



Social Entrepreneurship for Local Change

International Online Seminar

Session 5

Tuesday, 3rd of April 2018

16 00 – 17 30 CET



Co-funded by the
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of the European Union

Agenda

Introduction

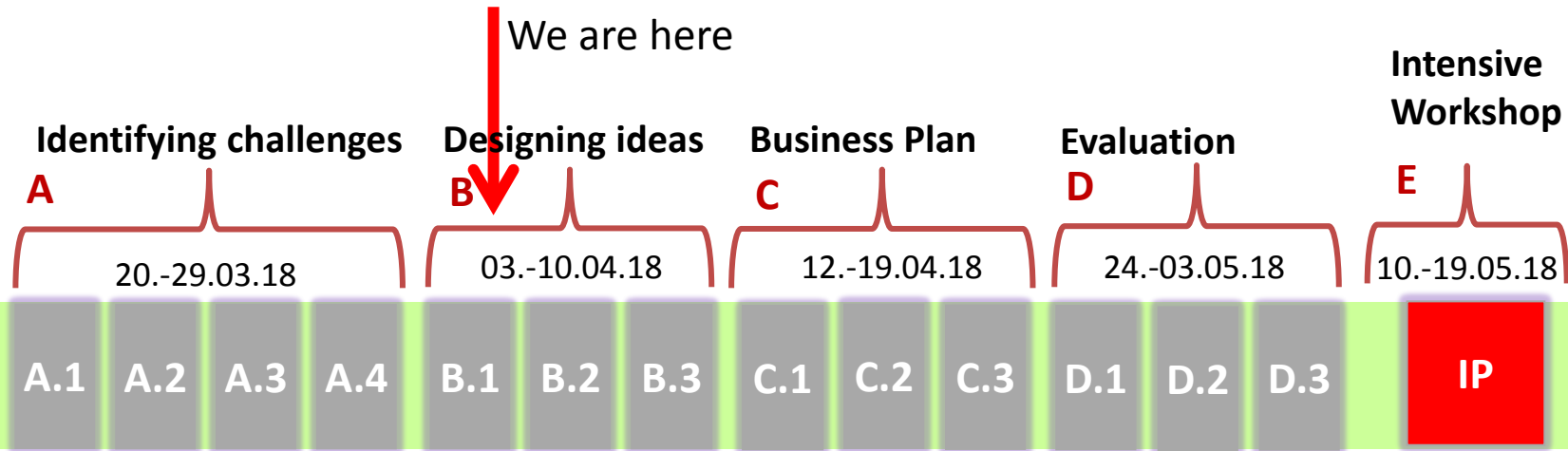
Design Thinking *Lecture by Frauke Godat, Kiel University and
Friedemann Baisch, HfWU Nürtingen-Geislingen*

Interaction: *Your design thinking experience*

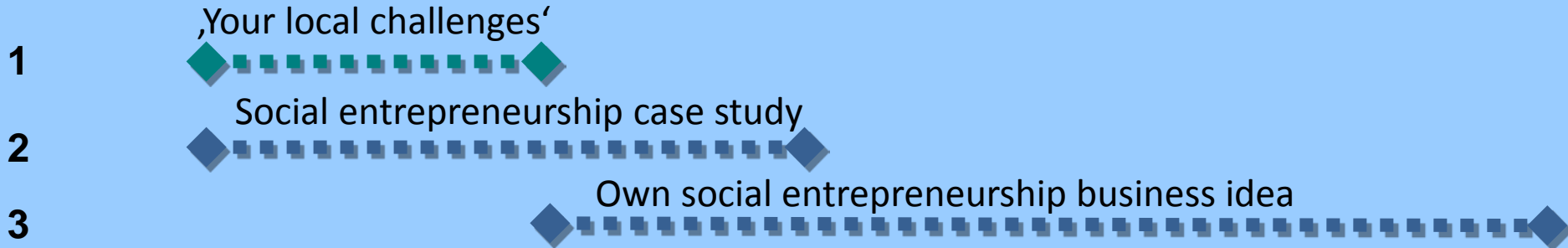
Review and outlook on the **seminar process**

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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:

- 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>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

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 5th 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‘
Elisa Gotesman Bercovici's

Group Presentations: Case Study Field Research

Tuesday, 10th of April, 16 00 – 17 30 CET

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Thank you very much for your attention!



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