



Social Entrepreneurship for Local Change

International Online Seminar

Session 3

Tuesday, 28th of March 2017

16 00 – 17 30 CET



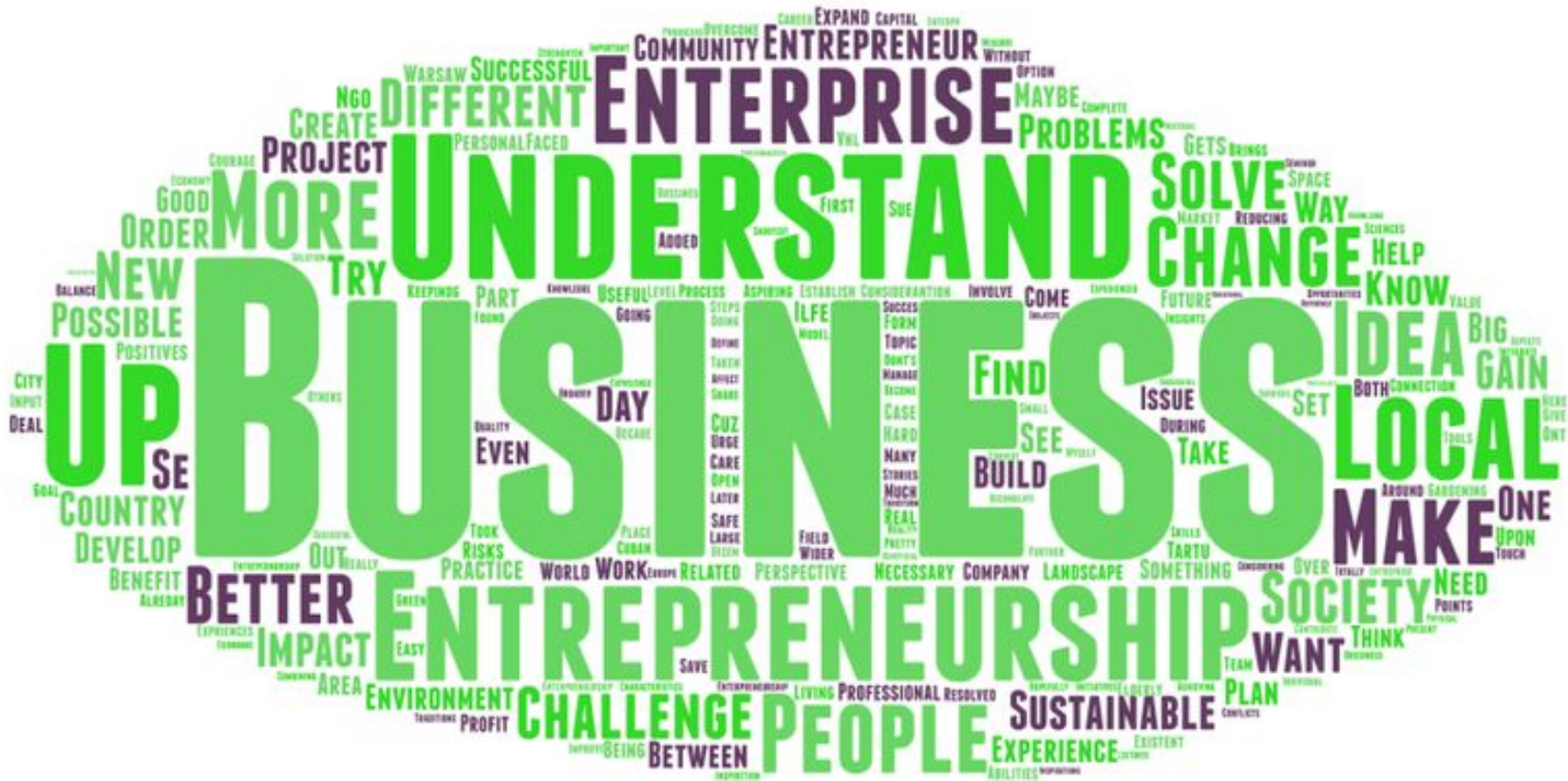
Co-funded by the
Erasmus+ Programme
of the European Union

Agenda

- Review and introduction
- **Defining the Social Enterprise (2)** *Lecture by Dr Roger Evans*
- **Social Entrepreneurs in practice:** *Dick van Leeuwen, Coordinating of client caretaking at De Zorgimkerij*
- Outlook on **seminar process, activities and assignments**

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Word cloud of your learning goals



...created without the words **social** and **learning**

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Discussion of your challenges was a challenge....

Social Entrepreneurship Team Session A (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio Help

Camera and Voice (4)

Attendee ... Notes 5 - Arbeitsgr...

Active Speakers

Main Meeting (3)

Chat 4 - Arbeitsgruppen 2 (Everyone)

Judith Jobse (VHL Lecturer): We have 15 minutes left, can Christopher also present?

Judith Jobse (VHL Lecturer): Melanie, can you try and speak again, I see you have a microphone.

Melanie Schnürer: I try, but no one can hear me

Judith Jobse (VHL Lecturer): Ok, sorry, I am not sure

Christopher_Garreilfs_Waterpollution.JPG - Arbeitsgruppen 2

Name	Size
SE4LC	59 KB

Download F...

Kiel – The City by the Sea

Social Problem: Waterpollution of the baltic sea

- Illegal waste disposal is a danger for flora and fauna Especially for fishes and seabirds Plastic waste is not biodegradable
- Approximately 6.4 million tons of waste in the oceans worldwide
- Social Challenge: Ensure a clean baltic sea for a sustainable healthy flora and fauna through removing small and big plastic waste.

Christopher Garreilfs, 20th of March 2017

Social Entrepreneurship Team Session B (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio Help

Camera and Voice (6)

Slides Session B.pptx

Attendee List ... Notes 4

Main Meeting (5)

Chat (Everyone)

Script for the parallel session (Main Room)

Duration: 1 hour including 20 minutes interaction with the tutor

Organisation:

- Decide who is going to moderate this session. The moderator takes care that the time is kept and that everyone can make equal contributions.
- Decide who is going to take notes

Getting to know each other (15 minutes):

- Which type of volunteering work have you done so far?
- And - if you could choose - which type of volunteering work would you like to do?

Discuss your local challenges (30 minutes)

Please briefly describe your local challenges to each other.

- Reflect on each others' challenges: are they also relevant in your context? Are they different in your context? Or not existing at all?
- Reflect on the causes for the challenge: what is the driving force behind? Who are the actors? Who wins and who loses?
- What are the wider consequences of this challenge on society and the environment?

Plan the next steps (15 minutes)

Goal for the week: you need to make a presentation of your challenges on March 30 and submit the file by March 29

*Have a look at the presentation template (see file sharing pod for download)

Social Entrepreneurship Team Session C (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio Help

Camera and Voice (4)

Slides Session C.pptx

Attendee... Notes 4

Main Meeting (14)

Chat (Everyone)

Script for the parallel session (Main Room)

Duration: 1 hour including 20 minutes interaction with the tutor

Organisation:

- Decide who is going to moderate this session. The moderator takes care that the time is kept and that everyone can make equal contributions.
- Decide who is going to take notes

Getting to know each other (15 minutes):

- do social entrepreneurs have any advantages over authorities?
- And - if you could choose - which type of volunteering work would you like to do?

Discuss your local challenges (30 minutes)

Please briefly describe your local challenges to each other.

- Reflect on each others' challenges: are they also relevant in your context? Are they different in your context? Or not existing at all?
- Reflect on the causes for the challenge: what is the driving force behind? Who are the actors? Who wins and who loses?
- What are the wider consequences of this challenge on society and the environment?

Plan the next steps (15 minutes)

Goal for the week: you need to make a presentation of your challenges on March 30 and submit the file by March 29

Social Entrepreneurship Team Session D (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio Help

Camera and Voice (12)

Slides Session D.pptx

Attendee List ... Notes 4

Main Meeting (6)

Chat (Everyone)

Script for the parallel session (Main Room)

Duration: 1 hour including 20 minutes interaction with the tutor

Organisation:

- Decide who is going to moderate this session. The moderator takes care that the time is kept and that everyone can make equal contributions.
- Decide who is going to take notes

Getting to know each other (15 minutes):

- do social entrepreneurs have any advantages over authorities?
- And - if you could choose - which type of volunteering work would you like to do?

Discuss your local challenges (30 minutes)

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File Share

Name	Size
SE4LC_Assignment_Template.ppt	59 KB

Upload File... Download File(s)

Slide 2: Overview

Slide 3: Start

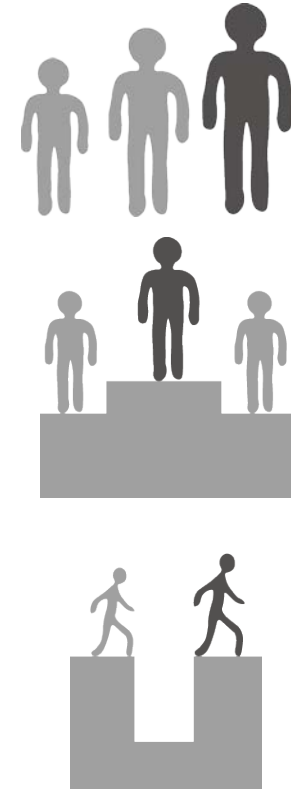
Slide 4-6: Questions

Slide 7: Start

Slide 8: Script for the parallel session

Session Link:
<https://webconf.vc.dfn.de/r1i8h4iv439>

Defining the Social Enterprise (2)



Dr Roger Evans

EMU Tartu, Estonia

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Talking to a social entrepreneur



Dick van Leeuwen



Coordinating of client caretaking at De Zorgimkerij

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Seminar process, activities and 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** have been formed on this basis:
 - related challenges
 - diversity of countries
 - diversity of disciplines



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Assignment 1: Present your challenges analysis

On Thursday, 30rd of March, 16 pm

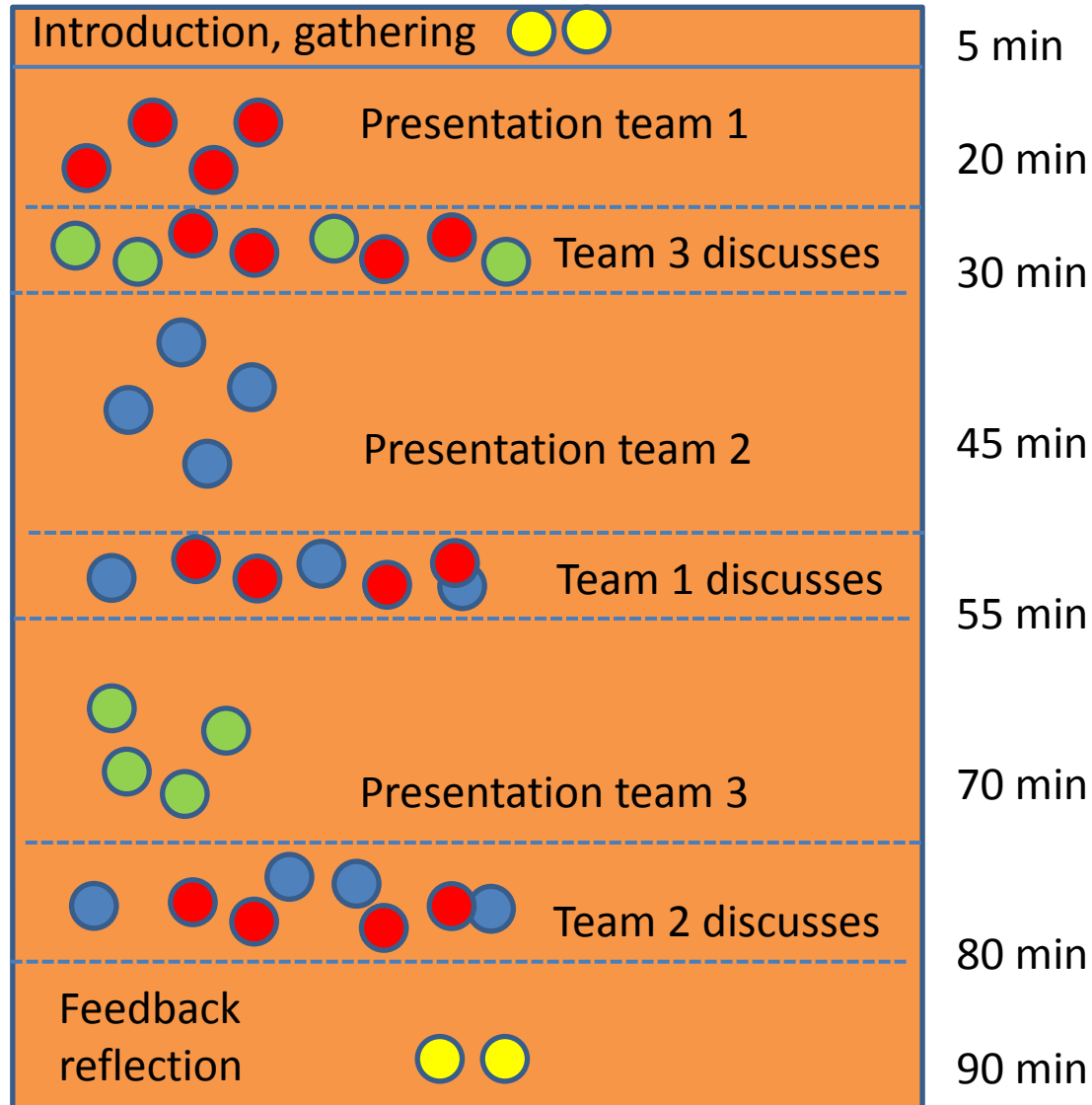
- Session teams meet with their tutors
- Presentation and peer review



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The presentation online session

Session room



Your working group pages:

Page [Discussion](#)

Read [View source](#) [View history](#)

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--> [Back to working group overview](#)

- Dear working group members. This is your group page and you will be completing the template gradually as we move through the seminar. Good luck and enjoy yo
- How to start successful collaboration in an international team? Please have a look at our [collaboration chart](#).

Contents [hide]

- 1 Assignment 1 - Your Local Challenge
 - 1.1 Synopsis of your local challenges
 - 1.2 Analysis and comparison of your challenges
- 2 What is local/place-specific and what is European/global about your challenge/challenges?
- 3 What is your strongest common interest field?
- 4 Assignment 2 - Social Entrepreneurship Field Research
 - 4.1 Your case studies
 - 4.2 Your group presentation 'Social Entrepreneurship Field Research'
- 5 Assignment 3 - Design your Business

Assignment 1 - Your Local Challenge

- You can read more details about this assignment [here](#)

Synopsis of your local challenges



Georgiana's Challenge



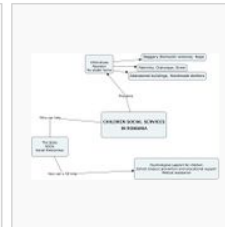
Teodora's challenge



Gabriella's challenge



Julian's challenge



Maria's challenge

Analysis and comparison of your challenges

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Assignment 1: Your local challenges

Assessment criteria for pass/no pass:

- Your group has discussed and analysed the important **cause-effect relationships**, the stakeholders and power structures involved,
- the **wider consequences** of all local challenges are presented by the group members in a clear manner;
- The student group has reflected on “What is **local/place** specific?” and “What is **European/global**” about the challenge.
- The student group has identified a **common interest field** for which the group would like to create a business model for.
- All slides and wiki uploads are **readable** and formatted professionally.
- All students prepared well for the live online session to avoid technical issues using Adobe Connect.

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Assignment 1: Your local challenges

Next steps (1):

- Finalise your presentation slides until **tomorrow evening** (29.03.)
- Make sure you use the **presentation template**
- Do **not** switch to wide screen format
- Send your slides to your tutor

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Assignment 1: Your local challenges

Next steps (2):

- Attend with a **headset** (or earphones + mic) and webcam
- Do **NOT** use Google Chrome
- Add your slides to your wiki page
- Make sure that you **reference** all images on your slides (!)
- Better use your own graphics

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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:

General Information	Founders	Key Challenges
<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 & 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 & Stakeholders</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Competition & Substitutes</i>	<i>Beneficiaries</i>
	<i>Key Resources</i>		<i>Channels</i>	<i>Customers:</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

Team presentations 'Your local challenges'

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

teams and tutors

listen to lecture recording 'Overview of SE Business Models 1'

Design Thinking

Tuesday 4th of April, 16 00 – 17 30 CET

Frauke Godat, Friedemann Baisch

Social Entrepreneurship Business Models (2)

Thursday 6th of April, 16 00 – 17 30 CET

Carmen Paunescu

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Thank you very much for your attention!



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