

Social Entrepreneurship for Local Change

our flexible international study programme
.....now including community innovation labs



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



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



What is Social Entrepreneurship?

Applying practical, innovative and sustainable business tools to **benefit society and environment in general**, especially those who are marginalized.



Picture: <http://socialentrepreneurs.strikingly.com>

“Social entrepreneurs are the essential corrective force. They are system-changing entrepreneurs. And from deep within they, and therefore their work, are committed to the good of all.”

- Bill Drayton, Founder of Ashoka



What is Social Entrepreneurship?

Measuring the success not by its monetary profit alone but by the degree of **social impact**



Picture: <http://socialentrepreneurs.strikingly.com>

“It's time to re-think charity. It's time to give charity the big-league freedoms we really give to business.”

- Dan Pallotta, President of Charity Defense Council

Social Entrepreneurship around the world and in Europe

A global movement...spread by people like:

- Muhamad Yunus, Founder of the Grameen Bank
- Bill Drayton, Founder of Ashoka
- Blake Mycoskie, Founder of TOMS



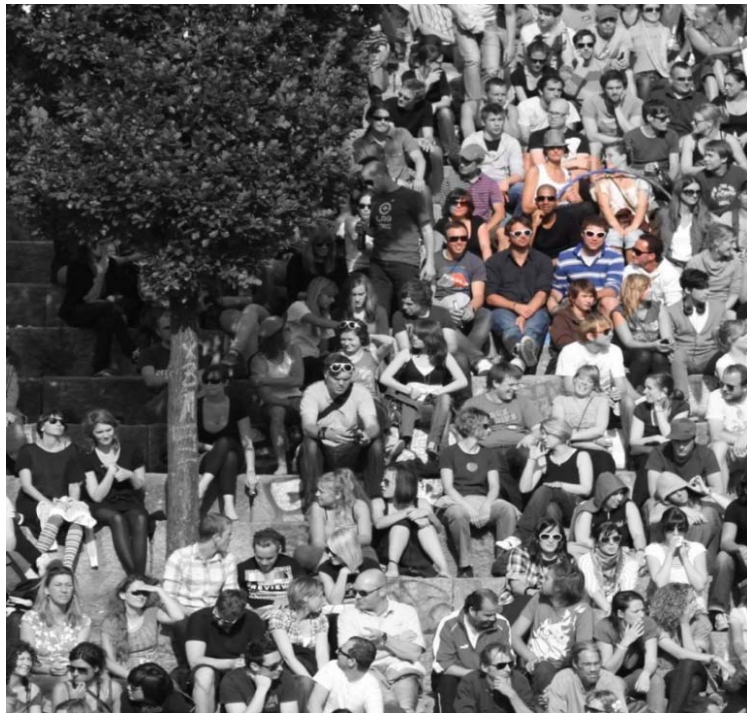
The EU's Social Business Initiative

*The European Commission aims to create a favourable financial, administrative and legal environment for these enterprises so that they can operate on **an equal footing with other types of enterprises** in the same sector.*

http://ec.europa.eu/growth/sectors/social-economy/enterprises_de



Get involved



Do you want to face **social and environmental problems** in an entrepreneurial way?

Do you want to learn **how to start your own business?**

Do you want to **use your skills and create change?**



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

Get involved



THEN JOIN OUR PROGRAMME!!!

We are looking for students from

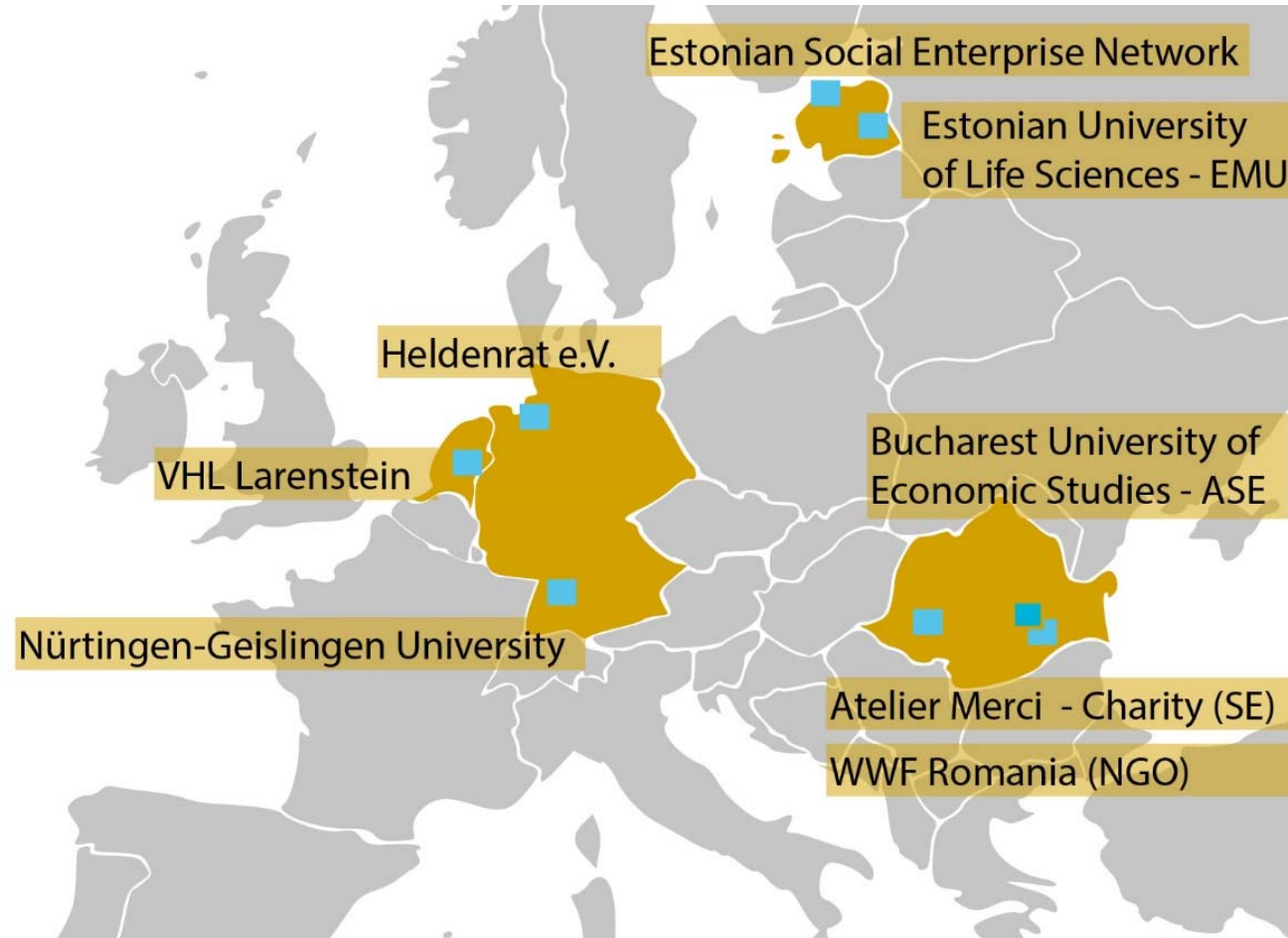
- Business administration
- Economics
- Agronomy
- Urban planning and landscape architecture
- Art therapy



And **ANYONE** who is interested and curious to learn.



Who we are: our project team





What we offer

- **10-12 live sessions on the internet** with international lecturers, invited social entrepreneurs and a lot of interactive learning plus **10 sessions with tutors**
- **Real-life cooperation** in our **community innovation labs**
- **Interdisciplinary and international group work** with students from Romania, Estonia, Netherlands, other European countries and the world
- The possibility to **receive a grant** for attending a **10-days workshop in Romania**, hosted by ASE Romania, Atelier Merci and WWF Romania
- Core knowledge for **developing your own start-up**
 - Identifying challenges and setting goals
 - Designing ideas
 - Designing your business model
 - Revising and evaluating your model



Your benefits

- **Gain hands-on and practical skills** for developing your social business or helping others to do so
- **Gain valuable international experience** by working in intercultural teams, practicing your English and applying your knowledge in a virtual context
- **Learn new methods and distinguish your CV** with holistic and much-needed competences: design thinking, entrepreneurial skills and social responsibility



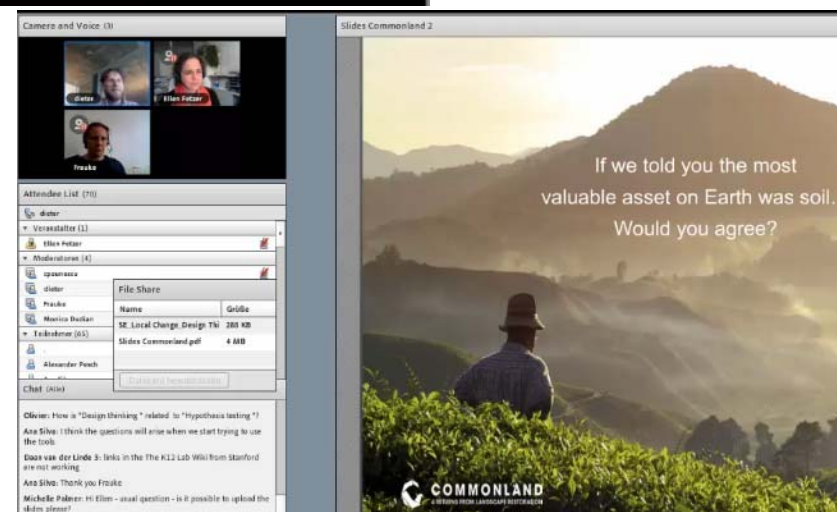
Design ideas with your local community



Meet international experts online



Corina Angelescu on 5th of April 2016



Dieter van den Broeck on 12th of April 2016



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

Present your ideas with + for the community...





...and also online to our partners

The screenshot shows an Adobe Connect meeting window titled "Social Entrepreneurship Team Session A (Freigabe) - Adobe Connect". The main content is a presentation slide titled "Session A Business Plans".

Product & Services

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

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

The slide also features a map of Nürtingen, a bicycle, and a "Bike Station" sign.

Attendee List (16)

- mansura parveen 2
- Musta (3)
 - Ellen Fetzer
 - Jitae Schaafma
 - Tarmo Pilving (tutor)
- Presenters (13)
 - Christopher
 - Edvin
 - Florian Matthias
 - Greu Robert-Adrian
 - han
 - Judith Jobse (VHL Lecturer)
 - mansura parveen 2
 - Margaret
 - Maythé Garcia

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, Edvin + Christopher

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

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

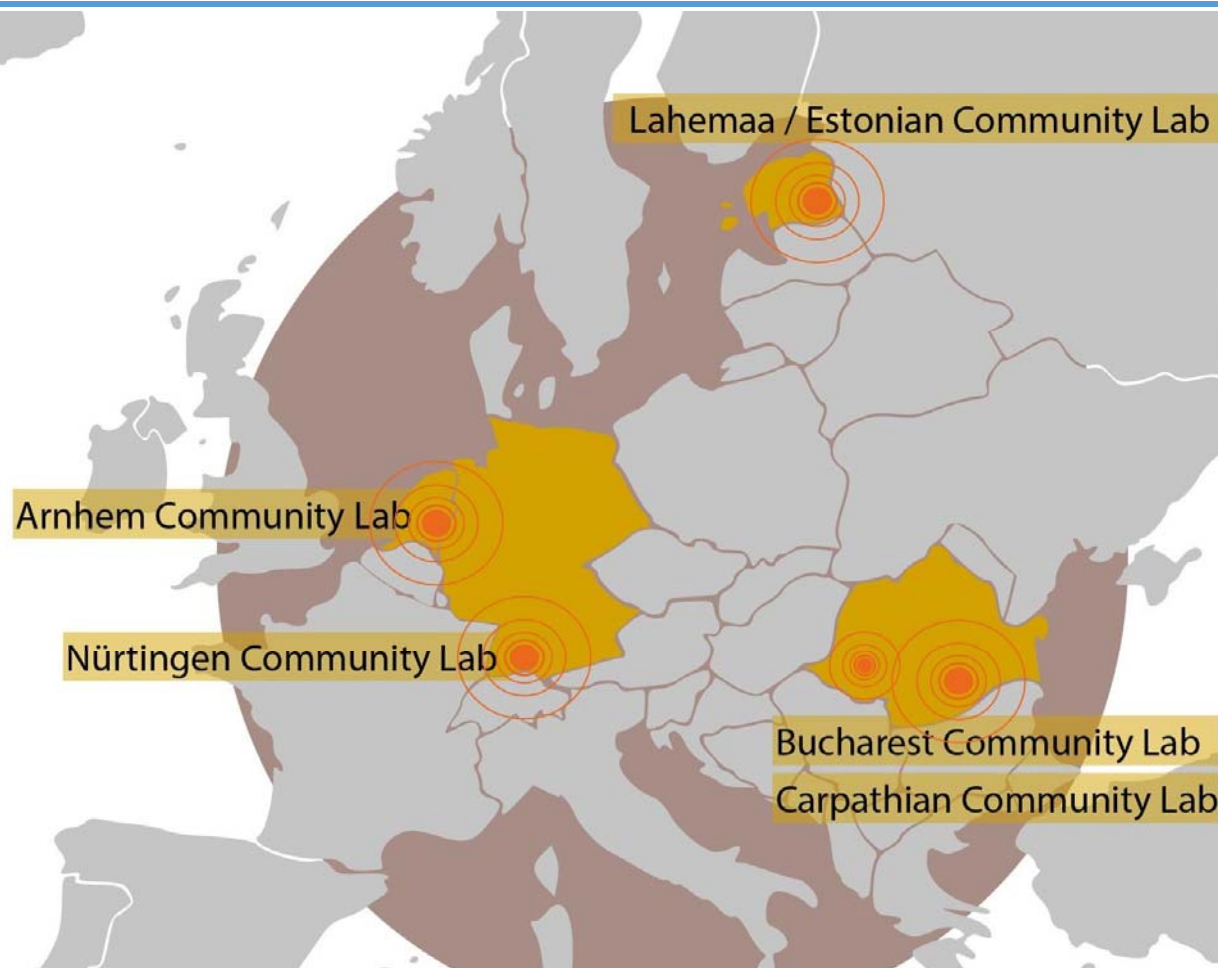
Chat 6 (Everyone)

Ellen Fetzer: Very good graphics in your presentation
Jitae Schaafma: Manicure from manure would be a great business idea
mansura parveen 2: yep nice graphical presentation !!!!
Judith Jobse (VHL Lecturer): manure fermentation to produce energy with me become a big competitor
Tarmo Pilving (tutor): We can hear you
Judith Jobse (VHL Lecturer): I meant to say manure fermentation to produce energy. might become a big competitor

Seminar Structure 2019

	Week 1 mar							Week 2							Week 3 april							Week 4							Week 5											
	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat					
Activities																																								
Seminar Phases	A Identify Local Challenges														B Designing Ideas																									
Online Semiar 16 00 - 17 30 CET		A.1		A.2						A.3		A.4					A.5		A.6									B.1		B.2							B.3		B.4	
Assignment 1 - Local challenges			Comparative analysis of local challenges (Ass 1)																																					
Assignment 2 - Case Study	Case study research and comparative analysis (Ass 2)																																							
Local Teams and CILs	Workshop 1: Identify Local Challenges														Workshop 2: Community Ideas Workshop																									
	Week 6 april							Week 7 mai							Week 8							Week 9							Week 10											
	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat					
Activities																																								
Seminar Phases	C Designing a Business																																							
Online Semiar 16 30 - 18 00			B.5		C.1					C.2		C.3							C.4										C.5							C.6		C.7		
Assignment 2 / 3								Joint reflection and work on business plans (Ass 3)																																
Local Teams and CILs	Workshop 3: Modeling Community Innovation														Workshop 4: Planning Community Innovation																									
Intensive Study Programmes															Intensives: Bucharest + Bison Hillock																									
	Week 11 jun							Week 12							Week 13							Start: 19.03.2019 End: 16.06.2019 Lectures: Tuesdays Tutoring: Thursdays Time: 16 00 – 17 30 CET Intensives: 05. – 14.05.2019																		
	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat	sun	mon	tue	wed	thur	fri	sat																			
Activities																																								
Seminar Phases	D Revision, Evaluation and Presentation																																							
Online Semiar 16 30 - 18 00			D.1		D.2					D.3		D.4							D.5																					
International Teams	Joint reflection and work on business plan (Ass 3)																																							
Local Teams and CILs															Workshop 5: Pitching Social Innovation + Visioning																									

Community Innovation Labs 2019



Community Innovation Labs 2019

Focus Topics 2019:

Arnhem, Netherlands: sustainable neighbourhoods + circular economy

Lahemaa National Park, Estonia: sustainable + nature tourism, rural entrepreneurship

Nürtingen, Germany: sustainable neighbourhoods, inner city development + retail

Bucharest, Romania: waste management, upcycling + circular economy

Bison Hillock, Carpathians, Romania: nature tourism + rural entrepreneurship



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

Intensive Study Programmes 2019

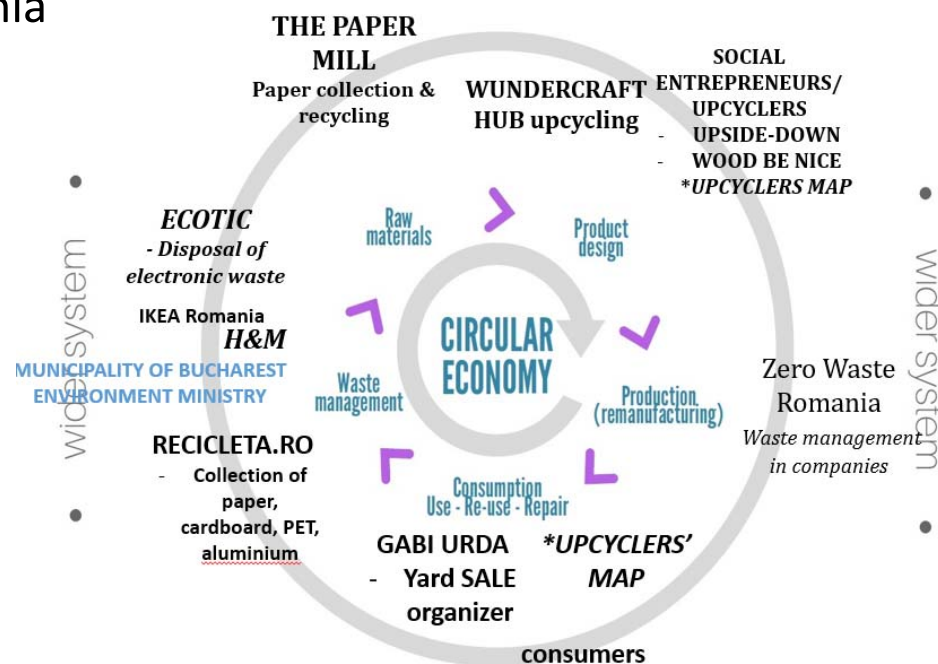


Workshop Option 1: Towards a circular economy for Bucharest

Time frame Monday, May 6 to Monday, May 13, 2019
Travel on Sunday, May 5 and Tuesday, May 14
Host ASE Bucharest + Atelier Merci Charity
Location Bucharest, Romania



www.recicleta.ro



Workshop Option 1: Towards a circular economy for Bucharest



Trash in Vacaresti Nature Park

Tiia Monto [CC BY-SA 4.0 (<https://creativecommons.org/licenses/by-sa/4.0/>)], from Wikimedia Commons

Context and focus

- **Context** – Bucharest’s ecosystem for circular economy
- **Environment** – recycling, waste management and circular economy
- **Community** – social businesses already active in the field of waste management
- **Goal** - strengthening the capacity and supporting business development plans of social enterprises based in Bucharest
- **Relevance** – addressing challenges these social business are facing



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

Workshop Option 2: Wilderness powers values-based communities

Time frame	Monday, May 6 to Monday, May 13, 2019
Travel on	Sunday, May 5 and Tuesday, May 14
Host	ASE Bucharest + WWF Romania
Location	Pilot site Bison Hillock - Armenis, Romania Largest European wilderness stronghold, WWF priority landscape and keystone species rewilding site



Photos: WWF Romania



Workshop Option 2: Wilderness powers values-based communities



Photos: WWF Romania

Context and focus

- **Context** – Largest European wilderness stronghold in the Carpathian Mountains
- **Environment** – nature tourism, sustainable landscape management, innovative local products and services
- **Community** – the local community of the Armenis village and vicinity, local stakeholders
- **Goals** – Aligning nature and local development interests at landscape level, healthy ecosystems powered by socio-economic wellbeing
- **Relevance** – addressing challenges the villagers facing, co-design with the local community

Formalities

- Participation in this course is open to students of **any study programme**. The online course is **free of charge**.
- The online course is combined and synchronized with **local workshops in the community innovation labs (CILs)**.
- **Academic recognition** for successful completion will be as follows:
 - 5 ECTS for the online part + attending CIL workshops
 - 2 ECTS for the workshops in Romania
 - Students need to seek individually for academic recognition at their respective universities.
- Successful participation in the online part is **a requirement** for participating in the workshops in Romania.



Formalities

- There is no limit regarding the number of participants in the online course. **Any interested student** (or graduate, young professional) is invited to attend.
- However, participation in the 10-days Romania workshops **is limited**. Each participating university from Germany, Netherlands and Estonia can offer **eight grants**, covering travel and subsistence. Students from ASE can only be supported for attending the workshop on the Bison Hillock.
- All participants who **successfully complete** the assignments of the online course will be issued a **certificate** on behalf of the 4 academic institutions involved.
- Also **passive participation** (i.e. ‚listen-only‘) in the online course is possible, but **no certificate** will be issued for this participation mode.



Registration and deadlines

The Social Entrepreneurship programme requires online registration.

Registrations are collected centrally, even if you also registered internally within your institutional systems.

Participation in the Romania workshops (2 ECTS) requires personal application. Your application needs to include the following:

- A letter of intent explaining your motivation for participating in the workshop
- CV and current transcript of records
- English language certificate (if available)

Application deadline:

10th of March 2019

Registration/application link:

<http://www.localchange.eu>



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

More Information



Internet <http://www.localchange.eu>

Contact info@localchange.eu

Facebook [facebook.com/SocialEntrepreneurshipforLocalChange](https://www.facebook.com/SocialEntrepreneurshipforLocalChange)