



Inspiring Personalities.



Summer School for
Social Innovators
by Intel and
EBS Business School

Why Attending?



Social Innovators find new solutions to solve social problems. Just think of the microfinance movement, initiated by Muhammad Yunus, founder of the Grameen Bank and winner of the Nobel Peace Prize in 2006.

By providing poor people with access to micro-credits, Muhammad Yunus changed the financial industry and allowed the poor to improve their lives and even free themselves out of poverty. But Social Innovations do not only work in developing countries. Citizen wind farms, car-sharing, multi-generational living, peer-to-peer lending, fair trade, senior citizens solving problems as senior experts – all of these examples show how Social Innovations can improve society.

Are you a Social Innovator? If so, the “EBS-Intel Summer School for Social Innovators” might be the right place for you. We will provide you with a learning environment that allows you to acquire the necessary knowledge, skills, and tools needed to improve the idea you will bring into the course in order to produce lasting social change. The two participants with the best idea will receive a “wildcard” to participate in the final of the Intel Business Challenge Europe 2012 taking place in Poland end of September 2012. They will have the chance to receive a money prize and possibly qualify for the Intel® Global Challenge taking place in Berkley, USA, on November, 4-8 2012 (www.intelchallenge.eu).

With Intel Corporation and EBS Business School one of the leading technology providers and enabler of Social Innovation and one of the leading business schools in Germany join forces to educate the Social Innovators of the Future.

We are looking forward to work with you!

Yours sincerely,

A blue ink signature of Dr. Peter Russo, written in a cursive style.

Dr. Peter Russo
Professor
Programme Chair

A blue ink signature of Dr. Thomas Osburg, written in a cursive style.

Dr. Thomas Osburg
Intel Corporation
Director Europe Corporate Affairs

At a Glance



Duration	5 days
Dates	July, 23rd to 27th 2012
Target Group	This programme is designed for bachelor, master, and doctoral students.
Maximum Number of Participants	25 participants
Academic Chair	Professor Dr. Peter Russo
Sponsor	Intel Corporation
Tuition Fee	The tuition fee is 3,900 €. However, Intel Corporation sponsors the tuition of all selected summer school participants. Not included are travel expenses and accommodation.
Assignment	During the summer school participants develop a business plan for their Social Innovation.
Credit Points	6 ECTS
Degree	Official EBS Executive Education Certificate
Guest Speakers	Intensive talks with Social Innovators from Europe
Accommodation	You may use the student residencies of the EBS Business School (appr. € 200,00 for the whole week).
Application Deadline	July, 9th 2012
Date of Notification	We will inform all applications whether or not their application was accepted by July, 11th 2012.
Programme Venue	EBS Business School, Rheingau Campus, Greater Frankfurt area

Course Outline

	July 23 Basics	July 24 Basics	July 25 Improve Concept	July 26 Refine Concept	July 27 Presentations
Morning Session 9.00 to 12.30	<div>Welcome</div> <div>Market Place of Ideas</div>	<ul style="list-style-type: none"> Trends and Perspectives Tools and Methods 	<div>Workshop: Idea Improvement I</div>	<div>Feedback from Coaches</div> <div>Refine Concept I</div>	<div>Prepare Presentation</div> <div>Final Presentation I</div>
Lunch					
Afternoon Session 14.00 to 17.00	<ul style="list-style-type: none"> Worked out Example Theoretical Background <div>Social Innovator</div>	<div>Social Value Creation & Impact Measurement</div>	<div>Workshop: Idea Improvement II</div> <div>Reflection</div>	<div>Refine Concept II</div> <div>Writing Concept</div>	<div>Final Presentation II</div> <div>Feedback from Jury Members</div>
Evening Session	<div>Wine Cellar Reception</div>	<div>Leisure or Sightseeing</div>	<div>Social Innovator</div>		<div>Award Ceremony</div>

- Learning Sessions
- Idea Improvement
- Feedback
- Guest Lectures with Social Innovators

Course Description

The EBS-Intel Summer School for Social Innovators provides you with a mix of classroom sessions, workshops to improve your idea, feedback sessions that can provide

helpful impulses for your innovation and inspiring encounters with guest lectures. By attending this program you can prepare yourself not only to further develop the idea

you are currently working on, but to acquire the knowledge and skills to drive Social Innovations in general.

Course description in detail:

Market Place of Ideas	You have the chance to present your Social Innovation idea, receive feedback from the other participants and learn about the projects of your peers.
Worked out Example	We will discuss from A to Z how a Social Innovator developed his idea and successfully produced lasting social change, starting from perceiving a social problem to providing a viable solution.
Theoretical Background	How did the field of Social Innovation emerge? In this session you have the chance to acquire basic knowledge in the field.
Trends and Perspectives	Learn what the “Office of Social Innovation and Civic Participation” initiated by the Obama Administration, the Skoll Centre for Social Entrepreneurship at Oxford University and other players in the field are doing to improve the state of the world through Social Innovations.
Tools and Methods	How can we develop Social Innovations? What are the “logics” of Social Innovations? This session will provide helpful tools and methods to create and improve Social Innovations.
Social Value Creation & Impact Measurement	Social Innovations are all about better, more efficient, or more sustainable approaches to create social value. Yet, it is much harder to measure the impact of Social Innovations. Learn about ways to capture the social impact of a Social Innovation.
Idea Improvement	During the week you will have time to further develop your initial idea. We will challenge you to rethink your idea: Can you create more social value by changing the “logic” of your social innovation? Can you reach even more people by creating social value in a different manner?
Refine Concept	You will have time to transform your idea into a concept that is more specific with regard to the target group, the financials, and the architecture of social value creation.
Writing Concept	You will have time to describe your social innovation and write a “business plan light”. This will be your potential entry card to the finals of the Intel Business Challenge Europe 2012.
Reflection and Feedback	Reflection and feedback are two important elements for true experiential learning and the trigger for further improvements of your concept.
Final Presentation	On Friday you will have the chance to present your concept in front of a qualified jury. Whether you will win or not: The feedback will surely further improve the learning experience of the summer school.
Guest lectures with Social Innovators	We will invite Social Innovators who will be sharing their experiences and knowledge with you.

Faculty Profiles

(Excerpt)



Prof. Dr. Peter Russo currently holds various positions at EBS Business School (EBS). He is Academic Director of the “Master in Business Innovation” (MBI) and the full-time MBA, ranked No. 14 in the QS Europe MBA Ranking. Furthermore he is head of the “Center for Social Innovation and Social Entrepreneurship”, the “Center for Technology Management” at European Business School (EBS) and CORE, EBS’s nucleus for responsible economy. Prof. Russo holds an MA in Business Administration (Dipl. Kfm.) and the title of Dr. rer. pol.. He studied at the universities of Mainz, Würzburg (both Germany), Padua (Italy) and San Diego (California) majoring in marketing, finance, and economic law. He received his PhD (Dr. rer. pol.) from University of Erlangen-Nuremberg.

During his PhD studies Prof. Russo worked as a junior consultant and researcher at Massachusetts Institute of Technology (MIT), Boston (USA). Prior to his current positions he was professor for entrepreneurship at Munich University of Applied Sciences and the CFO, later on the CEO of a highly innovative public listed German company in mobile marketing infrastructure. He founded and as well is still shareholder of numerous start up companies. Furthermore he is founder of two entrepreneurship and innovation centers in Germany. In 2007 and 2008 he was visiting professor at Stanford University with which he is still collaborating in research and outreach activities.

In addition to his current positions, Prof. Russo is member of several supervisory and advisory boards, e.g. of Microsoft Germany’s initiative for entrepreneurship, of MBPW GmbH (Munich Business Plan Competition), and of the Innovation Academy Ireland, together with Sir Bob Geldof. Besides others he co-published the book “Von der Idee zum Markt” (From Idea to Market), one of the best-selling books in the field of entrepreneurship and innovation in Germany. Furthermore he is working as a consultant on innovation management for numerous companies and serves as lecturer for several executive programmes. In 2010 Dr. Russo received a call to the “IntertradeIreland Chair of Innovation” in Ireland, following Henry Chesbrough, who held the chair in 2009.



Dr. Susan Müller is a senior researcher at the Center for Social Innovation and Social Entrepreneurship at the EBS Business School. She is responsible for the operational project management of the research project “Social Innovations in Germany”, a research project sponsored by the Federal Ministry of Education and Research.

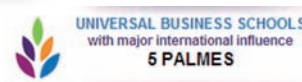
Before joining EBS business school Susan worked at the Swiss Research Institute of Small Business and Entrepreneurship at the University of St. Gallen where she also received her doctoral degree in 2009. Her research interests are social entrepreneurship, social innovation, business models and entrepreneurship education. Susan is external lecturer at the University of St. Gallen.

Susan holds a Master of Business Administration degree from the University of Pittsburgh and a Bachelor degree in business and computer sciences from the University of Cooperative Education in Karlsruhe. Between 2001 and 2007 she worked as a business consultant with a focus on strategic marketing and organization.

What You Can Expect From Us

EBS Business School

- Oldest private business school in Germany
- Biggest business faculty measured by number of professors (83 professors)
- 1300 students
- 14 Degree programmes (2 B.Sc., 7 M.Sc., 2 MBA, 2 EMBA, 1 Ph.D.)
- Latest ranking: EdUniversal 5 Palmes (best rank possible)
- EBS Executive Education: over 3000 participants per year
- Over 200 partner companies, all DAX companies
- Over 200 partner universities worldwide, 35 double degree programmes with top-universities



This programme benefits from EBS's academic and industry network



Application Procedure

Send the following documents to
socialinnovation@ebs.edu

- Contact information
- Curriculum Vitae
- Motivation letter including how you think the group will benefit from your participation

- One-page abstract of your Social Innovation. The Social Innovation does not need to be implemented yet. An idea is sufficient. Please make sure to mention the following key elements:
 - How does your idea work?
 - Who is your target group?

- What problem are you solving for your beneficiaries?
- How would society benefit from your idea?

**Applications must be received by
July, 9th 2012.**

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