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# PRESS RELEASE

## Entrehubs

Together with the project partners from Cyprus, Turkey and Greece, Karlshochschule International University organized the closing event of the 2-years Erasmus+ project about Entrepreneurship Education. Under the title: "Social impact & Sustainability in Entrepreneurship Education - match or clash?" Karlshochschule invited a diverse mix of stakeholders from Higher Education Institutions, entrepreneurship organizations, student associations, entrepreneurs and academic staff to disseminate the project results and to further examine how social impact and sustainability in entrepreneurship education can drive innovation within companies. Over 100 participants joined the hybrid conference both online and on site, following several presentations and two workshops.



## FINAL CONFERENCE

The final ENTREHUBS conference was held as a hybrid event via Teams webinar and on site at Karlshochschule International University in Germany. The event aimed to disseminate project results among educators, academic staff, entrepreneurs, entrepreneurial organizations, and experts.

Additionally, it sought to further explore the ENTREHUBS conceptual approach and examine how social impact and sustainability in entrepreneurship education can drive innovation within companies.

# FUTURE SKILLS

The opening speech were hold by Prof. Dr. Ulf-Daniel Ehlers, head of the research group "Next Education", who introduced several entrepreneurship education frameworks.



Furthermore, he discussed the significance of micro-credentials in developing entrepreneurial skills and pointed out that entrepreneurship education is a lifelong learning journey.

Prof. Dr. Robert Lepenies from Karlshochschule presented the ENTREHUBS project results. He emphasized that the project team reflected on a more holistic approach to entrepreneurship education, encompassing not only business-specific knowledge but also personal development, social and ethical dimensions. He explained the educational approach of ENTREHUBS project, which focuses on co-creating educational materials and fostering value creation. Based on this approach, the partnership collaboratively developed new training materials for educators as well as an Online Summer Course for students. Notably, Karlshochschule issued ECTS points for students from the University of Cyprus.



## PARALLEL WORKSHOPS

### **Entrepreneurship Education and your Future Skills**

Prof. Dr. Wendelin Küpers (Karlshochschule) introduced the concept of "Bildung" (education) as practiced at Karlshochschule, framing it as a form of "Transversity" that transcends the traditional higher education institution model. This approach aims to cultivate transformative capabilities. Laura Eigbrecht (DHBW) introduced the Future Skills Kompass tool, explaining its goals, uses, and theoretical context. Participants were then invited to test the online tool and to reflect on their experience.

### **Spotting Opportunities to Become a [Social] Entrepreneur**

Maria Lavithi Howard from Cyprus University highlighted her own experience in becoming an entrepreneur and which were the opportunities that helped her to found her own company. Participants were invited to spot their opportunities and collaboratively develop a start-up idea in small groups. Engaged discussions about social impact of business ideas followed the session.

# ORDERED MIND AND MAGIC

The conference concluded with a keynote by Manouchehr Shamsrizi, Social Entrepreneur and Co-Founder of "gamelab.berlin". He began by unpacking his title, "As if an ordered mind were speaking to us," a quote from Heinrich von Kleist: Manouchehr explained that technology is often perceived as an "ordered mind", largely because many people struggle to understand the technological innovations that shape our lives.



As a result, we may begin to believe that there is some sort of magic behind these advancements. He emphasized that technology has the potential to stimulate our imagination and foster creative thinking. Manouchehr argued that entrepreneurship education should embrace a more playful approach to encourage imagination and innovative thinking by using technology.



**Karlshochschule**  
International University



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