



# Social Entrepreneurship for Local Change

International Online Seminar

Session 1

Tuesday, 21<sup>th</sup> of March 2017

16 00 – 17 30 CET



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



# Agenda

- **Introduction** to the project and the seminar
- **What motivates social entrepreneurs?** *an interview with Riinu Lepa from the Estonian Social Enterprise Network*
- **What motivates you in this seminar?**
- **Landscape as the arena of challenges** : *placing your challenge*
- Outlook on **seminar process, activities** and **assignments**

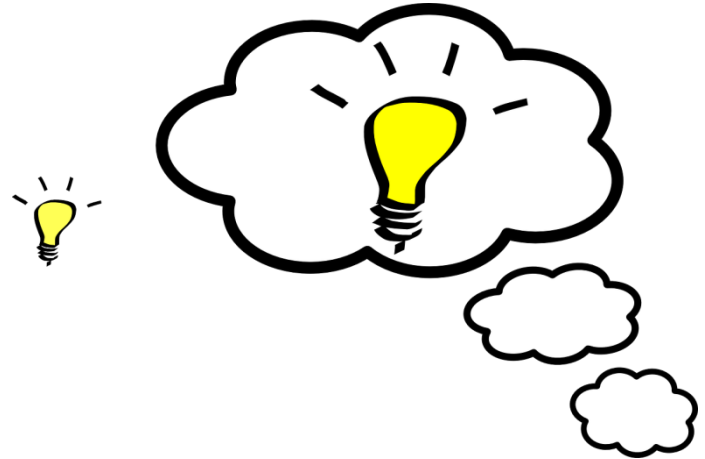
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# What is Social Entrepreneurship?

## 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.

→ We will look into this with more depth next week

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# Social Entrepreneurship is a global movement



The Schwab Foundation at a 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!**

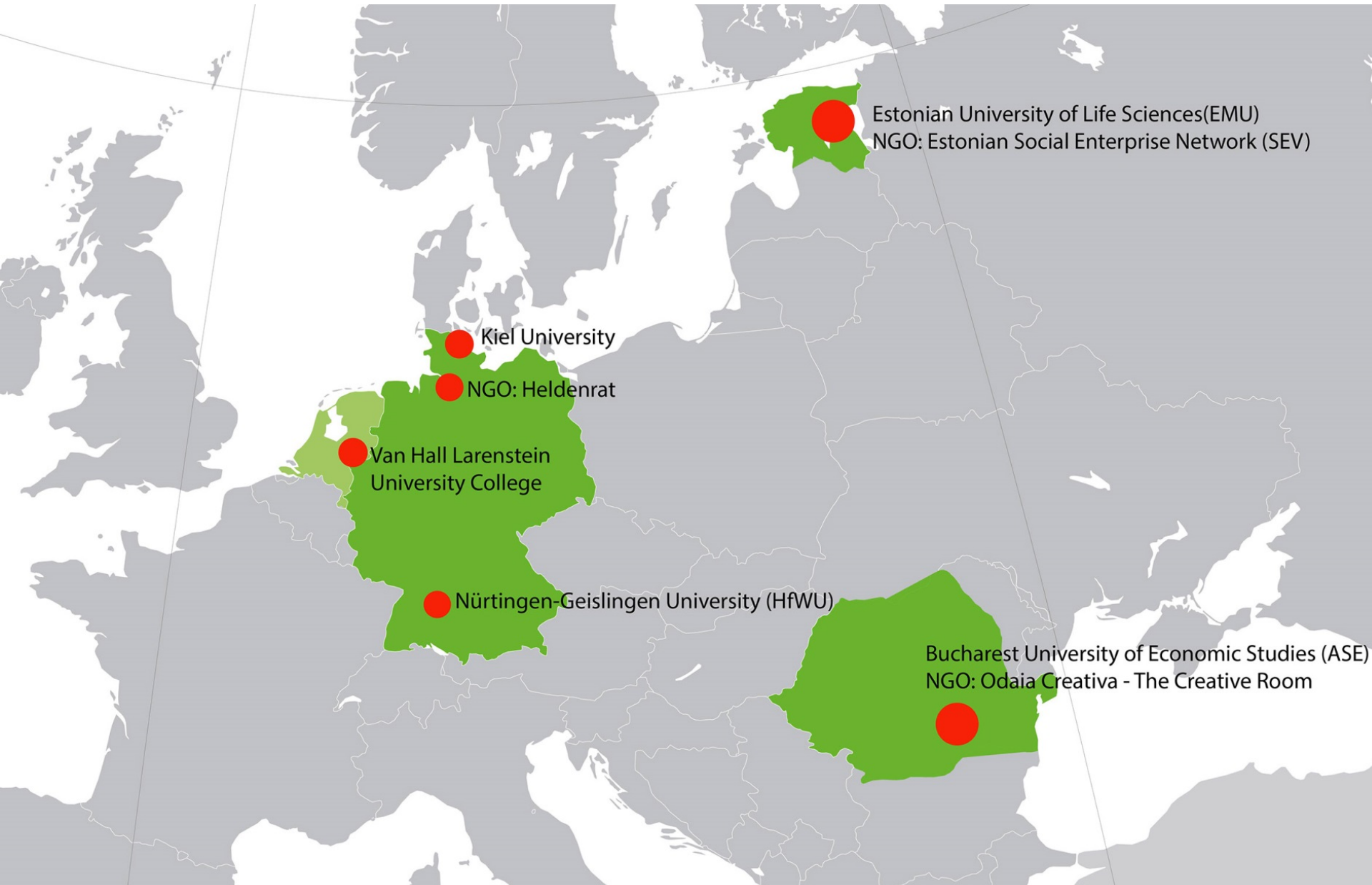
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- ABOUT
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IMAGINE A WORLD WHERE EVERY YOUNG PERSON HAS THE SKILLS TO SUCCEED AS A CHANGEMAKER...

Join us in making this vision a reality. #StartEmpathy #ThinkitUp  
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# The project consortium



# The project team



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# The teaching + evaluation team

**HfWU:** Ellen Fetzer (coordination),  
Erskin Blunck, Friedemann Baisch

**VHL:** Judith Jobse

**CAU Kiel :** Petra Dickel

**ASE Bucharest:** Monica Dudian, Carmen Păunescu,  
Carmen Acatrinei

**EMU, Estonia:** Roger Evans

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# The tutoring team

**HfWU:** Ellen Fetzer (coordination),  
Ana Maria Mihuş, Felix Toepler, Stuti Sareen

**VHL:** Daan van der Linde, Jitse Schaafsma

**CAU Kiel :** Susanne Köhler

**ASE Bucharest:** Simona Goia, Shahrazad Hadad

**EMU, Estonia:** Tarmo Pilving

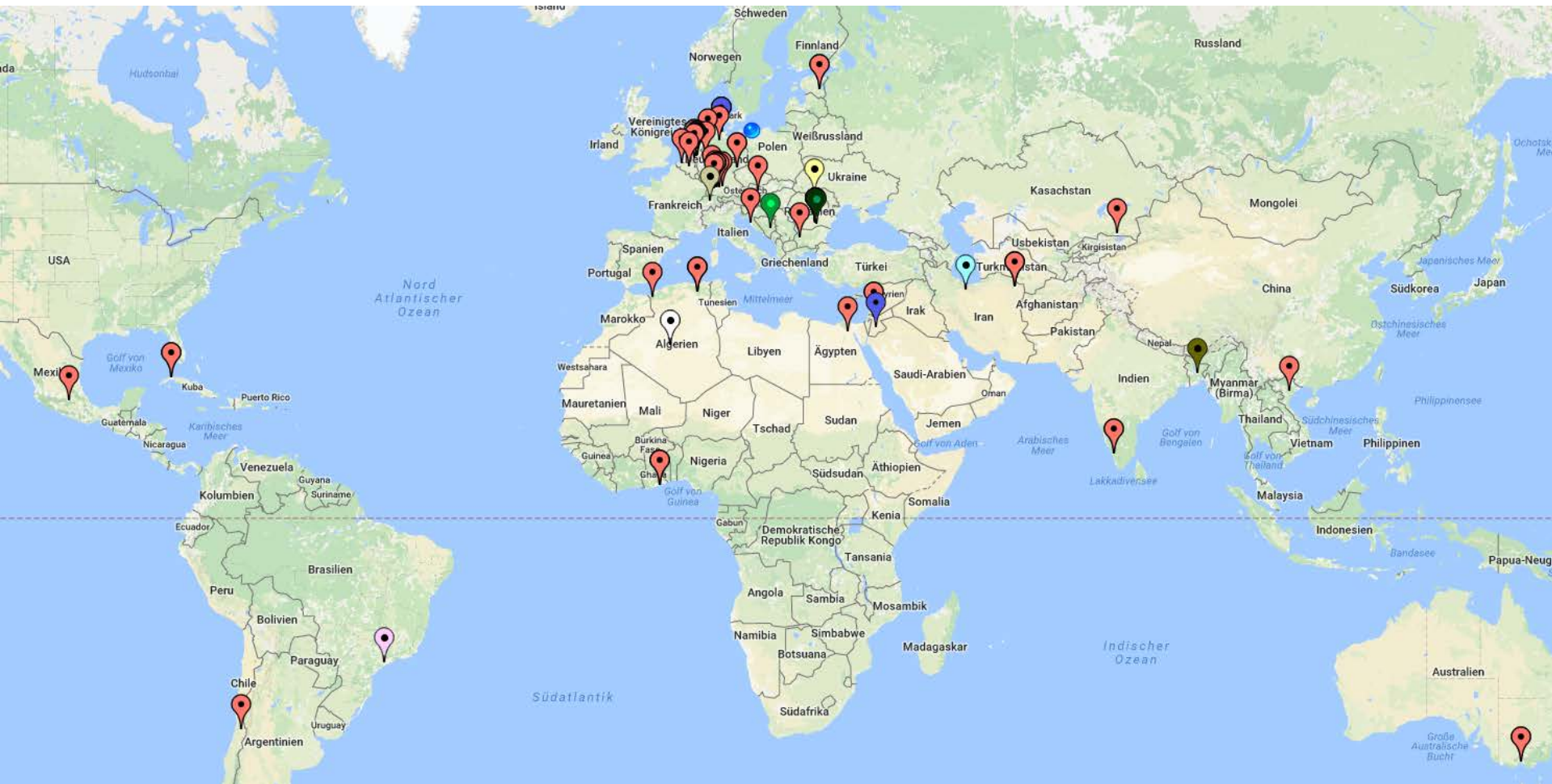
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# The seminar community

<https://www.zeemaps.com/map?group=2457811&location=Europe&add=1>



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# From where are you connecting to this seminar?



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# Seminar Media

## Seminar WIKI

<http://www.localchange.eu>

The screenshot shows the 'Seminar Social Entrepreneurship for Local Change Spring 2017' page. It features a navigation menu on the left with categories like 'About', 'Outputs', 'Project partners', 'Resources', 'Literature + Links', 'Glossary', 'Online Seminar 2017', 'Seminar Outline', 'Schedule', 'Local Challenges', 'Assignments', 'Working Groups', 'Session Minutes', 'Student Outputs', 'Intensive Study Programmes', 'Bucharest 2016', 'Course Archive', 'Seminar 2016', 'Help + Sandbox', 'Recent changes', 'Help', and 'Sandbox'. The main content area includes a 'Contents' table of contents with 12 items, a 'For whom is this course?' section with bullet points, and a 'Registration for active participation has closed now' notice.

- Course Schedule
- Assignments
- Team pages
- Minutes

## ILIAS

<http://ilias.hfwu.de>

The screenshot shows the ILIAS interface for the 'Online Course Social Entrepreneurship for Local Change 2017'. It includes a navigation bar with 'Magazin', 'Collaborations', and 'Online Course'. The main content area is titled 'Online Course Social Entrepreneurship for Local Change 2017' and contains sections for 'GENERAL SEMINAR INFORMATION' (listing PDFs for LocalChange\_SeminarandIP\_2017 and SELC Poster Online Course 2017) and 'SESSION MATERIALS AND RECORDINGS' (listing Session 1 and Session 2).

- Recordings
- Lecture slides
- References
- Upload area for reports

Direct links



Direct mailing  
Coordinator  
-> participants



<https://www.facebook.com/groups/1657583150924262/?fref=ts>

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# Talking to a social entrepreneur



## Riinu Lepa

From the Estonian Social Enterprise Network

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# What is your personal learning goal for this seminar?

→ Write a short answer to this poll

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# What we hope you will learn

- **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
- **Innovation by interdisciplinarity:** see your local challenges through the eyes of others and create more powerful ideas
- **Personal development** 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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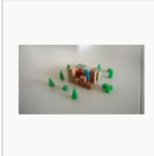


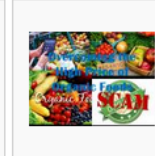

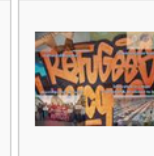
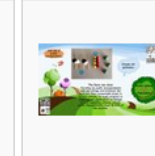







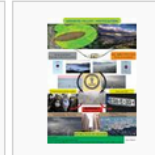






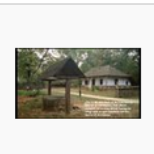

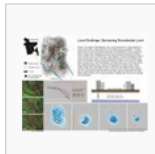

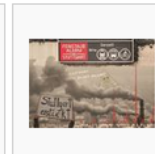
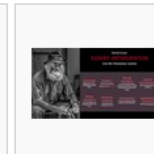


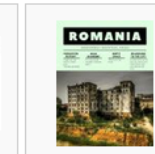
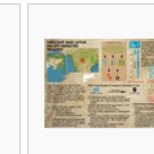

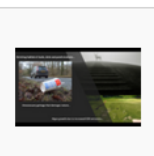



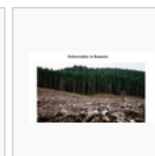

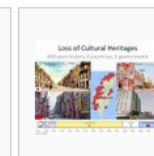

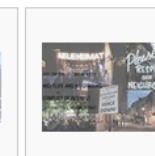
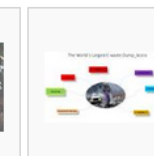
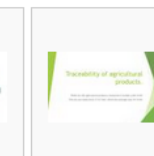
# Landscape as the Arena of Challenges

*Video lecture by Jeroen de Vries, VHL, The Netherlands*



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# Your challenges....

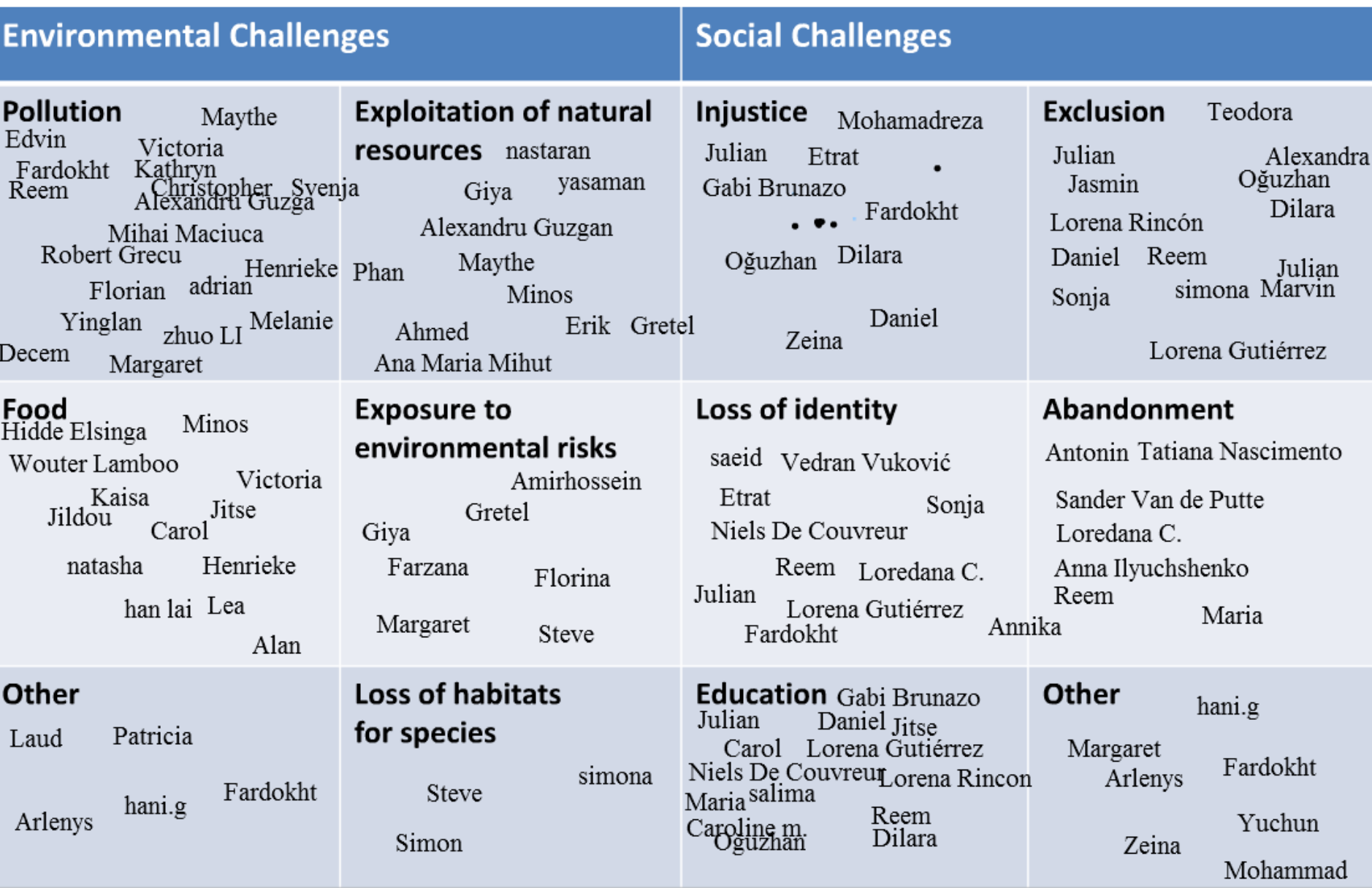
										
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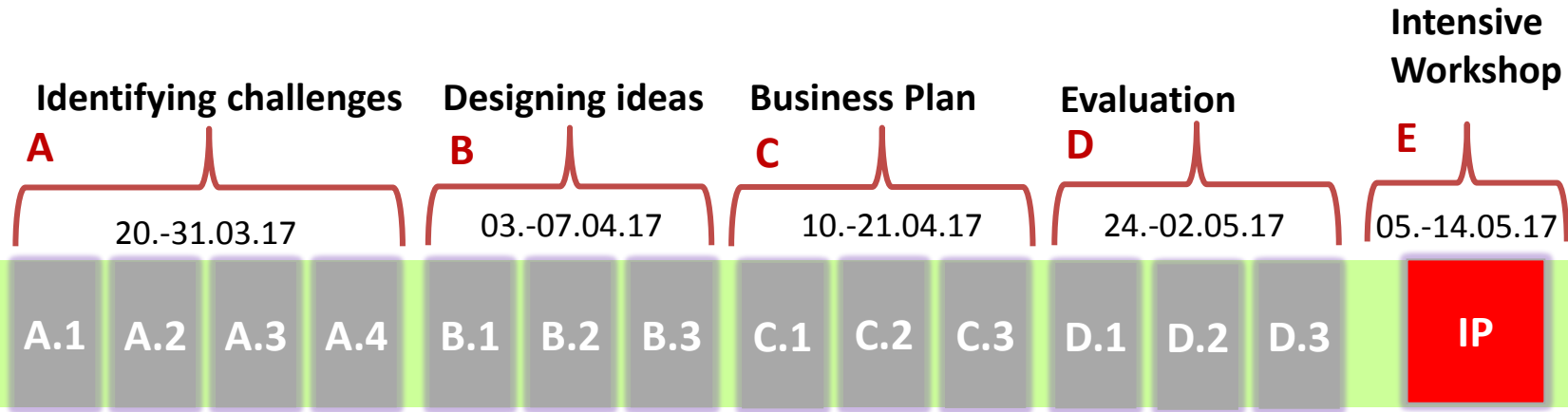


# Where is your challenge on this matrix?

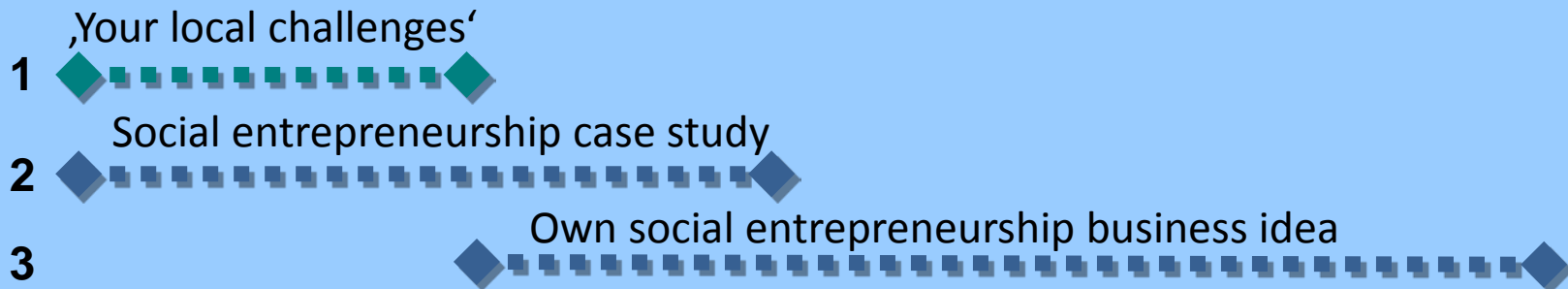
Click on the text tool and add your name to the area which is closest to your challenge



# Seminar structure



## Assignments



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# Assignment 1: Find your local challenge

- **What you have done so far:**

- identified your local challenge
- visualised the challenge
- uploaded your visual on the seminar wiki



- **Your international teams** will be formed on this basis:

- related challenges
- diversity of countries
- diversity of disciplines



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# Assignment 1: Discuss your challenge

**On Thursday, 23rd of March, 16 pm**

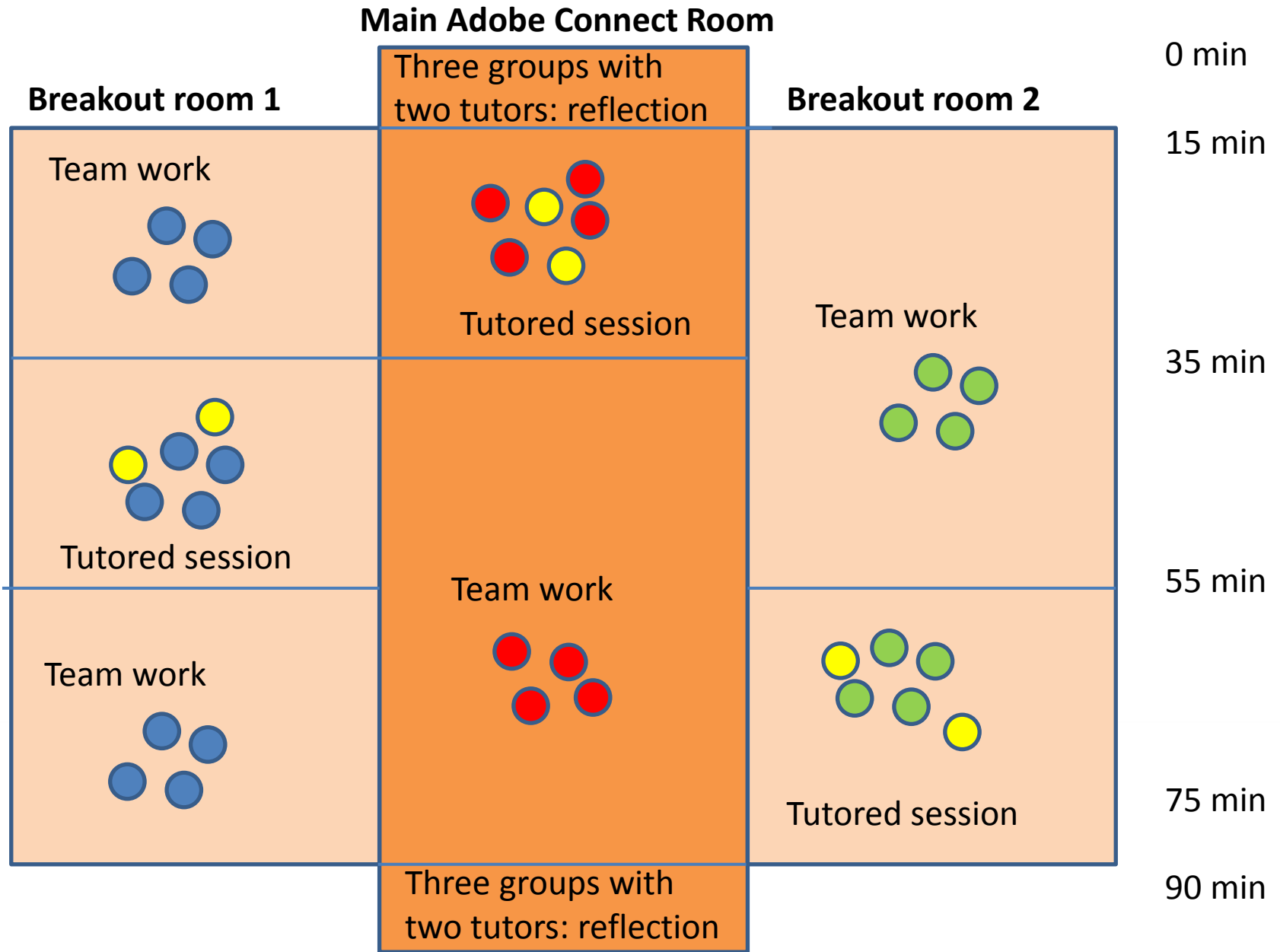
- Meet online with your team and your tutor
- Discuss your challenges
- Identify cause-effect relationship
- Plan your first group presentation



Image: <http://combiboilersleeds.com/>

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# The tutoring online session



# Assignment 1: Discuss your challenge

## Next steps:

- Meet online with your team and your tutor
- Discuss your challenges
- Identify cause-effect relationship
- Plan your first group presentation

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# Assignment 1: Discuss your challenge

## Next steps:

- Listen to the video lecture ‚Defining the Social Enterprise (1)‘
- You will receive information on your team on Thursday morning
- You will receive information on your virtual meeting room
- Plan your first group presentation
- Present your challenges analysis on **Thursday, 30th of March**



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# 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?

- Try to find information on the SE
- Conduct an interview if you like
- Reflect and document your case



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# Assignment 2: Field Research

## Individual work (one student per case):

- You are asked to individually collect secondary data on a social enterprise in your local area and to summarize the information available by filling out the case study template.
- Write a brief report (ca. 5 pages) in which you summarize the information of your local case. You may concentrate on specific aspects of the case study. Attach supplementary information (e.g. graphical material) if available.
- You need to submit the completed case study template and the brief written report by **19 May 2017**.

## Group work:

- You are further asked to reflect on similarities and differences between the SEs in your team and how far local conditions of the respective countries might be affecting them.
- Focus on one cross-cutting question in order to compare the SEs (see 5) for exemplary questions)
- Present your findings in your team on **11 April 2017**.

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# Assignment 2: Field Research

## How to find social entrepreneurs?

- Research the regional and national media (newspaper, magazines etc.) for articles/reports on SEs.
- Research the internet for SEs in your region/country using keywords such as “social enterprise”, “social business”, “social impact”, etc. + the name of the region/country.
- Research online directories and databases of SEs in your region, e.g.
- [Ashoka network](#)
- [betterplace.org](#)
- [European Commission – European social enterprises](#)
- [Kiva](#)
- [Schwab Foundation](#)
- [Skoll Foundation](#)
- [Social Enterprising Europe](#)
- **Talk to people** (family, friends, colleagues, etc.) whether they know SEs in your region.

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Name of Social Enterprise:  
Student Name:

Date:  
Home university/Country:

<b>General Information</b>	<b>Founders</b>	<b>Key Challenges</b>
<i>Founding Year</i>	<i>Founders' Demographics</i>	<i>Past Challenges</i>
<i>No. of Founders</i>		
<i>No. of Employees</i>	<i>Founders' Education &amp; Experiences</i>	<i>Current Challenges</i>
<i>No. of Volunteers</i>		
<i>Legal Form</i>	<i>Founders' Motives</i>	<i>Further Information and Remarks</i>
<i>References / Online Resources</i>		

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Name of Social Enterprise:  
Student Name:

Date:  
Home university/Country:

<i>Key Partners &amp; Stakeholders</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Competition &amp; Substitutes</i>	<i>Beneficiaries</i>
	<i>Key Resources</i>		<i>Channels</i>	
<i>Cost Structure</i>		<i>Revenues</i>		
<i>Vision:</i>  <i>Mission:</i>	<i>Social Impact</i>		<i>Scalability</i>	

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# Assignment 2: Field research

## Any questions?



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# Upcoming sessions

**until Thursday** → self-study with video lecture (20 min)

## Tutors and teams online session

**Thursday, 23rd of March, 16 00 – 17 30 CET**

teams and tutors

## Defining the Social Enterprise (2)

**Tuesday, 28th of March, 16 00 – 17 30 CET**

with Dr Roger Evans, EMU Tartu

## Team presentations ‘Your local challenges’

**Thursday, 30th of March, 16 00 – 17 30 CET**

teams and tutors

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# Thank you very much for your attention!



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