

Executive Summary

Impact entrepreneurship is a new business approach of high relevance and importance. It enables a modernised and sustainable way of thinking, which is needed in facing today's global challenges. The startup "Impact Plek", located in Apeldoorn, Netherlands, envisions to reform the existing entrepreneurship by creating innovations that accelerate the transition to a new economy. The company aims to build a diverse community around impact entrepreneurship, sustainable businesses and responsible engagement. However, the startup lacks publicity and attention to form a solid association. Therefore, the project's goal is to increase engagement and grow the number of members of the Impact Plek community.



The project group MindFull consists of five first-year students following the study program Global Project and Change Management at Windesheim Honors College in Zwolle. The bachelor course focuses on sustainable development and environmental awareness, encouraging students to resolve problems from a global perspective.

In order to maximise the capacity of members within the startup, the project intends to expand the network and raise awareness about impact entrepreneurship and the organisation. To successfully solve the challenge, the project is based on establishing a Social Media Campaign and promoting the new membership system of "Impact Plek". Hence, the Social Media Campaign is used to provide better insights of occurrences and events at the startup, as well as to grow the brand and enlarge the target group.

The objectives of the Social Media Campaign are divided into three subsections, advertisement, branding and content creation, all aiming to reach out to a broader audience, receive more participation and engagement and catch the maximum attention of social media users. The project group defined different approaches to achieve the project scope by announcing upcoming events, informing about the membership and posting interviews and visuals on Instagram.

The main focus of this project is the implementation and execution of a social media strategy and advertising campaign. The execution phase of this project will start at the beginning of February 2022, will last for 17 weeks and closes towards the end of May 2022. Besides, as agreed in previous meetings, the available budget will be discussed after the planning phase. Thus, only the estimated budget of 500 euros is noted. To ensure a successful project execution, the project team will make use of project management tools to monitor and control potential risks by utilizing a risk management plan and mitigation/response strategies.

In conclusion, the goal of this project is to grow a network of impact entrepreneurs and change makers that want to get involved and create a social and environmental impact. Therefore, the project's outcome will lead to a transition of a green economy, diverse community and cluster of sustainable businesses at "Impact Plek".