



Social Entrepreneurship for Local Change

International Online Seminar

Session 5

Tuesday, 4th of April 2017

16 00 – 17 30 CET



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

Agenda

- Introduction
- **Design Thinking** *Lecture by Frauke Godat, Kiel University*
- **Interaction:** *Your design thinking experience*
- Review and outlook on the **seminar process**

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Presentation of your challenges....

Social Entrepreneurship Team Session A (Freigabe) - Adobe Connect

Meeting | Layouts | Pods | Audio | Help

Camera and Voice (2)

Session A Local Challenges

Broader analysis, important cause-effect relationships, wider consequences

- Industry, traffic and lack of air circulation causes high concentration of fine dust -> causes health problems
- The new development is just for cars, there are no much pedestrian ways, the rivers are contaminated. -> the green areas are not growing, pollution.
- Lack of the rule of law, acquiring science and technology -> sectoral trade takes high risk
- Manure is produced on a high scale in the Netherlands. Due to lack of land to use it on, there is a surplus in manure. -> The nutrient household in the soil has shifted over the years

Attendee List | Discussion Notes

Communication guide:

- When you are presenting please share microphone and webcam
- For this you click the respective buttons at the top of the window
- Do not move the slides

Chat 6 (Everyone)

Social Entrepreneurship Team Session B (Freigabe) - Adobe Connect

Meeting | Layouts | Pods | Audio | Help

Camera and Voice (3)

Session B Local Challenges

Sustainable cafes managed by community.

Source: TedTalk A guerrilla gardener in South Central LA, by Ron Finley

Social Entrepreneurship for Local Change
First Presentation – Your Local Challenges

Attendee List (16) | Notes 4

Communication guide:

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Chat (Everyone)

Social Entrepreneurship Team Session C (Freigabe) - Adobe Connect

Meeting | Layouts | Pods | Audio | Help

Camera and Voice (10)

Session C Local Challenges

What is local/place specific about our challenges?

Jordan	Colombia	Romania
Public cemeteries show the effect of poverty.	Homelessness in Bogotá	Old citizens living in the rural area that possess high manufacturing skills.

What is European/Global about our challenges?

Corruption is both a major cause and a result of poverty around the world. More than 100 million people in the EU are at risk of poverty or social exclusion. https://ec.europa.eu/economic_finance/db/eu-2015-10 http://www.pdofocus.org/articles/080909.htm	An estimated 100 million people were homeless worldwide. As many as 1.6 billion people lacked adequate housing. (homelessnessworldcup.com, 2015)	Ageing of the population is a European matter which the European Parliament is trying to find solutions since 2012.
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Differences

Jordan	Colombia	Romania
A third of the Jordanian population lives in Poverty. There are almost no homeless people. The poor people are living in defined quarters, in my case, near a cemetery where	High inequality rate. Large proportion of the population lives in poverty. Poverty is stronger in Colombian rural areas than in urban areas.	High unemployment rate in villages.

Attendee List | Notes 4

Communication guide:

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Social Entrepreneurship Team Session E (Freigabe) - Adobe Connect

Meeting | Layouts | Pods | Audio | Help

Camera and Voice (1)

Session E Local Challenges

What is your strongest common interest field?

VISION
A Picture of a Preferable Future

- Better living conditions for everyone
- Equal rights
- Protect nature and human health
- Raising awareness both social and environmental

Attendee List | Notes 4

Communication guide:

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Design Thinking

Frauke Godat

CAU Kiel

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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:

- comparative analysis of your local challenges
- Identification of a joint interest field
- Joint presentation and discussion
- Documentation on the seminar wiki



Well done and also thanks to the tutors!

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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>Cost Structure</i>		<i>Revenues</i>		
<i>Vision:</i>	<i>Social Impact</i>		<i>Scalability</i>	
<i>Mission:</i>				

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Assignment 2: Field research

Timeline to next weeks presentations:

- Take a decision on your social enterprise now
- Use the canvas to collect information
- Show the cases to your team
- Decide on a cross-cutting question
- Compare, analyse and discuss
- Prepare your team presentation (→ template)
- Send your presentation to the tutors before April 11

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Assignment 2: Field research

Any questions?



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Upcoming sessions:

Listen to the recording ‚SE Models (1)‘

https://ilias.hfwu.de/goto.php?target=cat_17740&client_id=hfwu

Social Entrepreneurship Business Models (2)

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

Prof. Dr. Carmen Paunescu (ASE) with guests from the SE Scene:
Daniela Staicu – Co-Founder of ‚Atelier Merci‘
Manuela Plapcianu - ‚Education for All‘

Group Presentations: Case Study Field Research

Tuesday, 11th of April, 16 00 – 17 30 CET

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Thank you very much for your attention!



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