



Social Entrepreneurship for Local Change

International Online Seminar

Session 3

Tuesday, 27th of March 2018

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: *The Boomers International***
presented by Kwabena Danso from Ghana
- Outlook on **seminar process, activities and assignments**

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Online Team Building.....

Shoes or Keys

Each participant has to either show one of his/her shoes or his/her keys to the others. Make sure that you hold it quite close to your webcam so that the others can see it.

The first one starts (maybe the tutor) with showing either the shoe or the keys. He or she then explains what is special about the item / for what are the keys / is it my favourite pair of shoe or whatever comes in your mind.

After that the next one shows his item and explains it.

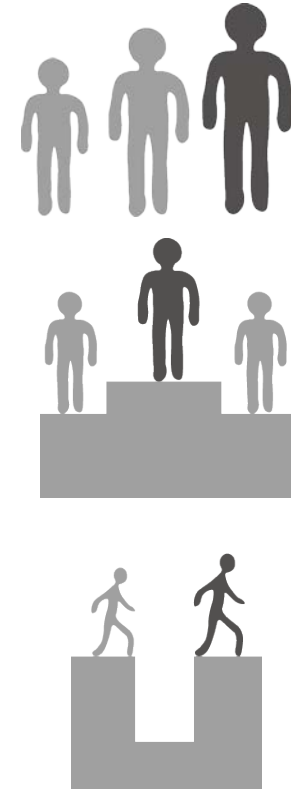
Two truths, one lie

Each participant has to think of three things in their life. Two of them have to be true, one has to be a lie. Everyone spends two minutes thinking about their three things.

The first one then starts (maybe the tutor) with telling his or her three facts (e.g. I'm a film enthusiast, I love mountain climbing, Two years ago I ran a marathon). Now, the other ones have to guess which one is the lie. After they got it, the next one tells his or her things.

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Defining the Social Enterprise (2)



Dr Roger Evans

EMU Tartu, Estonia

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Talking to a social entrepreneur

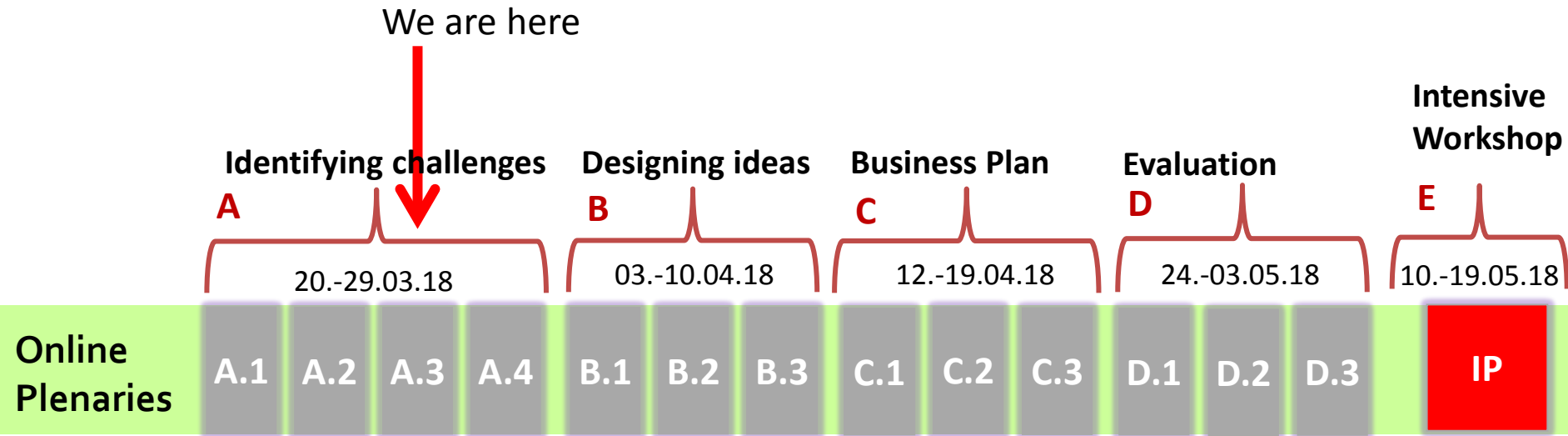


Kwabena Danso

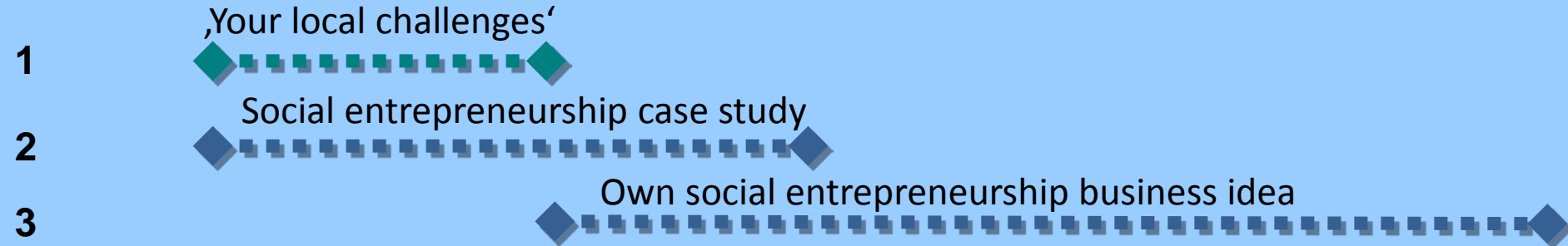
The Boomers International

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Seminar process, activities and assignments



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, 29th of March, 16 pm

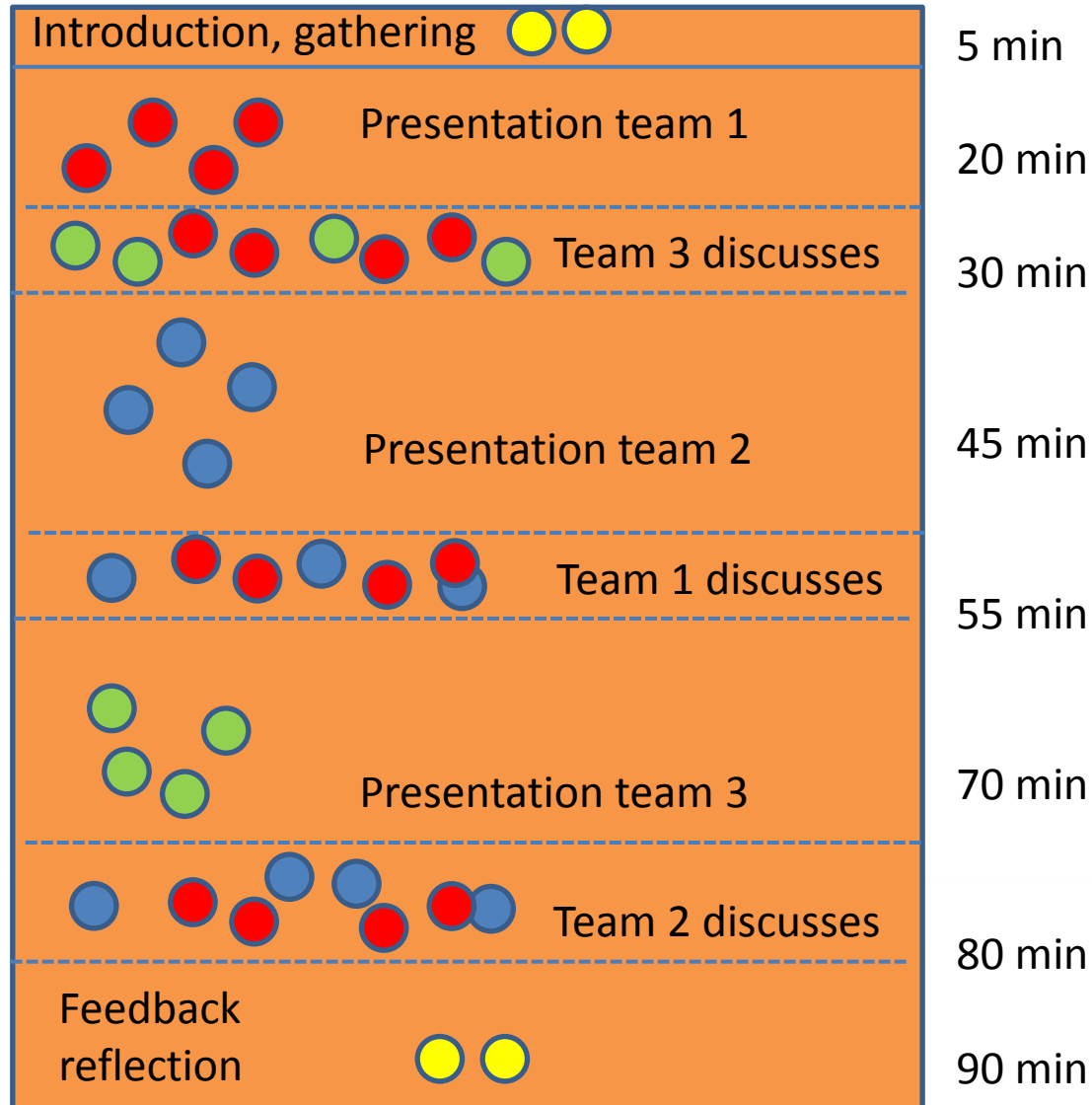
- Session teams meet with their tutors
- Presentation and peer review



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The presentation online session

Session room



Your working group pages:

SOCIAL ENTREPRENEURSHIP



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[Outputs](#)
[Project partners](#)

Resources
[Literature + Links](#)
[Glossary](#)
[Case Studies](#)

Online Seminar 2018
[Seminar Outline](#)
[Schedule](#)
[Local Challenges](#)
[Assignments](#)
[Working Groups](#)
[Session Minutes](#)

Intensive Study Programmes
[Bucharest 2016](#)
[Arnhem 2017](#)

Course Archive
[Seminar 2016](#)
[Seminar 2017](#)

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[Recent changes](#)
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[What links here](#)
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[Special pages](#)
[Printable version](#)
[Permanent link](#)

Page [Discussion](#)

[Read](#)

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[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 your o*
- *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



Tabea's Challenge



Martijn's Challenge



Claudia'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 **Thursday morning, 9 am** (29.03.)
- Make sure you use the **presentation template**
- Do **not** switch to wide screen format
- Send your slides to your tutor in time

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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 **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.**

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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

Any questions?



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Upcoming sessions

Team presentations 'Your local challenges'

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

teams and tutors

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

Design Thinking

Tuesday 3rd of April, 16 00 – 17 30 CET

Frauke Godat, Friedemann Baisch

Social Entrepreneurship Business Models (2)

Thursday 5th of April, 16 00 – 17 30 CET

Carmen Paunescu + local Social Entrepreneurs

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Thank you very much for your attention!



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