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Erasmus+ Programme
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Social Entrepreneurship for Local Change

International Online Seminar: **Session 3**

Tuesday, 26th of March 2019, 16 00 – 17 30 CET



Agenda

- Review and introduction
- **Defining the Social Enterprise (2):** *Lecture by Dr Roger Evans*
- **Social Entrepreneurs in practice:** *presented by Priit Kikas from Estonia*
- **Social Impact Assessment:** *a very short input by Linda Kleemann, Heldenrat e.V.*
- Outlook on **seminar process, activities and assignments**

Online Team Building.....

Start with an ice-breaker

Choose one of the following introductory games:

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.

Attendee List (9)

- Hosts (2): Daan van der Linde, Ellen Fetzer
- Presenters (7): Catalina Gomez Putzer, Claudia Bostan, elenad 2, olivia Pawlak, Tabea, Tosca Haselberger, Waithira
- Participants (0)

Discussion Notes

Group 1
 Tabea (ok)
 Martijn (excused)
 Claudia-Mariana (ok)

Group 2
 Olivia (ok)
 Oana Miruna
 Catalina (ok)
 Waithira (ok)

Group 3
 Cornelia (excused))
 Tosca (ok)
 Mridu
 Elena (ok)

Chat 6 (Everyone)

elenad: hello to everyone!)

Tabea: So my micro does not work, I am still trying

Claudia Bostan: sadly, i can t show my webcam now because of the tablet

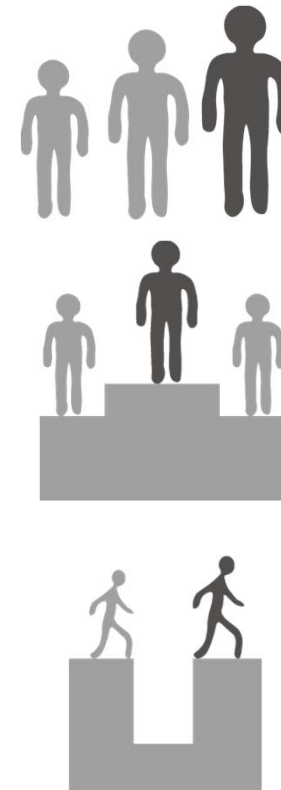
olivia Pawlak: hello, sorry for being late. I had a very important meeting with my professor

Ellen Fetzer: no problem, good that you are here

Defining the Social Enterprise (2)

Dr Roger Evans

EMU Tartu, Estonia

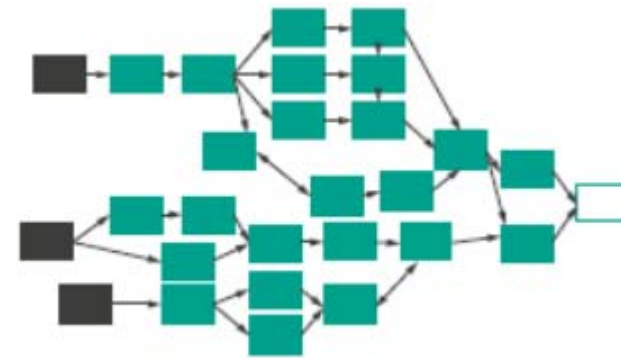


Talking to a social entrepreneur

Priit Ökokratt, Estonia

Impact Measurement

A very brief introduction



Dr Linda Kleemann

Heldenrat e.V.

Theory of Change Diagram

1. Expected impact



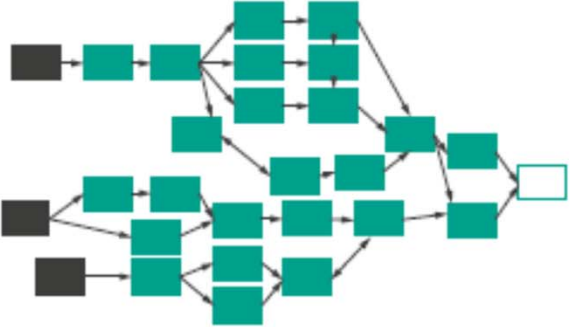
2. Expected outcomes



3. Strategies

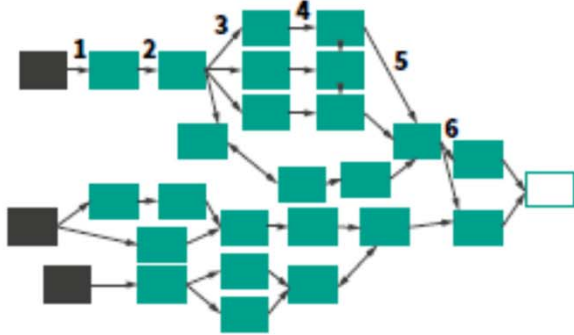


4. Cause - effect relations



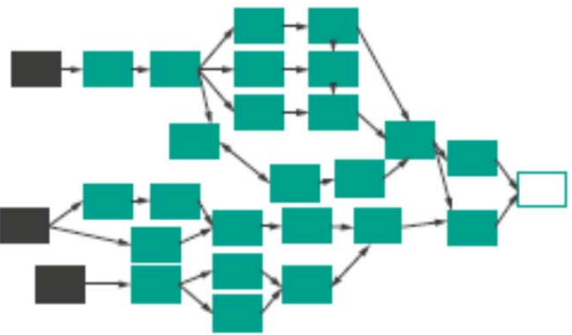
5. Causal assumptions

- 1:** If we do X, Y happens.
- 2:** We expect that when this outcome happens, the next outcome happens because Z.
- 3:** Etc.



6. Theory of change diagram

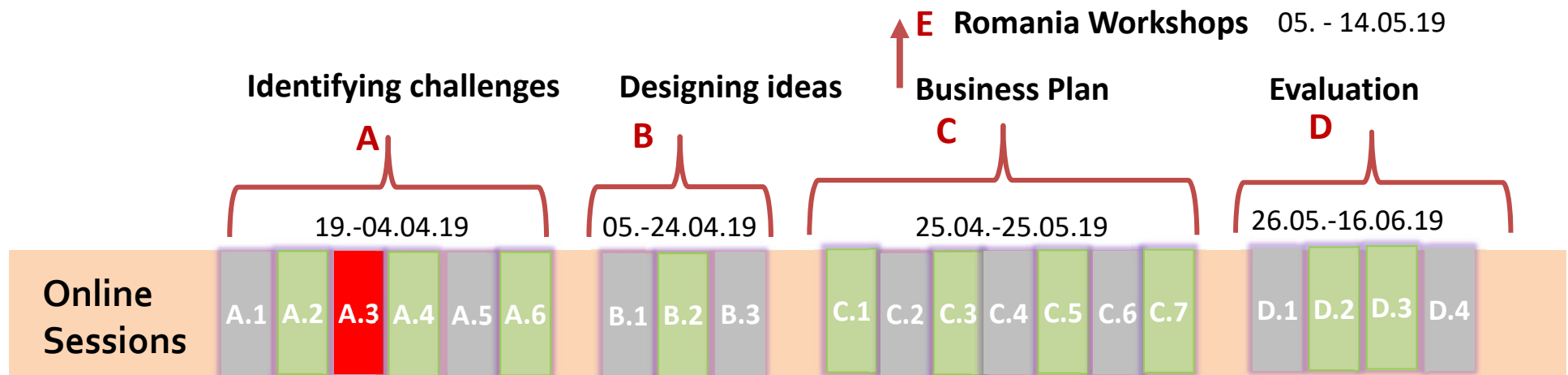
See next page for larger model.



Monitoring Framework

Outcome	How to measure the outcome =Indicator	How to measure the indicator = Method of data collection	Frequency of measurement	Responsibility	Cost
A	V				
	W				
B	X				
	Y				
C	Z				

Seminar Structure 2019



Assignments



Overview of Seminar Assignments

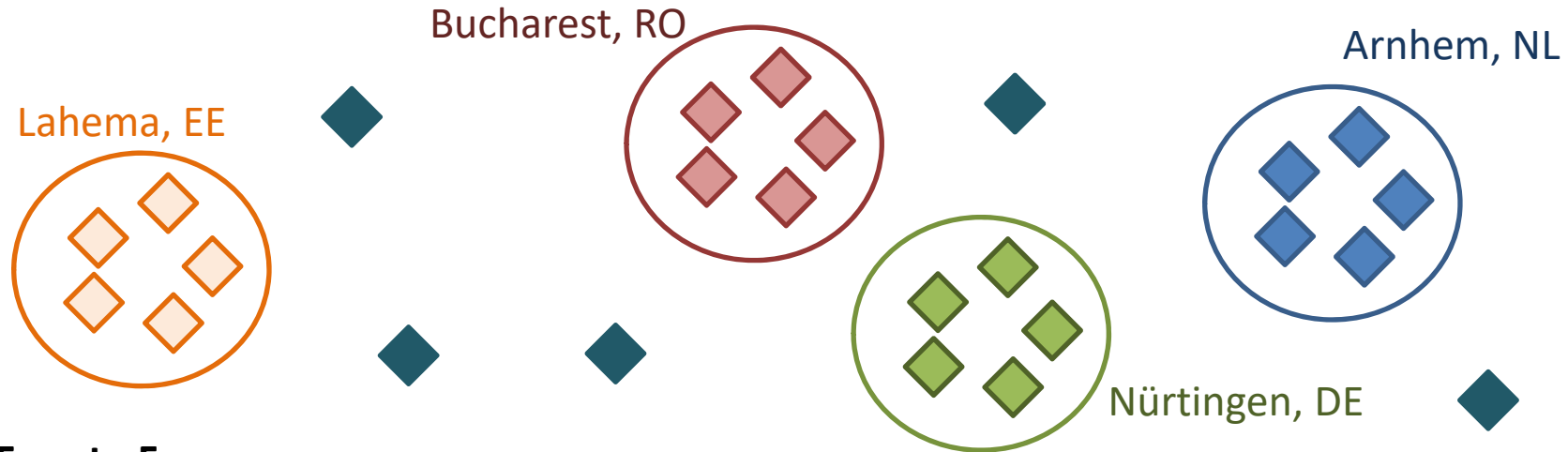
Assignment	For whom?	Deliverables	Assessment
1 Local Challenge	all participants	Online presentation April 2	pass / not pass
2 SE Case Study/ Field Research	all participants	Online team presentation on April 23	pass / not pass
		Individual report (5 pages) submitted by June 16	Grade 1 (50%)
3.1 Business or Innovation Model	Participants going on one intensive programme	On site team presentation	pass / not pass
		Group report submitted by June 16	pass / not pass
		Individual report submitted by June 16	Grade 2 (50%)
3.2 Business or Innovation Model	Participants not attending any intensive programme	Online presentation June 6	pass / not pass
		Group report submitted by June 16	pass / not pass
		Individual report submitted by June 16	Grade 2 (50%)

Community Innovation Labs (CIL)

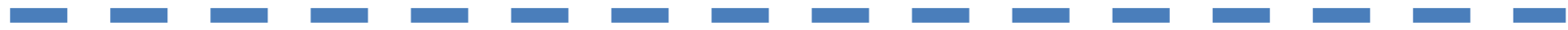


Which types of groups do we have?

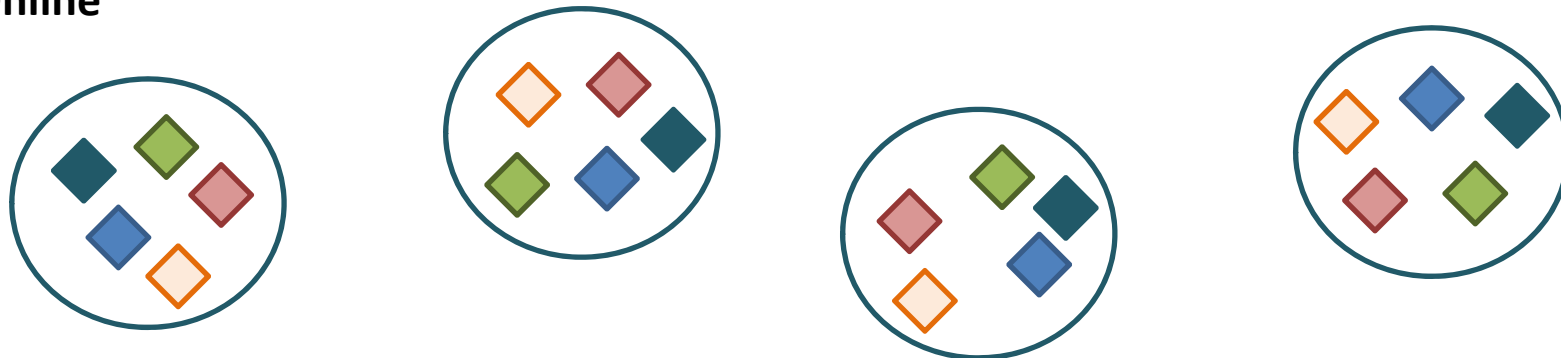
Local CIL related groups and individuals



Face to Face



Online



How to move on from here?

Dutch, Estonian and Romanian students already have 'their challenges'
→ We will collect them in more detail on a google spreadsheet



NGU students need to check if they want to

- either be part of one of the local offers
- **or** develop an own challenge

→ We offer NGU students **to stay on after this session** to discuss a bit
→ We will collect your decisions on a google spreadsheet



Middle East students need to **identify an own challenge**, ideally linked to the ones who are already under discussion

→ This process will be moderated by Reem + Nawar
→ we collect your challenges on a google spreadsheet



Assignment 1: Find your local challenge

- **What you have done so far:**
 - Participated in a Community Innovation Lab Process
 - If yes: you have identified a challenge
 - If not: you still need to find one 😊
- **Your international teams** will be formed **TODAY** on this basis:
 - related challenges
 - diversity of countries
 - diversity of disciplines



Assignment 1: Discuss your challenge

On Thursday, 28th of March, 16 pm:

- Meet online with your team and your tutor
- Discuss your challenges based on 2 slides per local challenge
- See details on the following slides
- Plan your first group presentation



Image: <http://combiboilersleeds.com/>

Task for the next tutored session on March 28

Prepare 2 PPT Slides (either individually or in your local team)

1. A **visual/graphical representation** of your challenge – what is it?
2. An **initial analysis** of the environment of your challenge/s:
 - What are important cause-effect relationships?
 - What are the wider consequences? Who wins and who loses?

→ Please submit this until Thursday, March 28, 12 am CET.

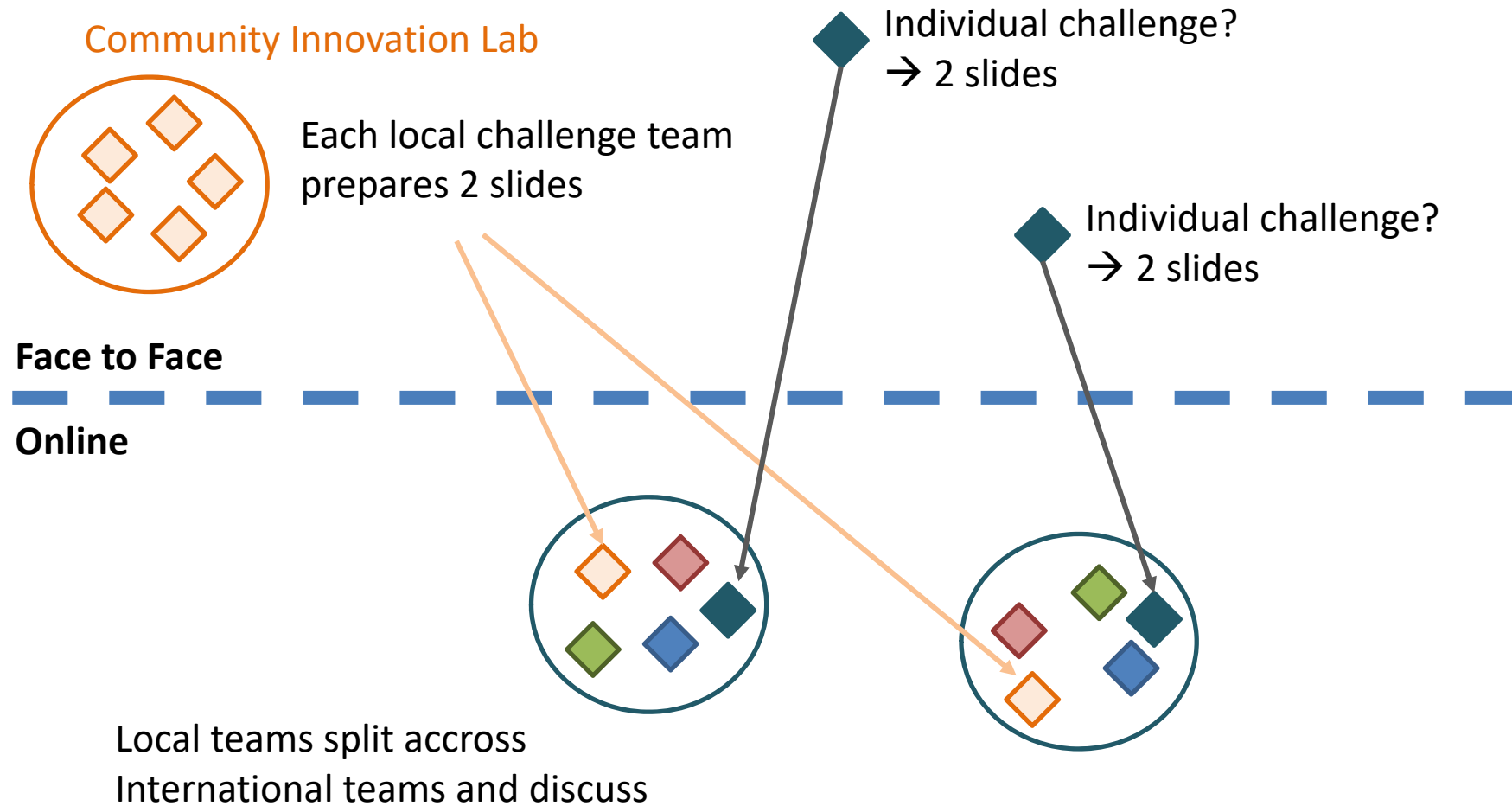
→ Submission by email to your tutor

→ We will discuss your slides during the tutoring session

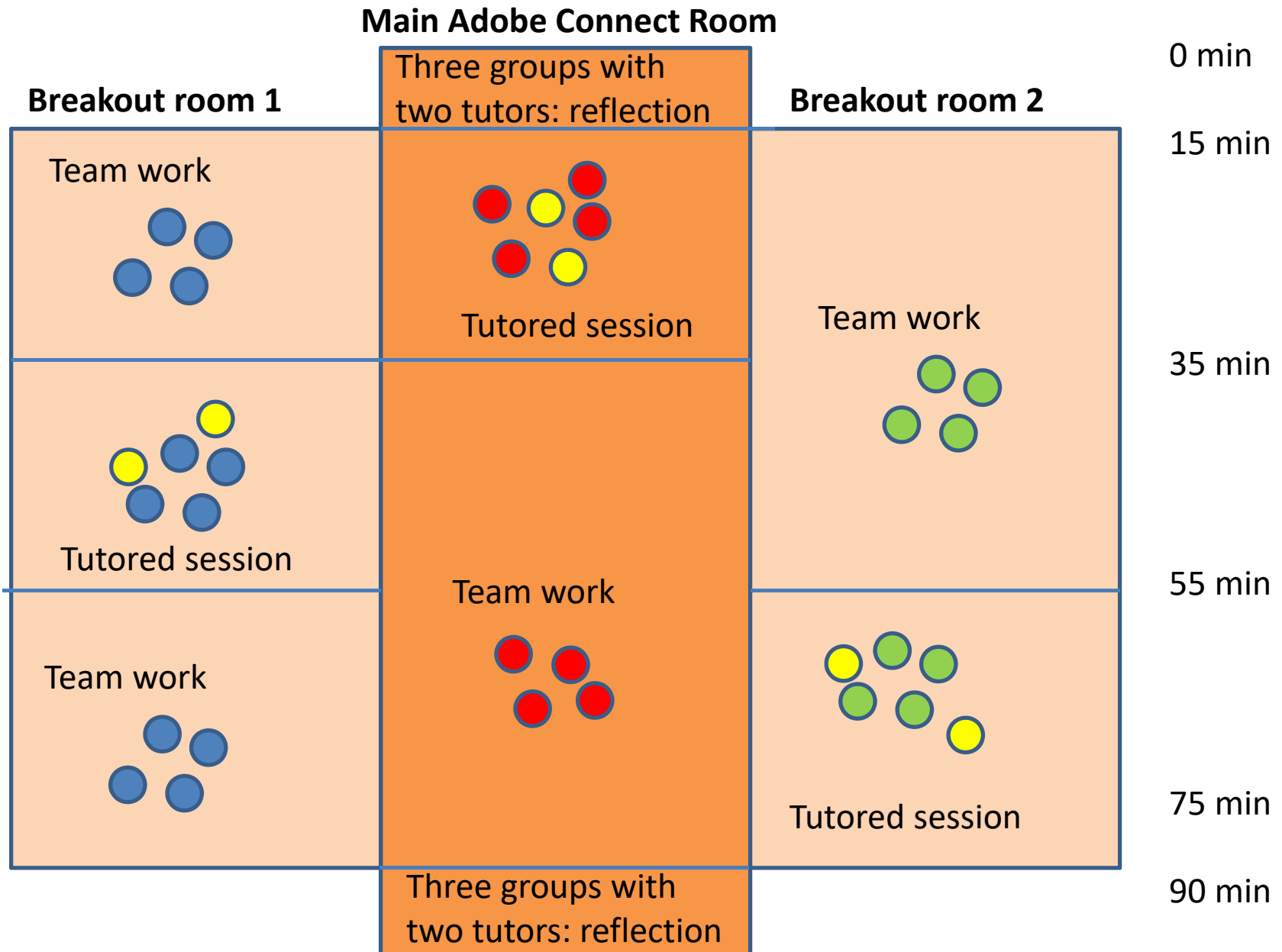
→ next

For Thursday: 2 slides per challenge

Local CIL related groups and individuals



The tutoring online session



Discussion topics for the tutored sessions:

1. Briefly present your challenges + their system context to each other based on the slides prepared (20 min)
2. Think about actors and power structures: Who wins and who loses if the challenge persists?(20 min, there will be a matrix template)
3. What is local/place-specific and what is European/global about your challenges? (20 min, , there will be a matrix template)
4. Discuss how to finalise the presentation for April 2 (20 min)

Template for the presentation on April 2:

https://ilias.hfwu.de/goto.php?target=file_22914_download&client_id=hfwu

Assignment 1: Find your local challenge

Any questions?



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



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 **June 16, 2019**.

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
- Present your findings in your team on **April 23, 2019**.

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.

Name of Social Enterprise:
Student Name:

Date:
Home university/Country:

General Information	Founders	Key Challenges
<i>Founding Year</i> <i>No. of Founders</i>	<i>Founders' Demographics</i>	<i>Past Challenges</i>
<i>No. of Employees</i> <i>No. of Volunteers</i>		
<i>Legal Form</i>	<i>Founders' Education & Experiences</i>	<i>Current Challenges</i>
	<i>Founders' Motives</i>	<i>Further Information and Remarks</i>
<i>References / Online Resources</i>		

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>Mission:</i>	<i>Social Impact</i>		<i>Scalability</i>	

Assignment 2: Field research

Any questions?



Upcoming sessions

until Thursday -> Prepare your slides

Tutors and teams online session

Thursday, March 28, 16 00 – 17 30 CET

teams and tutors

Challenges Presentations

Tuesday, April 2, 16 00 – 17 30 CET

all teams, tutors and evaluators

Debriefing session with tutors

Thursday, April 4, 16 00 – 17 30 CET

process reflection and next steps

Thank you very much for your attention!

