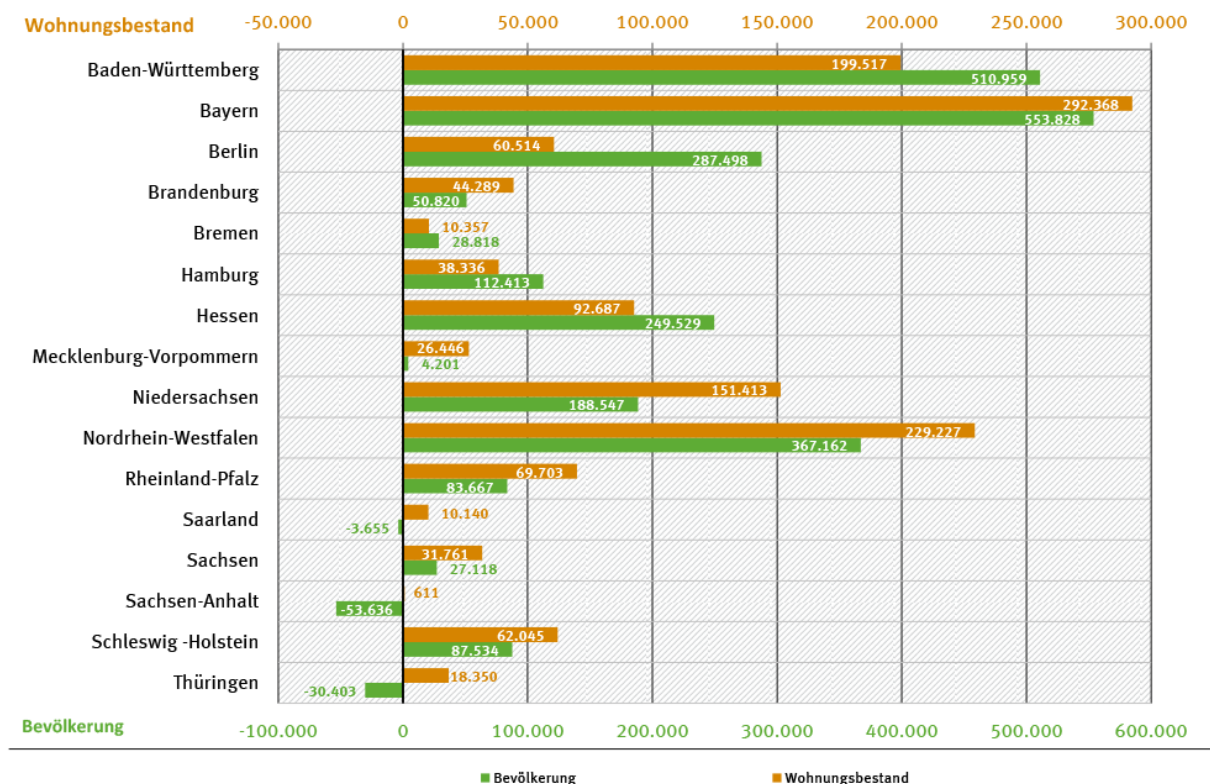


Figure 1: Change in Population and Housing Stock in the Federal States 2011* to 2017

Nevertheless, the housing market for several reasons has not relaxed during the same period. Firstly, the living space per person has increased by 0.4m² to 46.5m², meaning that on average, people occupy more living space per person than before, as the number of people per household has decreased over the years.⁴⁰ Partly this development can be explained by the unequal distribution of living space in Germany. After their children have moved out, parents often stay in the apartment or house that allowed them to raise children, leading to few people occupying large amounts of living space, while young families are struggling to find affordable living space that can host an entire family and new housing has to be subdued.

The increased demand for living space in Germany leads to both, rising property prices as well as rising rental cost. As can be seen in Figure 2, since 2011 real estate prices have steadily increased in all regions, including shrinking regions. Since then, especially the gap between growth and stagnating regions has significantly grown, leading to the phenomenon of rural depopulation, which is additionally favored by

⁴⁰ Umwelt Bundesamt 2018.

an increasing number of students at German universities.⁴¹ The increased portion of income spent on living cost during the period from 2007 to 2017⁴² makes housing a concern especially for societal groups with minor purchasing power like students or young families.

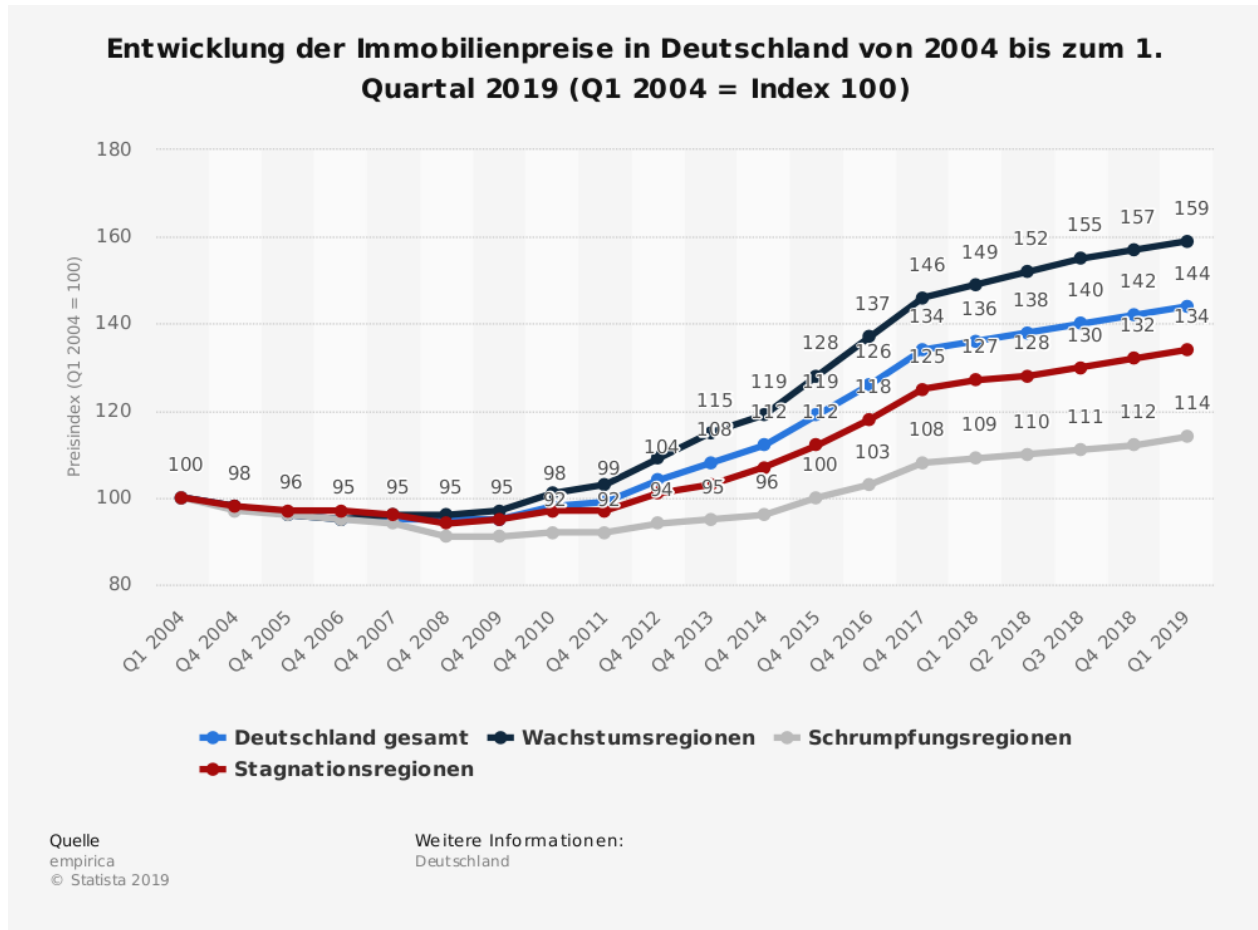


Figure 2: Development of Real Estate Prices in Germany 2004 to First Quarter 2019

As construction belongs to the most resource-intensive industries, another influential factor on social innovations in the area of housing are the global trends towards more sustainability, circular economy and resource-efficiency through cradle-to-cradle, upcycling and comparable approaches. Although these topics are not specific to Germany, they are part of the social innovations that were developed in Germany and / or that are available to the German citizens, so that these also found their place in this research paper.

⁴¹ Statistisches Bundesamt 2018b.

⁴² Statistisches Bundesamt 2018a.

4.1.2. Projects

New Forms of Construction

Though social innovations in the area of housing in Germany were developed from various perspectives, the projects in this research paper can be broadly categorized into four non-exclusive groups, based on the approaches the social entrepreneurs took when developing their idea. The first of these groups can be summarized as “New Forms of Construction”, including projects that emphasize on constructing living space either by using more resource-efficient construction material, for example through upcycling or using a cradle-to-cradle approach in the construction process, and / or by optimally making use of space as a scarce resource in the form of tiny or modular houses. The latter is mostly inspired by current societal trends such as minimalism⁴³ and LOVOS⁴⁴ (Lifestyle of Voluntary Simplicity). In the following, summaries of four social innovations in this field will be presented.

Project Name	Cabin Spacey
Location (HQ)	Entire Germany (Berlin)
Description	A start-up that builds self-sufficient tiny houses, offers advisory for finding suitable locations and promotes minimal living concepts. Through smart design, the small wooden houses, that can be easily transported and placed on flat roof tops as well as in gardens or any other place, seek to offer comfortable living room in areas where there is no more space for additional conventional houses.
Founding Year	2015
Financing	Self-financing business
Size (No. of People involved / Employees)	10+ employees
Other	Two founders
Founder 1	Simon Becker
- Age Group (at Start of Project)	20-29

⁴³ Duden 2019.

⁴⁴ Aachener Stiftung Kathy Beys 2019.

- Education	B.A. at HafenCity Universität Hamburg (Graduation 2011) M.Sc. at Technische Universität Berlin (Graduation 2014)
- Major	Architecture
Founder 2	Andreas Rauch
- Age Group (at Start of Project)	30-39
- Education	Pre-Diploma at Technische Universität Graz (Graduation 2007) Diploma at Technische Universität Berlin (Graduation 2010)
- Major	Architecture

Table 1: Summary "Cabin Spacey"⁴⁵

Project Name	Palettenhaus
Location (HQ)	Munich
Description	Originally a student project, Palettenhaus aims to minimize the in the construction industry usually very high resource-intensity by recycling out-dated wooden pallets, that otherwise would be burned, to construct cheap and sustainable small houses. The pallets are filled with insulation materials and make up for the walls and floors of the highly efficient pallet houses.
Founding Year	2008
Financing	Self-financing business
Size (No. of People Involved / Employees)	3 employees
Other	Two founders
Founder 1	Gregor Pils
- Age Group (at Start of Project)	30-39
- Education	Diploma at Technische Universität Wien
- Major	Architecture

Table 2: Summary "Palettenhaus"⁴⁶

⁴⁵ <https://cabinspacey.com>, checked on 12/13/2018; <https://www.gruenderszene.de/allgemein/minihauser-cabin-spacey>, checked on 12/13/2018

⁴⁶ <https://www.palettenhaus.com>, checked on 12/27/2018; <https://www.linkedin.com/in/gregor-pils-8baa26b3>, checked on 12/28/2018

Project Name	Modulheim.de
Location (HQ)	Entire Germany (Cologne)
Description	An online platform that brings together people offering and people seeking alternative housing objects.
Founding Year	2017
Financing	Self-financing business
Size (No. of People Involved / Employees)	N/A
Founder 1	Mario Wilkens
- Age Group (at Start of Project)	N/A
- Education	N/A
- Major	N/A

Table 3: Summary "Modulheim.de"⁴⁷

Project Name	Abundance.EARTH
Location (HQ)	Munich
Description	A startup that promotes healthy and cheap living concepts with constantly positive environmental footprints through selling modular pre-constructed work and living space. For their products, they adopt the cradle-to-cradle philosophy for achieving a positive-impact design in the construction industry, one of the most resource- and energy-intensive industries.
Founding Year	2019
Financing	At the moment seeking equity through external investors, later self-financing business
Size (No. of People Involved / Employees)	7 employees
Other	Two founders
Founder 1	Deniz Ispaylar

⁴⁷ <https://www.modulheim.de>, checked on 11/02/2018; <https://german.startupspot.de/modulheim>, checked on 11/02/2018

- Age Group (at Start of Project)	30-39
- Education	B.Sc. at Technische Universität München M.Sc. at Technische Universität München
- Major	Energy, Technology and Process Engineering / Production Management and Logistics

Table 4: Summary "Abundance.EARTH"⁴⁸

Efficient Use of Living Space as a Resource

The second group of innovative housing concepts is mostly concerned with "Efficient Use of Living Space as a Resource". Projects in this category are focusing on increasing the availability of appropriate living space in a socially meaningful way. On the one hand, some projects deal with securing affordable living space and ground. On the other hand, this also includes the distribution and balancing of living space in accordance with the needs of the respective societal groups and the capacity of the respective regions, for example by enabling retirees, whose children have moved out long ago, to move to smaller, easily accessible flats while in turn freeing more capacious living space for young families in need. The following six projects give the reader of possible approaches to the efficient use of living space as a resource.

Project Name	Programm 65+ WBG Nürnberg
Location (HQ)	Nürnberg
Description	The property association WBG Nürnberg actively approaches tenants over the age of 65 and offers them to move to smaller, easier to maintain apartments either on the ground floor or with elevator. This makes way for young families in need of more space and makes the use of the available resources more efficient. The relocation is organized and supported by the association.
Founding Year	2015
Financing	Cross-financed through other business activities

⁴⁸ <https://start-green.net/netzwerk/gruenes-startup/abundancehome/>, checked on 05/26/2019; <https://www.linkedin.com/in/deniz-ispaylar-14690a44>, checked on 05/28/2019

Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Other	Project evolved from needs of established business
Founder 1	WBG Nürnberg
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

Table 5: Summary "Programm 65+ WBG Nürnberg"⁴⁹

Project Name	Tauschwohnung
Location (HQ)	Entire Germany (Stuttgart)
Description	An online platform that allows to swap rooms, apartments and houses. This is especially interesting due to the fact that currently the living space in Germany is not distributed in a socially meaningful manner. While most elderly people occupy houses and apartments that offer more space than they need after their children have moved out or their partners have died and that are too big to look after, younger people who may want to found a family occupy the small apartments that would be easier to maintain for pensioners.
Founding Year	2010
Financing	Self-financing business
Size (No. of People Involved / Employees)	2 employees
Other	Founded by a group of three partners. Out of which two left the company over time for personal reasons. The remaining founder, Beate Ruuck, who is also considered the initiator of the business, finally sold the business in 2014 to Dario Bednarski and John Weinert in order to move to Australia and work full-time in her later founded Media Agency there.
Founder 1	Beate Ruuck

⁴⁹ <https://wbg.nuernberg.de/service/>, checked on 05/30/2019; Harms-Limmer, A. (2018): Wohnen für alle: Neue Ideen gegen Wohnungsnot. Edited by Bayerischer Rundfunk. <https://www.br.de/mediathek/video/dokthema-26092018-wohnen-fuer-alle-neue-ideen-gegen-wohnungsnot-av:5b72ac69650d96001807a058>, checked on 05/31/2019

- Age Group (at Start of Project)	20-29
- Education	B.A. at Hochschule für Angewandte Wissenschaften Hamburg Diploma at Challenger Institute of Technology, Australia
- Major	Media & Information / Management

Table 6: Summary "Tauschwohnung"⁵⁰

Project Name	Kirchliche Wohnraumoffensive Herein
Location (HQ)	Ravensburg, Weingarten
Description	While living space is rare in bigger cities like Weingarten and Ravensburg, small villages in the same area as Schussental offer a lot of vacant apartments and houses. In order to help both, overpopulated cities as well as rural areas, Caritas Bodensee-Oberschwaben acts as an intermediary between housing-seeking individuals and families and the landlords.
Founding Year	2017
Financing	State / governmental support, donations, church tax, cross-financed through other business activities
Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Founder 1	Caritas Bodensee Oberschwaben
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

Table 7: Summary "Kirchliche Wohnraumoffensive Herein"⁵¹

Project Name	Raum für München
Location (HQ)	Munich
Description	An online platform designed by the Social Welfare Office of Munich to encourage and make it easy for the population to report the misuse of living space in Munich, for example through renting out

⁵⁰ <https://www.tauschwohnung.com>, checked on 03/12/2019; <https://www.tauschwohnung.com/presse/>, checked on 03/19/2019

⁵¹ <https://www.herein-kirche.de/die-wohnraumoffensive/die-wohnraumoffensive>, checked on 11/16/2018

	apartments to tourists on Airbnb for more than eight weeks per year, instead of making it available for rent.
Founding Year	2018
Financing	Government
Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Founder 1	City of Munich, Social Welfare Office
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

Table 8: Summary "Raum für München"⁵²

Project Name	Initiative Bodenrecht
Location (HQ)	Munich
Description	An initiative that suggest a drastic change in the taxation and property rights for ground, suggesting that ground is a limited resource and a human right that should at least partly be regulated through the government instead of being completely open to the market, where ground investment speculations drive the prices up and create social and economic disruptions.
Founding Year	2017
Financing	Investors, donations
Size (No. of People Involved / Employees)	More than 10 organizations, associations and private individuals
Founder 1	Bündnis Bezahlbares Wohnen e.V.
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

⁵² https://formulare.muenchen.de/process.php?path=soz/soz_zweckentfremdung/soz_zweckentfremdung, checked on 06/01/2019; Harms-Limmer, A. (2018): Wohnen für alle: Neue Iden gegen Wohnungsnot. Edited by Bayrischer Rundfunk. <https://www.br.de/mediathek/video/dokthema-26092018-wohnen-fuer-alle-neue-ideen-gegen-wohnungsnot-av:5b72ac69650d96001807a058>, checked on 05/31/2019

Table 9: Summary "Initiative Bodenrecht"⁵³

Project Name	Wohnraum Allianz
Location (HQ)	Entire Baden-Württemberg (Stuttgart)
Description	This initiative aims to provide guidance and financial incentives to communes in Baden-Württemberg to make more space available for the construction of new living room.
Founding Year	2013
Financing	Government
Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Founder 1	Federal State of Baden-Württemberg
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

Table 10: Summary "Wohnraum Allianz"⁵⁴

Partnerships of Convenience

The category "Partnerships of Convenience" comprises all projects that promote new forms of living together, that in the end aim to be beneficial for all concerned parties. This does not only include trading free of charge or inexpensive living space for return services such as household help or education, but also new concepts of living together in small communities. The following six social innovations are examples of partnership projects.

Project Name	Tausche Bildung für Wohnen
Location (HQ)	Duisburg-Marxloh
Description	Together with the city of Duisburg-Marxloh and religious facilities, the project offers cheap to free housing for students and apprentices

⁵³ <http://www.initiative-bodenrecht.de>, checked on 05/31/2019

⁵⁴ <https://wm.baden-wuerttemberg.de/de/bauen/wohnraum-allianz/>, checked on 01/03/2019

	who in turn educate, support and spend free time with socially disadvantaged children.
Founding Year	2013
Financing	Crowdfunding, donations
Size (No. of People Involved / Employees)	2 employees, several volunteers
Other	Both founders had worked in social projects before. Mustafa Tazeoglu had grown up in Marxloh and therefore saw the needs for both, cheap living space for students as well as educational support for the neighborhood's children. Christine Bleks received social benefits while working out the project.
Founder 1	Christine Bleks
- Age Group (at Start of Project)	30-39
- Education	Diploma at Universität Witten
- Major	Philosophy and Culture Reflection
Founder 2	Mustafa Tazeoglu
- Age Group (at Start of Project)	30-39
- Education	Diploma at Universität Duisburg-Essen
- Major	French / Economics

Table 11: Summary "Tausche Bildung für Wohnen"⁵⁵

Project Name	Streitfeld 33- KunstWohnWerke München eG
Location (HQ)	Munich
Description	Streitfeld 33 is a former textile manufacturing facility which was renovated by KunstWohnWerke München to offer ateliers, apartments and shared rooms to all kinds of artists and creatives at affordable prices and with long-term contracts. Another aim is to promote creativity as well as an integrated work-life-space through interpersonal and intercultural exchange and co-living of artists.

⁵⁵ www.tbfw-marxloh.org, checked on 12/17/2018; <https://youtu.be/E6-UGkmKdRc>, checked on 12/18/2018; <https://enorm-magazin.de/tags/christine-bleks>, checked on 12/17/2018

Founding Year	2007
Financing	Private investors: bank loans, small pledges, members' deposits
Size (No. of People Involved / Employees)	More than 100 members
Other	Susanne Flynn started the project when she, as an architect, and her husband, an artist, had to move out of the apartment where they used to live and work. For working space for artists and creative workers in Munich was usually only rented out for intermediary usage in between two construction or reconstruction projects, she decided to group up with other affected individuals to be able to buy a facility, serving as a co-living and -working space.
Founder 1	Susanne Flynn
- Age Group (at Start of Project)	50-59
- Education	Diploma
- Major	Architecture

Table 12: Summary "Streitfeld 33 - KunstWohnWerke München eG"⁵⁶

Project Name	Wohnsinn
Location (HQ)	Munich
Description	An online platform that promotes inclusive living concepts in the form of shared apartments for people with and without disabilities and brings the respective parties together.
Founding Year	2016
Financing	Self-financed (give and take approach), membership fees
Size (No. of People Involved / Employees)	Governed by several volunteers and other associations
Founder 1	Tobias Polsfuß
- Age Group (at Start of Project)	20-29

⁵⁶ <https://streitfeld.net>, checked on 03/13/2019; <https://www.muenchenarchitektur.com/beitrag/24-architektur-stadtentwicklung/24943-spielraum-fuer-ideen>, checked on 03/13/2019; <https://www.kunstwohnwerke.de/projekte.html>, checked on 03/14/2019

- Education	M.A. at Hochschule für Angewandte Wissenschaften München
- Major	Societal Change and Participation

Table 13: Summary "Wohnsinn"⁵⁷

Project Name	Flüchtlinge Willkommen
Location (HQ)	Entire Germany (Berlin)
Description	The online portal Flüchtlinge Willkommen connects refugees to people having a vacancy in their shared flat. Through a decentralized accommodation of refugees in shared flats, the aim is to easier integrate them into the German society, while helping landlords to find tenants whose monthly rent payment is secured, as it is paid by the German authorities.
Founding Year	2014
Financing	Institutional subsidies, donations: sponsorships through Aktion Mensch, UNO Flüchtlingshilfe, etc.
Size (No. of People Involved / Employees)	12 employees, > volunteers
Other	Inspired by the international association Refugees Welcome.
Founder 1	Mareike Geiling
- Age Group (at Start of Project)	20-29
- Education	B.A. at Universität Konstanz M.A. at Humboldt-Universität zu Berlin
- Major	German and French language and literature studies / Religion and Culture
Founder 2	Jonas Kakoschke
- Age Group (at Start of Project)	30-39
- Education	B.A. at Hochschule für Technik und Wirtschaft Berlin
- Major	Communication Design

Table 14: Summary "Flüchtlinge Willkommen"⁵⁸

⁵⁷ <https://www.wohnsinn.org>, checked on 05/01/2019; <https://blogs.faz.net/blogseminar/wohnen-muessen-alle/>, checked on 05/01/2019

⁵⁸ <https://www.fluechtlinge-willkommen.de/#wir-heissen-fluechtlinge-willkommen>, checked on 03/27/2019;

Project Name	Wohnen für Hilfe
Location (HQ)	Entire Germany (Cologne)
Description	Many initially independent projects that connect elderly landlords with students today run under the supervision of "Wohnen für Hilfe". Instead of paying a monthly rent, the students help the landlord with activities such as gardening, cleaning, grocery shopping or (grand-) child care. Per square meter, approximately one hour of work per month is required from the students.
Founding Year	1992
Financing	Membership fees, sponsorships, donations, state subsidies
Size (No. of People Involved / Employees)	Several employees from student unions who are (non-exclusively) responsible for this project
Other	Today mainly managed by the respective student unions of the cities.
Founder 1	Anne-Lotte Kreickemeier
- Age Group (at Start of Project)	50-59
- Education	Diploma, Professorship
- Major	Social Pedagogy

Table 15: Summary "Wohnen für Hilfe"⁵⁹

Project Name	Inklusive WG Bremen e.V.
Location (HQ)	Bremen
Description	An association that builds the first inclusive living house in Bremen and entire Northern Germany. While the disabled people benefit from sustainable and constant support in their daily lives, the healthy members get access to cheap living space in Bremen.
Founding Year	2014
Financing	Governmental support, donations, membership subscription fees, sponsorships
Size (No. of People Involved / Employees)	> 20 volunteers

⁵⁹ <http://www.hf.uni-koeln.de/33114>, checked on 01/03/2019; <https://homeshare.org>, checked on 01/02/2019; Bube, A. (2012): Zimmer frei – bei Oma. <https://www.stern.de/panorama/gesellschaft/-wohnen-fuer-hilfe--zimmer-frei---bei-oma-3891244.html>, checked on 01/02/2019

Other	The project is mainly initiated by one of the disabled partners and her parents.
Founder 1	Neele Buchholz
- Age Group (at Start of Project)	20-29
- Education	Degree from cooperation class for disabled students
- Major	Not applicable

Table 16: Summary "Inklusive WG Bremen e.V."⁶⁰

Social Innovations for Specific Societal Groups

The fourth category of social innovations in the field of housing in Germany summarizes projects dedicated to certain societal groups. While most of the social innovations in the housing section are concerned with bringing together or meeting the needs of several or unspecific societal groups, the following projects' motivation arises from the needs of one specific societal group such as students, elderly or homeless people. In this research, the following four examples are included.

Project Name	Little Home Köln
Location (HQ)	Cologne, Berlin
Description	Volunteers and homeless people together build small wooden houses, preferably with materials from scrapyards, that allow the homeless people later on to sleep and live in a warmer and also safer place where their personal belongings are safe and they are allowed to keep their dogs with them. The organization also helps them to make new social contacts through the involvement in the building process of the houses and supports them in their job search.
Founding Year	2016
Financing	Donations, membership subscription fees
Size (No. of People Involved / Employees)	1 employee + volunteers
Founder 1	Sven Lüdecke

⁶⁰ <https://inklusive-wg-bremen.de>, checked on 05/23/2019; <https://www.tanzbarbremen.com/unser-team/>, checked on 05/23/2019

- Age Group (at Start of Project)	30-39
- Education	Lower degree than high school
- Major	Not applicable

Table 17: Summary "Little Home Köln"⁶¹

Project Name	Seniorenzentrum Brigachtal
Location (HQ)	Brigachtal
Description	The initiative places different forms of elderly people's care and nursery in one neighborhood together with pharmacies, doctors, supermarkets and necessary institutions in order to assure easy access to the residents' basic needs.
Founding Year	2018
Financing	State / governmental support, donations, church tax, Cross-financed through other business activities
Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Founder 1	Caritas Altenhilfe St. Lioba GmbH
- Age Group (at Start of Project)	Not applicable
- Education	Not applicable
- Major	Not applicable

Table 18: Summary "Seniorenzentrum Brigachtal"⁶²

Project Name	The Student Hotel Germany
Location (HQ)	Dresden
Description	The Student Hotel pursues an innovative way of co-living. They provide long- and short-term rental apartments for students, tourists, business travelers, freelancers and others while offering shared kitchens, work spaces and rooms for leisure activities promoting unity, social responsibility and a mixed and open-minded community.

⁶¹ <https://little-home.eu>, checked on 12/28/2018; https://youtu.be/Sfu4B_LmmzM, checked on 12/28/2018

⁶² https://www.brigachtal.de/pb/,Lde/Startseite/Leben+_Wohnen/Seniorenzentrum+Brigachtal.html, checked on 01/04/2019

Founding Year	2006
Financing	Self-financing business
Size (No. of People Involved / Employees)	20-30 employees in Germany
Other	The Student Hotel Germany is part of the Europe-wide group The Student Hotel. The founder had worked for a long time in the family's business that built student homes. He finally developed the idea for The Student Hotel when seeing home containers for students in Amsterdam.
Founder 1	Charlie MacGregor
- Age Group (at Start of Project)	20-29
- Education	High School degree
- Major	Not applicable

Table 19: Summary "The Student Hotel Germany"⁶³

Project Name	Studis suchen Zimmer
Location (HQ)	Heidelberg, Heilbronn
Description	A marketing campaign in order to make the private landlords in Heidelberg and Heilbronn aware of the many students seeking housing in university areas and sensitize them for students as potential tenants.
Founding Year	2016
Financing	Government
Size (No. of People Involved / Employees)	Several employees who are (non-exclusively) responsible for this project
Founder 1	Studierendenwerk Heidelberg
- Age Group (at Start of Project)	Not applicable

63 <https://www.thestudenthotel.com/de/>, checked on 03/26/2019; <https://the-student-hotel.wildcard-gruppe.de/neu-in-berlin-mitte-innovatives-co-living-hotelkonzept-aus-amsterdam-andert-das-leben-in-der-hauptstadt>, checked on 03/26/2019; <http://www.dnn.de/Dresden/Lokales/The-Student-Hotel-oeffnet-im-September-in-Dresden>, checked on 03/26/2019

- Education	Not applicable
- Major	Not applicable

Table 20: Summary "Studis suchen Zimmer"⁶⁴

4.1.3. Sub-Group Analysis

The increasing tensions in the German housing market as well as increased environmental awareness and changes in the perception of certain societal groups lead to an increase in the number of newly founded social innovations over the last years, not taking into account potential survivorship and internet presence biases. While out of the twenty projects only one was founded before 2001 and between 2002 and 2006, respectively, the number increased to three for the five-year period from 2007 to 2011. Most projects could be found in the range from 2012 to 2016 with a total of 9 social innovations. However, in the short-run, being represented by a 2.5-year time frame from 2017 to the second quarter of 2019, six projects could be found, already making up for two thirds of the twice-as-long previous period.

The geographical spread of the social innovations in this field covers entire Germany with a cluster around Munich, which is not surprising for the reason that the city is widely known for having the highest rental prices in Germany and a chronic surplus in the demand for living space.

The twenty housing projects under consideration are drawing from a wide range of financial resources. Only three of them, respectively, are entirely financed by the state or a third party. Another 30% are entirely self-financing, either through the actual business model of the social innovation or through other business activities cross-financing the project. However, a total number of eight social innovations is financed through a mixture of governmental, third party and own financial means. As displayed in Figure 3, donations are the most often used resource, followed by own financial resources, membership fees and institutional subsidies. Other means such as sponsorships are less popular. None of the projects in this section won cash prizes or financially endowed awards.

⁶⁴ https://www.studentenwerk.uni-heidelberg.de/de/privater_wohnungsmarkt, checked on 11/11/2018; <http://www.die-stadtreaktion.de/2017/09/rubriken/gesellschaft/studenten/studis-suchen-zimmer/>, checked on 11/12/2018

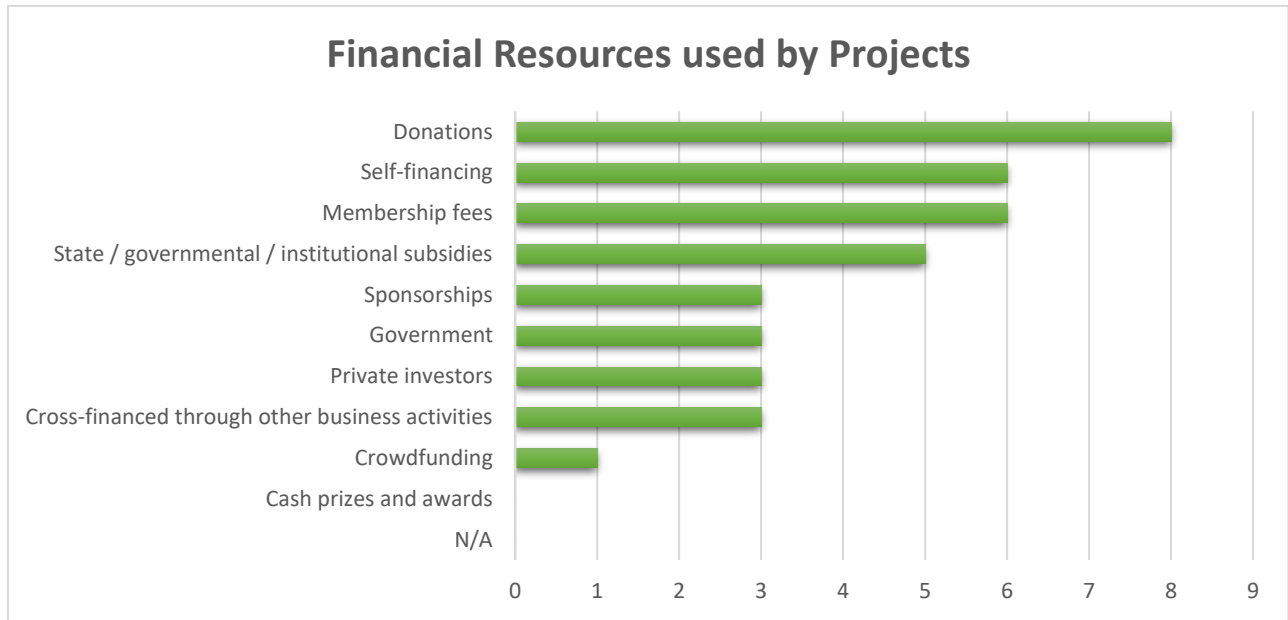


Figure 3: Financial resources used by social innovations in housing

In the section of housing, only four projects are entirely run by volunteers and only two projects are relying on a mixture of paid employees and volunteers. The biggest share of social innovations with almost three quarters is consequently run by paid employees only. This can be explained by the projects that in Figure 4 were categorized as “Others” in terms of the number of people involved. For several projects are carried out by organizations like student unions, which run the social innovation projects besides their actual business, it was in these cases mostly not possible to identify the concrete number of people involved in the project. All other sizes could only be found in up to three projects. For two projects, the information was not available.



Figure 4: Size of social innovations in housing as number of people involved

Concerning the social entrepreneurs, it was found that out of the 23, only one founder was a company. Six projects were founded by institutions like the federal state Baden-Württemberg or the city of Munich. However, the vast majority of founders were individuals, making up for almost 70%. Out of these 16 individuals, no person identified as diverse, ten were male and six female.

Figure 5 shows that there is a tendency for social entrepreneurs to start their projects at a younger age. 13 out of the 16 individuals started at an age below 40, six of them even below 30. Only two founders were in the age group from 50 to 59 and for one social entrepreneur the data was not available.

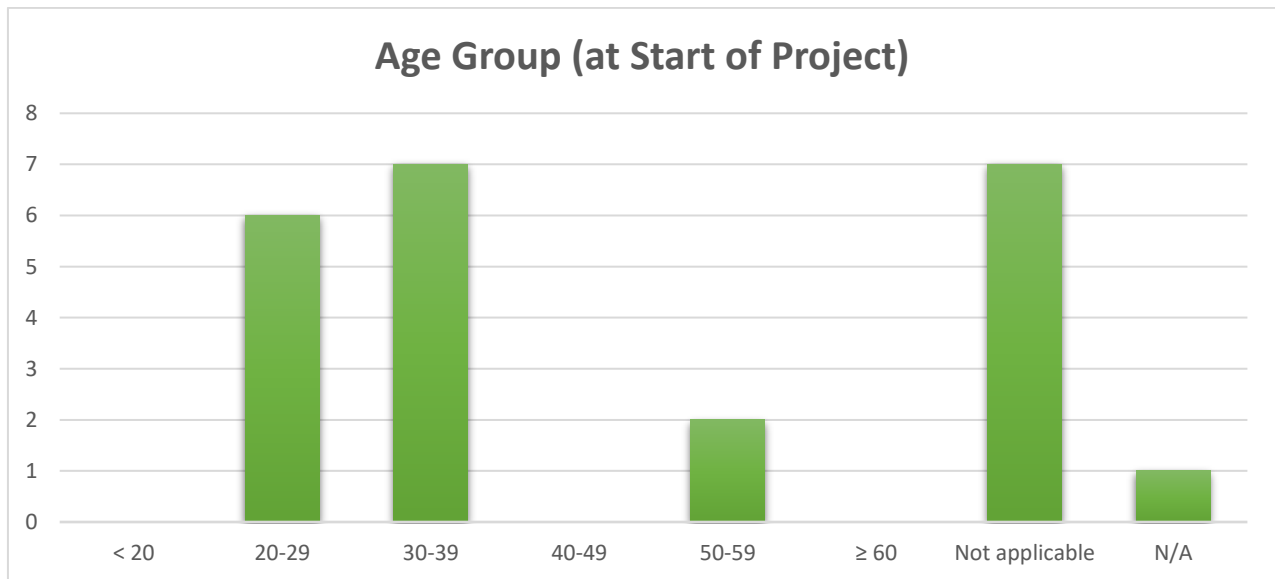


Figure 5: Age group at the start of the projects of the social entrepreneurs in housing

A clear picture is also painted regarding the social entrepreneurs' educational level. A clear majority of ten founders has a master's degree as highest educational degree, while PhD, Bachelor's degree, High School degree, a lower degree and other degrees were achieved by one person each. None of the founders in this section finished an apprenticeship and for one founder no information on the educational background could be found.

An insight into the majors followed in the social entrepreneurs' highest achieved degrees is provided in Figure 6. In the field of housing, there are no identifiable tendencies. Four of the social entrepreneurs graduated in scientific disciplines belonging to engineering, followed by three founders in the academic field of economics. Degrees in philosophy and social sciences were achieved by two, respectively. Only one person disclosed a major in the discipline of humanities. The three social entrepreneurs having achieved high school, lower or a different degree had no major and were therefore included in the section "not applicable".

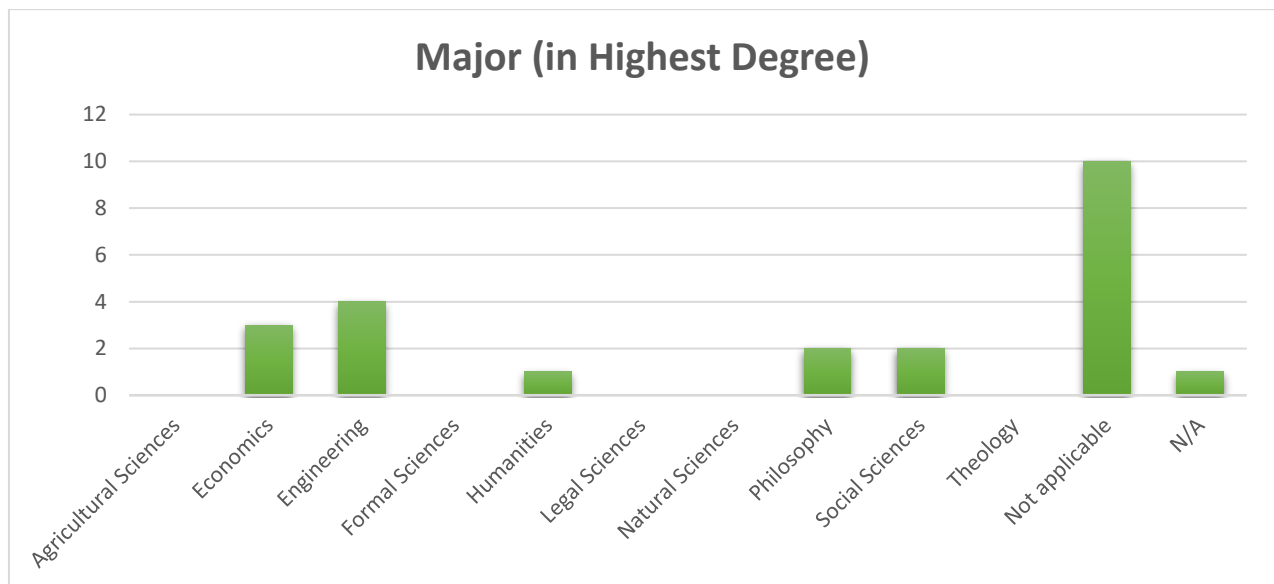


Figure 6: Social entrepreneurs' major in highest degree in housing

4.2. Sub-Group “Poverty”

4.2.1. Introduction

Poverty represents a global issue which intensity differs from each respective country. Nevertheless, every country possesses a higher or lower poverty threshold which needs to be minimized. The term poverty itself possesses several academic definitions.⁶⁵ For instance, the European Council defines individuals, families or a group of persons as poor if their financial resources are insufficient hence, minimum requirements regarding basic living standards cannot be reached. This means, tangible as well as intangible resources are not enough to insure a healthy and good way of life in the respective region.⁶⁶

Income structures represent an important indicator concerning poverty as it reflects and determines to what extend an individual or the respective household can participate in society.⁶⁷ Nevertheless, as different regions in Germany possess different price ranges it is important to connect income structures with the respective regional price ratio. This means, people in some regions suffer more under low-income structures than others. Hence, a general scale of poverty in Germany is insufficient and inconclusive.⁶⁸ Moreover, an unequal wealth distribution increase poverty gaps which effects the social environment of the economy, for instance, more urban districts are separated in poor and rich.⁶⁹

Germany is known for its stable and sustainable economy, for instance, the labor force aged between 20 and 64 in Germany grew from 71,1% in 2006 to 78,0% in 2016.⁷⁰ Moreover, the unemployment rate decreased from 11,7% in 2005 to 6,1% in 2016.⁷¹

Nevertheless, these numbers can lead to a false assumption. Poverty also affects Germany which is demonstrated due to the unchanged long-term unemployment rate with 37% during the last years.⁷² Moreover, the at-risk-of-poverty-rate shows an increase despite the increasing employment opportunity in Germany. Particularly concerning is the fact that not only unemployed people evince a high at-risk-of-poverty-rate, single parents as well as low skilled individuals also face a high-risk of poverty. Moreover, the analyses of the germane federal ministry of labor and social affairs implies that children and young adults are surpassingly more affected by poverty than older people.⁷³

⁶⁵ Röhl and Schröder 2017, p. 6.

⁶⁶ Rat der Europäischen Gemeinschaften 1985, pp. 24–25.

⁶⁷ Dorothee Spannagel 2018, p. 2.

⁶⁸ Röhl and Schröder 2017, p. 4.

⁶⁹ Dorothee Spannagel 2018, p. 2.

⁷⁰ Bundesministerium für Arbeit und Soziales 2017, p. 8.

⁷¹ Bundesministerium für Arbeit und Soziales 2017, p. 8.

⁷² Bundesministerium für Arbeit und Soziales 2017, p. 9.

⁷³ Bundesministerium für Arbeit und Soziales 2017, p. 10.

Poverty can completely eliminate an individual social as well as societal participation. The longer an individual or a family suffers from poverty, the more difficult it becomes to be part of the society again as well as taking part in social life.⁷⁴ Child poverty, old-age poverty as well as long-term unemployment and over-indebtedness demonstrates factors as well as respective groups which can suffer from poverty. Hence, to combat poverty new approaches and solutions need to be established. For instance, providing more local support facilities, educational support for children as well as a provision of career opportunities and most importantly to guarantee equal opportunity and social coherence.⁷⁵

In the following, a number of social innovations concerning the issue of poverty will be presented. Through innovative approaches and value-adding solutions these projects contribute to the reduction of poverty among Germany. Moreover, several projects were honored and won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg due to their highly innovative nature and gained one-year financial support.⁷⁶

4.2.2. Projects

Counseling and Public Education Centers

The following social innovations aim to increase public awareness and to attract the attention from local businesses and political representatives which are willing to support families as well as individuals which suffer from poverty. Moreover, the following projects mainly focus on counseling service and facilities. Hence, the projects inform families as well as individuals about their future possibilities with on-site experts or providing the respective point of contact.

Project Name	Caritas Fils-Neckar-Alb – Familiensprechstunde
Location (HQ)	Esslingen am Neckar
Description	The <i>Familiensprechstunde</i> offers assistance and advise to local families who possess a poor financial situation. The project provides resources, support and tries to find problem-solving approaches. Moreover, the <i>Familiensprechstunde</i> aims to increase the public’s awareness of poverty, hence besides advisory activities the project also offers seminars and workshop concerning, for instance, child poverty.

⁷⁴ Dorothee Spannagel 2018, p. 3.

⁷⁵ Bundesministerium für Arbeit und Soziales 2017, p. 7.

⁷⁶ Statistisches Landesamt Baden-Württemberg 2018b, p. 7.

Founding Year	2017
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	Governed by several volunteers and other associations
Other	Won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Lisa Kappes-Sassano (Regional Director at Caritas Fils-Neckar-Alb)
Age (at Start of Project)	50-59
Education	Diploma at Katholische Fachhochschule Aachen
Major	Social Science

Table 21: Summary “Caritas Fils-Neckar.Alb -Familiensprechstunde”⁷⁷

Project Name	Diakonieverein beim Diakonischen Werk Freiburg e. V. - Aufsuchende Sozialarbeit im Freiburger Essenstreff
Location (HQ)	Freiburg
Description	<i>Aufsuchende Sozialarbeit im Freiburger Essenstreff</i> is a local project which aims to inform individuals about different poverty programs which financially support families. They provide consulting service at the facility of the Freiburger Essenstreff.
Founding Year	1994
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	220 employees at Diakonischen Werk Freiburg e. V
Other	Won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Jochen Pfisterer (Managing Director at Diakonischen Werk Freiburg)
Age (at Start of Project)	50-59

⁷⁷ Statistisches Landesamt Baden-Württemberg 2018b, pp. 60–61.
<https://www.esslingen.de/start.html>, checked on 11/13/2018

Education	B.A. Evangelische Hochschule Freiburg
Major	Social Science

Table 22: Summary "Diakonieverein beim Diakonischen Werk Freiburg e. V. - Aufsuchende Sozialarbeit im Freiburger Essenstreff"⁷⁸

Project Name	ZONTA Förderverein Offenburg-Ortenau e. V. - Altersarmut Frauen
Location (HQ)	Offenburg
Description	The aim of this project is to inform people about poverty in general and to raise the awareness of the public, particularly concerning woman which face poverty and posse's low-income structure. They want to reach out to young woman to prevent poverty from the outset however, ZONTA also provides counseling service for woman that already face poverty.
Founding Year	2015
Financing	Donations, membership fees and state / governmental / institutional subsidies
Size (No. of People Involved / Employees)	17 members in Offenburg 4.600 members Worldwide
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Dr. Gabriele Bosselmann (Chairmen of the ZONTA Förderverein Offenburg-Ortenau e. V.)
Age (at Start of Project)	40-49
Education	Diploma at Universität Wuppertal PhD
Major	Social Science

Table 23: Summary "ZONTA Förderverein Offenburg-Ortenau e. V. - Altersarmut Frauen"⁷⁹

⁷⁸ Statistisches Landesamt Baden-Württemberg 2018b, pp. 38–39.

<https://www.eh-freiburg.de>, checked on 11/15/2018

<https://www.diakonie-freiburg.de/index.php>, checked on 11/15/2018

⁷⁹ Statistisches Landesamt Baden-Württemberg 2018b, pp. 31–32

<https://zonta-offenburg-ortenu.de/>, checked on 11/22/2018

<https://www.linkedin.com/in/dr-gabriele-bosselmann-a8b590b/>, checked on 11/22/2018

Project Name	Caritasverband der Diözese Rottenburg-Stuttgart e.V. – Mach dich Stark
Location (HQ)	Stuttgart
Description	<i>Mach dich Stark</i> aims to raise the awareness of child poverty to induce political as well as social changes under the slogan “Everybody deserves a chance”.
Founding Year	2016
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	13 directly involved in the project 33.000 employees overall
Founder 1	Oliver Merkelbach (Chairman at Caritasverband der Diözese Rottenburg-Stuttgart e.V.)
Age (at Start of Project)	50-59
Education	M. A. Universität Tübingen
Major	Agricultural Sciences
Founder 2	Dr. Annette Holuscha-Uhlenbrock (Chairman at Caritasverband der Diözese Rottenburg-Stuttgart e.V.)
Age (at Start of Project)	40-49
Education	PhD
Major	Economics
Founder 3	Dr. Rainer Brockhoff (Chairman at Caritasverband der Diözese Rottenburg-Stuttgart e.V.)
Age (at Start of Project)	50-57
Education	Universität Freiburg PhD
Major	Economics

Table 24: Summary "Caritasverband der Diözese Rottenburg-Stuttgart e.V. - Mach dich Stark"⁸⁰

⁸⁰ <https://www.caritas-rottenburg-stuttgart.de/start/startseite>, checked on 11/27/2018

MACH DICH STARK n.d.

<https://www.liga-bw.de/component/k2/115-dr-annette-holuscha-uhlenbrock-fuer-weitere-fuenf-jahre-als-dioezesancaritasdirektorin-gewaehlt>,

checked on 11/27/2018.

Caritasverband der Diözese Rottenburg-Stuttgart e.V. n.d.

Project Name	Mütterforum Baden- Württemberg e. V. – Ein gedeckter Tisch für Alle
Location (HQ)	Tübingen and Reutlingen (Stuttgart)
Description	Poverty is a global issue. Nevertheless, Mütterforum Baden-Württemberg e.V. believes that there is a need to enhance the attention and to put greater emphasis on sensitization. The project <i>Ein gedeckter Tisch für Alle</i> aims to provide individuals an open place to freely exchange experiences, problems and other issues related to poverty. Moreover, the project aims to increase public awareness and to attract the attention from local businesses and political representatives which are willing to support the affected families. Hence, the project aims to open up boundaries, to give individuals a place of trust while offering support as well as counseling service.
Founding Year	2016
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	48 employees at Mütterforum Baden- Württemberg e. V.
Other	Won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Andrea Laux
Age (at Start of Project)	50-59
Education	Apprenticeship
Major	Daycare teacher

Table 25: Summary "Mütterforum Baden- Württemberg e. V. - Ein gedeckter Tisch für Alle"⁸¹

Project Name	Caritasverband Freiburg-Stadt e.V- Schuldnerberatung und Schuldenprävention im Stadtteil
Location (HQ)	Freiburg

⁸¹ Statistisches Landesamt Baden-Württemberg 2018b, pp. 52–59
Mütterforum Baden-Württemberg e.V. n.d.
http://www.kuenkelinpreis.de/2000_txt.html, check on 12/05/2018
Mütterforum Baden-Württemberg e.V. 2017.

Description	This project aims to prevent poverty among seniors. Hence, the project offers debt counselling as well as prevention activities, for instance, seminars concerning personal financial management directly in the respective retirement home. The project addresses the problem of old-age poverty and provides on-site support as some elderly people face restricted mobility
Founding Year	2016
Financing	Donations and sponsorship
Size (No. of People Involved / Employees)	1500 employees 800 volunteers
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Beatrix Pfeifer
Age (at Start of Project)	50-59
Education	Apprenticeship
Major	Nurse

Table 26: Summary "Caritasverband Freiburg-Stadt e.V.- Schuldnerberatung und Schuldenprävention im Stadtteil"⁸²

Project Name	Diakonisches Werk Tübingen - TAPs Tübingen
Location (HQ)	Tübingen
Description	The project TAP's comprises a local network of volunteers which provide help and support for children and families which suffer from poverty. The aim is to provide supporting service directly at institutions and facilities where children and families are coming together, for instance, schools, day care facilities, associations, public authorities and communities. Each TAP demonstrates one point of contact.
Founding Year	2015

⁸² Statistisches Landesamt Baden-Württemberg 2018a, pp. 98–101

https://www.quartier2020-bw.de/handlungsfelder/pflege_unterstuetzung/praxisbeispiele/_Schuldnerberatung-und-Schuldenpraevention-im-Stadtteil_201.html, checked on 05/03/2019

<https://www.facebook.com/notes/caritas-freiburg/neu-im-leitungsteam-die-stellvertretenden-leitungen-der-abteilungen-arbeit-und-b/189867164396787/>, checked on 05/03/2019

Caritasverband Freiburg-stadt e. V. 2019.

Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	Several volunteers 142 TAP's
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Monica Jordan
Age (at Start of Project)	50-59
Education	N/A
Major	Diploma in Pedagogue

Table 27: Summary "TAPs Tübingen - Diakonisches Werk Tübingen"⁸³

Project Name	Neue Arbeit gGmbH - Zukunftsperspektive
Location (HQ)	Ulm
Description	The project <i>Zukunftsperspektive</i> aims to obviate long-term unemployment. Long-term unemployed people are hired for mini jobs with the prospect of gaining a long-term job opportunity afterwards. Nevertheless, the transmission from so called mini jobs to a long-term employment opportunity is mostly unsuccessful. Hence, individuals lose the opportunity to receive a secure income and therefore, suffer from poverty. <i>Zukunftsperspektive</i> offers seminars and workshops for long-term unemployed people with a mini job to secure the transmission. Moreover, the project offers individual seminars to demonstrate the respective future perspective. The project aims to support and help individuals acquiring a long-term employment position.
Founding Year	2012
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	Several volunteers and cooperation's

⁸³ Statistisches Landesamt Baden-Württemberg 2018b, pp. 102–107

https://www.buendnis-fuer-familie-tuebingen.de/Netzwerk_TAPs, checked on 12/20/2018

https://www.quartier2020-bw.de/handlungsfelder/familie_generationen/praxisbeispiele/_Projekt-TAPs_203.html, checked on 12/20/2018

Other	Won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Birgitt Wölbing
Age (at Start of Project)	50-59
Education	Diploma at Uni Chemniz
Major	Social Science

Table 28: Summary "Zukunftsperspektive- Neue Arbeit gGmbH"⁸⁴

Project Name	Zentrale Schuldnerberatung Stuttgart (GbR) - Schuldenberatung für ältere Menschen
Location (HQ)	Stuttgart
Description	Poverty among seniors is unfortunately a common issue. Therefore, the project helps and supports elderlies who suffer from poverty as well as elderlies which are about to face poverty. The aim of the project is to develop a counseling service concept which is adjusted to the target group. To meet the needs of the respective target group, seminars and workshops address adjusted topics and present tailored solutions, for instance, retirement pension as well as health and nursing opportunities.
Founding Year	2017
Financing	State / governmental / institutional subsidies, cross-financed through other business activities
Size (No. of People Involved / Employees)	17 Consultants
Other	Won the “Ideenwettbewerb für Strategien gegen Armut” by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Reiner Saleth

⁸⁴ Statistisches Landesamt Baden-Württemberg 2018b, pp. 108–111
<https://www.neue-arbeit-uhl.de/index.php>, checked on 01/04/2019
<https://www.linkedin.com/in/birgitt-wolbing-56ba4060/?originalSubdomain=de>, checked on 01/04/2019

Age (at Start of Project)	50-59
Education	Uni Tübingen
Major	Social Science

Table 29: Summary "Schuldenberatung für ältere Menschen- Zentrale Schuldnerberatung Stuttgart (GbR)"⁸⁵

Project Name	Deutsch Türkisches Forum Stuttgart e. V. - Chancenbrücke-Sans köprüsü
Location (HQ)	Stuttgart
Description	<i>Chancenbrücke-Sans köprüsü</i> aims to support and help Turkish families, mostly women, suffering from poverty. The program offers different seminars and self-help workshops. Moreover, individuals obtain information of local dept counseling services and offer creative-cultural educational and leisure activities. Chancenbrücke aims to enhance self-confidence of Turkish women as well as single mothers to deal confidently with bad living conditions.
Founding Year	1999
Financing	State / governmental / institutional subsidies, membership fees, donations and sponsorship
Size (No. of People Involved / Employees)	Several volunteers
Founder 1	Gülten Aysel
Age (at Start of Project)	40-49
Education	Apprenticeship
Major	Legal assistant

Table 30: Summary "Chancenbrücke - Sans köprüsü - Deutsch-Türkisches Forum Stuttgart e. V."⁸⁶

⁸⁵ Statistisches Landesamt Baden-Württemberg 2018b, pp. 93–97

<https://www.eva-stuttgart.de>, checked on 03/14/2019

<https://www.facebook.com/reiner.saleth>, checked on 03/14/2019

⁸⁶ Statistisches Landesamt Baden-Württemberg 2018b, pp. 42–46

<https://www.stuttgarter-zeitung.de/inhalt.bezirksrathaus-bruecken-zwischen-kulturen-bauen.da680618-78c9-4647-a1a3-3452d0326717.html>, checked on 05/17/2019

<http://www.dtf-stuttgart.de>, checked on 05/17/2019

Early Prevention

In most instances, poverty starts from the early beginning. Moreover, children of low-income families suffer under the given circumstances, for instance, families cannot provide educational support or financial resources for their children. Furthermore, children's social as well as societal opportunities decrease. Hence, the following social innovation focus on early prevention methods to help and support children which suffer from poverty or parents' low-income status.

Project Name	Caritasverband der Diözese Rottenburg-Stuttgart e.V. / Caritas Ulm-Alb-Donau / Kinderstiftung Ulm/Donau-Iller - Grünfinder
Location (HQ)	Ulm
Description	The Project <i>Grünfinder</i> wants to enhance and sustain children's development opportunities, unbiased from social backgrounds. Hence, the aim is to bring children from different social environments together. A natural environment helps the children to learn to take responsibility hence, the project mainly takes place in surrounded forests. Overall, the project aims to increase children self-confidence and cognitive skills as well as raising social and emotional competences.
Founding Year	2016
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	Governed by several volunteers and other associations
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Alexandra Stork (Regional Director at Caritas Ulm-Alb-Donau and Managing Director of Kinderstiftung Ulm/Donau-Iller)
Age (at Start of Project)	40-49
Education	B.A. at Universität Koblenz-Landau M.A. at Hochschule für öffentliche Verwaltung und Finanzen Ludwigsburg

Major	B.A. Industrial and psychology M.A. Public Management
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Table 31: Summary "Caritasverband der Diözese Rottenburg-Stuttgart e.V. / Caritas Ulm-Alb-Donau / Kinderstiftung Ulm/Donau-Iller - Grünfinder"⁸⁷

Project Name	Caritasverband Bodensee- Oberschwaben- Initiative "Kinderchancen Allgäu"
Location (HQ)	Ravensburg
Description	<i>Kinderchancen Allgäu</i> aims to support children and to ensure their personal development opportunities. Furthermore, the initiative wants to give all children the chance to acquire proper education, thereby preventing poverty from the beginning. Hence, the initiative offers several local supporting programs as well as consultation service for families. The innovational aspect of this initiative represents an individual fund for every project. The initiative built an outstanding network which is organized through the respective fund. Moreover, all financial aspects are covered by the funds well. Hence, all local projects addressing child poverty prevention are organized as well as financed through an individual fund.
Founding Year	2017
Financing	State / governmental / institutional subsidies, donations and sponsorship
Size (No. of People Involved / Employees)	30 Partnerships 20 Independent Sponsor 15 Church Communities
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Ramona Wiest

⁸⁷ Statistisches Landesamt Baden-Württemberg 2018b, pp. 66–70.

https://www.xing.com/profile/Alexandra_Stork2/cv, checked on 12/08/2018

<https://www.swp.de/suedwesten/staedte/ehingen/chancengleichheit-und-lebensqualitaet-24650638.html>, checked on 12/08/2018
Kinderstiftung Ulm/Donau-Iller 2017

Age (at Start of Project)	30-39
Education	B.A. DHBW Heidenheim
Major	Social Management

Table 32: Summary "Caritasverband Bodensee- Oberschwaben- Initiative Kinderchancen Allgäu"⁸⁸

Project Name	Heidelberger Dienste gGmbH - Kids on the Job
Location (HQ)	Heidelberg
Description	<i>Kids on the Job</i> aims to demonstrate children in local primary schools how the world of employment looks like through local company visits. The project is structured in three modules. The first comprises the visitation of local companies. Secondly, experts from several companies come directly to the respective primary school to teach the children more about the professional life through several experiments. The third part comprises a map which demonstrates different possibilities how to design and implement the topic of professional guidance into the respective lecture plan. The goal of this project is to illustrate children the large variety of job opportunities and simultaneously, to motivate children to attend secondary school. The main objective is the early prevention of poverty.
Founding Year	2007
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	240 Partners
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Marcel von Dürckheim
Age (at Start of Project)	40-49

⁸⁸ Statistisches Landesamt Baden-Württemberg 2018a, pp. 71–77
<https://www.stiftung-kinderchancen-allgaeu.de/startseite/startseite>, checked on 12/17/2018

Education	M.A. at Syracuse University
Major	Anthropology

Table 33: Summary "Kids on the Job- Heidelberger Dienste gGmbH"⁸⁹

Project Name	Kinderchancen Singen e.V. - Präventionsnetzwerk Singen
Location (HQ)	Singen
Description	The project accomplished an outstanding network which comprises local companies, schools as well as day care facilities, associations and public authorities. This network tries to sustain and secure children's life situation, independently of age. The project offers, for instance, educational support to secure the transmission from primary to secondary school. Moreover, the network offers counseling service in different local facilities.
Founding Year	2010
Financing	State / governmental / institutional subsidies
Size (No. of People Involved / Employees)	Governed by several volunteers and employees
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Udo Engelhardt (retired)
Age (at Start of Project)	≥ 60
Education	Apprenticeship
Major	Social Worker specializing in rehabilitation and social therapy

Table 34: Summary "Präventionsnetzwerk Singen- Kinderchancen Singen e.V."⁹⁰

⁸⁹ Statistisches Landesamt Baden-Württemberg 2018b, pp. 78–81

<https://www.linkedin.com/in/mariel-von-dürckheim-9b3b19128/?originalSubdomain=de>, checked 12/20/2018

<https://www.familie-heidelberg.de>, checked 12/20/2018

<https://lokale-buendnisse-fuer-familie.de>, checked 12/20/2018

⁹⁰ Statistisches Landesamt Baden-Württemberg 2018b, pp. 88–92

<https://www.kinderchancen-singen.de>, checked on 01/14/2019

<https://www.suedkurier.de/region/kreis-konstanz/singen/Udo-Engelhardt-das-Gesicht-der-Awo-geht-in-den-Ruhestand;art372458,9621567>, checked on 01/14/2019

Help and Donation Centers

The following social innovations combine charitable donations with educational as well as supporting service. They are built upon fairtrailer concepts and large networks with local companies and institutions. Offering a safe and comfortable place helps individuals and families to freely talk about their concern and to find new solution approaches. Some of the following social innovation also aim to minimize food wastage nevertheless, this gives families which suffer from poverty the opportunity to find affordable meals or food for free. Moreover, one social innovation is concerned with housing possibilities for homeless people and low-income families. Wohindamit.org, another social innovation, stands out as it accomplished to combine individuals directly with charitable organizations through an online platform.

Project Name	Freiburger Essenstreff e.V.
Location (HQ)	Freiburg
Description	The <i>Freiburger Essenstreff</i> is a project located in Freiburg which provides food and beverages for people with low incomes as well as for homeless people. They aim to comfort people by providing the opportunity to socialize with others while offering affordable lunch menus.
Founding Year	1994
Financing	Donations, Membership fees
Size (No. of People Involved / Employees)	Governed by several volunteers and supported by the city council of Freiburg
Founder 1	Horst Zahner
Age (at Start of Project)	≥ 60
Education	Apprenticeship
Major	Industrial Wholesaler

Table 35: Summary "Freiburger Essenstreff e.V."⁹¹

Project Name	Raupe Immersatt e.V.
Location (HQ)	Stuttgart

⁹¹ Zeitung am Samstag Verlags GmbH 2018
<http://www.essenstreff-freiburg.de/>, checked on 11/22/2018

Description	The concept of the Raupe Immersatt is inspired by the foodsharing platform which aim is to prevent food from being wasted trough a fairtrailer. Raupe Immersatt is a fairtrailer in form of a café where individuals can share their food and thereby decrease food wastage. Given the concept of foodsharing and the great amount of food donations, the café offers all meals for free, only beverages must be paid. Moreover, throughout the year the Raupe Immersatt café offers several courses and seminars regarding food wastage, foodsharing as well as cooking courses.
Founding Year	2016
Financing	Self-financed through donations, volunteers and membership fees
Size (No. of People Involved / Employees)	5 Founders and several volunteers
Founder 1	Jana
Age (at Start of Project)	20-29
Education	Staatlichen Akademie der Bildenden Künste,
Major	Artistic Lectureship
Founder 2	Lisandro
Age (at Start of Project)	20-29
Education	Uni Stuttgart
Major	Renewable Energies
Founder 3	Maximilian
Age (at Start of Project)	20-29
Education	M.A. Uni Stuttgart
Major	Renewable Electric Energy Supply
Founder 4	Simon
Age (at Start of Project)	20-29
Education	M.A. Uni Stuttgart
Major	Renewable Electric Energy Supply

Table 36: Summary "Raupe Immersatt e.V."⁹²

⁹² <https://www.raupeimmersatt.de/>, checked on 12/08/2018

Project Name	Foodsharing VS-Schwenningen
Location (HQ)	Schwenningen
Description	The concept of foodsharing is widely known and locatable in many cities. The main idea is to prevent food wastage due to fairtrailers which give individuals the opportunity to distribute and share their disused food products instead of disposing it directly. The fairtrailer is accessible for everyone, either for donations or for utilization.
Founding Year	2015
Financing	Self-financed, Donations
Size (No. of People Involved / Employees)	Volunteers
Founder 1	Cara Lea Schanuel
Age (at Start of Project)	20-29
Education	B.A Hochschule Furtwangen
Major	International Business Administration
Founder 2	Isabelle Pflug
Age (at Start of Project)	20-29
Education	B. A. Hochschule Furtwangen
Major	International Business Administration

Table 37: Summary "Foodsharing VS-Schwenningen"⁹³

Project Name	Diakonieverbund Dornahof & Erlacher Höhe e.V. - Coming Home-
Location (HQ)	Stuttgart
Description	The project <i>Coming Home</i> aims to provide families with low-income structure, high-risk of poverty as well as homeless people the chance to find an affordable and proper place to live. Moreover, the project tries to create and built more local living opportunities. Diakonieverbund Dornahof & Erlacher Höhe e.V. established a local network which aim is to manage all available facilities and to find unused spaces to build or rebuilt new apartments.

⁹³ <https://www.schwarzwaelder-bote.de/inhalt.villingen-schwenningen-studentinnen-kaempfen-gegen-verschwendung.8b9507be-1701-4b36-b4fa-b13aa62dd673.html?fbclid=IwAR11kGgb1MwXeBQ2h6-6O24-eDN8Pjhs0TwpPX-UomBx-gmDdLkXdGQJXkg>, checked on 12/17/2018
<https://www.facebook.com/groups/foodsharing.schwenningen/>, checked on 12/17/2018

Founding Year	2016
Financing	State / governmental / institutional subsidies, donations and sponsorship
Size (No. of People Involved / Employees)	550 Employees and volunteers
Other	Won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg
Founder 1	Wolfgang Sartorius (Chairman at Diakonieverbund Dornahof & Erlacher Höhe e.V)
Age (at Start of Project)	50-59
Education	Apprenticeship
Major	Social worker

Table 38: Summary "Coming Home- Diakonieverbund Dornahof & Erlacher Höhe e.V."⁹⁴

Project Name	wohindamit.org
Location (HQ)	München
Description	Wohindamit.org is an online non-profit platform which presents goods which are no longer useful for respective households hence, it comprises in-kind donations. The project connects vendors and customers. Meaning, social organizations are able to create their own web profile at wohindamit.org. On the other side, vendors have access to the profiles and can decide which social organization they want to support with their in-kind donation.
Founding Year	2013
Financing	Donations
Size (No. of People Involved / Employees)	Partnerships
Founder 1	Dr. Peter Wehner

⁹⁴ Statistisches Landesamt Baden-Württemberg 2018b, pp. 47–51

https://www.quartier2020-bw.de/best_practice/beispiele/_Coming-home_195.html, checked on 12/19/2018

<http://www.stiftunglebenswert.de/leitung.html>, checked on 12/19/2018

<https://www.erlacher-hoehe.de/#>, checked on 12/19/2018

Age (at Start of Project)	50-59
Education	Technische Universität München
Major	Civil Engineering

Table 39: Summary "wohindamit.org"⁹⁵

Job Creation

The last social innovation is a start-up which established an online job-sharing platform. This software aims to make professional life's more flexible and less stressful while simultaneously enhancing the work life balance through job-sharing. At first site, it might not seem like a typical social innovation concerning poverty issues nevertheless, this platform stimulates business development and creates new job opportunities which, as a matter of fact, help people to find a job.

Project Name	tandemploy
Location (HQ)	Berlin
Description	Tandemploy represents a job-sharing software. The aim is to revise the traditional employment process and enhance individuals work-life-balance. This software aims to restructure a company's respective form of employment. Meaning, companies are able to enable and simultaneously, to organize job rotation and working cycles. Therefore, companies are able to enhance knowledge-transfer, innovation and sustain competitiveness. Moreover, the software gives employees the opportunity to find a tandem partner appropriate for the respective position. Hence, employees gain more flexibility and the company, particularly the HR department, benefit from simplicity and less workload.
Founding Year	2014
Financing	State / governmental / institutional subsidies, cross-financed through other business activities

⁹⁵ <https://www.trendradar.org/de/case/wohin-damit/>, checked on 04/08/2019

<http://muenchner-anzeiger.de/flohmarkt-ware-loswerden-mit-dieser-karte-sind-spenden-noch-einfacher-330>, checked on 04/08/2019

<https://startsocial.de/projekte/2015/wohin-damit>, checked on 04/08/2019

<https://www.wohindamit.org>, checked on 04/08/2019

https://www.xing.com/profile/Peter_Wehner/cv, checked on 04/08/2019

Size (No. of People Involved / Employees)	22 Employees
Founder 1	Jana Tape
Age (at Start of Project)	30-39
Education	B.A. at Westfälische Wilhelms-Universität Münster M.A. at Universität Twente Enschede (Netherlands)
Major	B.A Communication Science and Business Administration M.A. Communication Science
Founder 2	Anna Kaiser
Age (at Start of Project)	30-39
Education	Universität Passau
Major	N/A

Table 40: Summary "tandemploy"⁹⁶

4.2.3. Sub-Group Analysis

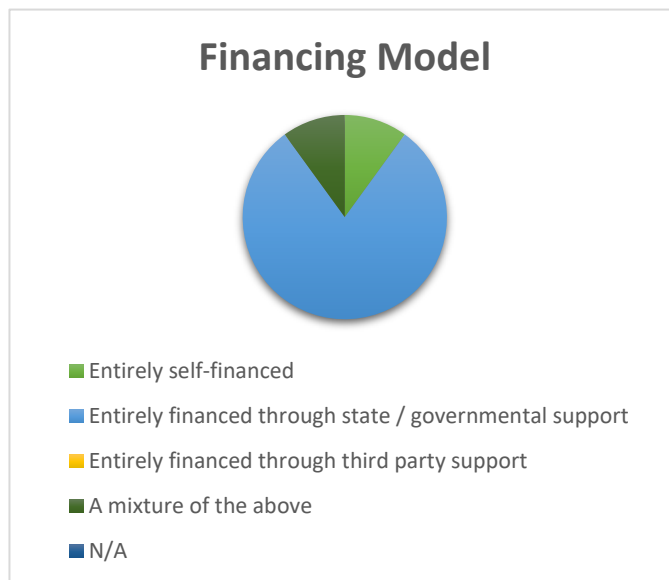


Figure 7: Financing models in poverty

The Sub-Group Poverty comprises 20 Social Innovations and illustrates 27 social entrepreneurs. Particular noticeable is that 14 out of 20 Social Innovations were honored and won the "Ideenwettbewerb für Strategien gegen Armut" by the ministry of integration and social affairs of the state of Baden-Württemberg. Therefore, most of the projects financial resources are state / governmental / institutional subsidies which is demonstrated in figure 21. Moreover, 10 social innovations

⁹⁶ <https://www.tandemploy.com/de/movement/>, checked on 04/24/2019
<https://www.trendradar.org/de/case/tandemploy/>, checked on 04/24/2019
https://www.xing.com/profile/Jana_Tepe/cv, checked on 04/24/2019
<https://www.linkedin.com/in/tepejana/>, checked on 04/24/2019
https://www.xing.com/profile/Anna_Kaiser25/cv, checked on 04/24/2019
https://www.gruenderszene.de/allgemein/finanzierung-tandemploy?interstitial_click, checked on 04/24/2019
<http://startups-nordwest.de/tandemploy-erhaelt-finanzierung>, checked on 04/24/2019

rely on monetary as well as non-monetary donations and four projects increase its financial resources through membership fees and four projects through sponsorships. Furthermore, most of the social innovations are entirely financed through state / governmental / institutional subsidies. Only two social innovation projects are entirely self- financed and two present a mixture of both as shown in **Fehler!**

Verweisquelle konnte nicht gefunden werden..

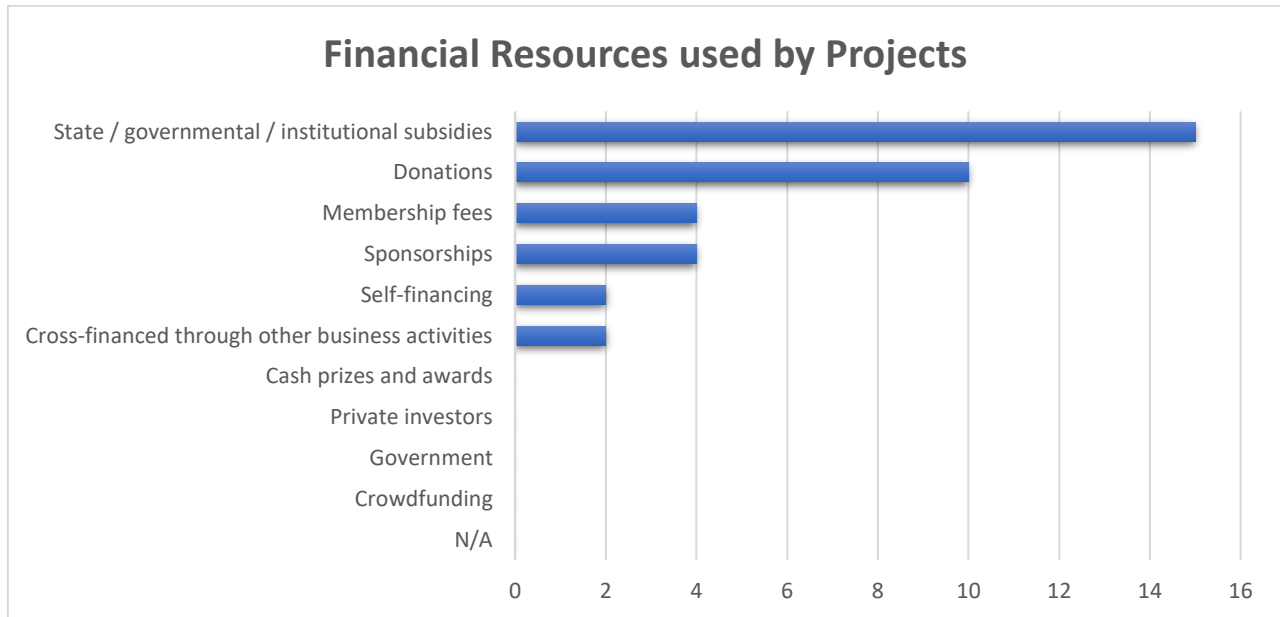


Figure 8: Financial resources used by the social innovations in poverty

Moreover, it is conspicuous that most of the social entrepreneurs attended universities or higher education institutions. Nine entrepreneurs hold a diploma hence, acquired a master’s degree and seven obtained a bachelor’s degree. Additionally, four entrepreneurs acquired a doctor degree, hence hold a PhD degree. Nevertheless, six entrepreneurs do not hold any degree hence, they made an apprenticeship. These findings are summarized in Figure 9.

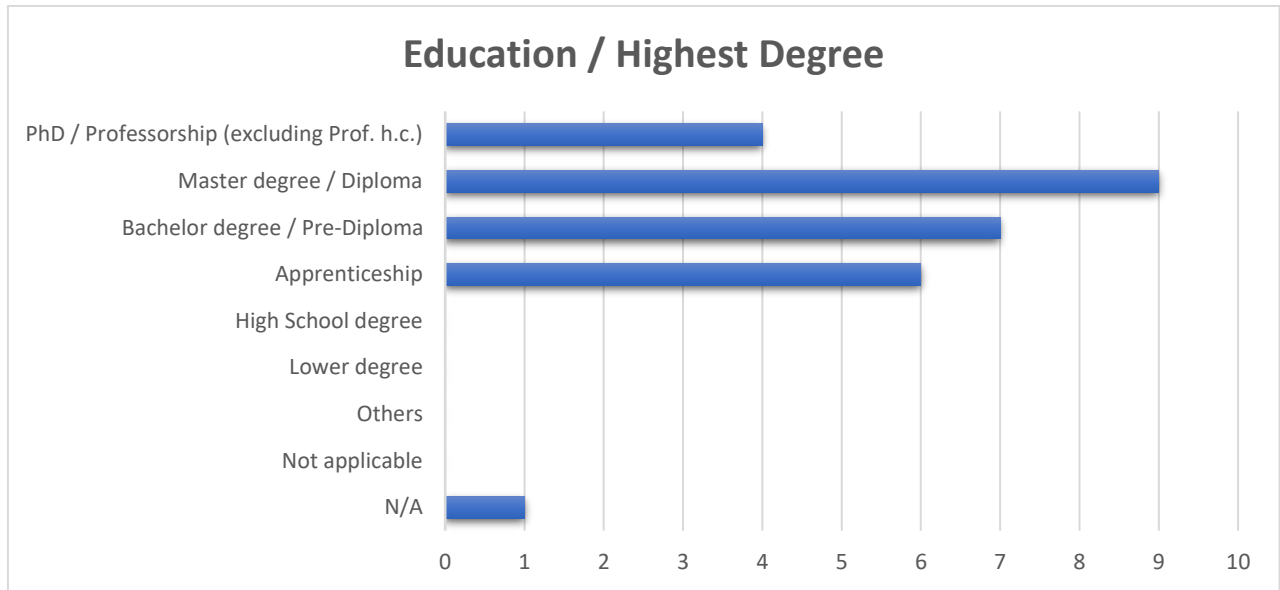


Figure 9: Education level of social entrepreneurs in poverty

Based on the educational background research findings, it is also noticeable that most entrepreneurs hold a degree in social science. Second leading majors are economics and engineering (Figure 10). Only two entrepreneurs majored in Humanities and one in agriculture science.

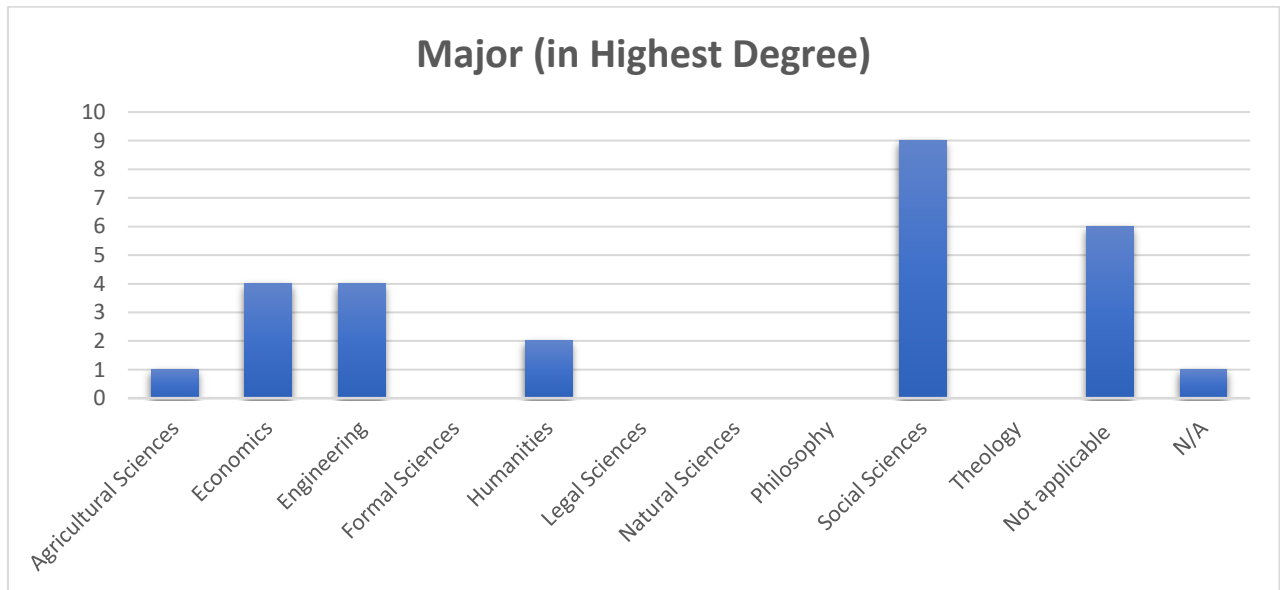


Figure 10: Social entrepreneurs' major in highest degree in poverty

The research findings regarding the sub-group of poverty also demonstrates that most projects are recently established. Hence, 12 social innovation are founded between 2012 and 2016. Moreover, three projects had been developed between 2017 and 2019. Therefore, the research findings indicate that

social innovations regarding poverty mainly emerged during the last years (Figure 11). Although, this could lead to the assumption that most entrepreneurs are rather young, the results of the present research prove the opposite. Meaning, 18 entrepreneurs are between 40 and 60 and out of these 18 entrepreneurs, 11 are between 50 and 59. In comparison, only 6 entrepreneurs are fairly young and aged between 20 and 29. These findings are demonstrated in Figure 12.

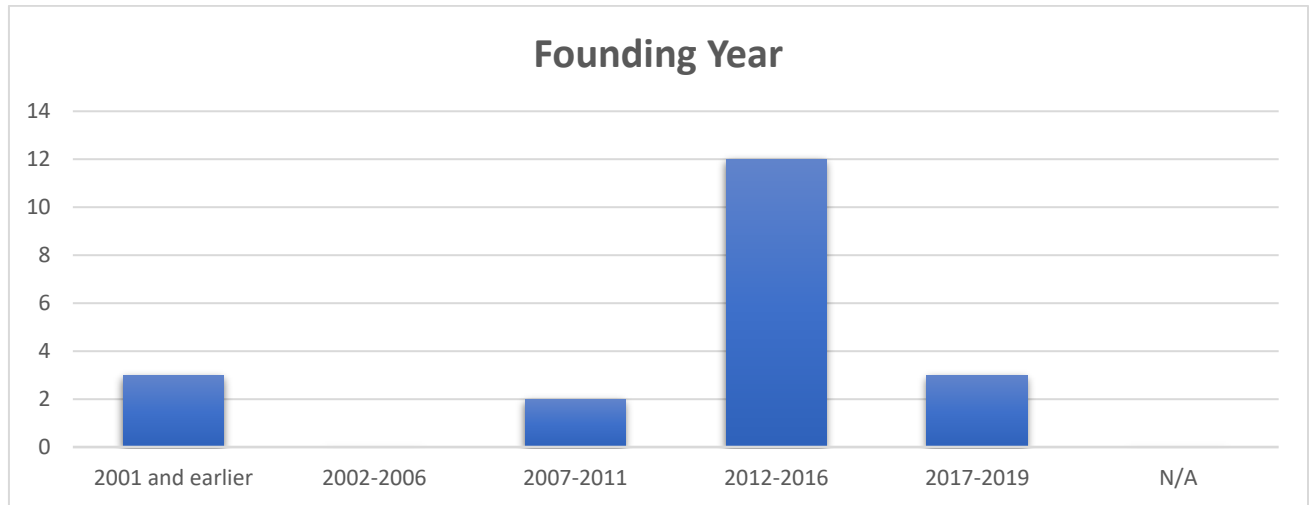


Figure 11: Founding year of social innovations in poverty

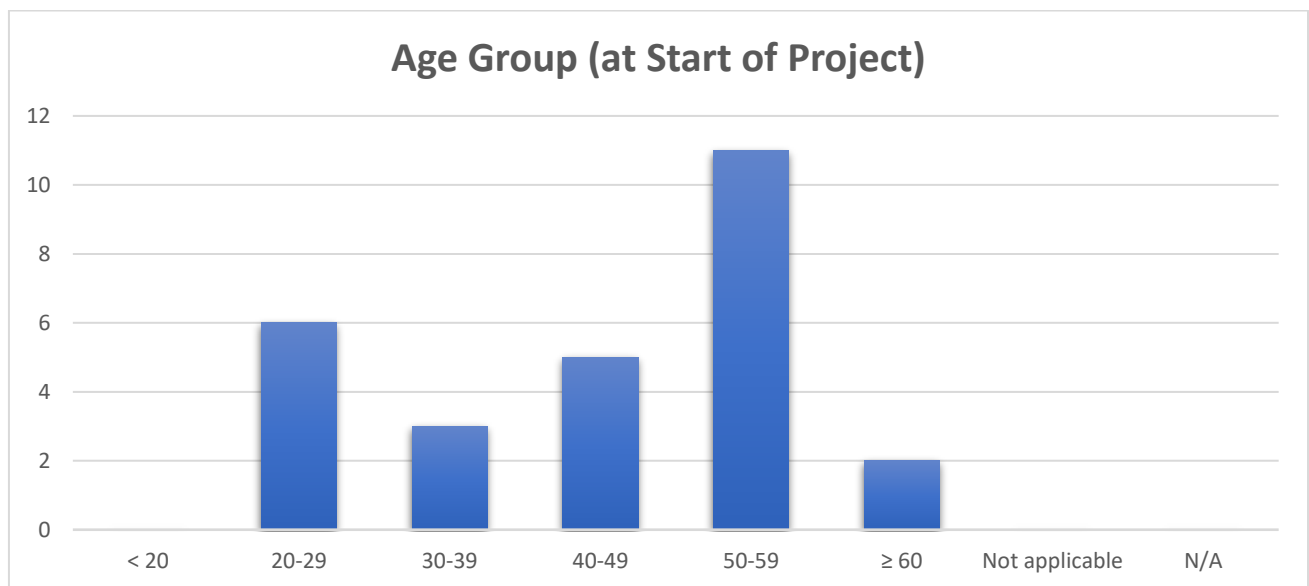


Figure 12: Age group at the start of the projects of the social entrepreneurs in poverty

Furthermore, out of 20 social innovation projects 16 had been founded through institutions and 10 projects were founded by individuals. Only one company established a social innovation project.

Moreover, the research findings demonstrate that the majority of the overall entrepreneurs are females.

Nevertheless, the disparity between female and male represents a minor difference, 16 entrepreneurs are female and 11 are male. Regarding the number of people involved, a tendency towards a larger participation can be observed. Meaning, five projects involve more than 50 people. Concerning the nature of engagement, the research findings demonstrates that the majority is a mixture of volunteers and paid employees.

4.3. Sub-Group “Immigration”

4.3.1. Introduction

Germany is described as a "country of immigration". Every fifth person comes originally from another country on earth or has an immigration background. The number has continued to increase.⁹⁷ The peak of the migratory wave took place between 2015 and 2016 where people mostly coming from Syria, Iraq, Nigeria or other countries seeking asylum in Germany.⁹⁸ This is an increase of 135 percent compared with the previous year.⁹⁹ The number of people coming from other European countries are also highly increasing.¹⁰⁰ A lot of Germans feel uncomfortable about this development. Most of them are uncertain about the consequences concerning the ongoing change of their homeland. One the other hand, refugees feel lost and foreign in their new environment.¹⁰¹ The Federal Agency of Migration and Refugees accepted 1.3 billion applications for asylum between 2015 and 2018 (Figure 1).¹⁰² This influx of people presents the highest immigration number since the beginning of the statistical records in 1950.

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⁹⁷ Spiegel Online 2018.

⁹⁸ Jan Bielicki 2018.

⁹⁹ Bundesamt für Migration und Flüchtlinge 2019.

¹⁰⁰ Bundesamt für Migration und Flüchtlinge 2019.

¹⁰¹ Spiegel Online 2018.

¹⁰² Jan Bielicki 2018.

¹⁰³ Bundesamt für Migration und Flüchtlinge 2019.

Asylanträge je EU-Land

im Jahr 2017, wichtigste Länder

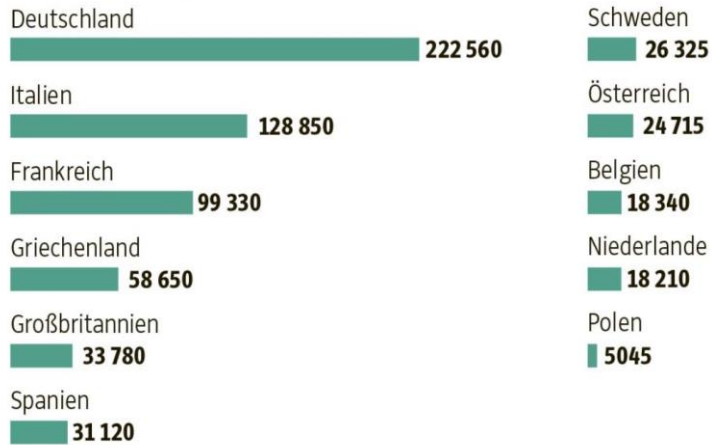


Figure 13: Number of asylum applications in 2017¹⁰⁴

The wave of immigrants over the past few years has become a synonym for the “refugee crisis”. Many people are highly afraid of this development. Locals are worried about the uncontrolled migration which is described by migrants who are only coming into the country to apply for asylum instead of highly qualified or skilled workers what Germany actually needs.¹⁰⁵ The employment rate reflects this apprehension. The German government must solve the current job situation of many refugees and the huge number of people being dependent on social benefits. This problem automatically leads to increasing fear and anger among the whole population also concerning to missing integration and missing ambition of immigrants.¹⁰⁶ Another debate is the so called "conspiracy theory". People are afraid that the refugee crisis will lead to a deliberate destruction of the German culture. Many locals are about to lose the connection to their home country by a loss of culture and religion. Consequently, most of them blaming the German policy for this.¹⁰⁷

4.3.2. Projects

Germany has faced many challenges concerning the refugee crisis over the past few years. This consequently resulted in anger and fear among the whole population and mistrust towards the German government. Many people do not believe that Germany can handle this situation and are mostly blaming

¹⁰⁴ Jan Bielicki 2018.

¹⁰⁵ Spiegel Online 2018.

¹⁰⁶ Jan Bielicki 2018.

¹⁰⁷ Spiegel Online 2018.

the immigrants for this.¹⁰⁸ In order to counteract on this, one solution approach could be the trend of social innovations. This projects, organizations or simple practices focusing on public challenges that cannot only be solved by the government.¹⁰⁹ In the following, summaries of twenty social innovations in the field of immigration will be presented.

Project Name	Start with a Friend
Location (HQ)	Entire Germany and Austria (Berlin)
Description	Start with a Friend brings together people from different nationalities by the help of tandem partnerships. The project gives refugees the chance to start integrating by meeting locals. On the other side, locals have the possibility to meet persons all over the world.
Founding Year	2014
Financing	Voluntary work, sponsors/supporters, donations, foundations, governmental subsidies
Size (No. of People involved / Employees)	Over 350 people worldwide
Other	Member of Pro Asyl and Amnesty International
Founder 1	Franziska Birnbach
- Age Group (at Start of Project)	20-29
- Education	Humboldt Universität zu Berlin (first state examination) Kammergericht Berlin (second state examination)
- Major	Law

Table 41: Summary "Start with a Friend"¹¹⁰

Project Name	Welcome2Work
Location (HQ)	Karlsruhe

¹⁰⁸ Spiegel Online 2018.

¹⁰⁹ Henriette Schmidt 2018.

¹¹⁰ <https://www.start-with-a-friend.de>, https://www.xing.com/profile/Franziska_Birnbach/cv, checked on 11/22/2018

Description	Welcome2Work is a platform consists of employers and sponsors with the aim to provide refugees with employment. The main reason behind is integration and networking.
Founding Year	2015
Financing	Donations, foundations, crowdfunding, supported by university
Size (No. of People Involved / Employees)	8 active employees
Founder 1	Student initiative enactus KIT e.v.
- Age Group (at Start of Project)	20-29
- Education	Not applicable
- Major	Not applicable

Table 42: Summary "Welcome2Work"¹¹¹

Project Name	Wefugees
Location (HQ)	Entire Germany (Cologne)
Description	The organization helps refugees to integrate into the community. By connecting refugees with volunteers and experts and facilitate the exchange of information. Question and answer community.
Founding Year	2016
Financing	GuG as a legal entity, foundations, sponsors/supporters, prizes and awards, scholarships, donations, governmental subsidies, sponsorships
Size (No. of People Involved / Employees)	20 active members, thousands of online members
Founder 1	Cornelia Röper
- Age Group (at Start of Project)	20-29

¹¹¹ <https://www.welcome2work.de> , <https://blog.netsyno.com/2016/herzensprojekt-welcome2work/> , checked on 22/11/2018, Für-Gründer.de GmbH (2019): Top 50 Start-ups des Jahres 2018. Available online at https://www.fuer-gruender.de/fileadmin/mediapool/Publikation/Top_50_Start-ups_und_Gruenderwettbewerbe_2019.pdf, checked on 11/23/2018.

- Education	Bachelor of Arts at Hochschule für nachhaltige Entwicklung Eberswald
- Major	Business Management

Table 43: Summary "Wefugees"¹¹²

Project Name	Refugee Law Clinic Munich e.V.
Location (HQ)	Entire Germany (Munich)
Description	Student community helps giving advice to refugees on question regarding German asylum law. This can be questions about work permits, family unification or questions regarding residence status and perspectives
Founding Year	2013
Financing	Sponsors/supporters, donations, supported by university
Size (No. of People Involved / Employees)	N/A, employees worldwide
Other	The concept can be found in many different cities all over Germany
Founder 1	Franziska Faßbinder, help from student initiative
- Age Group (at Start of Project)	20-29
- Education	Ludwig-Maximilians-Universität München, state examination
- Major	Law

Table 44: Summary "Refugee Law Clinic Munich"¹¹³

Project Name	SEND e.V.
Location (HQ)	Entire Germany (Berlin)
Description	Social Entrepreneurship Netzwerk Deutschland is a broad organization with the aim to solve social challenges like the refugee crisis. Further the organization aims to support social entrepreneurship in general by information exchange, own ideas and local work groups
Founding Year	2017

¹¹² <https://info.wefugees.de>, <https://de.linkedin.com/in/cornelia-roeper/de>, <https://berlinvalley.com/wefugees-hilfsprojekt-erfolg/>, checked on 11/26/2018

¹¹³ <http://rlcm.de>, https://www.xing.com/profile/Franziska_Fassbinder/cv, checked on 05/12/2018

Financing	Crowdfunding, donations, governmental subsidies
Size (No. of People Involved / Employees)	10 active members in Berlin
Other	The concept can be found in many different cities all over Germany
Founder 1	Katrin Elsemann
- Age Group (at Start of Project)	30-39
- Education	HTW Berlin, Master of Arts
- Major	International and Development Economics

Table 45: Summary "SEND e.V."¹¹⁴

Project Name	More than Shelters
Location (HQ)	Hamburg
Description	The German social enterprise aims to find solutions for the current refugee crisis. One of the main principles is the transformation of refugee camps into dignified living spaces.
Founding Year	2012
Financing	Totally financed through donations and grants, prizes and awards, own revenue generated through consultancy
Size (No. of People Involved / Employees)	8 active members
Founder 1	Daniel Kerber
- Age Group (at Start of Project)	40-49
- Education	Kunstakademie Düsseldorf, Diplom
- Major	Fine Arts

Table 46: Summary "More than Shelters"¹¹⁵

Project Name	Zubaka
Location (HQ)	Frankfurt

¹¹⁴<https://www.startupvalley.news/de/katrin-elsemann-send-startup-camp/>, <https://de.linkedin.com/in/katrin-elsemann-546763132>, www.send-ev.de, checked on 04/01/2019

¹¹⁵<http://www.morethanshelters.org>, https://www.xing.com/profile/Daniel_Kerber3/cv, Lietzmann, Philine (2019): Von der Kunst in die Flüchtlingshilfe: Daniel Kerber verwandelt Flüchtlingslager in Städte. Available online at https://www.focus.de/perspektiven/mutmacher/more-than-shelters-von-der-kunst-in-die-fluechtlingshilfe-daniel-kerber-verwandelt-fluechtlingslager-in-staedte_id_10539117.html, updated on 4/5/2019, checked on 05/03/2019

Description	The organization helps young refugees and teenagers to integrate into the schooling system in Germany. Therefore, the organization provides language courses or helps with homework or exercises. It accompanies kids over one year and provides help in every situation concerning the schooling system.
Founding Year	2016
Financing	Donations, prizes and awards, crowdfunding, sponsorships
Size (No. of People Involved / Employees)	15 active members
Founder 1	Anna Meister
- Age Group (at Start of Project)	30-39
- Education	Ludwig-Maximilians-Universität München, Magister
- Major	Politics

Table 47: Summary "Zubaka"¹¹⁶

Project Name	Bantabaa e.V.
Location (HQ)	Berlin
Description	The Bantabaa community helps refugees to integrate into Germany by providing education and trainings. Language, literacy and mathematics courses take place, legal advice, medical care, community dinner. An important part of the organization is the Bantabaa Academy. With this qualification program, it provides basic knowledge in the catering trade, in order to prepare the participants for an internship, an apprenticeship or a job.
Founding Year	2015
Financing	Donations, crowdfunding, self-financed through sales and private investments
Size (No. of People Involved / Employees)	3 active members, a lot of supporters and helpers
Founder 1	Brigitta Varadinek

¹¹⁶<https://www.zubaka.de>, <https://www.startnext.com/zubaka/pinnwand/>, <https://www.linkedin.com/in/annameister/?originalSubdomain=de>, checked on 11/16/2018

- Age Group (at Start of Project)	40-49
- Education	Freie Universität Berlin
- Major	Law

Table 48: Summary "Bantabaa e.V."¹¹⁷

Project Name	Rap for Refugees
Location (HQ)	Hamburg
Description	Rap for Refugees is an organization or project that helps refugees to find hope and self-awareness. It provides refugees with a voice. This is a great opportunity to integrate into Germany and meet locals and people all over the world.
Founding Year	2017
Financing	Donations, sponsorships, partnerships, fundraising, self-financed through concert organizations
Size (No. of People Involved / Employees)	4 active members, in total 10
Founder 1	Ata Anat
- Age Group (at Start of Project)	20-29
- Education	N/A
- Major	N/A

Table 49: Summary "Rap for Refugees"¹¹⁸

Project Name	Kiron
Location (HQ)	Berlin
Description	Kiron "opens higher education" provides digital learning opportunities for refugees all over the world.
Founding Year	2015

¹¹⁷<https://www.bantabaa.de>, <https://www.linkedin.com/in/annika-varadinek-ab19a943/?originalSubdomain=de>, <https://www.startnext.com/bantabaafooddealer>, checked on 01/22/2019

¹¹⁸ <https://www.rapforrefugees.org>, Lennart Wenner (2018): Soziale Arbeit für die große Bühne: Rap for Refugees – Reportage. Mzee.com. Available online at <https://www.mzee.com/2018/03/rap-for-refugees-soziale-arbeit-fuer-die-grosse-buehne/>, https://www.xing.com/profile/Ata_Anat/cv, checked on 01/29/2019

Financing	Private savings, crowdfunding, donations, foundations, sponsorships, prizes and awards
Size (No. of People Involved / Employees)	Member of the core team and hundreds of volunteers all around the world
Other	Kiron cannot offer a degree for students like an university but it offers certificates and many different study fields.
Founder 1	Vincent Zimmer
- Age Group (at Start of Project)	20-29
- Education	Georg-August Universität Göttingen, Master of Arts The London School of Economics and Political Science, Master of Public Administration
- Major	International Economics
Founder 2	Markus Kreßler
- Age Group (at Start of Project)	20-29
- Education	Universität der Künste Berlin, Master of Arts Freie Universität Berlin, Master of Science
- Major	M.A Communications, M.Sc. Psychology

Table 50: Summary "Kiron"¹¹⁹

Project Name	Cucula e.V.
Location (HQ)	Berlin
Description	Through collaborative work, the pilot project offers refugees the opportunity to develop tangible prospects. They are given the tools to plan their own futures and finance their professional training autonomously. Refugees are acquiring basic skills in craft and design (building furniture) through workshops and everyday support. Furthermore, Cucula offers a broad education to prepare the refugees for work life.
Founding Year	2014

¹¹⁹<https://www.kiron.ngo>, [https://www.linkedin.com/in/vincent-zimmer-ada health/?originalSubdomain=de](https://www.linkedin.com/in/vincent-zimmer-ada-health/?originalSubdomain=de), <https://www.linkedin.com/in/markus-kressler-649905145/>, <https://www.deutscher-gruenderpreis.de/preistraeger/2016/kiron/> checked on 01/28/2019

Financing	Crowdfunding, sponsors/supporters, foundations and funds, sponsorships, donations, governmental subsidies, self-financed through own sales of furniture
Size (No. of People Involved / Employees)	8 refugees, 20 active members
Founder 1	Jessy Medernach
- Age Group (at Start of Project)	30-39
- Education	University of Luxembourg, B.A Freie Universität Berlin, Master
- Major	Childhood studies and and children's rights
Founder 2	Corinna Sy
- Age Group (at Start of Project)	30-39
- Education	N/A
- Major	Diplom Designer

Table 51: Summary "Cucula e.V"¹²⁰

Project Name	Über den Tellerrand
Location (HQ)	Berlin
Description	What started as a student project, has become an enriching and inclusive international community. The aim is to bring people together and to provoke encounters and exchange. People can meet each other while cooking together.
Founding Year	2013
Financing	Donations, self-financed through sales, sponsors/supporters, prizes and awards
Size (No. of People Involved / Employees)	20 active members
Founder 1	Ninon Demuth

¹²⁰<https://www.cucula.org>, https://www.xing.com/profile/Jessy_Medernach/cv, <https://www.freundevonfreunden.com/corinna-sy/>, <https://republica.com/de/member/3792> checked on 01/29/2019

- Age Group (at Start of Project)	20-29
- Education	Technische Universität Berlin, Bachelor degree University of Cambridge, Master's degree
- Major	Bachelor's in biotechnology, Master's in Philosophy
Founder 2	Lisa Thaens
- Age Group (at Start of Project)	20-29
- Education	Berlin School of Economics and Law, Bachelor of Arts
- Major	International Business Management

Table 52: Summary "Über den Tellerrand"¹²¹

Project Name	Flüchtlinge Willkommen
Location (HQ)	Berlin
Description	Flüchtlinge Willkommen is a platform that aims to improve the housing situation of refugees. The solution is sharing housing and flat-sharing communities. The organisation helps to bring refugees who are looking for an accommodation together with people who are looking for a roommate. Furthermore, Flüchtlinge Willkommen helps to find appropriate solutions for refugees to pay the monthly rent.
Founding Year	2014
Financing	Institutional subsidies, donations: sponsorships through Aktion Mensch, UNO Flüchtlingshilfe, etc.
Size (No. of People Involved / Employees)	12 employees, volunteers
Founder 1	Mareike Geiling
- Age Group (at Start of Project)	20-29
- Education	B.A. at Universität Konstanz M.A. at Humboldt-Universität zu Berlin

¹²¹<https://www.cucula.org>, https://www.xing.com/profile/Jessy_Medernach/cv, <https://www.freundevonfreunden.com/corinna-sy/>, <https://republica.com/de/member/3792> checked on 01/29/2019

- Major	German and French language and literature studies / Religion and Culture
Founder 2	Jonas Kakoschke
- Age Group (at Start of Project)	30-39
- Education	Hochschule für Technik und Wirtschaft Berlin, Bachelor of Arts
- Major	Communication Design
Founder 3	Golde Ebding
- Age Group (at Start of Project)	20-29
- Education	Bachelor of Arts
- Major	Social Sciences

Table 53: Summary "Flüchtlinge Willkommen"¹²²

Project Name	Newscomer
Location (HQ)	Berlin
Description	Newscomer – give refugees a voice in media is an organization that aims to give refugees the opportunity to tell their story. They can actively participate and step into the world of journalism. The tandem program bring together refugees with local journalists who acting as mentors.
Founding Year	2016
Financing	Donations, prizes and awards, crowdfunding
Size (No. of People Involved / Employees)	4 active members
Founder 1	Patrick Bauer
- Age Group (at Start of Project)	30-39
- Education	Johann Wolfgang Goethe Universität Frankfurt am Main, Master of Arts

¹²²<https://www.fluechtlinge-willkommen.de>, <https://www.linkedin.com/in/mareike-geiling-110924b6/?originalSubdomain=de>, <https://www.startnext.com/fluechtlingewillkommen>, <https://editionf.com/Mareike-Geiling-Fluechtlinge-Willkommen-25-Frauen-Integration>, <https://www.linkedin.com/in/jonas-kakoschke-b9b11088/>, <https://www.crunchbase.com/person/golde-ebding#section-overview>, checked on 03/16/2019

- Major	Geology
Founder 2	Jessica Schober
- Age Group (at Start of Project)	30-39
- Education	N/A
- Major	Social sciences, political sciences
Founder 3	Thaer Abughaush
- Age Group (at Start of Project)	30-39
- Education	High School Degree
- Major	Informatics

Table 54: Summary "Newscomer"¹²³

Project Name	Bridges – Musik verbindet
Location (HQ)	Frankfurt am Main
Description	Bridges brings refugees and locals together by the help of music. Playing music together connects people all over the world. A great concept of sharing the passion and the love towards music.
Founding Year	2015
Financing	Crowdfunding, donations, sponsors/supporters, self-financed through the organization of concerts and orchestras.
Size (No. of People Involved / Employees)	80 musicians and 40 volunteers
Founder 1	Leonora Dahlhoff
- Age Group (at Start of Project)	30-39
- Education	N/A
- Major	Music, flute and music therapy
Founder 2	Isabella Spohns
- Age Group (at Start of Project)	30-39

¹²³<http://newscomer.de/home/english/>, <https://www.linkedin.com/in/patrick-p-bauer-90b3a7114/>, <https://www.startnext.com/newscomer>, <https://www.vor-ort.nrw/2017/12/19/geoerderte-projekte-newscomer/>, <http://www.jessicaschober.de/>, checked on 03/22/2019

- Education	N/A
- Major	Teacher training

Table 55: Summary "Bridges"¹²⁴

Project Name	Be an Angel e.V. – Kreuzberger Himmel
Location (HQ)	Berlin
Description	Be an Angel is a restaurant organized from refugees for refugees and Germans. The aim is to offer refugees the chance to be a part of the society and bring together people from all over the world while eating delicious food.
Founding Year	2015
Financing	Crowdfunding, donations, sponsorships, self-financed through catering and restaurant sales
Size (No. of People Involved / Employees)	8 employees, in total 20 members
Founder 1	Andreas Tölke
- Age Group (at Start of Project)	50-59
- Education	N/A
- Major	Journalism

Table 56: Summary "Be an Angel e.V."¹²⁵

Project Name	WirWerk
Location (HQ)	Aying
Description	WirWerk was founded after the accident of Lennon Maki, the son of Nadja Maki. The aim of the organization is to support people in similar situations. Therefore, the focus are people from other countries who experienced fear, danger or war. The organization supports refugees in education, science and research, child and youth welfare. WirWerk also organizes informative dialogues between refugees and locals.

¹²⁴<https://bridgesmusikverbindet.de>, <https://www.startnext.com/bridges-musikverbindet>, checked on 03/22/2019

¹²⁵<https://www.kreuzberger-himmel.de>, <https://www.startnext.com/integrationmadeingermany>, https://www.xing.com/profile/Andreas_Toelke2/cv

Founding Year	2017
Financing	Donations, foundations, private investments
Size (No. of People Involved / Employees)	4 active members
Founder 1	Nadja Maki
- Age Group (at Start of Project)	40-49
- Education	N/A
- Major	Media studies and social studies
Founder 2	Reinhold Stammeier
- Age Group (at Start of Project)	>60
- Education	N/A
- Major	Electrical Engineering

Table 57: Summary "WirWerk"¹²⁶

Project Name	Land der Kulturen
Location (HQ)	Aying
Description	Operative project of the WirWerk organization. The aim is to organize events for locals to inform them about the life of refugees and their experiences
Founding Year	2017
Financing	Donations, foundations, private investments, partnerships, sponsorships
Size (No. of People Involved / Employees)	6 active members
Founder 1	Nadja Maki
- Age Group (at Start of Project)	40-49
- Education	N/A
- Major	Media studies and social studies

¹²⁶<https://wir-werk.org>, Thomas Radlmeyer (2018): „Dann ist Lennon nicht mehr weg“. Available online at <https://www.merkur.de/lokales/muenchen-ik/aying-ort28266/aying-lennon-maki-stiftung-nach-unfalltod-9498738.html>, checked on 6/5/2019

Founder 2	Reinhold Stammeier
- Age Group (at Start of Project)	>60
- Education	N/A
- Major	Electrical Engineering

Table 58: Summary "Land der Kulturen"¹²⁷

Project Name	R3solute
Location (HQ)	Berlin
Description	R3solute offers conflict management workshops to refugees. The aim is to teach them how to solve conflicts arising through mediation and mental health awareness.
Founding Year	2017
Financing	Non-profit organization donations, crowdfunding, prizes and awards, sponsors/supporters
Size (No. of People Involved / Employees)	2-10 members
Founder 1	Helen Winter
- Age Group (at Start of Project)	20-29
- Education	Pepperdine University School of Law, Master of Laws
- Major	Law
Founder 2	Kyle Shrivastava
- Age Group (at Start of Project)	20-29
- Education	Columbia University in the City of New York, Master of Science
- Major	Negotiating and conflict resolution
Founder 3	Sebastian F. Winter
Age Group (at Start of Project)	20-29

¹²⁷<https://www.land-der-kulturen.de>, <https://wir-werk.org>, Thomas Radlmeyer (2018): „Dann ist Lennon nicht mehr weg“. Available online at <https://www.merkur.de/lokales/muenchen-1k/aying-ort28266/aying-lennon-maki-stiftung-nach-unfalltod-9498738.html>, checked on 6/5/2019

Education	N/A
Major	Medicine

Table 59: Summary "R3solution"¹²⁸

Project Name	Girls for Girls Community e.V.
Location (HQ)	Berlin
Description	The organization helps to organize tandem partnerships between locals and refugees. The target groups are women. Girls for Girls Community also organizes regular meetings and events for members
Founding Year	2015/2016
Financing	Tandem Project of Malteser Stuttgart, Sponsors/supporters, donations, governmental subsidies
Size (No. of People Involved / Employees)	N/A
Founder 1	Jana Derbas
- Age Group (at Start of Project)	20-29
- Education	Hochschule Mainz, Bachelor of Arts
- Major	Communication Design
Founder 2	Marilen Rauch
- Age Group (at Start of Project)	20-29
- Education	Hochschule Mainz, Bachelor of Arts
- Major	Communication Design

Table 60: Summary "Girls for Girls Community e.V." ¹²⁹

¹²⁸<https://www.land-der-kulturen.de/>, <https://wir-werk.org>, Thomas Radlmeyer (2018): „Dann ist Lennon nicht mehr weg“. Available online at <https://www.merkur.de/lokales/muenchen-lk/aying-ort28266/aying-lennon-maki-stiftung-nach-unfalltod-9498738.html>, checked on 6/5/2019

¹²⁹<https://www.stadtkind-stuttgart.de/ein-tandem-projekt-fuer-gefluechtete-frauen/>, <https://www.linkedin.com/in/jana-derbas-5b049b68/?originalSubdomain=de>, <https://www.malteser-stuttgart.de/dienste-und-leistungen/weitere-dienstleistungen/girls-for-girls.html>, <https://www.linkedin.com/in/marilen-rauch-0a9473145/>, checked on 6/16/2019

4.3.3. Sub-Group Analysis

The above described social innovation projects aim to improve the current situation concerning the refugee crisis in Germany. All the start-ups were founded in the last seven years and simplify the life of refugees and locals by different innovative approaches. Issues such as integration, missing housing, education problems, language barriers or isolation are relevant subjects and are tried to be solved. Most of the projects were founded in big cities as for instance Berlin, Frankfurt or Munich. An interesting fact related to the location is the size of the immigration projects. They are relatively small and only have five to twenty active members involved, whereby the number of frequently changed volunteers and supporters is considerable higher.

A very interesting aspect about the social innovations is the financing model. All recently founded organizations are financed through a mixture of financial resources. They are neither entirely self-financed, nor entirely financed through governmental subsidies or third-party support like sponsorships. Figure 14 shows the financial resources used by the immigration projects in more detail. Especially noticeable is the high reliability on private donations. All of the 20 social innovation projects in the field of immigration have used this source to finance their work. Also crowdfunding, which could be viewed as another form of donations has highly been used. None of the projects were directly financed through the government or membership fees. Also, none of the 20 innovations is totally self-financed. Only six of them has been able to use financial resources from internal business activities for cross-financing.

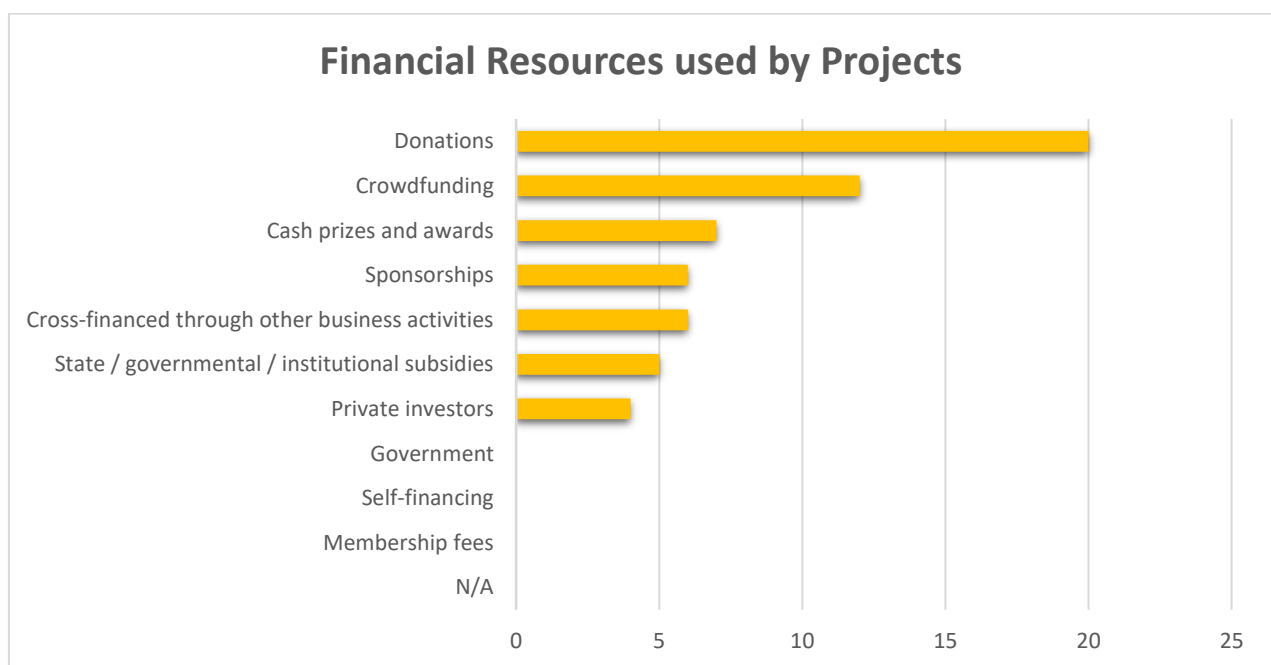


Figure 14: Financial resources used by social innovations in immigration

Focusing on the social entrepreneurs of the 20 innovation projects examined, there are some striking and noticeable facts to be described. All of the 31 different project founders except one are individual people and therefore no companies or institutions. Out of these 30 individuals, 18 persons are female and 12 persons male. Consequently, the founders of immigration projects are mainly women. The next point of discussion is the age of the social entrepreneurs as illustrated by Figure 15. Most of the project initiators are relatively young people between 20 and 39. In more detail, 17 of the 30 people are between 20 and 29 years old, whereby nine people are between 30 and 39 years old.

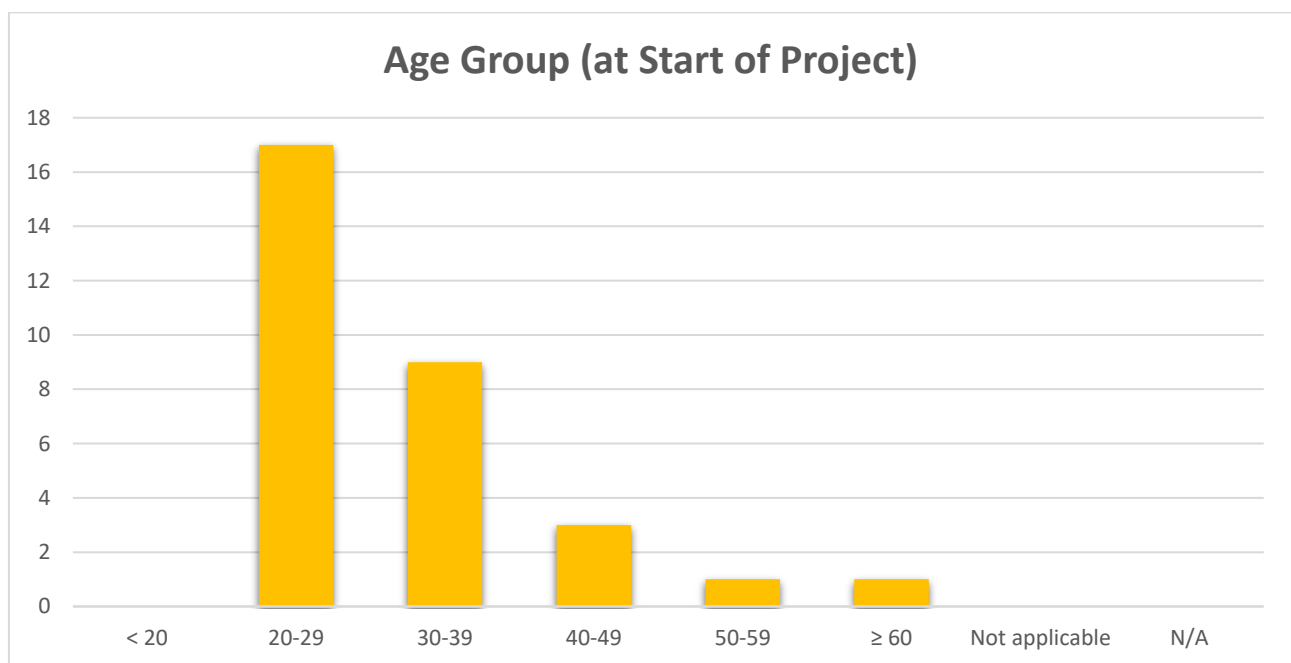


Figure 15: Age group at the start of the projects of the social entrepreneurs in immigration

This tendency is caused by the level of education which is illustrated by Figure 16. Almost all of the founders have a university degree which is quite striking. 14 individuals hold a bachelor's degree, 13 are holders of a master's degree and only one person has a high school degree at the highest level. The degree of the missing three people was not applicable or unavailable to research. Most of the social entrepreneurs started to create their projects straight after their graduation. Some of them even started realizing their innovative ideas meanwhile their studies. Therefore, the age groups of the founders are not very surprising.

The last point of the analysis is the field of study which is closely related to the education level. The distribution of the fields of study is given by Figure 17. This observation is also very interesting and delivers noticeable results. Most of the people who founded immigration projects studied in the field of social sciences or humanities. Both of these majors involve a high relation with humans in general and are apart from that also focusing on solution orientation. 15 people out of 30 showed this affinity. Five persons studied economics which probably led to a better knowledge about entrepreneurship in general.

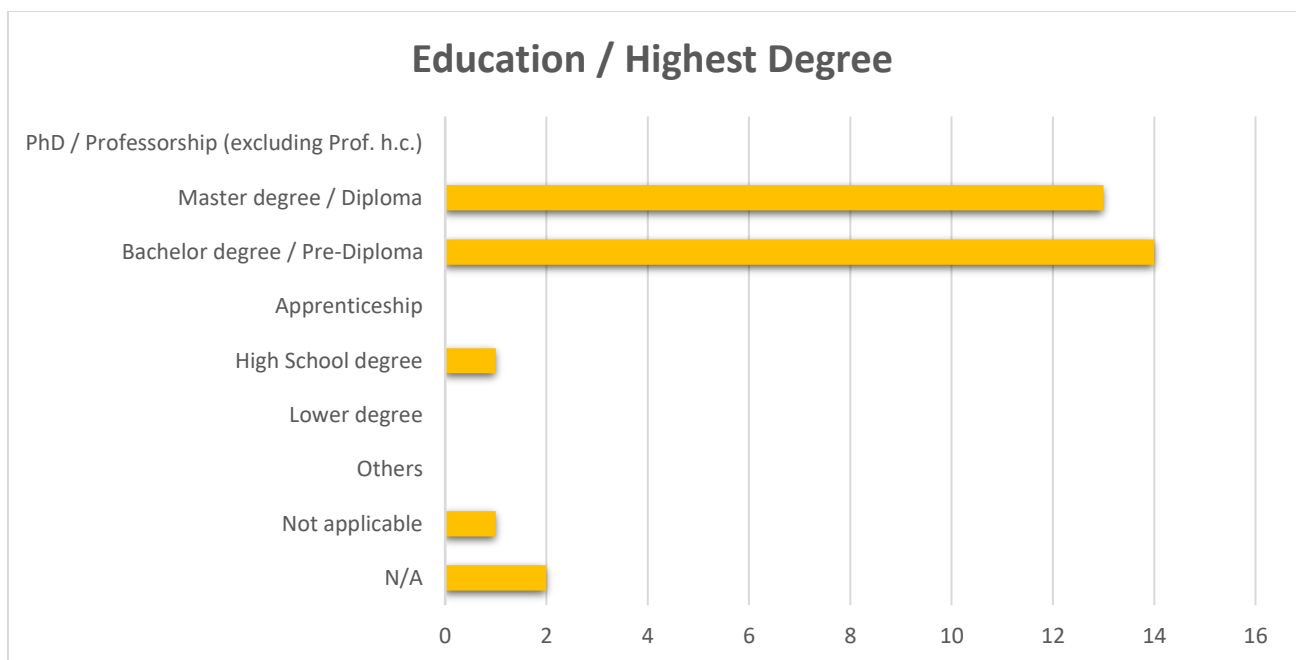


Figure 16: Education level of social entrepreneurs in immigration

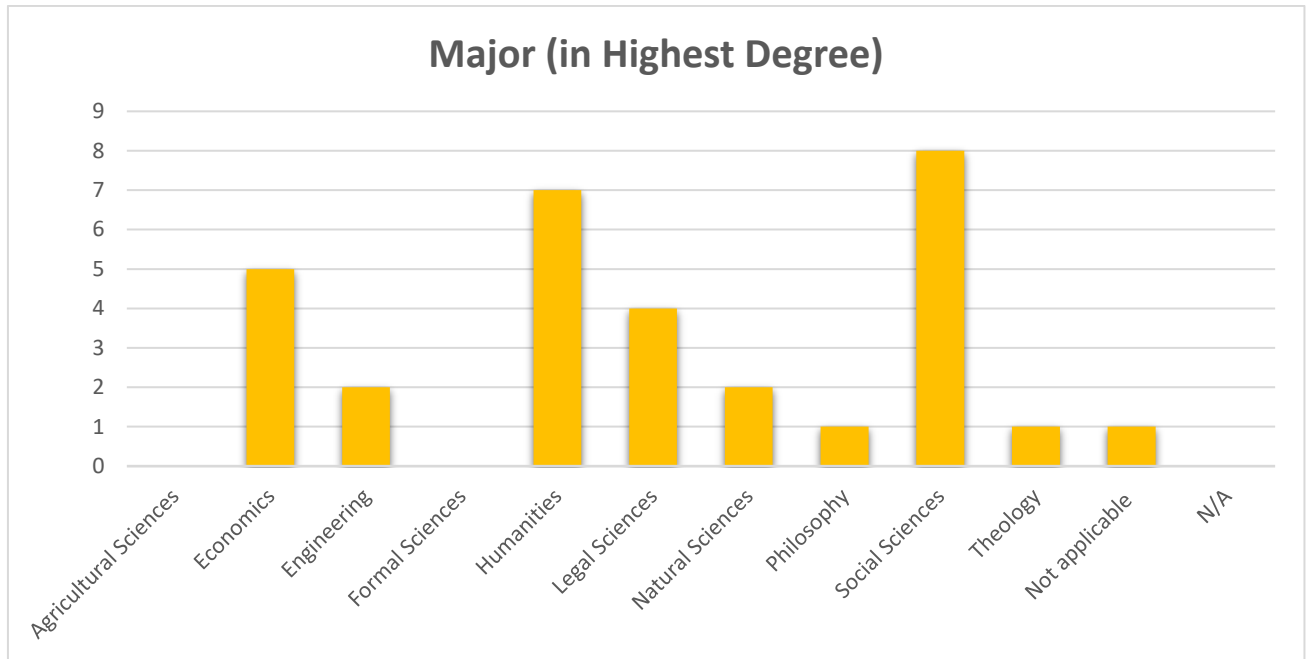


Figure 17: Social entrepreneurs' major in highest degree in immigration

4.4. Sub-Group “Environment”

4.4.1. Introduction

Greta Thunberg and the Fridays for Future movement have brought the public awareness about climate change and the environment to a new level. While governments around the world are still struggling to reach comprehensive agreements to mitigate climate change and protect the environment, social entrepreneurs are trying to tackle this issue in their own ways. People generally also agree that humans are causing or at least to some extent influencing climate change. A recent survey conducted by Ipsos revealed that 37% of the Germans are of the opinion that climate change is mainly caused by human activity, 12% think that it is entirely caused by humans. Another 29% state that climate change is partly natural and partly man made. This shows that only a minority of the German population thinks that there is nothing that can be done to mitigate climate change.

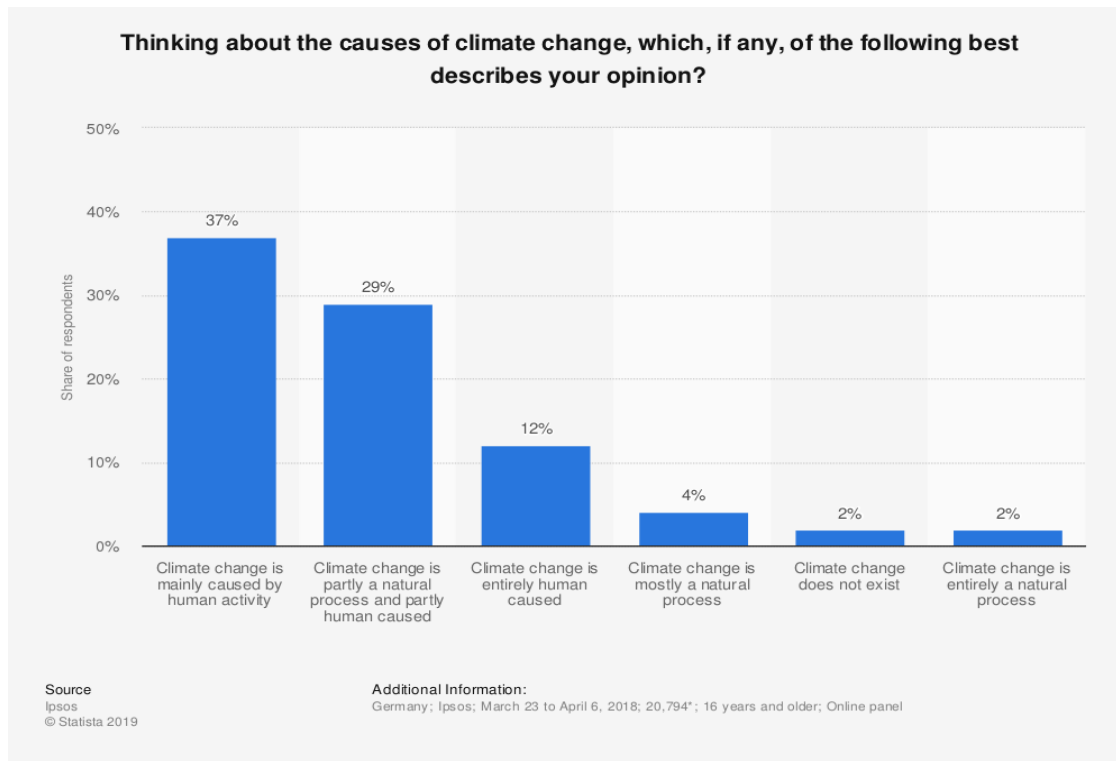


Figure 18: Opinions on whether climate change is man made¹³⁰

However, climate change is not the only issue that is on people’s minds regarding environment. In another survey, conducted by Ipsos as well, the respondents had to name the three most important environmental issues that Germany is facing. Even though, 50% of the respondents considers climate change to be the most urgent environmental issue, this is closely followed by the over-packaging of consumer goods, future energy sources, dealing with waste and air pollution. More environmental issues worth mentioning are, amongst others, deforestation, water pollution, wildlife conservation and future food sources and supplies.

130 Ipsos 2019b.

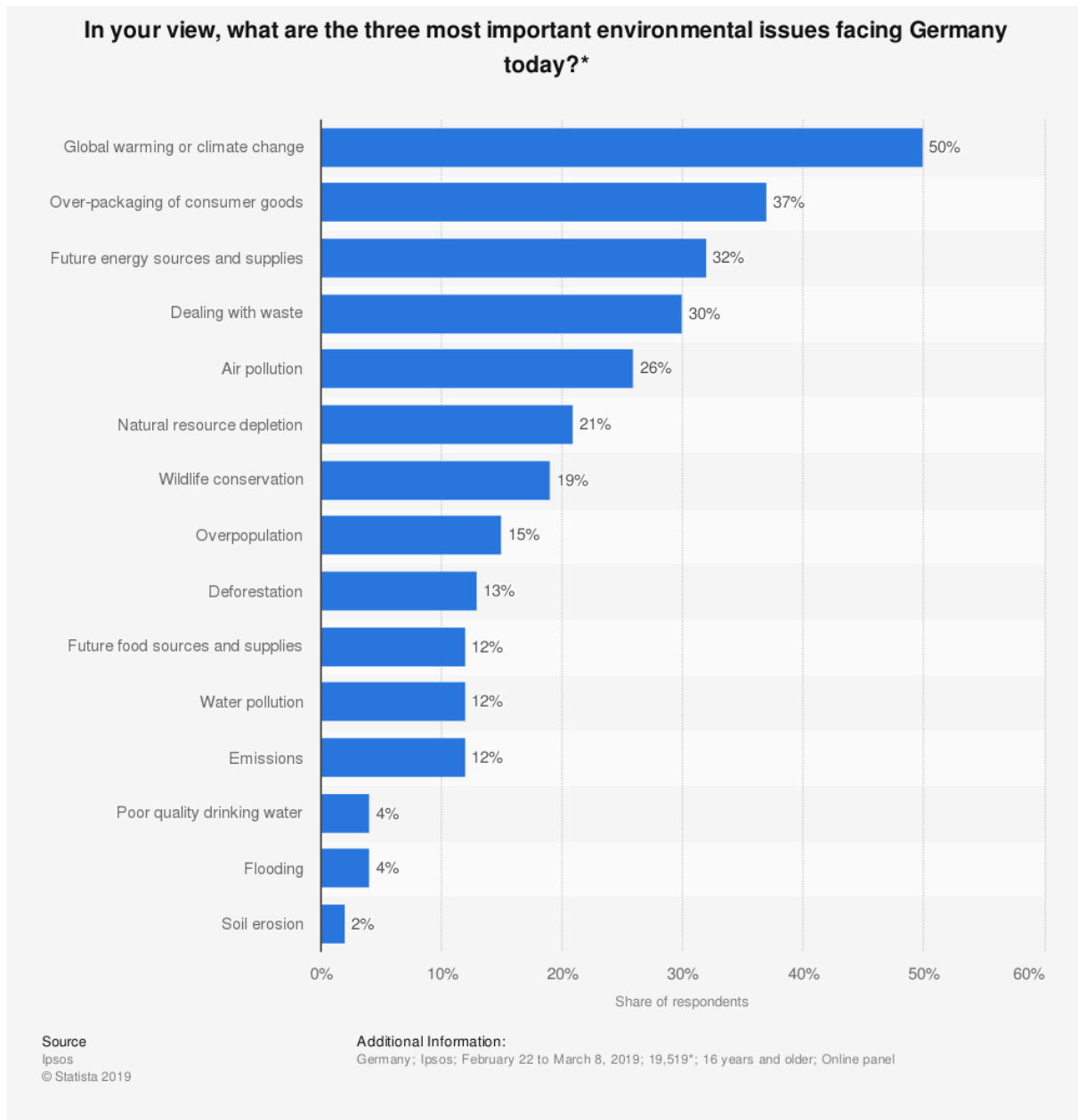


Figure 19: Environmental issues facing Germany¹³¹

The diversity regarding environmental issues that people have on their minds is also reflected by the social innovation projects in this field. Many of the issues named in the figure above are tackled by the projects. The range of the projects reaches from renewable sources of energy over reforestation to funding platforms for environmentally friendly startups. A detailed list of the projects can be found in the following section.

131 Ipsos 2019a.

4.4.2. Projects

In this section of the report, the social innovation projects in the field of environment are listed with their main characteristics.

Project Name	Ecosia
Location (HQ)	Berlin
Description	Ecosia is a search engine that uses its income resulting from search ads to plant trees all over the world. So far, over 60 million trees have been planted.
Founding Year	2009
Financing	Self-financing (from search requests and ads)
Size (No. of People Involved / Employees)	40 employees
Founder 1	Christian Kroll
- Age Group (at Start of Project)	20-29
- Education	Diploma at Friedrich-Alexander-Universität Erlangen-Nürnberg
- Major	Business Administration

Table 61: Summary "Ecosia"¹³²

Project Name	atmosfair
Location (HQ)	Berlin
Description	atmosfair is an online platform that informs travelers about the climate impact of their trip and offers to offset it. Apart from that it also publishes sustainability reports on airlines and offers green traveling in cooperation with travel agencies.
Founding Year	2003
Financing	Donations for CO2 compensation as well as earnings from business operations

¹³² <https://www.linkedin.com/in/christian-kroll-b2aa06b/>, checked on 11/18/2018; <https://www.agent.media/lead/christian-kroll-ecasia/>, checked on 11/18/2018; https://www.xing.com/profile/Christian_Kroll5/cv?sc_o=da980_e, checked on 11/18/2018; <https://info.ecosia.org/about>, checked on 11/18/2018; <https://blog.ecosia.org/ecosia-financial-reports-tree-planting-receipts/>, checked on 11/18/2018

Size (No. of People Involved / Employees)	39 employees
Other	The founder used to work as a consultant for the ministry of environment.
Founder 1	Dietrich Brockhagen
- Age Group (at Start of Project)	30-39
- Education	Diploma at Universität Köln Doctorate at EHESS Paris
- Major	Physics / Environmental Economics

Table 62: Summary "atmosfair"¹³³

Project Name	Adaptive Balancing Power
Location (HQ)	Darmstadt
Description	Adaptive Balancing Power produces power storage devices. The technology that is used is a flywheel mass system. The product can be applied in various ways as, for instance, renewable energies or mobility.
Founding Year	2016
Financing	Private investments by the owners, external investments, support program by energy provider Entega; planned to attract bigger companies to invest as well
Size (No. of People Involved / Employees)	10 employees
Founder 1	Hendrik Schaede
- Age Group (at Start of Project)	30-39
- Education	Doctorate at Technische Universität Darmstadt
- Major	Engineering

133 Schnitzler, Katja (2010): Reines Gewissen für 14 Euro. Süddeutsche Zeitung. <https://www.sueddeutsche.de/reise/buessen-fuer-die-umweltsuende-fliegen-reines-gewissen-fuer-euro-1.252858>, checked on 11/18/2018; https://www.xing.com/profile/Dietrich_Brockhagen, checked on 11/18/2018; https://www.atmosfair.de/de/ueber_uns/team/, checked on 11/18/2018; https://www.atmosfair.de/wp-content/uploads/atmosfair-jb-2017_web-min-1.pdf, checked on 11/18/2018; https://www.xing.com/profile/Dietrich_Brockhagen/cv, checked on 11/18/2018

Founder 2	Christian Schäfer
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Technische Universität Darmstadt
- Major	Industrial Engineering
Founder 3	Nicolai Meder
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Technische Universität Darmstadt
- Major	Manufacturing Systems Engineering

Table 63: Summary "Adaptive Balancing Power"¹³⁴

Project Name	Polarstern GmbH
Location (HQ)	Munich
Description	Polarstern is an energy supplier for gas and electricity. The power is generated in a German run-of-river power station whereas the gas is generated from 100% organic residuals. Polarstern is committed to 100% renewable energy with a common welfare-oriented approach.
Founding Year	2011
Financing	Private investments (equity) in the beginning, loans from sustainable banks (equity ratio in 2016: 8%) and self-financing through profits from operations
Size (No. of People Involved / Employees)	22 employees
Founder 1	Florian Henle
- Age Group (at Start of Project)	30-39
- Education	Diploma at Hochschule Landshut
- Major	Business Administration
Founder 2	Simon Stadler

¹³⁴ <https://www.adaptive-balancing.de/team>, checked on 12/02/2018; <https://de.linkedin.com/in/hendrik-schaede-57518418>, checked on 12/02/2018; <https://de.linkedin.com/in/christian-schäfer-b47b78121>, checked on 12/02/2018; <https://de.linkedin.com/in/nicolai-meder-96300511a>, checked on 12/02/2018; Wilhelm, Fritz (2018): Eine Million Zyklen – ohne Verschleiß. Energie und Management. <https://www.energie-und-management.de/nachrichten/detail/eine-million-zyklen-ohne-verschleiss-124745>, checked on 12/02/2018

- Age Group (at Start of Project)	30-39
- Education	Diploma at LMU München
- Major	Economic Geography

Table 64: Summary "Polarstern GmbH"¹³⁵

Project Name	EcoToiletten
Location (HQ)	Berlin
Description	Ecotoiletten produces and rents out ecological toilets. These can be used for festivals, street festivals or can be bought stationary for parks and cities. No chemicals are used and the excrements are collected and turned into soil. Parts of the profits are used to support sanitation projects in South Asia.
Founding Year	2013
Financing	Self-financed from the beginning on through the renting of the toilets as well as private investors
Size (No. of People Involved / Employees)	10 employees
Founder 1	Kevin Kuhn
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at University of Southern Denmark
- Major	Environmental and Resource Management
Founder 2	Sven Riesbeck
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Universität Greifswald
- Major	Geography / Geology

¹³⁵ <https://www.polarstern-energie.de/ueber-uns/>, checked on 12/05/2018; https://www.xing.com/profile/Florian_Henle, checked on 12/05/2018; <https://www.vaterfreuden.de/geld-und-karriere/job/wie-fuehren-junge-vater-ein-unternehmen-was-machen-sie-anders>, checked on 12/05/2018; https://www.xing.com/profile/Simon_Stadler4, checked on 12/05/2018; <https://www.polarstern-energie.de/magazin/polarstern-energie-interview-zum-jubilaem/>, checked on 12/05/2018; <https://www.polarstern-energie.de/fileadmin/files/blog/160225/gemeinwohl-oekonomie-bilanz-polarstern.pdf>, checked on 12/05/2018

Table 65: Summary "EcoToiletten"¹³⁶

Project Name	CRCLR
Location (HQ)	Berlin
Description	CRCLR is a center for circular economy. The goal is to bring together people and organizations working on various circular economy projects.
Founding Year	2016
Financing	Self-financing (renting out desks in their co-working space, hosting events and projects related to circular economy), social impact investors
Size (No. of People Involved / Employees)	13 employees
Founder 1	Alice Grindhammer
- Age Group (at Start of Project)	30-39
- Education	M.A. at Sciences Po Lille M.A. at ESCP Europe
- Major	Political Sciences and European Studies / European Business and Finance
Founder 2	Simon Uh Choll Lee
- Age Group (at Start of Project)	N/A
- Education	M.Sc. at Humboldt-Universität zu Berlin
- Major	Mathematics / Philosophy

Table 66: Summary "CRCLR"¹³⁷

¹³⁶ <https://de.linkedin.com/in/kevin-kuhn-a6171190>, checked on 12/15/2018; <https://www.ecotoiletten.de/blog/behind-the-scenes-kevin-kuhn>, checked on 12/15/2018; <https://www.ecotoiletten.de/blog/behind-the-scenes-sven-riesbeck>, checked on 12/15/2018; https://www.xing.com/profile/Sven_Riesbeck/cv, checked on 12/15/2018; Deidenbach, Carolin (2018): Eco Toiletten – Nachhaltige Alternative zum stillen Örtchen. relaio. <https://www.relaio.de/menschen/eco-toiletten-nachhaltige-alternativen-zum-stillen-oertchen/>, checked on 12/15/2018; Elsässer, Sabine (2015): EcoToiletten die ökologische Alternative zu Chemietoiletten. Startup Valley.news. <https://www.startupvalley.news/de/ecotoiletten-die-oekologische-alternative-zu-chemietoiletten/>, checked on 12/15/2018

¹³⁷ <https://linkedin.com/in/aliceaudreygrindhammer>, checked on 12/21/2018; Breidenbach, Joana (2018): Circular Economy: "The Most Radical Idea We Can Afford". TwentyThirty. <https://twentythirty.com/most-radical-idea-we-can-afford/>, checked on 12/21/2018; <https://crclr.org/about/our-team>, checked on 12/21/2018; <https://linkedin.com/en/simon-uh-choll-lee-07050215>, checked on 12/21/2018; Rietmann, Alina (2018): CRCLR House: Nachhaltiges Wohnen und Arbeiten in Berlin. Ikea Unternehmensblog. <https://ikea-unternehmensblog.de/article/2018/crclr-house>, checked on 12/21/2018

Project Name	Green Window
Location (HQ)	Berlin
Description	Greenwindow is an online marketplace that wants to become the leader for sustainable and cool lifestyle products and services. Greenwindow also hosts the "GreenTec Awards" to foster green development.
Founding Year	2015
Financing	Self-financing business
Size (No. of People Involved / Employees)	11 employees
Founder 1	Sven Krüger
- Age Group (at Start of Project)	40-49
- Education	Diploma at Technische Universität Berlin
- Major	Mechanical Engineering
Founder 2	Marco Voigt
- Age Group (at Start of Project)	40-49
- Education	Diploma
- Major	Manufacturing Systems Engineering and Automotive Engineering

Table 67: Summary "Green Window"¹³⁸

Project Name	Relumity
Location (HQ)	Stuttgart
Description	Relumity produces sustainable LED lights from reusable materials. The company focuses on responsible value creation. The LEDs are developed in a way such that they last as long as possible. Relumity also tries to make sure that their products are repairable.
Founding Year	2015
Financing	Crowdfunding, later aiming to be self-financing

138 <https://www.linkedin.com/in/kg1970/>, checked on 01/05/2019; <https://www.greenwindow.com/about-us/>, checked 01/05/2019; https://www.xing.com/profile/Marco_Voigt, checked on 01/05/2019, <https://www.lions.de/documents/17917442/18784678/GreenTecAwards.pdf/7f80e8a8-c2f7-4376-a048-6372559a1ecd?version=1.0>, checked on 01/05/2019

Size (No. of People Involved / Employees)	6 employees
Founder 1	Alexander Bernhard
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Hochschule für Wirtschaft und Technik HTW Chur
- Major	Business Administration

Table 68: Summary "Relumity"¹³⁹

Project Name	Visioverdis GmbH
Location (HQ)	Stuttgart
Description	Visioverdis is aiming to make cities cleaner by bringing more plants into cities. The idea is to use the botanical potential as for instance air filtering, cooling and oxygen production. The product range includes an appliance that makes trees grow horizontally to be able to attach them to facades and walls.
Founding Year	2017
Financing	2016 first founding scholarship through the "Exist - Program" of the federation (Ministry of Economics and Energy). Since 2017 sponsorship through the federal state program "Junge Innovatoren". Goal is to become independent from March 2019
Size (No. of People Involved / Employees)	7 employees
Founder 1	Alina Schick
- Age Group (at Start of Project)	40-49

¹³⁹ <https://www.linkedin.com/in/alexander-bernhard-42356743/?trk=public-profile-join-page>, checked on 01/05/2019; <http://www.relumity.org/about.html>, checked on 01/05/2019; <https://www.startnext.com/relumityled>, checked on 01/05/2019; Wolter, Alexandra (2016): Nachhaltige LED-Lampen – Licht ohne Ende. National Geographic. <https://www.nationalgeographic.de/umwelt/nachhaltige-led-lampen-licht-ohne-ende>, checked on 01/05/2019

- Education	Diploma at Rheinische Friedrich-Wilhelms Universität Bonn Doctorate at Universität Hohenheim
- Major	Biology / Agricultural Science

Table 69: Summary "Visioverdis GmbH"¹⁴⁰

Project Name	Room in a Box
Location (HQ)	Berlin
Description	Roominabox builds furniture made of cardboard. At least 70% of the cardboard used is recycled and also vegan. The products themselves are also 100% recyclable and fully produced in Germany.
Founding Year	2013
Financing	In the beginning Founder Scholarship and no-charge office. Ever since, completely self-financing (from sales). However, only now they start paying themselves salaries.
Size (No. of People Involved / Employees)	4 employees
Founder 1	Gerald Dissen
- Age Group (at Start of Project)	20-29
- Education	M.A. at Universität der Künste Berlin
- Major	Societal and Economic Communication
Founder 2	Lionel Palm
- Age Group (at Start of Project)	20-29
- Education	B.A. Universität Witten / Herdecke
- Major	Business Economics

Table 70: Summary "Room in a Box"¹⁴¹

¹⁴⁰ <http://www.visioverdis.com/de/unternehmen>, checked on 02/22/2019; <https://www.linkedin.com/in/alina-schick-59933a116/>, checked on 02/22/2019; Dilg, Ute, Golitschek, Nadja (2017): Grüne Zukunft – Waagrecht wachsende Bäume bei Weltausstellung zu Reformation. Evangelische Landeskirche in Württemberg. <https://www.elk-wue.de/news/15062017-gruene-zukunft>, checked on 02/22/2019; https://www.uni-hohenheim.de/pressemitteilung?tx_ttnews%5Btt_news%5D=39881&cHash=affd182a6e1221258317ae2d672e7b42, checked on 02/22/2019

¹⁴¹ <https://roominabox.de/pages/impressum>, checked on 04/18/2019; Schiek, Tamara (2016): Room in a Box – Zusammenfaltbare, recycelte Pappmöbel. Social Startup Magazin. <https://www.social-startups.de/room-in-a-box/>, checked on 04/18/2019; Schiek, Tamara (2019): Room in a Box – Was seither geschah.... Social Startup Magazin. <https://www.social-startups.de/room-in-a-box-pappmoebel-zum-mitnehmen/>, checked

Project Name	PlanetPaket
Location (HQ)	Munich
Description	Planetpaket produces environmentally friendly gift-wrapping paper. The printing procedure used is cradle to cradle and 10 ct per paper sold is donated to social projects.
Founding Year	2016
Financing	Owner's investment (currently the company is run from the basement of the parents' house) + self-financing from sales
Size (No. of People Involved / Employees)	2 full-time employees (founder and her husband) and 5 mini jobbers
Founder 1	Sarah Kessler
- Age Group (at Start of Project)	20-29
- Education	M.Phil. at Cambridge University
- Major	Development Studies

Table 71: Summary "PlanetPaket"¹⁴²

Project Name	Creapaper
Location (HQ)	Hennef
Description	Creapaper produces packaging material made of grass (including paper) as well as packaging material and cards that contains seeds. This means that if the material is thrown away it is possible to grow plants such as herbs, depending on the seeds contained in the material.
Founding Year	2012 (D'Agnone's original company had been producing advertising means since its foundation in 1992)
Financing	Specifically for Creapaper (not his original company): Sponsorship by Bundesstiftung Deutsche Umwelt and silent partner's investment, proceeds from sales (Customers amongst others DM, Rewe)

on 04/18/2019; <https://www.linkedin.com/in/gerald-dissen-1b645a113/?originalSubdomain=de>, checked on 04/18/2019;

<https://www.linkedin.com/in/lionel-palm-61a10031/?originalSubdomain=de>, checked on 04/18/2019

¹⁴² Freymark, Linus (2018): Aufreißen und wegwerfen, ganz ohne schlechtes Gewissen. Süddeutsche Zeitung.

<https://www.sueddeutsche.de/muenchen/weihnachten-umweltfreundliches-geschenkpapier-1.4251938>, checked on 04/22/2019;

https://www.xing.com/profile/Sarah_Kessler28/cv, checked on 04/22/2019; <https://www.planetpaket.de/team/>, checked on 04/22/2019;

Schiek, Tamara (2018): Geschenke umweltfreundlich verpacken – mit PlanetPaket. Social Startup Magazin. <https://www.social-startups.de/planetpaket/>, checked on 04/22/2019

Size (No. of People Involved / Employees)	15 employees
Other	The founder Uwe D’Agnone founded his first own company already in 1992.
Founder 1	Uwe D’Agnone
- Age Group (at Start of Project)	50-59
- Education	Apprenticeship at Tiefdruck Schwann – Bagel GmbH & Co. KG
- Major	Industrial Management Assistant

Table 72: Summary "Creapaper"¹⁴³

Project Name	Re-Athlete
Location (HQ)	Braunschweig
Description	Re-Athlete produces Sportswear from 100% regenerated plastic fiber. The fiber is made from old fishing nets and plastic garbage from the oceans. Therefore, Re-Athelte is helping to clean the oceans.
Founding Year	2016
Financing	Initially: small amount from crowdfunding (1,500 €) and own savings, by now self-financing
Size (No. of People Involved / Employees)	4 employees
Founder 1	Johannes Skowron
- Age Group (at Start of Project)	20-29
- Education	B.A. at Ostfalia University of Applied Sciences MBA at LIGS University
- Major	Sports Management / Strategic Management
Founder 2	Alina Hische

¹⁴³ Scharrenbroch, Christine (2017): Die Gras-Papierschale für Bioäpfel Frankfurter Allgemeine. <https://www.faz.net/aktuell/beruf-chance/die-gruender/verpackungsmaterial-aus-gras-fuer-mehr-umweltbewusstsein-15108965.html>, checked on 04/22/2019; <https://www.linkedin.com/in/uwe-d-agnone-b1286a19/?originalSubdomain=de>, checked on 04/22/2019; <http://www.graspapier.de/ueber-uns/>, checked on 04/22/2019; <http://www.graspapier.de/graspap-das-pellet-fuer-die-papierindustrie/>, checked on 04/22/2019; <https://www.creapaper.de>, checked on 04/22/2019

- Age Group (at Start of Project)	20-29
- Education	B.Sc.
- Major	Psychology

Table 73: Summary "Re-Athlete"¹⁴⁴

Project Name	Wisefood
Location (HQ)	Langenbernsdorf
Description	Wisefood produces and sells the first edible straw made from residuals of apple juice production. The straw is vegan and more durable than paper straws.
Founding Year	2017
Financing	Won futureSAX idea competition (15,000 €), crowdfunding
Size (No. of People Involved / Employees)	3 founders + 3 interns (from March 2019 also full-time hiring)
Other	Konstantin Neumann was still studying at the founding of the business. He has already founded another company (venture capital).
Founder 1	Konstantin Neumann
- Age Group (at Start of Project)	20-29
- Education	B.Sc. at Universität Hohenheim
- Major	Food Science and Bio Technology
Founder 2	Philipp Silbernagel
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Technische Universität München
- Major	Electrical Engineering and Information Technology

¹⁴⁴ <https://www.linkedin.com/in/johannes-skowron-99106b118/?originalSubdomain=de>, checked on 04/29/2019; <https://www.sustainbrain.de/nachhaltigkeit-plastik-re-athlete/>, checked on 04/29/2019; Elsässer, Sabine (2018): Traut Euch den Sprung ins kalte Wasser!. Startup Valley.news. <https://www.startupvalley.news/de/re-athlete-sportswear-recyclen-fischernetzen/>, checked on 04/29/2019; <http://loewenstadt.braunschweig.de/vorsaetze-2018-braunschweig-laufen/>, checked on 04/29/2019; Tronnier, Fabian (2017): "Re-Athlete": Sportbekleidung für die Region und saubere Meere. news38.de. <https://www.news38.de/braunschweig/article209671677/Re-Athlete-Sportbekleidung-fuer-die-Region-und-saubere-Meere.html>, checked on 04/29/2019; <http://re-athlete.de/pages/uber-uns>, checked on 04/29/2019

Founder 3	Danilo Jovicic
- Age Group (at Start of Project)	N/A
- Education	M.Sc. at Universität Hohenheim
- Major	Agribusiness

Table 74: Summary "Wisefood"¹⁴⁵

Project Name	Solmove
Location (HQ)	Berlin
Description	Solmove intends to build solar roads that produce green energy. A first pilot project has already been implemented in Dusseldorf. Apart from energy production Solmove also aims to foster e-mobility. The solar panels can simply be laid on top of regular asphalt roads.
Founding Year	2014
Financing	Won Next Economy Award (25,000 €), sponsorship by Zukunftsagentur Brandenburg, currently negotiating with partners in Europe, USA and China
Size (No. of People Involved / Employees)	2 employees
Founder 1	Donald Müller-Judex
- Age Group (at Start of Project)	50-59
- Education	Diploma at FH Druck Stuttgart
- Major	Media Technology

Table 75: Summary "Solmove"¹⁴⁶

¹⁴⁵ <https://www.medienservice.sachsen.de/medien/news/218652>, checked on 05/03/2019; Schiek, Tamara (2017): Eatapple – der essbare Strohalm. Social Startup Magazin. <https://www.social-startups.de/eatapple-der-essbare-strohalm/>, checked on 05/03/2019; https://entrepreneurship.uni-hohenheim.de/start-up-portraet?tx_ttnews%5Btt_news%5D=38306&cHash=8c3b8713d165ea6e3c8e10c539c84913, checked on 05/03/2019; <https://www.linkedin.com/in/philipp-silbernagel-b269b161/?originalSubdomain=de>, checked on 05/03/2019; <https://www.linkedin.com/in/konstantin-neumann-857767132/?originalSubdomain=de>, checked on 05/03/2019; <https://www.linkedin.com/in/danilo-jovicic/?originalSubdomain=de>, checked on 05/03/2019; <https://eatsmarter.de/food-startups/wisefood>, checked on 05/03/2019

¹⁴⁶ <https://start-green.net/aktuelles/nachrichten/solmove-im-interview/>, checked on 05/03/2019; Gerding, Jonas (2018): Solmove: Deutschlands erster Solarradweg führt in eine Welt ohne Ladestation. Edison. <https://edison.handelsblatt.com/erleben/solmove-deutschlands-erster-solarradweg-fuehrt-in-eine-welt-ohne-ladestationen/23621320.html>, checked on 05/03/2019; Fritscher, Otto (2016): Strom aus der Straße. Süddeutsche Zeitung. <https://www.sueddeutsche.de/muenchen/starnberg/inning-strom-aus-der-strasse-1.3272617>, checked on 05/03/2019; <https://www.solmove.com/team/>, checked on 05/03/2019; https://www.xing.com/profile/Donald_Muellerjudex/cv, checked on 05/03/2019

Project Name	Rezemo
Location (HQ)	Stuttgart
Description	Rezemo produces coffee capsules made from wood. The wood is sourced locally and sustainably sourced in Southern Germany. The coffee is also sustainably sourced, and farmers are paid fair. The capsules fit in all regular nespresso machines.
Founding Year	2016
Financing	Initially own investments, later 2 private investors
Size (No. of People Involved / Employees)	2 employees
Founder 1	Julian Reitze
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Universität Stuttgart
- Major	Tech-oriented Business Administration
Founder 2	Stefan Zender
- Age Group (at Start of Project)	20-29
- Education	M.Sc. at Universität Stuttgart
- Major	Tech-oriented Business Administration

Table 76: Summary "Rezemo"¹⁴⁷

Project Name	Econeers
Location (HQ)	Dresden
Description	Econeers is a sustainable investment platform that invests in projects in the area of renewable energies, energy efficiency as well as green technologies. Investments can be made starting at 250€ in pre-selected projects that have applied at Econeers.

¹⁴⁷ <https://www.linkedin.com/in/stefan-zender-7b048b108/?trk=pub-pbmap&originalSubdomain=de>, checked on 05/03/2019; Elsässer, Sabine (2019): Businessplan schreiben – rezemo Kaffeekapsel aus Holz: Sozial – fair – nachhaltig. Startup Valley.news. <https://www.startupvalley.news/de/rezemo-kaffeekapsel-holz/>, checked on 05/03/2019; <https://start-green.net/netzwerk/gruenes-startup/rezemo-gmbh/>, checked on 05/03/2019; <https://www.startup-region-stuttgart.de/news/bars-startup-portrait-rezemo-gmbh-kaffeekapseln-aus-holz/>, checked on 05/03/2019

Founding Year	2013
Financing	Self-financing business through fee of 5 - 8 % of the received sum paid by the project initiator
Size (No. of People Involved / Employees)	6 employees
Other	Stefan Flinspach owns other businesses as well.
Founder 1	Johannes Ranscht
- Age Group (at Start of Project)	30-39
- Education	Diploma at Martin-Luther-Universität Halle-Wittenberg
- Major	Business Administration
Founder 2	Stefan Flinspach
- Age Group (at Start of Project)	40-49
- Education	Diploma at Universität Mannheim
- Major	Business Administration

Table 77: Summary "Econeers"¹⁴⁸

Project Name	Windcloud 4.0
Location (HQ)	Enge-Sande
Description	Windcloud operates CO2 neutral computer centers. The energy used is 100% renewable. The goal is to also make use of the waste heat for other industries coming from the computers.
Founding Year	2018
Financing	Self-financing business, own financing (equity) and 3 external investors from the field of wind and energy technology

¹⁴⁸ Schmale, Oliver (2016): Der Kampf um jeden Tropfen. Frankfurter Allgemeine. <https://www.faz.net/aktuell/beruf-chance/die-gruender/gruenderserie-der-kampf-um-jeden-tropfen-14464842.html>, checked on 05/13/2019; <https://crowdcircus.com/news/neuaustrichtung-crowdfunding-plattform-seedmatch-mit-neuem-geschaefsfuehrer>, checked on 05/13/2019; https://www.energiemetropole-leipzig.de/de/veranstaltungen/expertentreffen-2017/vortraege?file=files/cms/Kalender_Wifoe/03_econeers_hr.-rantscht_expertentreffen_leipzig_crowdfunding.pdf, checked on 05/13/2019; https://www.xing.com/profile/Stefan_Flinspach/cv, checked on 05/13/2019; <https://www.linkedin.com/in/stefan-flinspach-29920298/?originalSubdomain=de>, checked on 05/13/2019; <https://www.linkedin.com/in/johannesranscht/?originalSubdomain=de>, checked on 05/13/2019; <https://start-green.net/netzwerk/kapitalgeber/econeers-gmbh/>, checked on 05/13/2019; <https://www.econeers.de/faq>, checked on 05/13/2019

Size (No. of People Involved / Employees)	3 employees
Founder 1	Karl Rabe
- Age Group (at Start of Project)	30-39
- Education	MBA at Lancaster University
- Major	Business Administration
Founder 2	Thomas Reimers
- Age Group (at Start of Project)	30-39
- Education	M.A. at Leuphana Universität Lüneburg
- Major	Management and Entrepreneurship

Table 78: Summary "Windcloud 4.0"¹⁴⁹

Project Name	Inemaa
Location (HQ)	Frankfurt
Description	Inemaa develops concepts for different types of sustainable events. Apart from that, Inemaa also does consulting and workshops on sustainability for companies. Their website is hosted by a green web-host, they only cooperate with an ethical bank and only use green energy.
Founding Year	2016
Financing	AndersGründer program (financed by KfW), own investments
Size (No. of People Involved / Employees)	6 employees
Founder 1	Lechi Engel-Langewand
- Age Group (at Start of Project)	40-49
- Education	M.A. at Universität Hamburg
- Major	Gender and Human Resource Management

¹⁴⁹ <https://w3.windmesse.de/windenergie/pm/30039-windcloud-4-0-rechenzentrum-emissionsfrei-strom-windenergie-cloud-nordfriesland-it-co2>, checked on 05/13/2019; <https://www.linkedin.com/in/thomas-reimers-94159a154/?originalSubdomain=de>, checked on 05/13/2019; <https://start-green.net/aktuelles/nachrichten/windcloud-im-interview/>, checked on 05/13/2019; <https://www.linkedin.com/in/karl-rabe-a7605522/>, checked on 05/13/2019; <https://www.windcloud.org/unternehmen/>, checked on 05/13/2019

Founder 2	Kristina Gruber
- Age Group (at Start of Project)	30-39
- Education	M.A. at Universität Kassel
- Major	Sustainable Economics and Management
Founder 3	Martina Keller
- Age Group (at Start of Project)	20-29
- Education	M.A. at Universität Kassel
- Major	Sustainable Economics and Management

Table 79: Summary "Inemaa"¹⁵⁰

Project Name	Carbonauten
Location (HQ)	Giengen
Description	Carbonauten is carbonizing residuals of biomass and turning them into organic carbon. These bio carbons can be used as activated carbon, barbecue coal, auxiliary material for biogas plants. 1 ton of their carbon is able to store and absorb 3.6 tons of CO ₂ .
Founding Year	2017
Financing	Since 2017 financing from own investments (also from acquaintances) and one private investor. Built first plant in a location with 40% subsidization. Afterwards went to potential customers to conclude pre-contracts. Still actively seeking investors.
Size (No. of People Involved / Employees)	6 employees
Other	Markets: Activated carbon, feeding stuff carbon, soil substrates and barbecue coal. Before the startup of the first plant mid-2019, 70% of the total production has already been sold.
Founder 1	Thorsten Becker

¹⁵⁰ <https://www.linkedin.com/in/martina-keller-82b2a8142/>, checked on 05/28/2019; <https://www.linkedin.com/in/llangewand/?originalSubdomain=de>, checked on 05/28/2019; <https://www.linkedin.com/in/kristina-gruber-535184110/>, checked on 05/28/2019; <http://inemaa.eu>, checked on 05/28/2019; <https://enorm-magazin.de/fette-partys-kleine-fussabdruecke>, checked on 05/28/2019

- Age Group (at Start of Project)	50-59
- Education	Diploma at Hochschule für Gestaltung Schwäbisch Gmünd
- Major	Industrial Design
Founder 2	Christoph Hiemer
- Age Group (at Start of Project)	N/A
- Education	Diploma
- Major	Law

Table 80: Summary "Carbonauten"¹⁵¹

4.4.3. Sub-Group Analysis

One of the most striking things regarding the Social Innovations in the field of environment is that almost all of the projects are legally registered capital companies. 16 out of twenty projects are registered as limited liability companies (LLC) and respectively one as charitable LLC, a small-scale enterprise, a small-scale LLC (UG) and a partnership under civil code (GbR). The reason for this is that all of the projects are set up with the intention to earn profits. Nevertheless, all of the projects do have a social trait and are oriented towards a "higher" intention than merely earning profits. This specificity also becomes obvious when looking at the financial resources used by the projects as illustrated in Figure 20.

¹⁵¹ <https://www.carbonauten.com/standorte-1>, checked on 05/28/2019; https://www.xing.com/profile/Torsten_Becker103/cv, checked on 05/28/2019; <https://www.startupvalley.news/de/carbonauten-biokohlenstoffe/>, checked on 05/28/2019

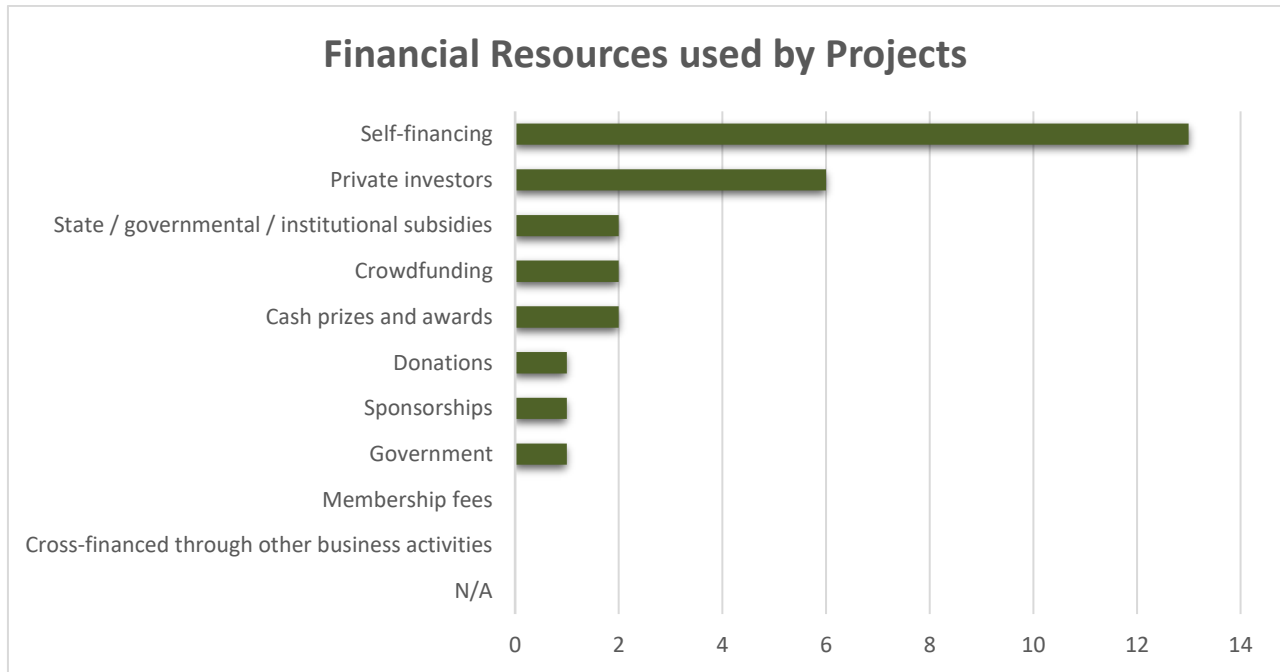


Figure 20: Financial resources used by social innovations in environment

Most of the projects in the field of environment are self-financing, i.e. they finance themselves fully or at least partly from their own cash flows and many also draw financial resources from private investors. Since the investors expect returns on their investments, they trust in the projects to be profitable in the future. Keeping in mind that most of the projects in this field are real business ideas such as green energy provision, recyclable coffee capsules or sportswear made from ocean plastic, these observations are quite reasonable. When looking at the aggregate numbers, as far as the financing model of the projects is concerned, this picture becomes even clearer. The research conducted revealed, that around two thirds of the projects in this field are entirely self-financing, with only a fraction being entirely financed through state or governmental support as well as a small share of projects being entirely third-party funded (for instance sponsorships or crowdfunding). About 20 % of the projects fund themselves through a mixture of self-financing, state and governmental support and third-party financing.

Concerning the founding year of the projects, it can be said that there is a considerable cumulation in the years between 2012 and 2016. 65 % of the projects were founded in this period, a fifth of them was founded in 2017 and onwards and only 15 % earlier than 2012. Since many of the projects in the field of environment are relying on technology, a possible explanation for this observation could be that technology has improved in recent years and the social entrepreneurs saw opportunities with the technologies. Another possible explanation could be that the awareness of environmental issues such as

climate change and ocean pollution has increased as well in recent years and the social entrepreneurs therefore “answered” to this by venturing the establishment of their projects. It can also be noted that all of the founders are individuals, none of the environment social innovations was founded by a company or an institution.

The size of the projects as measured by the number of people involved varies between less than 5 and 50 or less. Almost half of the projects fall into the category of 5 to 10 people, with a fourth having less than 5 individuals involved and slightly more than one fourth together involving 11 to 20 and 21 to 50 people. Looking at the nature of engagement of the people it is striking that all the projects in this field exclusively have paid employees. This can be explained again by the fact that the majority of projects are business ideas (with a social trait) with an intention to earn profits. Atmosfair is the only charitable LLC in the environment category, however it still employs 40 paid employees.

The largest cluster of the projects investigated in the area of environment could be found in the metropolitan area of Berlin, followed by Stuttgart and Munich. Since Berlin is considered to be the biggest start-up hub in Germany, this observation seems quite reasonable. Besides, since start-ups in general tend to be clustered in metropolitan areas, it also seems logical that clusters could be found in the Stuttgart and Munich metropolitan areas.

A closer look at the founders reveals that slightly less than half of all the founders were of rather young age. More specifically, 16 out of 36 founders investigated were between 20 and 29 years old at the founding of the project, followed by 9 individuals being 30 to 39 years old, 5 being between 40 and 49 years old and 3 founders being in the age range between 50 and 59 years of age. For 3 of the founders, no data on age could be found. Potential explanations for this observation are not fully obvious. One possible explanation could be that the founders gain their ideas from inspirations by their education, for instance at university. Since an educational institution such as a university also brings many people together it could as well be that some individuals share ideas and therefore decide to implement their idea together which probably makes it psychologically easier to start the venture. In addition, younger generations such as generation Y also increasingly want to make an impact with what they do for their living apart from earning money. This could potentially contribute to the fact that many of the founders are to be found in the age group between 20 and 29. Another potential explanation could be that younger people tend to be less risk averse and exhibit a lower uncertainty avoidance than older age groups. However, this is merely a speculation and not scientifically proven by this study. Interestingly, for the age groups older than 29 it could often be observed that many of the social entrepreneurs had

already founded one or more business before founding the social businesses. This means that these people had already been experienced entrepreneurs when founding the social innovation, which presumably lowered their inertia of founding a new business.

Looking at the gender of the founders, mostly men could be identified. Only one sixth of the founders were female. The widespread assumption that women tend to be less fond of technical things and engineering related issue could serve as a potential explanation for this observation. Many of the projects examined involve technology and engineering at least to some extent. For this reason, it could be concluded that most of the founders are male in their gender.

One of the most striking things that could be observed regarding the founders of the project is that the vast majority of them holds a master's degree. Only three of them hold a bachelor's degree and one of the founders has completed an apprenticeship. Another three founders hold a PhD. The distribution of the highest degree is illustrated by Figure 21 below.

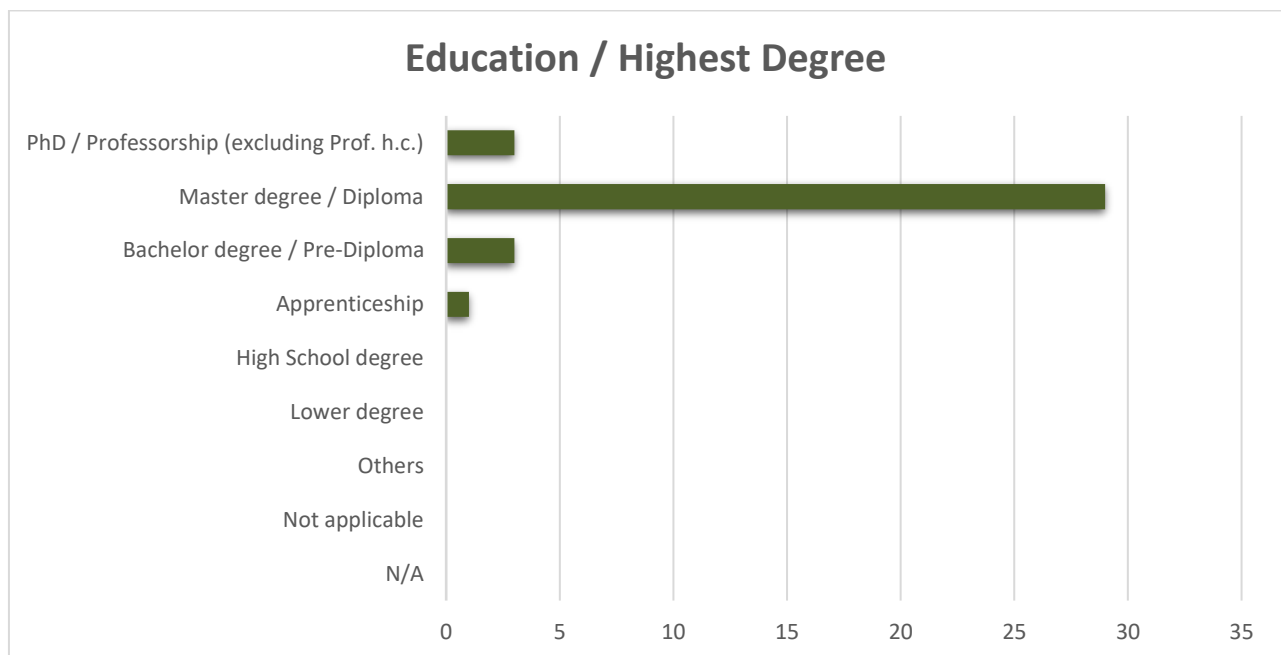


Figure 21: Education level of social entrepreneurs in environment

It can clearly be seen that the educational level of the founders is strikingly high with only one individual not holding a university degree. A potential explanation for this phenomenon remains difficult. At least for the technology related projects it might be that the projects themselves require some technical expertise in order to be implemented. It could as well be that universities somehow encourage students

to become entrepreneurs. Nevertheless, this is merely an assumption of whose validation was not within the scope of this study.

Interestingly, even though many of the projects have a technological or engineering focus, the majority of the founders have completed their studies in the field of economics. Yet, this also includes technical oriented business administration, which includes at least partially some engineering. Figure 22 below shows the distribution of the majors of the founders regarding their highest degree.

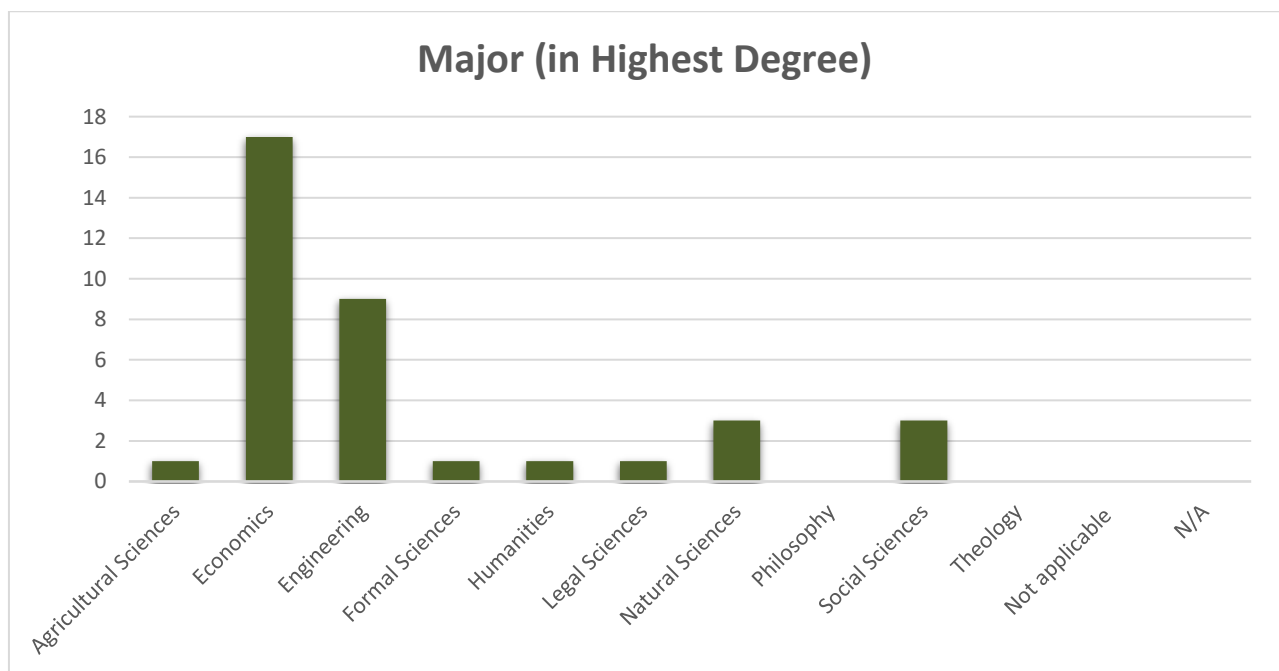


Figure 22: Social entrepreneurs' major in highest degree in environment

Apart from the field of Economics, Engineering could also largely be found among the majors of the founders. Given the nature and the orientation of the projects, the cumulation of the majors in economics and engineering makes sense since these disciplines are largely required by the projects.

5. Results and Discussion

During the course of this research, data on a total of 80 projects, 20 for each sub-group considered, and 117 social entrepreneurs was gathered. The aggregated results are presented and discussed in the following section.

Projects

Location (Headquarters)

As can be seen in the map in Figure 23, the headquarters of the social innovations considered in this paper are widely spread across Germany. However, the influence of many of the projects reaches further than the registered location of their headquarters. Especially those social innovations based on digital platforms or organized by wide-reaching institutions like student unions are often of relevance in several cities or even entire Germany or Europe.

It was found that especially in the metropolitan areas around Berlin, Munich and Stuttgart social innovations clustered. On the one hand, this can be explained through the high population density in these regions, resulting in the coupling of a high density of social and environmental challenges with therein interested persons, leading to an increased potential for social innovations.

On the other hand, location-specific attributes also make some areas more nourishing for social innovations than others. Berlin for example is considered to be Germany's startup hub, providing plenty of room also for startups and projects following innovative ideas in battling social and environmental challenges.

While Munich as well is a popular location for startups, it is especially the tense situation in the housing market in Germany's most expensive city that fosters social innovations in the field of housing in this area. Additionally, Bavaria is the starting point for many refugees coming from Austria or the Balkan route to Germany.

One of the main reasons for Stuttgart being a cluster area for social innovations could lie in the strong involvement of the federal state Baden-Württemberg's government in the stimulation of social innovations through either implementing own projects or supporting external ones through competitions and financial support.

Especially in the field of poverty, a vast majority of social innovations can be found in the federal state of Baden-Württemberg. Despite being one of the richest federal states in Germany, increasing awareness of the enlarging gap between rich and poor could explain this phenomenon. Nevertheless, many of the projects were found through a competition by the ministry of integration and social affairs of Baden-Württemberg, potentially leading to a bias in the geographical dispersion of the projects under consideration.

Map of Dispersion of Social Innovation Projects in Germany

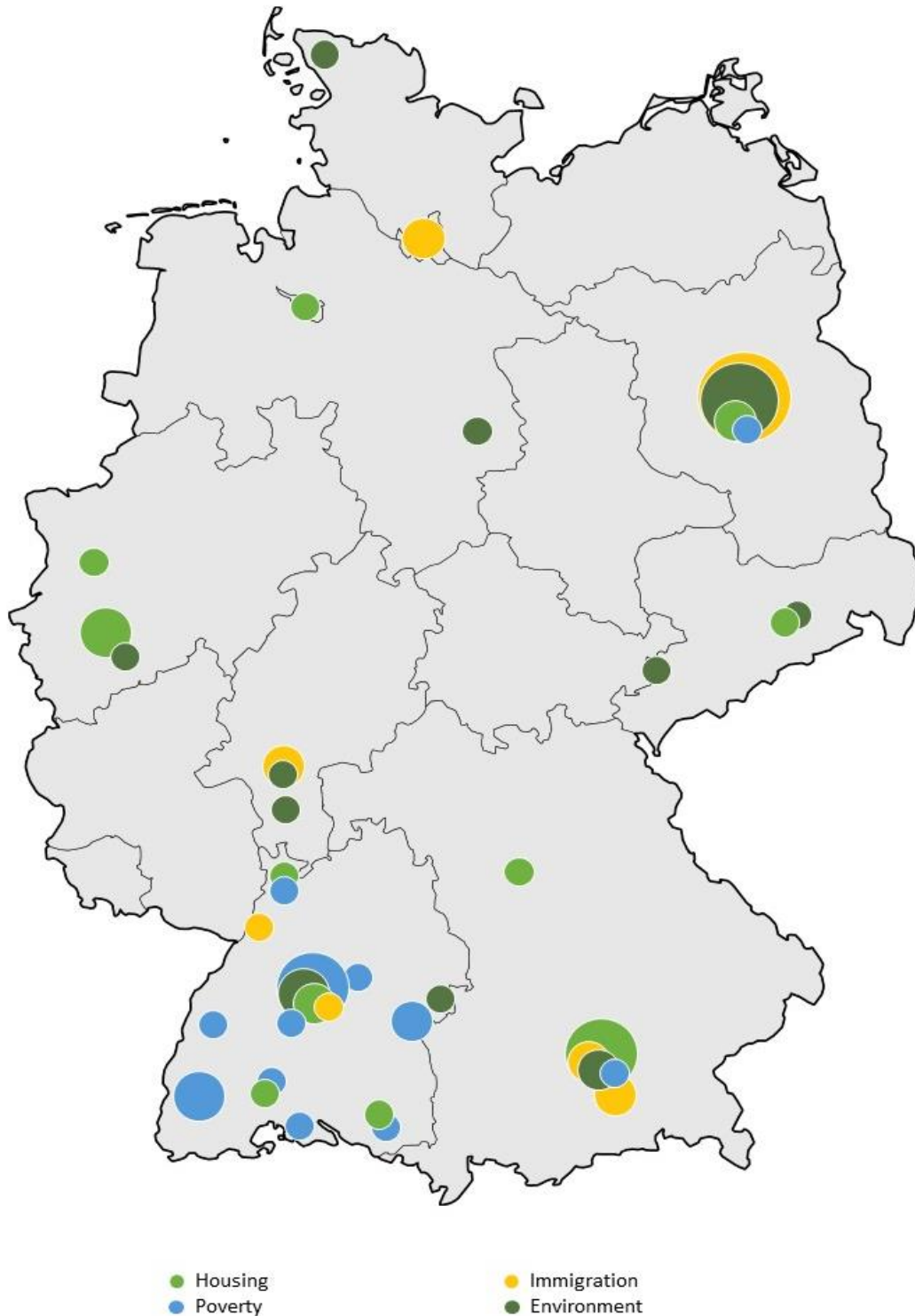


Figure 23: Map of Dispersion of Social Innovation Projects Under Consideration in Germany

Founding Year

During the course of the research, a clear tendency was found for the projects to have a recent founding year. Especially in the period from 2012 to 2016, more than half of the social innovations under examinations were founded. Figure 24 shows the distribution of the projects according to the founding year and their field of social innovation.

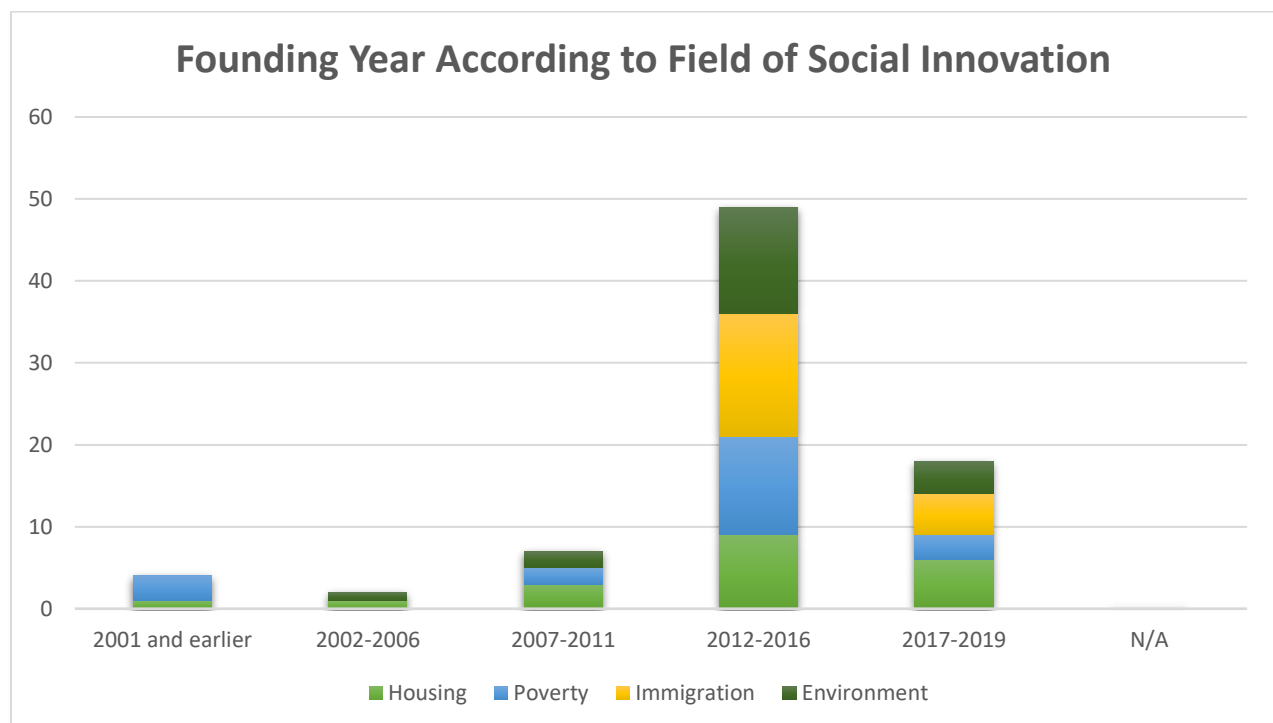


Figure 24: Founding year of social innovations according to field of social innovation; aggregated

Particularly in the sub-group immigration, only projects founded in 2012 or later were found. The obvious explanation for this is the refugee wave in Germany in 2014 / 2015, creating both, new societal challenges in Germany as well as an increased awareness for the topic.

One explanation for the general tendency found could be the need for more and more innovative approaches to combat social challenges as well as an increasing interest in social innovations. One example for this is poverty, which can be associated with an increasing number of fields like long-term unemployment, availability of living space or children missing out on societal opportunities like

education as a result of growing up in a low-income household, ultimately creating new opportunities for social innovation activities.

However, despite social innovation being a rather new concept, also some projects dating back to the 1990s could be found, supporting the idea that the phenomenon already existed long before the first definitions actually reached the general public. This could imply that the tendency towards an increasing number of startups of social innovation projects could be attributed to a survivorship bias or internet presence bias.

The survivorship bias is plausible as even during the course of the research, projects of which the data had been collected early on had been shut down or even vanished at a later point in time. Also, it can be assumed that just like other innovations and startups, not all social innovations survive, especially in the beginning phase, when partnerships, membership fees and other sources for financial support have not yet been established and relationships still have to be developed.

The internet presence bias is the second highly probable bias that has to be considered when interpreting the results of this research. Recently founded projects, that are in many cases managed by digital natives, still need to achieve a high degree of visibility and reach as many individuals, companies and institutions as possible to market their social innovation and find support. One of the main tools nowadays to accomplish this is an internet presence, which especially for digital natives is often the first step to start a project. However, older projects that are already well established or projects that found other ways to reach their objectives may not necessarily need an internet presence and therefore are not represented in this research.

Financing

With regards to the use of financial resources, no clear tendency applicable to all social innovations could be detected. As displayed in Figure 26, the three most frequently used financial resources were donations, state / governmental / institutional subsidies and self-financing. This aligns very well with the results in Figure 25, showing that more than one quarter of the projects, respectively, are either entirely financed through state or governmental means or entirely self-financed, while the biggest share is allotted to social innovations being financed through a mixture of own financial means, governmental means and / or third party support. Surprisingly, only 5 out of the 80 projects are entirely financed through donations and other third party means, indicating a clear difference to charity projects that usually make use of this type of financial resources more extensively.

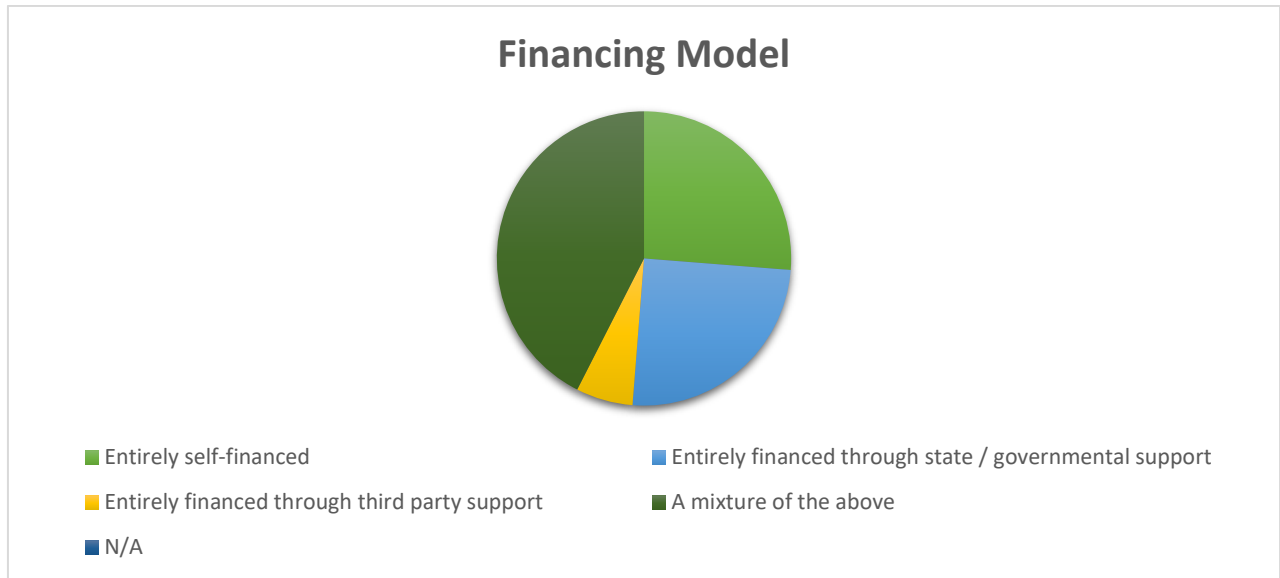


Figure 25: Financing model of the social innovations; aggregated

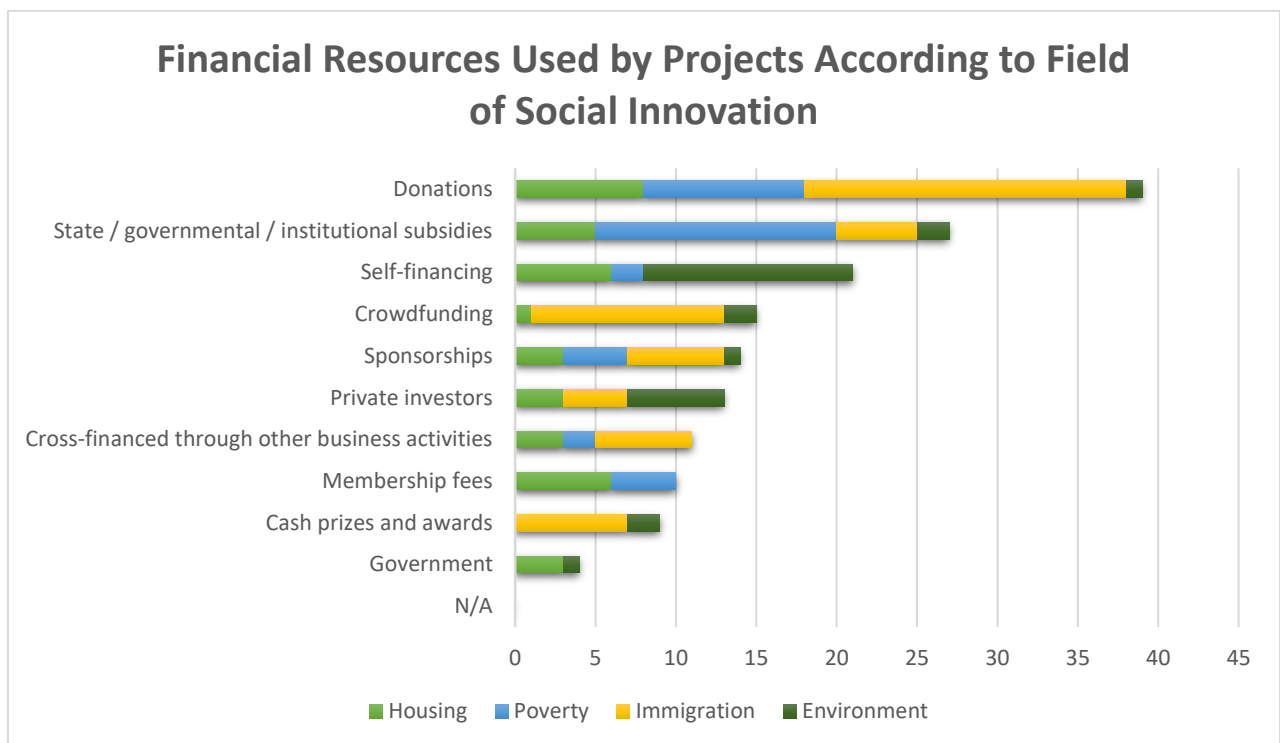


Figure 26: Financial resources used by the social innovations according to the respective fields; aggregated

Depending on the field of social innovation, sub-group tendencies could be found. Compared to the other fields, social innovations related to the sub-group environment were to a large extent entirely self-financed, primarily through own financial means and private investors, due to the fact that this field

included many for-profit businesses and startups, however with a social trait.

In contrast to that, many poverty related projects were financed through governmental subsidies, mainly due to the fact that many of them were founded by established institutes and associations and therefore possess far-reaching networks with public authorities and also local businesses. Additionally, 13 out of the 20 projects in this sub-group won a competition by the federal state of Baden-Württemberg for ideas against poverty, which led them to receive governmental funding.

The financial resources used by projects founded in the respective periods are illustrated in Figure 27. It can be observed that more recently founded projects make use more different financial resources than earlier founded ones. Projects founded before 2012 only employ five different financial resources, namely donations, own financial resources, state / governmental / institutional subsidies, sponsorships and membership fees. In contrast, later founded projects showed to make use of the same resources, however in addition to that are financed from private investors, crowdfunding, other business activities within the same organization, cash prizes and awards and directly through the government.

This inevitably leads to a diminishing relative importance of the respective resources. While for projects founded before 2007 each of the few financial resources is used by approximately 20% to 70% of the projects, the spread is significantly higher for projects founded 2012 and later with shares accounting for 2% to 25%.

One explanation for this could lie in the increasing availability of different financial resources.

Crowdfunding and cash prizes awarded to social innovation projects are rather new phenomena that have only recently started to find their place in the financing portfolio of the projects. As these kinds of financial resources are often one-time resources, meaning that the prizes are usually only awarded once as well as money collection via crowdfunding is normally done for a concrete measure instead of an ongoing project, it can be argued that these types of financial resources are more suitable for newly founded projects in the starting phase, while long-running projects might preferably rely on resources offering continuous cash flows.

Another inference from the tendency towards making use of more different types of financial resources could be that the new projects try to minimize the risk in case of default of one financial mean. However, it could contrarily be argued that older projects have already found the most suitable set of financial resources for them, while newer projects still have to experiment.

The finding that more recently founded projects also started to finance themselves through other business activities within the same organization and directly through the government indicates that these projects are founded by either a governmental institution or a running business. The implication is

that these organizations show an increasing interest in doing social innovation projects and are willing to allocate capital to these projects or new branches.

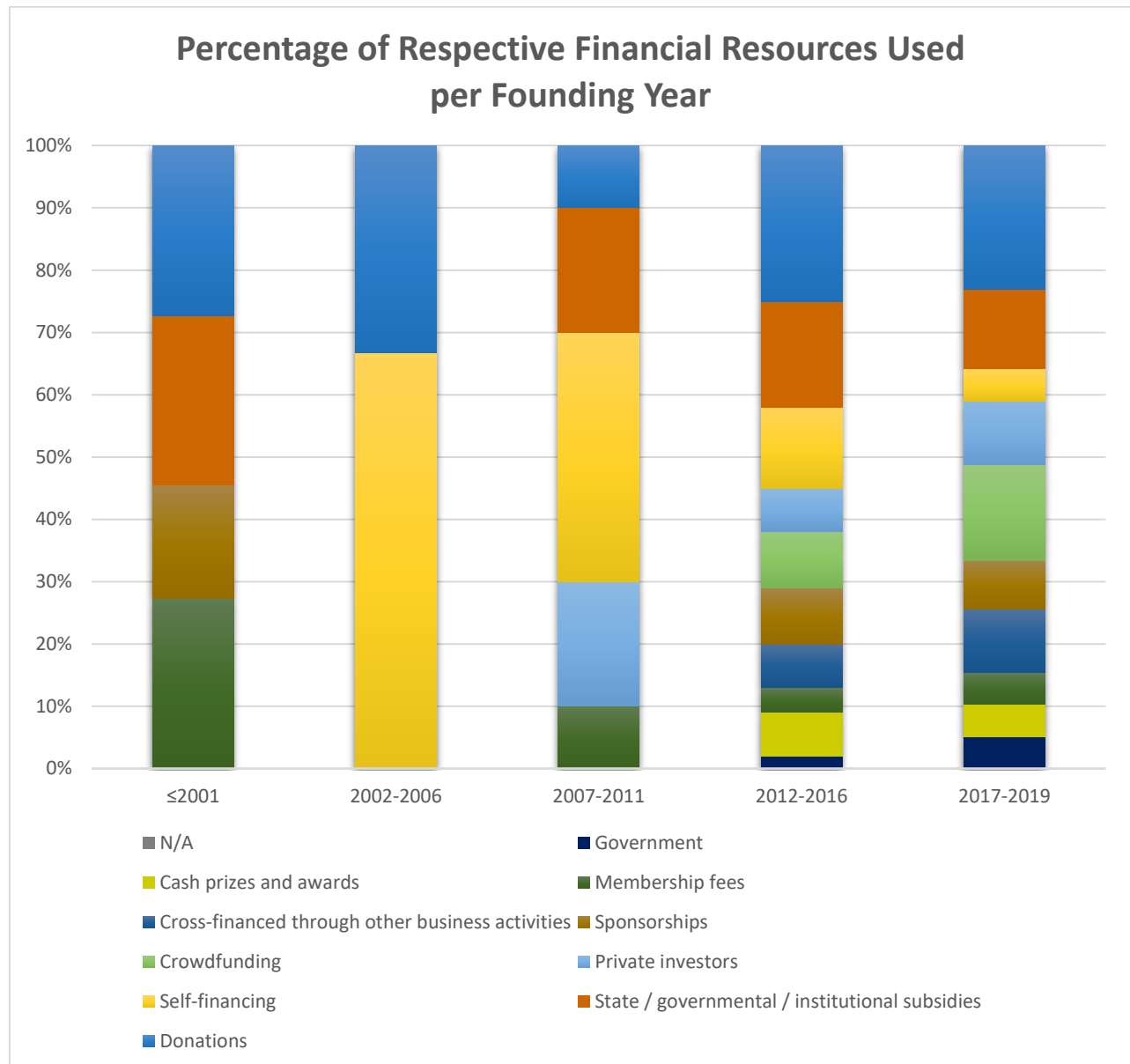


Figure 27: Percentage of respective financial resources used by social innovations per founding year; aggregated

Size and Structure

For the reason that the required data on the number of people involved in the project was in many cases only fragmentarily or not at all available, the findings in this section might be imprecise or incomplete.

Despite the significant limitations in the assessment of the size and structure of the social innovations,

some tendencies could be observed. Firstly, as can be seen in Figure 28, one quarter of the social innovations examined, thereof the largest share in the sub-group environment, is run by five to ten people, followed by almost a fifth of the projects being operated by 11 to 20 people. In the field of housing, a number of projects qualified as “Other”, meaning that the people running the social innovation were not exclusively employed for this project and that their actual share of contribution could not be assessed.

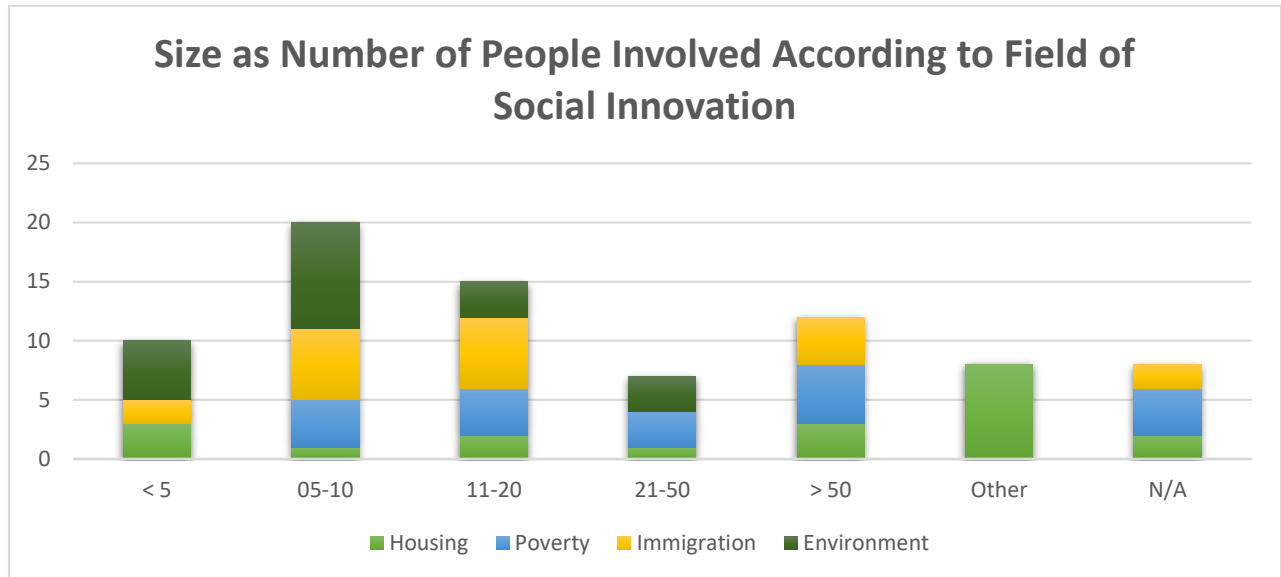


Figure 28: Size of social innovations as number of people involved according to the respective fields; aggregated

Figure 29 additionally shows the nature of the engagement according to the field of social innovation. Particularly interesting is the fact that exclusively in the field of environment, all 20 social innovations are run by paid employees only for the reason that these are for-profit businesses. Also in the field of housing, a clear majority of projects is exclusively run by paid employees, while in the areas of poverty and immigration, most, respectively all social innovations are partly operated by paid employees and partly by volunteers.

In contrast to traditional charity projects, less than 10% of the social innovations are being run by volunteers only.

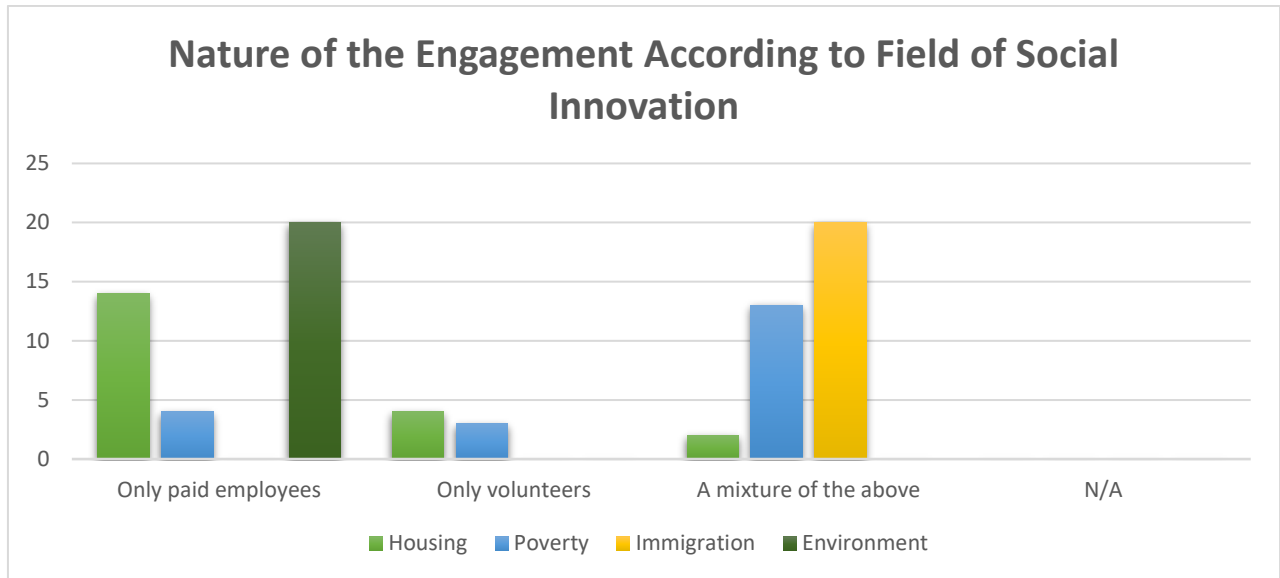


Figure 29: Nature of the employee engagement in social innovations according to the respective fields

Social Entrepreneurs

Founders

With more than three quarters, most of the 117 social entrepreneurs under consideration were found to be individuals, as displayed in Figure 30. Slightly less than one fifth were institutions like cities or charity organizations and only two companies implemented a social innovation alongside their usual business model.

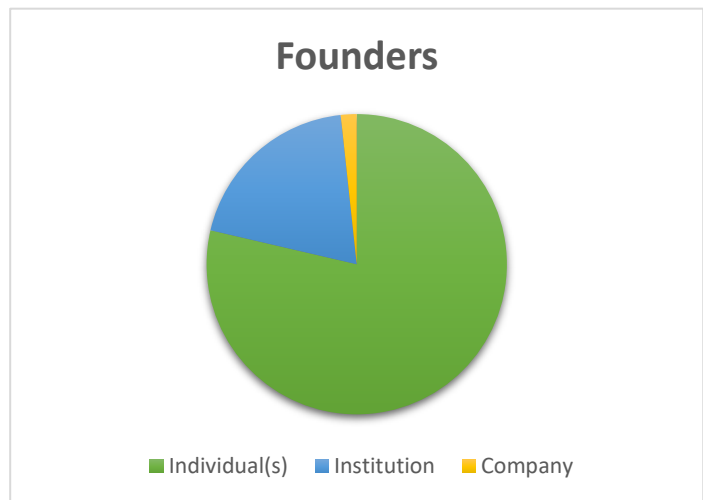


Figure 30: Categories of founders of social innovations; aggregated

The distribution of these findings according to the field of social innovation is shown in Figure 31. Especially in environment, with only individuals as social entrepreneurs, and immigration, with the entrepreneurs being one institution and the rest individuals, a clear tendency is found. Only in the field of poverty, the majority of founders were institutions. One way to explain the stronger presence of institutions as social entrepreneurs in the area of poverty than in the other fields could be that especially

religious institutions like Caritas are more concerned with this field than with the others. Also in housing, more institutions were recorded as social entrepreneurs than in immigration and environment. Especially communes and federal states are more involved in this field as they are directly responsible for the management of the living space of their citizens, which led them to autonomously start projects to battle the challenges arising around this topic.

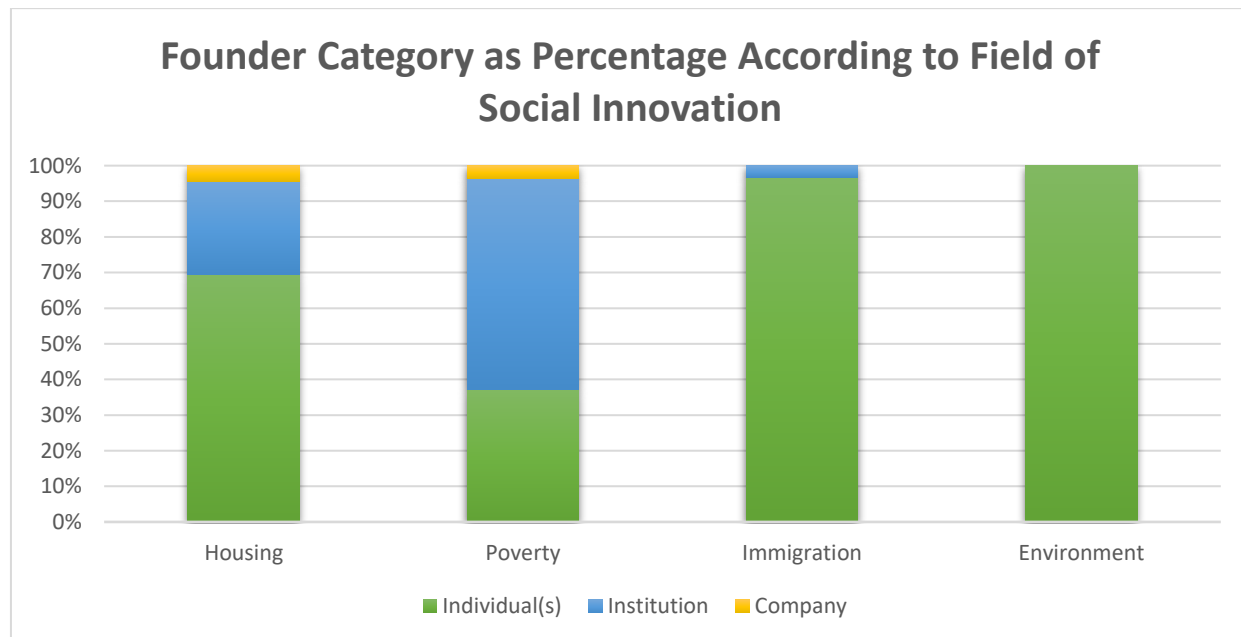


Figure 31: Categories of founders as percentage according to field of social innovation; aggregated

Gender

The results for the analysis of the social entrepreneurs' gender are presented in the graph below. Slightly more than half of the social entrepreneurs are male and almost 40% female. These indications include data on the project leaders, if a distinct person responsible could be spotted, even if the social innovation was initiated by an institution or company as specified above. The remaining 8 projects are being operated by institutions or companies without a distinct person responsible. No person classified as diverse.

Particularly in the field of environment, a vast majority of founders were male. One plausible reason for this phenomenon could lie in the nature of these projects, which are oftentimes technology and engineering related, at least to some extent. Also, as seen before, all of the environment projects are for-

profit businesses, involving a certain personal financial risk. One interpretation could therefore be that male social entrepreneurs are willing to take on more risk than female entrepreneurs.

The other areas turned out to be approximately equally distributed for male and female. A slight tendency towards more women in the sub-group immigration was discovered, a topic for which certain attributes like tolerance, cultural empathy and a desire to help strangers are required. Stereotypically, it could be argued that these attributes might constitute one of the reasons for the larger number of female entrepreneurs in this sub-group. However, scientific proof still has to be found. The exact distribution of gender according to the different sub-groups is illustrated below.

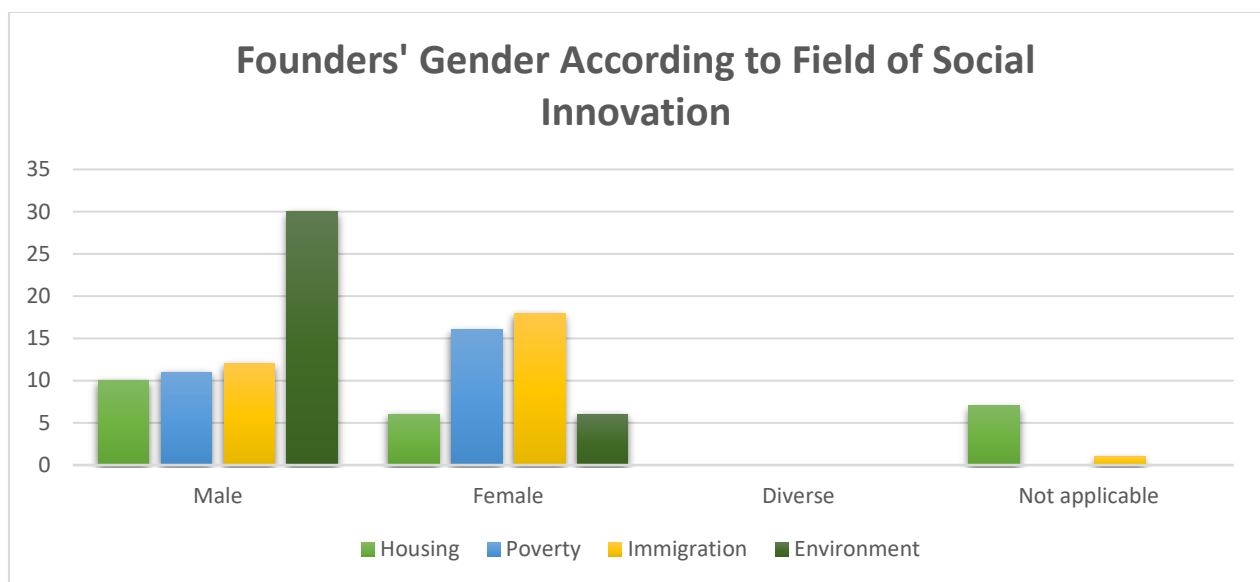


Figure 32: Social entrepreneurs' gender according to the respective fields

Age

As the research findings suggest that most of the social innovation projects were founded rather recently, it could be assumed that the social entrepreneurs are rather young as well. However, this is not the case for all subgroups. The analysis of the social entrepreneurs' age group at the start of the social innovations resulted in the tendencies displayed in Figure 33. More than 60% of social entrepreneurs were between 20 and 39 when starting their project with a total of 45 founders being younger than 30 years.

Especially in the sub-group immigration, many projects were founded while the entrepreneurs were still studying or right after graduation. As specifically the millennial generation grew up in times of globalization, increasing opportunities for traveling faraway places and as a part of the European Union with its intercultural exchange programs, it is well possible that these individuals feel more urged to undertake measures to involve in immigration projects. This is even more plausible for the reason that an increasing share of young Germans are first- or second-generation immigrants themselves and have immigrants as well as exchange students and other foreigners in their surroundings at school or university. Additionally, it can be argued that social challenges in general will affect younger generations for a longer time than elderly societal groups, which could lead to an increased interest in confronting the challenges at stake for the young citizens.

A different picture is drawn in the sub-group poverty. Here, the research findings demonstrate the opposite: most entrepreneurs are in the age group 50 to 59. This can be explained by the fact that many of the poverty projects were founded by established institutions and associations, of which – if the data was available – a person responsible for the project was used as a reference. These people oftentimes were experienced employees in the field in a hierarchically higher position at the respective organization and therefore of an older age group.

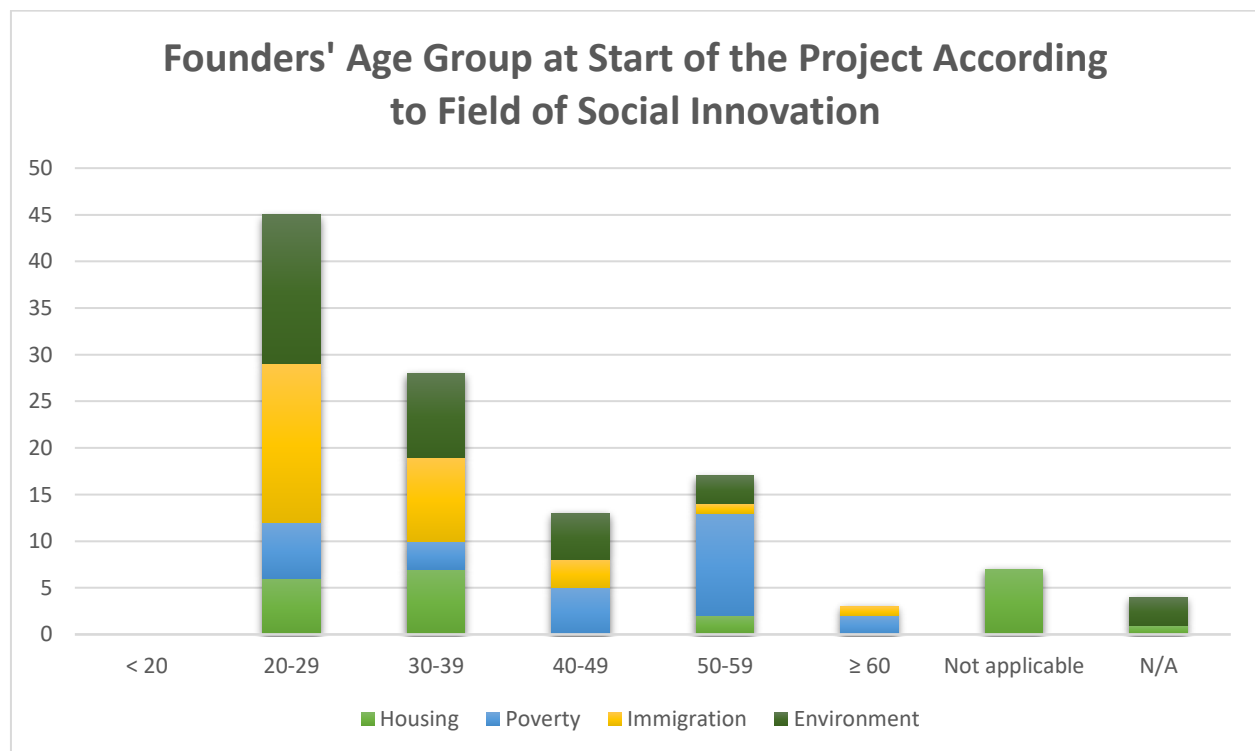


Figure 33: Age group at the start of the projects of the social entrepreneurs according to the respective fields; aggregated

The two projects with the youngest founders in the sub-group poverty were at the same time the only two projects being entirely self-financing. This observation led to the question whether younger entrepreneurs might be prepared to take on higher financial risk than older founders. In order to answer this question, the financing model of the 80 projects was analyzed according to the age of the founders. As can be seen in Figure 34, the young entrepreneurs under the age of 40 and especially the ones in the age group 20 to 29 are financing their projects mainly through own financial resources or a mixed financing model. In contrast, the share of projects entirely financed through the government increases with the age of the social entrepreneurs. This could, at least partially, confirm the hypothesis that younger founders are willing to take on higher financial risks. However, the increase in the share of governmentally financed projects may well be attributed to findings in the sub-group poverty, in which many projects were founded by institutions with a senior project leader. Additionally, it has to be kept in mind that projects that are not governmentally financed possess a more limited network of resources and may therefore be urged to find ways to self-finance or at the minimum draw from several resources.

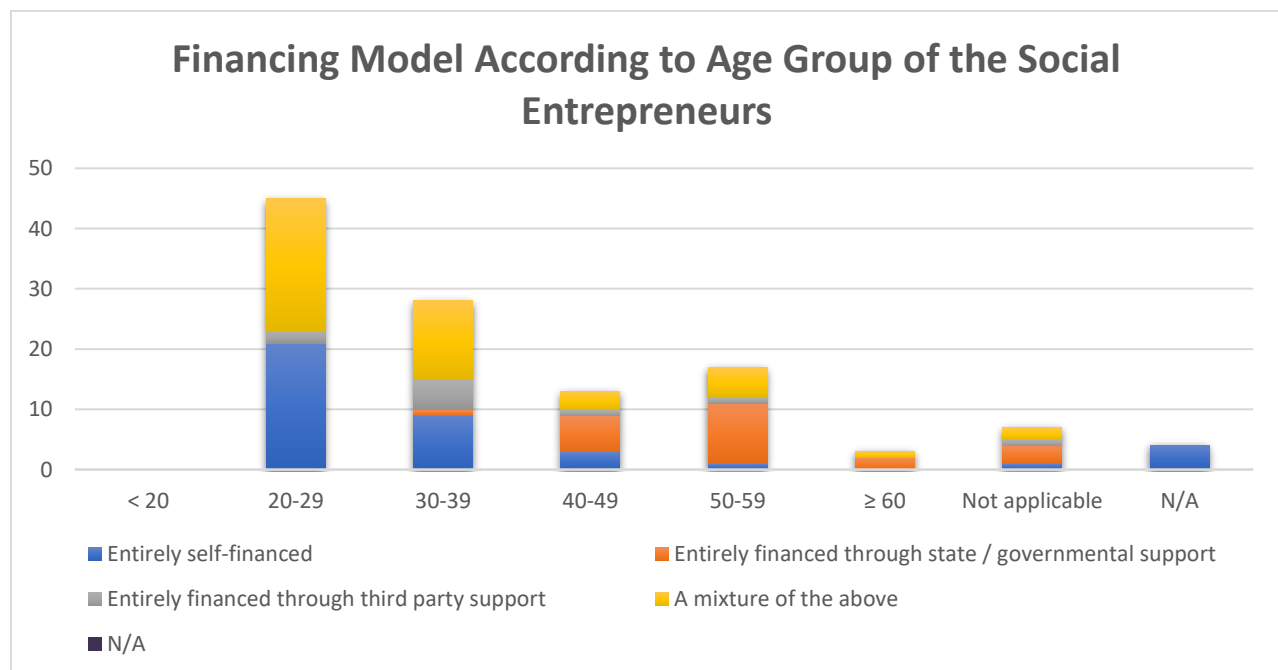


Figure 34: Financing model according to age group of the social entrepreneurs; aggregated

Educational Background

One of the research objectives of this paper was to find out whether social entrepreneurs were academics. A very clear tendency as illustrated in Figure 35 may confirm this assumption. More than half

of all social entrepreneurs graduated with a Master’s degree. In addition to that, almost 30% of the social entrepreneurs had either a Bachelor’s degree or a PhD. Excluding the entrepreneurs for whom the required data was not available and those that were not classified as individuals, this results in a share of 89.5% academics. One explanation for this phenomenon may lie in the skills necessary to innovate. While in a first step, a person on the one hand needs to have access to relevant information and on the other needs to have certain cognitive properties and absorptive capacity to seize an opportunity, in a second step the idea also has to be implemented in the real world, which requires a very different set of skills. As many of these skills are also required for and acquired during higher education, it is well possible that academics are intellectually more prepared to elaborate a social innovation.

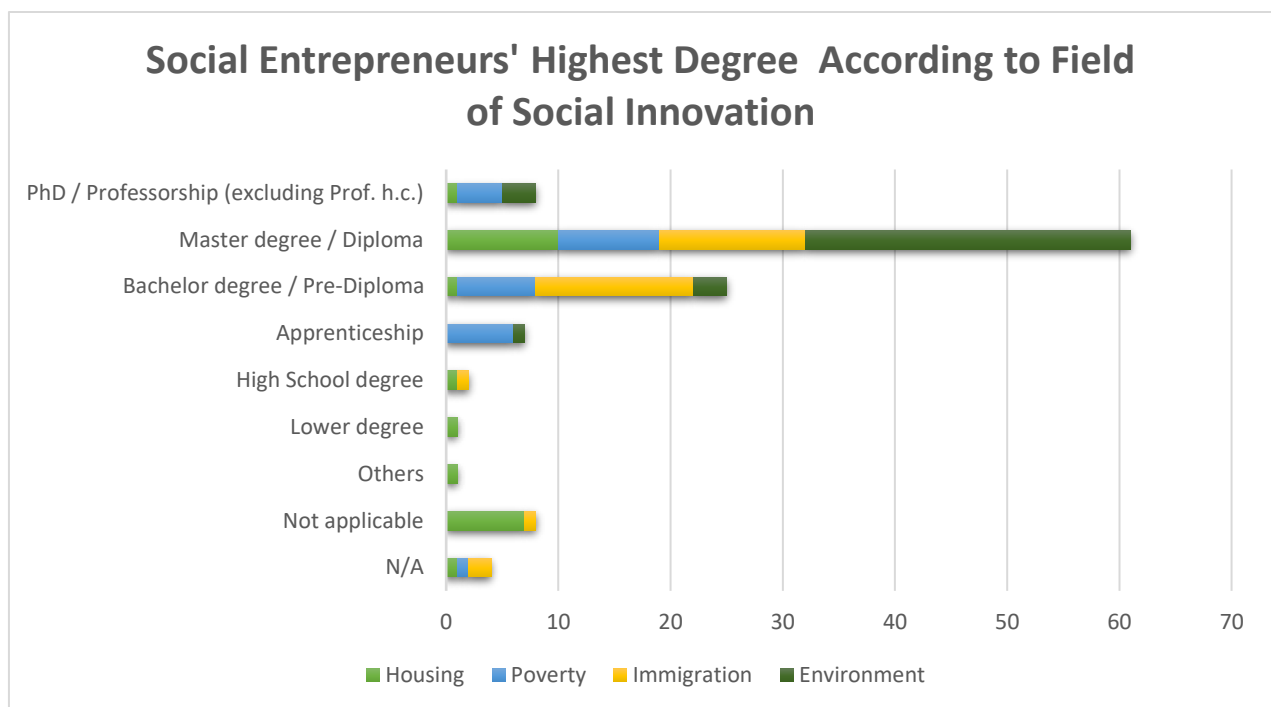


Figure 35: Education level of social entrepreneurs' according to the respective fields; aggregated

To investigate whether the major has an impact on the field in which the social entrepreneur starts a project, the respective majors in the social entrepreneurs’ highest degree were analyzed and compared in Figure 36. Over all, the majors could most frequently be assigned to economics, followed by social sciences, engineering and humanities. While in the sub-group housing the results were approximately evenly dispersed, the strongest clusters could be observed in environment, where almost three quarters of the social entrepreneurs majored in economics and engineering, allowing for the oftentimes technology- and engineering-based businesses to be rolled out and managed with a high expertise. This finding is in line with the result that in this sub-group, only one out of the 36 entrepreneurs is not an

academic and a share of 80.5% graduated with a Master’s degree, suggesting that a high degree of expert knowledge is required in this field.

Another tendency can be found in the sub-groups poverty and immigration, where social sciences are the prevailing field of majors. As social science is concerned with the society in general as well as interpersonal relationships among the society, a close link to poverty, which demonstrates a social issue, can be drawn. Comparably, exactly half of the social entrepreneurs in the sub-group immigration majored in social sciences and humanities.

Overall, it can be concluded that majoring in economics seems to be popular in all four sub-groups considered. One reason for this could be that knowledge about economics and business in general may be beneficial for the successful pursuit of entrepreneurial activities. However, many of the founders had already graduated in another field before, which could also imply that Master’s in economics are generally popular, also amongst graduates from non-economics related fields.

In general, the research presented suggests that there is a correlation between the social entrepreneurs’ majors and their field of social innovation. This is conclusive as far as ideas that later on can be turned into innovations usually arise from what the person got in contact with, which in turn is influenced by the personal surrounding and experiences made.

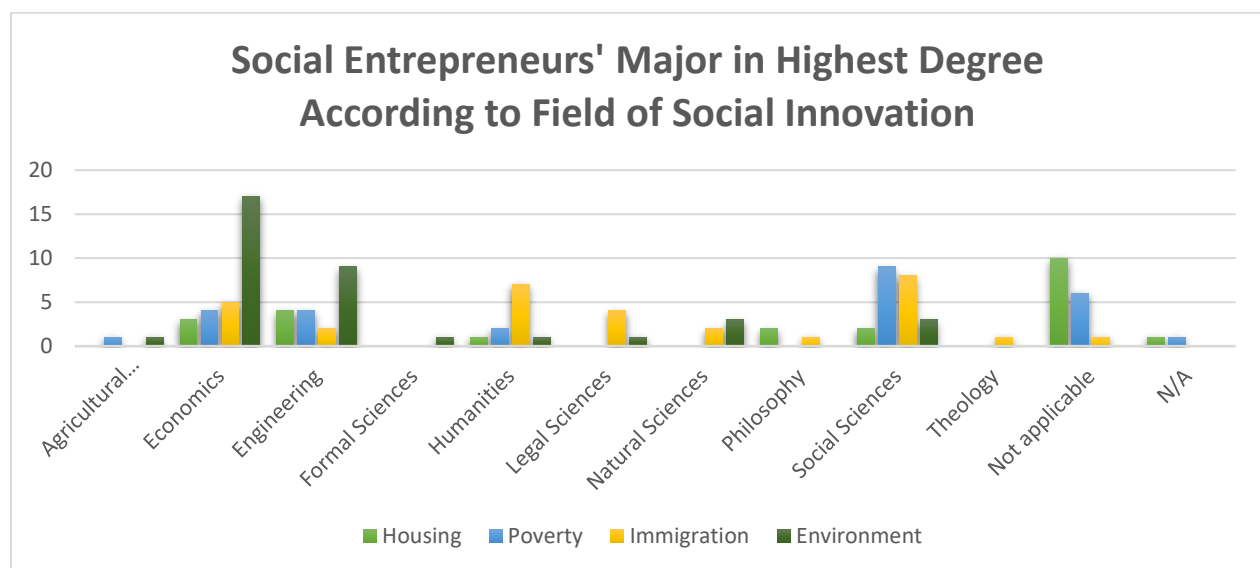


Figure 36: Social entrepreneurs' major in highest degree according to the respective fields

Finally, it was checked whether the stereotypical expectations of men majoring in fields like engineering or formal sciences and women in social sciences and humanities was confirmed by the findings of this study. In Figure 37, the founders' major in their highest degree according to their gender is displayed. Partly, stereotypes could be confirmed, as in engineering approximately nine out of ten graduates are male and in social sciences almost three quarters are female. Even though the data for the majors in natural and formal sciences is limited, the research presented found exclusively male graduates in these fields. In the most popular field economics, a ratio of two male graduates per one female graduate was detected.

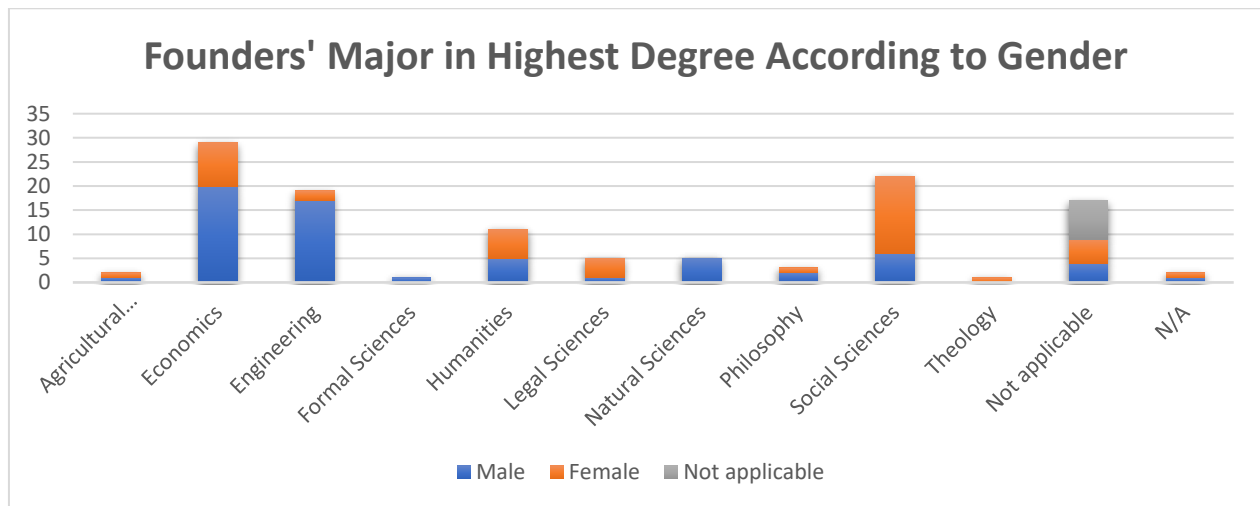


Figure 37: Social entrepreneurs' major in highest degree according to gender; aggregated

These findings complete the picture that in some respects, tendencies strongly depend on the field of social innovation, which makes it impossible to generalize all findings for social innovations in Germany. For instance, in the entirely for-profit sub-group environment, there seem to be relationships between the field of social innovation, the gender of the entrepreneurs, their majors as well as their choice of financial resources. Comparably, every other sub-group shows distinctive tendencies and interrelations that may or may not have causal relationships, however, that, in any case, do not necessarily allow to draw conclusions on other sub-groups or the entire field of social innovations in Germany.

6. Summary

The purpose of this paper was to identify key characteristics of social entrepreneurs in Germany and to reveal insights and patterns related to the organization of social innovation projects. Therefore, four areas of interest from the social innovation scene in Germany were selected, namely housing, poverty, immigration and environment. In each of the latter areas, 20 projects and 23 to 36 social entrepreneurs were examined. The information collected contained among others founding year, financial structure of the projects, educational background of the founders and more as specified in detail in section 3.2.

Distinctive tendencies could be identified with this research. Concerning the founding year of the projects, a cumulation in the period between 2012 and 2016 could be observed. The size of the projects as measured by people involved was observed to be quite homogenous ranging between less than 5 to more than 50 individuals with a slight cumulation in the groups of 5 to 10 and 11 to 20 individuals. The nature of the engagement was found to be almost evenly distributed between only paid employees and a mixture of paid employees and volunteers. Looking at the financing of the projects, it can be said that roughly a quarter of them is entirely self-financing and another quarter is entirely financed through governmental and state support. A fraction of the of the projects investigated was entirely financed through third-party support (e.g. crowdfunding) and slightly less than half of the projects exhibited a mixture of the mentioned sources. The top three financial resources used by the projects were donations followed by state / governmental and institutional subsidies and self-financing through the cash flows of the projects. Slightly more than 75 % of the founders were identified to be individuals, with the remainder largely representing institutions and an almost negligible fraction of companies. Roughly half of the founders researched were male individuals, around 40% were female with the remainder being not applicable since some projects were not founded by individuals. The investigation of the age group of the founders revealed that most of them could be allocated to the age group between 20 and 29 with a gradual decrease for the age groups thereafter. One, if not the most striking observation of this research is that an overwhelming majority of the social entrepreneurs seems to hold a university degree. More specifically, more than twice as many individuals even hold a master's degree than individuals holding a bachelor's degree. The top three majors of the social entrepreneurs identified were given by economics followed by social sciences and engineering. The previous section also gave some possible explanations for the phenomena observed.

7. Limitations

Despite the various findings of this study, there are some limitations that should be mentioned. A general limitation is related to the data sources and their reliability. In the case of the size of the projects, full-time equivalents could not be considered since no data could be found through internet research. In addition, since this study fully relied upon data disclosed on the internet, the correctness of the data had to be assumed. However, some of the sources were user created, such as for instance LinkedIn or Xing profiles which raises potential doubts about the correctness and honesty of the information sources. Verification of the data apart from utilizing internet research was not within the scope of this study.

Due to the fact that this research was exclusively based on internet research it also needs to be kept in mind that only projects that have some type of internet presence could be found. This implies that the projects themselves need a proprietary website or presence on the internet that contains sufficient information on the project. In other words, an online newspaper article about a social innovation project would not be satisfactory. This creates an internet presence bias for this study. A related problem to this is survivorship bias. This means that only those projects could be found (given they have an internet presence) that still exist to date. There might have been, however, more projects in the past that do not exist anymore. This excludes the possibility to investigate potential causes as to why the social innovation project had to be terminated.

Since the group of researchers consisted of four individuals, another limitation could be given by researcher bias. This means that each researcher used sources of social innovations such as lists or websites on social innovation awards at his / her own discretion. Since the research was conducted in four different areas, this approach was, however, inevitable. A limitation that is related to this is given by the fact that there is no clear and uniform definition as to what a social innovation is. This means that there might have been differences in the assessment of the researchers whether to add a project to this study or not. Hence, it could be the case that also some borderline cases were included in this study.

In general, it should also be noted that this research can only reflect tendencies. The findings of this study are likely not representative of all the social innovations in Germany, possibly not even for their respective field. To reach a greater coverage of the projects, further research would be needed. However, the problem of survivorship bias would remain to be difficult. In relation with this it should also be mentioned that the potential explanations given for the phenomena observed are only

speculations and assumptions by the authors. Further cross-disciplinary research would be required to empirically proof the explanations provided.

In addition, to fully understand the field of social innovations in Germany, more detailed data on the founders and their motivations, the organization of the projects, their business model and the development of the ideas would have to be collected. For this, more in-depth research would be required. In order to investigate why some projects might have failed, it would be necessary to overcome survivorship bias. Finally, the research should also be extended to areas other than poverty, housing, immigration and environment.

8. Conclusion

This research paper successfully contributed to a better understanding of the phenomenon of social innovations in Germany. Profound insights concerning key characteristics of social entrepreneurs and their innovations were supported by tendencies in four different sub-groups of social innovations, namely housing, poverty, immigration and environment.

According to the main findings of the research, the locations of the projects were spread over entire Germany with clusters around the metropolitan areas of Munich, Berlin and Stuttgart as well as in the federal state Baden-Württemberg, where location-specific factors like population density, greater availability of required resources and innovation nourishing frame conditions may be beneficial for social innovation undertakings.

Strikingly, most of the projects were founded recently, especially between 2012 and 2016. This tendency is coherent between all four sub-groups and may be explained by an increasing awareness for issues related to the four sub-groups under consideration. New challenges of the 21st century have shifted the attention towards social change and sensitized the society for the importance of social innovations.

Different tendencies were found concerning the organization of the projects in terms of financing and employment. Depending on the field of innovation, the projects have no common structure and no common characteristics. They differ considerably in size, financial resources used and the structure of employment. Although there is a slight tendency in their financing models towards utilizing a mixture of resources from at least two of the three options of governmental financing, third-party financing and self-financing, there is no distinct tendency that could be representative for other social innovations in Germany. The same applies to the nature of the employee engagement, where partly strong sub-group tendencies were found, which, however, were not shared among all fields.

Common tendencies could be found regarding the characteristics of the social entrepreneurs. Interesting conclusions can be drawn about age, founder category and education. Most of the social entrepreneurs in Germany observed by this study are young individuals between 20 and 39 years with a peak in the group from 20 to 29 years. This outcome is homogenous for all sub-groups of the study except for the field of poverty, where a large proportion of older founders between 50 and 59 was detected, which is atypical for the other sub-groups. Explanations found were on the one hand an increased awareness for social challenges among the millennial generation, as for them, their future depends on how well the various challenges of the 21st century are managed. On the other hand, the high number of projects in the field of poverty founded by institutions with a distinct project leader led to a different impression in this sub-group, as these individuals showed different characteristics from the independent entrepreneurs in the other groups.

While most of the founders were identified to be individuals followed by institutions, only few companies involved in social innovation activities, which could be explained by the fact that most companies are not primarily concerned with social challenges. However, many of the social innovations founded by individuals were at a later point in time changed into a company.

Concerning the educational background of the social entrepreneurs in Germany, the research aimed to find proof for the hypothesis that a main characteristic of the entrepreneurs was an academic with bachelor's degree or higher. Indeed, a strong tendency could be found. The results suggest that social entrepreneurs are prevalingly academics in most cases holding a master's degree, followed by bachelor's degree, PhD and apprenticeship. A number of entrepreneurs founded the social innovation project meanwhile their studies or right after their graduation, leading to the conclusion that academics might possess distinct attributes and skill sets that help them to seize opportunities and successfully implement and manage the projects.

Generally, field specific key findings for all four sub-groups could be identified alongside some common characteristics. In the field of environment, more individuals with an engineering, natural sciences or economics background, including technical oriented business administration, could be found as opposed to the other categories. This category also seems to be more of a men's domain with a strong focus on self-financing for-profit innovations. Opposed to this, poverty and immigration were considerably dominated by a larger share of female social entrepreneurs with a social sciences and humanities background, financing their projects with more governmental and third-party resources. The sub-group housing is in most respects relatively balanced, supporting the aggregated key findings.

The research paper examined the current situation of social innovations in Germany in the fields of housing, poverty, immigration and environmental by giving an overview of a set of 20 projects, respectively, as well as the aggregated findings. Besides, it meaningfully summarized the main characteristics of social entrepreneurs. Consequently, the research questions could successfully be answered, although some results were not commonly shared by all four sub-groups.

Nevertheless, the findings and their potential explanations cannot be generalized for the entire social innovation scene and all social entrepreneurs in Germany. Future studies are recommended mainly due to a lack of representativeness of the study, resulting from the limitations mentioned in chapter 7. In addition, the given explanations for different phenomena found are only speculations and assumptions by the authors. There is a need for more scientific evidence.

9. Outlook

Related to the limitations of this studies, further research could be extended to other areas of social innovation. In another step, the research could as well be extended beyond Germany, such as the EU or North America to draw comparisons. This could allow for instance, to check whether the tendencies monitored in this study, such as the fact that many of the social entrepreneurs seem to be academics can be confirmed. Conclusions could also be drawn with regards to the promotion of social innovations by different governments. More generally, it could be of interest to increase the sample size. Developing a survey that could be send out to a multitude of social entrepreneurs might potentially serve as an approach in this case. A potential survey could include questions related to full time equivalents amongst others to resolve some of the limitations mentioned in section 7. Since the social entrepreneurs would have to fill the survey themselves this would also be expected to increase the reliability of the data as they would be collected directly at the source. Apart from increasing the sample size and hence, the representativeness, thorough in-depth research could be conducted on a smaller number of projects to better understand the attitudes and mindsets of the social entrepreneurs and the business strategies chosen by the projects. Apart from further investigating the social innovation scene itself, it would also be of interest to find proof for the possible explanations of the phenomena as given in this report. This could answer questions such as whether it is true that men have stronger tendency to engage in engineering related fields than women and especially why this is the case. However, this would also require extending the team of researchers by individuals from other sciences such as for instance psychology.

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