



Co-funded by the  
Erasmus+ Programme  
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# Social Entrepreneurship for Local Change

International Online Seminar: **Session 7**

**Tuesday, 9<sup>th</sup> of April 2019, 16 00 – 17 30 CET**



# Agenda

- Introduction
- **Short intro to social impact:** *by Linda Kleemann*
- **Introduction to Design Thinking:** *presented by Jana Nau*
- **Working with Design Thinking:** *presented by Friedemann Baisch*
- Outlook on **seminar process, activities** and **assignments**

# Challenges Presentation

Social Entrepreneurship Team Session E (Freigabe) - Adobe Connect

Meeting Layouts Pods Audio

Camera and Voice (11) Start

TEAM 3 + 4 v2.pptx Draw Stop Sharing

Stakeholders, actors and power structures:  
Who wins and who loses?

Local challenge	Winners	Losers
Neighborhood Sharing	people from the neighborhoods/ <b>local communities</b> , environment	no real losers
Carsharing	Society in general; <b>communities in rural areas</b> ; government	automotive companies; public transport services
Destroyed buildings	People interested in archeological buildings and preserving their identity and civilization/community	People seeking urban and <b>social development</b> and the occupation that seeks to destroy it
Lack of public spaces and green pockets between neighborhoods	People next to neighborhoods and <b>people who can't afford</b> going to paid open spaces.	to some neighbors it might be noisy to have such a thing next to them.

Attendee List (20)

Notes 4

Hosts (1)  
Ellen Fetzer

Presenters (19)  
Abdul Halim Hariri 2  
Amir  
charlotte kasbergen  
Daan van der Linde (tu...  
danah alzu'bi  
Husam Maayah  
iana about nasr

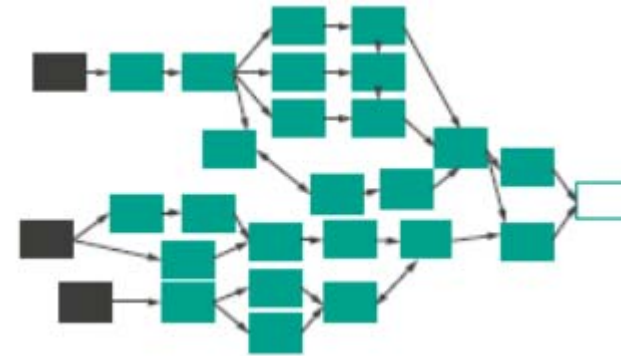
Recommendations:  
- Do not move the slides unless you are presenting yourself  
- Mute your mice when you are not speaking to avoid echo effects (if they occur)  
- Contribute your reflections and thoughts on the different presentations to make the discussion diverse and stimulating

Chat (Everyone)  
example

Everyone Sync

# Measuring Social Impact

A very short introduction



## Dr Linda Kleemann

Heldenrat e.V., Germany

# Theory of Change Diagram

## 1. Expected impact



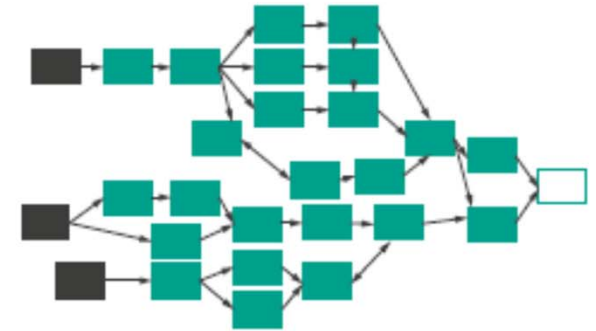
## 2. Expected outcomes



## 3. Strategies

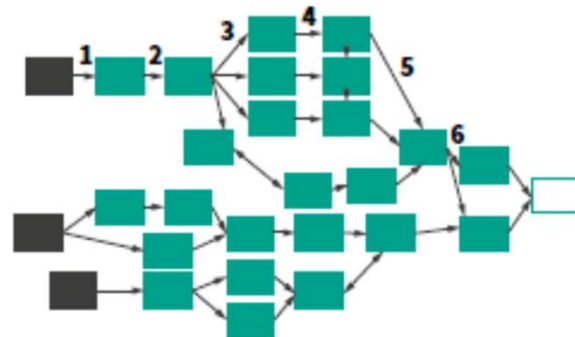


## 4. Cause - effect relations



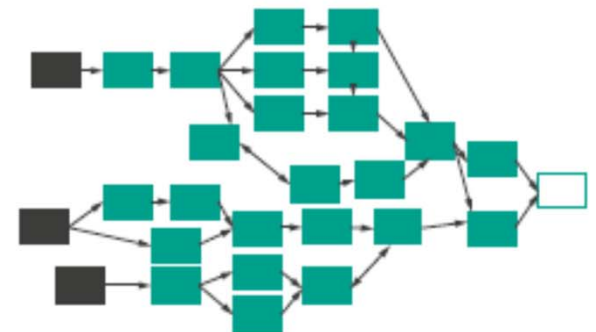
## 5. Causal assumptions

- 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.



Source of this illustration: AKVO

# 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				

# Design Thinking

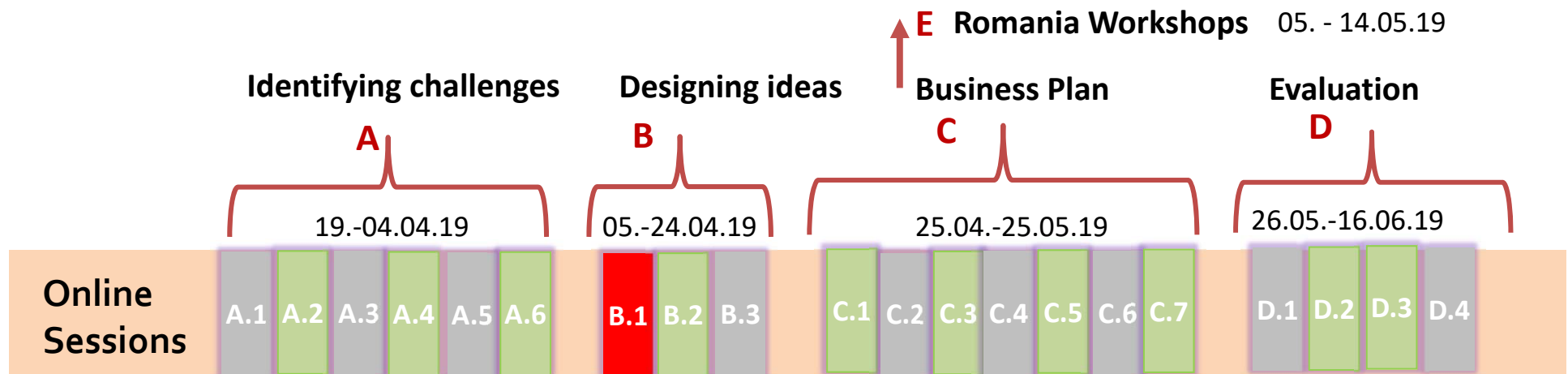
Theory & Practice

## Jana Nau + Friedemann Baisch

HfWU Nürtingen-Geislingen



# Seminar Structure 2019



## Assignments





# Overview of Seminar Assignments

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

# 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:

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

Name of Social Enterprise:  
Student Name:

Date:  
Home university/Country:

<i>Key Partners &amp; Stakeholders</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Competition &amp; 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>	

# Next steps for the case study assignment

## Until April 18:

Define your case and collect first information

## Tutors and teams online session

Thursday, April 18, 16 00 – 17 30 CET

Cross-cutting analysis of case studies  
preparing for presentation (use joint template)

## Presentation: Social Entrepreneurship Case Studies

Tuesday, April 23, 16 00 – 17 30 CET

Your case study presentations in international teams

**Individually:** Prepare 5-page report until June 16



# Assignment 2: Field research

## Any questions?



# Assignment 3: Design your Business

**Next steps:**

**Develop theory of change → Develop your business model**

**Tutors and teams online session**

**Thursday, April 11, 16 00 – 17 30 CET**

teams and tutors – work with the theory of change canvas

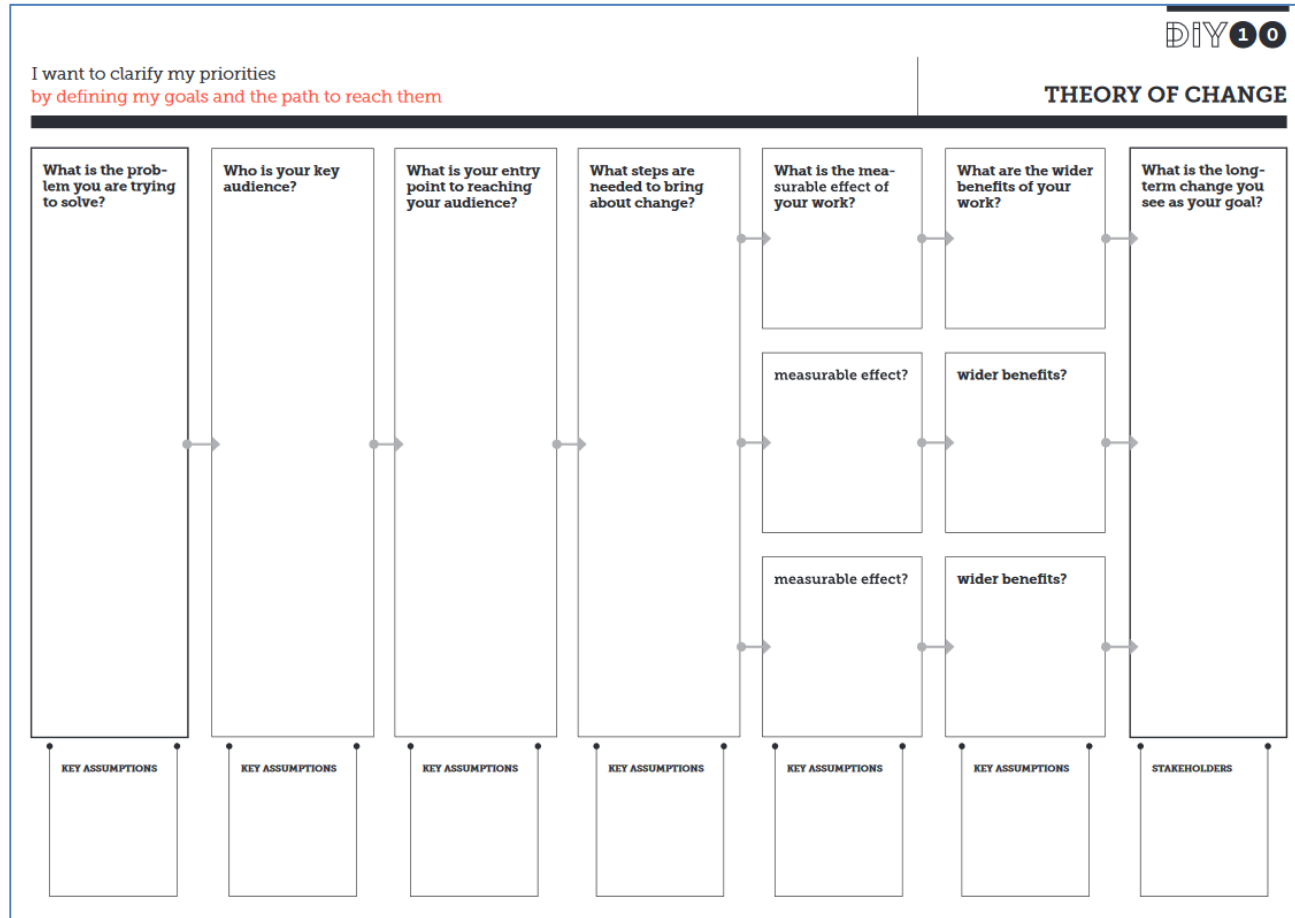
**Social Entrepreneurship Business Models**

**Tuesday, April 16, 16 00 – 17 30 CET**

Carmen Paunescu + our Bucharest SE partners

# Theory of Change: you can start from now

→ <https://diytoolkit.org/tools/theory-of-change>



# Assignment 3: Design your Business

## Part One - Group work(Pass/Fail):

→ *this part will go into your presentation on June 6 or the IP final presentation*

- Executive summary
- Social enterprise mission and goal
- Target market
- Products and services, key activities (value propositions)
- Channels
- Management team and other key resource requirements
- Financial summary

## Part Two – Individual work (Graded) → *this part can also link to your individual context*

- Operational and management plan (compulsory)
- Partner and stakeholder network (compulsory)
- Marketing plan (optional, for “very good+” up to “excellent”)
- Financial plan (compulsory)
- Social/ environmental impact (compulsory)

## Masters students only:

- Social enterprise: social and ethical values
- Risk management

→ *Report submission deadline is June 16*

# Assignment 3: Design your Business

**Business plan and finance templates can be downloaded here:**

[https://ilias.hfwu.de/goto.php?target=cat\\_22324&client\\_id=hfwu](https://ilias.hfwu.de/goto.php?target=cat_22324&client_id=hfwu)

- You can make it an editable/shared document
- Use the business canvas for visualising all elements of your business plan
- Use the presentation template
- Participants of the Romania workshops will complete this assignment during the IP

# Assignment 3: Design your Business

Any questions?



# Upcoming sessions

## **Tutors and teams online session**

**Thursday, April 11, 16 00 – 17 30 CET**

teams and tutors – work on the theory of change canvas

## **Social Entrepreneurship Business Models**

**Tuesday, April 16, 16 00 – 17 30 CET**

Carmen Paunescu + our Bucharest SE partners, with recording of part 1

## **Tutors and teams online session**

**Thursday, April 18, 16 00 – 17 30 CET**

Cross-cutting analysis of case studies, preparing for presentation

## **Presentation: Social Entrepreneurship Case Studies**

**Tuesday, April 23, 16 00 – 17 30 CET**

Your case study presentations in international teams



# Thank you very much for your attention!

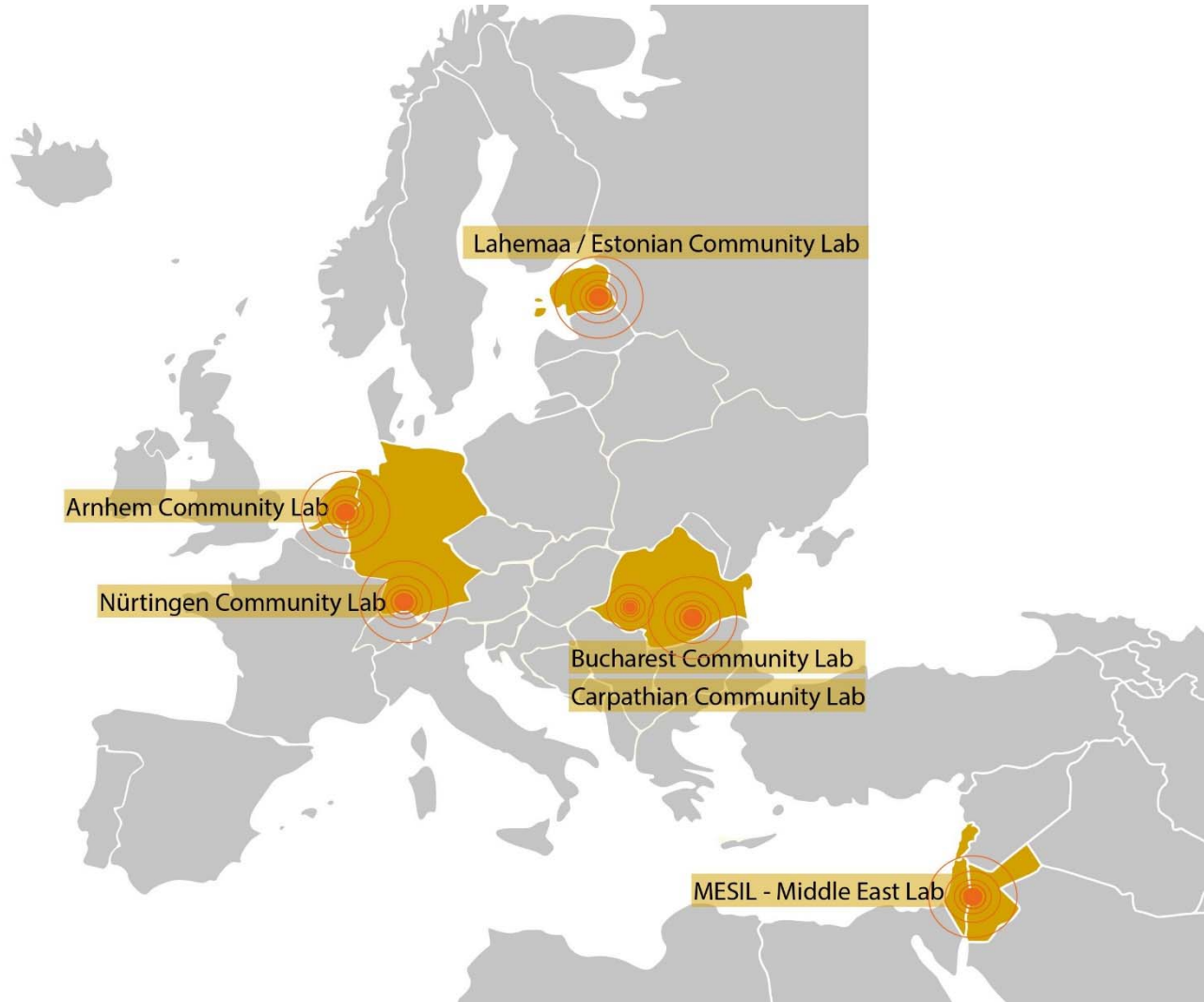


# Assignment 1: Find your local challenge

Any questions?

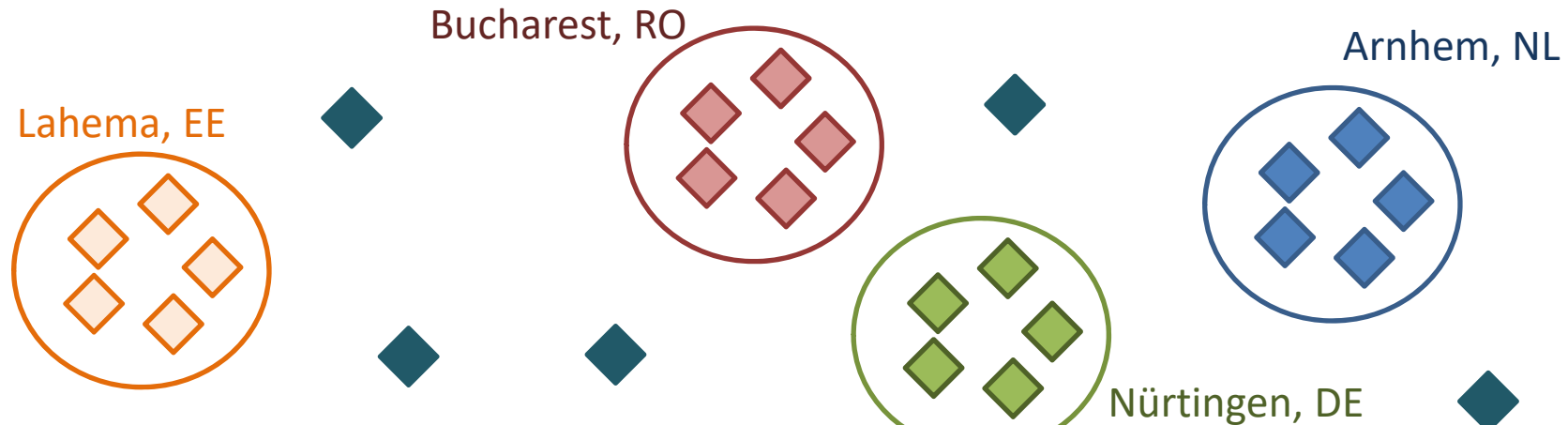


# Community Innovation Labs (CIL)



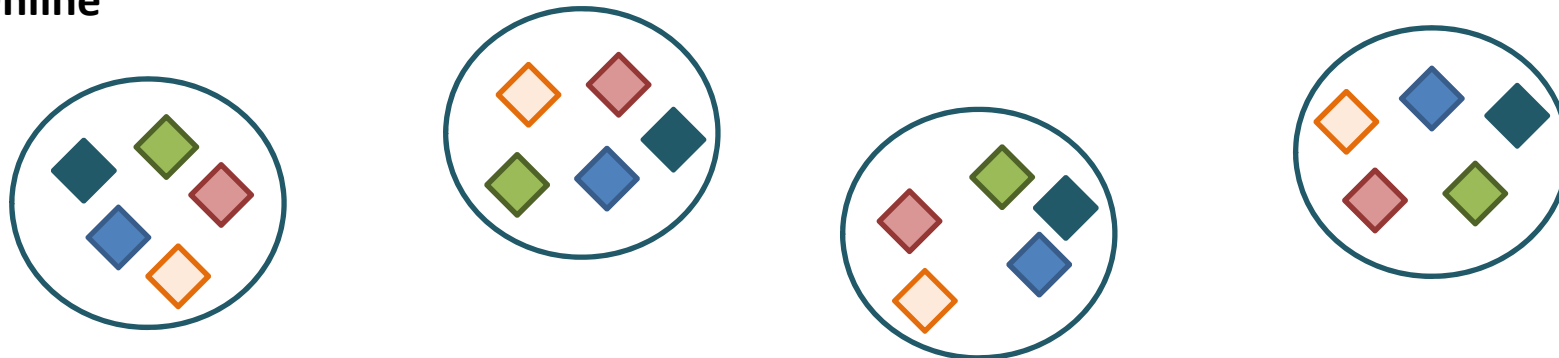
# Which types of groups do we have?

## 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



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**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



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**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.

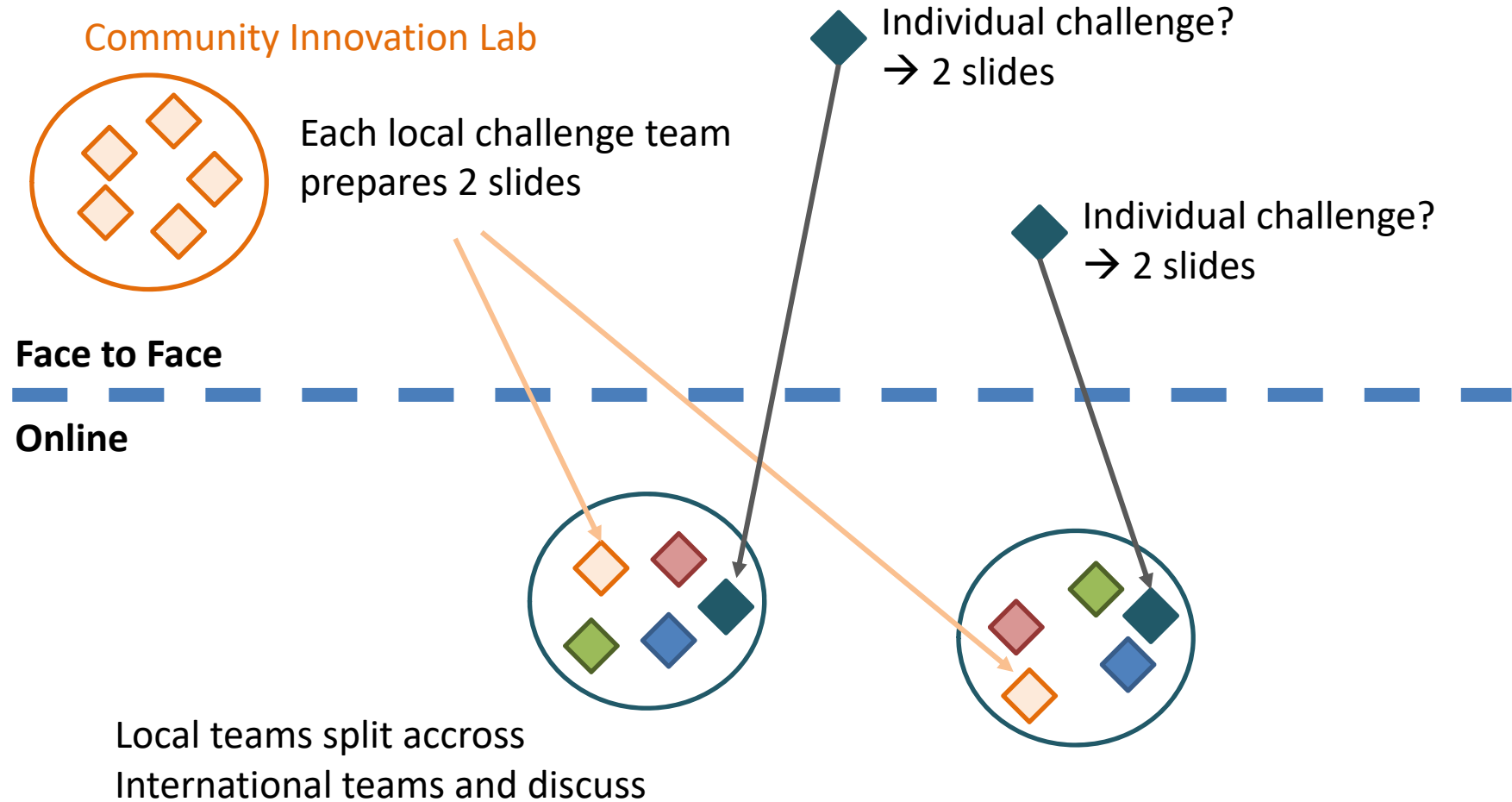
→ Submission by email to your tutor

→ We will discuss your slides during the tutoring session

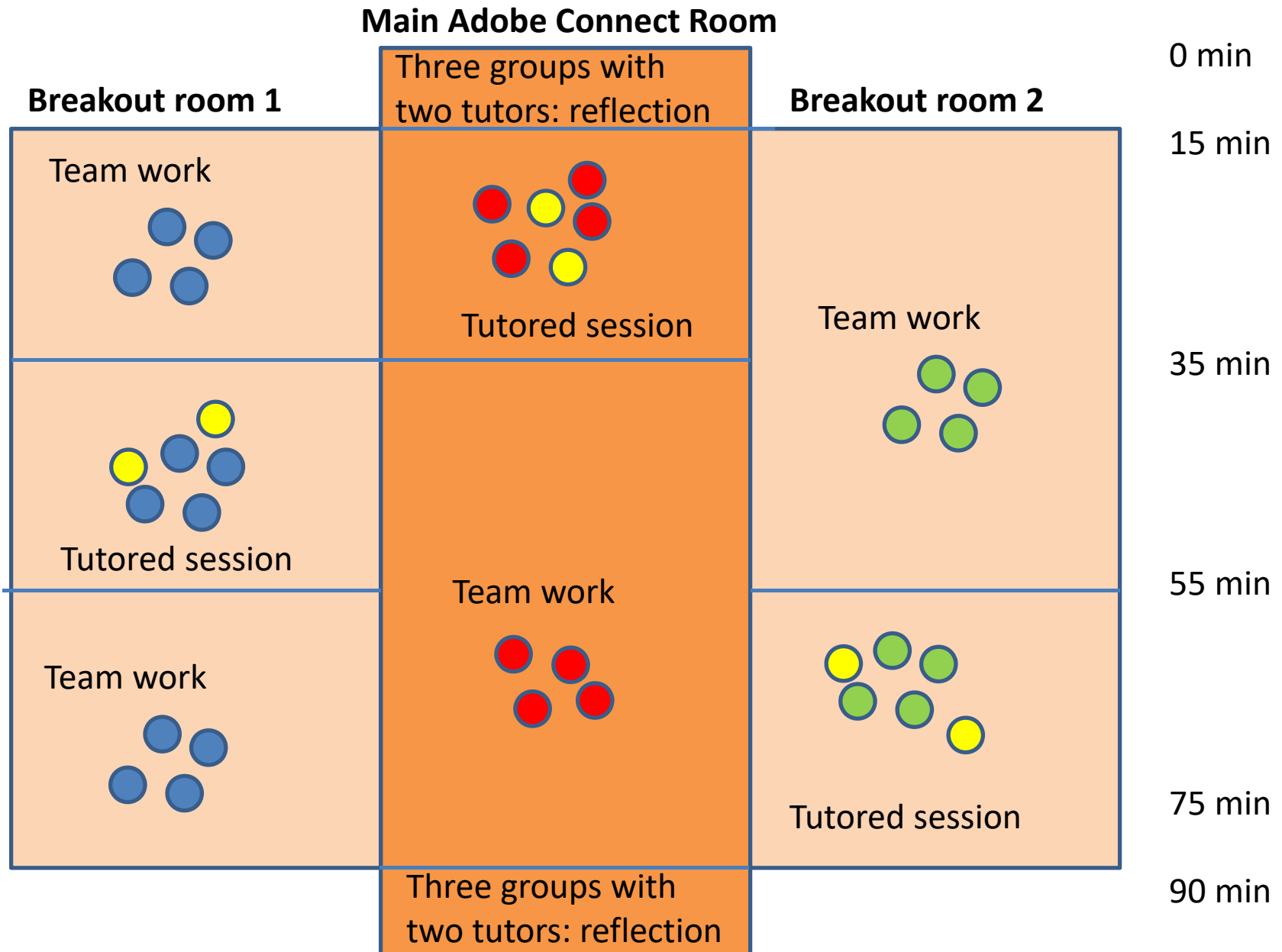
→ next

# 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](https://ilias.hfwu.de/goto.php?target=file_22914_download&client_id=hfwu)