



Dr. Andreas Rickert, PHINEO gemeinnützige AG (ed.)
Bettina Kurz, Doreen Kubek

Social Impact Navigator

1. edition 2017, 144 pp (PDF)

Free of charge

[↓ Download](#)

Imagine you want to take a sea voyage. How do you plan your trip? First, you probably think about where you should go, who you want to take, and how you can bring your passengers safely to their destination. You'll have to decide what ship and what crew you'll need to accomplish this. You'll plan your course, and think about the supplies you'll have to take along. Once you've organized all these necessities, and passengers have booked their trip, you can set off. While under way, you and your crew continuously monitor whether you're still on the right course, or whether adjustments need to be made. You take care of the passengers, and respond to their requests. It turns into a lovely trip, and the passengers praise the service and the amenities on your ship. At the end of the voyage, everyone arrives safely and disembarks satisfied. You, too, are generally satisfied with the way the trip has turned out. In retrospect, you might do a few things differently. Maybe one of the passengers was seasick, and there were no appropriate medicines on board, or another was badly

sunburned. For the next trip, you'd make sure to have travel medicine and sufficient sunscreen along, in order to be able to respond to different weather conditions and the needs of your passengers. Then the journey will certainly be even more successful. But what does any of this have to do with this guide or the issue of impact orientation?

Project

- [Damit Engagement wirkt](#)

CONTACT - CONTENT



Bettina Windau