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

# Social Entrepreneurship for Local Change

Online Multiplier Event

Tuesday, June 5, 2018, 14 00 – 15 30 CEST



# Agenda

Time	Activity	Speaker		
14 00 – 14 10	Welcome	Ellen Fetzer, SELC project coordinator Carola Pekrun , NGU Vice president		
14 10 – 14 50	<b>Presentation of project outputs and outcomes</b>			
14 10 – 14 20	SELC Online Course + Resources	Ellen Fetzer		
14 20 – 14 30	SELC Intensive Study Programme	Roger Evans		
14 30 – 14 40	SELC Reports	Daan van der Linde		
14 40 – 14 50	SELC Alumni as founders	Anja Kromer ( <a href="https://www.umtueten.org">https://www.umtueten.org</a> )		
14 50 – 15 20	<b>Moderated parallel sessions</b>			
Session ID	A	B	C	D
Moderators	Erskin Blunck Carola Pekrun	Ellen Fetzer Felix Toepler	Roger Evans Andry Padar Carmen Paunescu	Petra Dickel Linda Kleemann Frauke Godat
Topics	Teaching across institutional boundaries	Enhancing meaningful learning in virtual teams	Teaching social entrepreneurship	Case study based learning in social entrepreneurship
15 20 – 15 30	<b>Short plenary and outlook</b>		Ellen Fetzer + Session moderators	

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# Welcome Note



by **Prof. Dr. Carola Pekrun** from NGU  
Vice-president for research and transfer

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# 17 goals to transform our world



“All countries and all stakeholders, acting in collaborative partnership, will implement this plan.” Transforming our world: the 2030 Agenda for Sustainable Development, United Nations 2015

*Visual Source: UN Communication Material*

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# Education for Sustainable Development

- Educated people have the power and responsibility to change society
- Universities have a great responsibility as they educate the leaders of tomorrow
- Therefore, the future academics we educate need to....
  - be informed about the global situation,
  - have learned critical, analytical thinking,
  - be aware of the necessity to act in an ethic manner.
- Institutional boundaries need to be overcome

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# Our ERASMUS+ Project

**Many thanks to**

**Dr. Ellen Fetzer for initiating the ERASMUS+ Project  
Social Entrepreneurship for Local Change**

**the Session Moderators**

**the entire SELC Project Consortium**

**and the EU and DAAD for funding this project**

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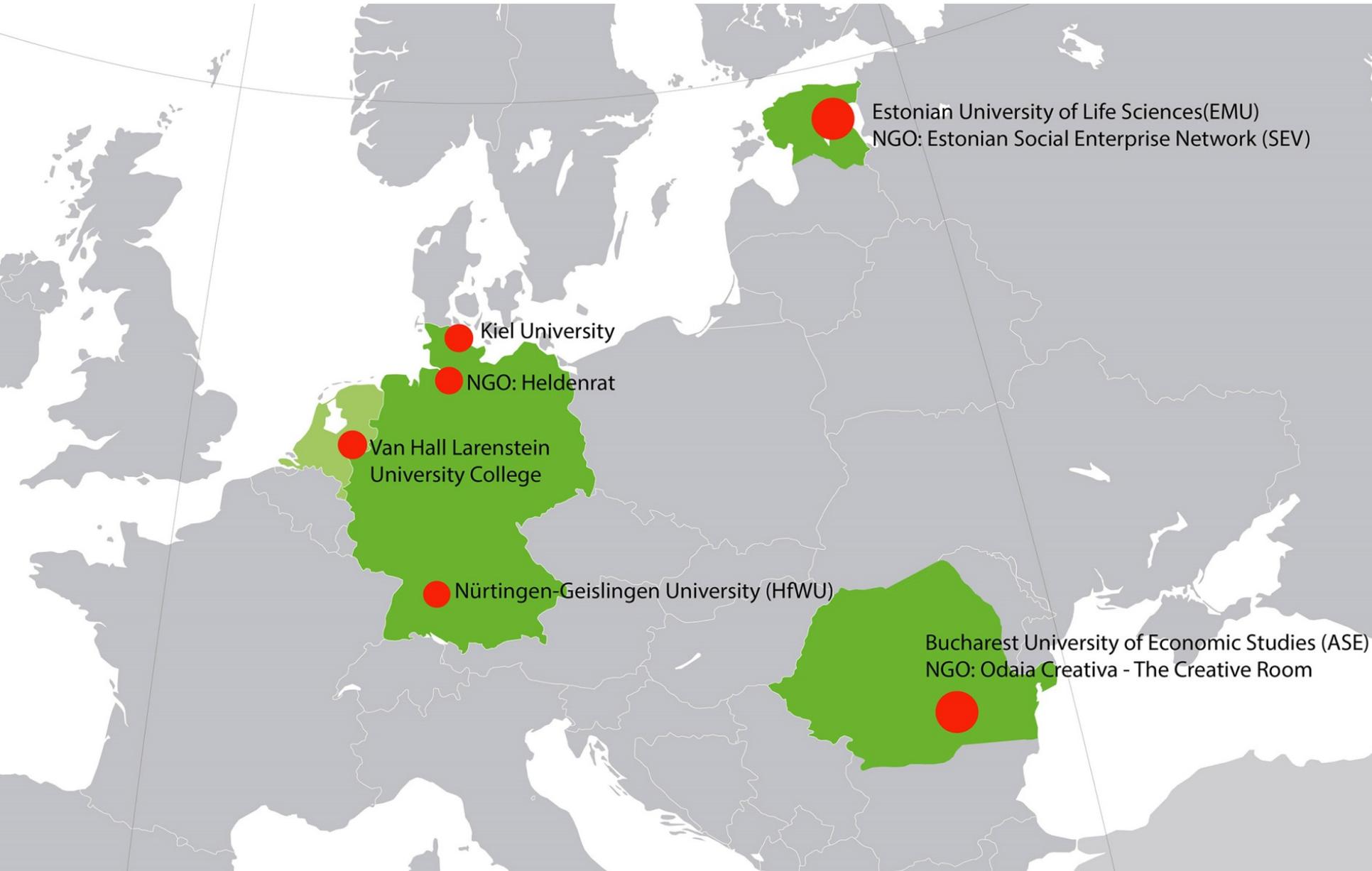
# The SELC Project and Online Course

Dr. Ellen Fetzer, NGU



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# Our Consortium



Estonian University of Life Sciences (EMU)  
NGO: Estonian Social Enterprise Network (SEV)

Kiel University

NGO: Heldenrat

Van Hall Larenstein  
University College

Nürtingen-Geislingen University (HfWU)

Bucharest University of Economic Studies (ASE)  
NGO: Odaia Creativa - The Creative Room

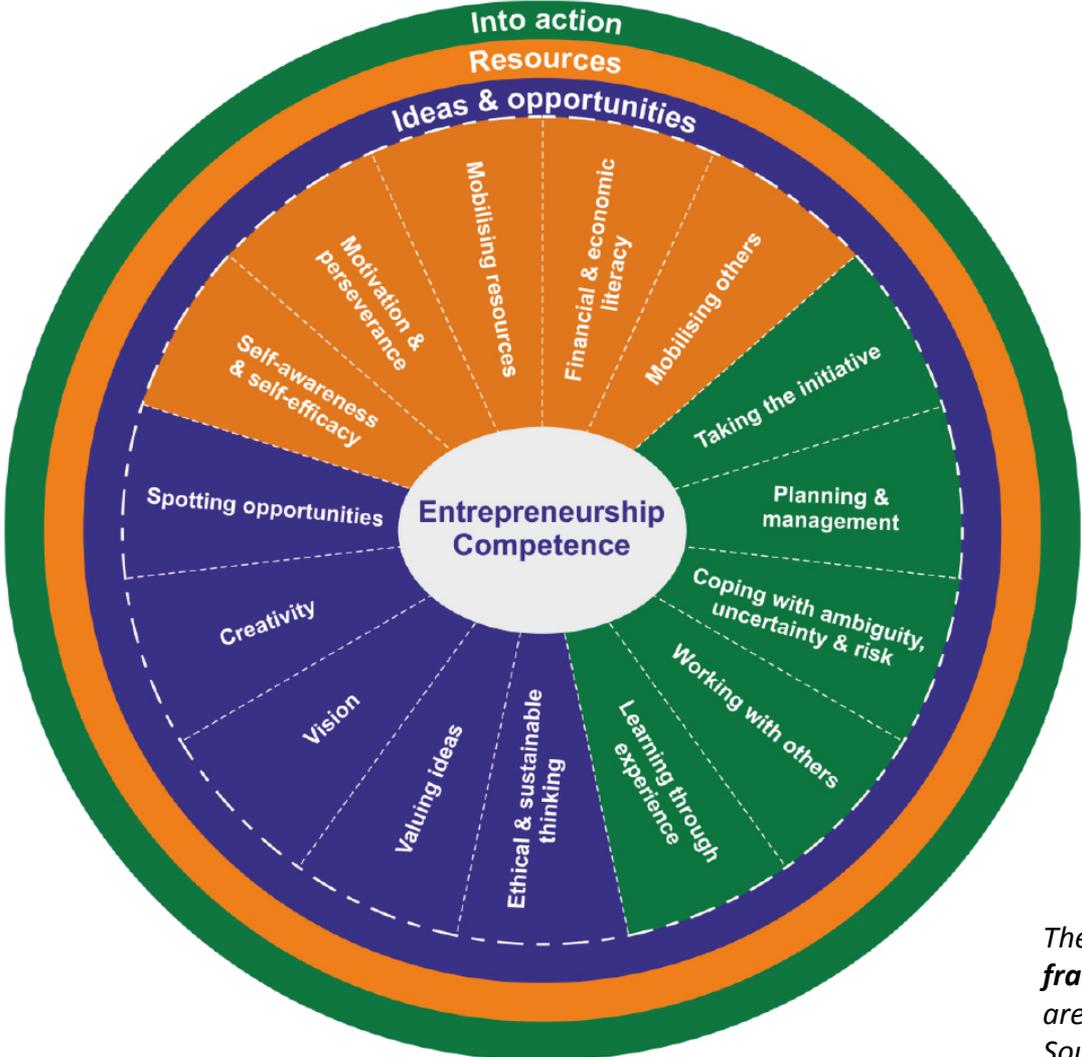
# Our Team



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

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# Our goal: Empowerment for Local Change

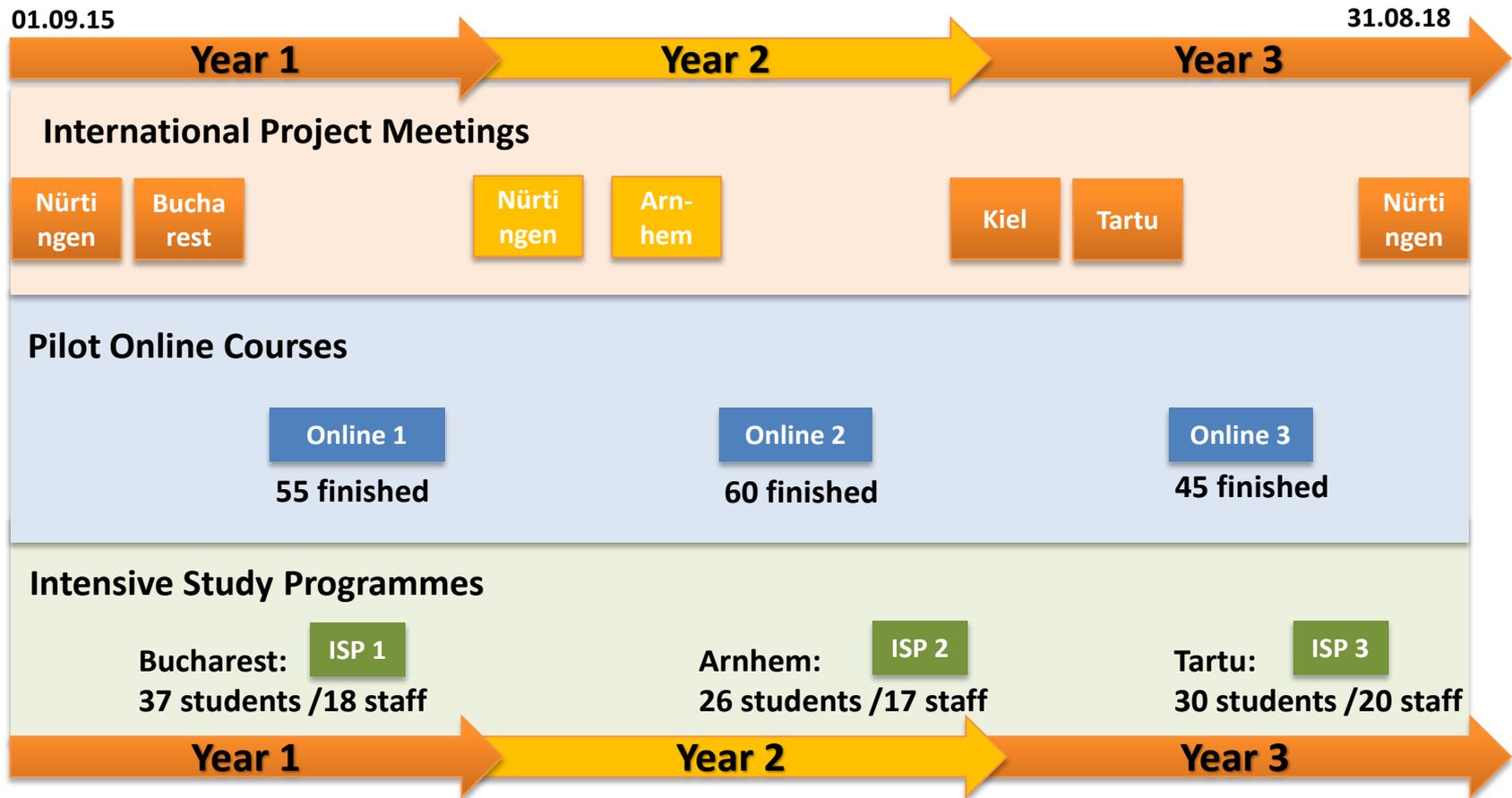


The **Entrepreneurship competence framework** is made up by 3 competence areas and 15 competences.  
 Source: Bacigalupo, M. et al. 2016

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# Our Journey



**Funding Programme: ERASMUS+ K2 Strategic Partnerships**

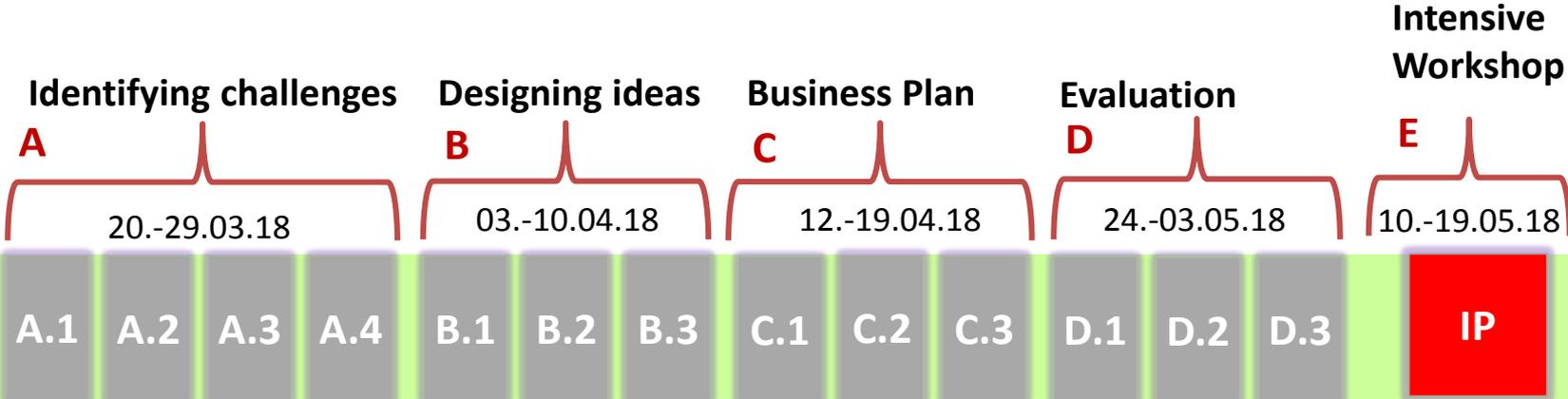
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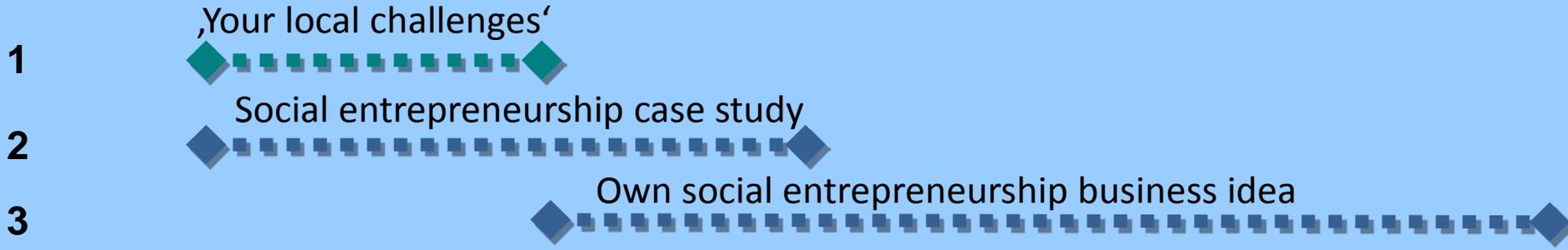
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# Our seminar model for three years



## Assignments



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# Seminar Media Concept

## Seminar WIKI

<http://www.localchange.eu>

The screenshot shows the 'Seminar Social Entrepreneurship for Local Change Spring 2018' page. It includes a navigation menu on the left with categories like 'About', 'Resources', 'Online Seminar 2018', and 'Help'. The main content area features a 'Contents (hide)' table of contents with 13 items, a 'For whom is this course?' section with bullet points, and a 'Presentation' section with a link to download the 2018 Course Manual.

- Course Schedule
- Assignments
- Team pages
- Minutes

## ILIAS

<http://ilias.hfwu.de>

The screenshot shows the ILIAS course page for 'Online Course 'Social Entrepreneurship for Local Change' 2018'. It features a navigation menu with options like 'Content', 'Info', 'Settings', and 'Local User Administration'. The main content area displays 'COURSE MANUAL SELC 2018' with a PDF link, 'SESSION MATERIALS AND RECORDINGS' with a link to 'Landscape as the Arena of Challenges, 20st of March 2018', and 'ASSIGNMENT MATERIALS AND TEMPLATES' with links for 'Assignment 1 - Local Challenges', 'Assignment 2 - Field Research', and 'Assignment 3 - Business Model'.

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

Direct links



Direct mailing  
Coordinator  
-> participants

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# Listening to external experts

Commonland, Dieter van den Broeck on 12th of April 2016

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# Understanding Local Challenges

The image displays four screenshots of Adobe Connect meetings, each showing a presentation slide and a list of participants. The meetings are titled 'Session A Local Challenges', 'Session B Local Challenges', 'Session C Local Challenges', and 'Session E Local Challenges'.

**Session A Local Challenges:** The slide discusses 'Broader analysis, important cause-effect relationships, wider consequences'. It lists three bullet points:
 

- 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 role of line, acquiring science and technology -> external trade takes high risk

 A communication guide is also provided.

**Session B Local Challenges:** The slide features a photo of people in a cafe and the text 'Sustainable cafes managed by community.' It includes a source: 'Source: TedTalk A guerrilla gardener in South Central LA, by Ron Finley'. The title is 'Social Entrepreneurship for Local Change First Presentation – Your Local Challenges'.

**Session C Local Challenges:** The slide is titled 'What is local/place specific about our challenges?' and compares Jordan, Colombia, and Romania. It includes a table with details on public cemeteries, European/global challenges, and differences between the regions.

**Session E Local Challenges:** The slide is titled 'What is your strongest common interest field?' and features a photo of glasses with the text 'VISION A Picture of a Preferable Future'. It lists four points: 'Better living conditions for everyone', 'Equal rights', 'Protect nature and human health', and 'Raising awareness both social and environmental'.

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# Comparing Case Studies

Social Entrepreneurship Team Session A (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio

Camera and Voice (8)

Room A Assignment 2

Indicator	Enterprise	ANKOBRA FARMS	integrAIDE	unverpackt
Mission	Fight against poverty and social exclusion	Security of biofuel & organic food	Integration of refugees	Get society to question its consumer behavior
Revenues	Selling products, donations	Trade products, donations	Prices, donations	Sales, Workshops, Awards
Beneficiaries	Communities, Customers	Communities	Refugees, volunteers, local communities	Shop founders, students, local community
Product/Service	Products & service	Products & service	Service	Products & services
Scalability	Yes (to have more international partners and to implement a law that obligates companies to plant a tree for every tree cut)	Yes (business as open source knowledge)	Yes, (Train the Trainers) and for communities	Yes (spread of the concept nation wide)

Conclusion

2.OUTPUT

Attendee List (14)

Discussion Notes

Organisation:  
Max 20 minutes presentation time, then 10 minutes discussion. One group that is not presenting is always leading the discussion.

Group 1 ----> Discussion is led by Group 3  
Tabea, Martijn, Claudia-Mariana

Group 2 ----> Discussion is led by Group 1  
Olivia, Oana Miruna, Catalina, Waitkira

Group 3 ----> Discussion is led by Group 2  
Cornelia, Tosca, Elena

For the plenary discussion:  
General Questions about the SE key characteristics:  
1/ is there a clear social aim/mission for the activities of the

Chat 6 (Everyone)

tabea: ok

Katharina (tutor): your mic does not work properly anymore

Katharina (tutor): there is a lot of background noise Claudia, maybe it is better if you just type.

Everyone

15 / 28 | 124%

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# Presenting the Business Plan

Social Entrepreneurship Team Session A (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio

Camera and Voice (3)

Start

Session A Business Plans

Draw Stop Sharing

Help

Tarmo Piling (tutor) Margaret Oguzhan Bilgili

## Product & Services

- Easy transportation
- Economic improvement
- Clean environment
- Healthy lifestyle

Go-Cycle! Nürtingen

### Go-Cycle! Nürtingen Rental Rates

1 hr	= 1.80 €/hr
6 hr	= 1.50 €/hr
12 hr	= 1.25 €/hr
24 hr	= 1.10 /hr

Attendee List (16)

Discussion Notes

Presentations are max. 20 minutes + 10 minutes discussion

Please listen actively and comment on each other

Good luck!

16 00 - 16 30  
Group 3: Nastaran, Melanie, Edwin + Christopher

16 30 - 17 00  
Group 4: Han, Maythe + Florian

17 00 - 17 30  
Group 21: Maggie, Mansura + Oguzhan

Chat 6 (Everyone)

Ellen Fetzer: Very good graphics in your presentation

Jitse Schaafsma: Manicure from manure would be a great business idea

mansura perveen 2: yep nice graphical presentation !!!!

Judith Jobse (VHL Lecturer): manure fermentation to produce energy with me become a big competitor

Tarmo Piling (tutor): We can hear you

Judith Jobse (VHL Lecturer): I meant to say manure fermentation to produce energy might become a big competitor

26 / 35 151%

Sync

DE 17:09 02.05.2017

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# SELC Intensive Study Programmes

*Or: How to squeeze  
local change into 8 days*

Dr. Roger Evans, EMU Tartu



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# Overall Structure of SELC Workshops

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
Local safari	Local safari, data gathering, situation analysis	Design thinking/idea generation	Business plan concepts	Describing business plans	Testing and evaluating business plans	Finalising and preparing presentations	Presentation to local communities
observe			understand		Business plan	Finalise	community presentation and stakeholder feedback
understand			define ideate	prototype	field test and refine	ideate for presentation	
Expected outcomes			prototype				



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# What was specific about Estonia?

1. Planning for the Intensive Study Programme (ISP) started **early**.
2. Need to identify an area with **sufficient scope** for participants to find challenges
3. In 2018 a **national park in Estonia** which possessed a number of significant challenges was selected.

The following are **key issues** identified for the park:

- A high proportion of resident's work in nearby urban areas and only "sleep" in the park's towns and villages
- There are many restrictions on land use within the park
- There is a risk of the area becoming dependant on EU project funding
- A number of projects have been implemented but which cease when funding ends: there is a need for new sustainable ideas
- Collaboration, cooperation and partnership between institutions of the state, municipalities and local communities is poor
- Coordination between providers and stakeholders in the rural tourism and recreation sector is lacking
- Local residents are not very entrepreneurial, differ in their aspirations for the area.

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# Key points for success in the implementation of the ISP

A **local coordinator** (Kaisa Linno) in place who can mobilise the local community to meet with the participants. Here she is explaining the problems and potential in the town of Loksa.



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# Key points for success in the implementation of the ISP

**Time** was allocated for the participants to **tour the study area** to gain insights into the problems and opportunities. Kolga Manor complex is largely abandoned but has huge potential.



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# Key points for success in the implementation of the ISP

The former Hara Soviet submarine base is wonderfully **evocative** and has several alternative futures.



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# Key points for success in the implementation of the ISP

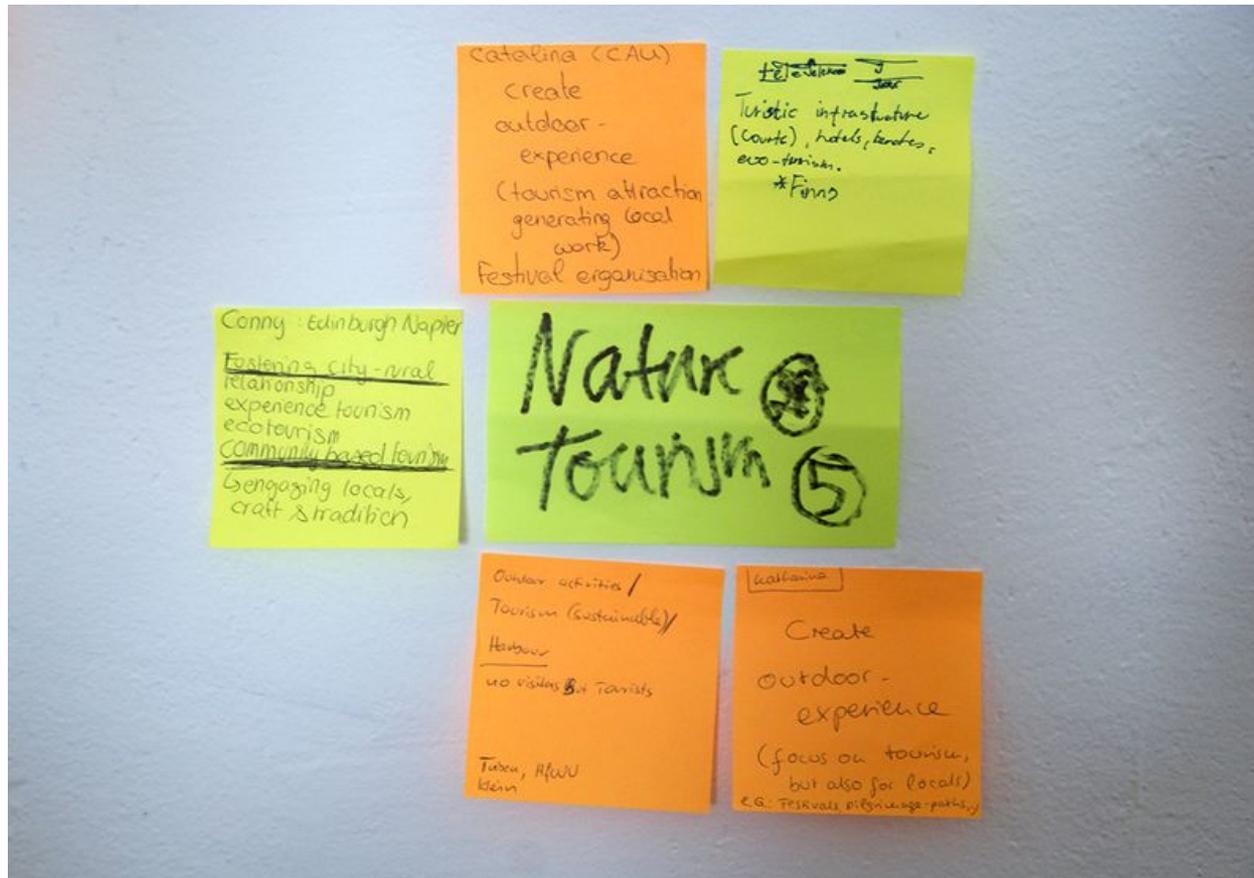
**Meeting with local stakeholders** was an important opportunity for participants to both ask questions and hear local opinions on what could be done in the area.



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# Key points for success in the implementation of the ISP

Teams of 4 or 5 students were formed around **related and complementary topics**.



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# Key points for success in the implementation of the ISP

**Design Thinking** encouraged teams in finding 'What if' questions



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# Key points for success in the implementation of the ISP



After analysing their ideas teams made **prototypes** which were then pitched to the whole group who provided detailed feedback and questions on the idea.

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# Key points for success in the implementation of the ISP

Following a **review of feedback** teams moved on using the **business canvas** to specifying the service or product and preparing their detailed business plans with support of their tutors.



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# Key points for success in the implementation of the ISP

Each team made a **short presentation** to an **audience of local stakeholders**



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# Key points for success in the implementation of the ISP

Teams also made a **poster** of their business idea which they **discussed** with stakeholders



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# Key points for success in the implementation of the ISP

There was also room for social and cultural activities



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# SELC Outputs: Our Guidance Reports

Daan van der Linde, VHL Larenstein

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# localchange.eu

INTRODUCING SOCIAL ENTREPRENEURSHIP IN HIGHER EDUCATION

EXPERIENCES FROM A BLENDED LEARNING PROGRAMME

01. Addressing four strategic domains
02. From idea to implementation
03. Our strategy for continuation

Output 2 - Part 1 ERASMUS+ Project  
Social Entrepreneurship for Local Change



## Part 1

...is addressed to **decision-makers** within the **HEI Sector**

We introduce our **vision** on **four** strategic domains:

1. Social Entrepreneurship as a **learning opportunity**
2. **Bridging the gap** by interdisciplinary cooperation
3. Create **synergies** across national and institutional boundaries
4. Take the internet seriously: it is all about **connectivity**

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# How did we design and implement the course?

**From idea to implementation:**

How did SELC work out for the partners?

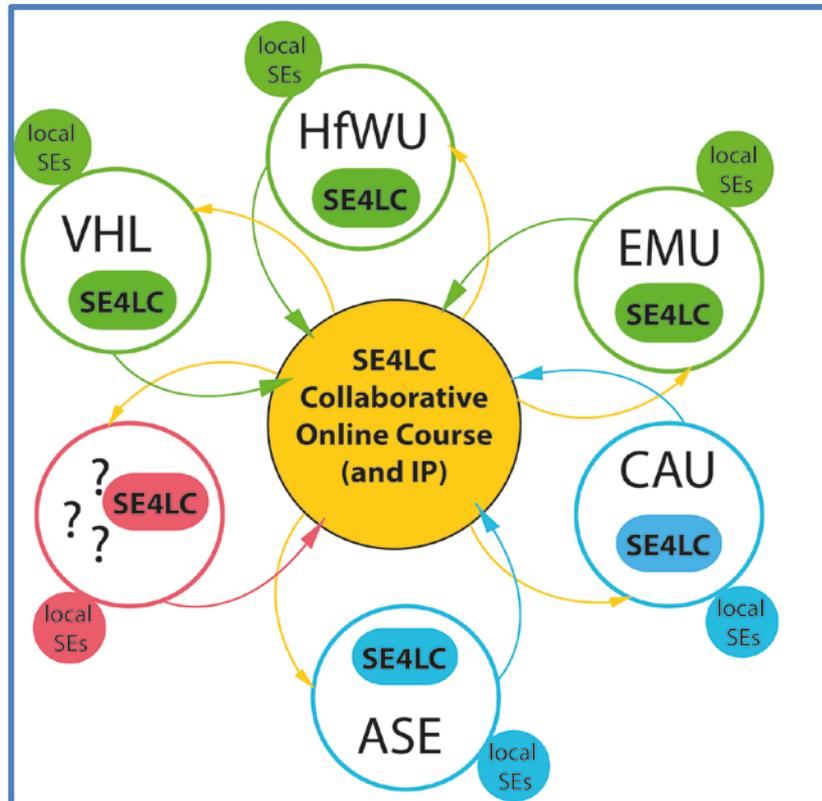
## **The three challenges of teaching across institutional boundaries**

- The challenge of organizational integration
- The challenge of capacity building
- The challenge of integrating learning cultures

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# Our strategy for continuation



## Option 1 (without EU project):

- Keep the online course alive
- Capitalize on lessons learned
- Capitalize on teaching materials

## Option 2 (with new EU project):

- Build Community Innovation Hubs
- Create more local impact
- Continue partnership and online course

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# localchange.eu

TEACHING AND LEARNING SOCIAL ENTREPRENEURSHIP

A BLENDED LEARNING MODEL

- |                                     |                                |                               |
|-------------------------------------|--------------------------------|-------------------------------|
| 01.<br>Why Social Entrepreneurship? | 02.<br>The ERASMUS+ Project    | 03.<br>Online Course Design   |
| 04.<br>Intensive Study Programme    | 05.<br>Capacity Building Needs | 06.<br>Reflection and Outlook |

Output 2 - Part 2 ERASMUS+ Project  
Social Entrepreneurship for Local Change



## Part 2

....is addressed to **educators + course designers** not only from the HEI Sector

We share our **course design, methods and learning materials:**

1. Online course design
2. Intensive Study Programmes
3. Capacity Building Needs
4. Annexes: manuals, assessment forms, lecture materials, templates, references

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# From Social Entrepreneurship Education to Founding a Business

CAU Graduate and former SELC participant  
Anja Kromer reports

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WE WANT TO CREATE IMPACT.  
WITH OUR TÜÜT FOR WASTE FREE SHOPPING.

A photograph of two women in winter clothing (scarves and hats) sitting on a boat, looking out over a large body of water. In the background, a city skyline is visible across the water. The scene is captured in a soft, natural light, likely during the day.

*umtiiten*

20.000

DISPOSABLE PAPER BAGS



*umtiten*



STYLISH

SUSTAINABLE

PRACTICAL

umtüten



umtüten



MARKT-TÜÜT

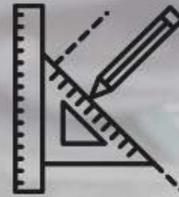


SNACK-TÜÜT

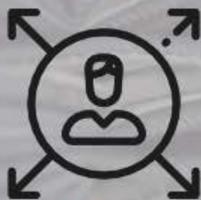


BROOT-TÜÜT





*in* EFFICIENT  
PROCESSES



*no*  
MARKETING &  
SALES  
*concept*



*missing*  
PRODUCT  
DEVELOPMENT

# BUSINESS DEVELOPMENT

umtüten



SALES OF TÜÜT



ENVIRONMENTAL  
EDUCATION



SUSTAINABILITY  
CONSULTING

AUTHENTICITY

NETWORKING

SERVE THE  
CUSTOMER

umtüten



ANJA KROMER & CHRISTINA LEHMANN

[umtueten@posteo.net](mailto:umtueten@posteo.net)

[www.umtueten.org](http://www.umtueten.org)



# Now: 30 minutes parallel sessions

## Session A: Teaching across institutional boundaries

*with Erskin Blunck and Carola Pekrun*

**Session link:** <https://webconf.vc.dfn.de/r12a8eu1a4e>

## Session B: Enhancing meaningful learning in virtual teams

*with Ellen Fetzer and Felix Toepler*

**Session link:** <https://webconf.vc.dfn.de/r6tamb3dn68>

## Session C: Teaching social entrepreneurship

*with Roger Evans and Andry Padar*

**Session link:** <https://webconf.vc.dfn.de/r3l116sba40>

## Session D: Case study based learning in social entrepreneurship

*with Petra Dickel, Linda Kleemann and Frauke Godat*

**Session link:** <https://webconf.vc.dfn.de/r1i8h4jy439>

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# Plenary and Final Thoughts on the Student and Staff journey

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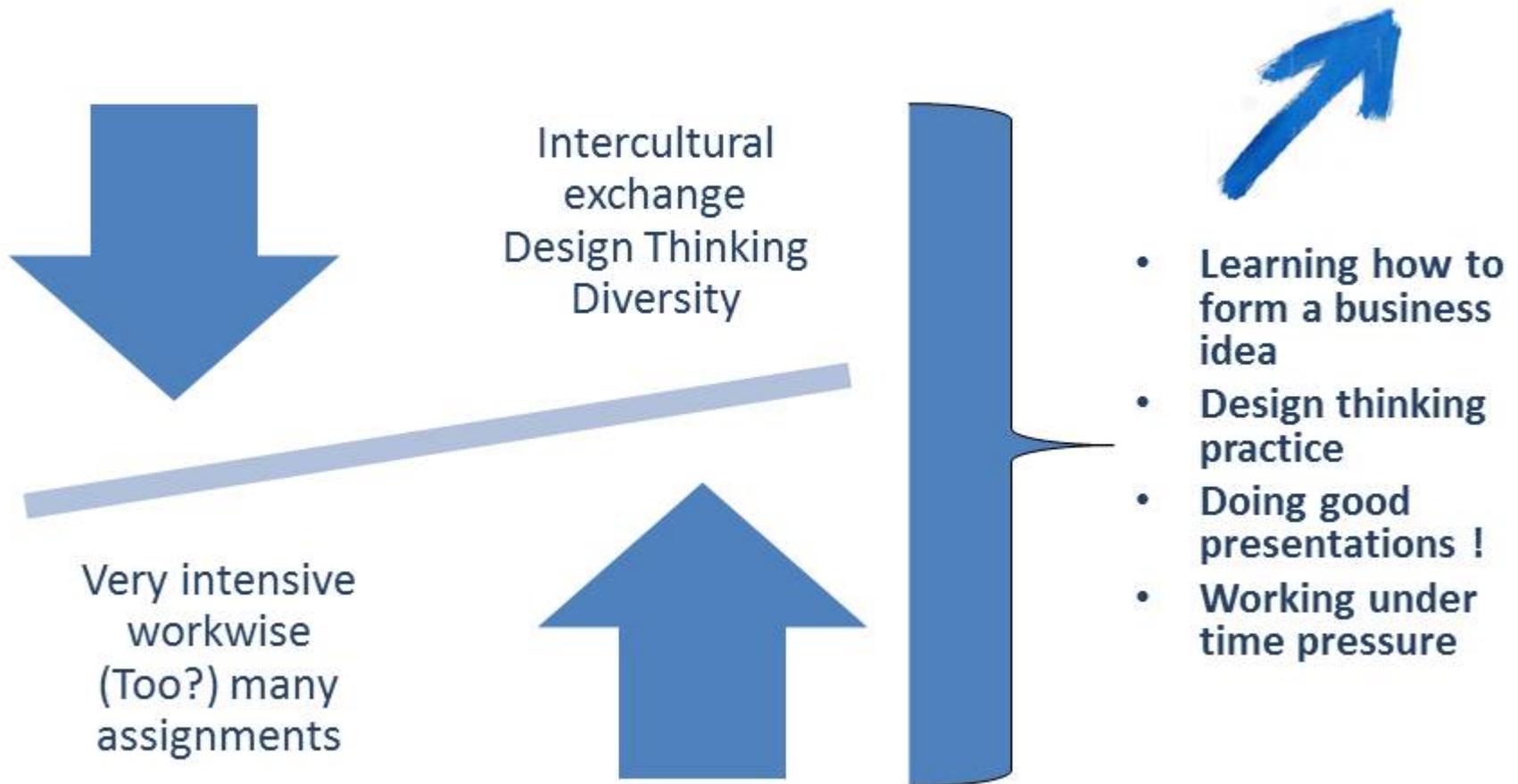
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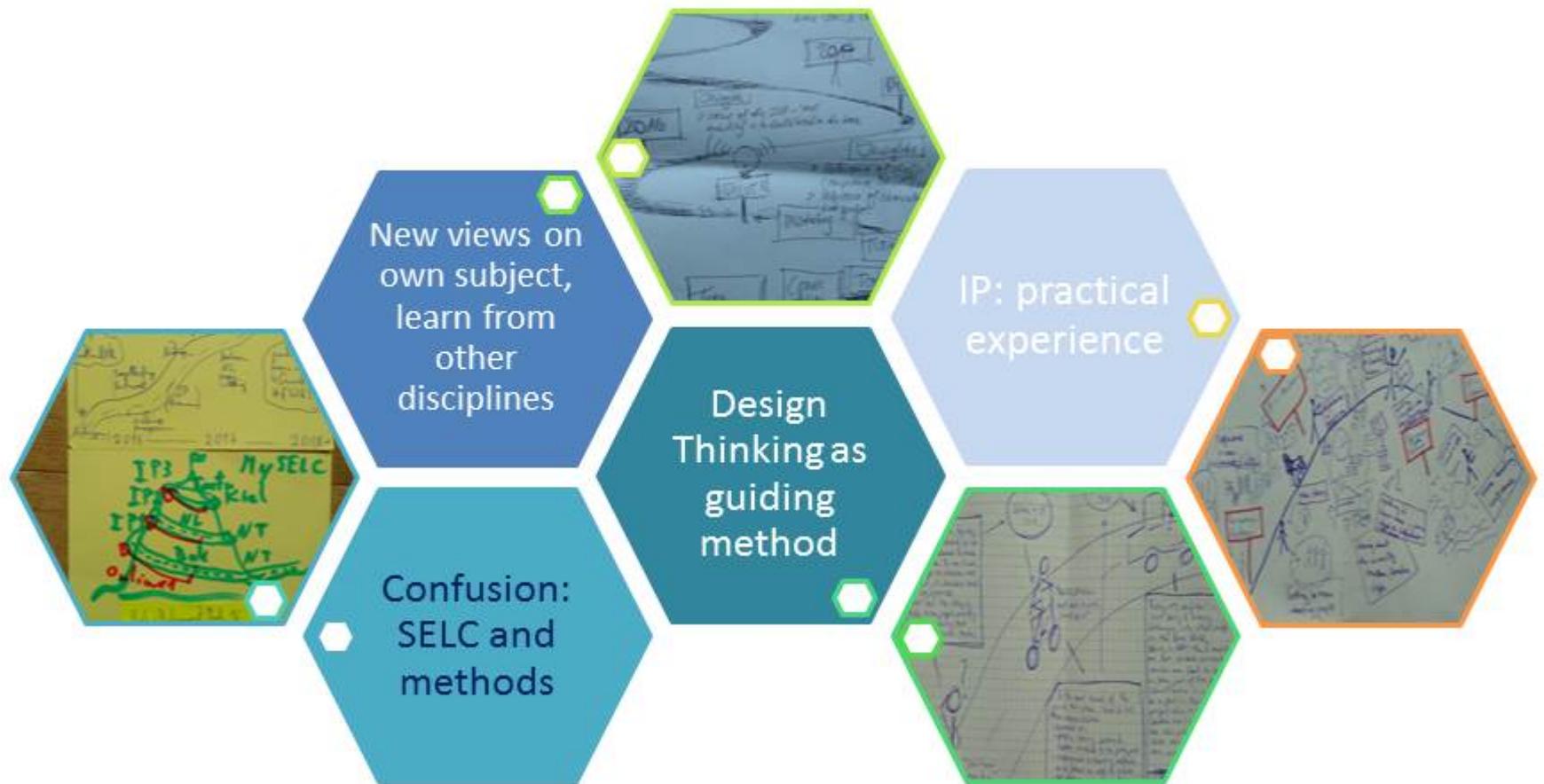


# Student Experience



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# Staff Journey



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# Thank you very much for your attention!



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