MEET+CHANGE – Core Idea

Social responsibility is increasingly important in business and institutions.

Companies are simultaneously facing growing structural changes and fundamental change processes.

These developments also place new demands on event planners.
MEET+CHANGE – Core Idea

MEET+CHANGE responds to these demands by promoting social and socio-cultural spaces for events in Berlin. For example:

+ Creative workshop in a children’s home
+ Strategy presentation in a primary school
+ Team building in an inclusive workshop
+ Seminar in a family support centre
MEET+CHANGE – Core Idea

This offers companies the opportunity of:

+ Contributing social value added
+ Benefiting from a change of perspective
+ Exploring new views and rethinking processes
+ Having a sustainable positive influence in helping to shape society
MEET+CHANGE – Core Idea

MEET+CHANGE also responds to the needs of social and socio-cultural facilities.
The facilities benefit from:

+ **Value added** in the form of a **material or monetary donation** which they decide on themselves

+ **Social recognition**

+ **Contact to the business sector and potential customers or partners**
MEET+CHANGE — Core Idea

MEET+CHANGE also reflects our own attitude:

+ Working together with clients to create a new impetus and generate something socially meaningful

+ Directing activities and budgets to areas where they are needed and can have a sustainable impact

+ At the same time, designing an initiative that gives something back to Berliners
MEET+CHANGE – Roots

During the Global Social Business Summit 2015, the first successful workshops held with the circ agency and independent social bodies and partners:

+ Children’s home
+ House for refugees
+ Café for people with addictive disorders
MEET+CHANGE – Launched in 2016

+ Integrating Berlin’s district authorities
+ Building partnerships with social agencies, institutions and bodies
+ Creating workshop modules
+ Drafting contracts for use
+ Producing ‘set cards’ and various marketing materials in English and German
MEET+CHANGE - Locations

Conference and meeting rooms offered in four sizes; initial plan:

+ Location A – up to 20 participants
+ Location B - 20 - 50 participants
+ Location C - 50 - 100 participants
Conference and meeting rooms offered in **four sizes**:

+ Location D – **up to 400 participants**

Due to the surprisingly robust demand in this segment, the portfolio of cultural facilities has been expanded.
MEET+CHANGE - Locations

+ Inclusive workshop for people with disabilities in Berlin-Pankow
+ Primary school focusing on music and reading in Berlin-Mitte
+ Residential facility for children and young people in Berlin-Neukölln
+ Family support centre in Berlin-Wedding
+ Counselling and self-help contact centre in Berlin-Moabit
+ Community centre in Berlin-Reinickendorf
+ Inclusion neighbourhood for people with disabilities in Berlin-Mitte
+ Sustainable arts centre in Berlin-Neukölln
+ International cultural centre in Berlin-Tempelhof
INCLUSIVE WORKSHOP
A recognised workshop for people with disabilities in Pankow, providing medical, vocational and social rehabilitation and support for people who are disadvantaged, disabled or with mental health difficulties.
This primary school has a specific focus on music and reading, and specialises in teaching the children in mixed-age groups.
Example of a workshop setting
Supporting people to be hopeful & joyful
“Even at first glance, it’s clear how much potential this format has for everyone involved.”
Making Berlin’s USP visible: sustainable – social – innovative

Developing the Berlin network

New formats and services for clients

Increasing own revenues
MEET+CHANGE - Contact

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