

GENERATION-D. Ideas for Germany. Let's join hands.

Summary:

GENERATION-D is a nationwide, interdisciplinary competition of ideas for students in Germany. In the summer term 2009, we are, for the second time, searching for innovative and sustainable project ideas. We also provide assistance to the realization of the best projects. GENERATION-D is a nonprofit initiative, which is organized by students. The objective behind GENERATION-D is to shape our future positively under economic, ecological and sustainable aspects.

Who are the founders?

The four founders and currently cooperating partners of GENERATION-D are:

- Allianz SE: the world's largest financial services provider
- Bavarian EliteAcademy: a foundation dedicated to assisting outstanding students in developing ethics-based leadership skills
- Stiftung Marktwirtschaft: a market-oriented economic policy think tank
- Süddeutsche Zeitung: Germany's largest national newspaper

The four founders encourage business ideas, volunteer initiatives, and ideas for improvement – all of which could solve existing problems that challenge our society.

No Limits for Ideas

All students, no matter of their field of study, are invited to submit their ideas. All participants should

- think creatively about the challenges Germany is facing
- be willing to influence their own and Germany's future with good, sustainable ideas
- show that the necessary change in Germany can not only be achieved by political and economical reforms, but also by their own commitment

Three Categories of the competition:

Work, Economy and Environment

- Economy and Ethics
- Mobility and Transport
- Sustainable Business Ideas
- Innovative Work Environment

Education and Culture

- Trend-setting Educational Concepts
- Culture in an Environmental Society
- Art as a Social Capability
- Personal Balance in an achievement-oriented Society

Social Society

- Health and Society
- Living Democracy
- Challenges of the Demographic Change
- Integration

What do the winners get?

The ten best teams will be invited to spend a weekend in Berlin where they will have the opportunity to present their ideas to the general public. The three winning teams will receive an award at the "Führungstreffen Wirtschaft" organized by the Süddeutsche Zeitung that will bring them together with top managers from the German business world. The competition will award prize money totalling 15,000 Euros.

In addition to seeking ideas, which get realized and shape the future, we help the best teams to realize their ideas by searching for mentors and organizing workshops in Berlin.

How do we select the best ideas?

The winners are selected in a two-stage process by an independent selection committee. Its majority consists of students (of the organization team) that come from the Bavarian EliteAcademy. In addition, a high-ranking representative of each cooperation partner joins the jury.

Our goals

The GENERATION-D team is committed to our social order. In times of economic crisis we believe that strengthening the principles of our social market economy is vitally important. Everyone, including political, economic, and social stakeholders, has to assume responsibility. We want our younger generation to become actively involved in shaping our country's future. Therefore, we initiated this competition in which we are looking for students with creative and sustainable ideas that deal with the economic or social challenge Germany is currently facing. Our evaluation criteria include creativity, sustainability and feasibility, which we believe will make the implementation of their ideas a real possibility.

Vision

Our long-term vision is to build GENERATION-EU. Not only in Germany, but all over the European Union young people are working on different challenges regarding economy and society (in their countries). GENERATION-EU wishes to be a platform for exchanging experience gained by teams of different countries.

Contact

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