



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



**Use your skills.
Be a changemaker.**

Social Entrepreneurship for Local Change

International Online Seminar: **Session 1**

Tuesday, 20th of March 2018, 16 00 – 17 30 CET

Agenda

- **Introduction** to the project and the seminar
- **What motivates social entrepreneurs?** *an interview with Katri-Liis Reimann, a Social Entrepreneur from Estonia*
- **What motivates you to attend this seminar?**
- **Landscape as the arena of challenges** : *placing your challenge*
- Outlook on **seminar process, activities** and **assignments**

Strategic Partnership *Social Entrepreneurship for Local Change*

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

Strategic Partnership *Social Entrepreneurship for Local Change*

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.

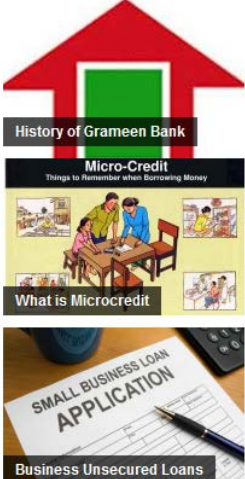
HOME SOCIAL ENTREPRENEURSHIP

Home

Featured



Grameen Founder - Muhammad Yunus



History of Grameen Bank

Micro-Credit
Things to Remember When Borrowing Money

What is Microcredit

SMALL BUSINESS LOAN APPLICATION

Business Unsecured Loans



Social Entrepreneurship BW

Be Part of a Purpose Driven Economy

EVENTS NEUIGKEITEN



ASHOKA INNOVATORS FOR THE PUBLIC

ABOUT FELLOWS FOCUS AREAS ENGAGE GIVE NEWS

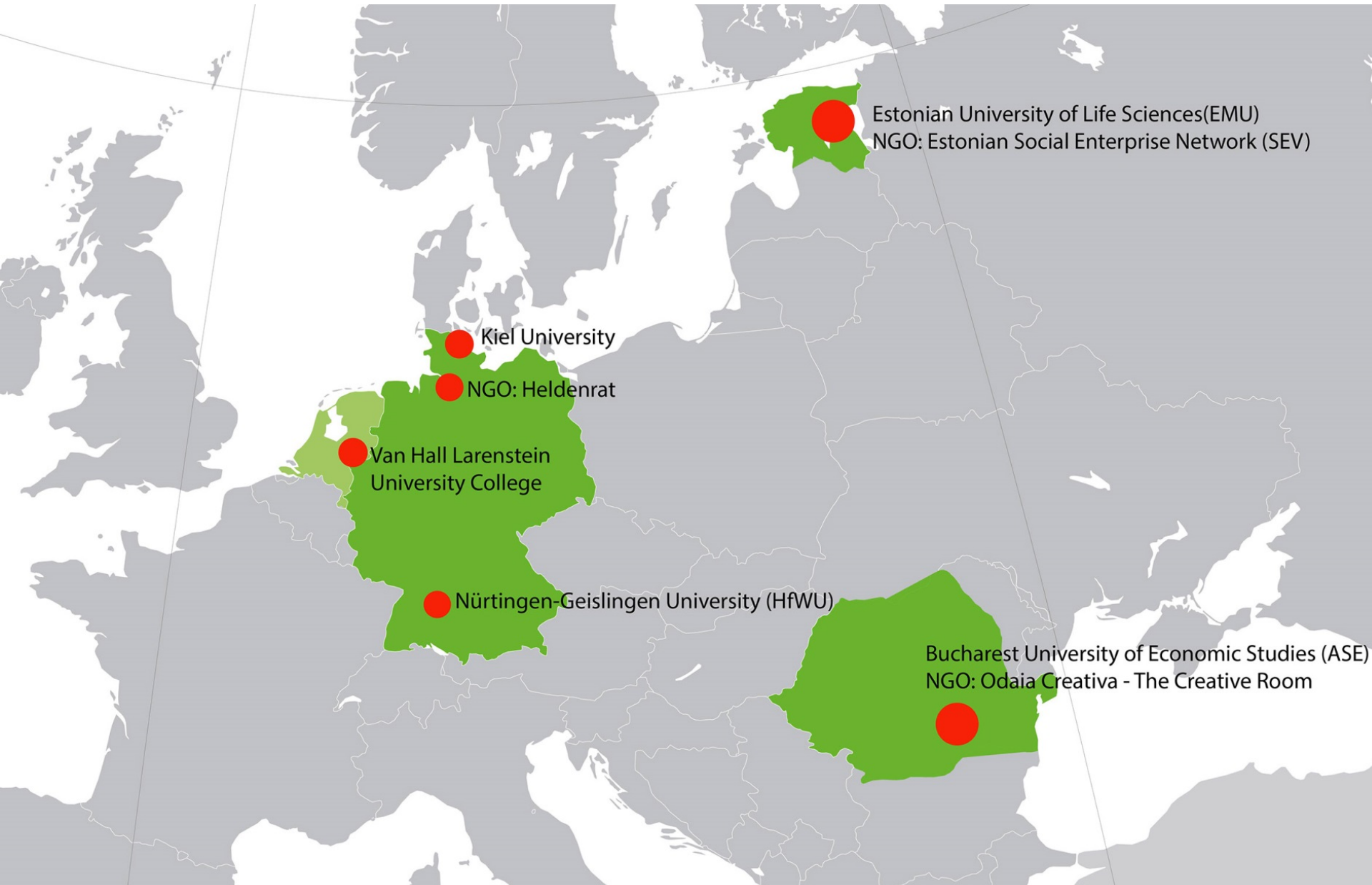
IMAGINE A WORLD WHERE EVERY YOUNG PERSON HAS THE SKILLS TO SUCCEED AS A CHANGEMAKER...

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

LEARN MORE >>

children in low-income situations. Q: Can you talk...

The SELC Project Consortium



Our project team



The SELC team at the project meeting in Kiel, photo: CAU

Strategic Partnership *Social Entrepreneurship for Local Change*

The teaching + evaluation team

HfWU: Ellen Fetzner (coordination),
Erskin Blunck, Friedemann Baisch

VHL: Annemarie Westendorp, Ineke Baan

CAU Kiel : Petra Dickel

ASE: Monica Dudian, Carmen Păunescu,
Carmen Acatrinei

EMU: Roger Evans

Strategic Partnership *Social Entrepreneurship for Local Change*

The tutoring team

HfWU:	Ellen Fetzer (coordination) Felix Toepler, Haniyeh Golzardi
VHL:	Daan van der Linde + NN
CAU Kiel :	Katharina Knapp
ASE:	Simona Goia, Shahrazad Hadad
EMU:	Kaisa Hansen
Odaia Creativa:	Roxana Triboi

Strategic Partnership *Social Entrepreneurship for Local Change*

Our seminar community

Where are you? Please leave a sign on the map. Draw an arrow if you are outside Europe.



Seminar Media

Seminar WIKI

<http://www.localchange.eu>

Seminar Social Entrepreneurship for Local Change Spring 2018
An international online seminar offered by a European partnership of universities and NGOs
Our next course starts on the 20th of March 2018!
---> [Download Course Manual!](#)

Contents [hide]
1 For whom is this course?
2 Presentation
3 Ellen and Jonathan explain the course concept
4 What is this course about?
5 Course Content
6 Course Schedule
7 Assignments
8 Conditions for participation and credits
9 Registration conditions and deadlines
9.1 Registration Online Seminar
9.2 Registration Estonia Workshop
10 Registration Link
11 Key dates
12 Further information
13 ERASMUS+ Programme and the German National Agency

For whom is this course?

- 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?
- Or are you already a professional?
- Are you curious about other people and their knowledge and want to learn from other Europeans?
- Do you believe in your capability to create something new?
- In short, would you like to become a **social entrepreneur**? Then join us this semester, because **everyone can become an entrepreneur**!

Presentation

- [Download the 2018 Course Manual!](#)

- Course Schedule
- Assignments
- Team pages
- Minutes

ILIAS

<http://ilias.hfwu.de>

Repository » Collaborations » Online Course 'Social Entrepreneurship for Local Change' 2018

Online Course 'Social Entrepreneurship for Local Change' 2018

Content: Info Settings Local User Administration Export Permissions

View Manage Sorting Customize Page

COURSE MANUAL SELC 2018

- Course Manual SELC 2018
pdf 1.3 MB 16. Mär 2018, 11:57

SESSION MATERIALS AND RECORDINGS

- Session 1
Landscape as the Arena of Challenges, 20st of March 2018

ASSIGNMENT MATERIALS AND TEMPLATES

- Assignment 1 - Local Challenges
- Assignment 2 - Field Research
- Assignment 3 - Business Model

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

Direct links



Direct mailing
Coordinator
-> participants



coming.....

Strategic Partnership *Social Entrepreneurship for Local Change*

Talking to a social entrepreneur

Katri-Liis Reimann
Estonia

Strategic Partnership *Social Entrepreneurship for Local Change*



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

What is your personal learning goal for this seminar?

→ Write a short answer to this poll

Strategic Partnership *Social Entrepreneurship for Local Change*

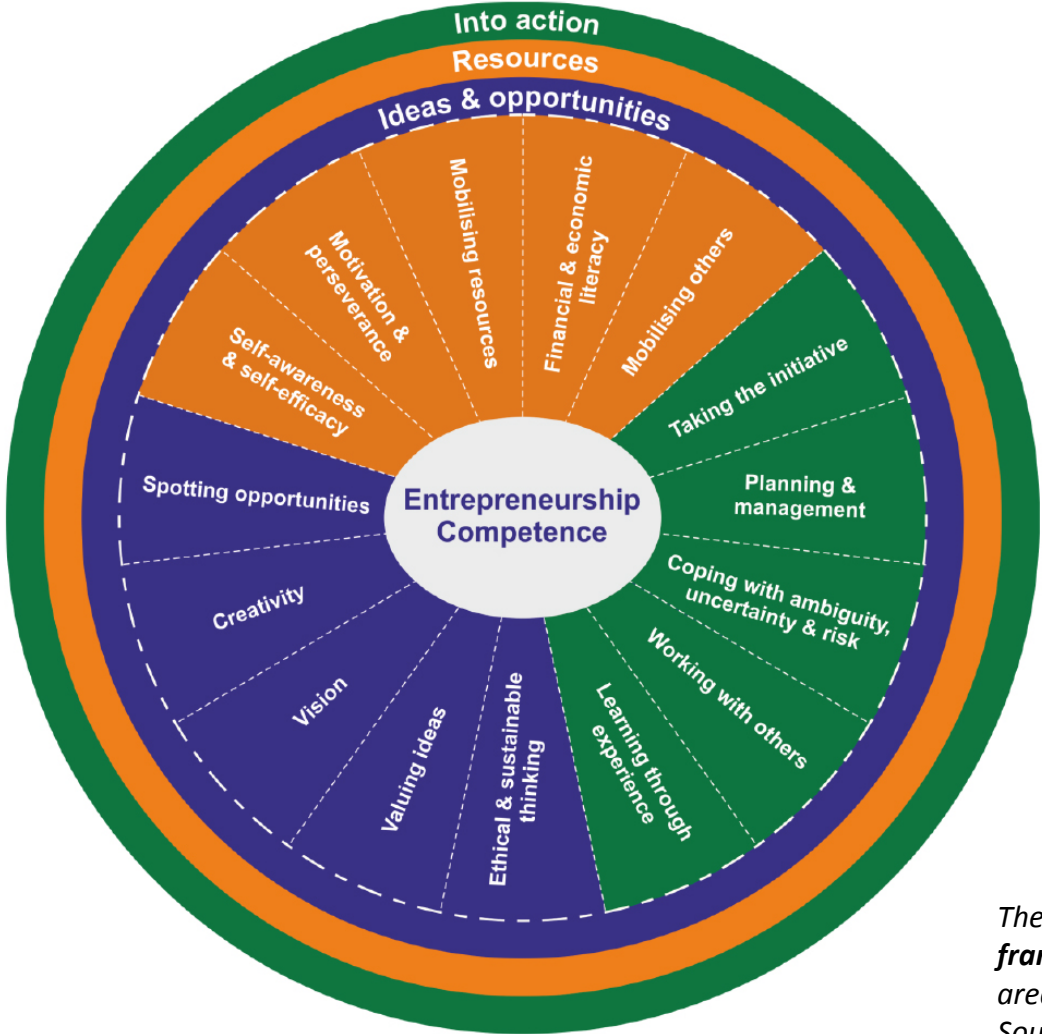
What are the global goals?



17 goals to transform our world - Source: UN Communication Material

Strategic Partnership *Social Entrepreneurship for Local Change*

Our goal: Empowerment for Local Change



The **Entrepreneurship competence framework** is made up by 3 competence areas and 15 competences.
 Source: Bacigalupo, M. et al. 2016

Strategic Partnership *Social Entrepreneurship for Local Change*



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

SELC Resources (1)

Landscape as the Arena of Challenges

Video lecture by Jeroen de Vries, VHL, The Netherlands



Strategic Partnership *Social Entrepreneurship for Local Change*

SELC Resources (2)

Introduction to Social Problem Thinking

Video lecture by Felix Toepler, HfWU, Germany



Strategic Partnership *Social Entrepreneurship for Local Change*

SELC Resources (3)

Dimensions of a Local Challenge

Challenge example by *Roxana Triboi, Odaia Creativa, Romania*



Urban Pastoralism

Source: Petrut Calinescu/periferia B

Strategic Partnership *Social Entrepreneurship for Local Change*

Your challenges....



Claudia Mariana Bostan...
Toeplerf
 10:18, 20 March 2018
 125 KB



Septimiu Simion
Respon...
Septimius
 10:03, 20 March 2018
 1.07 MB



Rashad Gasimov
Connect...
Rashadg
 08:35, 20 March 2018
 79 KB



Adrian-Constantin
Popea...
Adiranp
 08:11, 20 March 2018
 1.95 MB



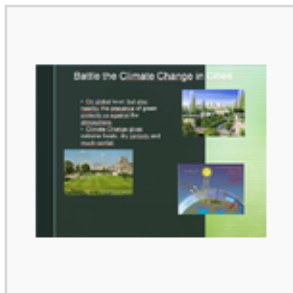
Olivia pawlak siemensc...
Oliviap
 00:00, 20 March 2018
 121 KB



Simon Leberl SMC.png
Simonl
 23:16, 19 March 2018
 822 KB



Katharina Görke socia...
Katharinag
 21:50, 19 March 2018
 757 KB



Jort Dijkstra Battle t...
Jortd
 21:47, 19 March 2018
 659 KB



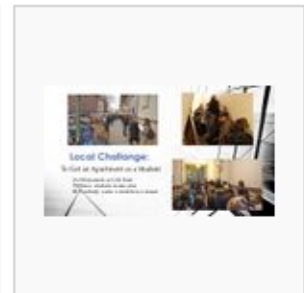
Social entrepreneurship...
Jorgel
 21:18, 19 March 2018
 198 KB



Carsten Kaiser SeaPoll...
Carstenk
 21:08, 19 March 2018
 841 KB



Daniela Racovita
Waste...
Danielar
 21:07, 19 March 2018
 964 KB



Mandy kern get an
apar...
Mandyk
 20:26, 19 March 2018
 223 KB

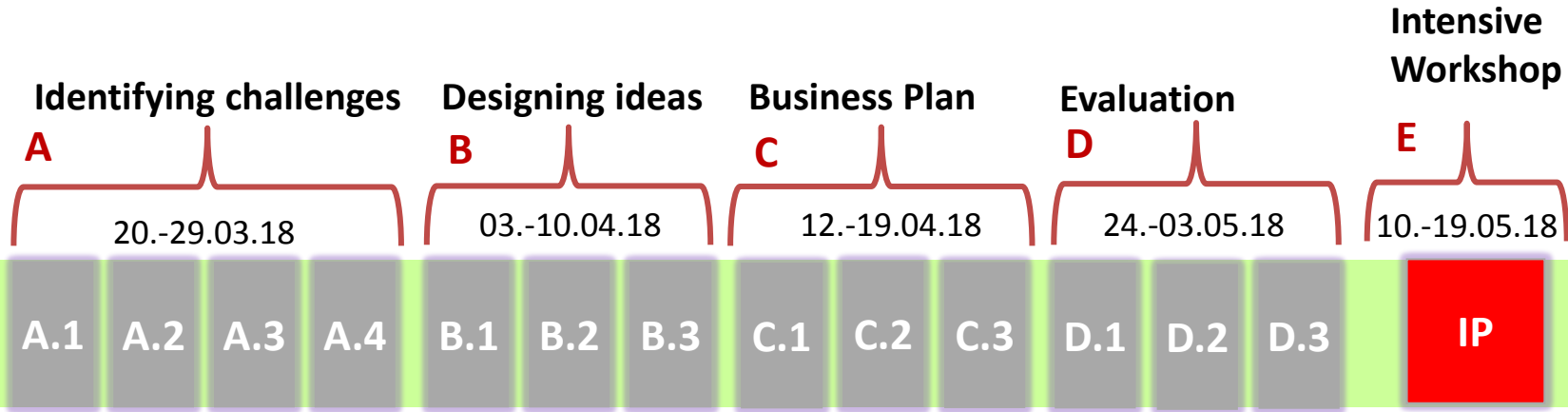
Strategic Partnership Social Entrepreneurship for Local Change

Where is your challenge on this matrix?

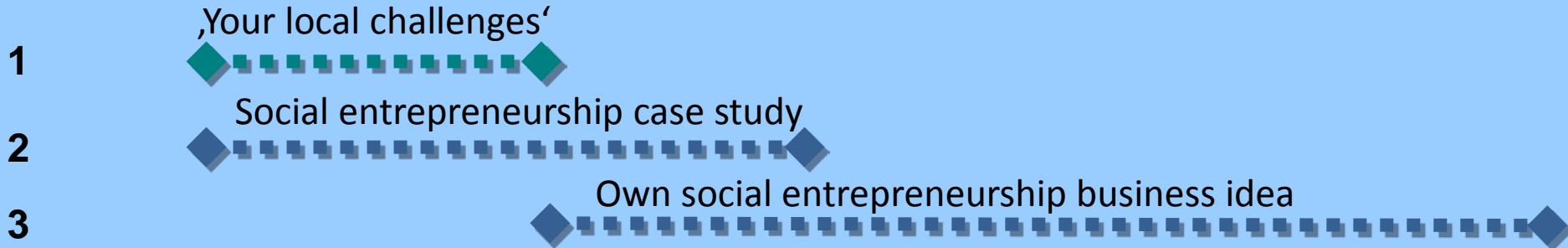
Click on the text tool and add your name to the area which is closest to your challenge

Environmental Challenges		Social Challenges	
Pollution	Exploitation of natural resources	Injustice	Exclusion
Food	Exposure to environmental risks	Loss of identity	Abandonment
Loss of habitats for species	Other	Education	Other

Seminar structure



Assignments



Strategic Partnership *Social Entrepreneurship for Local Change*

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



Strategic Partnership *Social Entrepreneurship for Local Change*

Assignment 1: Discuss your challenge

On Thursday, 22rd of March, 16 pm

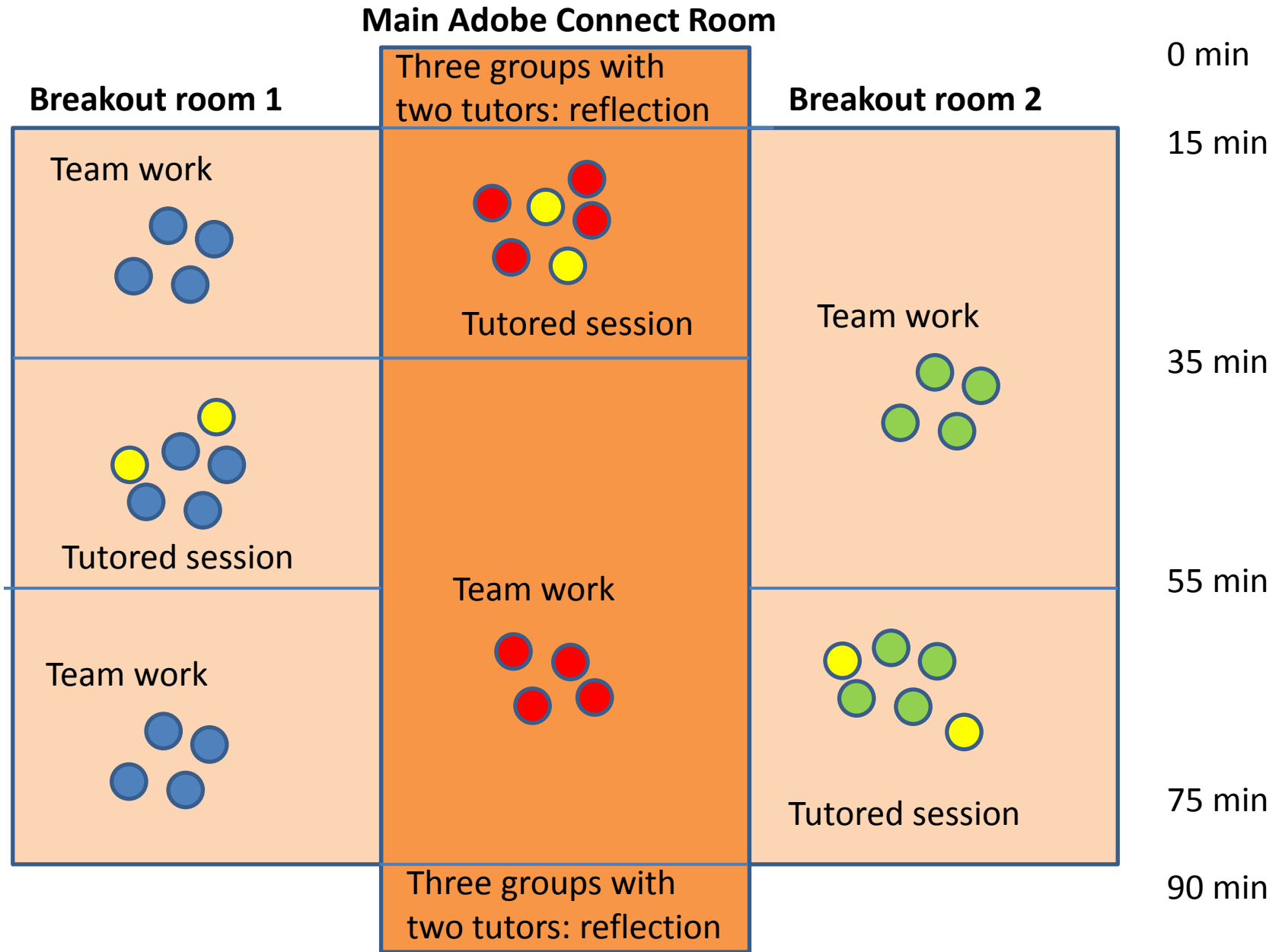
- Meet online with your team and your tutor
- Discuss your challenges
- Identify cause-effect relationship
- Plan your first group presentation



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

Strategic Partnership *Social Entrepreneurship for Local Change*

The tutoring online session



Assignment 1: Discuss your challenge

Next steps:

- Meet online with your team and your tutor
- Team building, get to know each other
- Discuss your challenges
- Identify cause-effect relationship
- Plan your first group presentation

Strategic Partnership *Social Entrepreneurship for Local Change*

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, 29th of March**



What is Social Enterprise ?

Social enterprises trade to make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community.

So when they profit, society profits.

<http://www.impacthub.org/learn/what-social-enterprise>

Strategic Partnership *Social Entrepreneurship for Local Change*

Assignment 1: Find your local challenge

Any questions?



Strategic Partnership *Social Entrepreneurship for Local Change*

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



Strategic Partnership *Social Entrepreneurship for Local Change*

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 **01 June 2018**.

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 **10 April 2018**.

Strategic Partnership *Social Entrepreneurship for Local Change*

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.

Strategic Partnership *Social Entrepreneurship for Local Change*

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>		

Strategic Partnership Social Entrepreneurship for Local Change

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>Mission:</i>	<i>Social Impact</i>		<i>Scalability</i>	

Strategic Partnership Social Entrepreneurship for Local Change

Assignment 2: Field research

Any questions?



Strategic Partnership *Social Entrepreneurship for Local Change*

Upcoming sessions

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

Tutors and teams online session

Thursday, 22nd of March, 16 00 – 17 30 CET

teams and tutors

Defining the Social Enterprise (2)

Tuesday, 27th of March, 16 00 – 17 30 CET

with Dr Roger Evans, EMU Tartu

Team presentations ‘Your local challenges’

Thursday, 29th of March, 16 00 – 17 30 CET

teams and tutors

Strategic Partnership *Social Entrepreneurship for Local Change*

Thank you very much for your attention!



Strategic Partnership *Social Entrepreneurship for Local Change*