



# Dare to Change the World

## 1 day social entrepreneurship workshop

The Project Gen Z team have gathered together some of the country's top social entrepreneurs to design a new 1 day program to inspire and educate the next generation to change the world.

Today, as the world struggles with problems including poverty, climate change, health and more, social entrepreneurship is rising in popularity and gaining more traction in being able to create real changes for our communities.

At Project Gen Z, we're launching a generation of innovators who dream big, create change and use entrepreneurial action to create a better world for all of us! Join us on our mission!

Today's young people are as concerned with making a positive impact on the world as they are with making money. A whopping 94% want to use their skills to benefit a cause.

70% of Gen Z wants to own their own company.

- Forbes

### The program

The 'Dare to Change the World' workshop is an opportunity for students to delve into the realm of using business for good.

The 1 day program gives students the opportunity to learn about social enterprise and explore how business can make a difference. The day starts with an inspirational keynote from one of Australia's top social entrepreneurs. Students will learn how the entrepreneur built a business to solve a global or community problem, taking risks to create positive changes in society.



Inspiring, educating and activating  
the next generation of world changers.



@projectgenz



## The challenge

Once students understand more about social entrepreneurship, they will go head to head in the 'Changemakers Challenge', an educational and exciting competition where students will work in teams to identify a social problem and invent a way to address the problem using business.

Once an idea has been researched, teams will compete to build their social enterprise against the clock. They will each work in a company role (such as CEO, CFO, sales and marketing and more). They will design a marketing campaign, social media and sales strategy, and then film and edit a TV campaign.

The day ends with a live pitch off competition in front of the Project Gen Z judges where students will showcase their work. At the end, the judges will choose a winning team who have built an enterprise that has potential, and an overall winner, someone who has showed leadership, stepped out of their comfort zone and has real potential as a 'social entrepreneur'. This person will receive a mentoring session with a successful social entrepreneur.

"I just wanted to follow up to say thank you for the most amazing workshop. The students all really enjoyed it. they were certainly engaged, and I think the benefits will be long-lasting. I'd like to book another!"

- Educator

## Outcomes

- An introduction to social entrepreneurship
- Leadership
- Team work
- Communication and presentation skills
- Critical thinking
- Problem solving
- Business skills

"I am so inspired after the workshop last week; I have already taken steps to launch my own business!"

- Yr 9 student

Australia has just been named the 2nd best country in the world to be a social entrepreneur!

- Thomson Reuters Foundation, 2019