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Social Entrepreneurship for Local Change

Online Multiplier Event

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

Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen
www.emu.ee Eesti Maaülikool Estonian University of Life Sciences
Sotsiaalsete Ettevõtete Võrgustik
Christian-Albrechts-Universität zu Kiel
heldenrat Beratung für soziale Bewegungen e.V.
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Agenda

Time	Activity		Speaker	
14 00 – 14 10	**Welcome**		Ellen Fetzer, SELC project coordinator Carola Pekrun , NGU Vice president	
14 10 – 14 50	**Presentation of project outputs and outcomes**			
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 (https://www.umtueten.org)	
14 50 – 15 20	**Moderated parallel sessions**			
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	**Short plenary and outlook**		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

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

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

Strategic Partnership *Social Entrepreneurship for Local Change*

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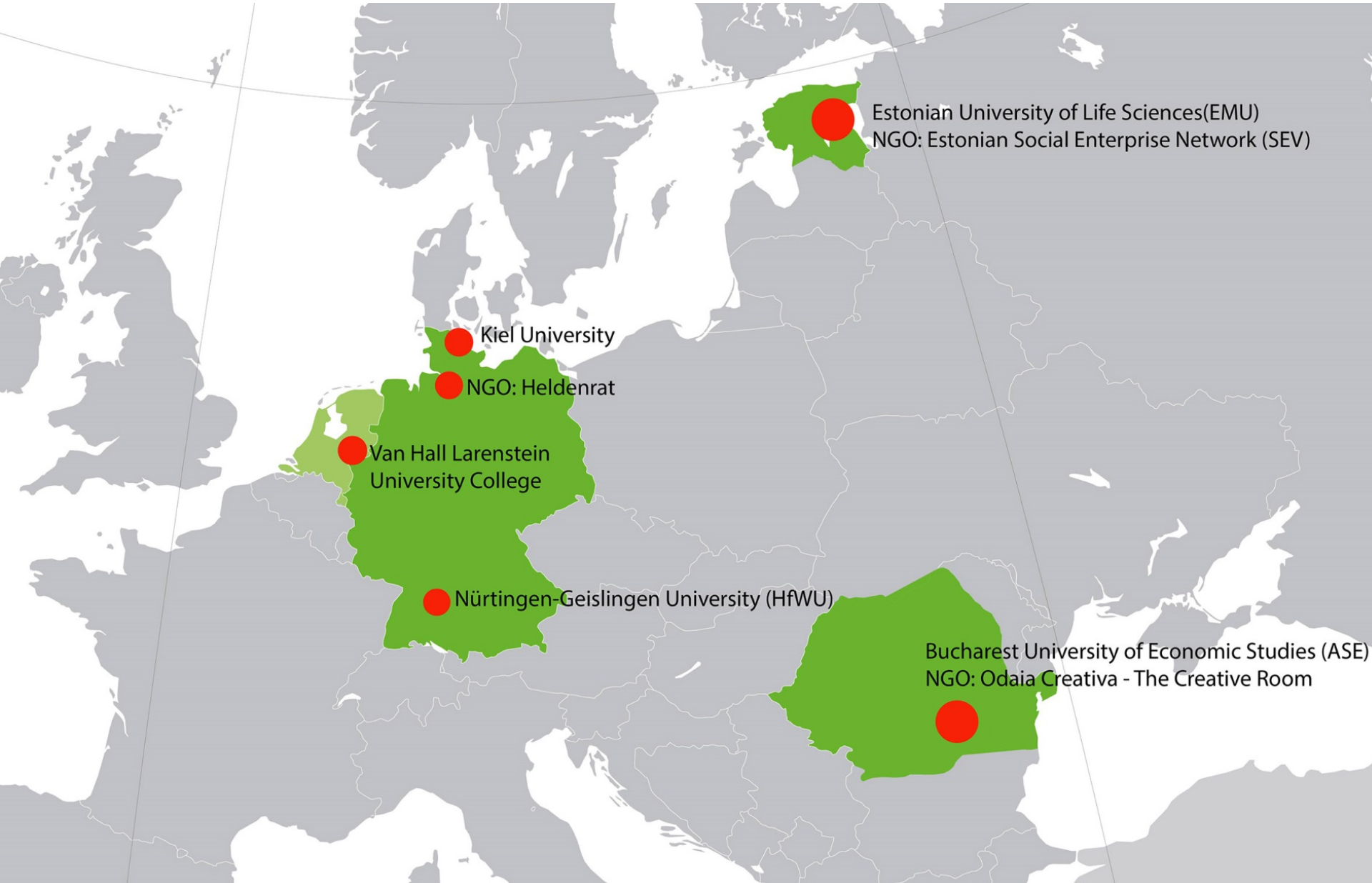
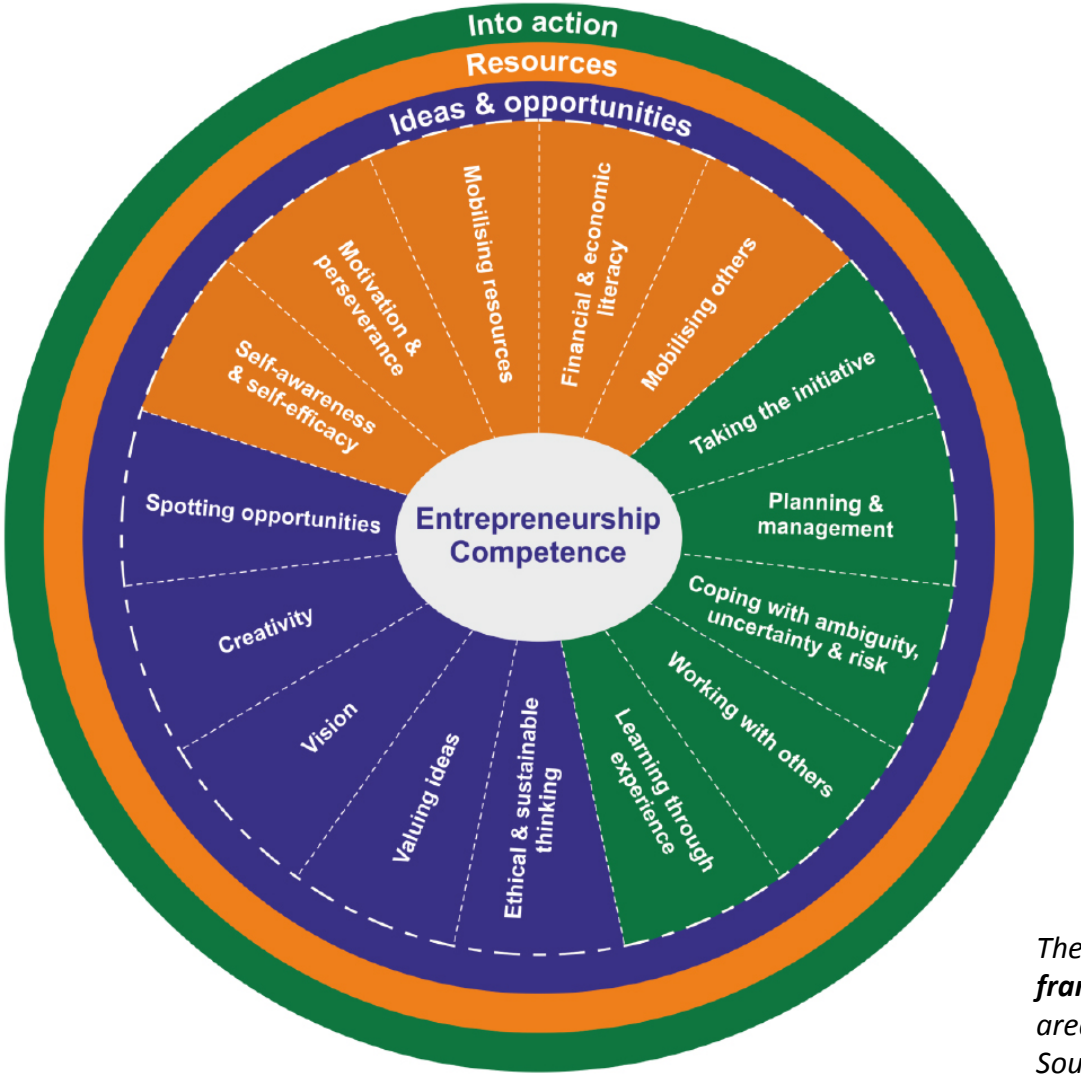
Our Consortium



Our Team

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

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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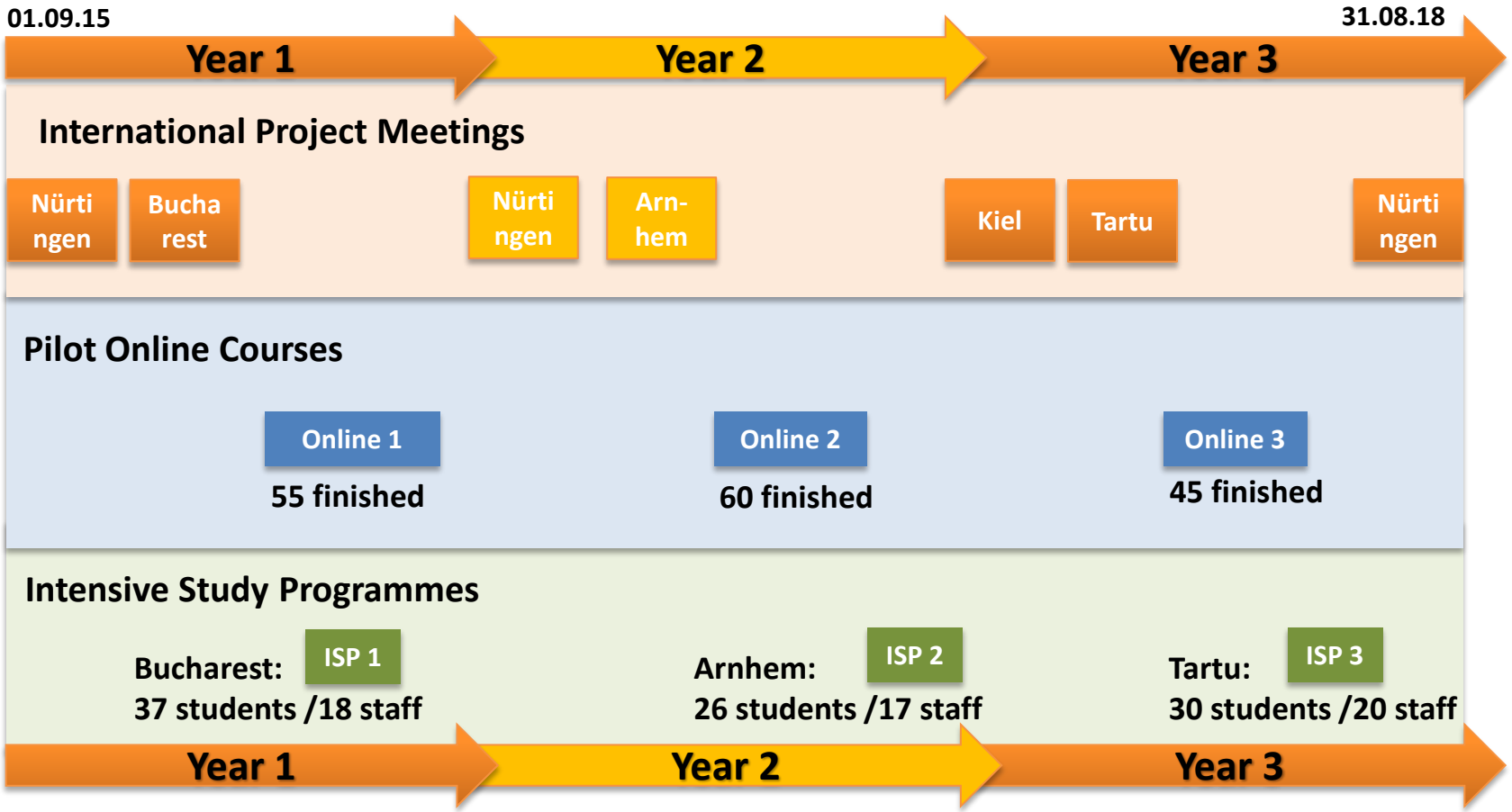
The students‘ goals: Motivations 2018

Our Journey



Funding Programme: ERASMUS+ K2 Strategic Partnerships

Our emerging course model in October 2015

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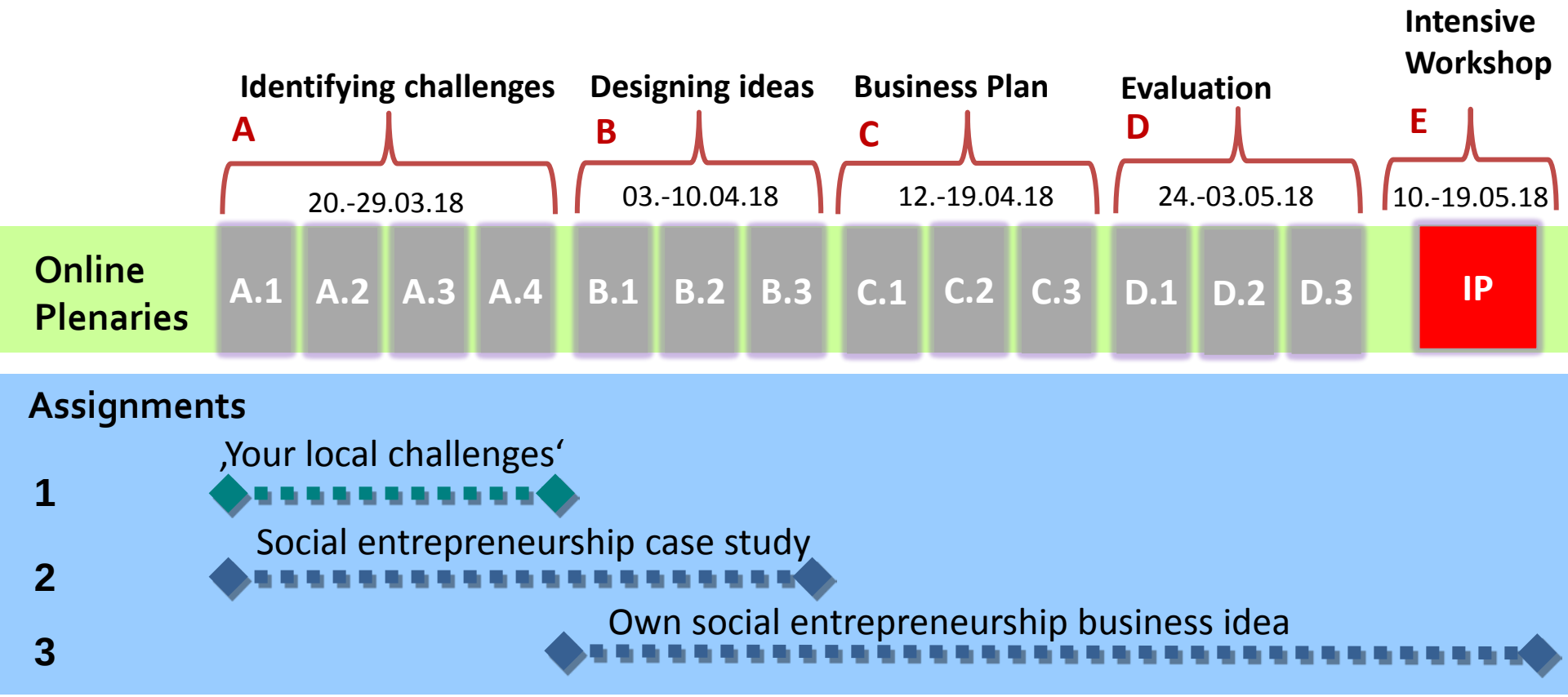
Our seminar model for three years



Seminar Media Concept

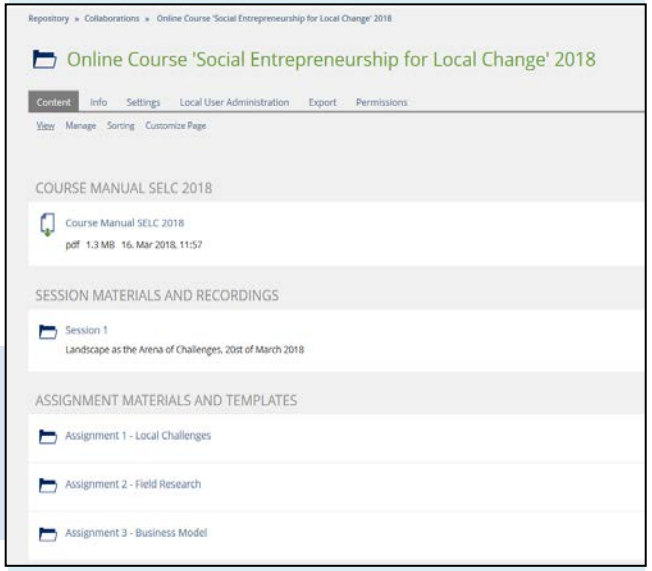
Seminar WIKI
http://www.localchange.eu

- Course Schedule
- Assignments
- Team pages
- Minutes

Direct links

Direct mailing
Coordinator
-> participants

ILIAS
http://ilias.hfwu.de



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

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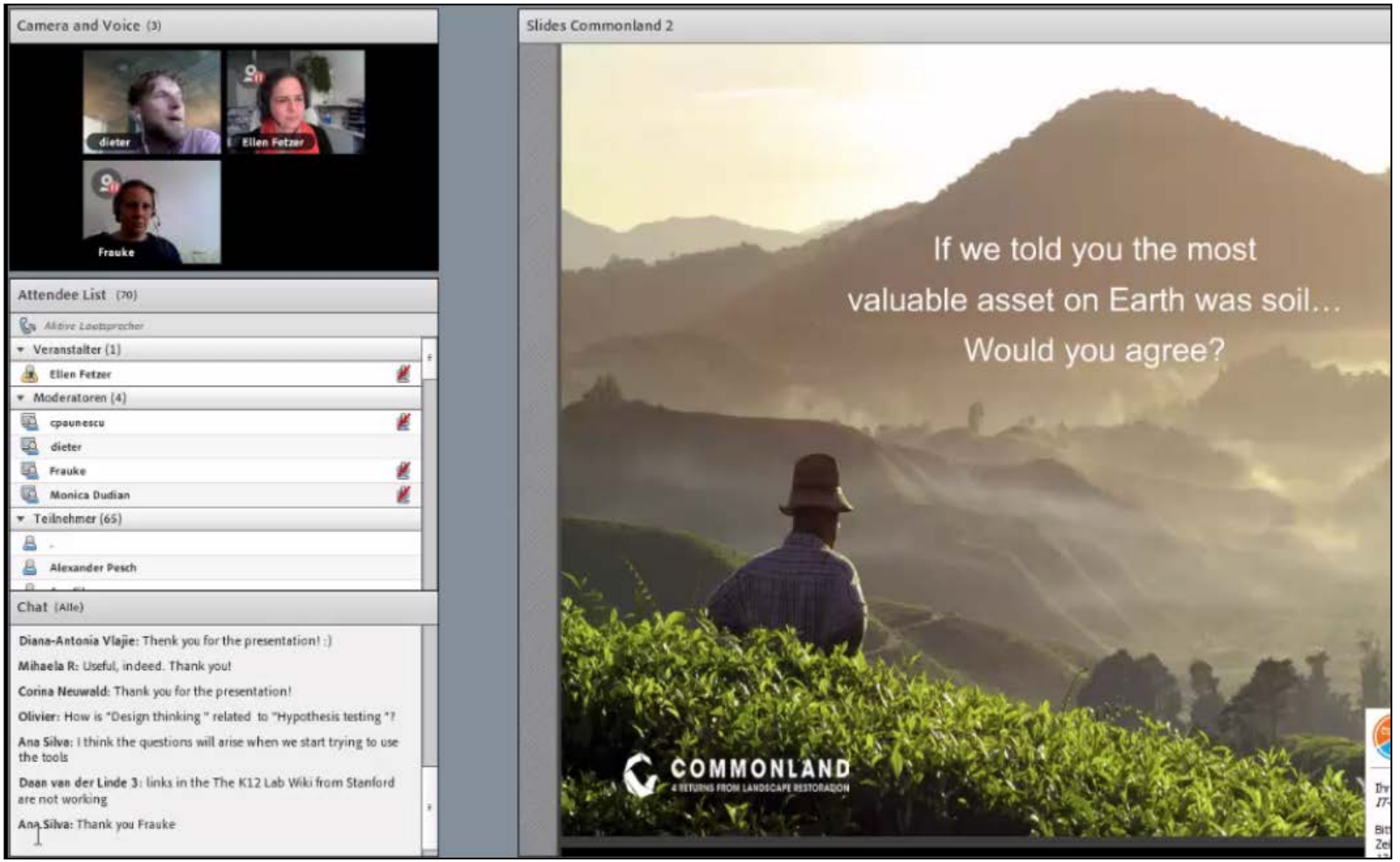
Listening to external experts



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

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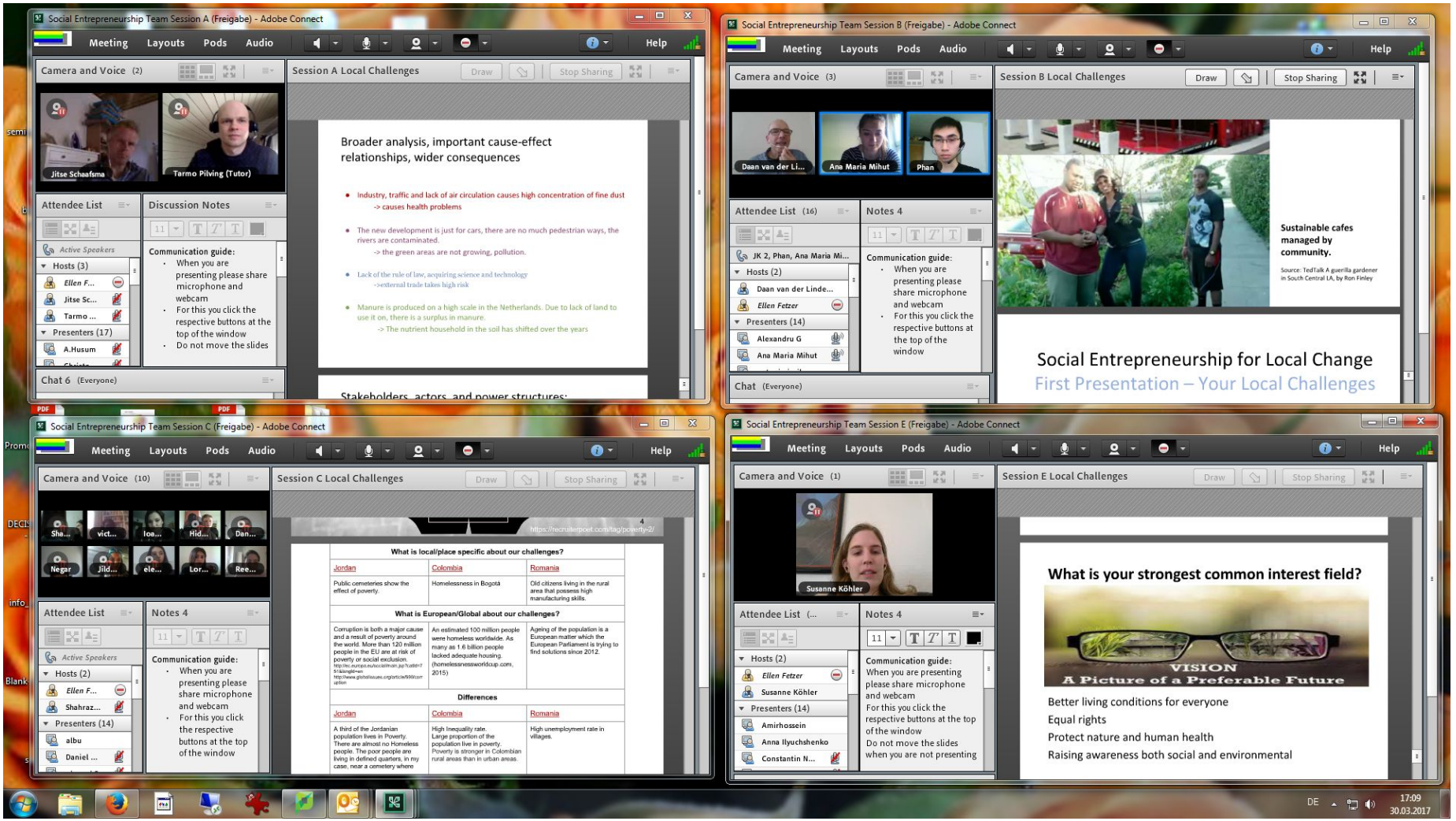
Understanding Local Challenges



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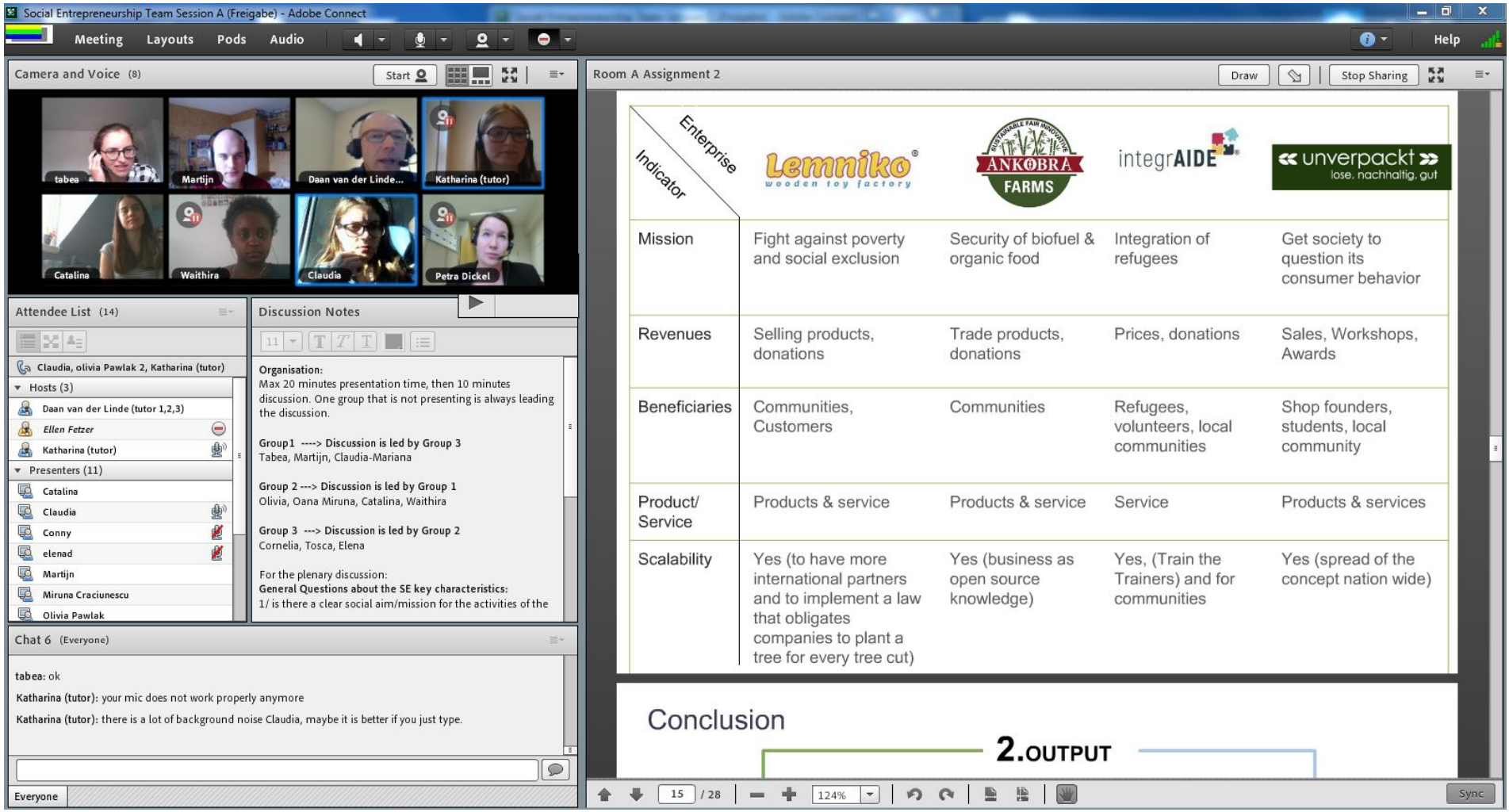
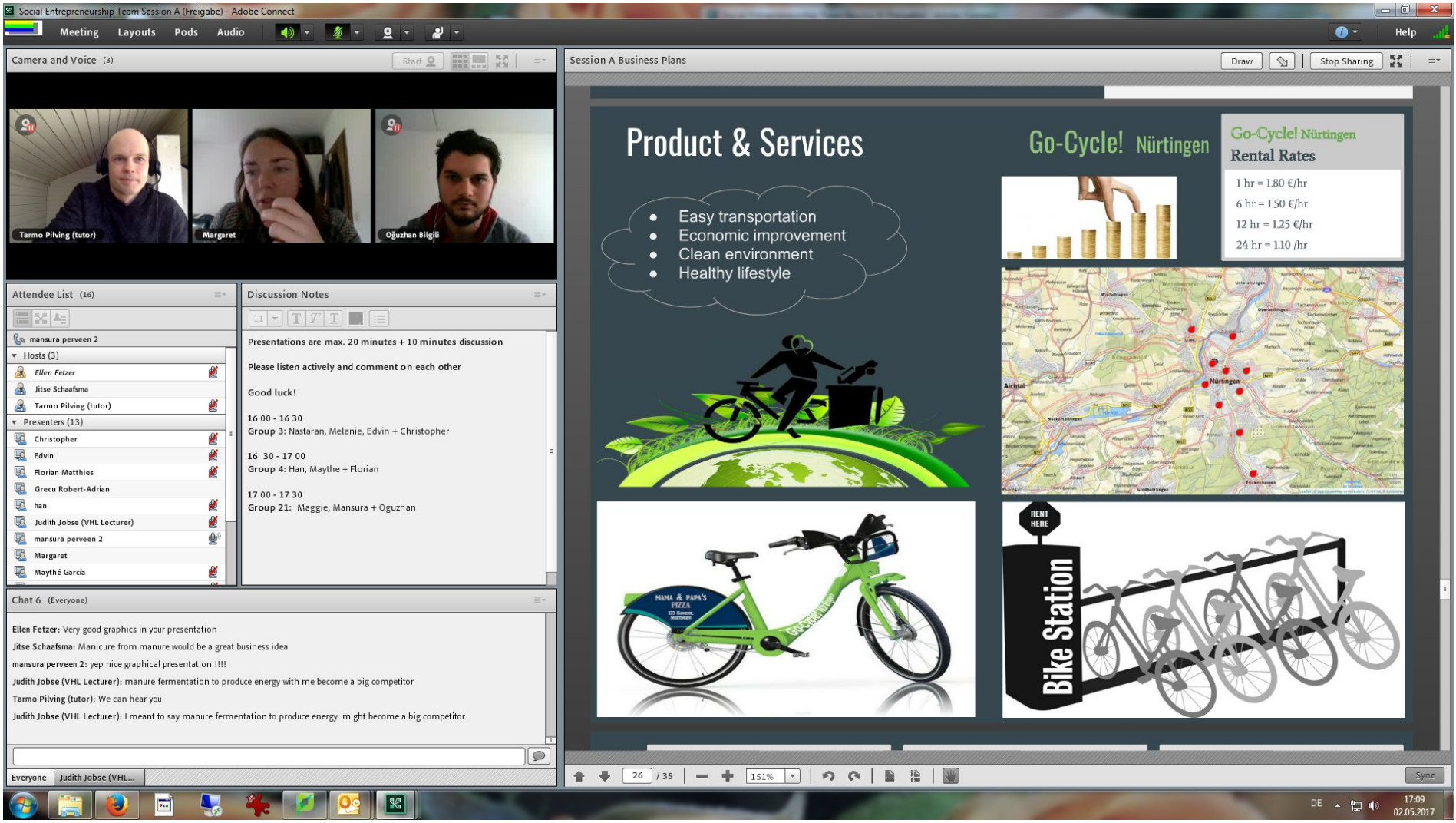
Comparing Case Studies



Presenting the Business Plan



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

define

ideate

prototype

Business plan

prototype

field test and refine

Finalise

ideate for presentation

community presentation and stakeholder feedback

Expected outcomes

Personas, empathy maps

Groups formed around similar themes

Business canvas and planning

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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 su**fficient 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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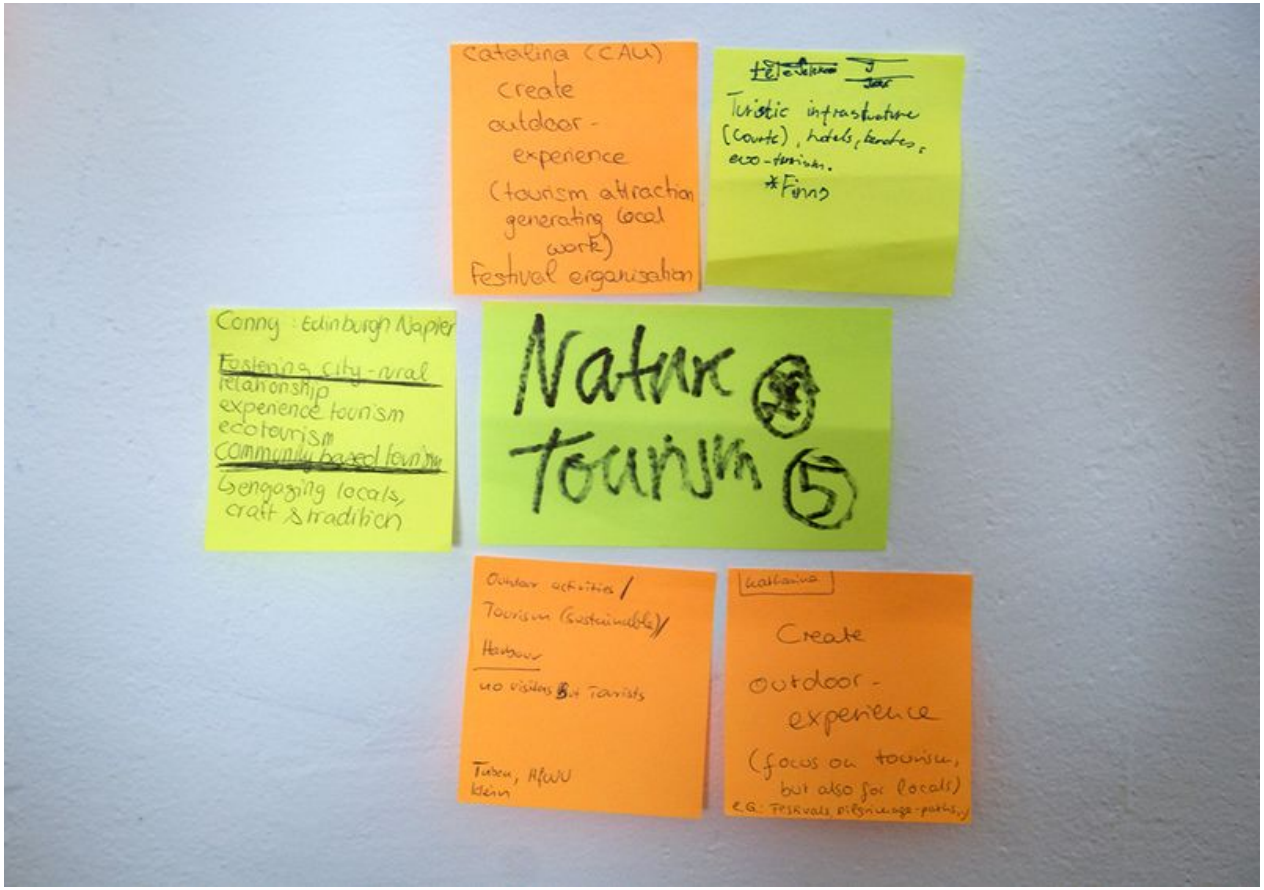
Key points for success in the implementation of the ISP

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.

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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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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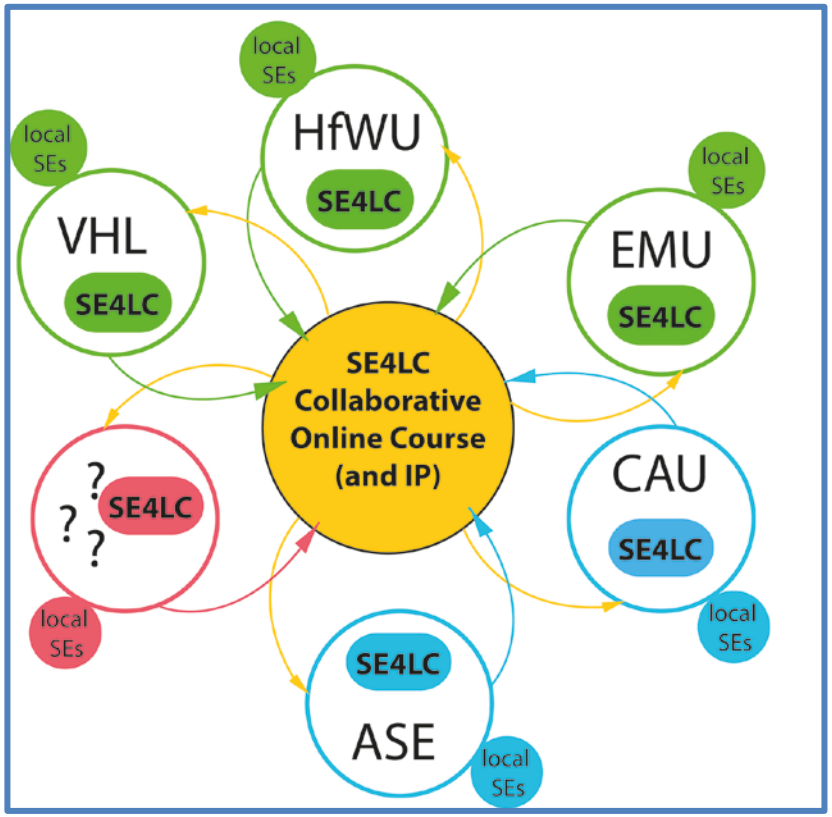
Our strategy for continuation



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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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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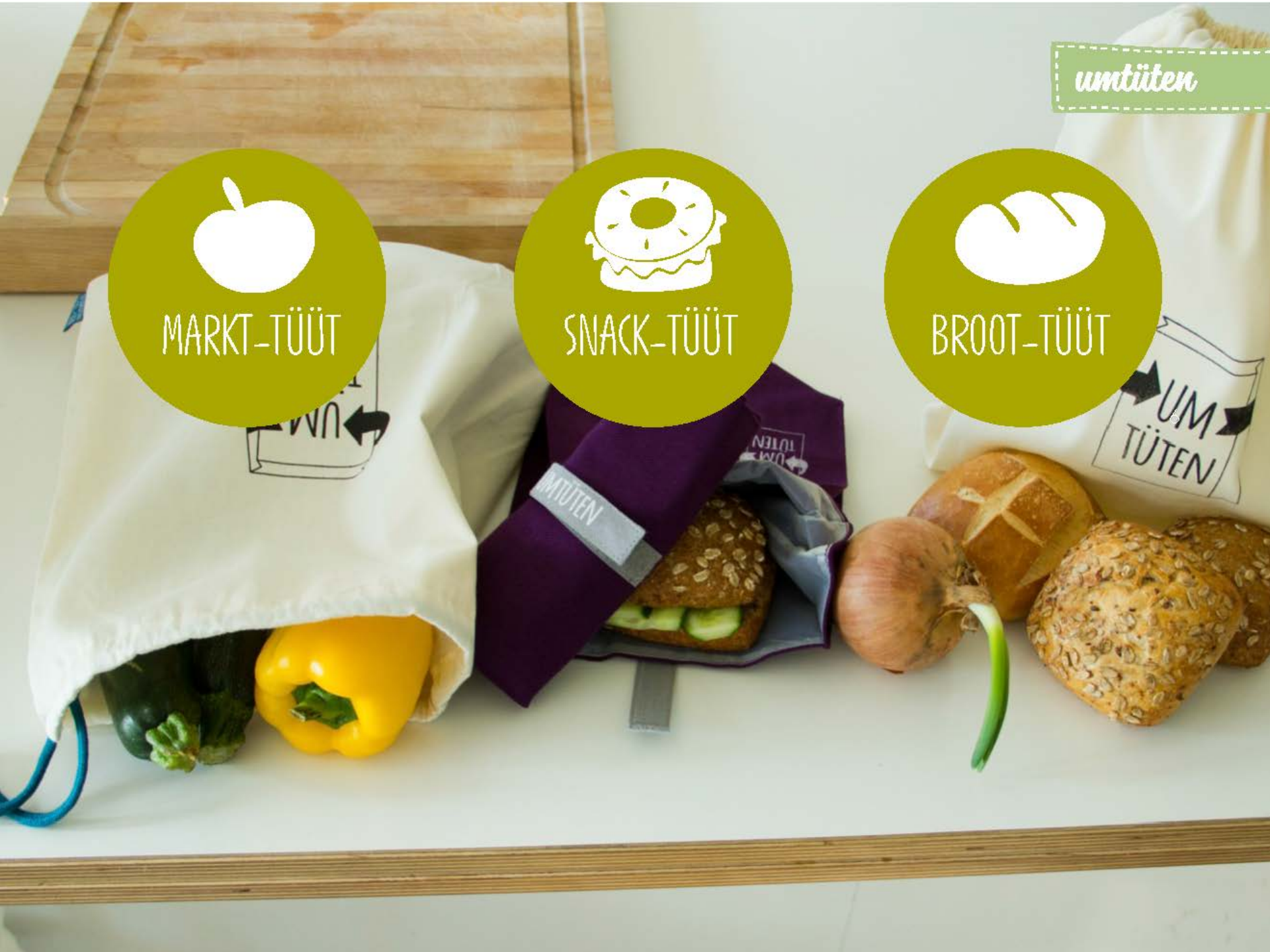
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Now: 30 minutes parallel sessions

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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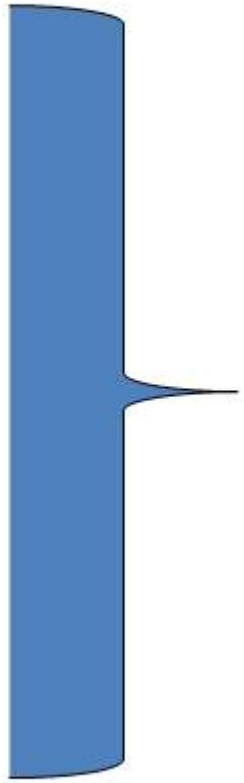
learning about new methods
Dealing with chaos + confusion
Getting to know people from all over the world
Yea, I survived !
new friends
good conversations + exchange
becoming a (teaching) team
fun
IP in Arnhem
bla, !!! bla ... bla
experience in teaching
getting insights into the planning process of the IP
IP in Estonia
!!??
Pre-meeting Tartu Estonia
amazing landscape
!!!?
experience a new environment / city
What is going to come ?
DT
new ideas
Lavenstein
getting to know more about the Netherlands + the area + Estonia
more teaching confidence
Pre-meeting in Arnhem
learning about other university structures / teaching styles
Getting to know interesting people + perspectives
Confusion

Student Experience

Intercultural
exchange
Design Thinking
Diversity

Very intensive
workwise
(Too?) many
assignments



- **Learning how to form a business idea**
- **Design thinking practice**
- **Doing good presentations !**
- **Working under time pressure**

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Staff Journey

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Thank you very much for your attention!

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