

ASApreneurs

Shaping a Sustainable World

The world today is facing a range of very serious challenges. Climate change, shifting demographics, an increasingly limited supply of fossil fuels and the need to secure economic and social rights in international trade all require new and innovative solutions. The global community needs people ready and willing to initiate processes of change to meet these challenges.

In June 2009 InWent's ASA program kicked off the "ASApreneurs – Shaping a Sustainable World" program designed to provide young people with professional qualifications. The ASA program has been successfully helping young people develop their leadership skills for sustainability and initiate contact to firms and institutions with close ties to the business community for many years now. Firms integrated into international networks, unions, government agencies and non-governmental organizations involved in economic sustainability all participate in organizing the program.

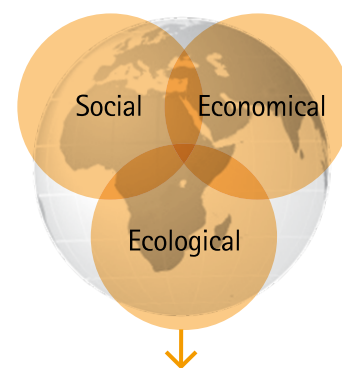
ASApreneurs provides dedicated students with the skills they need to successfully shape economic and social processes of change in open and international dialogue and to develop sustainable solutions for global problems.

How does the ASApreneurs program work?

Two internship phases form the core of the ASApreneurs program. Students initially work with a project partner in Germany for three months, then apply their new ideas and skills to a sustainability project during another three-month internship for a project partner abroad. The projects supported by the program involve developing strategies to promote and implement

- sustainable value chains
- sustainability in construction, transport, trade, IT and tourism
- energy efficiency
- recycling management

ASApreneurs also attend three preparatory and two follow-up seminars. Seminar focal points include sustainability, corporate social responsibility, multi-stakeholder dialogue and change management. Coaching promotes practical experience and knowledge transfer, helping participants develop as individuals and encouraging a process of personal reflection.



Management Skills
for Sustainability:
ASApreneurs

Learn

Experience

Change

15th of October 2010

Application deadline for project suggestions from participating companies

end of March 2011

- „ASA-Kaleidoscope 2011“ event

beginning of April - end of June

- German internship
- Seminars 1, 2, 3

beginning of August - end of October

- Internship abroad

mid-November - December

- Experience transfer and processing at partner firm
- „Welcome back“ - meeting (Seminar 4)

end of March / beginning of April 2012

- RENew (Seminar 5)
- „ASA-Kaleidoscope 2012“ event

Join us as a new partner!

You can suggest a project for the ASApreneurs 2011 program. Get involved by presenting a concrete sustainability project or helping the ASA program develop such a project.

Your advantages as our partner:

- With the support of the ASA program, one or two dedicated students will help your company realize a sustainability project. When the project is complete, our ASApreneur will write up a final report and a detailed results analysis on a professionally designed poster. Your organization can use this information as the basis to develop future projects and demonstrate your dedication to sustainability to the public.
- Your company will be integrated into a network of important stakeholders both at home and abroad, an excellent opportunity for acquiring new contacts and exchanging information and experience with other corporations.
- We organize public events, discussion forums, internet platforms and publications as part of every project, providing your company with effective publicity platforms that demonstrate your dedication to corporate social responsibility. Your company is presented as a pro-active and innovative "first mover" in the key area of sustainability.
- The program provides contact to a network of future decision-makers with the education and skills needed to realize sustainability in an economic context.

ASA program contributions

The ASA program offers financial assistance and will help your organization by

- selecting the best applicants
- organizing five knowledge-transfer seminars
- covering travel and insurance costs for the abroad phase
- advising you on developing your project
- coordinating the media presence

Your contribution

- You choose your intern from a pool of qualified applicants selected by the ASA program
- Participants sign an internship contract with your company that applies to the internships in Germany and abroad and the final transfer phase
- You commit to supervising participants in Germany and abroad and providing them with an appropriate intern salary (at least 600 € per month)



In 2008 Anita Augustin completed a project on strategies to adjust to climate change for small coffee and tea farmers in Germany and Peru.

"The issue of sustainability requires taking a unified approach to processes. Seeing this idea in particular put into practice in an international context was very useful to me!"

Jan Schmitz, participant 2008

"The translake company views the trans-border cooperation of organizations in the international Lake Constance region as its central focus. Since 2005 we have been supporting young students from this region through the ASA program. An internship in the Lake Constance region provides insight into how we work at translake before our interns leave Germany to work in the South. When they return their experience is reintegrated into our processes here. This ensures the lasting reciprocal transfer of knowledge."

Wolfgang Himmel, Managing Director translake GmbH, ASA program partner

"In my project I was able to effectively use much of what I had learned in my environmental studies. I am now working on my thesis at a firm. The program helped me to understand sustainability as an economic issue which opened up new career opportunities for me. "

Katja Görtz, participant 2008

You are interested in the ASApreneurs program? Please don't hesitate to contact us.

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