PRESS RELEASE

Enterprises for a better world:
Social Entrepreneurship Hackathon

Joining the effort to boost social entrepreneurship in Indonesia, Goethe-Institut Jakarta, BINUS University and Atma Jaya Catholic University of Indonesia will organize a four-day hackathon for university students.

Making profits and contributing to the alleviation of social and environmental problems at the same time? This has long ceased to be a contradiction. Social entrepreneurship businesses now aim at combining entrepreneurial activities with a commitment to social responsibility and to the achievement of the United Nations (UN) sustainability goals, including; poverty, health, education, empowerment and environment.

With this spirit in mind, the German cultural institute Goethe-Institut and two of Indonesia's leading higher education institutions, BINUS University, and Atma Jaya Catholic University of Indonesia, have partnered to organize a Social Entrepreneurship Hackathon. The four-day event is designed as a sprint competition that includes students from both universities.

Why social entrepreneurship?
"Social entrepreneurs combine commerce and social issues in a way that improves the lives of people and the welfare of societies. They do not measure their success in terms of profit alone, but rather they also aim at making improvements to the world," explains Nico Sandfuchs, project manager at Goethe-Institut Jakarta. "Our hackathon is aiming to unleash the creativity of the young generation and we are excited to see the outcome of this project."

Like other countries, Indonesia has committed itself to reaching the 17 goals and 169 targets listed in the Sustainable Development Goals (SDGs) of the UN by the year 2030. The Indonesian government has already shown a strong commitment to the implementation of the SDGs. However, global goals cannot be achieved solely by relying on government efforts. "There is a vivid startup culture in Indonesia," says Diah Wihardini, BINUS Global Director at BINUS University. "Social entrepreneurship has great potential to contribute to the SDGs. Through this hackathon, we want to raise awareness about this potential and excite students of social startups."

Social Entrepreneurship Hackathon: a meeting of minds and ideas

The Social Entrepreneurship Hackathon takes place 22–25 July 2019. Students from faculties such as Business Management, Marketing, and Informatics have been selected to take part in the competition based on innovative business ideas that have been submitted by the students through an open call.

During the hackathon, the participants will work in interdisciplinary and intra-university groups on selected business ideas. Guided by senior mentors from both universities, the ideas will be forged into mock-ups by the students and then presented to a jury of experts. The best models will be awarded a total prize sum of US$10,000.

"Through this hackathon, we not only want to develop theoretical models," says Dr. Tommy N. Tanumihardja, Sp. An., Vice Rector of Unika Atma Jaya Jakarta, "we also expect the winners to test their models in real life and to launch a startup with the awarded prizes." Over a period of six months, the winners will be included in an incubator program that will help them to kick off their businesses.

More information

For more information on the project, please refer to the project website:
www.goethe.de/indonesia/socentrepreneur

About Goethe-Institut

The Goethe-Institut is the Federal Republic of Germany's cultural institute, active worldwide. We promote the study of German abroad and encourage international cultural exchange. We also provide a comprehensive image of Germany through information on German political, social and cultural life. Our various cultural and educational programs support intercultural dialogue and enable cultural participation. These various programs strengthen the structures of civil society and support global mobility. For more information: www.goethe.de/indonesia

About Atma Jaya Catholic University of Indonesia (AJCUI)

Atma Jaya Catholic University of Indonesia, which was established on 1 June 1960, has 20 undergraduate programs (S1), 13 postgraduate programs (S2), and 4 professional programs. Atma Jaya Catholic University of Indonesia has 3 campuses: Semanggi Campus has the Center for Nation Development and offers various studies relevant to the synergy of the business-government community; Pluit Campus has the Center for Health Development and provides exceptionally qualified and internationally recognized medical and pharmaceutical education through the experiential learning hospital method at Atma Jaya Hospital; and the BSD Campus has the Center for Human Development and focuses on the development of student character, of those who are the successors of the nation.   http://atmajaya.ac.id

About BINUS University

As a leading private university in Indonesia with over 35 years of educational experience and impact, a student body of over 30,000, and 10 modern campuses, BINUS is at the forefront of the rapidly transforming higher education landscape of this resilient economy and democracy. BINUS is the number 1 private university in Indonesia and is among the top 1,000 universities worldwide according to the latest Quacquarelli Symonds rankings.

The educational approach of BINUS UNIVERSITY emphasizes innovation, entrepreneurship, internationalization, and strong industry links in a continuous effort to foster and empower society in "building the archipelago" (BINA NUSANTARA). http://binus.ac.id/ & http://global.binus.ac.id/

Media invitation
The presentation of the social entrepreneurship models developed during the hackathon and the announcement of the winners will take place on **25 July 2019 from 9 a.m. to 2 p.m. at BINUS University's Alam Sutera Campus**.

Media representatives are warmly invited to this event.

For a detailed rundown, media accreditation and other enquiries:
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