



Call for Participants – Connective Cities Virtual Dialogue Event

Social entrepreneurship – An area for local business development? What potential does this hold for municipalities, and how can they promote social entrepreneurship?

20, 21 and 23 September 2021

Together with the City of Kiel, Connective Cities hereby invites municipal experts to the international dialogue event **Social entrepreneurship – An area for local business development? What potential does this hold for municipalities, and how can they promote social entrepreneurship?** The conference will take place online on 20, 21 and 23 September 2021.

The event is designed for German and international actors from municipalities and local business development institutions who are involved in developing strategies to link local business development issues with sustainability goals.

The context

Local business development supports the local economy and creates momentum for addressing the many different challenges in the various sectors. It promotes economic efficiency and thus makes a key contribution towards building prosperity and structural change. One area of business development is promoting business start-ups. This pursues the same broad objectives, with a focus on innovative, growth-oriented start-ups. For several years, however, a new focus has been emerging. This involves start-ups that use entrepreneurial means to pursue alternative business goals which they themselves define – such as solving society's social or environmental challenges. These social start-ups intersect with the interests and sphere of influence of municipalities such as climate action strategies, and sustainable and social urban development.

For local sustainability, municipalities are dependent on creative and innovative solutions to social problems. Social entrepreneurs often fall somewhere between business start-ups and social initiatives. As such they pose a new challenge for municipalities as (business) development actors. Sometimes it is not always easy to draw a clear distinction between social entrepreneurs and other actors in the socio-economic environment.

This Connective Cities event will set out to facilitate an international dialogue that compares regional and municipal approaches and solutions for managing social entrepreneurship projects in urban and regional development contexts.

Key themes of the conference

To facilitate discussion of the broad field of social entrepreneurship on a practical level, the Connective Cities dialogue event will focus on three specific aspects:

- Define social entrepreneurship in the municipal context (e.g. as distinct from other social enterprises)
- Seek methods and indicators to measure potential effects of social entrepreneurship at the local level
- Promote enabling local environments to develop social entrepreneurship at the local level

Objectives of a dialogue event

By involving experts from municipalities, civil society and its organisations, the academic and research community, and the private sector, the conference will create a suitable platform for sharing lessons learned, discussing challenges and obtaining ideas on linking local business development issues with sustainability goals.

The main objective of a dialogue event is to facilitate the exchange of experiences and mutual learning based on **good practice examples** of municipal actors with different local conditions. The focus is mainly on pragmatic solutions and approaches that can be applied and/or adapted to different regional contexts. A dialogue event also provides a space for **in-depth discussion of current challenges** around the theme of the event and supports the **joint development of innovative solutions for sustainable urban development**. This is the first step in what we call a “Connective Cities learning process”. Ideally, therefore, the project ideas developed within the framework of a dialogue event will be further **implemented in the respective home communities** or within the framework of existing or new thematic municipal partnerships. To this end, Connective Cities can support through follow-up activities such as project planning workshops, expert missions, webinars, or study tours. The last step of a learning process is to support a municipality with peer advice regarding external or third party financing to enable the implementation of a project resulting from this learning experience.

How to take part in the conference, and who to contact

If you would like to actively participate in the event with a project that you are planning or implementing, and that matches the theme of the conference, you are cordially invited to apply for a place.

Please send us an email indicating your position and organisation, and briefly describing the project you wish to present. We welcome participation by up to two experts per municipality who are involved in social entrepreneurship.

If you have any questions concerning the event or the process of taking part, please get in touch with us: Sina Webber, sina.webber@engagement-global.de, Tel.: +49 (0)228-20717-2658.

Connective Cities at a glance

The international community of practice - Connective Cities - has been bringing together urban actors from city administrations, civil society, academia and the private sector since 2013. Connective Cities is a cooperation project of the German Association of Cities (Deutsche Städetag), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and Engagement Global with its Service Agency Communities in One World (EG). For more information, please visit: www.connective-cities.net

Key information at a glance

When and where	20, 21 and 23 September 2021, online
How long	3 days (4 hours each, with breaks)
Key themes	The dialogue event will focus on the following 3 themes: <ul style="list-style-type: none">• Define social entrepreneurship in the municipal context• Methods / indicators for measuring the potential of social entrepreneurship• Enabling frameworks for developing social entrepreneurship
Expertise	German practitioners will present their experiences with managing social entrepreneurship as a possible area for local business development. International participants will share their knowledge and their proven approaches in this field. Both German and international municipal experts will share and discuss the challenges they have faced.
Objective	Initiate a dialogue between German and international expert practitioners from municipalities and business developers who are committed to linking local business development with sustainability goals; launch a collaborative learning process; promote the generation of joint project ideas
Conditions of participation	<ul style="list-style-type: none">• A practical orientation plus experience with municipal projects involving social entrepreneurship• Presentation of a local best practice project• Willingness to dialogue on current needs and challenges in this area
Languages	English

Partner von Connective Cities



Im Auftrag des

In cooperation with Kiel, Capital City of Schleswig-Holstein

