



Social Entrepreneurship for Local Change

International Online Seminar

Session 2

Tuesday, 5th of April 2016

16 00 – 17 30 CET



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



Agenda

- **Welcome and short review**
- **Defining Social Enterprise**

*Lecture by **Dr. Roger Evans**, EMU Tartu, Estonia*

- **Social Entrepreneurship Stories:** Universitatea Alternativă
*Short presentation and interview with **Corina Angelescu***
- Outlook on **seminar process** and **assignments**

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Your participant map

<https://www.zeemaps.com/map?group=1926975>



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Your challenges

https://localchangewiki.hfwu.de/index.php?title=Social_Entrepreneurship_for_Local_Change_Spring_2016_-_Your_Local_Challenges

Social Cohesion



Margrit, Germany, Intergenerational



Emir, Bosnia, Ethno Village



Ana, Portugal, Social



Robin, distance



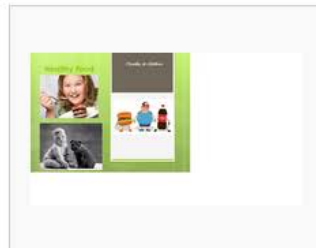
Joseph, Northern Ireland, Integration

Food, Health, and Nutrition

Food, Health, and Nutrition



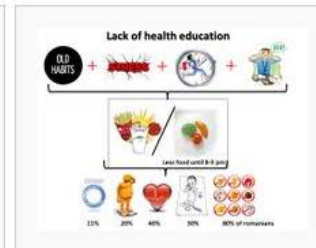
Diana-Antonia, Romania, Obesity



Cristina, Romanian, Obesity



Andreea, Romania, Nutrition



Simona, Romania, Health Education



Georgiana, Romania, Urban Agriculture



Baptiste, France/Germany, Agriculture



Yasmine, Germany, Food Waste



David, Netherlands, Food deterioration

...and many more....

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Our challenge

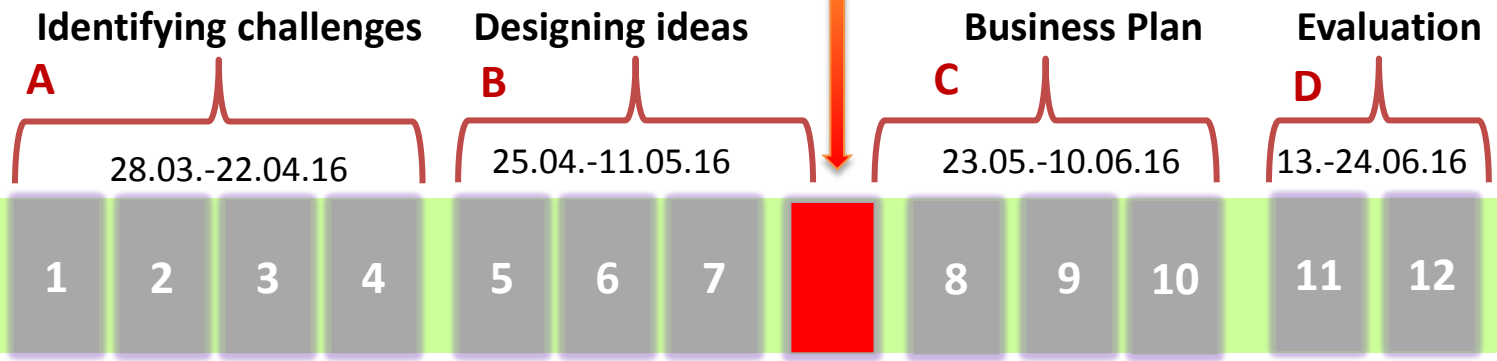
...balancing diversity and proximity of themes

to form the groups

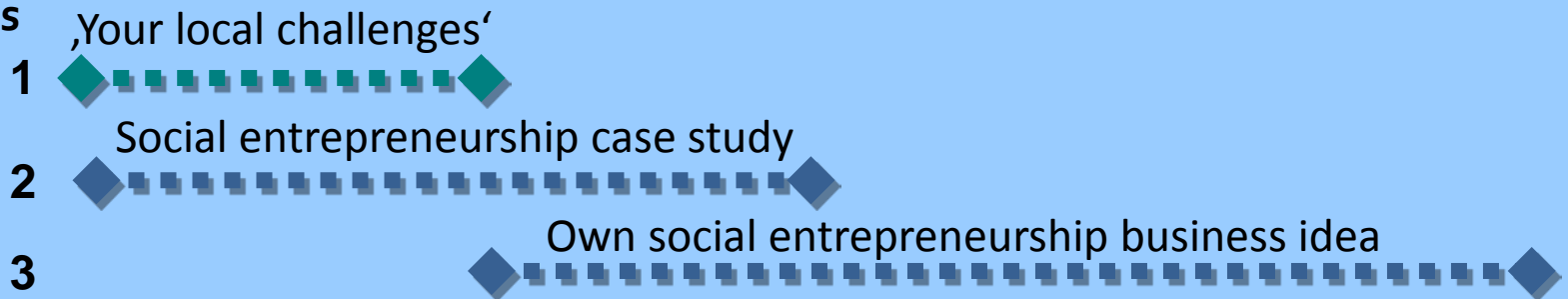
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Seminar structure

12.-22.05.2016
Workshop Bucharest
 (optional, separate application)



Assignments



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Defining the Social Enterprise

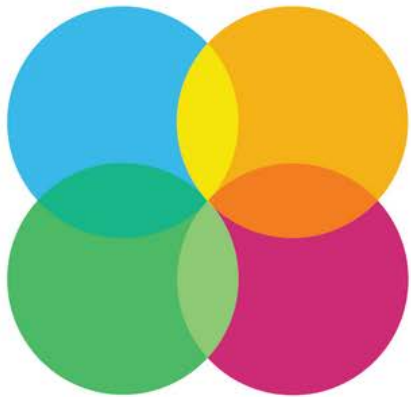
Lecture by Dr Roger Evans, EMU, Tartu Estonia



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Addressing Social Challenges

*The Alternative University with **Corina Angelescu***



Universitatea
Alternativă

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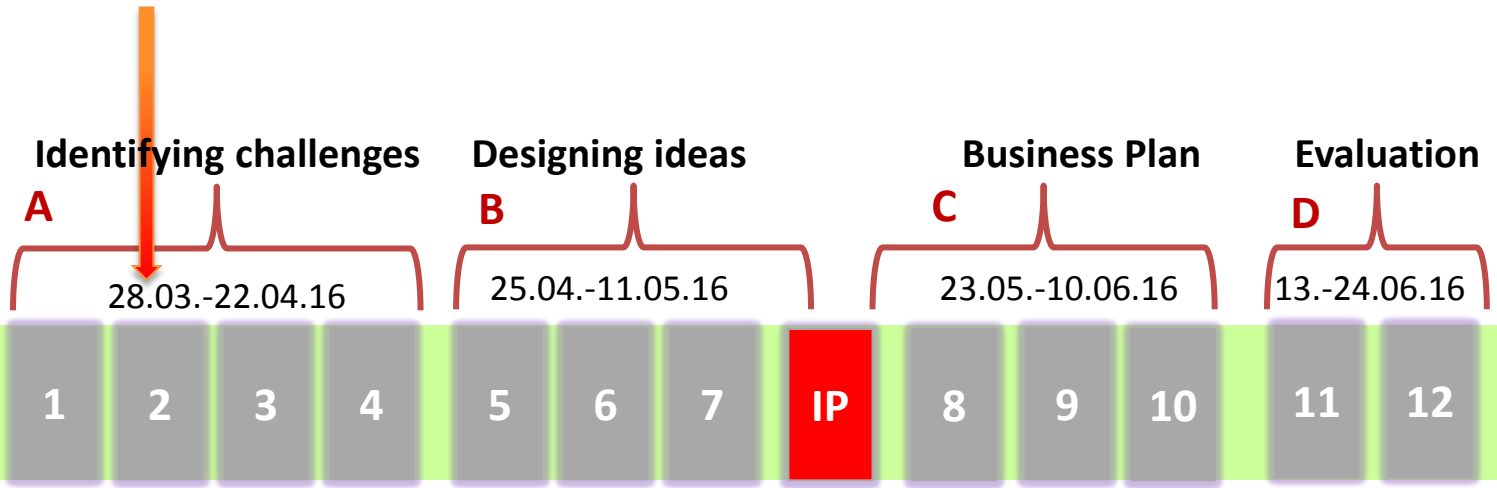
Many thanks to our lecturers and guests!



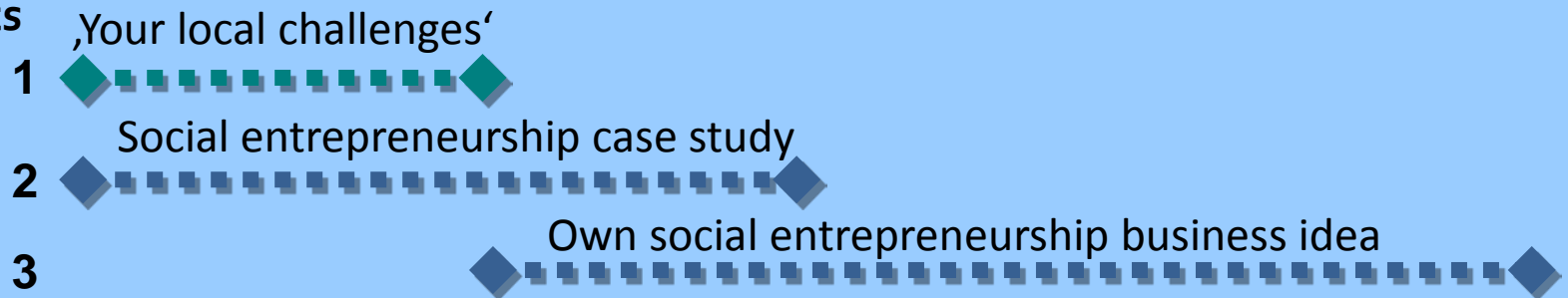
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Seminar process

Were are here today



Assignments



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Assignment 1: Find your local challenge

- Steps until next week, **Monday 12th of April**:
 - meet in your working groups to reflect on the challenge
 - Map important cause-effect relationships
 - Reflect on similarities and differences in your countries
- **Your working groups** will be formed on this basis:
 - related challenges
 - diversity of countries
 - diversity of disciplines

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Assignment 1: Find your local challenge

How to continue with the documentation?

- Your working group will receive an own page on the wiki with a template for documenting the challenges
- Each group prepares a 5 slides presentation until **18th of April 2016**
- You will receive a **template** for the presentation
- The group presentation will be on **19th of April**

Assignment 1: Find your local challenge

Any questions?



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Assignment 2: Field Research

After identifying your local challenge you are now invited to research what others are already doing in this field.

- What kinds of **business models exist** and how do they work?
- Which **individuals** are behind those initiatives and what motivates them?
- What could you **learn** from them?

- Contact a Social Enterprise
- Conduct an interview
- Reflect and document your case



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Assignment 2: Field Research

Individual work (one student per case):

- Identification of a local Social Enterprise and interview with one local Social Entrepreneur (ca. 45 minutes)
- Case documentation in the form of
 - 1) a case study template (this goes on the wiki) and
 - 2) a written report (ca. 5 pages)

Group work:

- Reflection of differences and similarities between the cases
- Presentation of findings in plenary (30 minutes per group)

Timeframe:

- Week 2-6 (5.4.-3.5.2016): Case study work (individually and in groups)
- Week 7 (**10.5.2016**): Case study template on wiki and group presentation
- Week 12 (24.06.2016): Submission of written report (5 pages with all information)

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Assignment 2: Field Research

Supporting documents:

- 1) Case Study Template
- 2) Interview Questionnaire
- 3) Consent Form
- 4) Guidline for Field Research

All assignment details are accessible on the Wiki via:

https://localchangewiki.hfwu.de/index.php?title=Assignment_2_%E2%80%93_Social_Entrepreneurship_Field_Research

Download supporting documents under:

https://ilias.hfwu.de/goto.php?target=cat_14681&client_id=hfwu

→ Overview via Screen Share

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Assignment 2: Field Research

Any questions?



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Next Session: Identifying Challenges and Setting Goals

Tuesday, 12th of April, 16 00 – 17 30 CET

Design Thinking

Lecture given by Frauke Godat, **CAU Kiel, Germany**



Addressing environmental challenges

Presentation + discussion with Dieter van den Broeck

Commonland – 4 Returns on Landscape Investment



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Thank you very much for your attention!



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