

ASApreneurs - Shaping a Sustainable World

Frequently Asked Questions for companies/organisations interested in offering a project

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1. What is ASApreneurs – Shaping a Sustainable World?

ASApreneurs - Shaping a Sustainable World is a qualification program that promotes leadership for sustainability. Our target group are students from social and natural sciences who aim to work on sustainability in companies and organisations. At the heart of the program is a 6-month international internship in partnering companies and organisations. During this time the students carry out a concrete sustainability-project that is connected to the international activities of the respective company/organisation. The program is offered by the ASA-Program, an organisation with 50 years of experience in training committed youth on the international level.

2. Which companies/organisations can offer a project?

All companies that make a visible effort to promote sustainability within their company and through their products can take part. State institutions and NGOs can take part when they are involved in promoting sustainability in the economic sector.



3. Which topics are dealt with in projects of ASApreneurs - Shaping a Sustainable World?

Any approach that deals with the social and ecological aspects of sustainability is suitable for a sustainability-project under ASApreneurs. Examples are sustainable supply chains, sustainability reporting, social entrepreneurship, energy efficiency, renewable energies, recycling management, sustainability in tourism, construction and trade. The projects are developed by the companies and organisations themselves in cooperation with the ASA-Program. Thereby the company/organisation can realise their intended activities in the field of sustainability.

4. How are the participants of ASApreneurs selected?

The ASA-Program preselects the applications for the respective projects. Due to its long experience the ASA-Program has an established network of cooperating universities. This ensures a high quality of applications and qualified participants. The final selection of participants is done by the companies/organisations themselves.

5. What is the course of events at ASApreneurs - Shaping a Sustainable World?

- ◇ July 2010: the project acquisition starts
- ◇ 15th October 2010: deadline for the submission of projects from participating companies and organisations

Application and selection:

- ◇ Until 10th January 2011: online application process
- ◇ February 2011: pre-selection of participants by the ASA-Program and final selection by the partnering company/organisation

Seminars and preparation:

- ◇ End of March 2011: first accompanying seminar on sustainable economics
- ◇ March 2011: the "ASA-Caleidoscope" event gives future and past cooperating partners and ASApreneur participants the opportunity to exchange experiences and views on current developments in sustainable economics

- ◇ April - June 2011: during the second and third accompanying seminar, the participants are trained in intercultural competencies, conflict management and participatory methods

Six-month internship phase:

- ◇ May - July 2011: sustainability-project phase within Germany/Europe
- ◇ August - October 2011: sustainability-project phase outside Germany/Europe

Follow-up phase:

- ◇ January 2012: follow-up seminar on sustainability issues
- ◇ March 2012: follow-up seminar on networking and future commitment
- ◇ March 2012: the "ASA-Caleidoscope" event gives future and past cooperating partners and ASAprenuer participants the opportunity to exchange experiences and views on current developments in sustainable economics
- ◇ afterwards the participants stay engaged within the network of ASA-Program as multipliers for sustainable economics on the international level

6. Why should you participate in ASApreneurs - Shaping a Sustainable World?

- ◇ you cooperate with highly motivated and engaged junior staff who contribute to sustainability and CSR in your organisation
- ◇ the ASA-Program preselects the applicants - the final choice is in your hands
- ◇ you receive qualified support for implementing your sustainability projects
- ◇ you position your organisation as a partner for sustainability and the promotion of young researchers
- ◇ we use an exclusive media platform to make your commitment public
- ◇ with it's 50 years of experience in the field of development and sustainability the ASA-Program offers various possibilities for networking
- ◇ the ASA-Program pays a flight subsidy and a travel and overseas health insurance - the coordination of the program, public events and accompanying training seminars are covered by the ASA-Program
- ◇ you partner with a company/organisation in Germany/Europe and thereby strengthen your international network.

7. What is the content of the accompanying seminars?

- ◇ Individual and collective leadership-competencies
- ◇ competencies in the area of facilitation and process-leadership of trans-sectoral dialogue and change
- ◇ Knowledge about current developments in sustainable economy with a focus on the topics of the respective projects
- ◇ Intercultural competencies, conflict management and cooperation in a team, Training and development of method application and event-management

8. What does the participation in ASApreneurs – Shaping a Sustainable World cost?

Companies and organisations pay an internship salary of at least 600€/month. Travel expenses, health insurance, seminars, public relations and coordination costs of the program are covered by the ASA-Program.

You are interested in offering a sustainability-project in your company/organisation? Please get in contact with us:

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For further information on the ASA-Program, please visit our website:

<http://www.asa-programm.de/en/home.html>