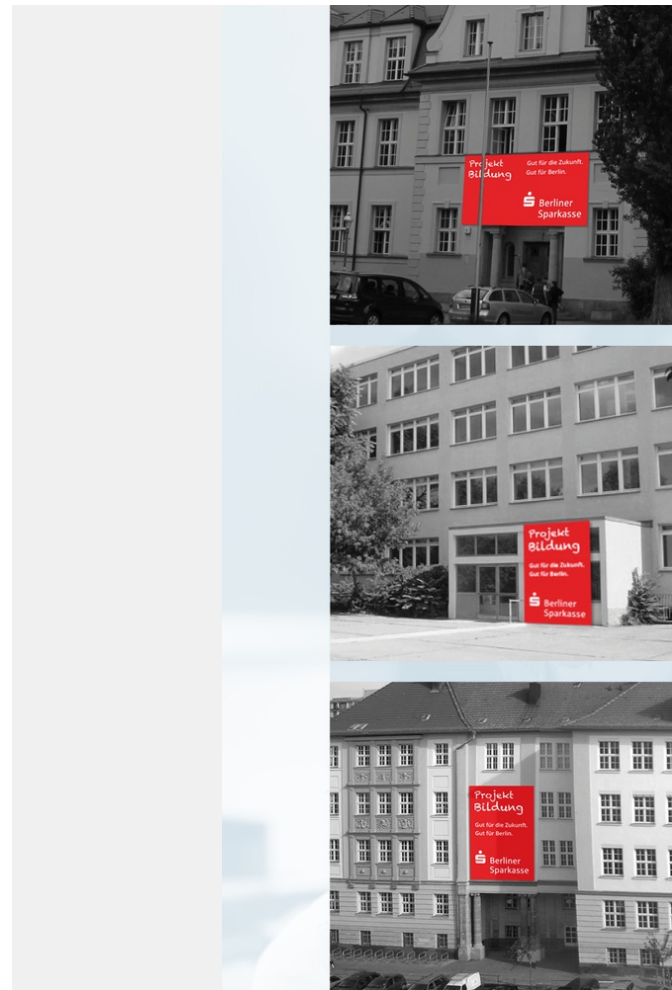


1/9 Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.



Projekt
Bildung

Gut für die Zukunft.
Gut für Berlin.



Berliner
Sparkasse

Solution

In the districts with a high percentage of socially disadvantaged families (unemployed, foreigners, ...) the schools have many problems. The kids don't have good german language skills, their parents can not give them any support.

So it seems to be a good idea to give money to projects, which give special support to these kids. Schools or teacher could apply for a financial support and a committee of education experts could decide about it.

Status: 17.06.2018

2/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

Please describe your idea in one sentence.

Support school projects in areas with socially disadvantaged families gives better education and hope/future to kids.

3/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

Who will benefit from your idea, hence whom is your idea directed towards?

At first the kids and teachers who work in the supported projects will benefit from the financial help. But in the end it is an investment in the future of Berlin.

4/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

Why is your idea “good for Berlin”?

A better education means less unemployment, less violence in the streets, less racism, ...

5/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

How many people do you think will benefit from your idea?

Every Berlin citizen will benefit from this project – because it creates a positive mood in the town, to see that someones cares about the education of socially disadvantaged kids.

6/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

In what way does the Berliner Sparkasse gain visibility through your idea?

The Sparkasse can use the "Projekt Bildung" as an occasion for positive media and press work – under the motto "Do good and talk about it". It is also possible to have flags or sign in front of every supported school.

7/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

Which kind of people and how many of them will take notice of your campaign?

If there is a good public relation behind this project, it can reach the people all over germany.

8/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

How much do you estimate the annual budget for the implementation of your idea to be?

The 200.000 € can be used for several projects in different amounts.

9/9

Projekt Bildung

Support school projects in areas with socially disadvantaged families gives future to the kids.

Creative's profile



Creative's top 5 skills

Graphic Design, Product Design