

WirkungsStart - Social start-ups made easy



Making the world a little better - and at the same time being entrepreneurial and securing your own livelihood?

That's what "social entrepreneurship" and "social startups" are all about, whether in the field of education, environmental protection, culture or development cooperation. More and more people are founding companies that are not just about profit, but with which they want to actively address problems in our society, whether here locally or elsewhere in the world.

Some of the most exciting "social startups" have been founded by people who are themselves affected by poverty, migration or discrimination. At the same time, it is also particularly difficult for people in these situations to start a business and make it successful.

This is where the WirkungsStart project comes in. We assist people in socially problematic situations to become entrepreneurs. We provide information about the opportunities and challenges of starting a business - and whether and how it makes sense to pursue social or ecological goals in the process.

For this purpose, we have joined forces as project partners with different competencies. Migrafrica, Caritas Cologne and In Via have many years of experience in supporting people in difficult life situations - whether with psychological problems, with issues with authorities or with education and training. KölnBusiness is the business development agency in Cologne and helps people to start or develop businesses with the "Startcenter". Minds & Makers is an agency that helps people develop their ideas and concerns into business models. And Martin Herrndorf as a freelance consultant has supported numerous "social entrepreneurs" in their start-ups.

Together, we help people in difficult situations to start up their own businesses - preferably with a social or ecological added value.

For this purpose, we are launching an information campaign in 2023 and will offer intensive support for people interested in a social-ecological start-up from April to October 2023.

If you are interested in the project, whether as a supporter or as an interested founder, please contact Katharina Schück schueck@migrafrica.org.

The project is funded by Google.Org and SEND e.V. within the framework of the "emp:our now" project funding.

Welcome to WirkungsStart- the inclusive social entrepreneurship incubator for Cologne!

We are a community of people who are committed to a more socially just society and believe that entrepreneurship is a force that can bring about positive change in our society. That's why we founded WirkungsStart to support social entrepreneurs and help them grow their ideas and businesses.

Our incubator provides a variety of resources and services for social entrepreneurs, including mentorship, networking events, workshops, and access to funding. We foster the development of innovations that provide sustainable solutions to social and environmental challenges.

At our company, everyone is welcome. We believe diversity and inclusion are important to achieving the best outcomes and creating a better world for all.

If you are interested in social entrepreneurship and live in Cologne, we invite you to become part of our community. We are always looking for suitable participants for the project. If you would like to participate yourself, or if you know someone who might be interested in the project, please contact us!