

| movieation |

in motion pictures to social movement



concept for the practical semester
for the undergraduate program 'Management of Social Innovations'
at the faculty 11 for applied social sciences of the Munich
University of Applied Sciences in the winter term 2012/2013

team and contact

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who we are

As students of the undergraduate program 'Management of Social Innovations' (MSI) at the Munich University of Applied Sciences we are concerned with social change and the resulting need for innovation. We want to spot and recognize the challenges of the future and initiate, manage and see through demand-driven solutions – all with the principle of sustainability at the forefront of our mind.

motivation

Prospective solutions will not be initiated, unless we take a pro-active approach. Based on our guiding idea "*man bewegt nichts, wenn man sich selber nicht bewegt*" – which means: you cannot move anything without moving yourself, we set out to track down sustainable, forward-looking projects and meet the people behind the venture. By taking part in the project and through an immediate exchange as well as through an inspiring media coverage thereover, we aim to pave the way for communication about sustainable development potentials and issues into the wider society.

As | mov|eation |we set out to...

...see and discover economic, ecological and social approaches.

...comprehend and make visible insights in order to ultimately reach.

...set in motion – ourselves aswell as society as a whole - towards a sustainable path.



...see



...comprehend



...set in motion

in search of social diversity and common grounds in

Africa, because: We want to learn from foreign cultures.

Europe, because: there is need for development right at our doorstep.

The dissimilarities among projects and the diversity of structural conditions are central to our intentions. Through encounters and experiences we hope to perceive circumstances, chances and initiatives, communicate these authentically and make them visible.

An immediate dialogue with the actors should be encouraged and this dialogue then preferably continued within the wider society. The long term aim is to reinforce and confirm appropriate solutions and innovative approaches through social appreciation.

| motion |

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VISION

see - comprehend - set in motion

see

- diversity of innovative organizations and projects
- novel, unconventional approaches
- alternative use of resources and innovative ideas

comprehend

- differentiated environments and challenges
- intentions and their resulting fields of actions
- novel structures and organisational forms

set in motion

- make diverse potentials visible
- demand broad attention and promote consciousness
- inspire and animate alternative action and solutions

...for motion pictures and social movement

how to release impulses for according motions

The institutions do not have to contend for visibility by themselves, but should receive attention for their work through us, as we will provide deliberate and effective public relations - from outside.

The innovative projects in Africa and Europe will be reported on throughout the project in an online blog. Sequenced diary entries in short intervals are characterized by a diverse mix of written documentation as well as picture, audio and video recordings. The Video messages will provide short and concise insights into each project. The focus is on offering impressions of the theme, the potential and motivation of the actors as well as on the relevance and sustainability aspect.

We see ourselves as an interface, by introducing innovative, versatile approaches and handing on useful information on local projects. Thereby we aim to pave the way for operating partnerships and contribute to an expansion of sustainable venture networks.