

# Social Entrepreneurship for Local Change

International Study Programme

March – June 2016

Offered by the ERASMUS+ Strategic Partnership



Co-funded by the  
Erasmus+ Programme  
of the European Union

# For whom?

Are you a **business or economics student** who cares about **social and environmental problems**?

Are you an **agronomy student** who wants to make agriculture **more beneficial for society and the environment**?

Are you a **planner, designer or artist** who wants to learn **how to start a business** that helps solve social problems in your everyday environment?

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# For whom?

Are you **curious** about other people and their knowledge?

Are you eager to get to know **other Europeans** – academics like you but also citizens and their local issues?

Do you believe in your capability to **create something new**?

**In short:**

Would you like to become a **social entrepreneur**?

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**Then join us this spring!**



***Because everyone can become an entrepreneur!***

# What is Social Entrepreneurship?

## Basic definition

A social entrepreneur applies business tools for solving social and/or environmental problems.

Success is primarily measured by the ***degree of social impact*** and not by monetary profit alone.



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# The Strasbourg Declaration, 2014

*“Europe’s economic and social model needs to reinvent itself.*

*We need growth that is fairer, greener and anchored in local communities.*

*A model that values social cohesion as a genuine source of collective wealth.”*

[http://ec.europa.eu/internal\\_market/conferences/2014/0116-social-entrepreneurs/declaration/index\\_de.htm](http://ec.europa.eu/internal_market/conferences/2014/0116-social-entrepreneurs/declaration/index_de.htm)



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# Social Entrepreneurship is a global movement



The Schwab Foundation at the global level to highlight and support a select community of social entrepreneurs and their agendas that improve the world.

SCHWAB FOUNDATION FOR **SOCIAL ENTREPRENEURSHIP** World Economic Forum.


HOME SOCIAL ENTREPRENEURSHIP

## Home

Featured




Grameen Founder - Muhammad Yunus




History of Grameen Bank

Micro-Credit  
Things to Remember When Borrowing Money



What is Microcredit



Business Unsecured Loans



ASHOKA INNOVATORS FOR THE PUBLIC



Home Program Lineup Tickets About f

## THE CUTTING EDGE CONFERENCE ON SOCIAL INNOVATION & ENTREPRENEURSHIP

# TAKE ACTION. LEAVE IMPACT!

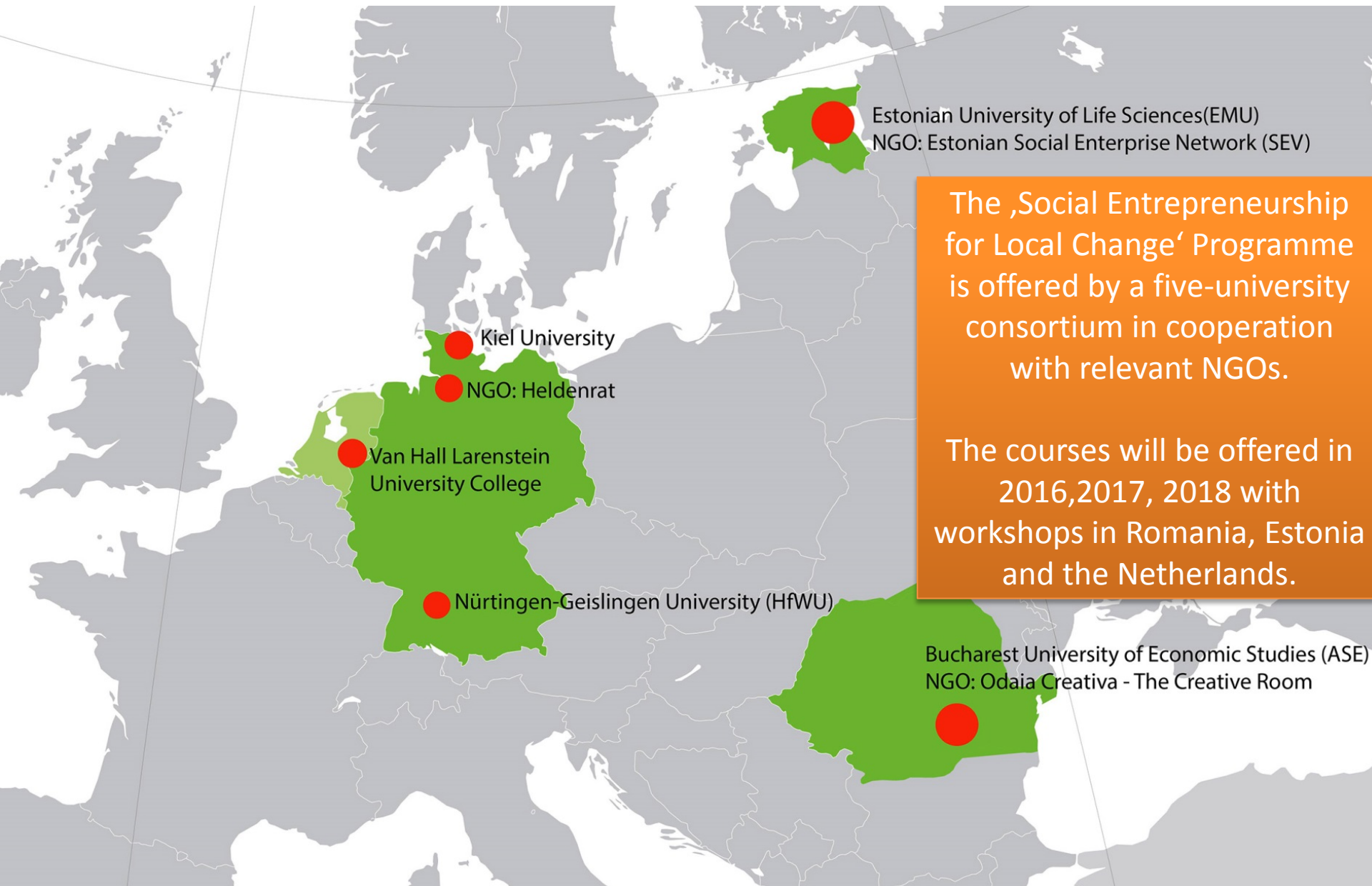
31 OCTOBER 2015  
TONI-AREAL ZURICH

ABOUT FELLOWS FOCUS AREAS ENGAGE GIVE NEWS

IMAGINE A WORLD WHERE EVERY YOUNG PERSON HAS THE SKILLS TO SUCCEED AS A CHANGEMAKER...

Join us in making this vision a reality. #StartEmpathy #ThinkitUp  
LEARN MORE >>

# The project consortium



Estonian University of Life Sciences(EMU)  
NGO: Estonian Social Enterprise Network (SEV)

Kiel University

NGO: Heldenrat

Van Hall Larenstein  
University College

Nürtingen-Geislingen University (HfWU)

Bucharest University of Economic Studies (ASE)  
NGO: Odaia Creativa - The Creative Room

The ,Social Entrepreneurship for Local Change' Programme is offered by a five-university consortium in cooperation with relevant NGOs.

The courses will be offered in 2016,2017, 2018 with workshops in Romania, Estonia and the Netherlands.



# What we offer:

- **Twelve live sessions on the internet** with international lecturers and invited speakers
- The possibility to **receive a grant** for attending a **10-days workshop in Romania**, hosted by the Bucharest University of Economic Studies
- **Interdisciplinary and international group work** with students from Romania, Estonia, the Netherlands and other European countries
- Core knowledge for **developing your own start-up**
  - Identifying challenges and setting goals
  - Designing ideas
  - Designing your business model
  - Revising and evaluating your model

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# Your benefits:

- **Gain hands-on and practical skills** for developing your social business or helping others to do so – you can apply it now, later or in parallel to your professional career
- **Gain valuable international experience** by working in intercultural teams, practicing your English and applying your knowledge in an unknown spatial context
- **Distinguish your CV** with holistic and much-needed competences: design thinking, entrepreneurial skills and social responsibility
- **Learn how to work creatively and efficiently in a virtual team** – a relevant competence for a globalized economy

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# Seminar structure

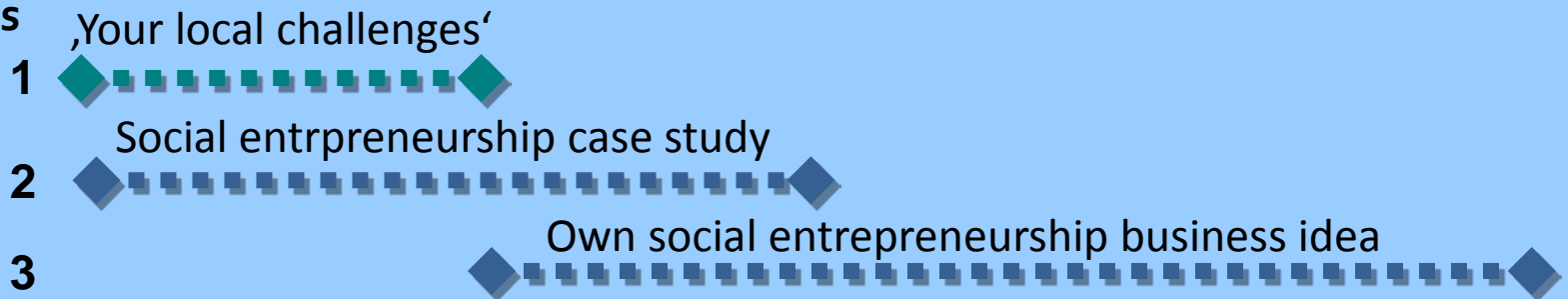
12.-22.05.2016  
Workshop Bucharest



Plenaries

1 2 3 4 5 6 7 8 9 10 11 12

Assignments



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# The Bucharest Workshop

- Time frame** 12.-22.05.2016
- Host** Bucharest University of Economic Studies in cooperation with NGO Odaia Creativa
- Activities** We will elaborate social entrepreneurship ideas and business models in the context of the urban landscape of Bucharest



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# Formalities

- Participation in this course is open to **all study programmes**
- Participation is **free of charge**
- **Academic recognition** for successful completion will be as follows:
  - 5 ECTS for the online part
  - 5 ECTS for the Bucharest workshop
  - Max. 10 ECTS in total
- Successful participation in the online part is **a requirement** for participating in the Bucharest workshop.
- However, participation in the 10-days Bucharest workshop **is limited**. Each participating university can offer **seven grants**, covering travel and subsistence. A small student contribution (max 100 Euro) will be required.
- A limited number might participate on a self-paid basis.

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# Formalities

- There is no limit regarding the number of participants in the online course. **Any interested student** (or graduate, young professional) is invited to attend.
- All participants who **successfully complete** the assignments of the online course will be issued a **certificate** on behalf of the 5 academic institutions involved.
- Students attending the online course but not the workshop in Bucharest can be offered an **alternative assignment** in order to complete the maximum of 10 ECTS if needed.
- Also **passive participation** (i.e. ‚listen-only‘) in the online course is possible, but **no certificate** will be issued for this participation mode.

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# Registration and deadlines

**Active participants** in the online course (5 ECTS)

**Registration deadline:** 15th of March 2016

**Passive participants** (no ECTS) can register at any time.

**Participation in the Bucharest workshop** (5 ECTS) requires personal application. Your application needs to include the following:

- A letter of intent explaining your motivation for participating in the workshop
- CV and current transcript of records
- English language certificate (if available)

**Application deadline:** 1st of March 2016

**Registration/application link:** <http://bit.ly/1OZgu5S>



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# More information



**Course and registration**

<http://bit.ly/1OZgu5S>

**Facebook**

<https://goo.gl/Tht21B>

**Project website**

<https://www.hfwu.de/localchange>

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