

# Building a sustainable business plan: *Pelikanhaus (Germany)*

## Description

In cooperation with Alexianer GmbH, students from the marketing department developed a sustainable business plan for the "Pelikanhaus". The "Pelikanhaus" is a project of the Alexianer GmbH and the Clemenshospital, where parents of children, who are especially hospitalized for a long time, are offered a "home".

Due to the COVID-19 pandemic, the semester project had to be done online in the summer semester of 2020. Therefore, the entire classroom had to be set up virtually. This included video conferencing, digital project management or shared drive.

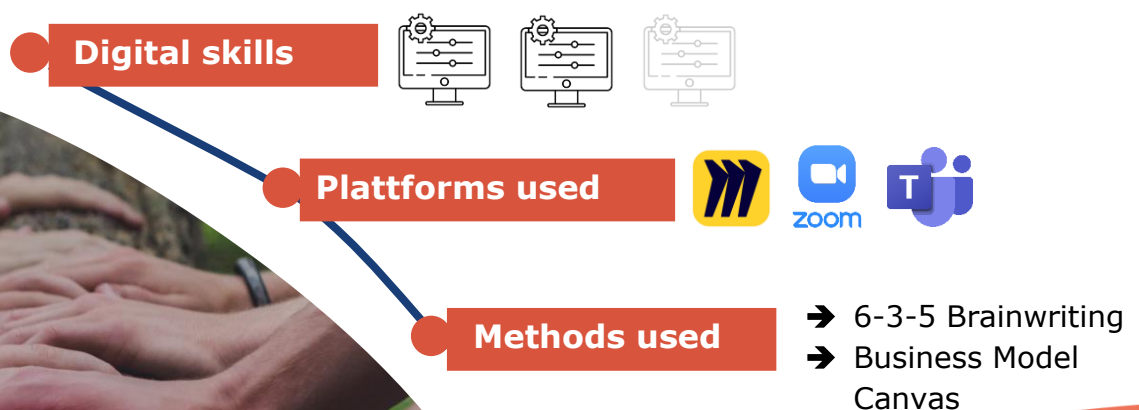
## Partner organizations

- [Alexianer GmbH](#) (Germany): Company in the health and social economy
- [FH Münster University of Applied Sciences](#) (Germany): Master and bachelor Students
- [Science-to-Business-Marketing-Research Centre](#) (S2BMRC, Germany)

## What worked well?

Business model design using Miro and Canvas method

- **Learning:** Business model design can be done online using digital creativity tools



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## CoCreAid Kit 4.0

The CoCreAid Kit 4.0 focuses on overcoming barriers to cooperation arising when HEIs and NGOs co-create digitally. By offering a digital platform with various digital tools and methods, the aim is to increase social impact in participating European countries and beyond.

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