

Value of Failure

German Stakeholder Alliance
Action Plan - Draft

**Value of Failure
Action Plan Germany - Draft**

Establishing an Alliance of Stakeholders in Germany

The German Alliance is moderated and organized by thevisionworks. Steps have been taken to invite stakeholders who represent key interest groups to become involved in the Alliance and to commit to improving the business and cultural environment for second chance entrepreneurs across Germany – with a special regard to East Germany.

Initial stakeholder groups:

- **Enterprise support providers.** The regional networks of Entrepreneurship support – especially those allocated to HEIs in the region.
- **Small business owners and entrepreneurs** – including those who could be classified as ‘honest failures’ and are considering a second chance at business ownership.
- Representatives from the **Vocational and Higher Education sector.** Given that entrepreneurship in people may be promoted or discouraged during their educational experience, third level educational institutions are key stakeholders in this project. This group is especially important for the implementation of the Value of Failure Courses.
- Representatives from other **business organisations**, especially IHK Halle-Dessau (Chamber of Commerce) and Handwerkskammer Halle-Dessau (Chamber of Crafts).
- **Business Consultants** (especially those with a focus on restruction and reorganization) as they are important multipliers who have first hand contacts to companies who are about to fail.
- **Media** is a very important stakeholder group for the dissemination of the topic and the project/ its outputs.

Note: As the project progresses, this Action Plan will be amended with further proposed actions added to aid the publicity and dissemination of results.

Identified need / issue	How to solve the issue	Anticipated outcome
Bad perception of “failed entrepreneurs” in European Society and especially in East Germany as a post-communist region	Traditional Media Campaign (Awareness)	To create a general understanding about the importance of the topic and to change the perception of failure in general and business failure in specific
	Social Media Campaign (Awareness)	
General Fear of Failure	Developing a Value of Failure training course for students	To create a mindset that failure in general is an important part of learning and personal growth. To give students tools at hand to cope with failure and to draw the best learnings possible out of failures.

Businesses often don't realize that they are about to fail. If they failed, they do not know how to restart again	Developing a Value of Failure training course for entrepreneurs and second chance entrepreneurs.	To provide tools to realize and prevent risks of failure and to provide tools to prevent failure in the future when starting the business again.
	Dissemination of the courses to multipliers	Dissemination of the VOF Courses to potential multipliers who will implement the courses into their curricula and services.
Entrepreneurs do not know where to go when they fear that their business might become a failure	Cooperation with "fuck-up-night" and presentation of Value of Failure on one of their conferences.	Fuck-up-night is a global network of organizations promoting second chance entrepreneurs, especially promoting networks of failed entrepreneurs telling their story and providing lessons learned.
Second Chance entrepreneurs have less chances to acquire finances (public and private)	Create awareness amongst financiers on events (e.g. G-Forum/ Investforum)	G-Forum is a platform for entrepreneurs and stakeholders (especially support providers and financiers). It is important to raise the awareness for the topic in those groups and to make them part of the Value of Failure Courses

Project Partners:



thevisionworks



Funded by:



Erasmus+