Use your skills.
Be a changemaker.

Community Innovation: From Idea to Implementation

International Online Seminar: **Session 1 - Introduction**
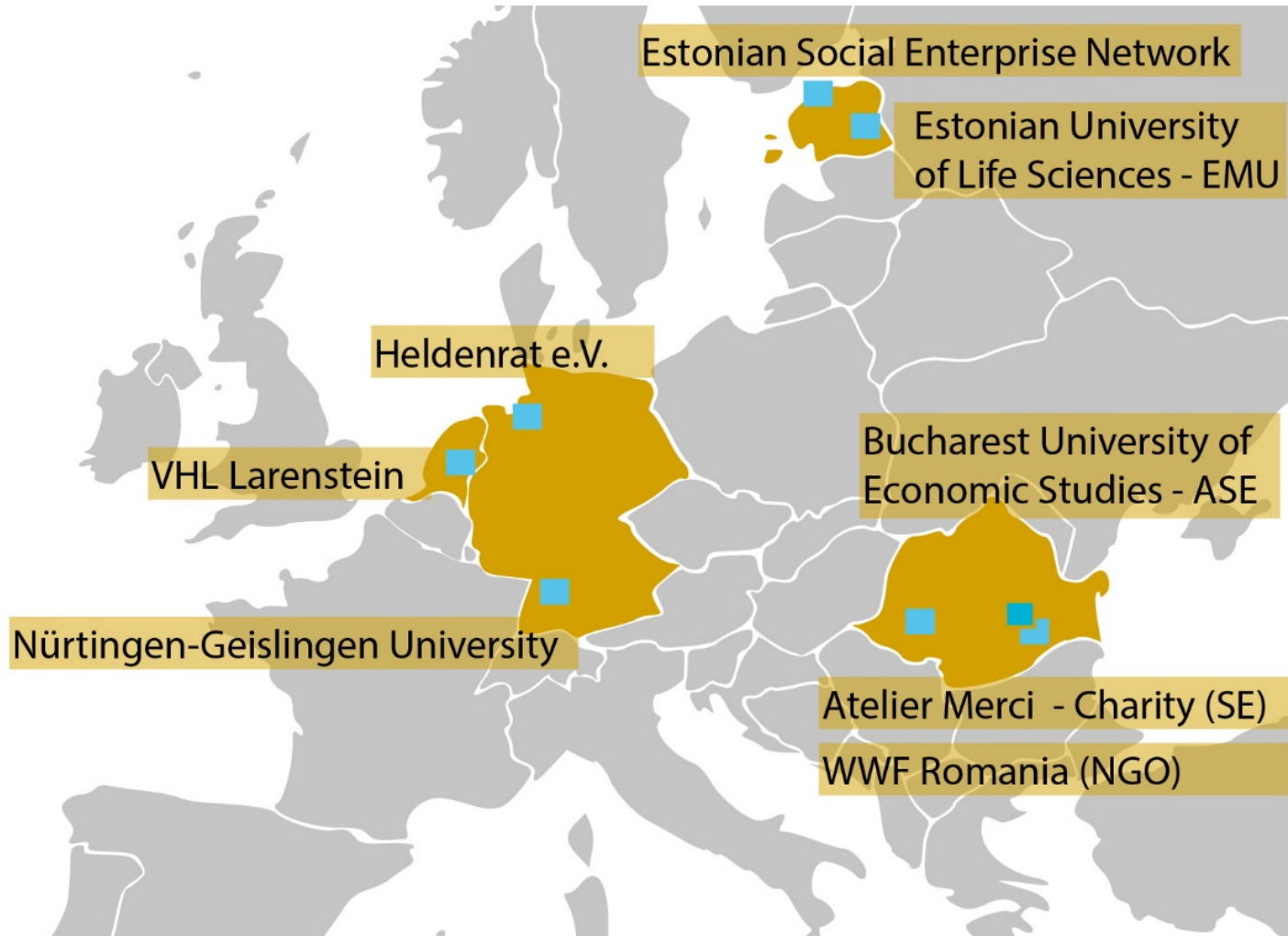
Monday, 12th of October 2020, 16 00 – 17 30 CET

Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen

www.emu.ee
Eesti Maaülikool
EMÜ Estonian University of Life Sciences

Sotsiaalsete Ettevõtete Võrgustik

MERCI CHARITY BOUTIQUE

heldenrat
Beratung für soziale Bewegungen e.V.

van hall larenstein
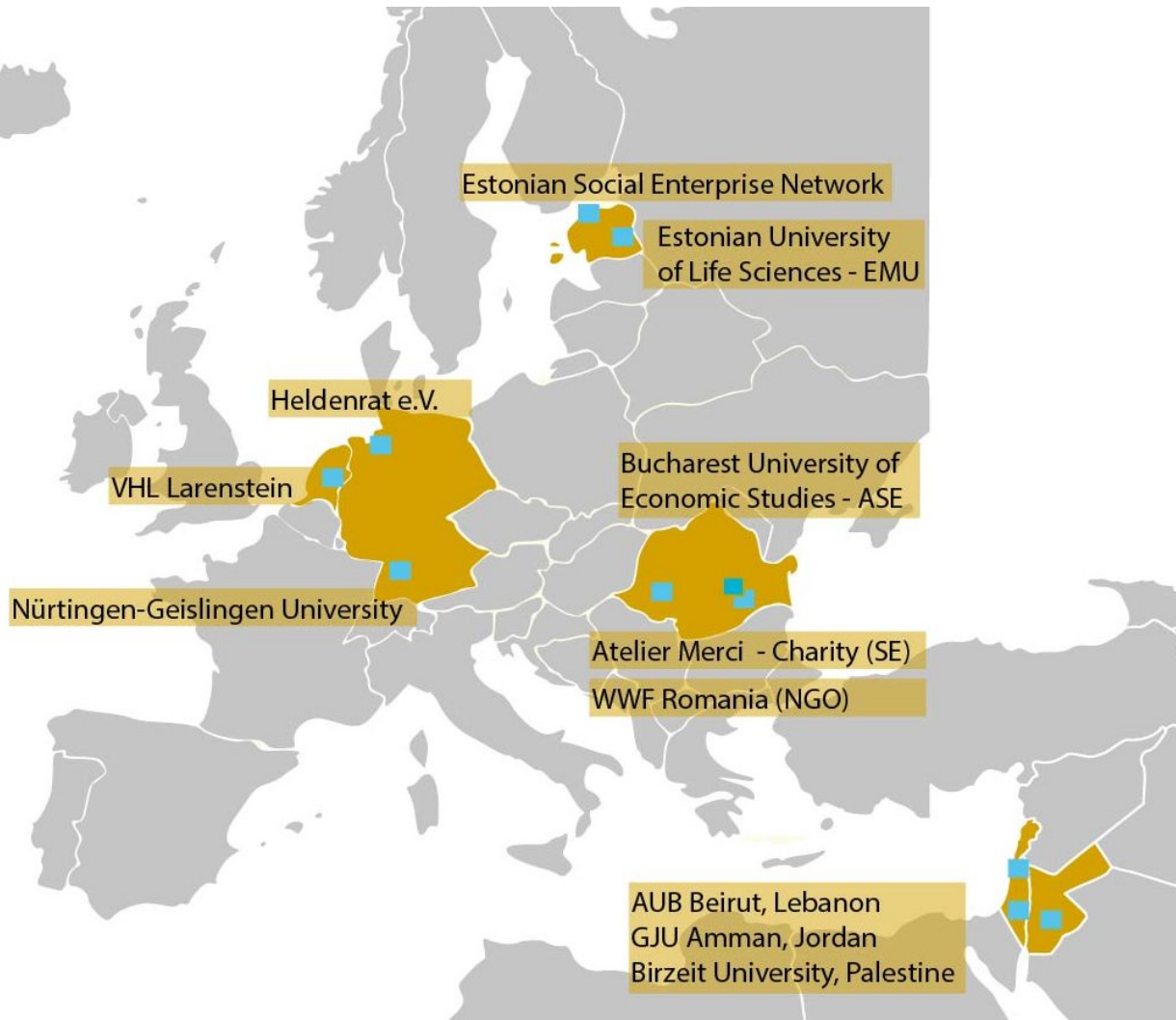university of applied sciences

Agenda

- **Introduction** to the project and the seminar

- **Recap:** What is Social Entrepreneurship

- **Outlook:** What is Community Innovation?

- Review of the Community Innivation Labs

- **Seminar contents**

- Collecting your starting points

- Q&A and outlook on the next session

Who we are: our project team

…extended by MESIL

Estonian Social Enterprise Network

Estonian University of Life Sciences - EMU

Heldenrat e.V.

VHL Larenstein

Bucharest University of Economic Studies - ASE

Nürtingen-Geislingen University

Atelier Merci - Charity (SE)

WWF Romania (NGO)

AUB Beirut, Lebanon
GJU Amman, Jordan
Birzeit University, Palestine

Our lecturer team for this course

+ Tutor KERLI

Nürtingen-Geislingen University:
Dr. Ellen Fetzer, Prof. Dr. Friedemann Bausch,
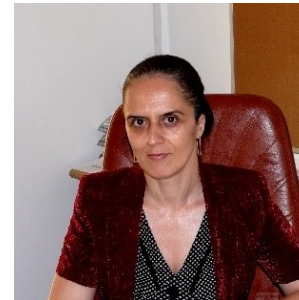Prof. Dr. Iris Ramme, Prof. Dr. Dirk Funck

ASE Bucharest:
Prof. Dr. Monica Dudian, Prof. Dr. Carmen Paunescu, Dr. Carmen Acatrinei

EMU Tartu:
Dr. Roger Evans

SEV:
Jaan + Marge

Heldenrat e.V.
Dr. Linda Kleemann

ERASMUS Strategic Partnership Community Learning for Local Change

Attention: this course is still a pilot!

Where did we start from?

Entrepreneurship

Community

Landscape

What is Entrepreneurship?

Entrepreneurship is when you act upon opportunities and ideas and transform them into value for others. The value that is created can be financial, cultural, or social.

ENTRECOMP 2016

DEFINITION DEVELOPED BY THE DANISH FOUNDATION FOR ENTREPRENEURSHIP $ YOUNG ENTERPRISE, 2012

European Commission

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van hall larenstein university of applied sciences

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

What is Social Entrepreneurship?

Applying practical, innovative and sustainable business tools to **benefit society**, especially those who are marginalized, **and the global environment**
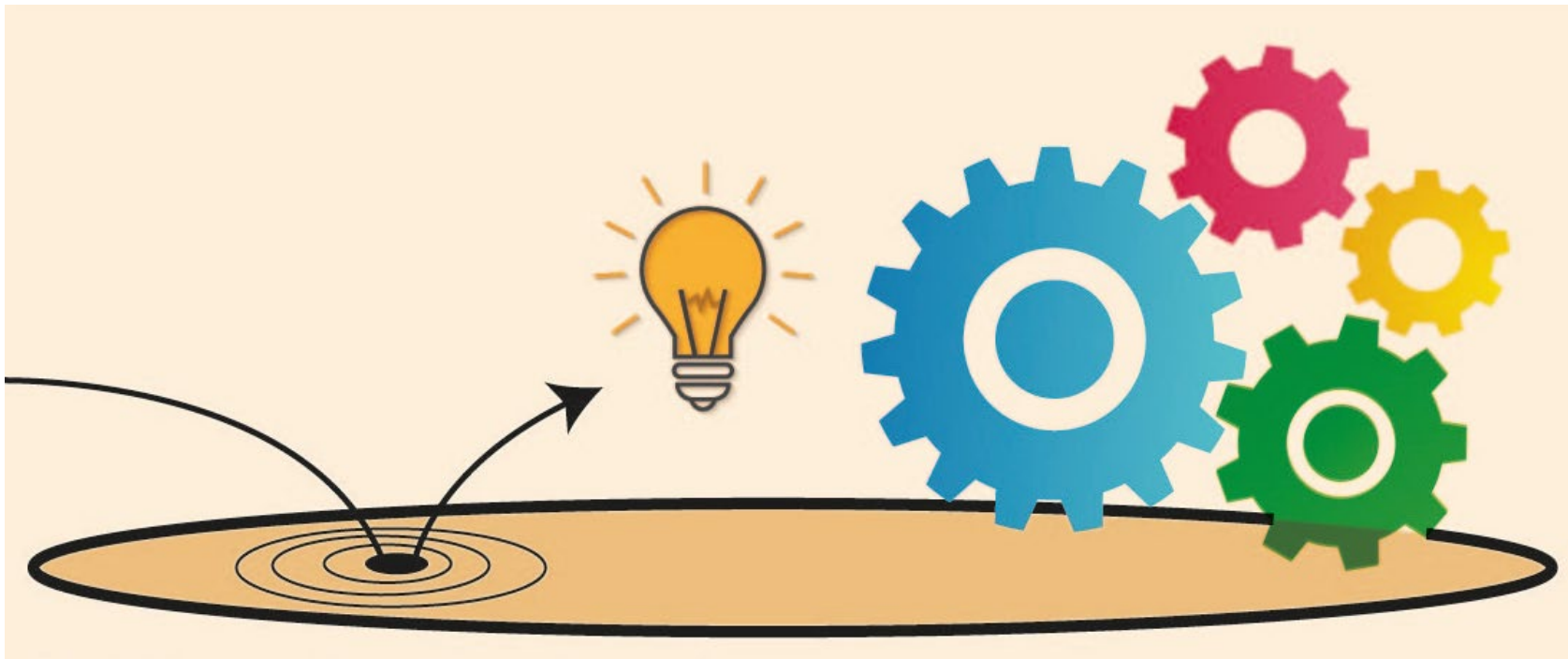
Picture: http://socialentrepreneurs.strikingly.com

"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."
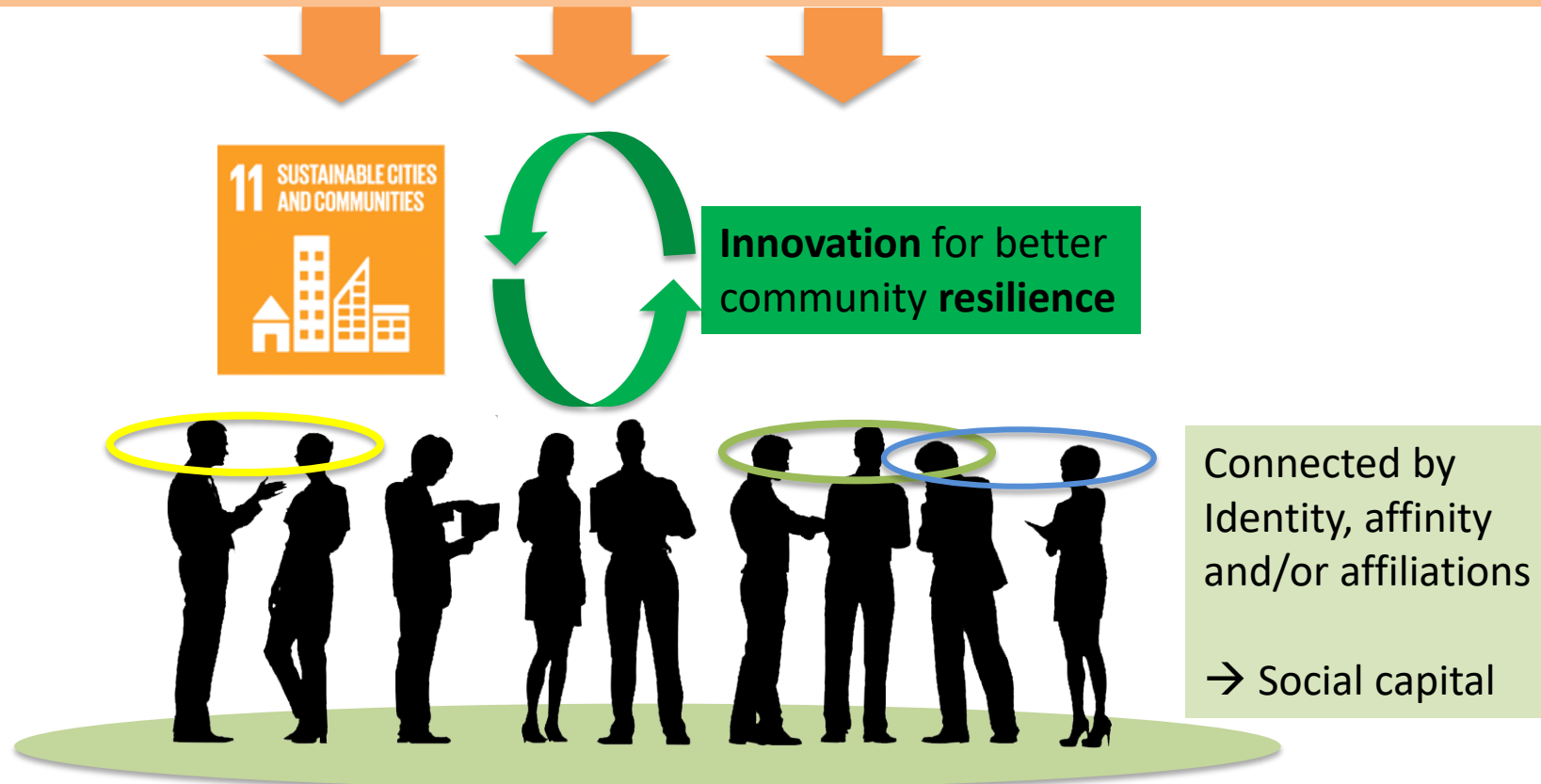
- Bill Drayton, Founder of Ashoka

What is Social Entrepreneurship?

Measuring success not by 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

And now:
Community Innovation
From Idea to Implementation

What is community innovation?

External driving forces: globalisation, digitalisation, individualisation, climate change....

11 SUSTAINABLE CITIES AND COMMUNITIES

Innovation for better community **resilience**

Connected by Identity, affinity and/or affiliations

→ Social capital

Communities can be defined by sharing a landscape: a village, a city, a neighborhood or a region
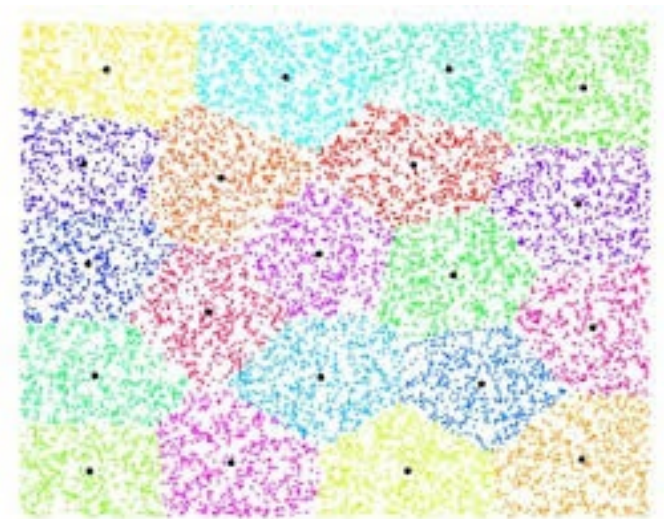
How to define a community?

"You can't talk personally with each of the people in your community of interest to understand their individual wants and needs.

You may have hundreds, thousands, millions of bodies and dreams and desires walking through your doors.

*So you have to think about **people in clusters: Communities**."*

Nina Simon, The Art of Relevance
http://www.artofrelevance.org

How to define a community?

Communities might be characterized by

- Strong social bonds and activities
- Openness and local identity
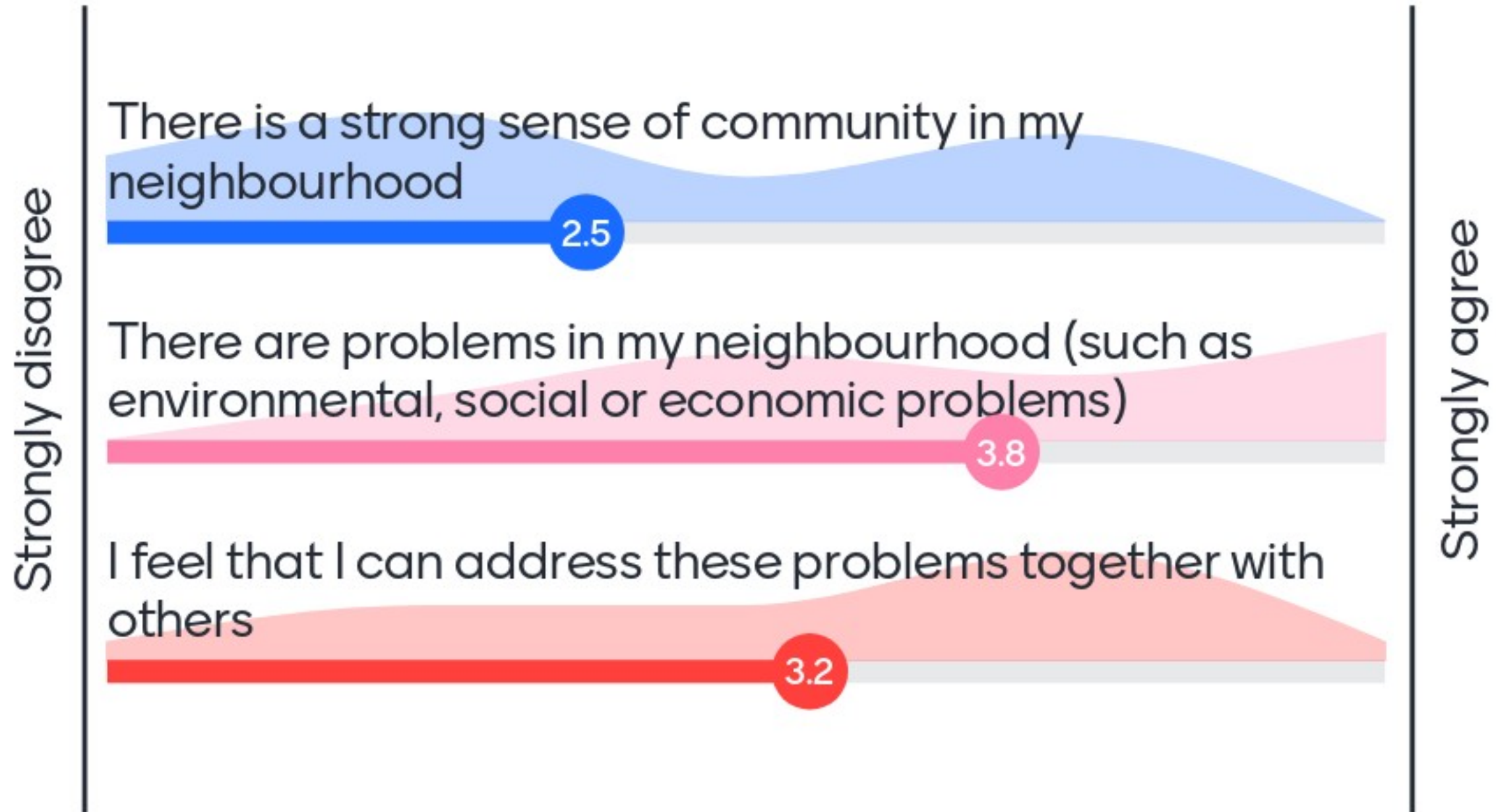- Visibility and local leadership

or

- Social segregation and anonymity
- Vagueness and lack of connection points
- Non existence of local leadership

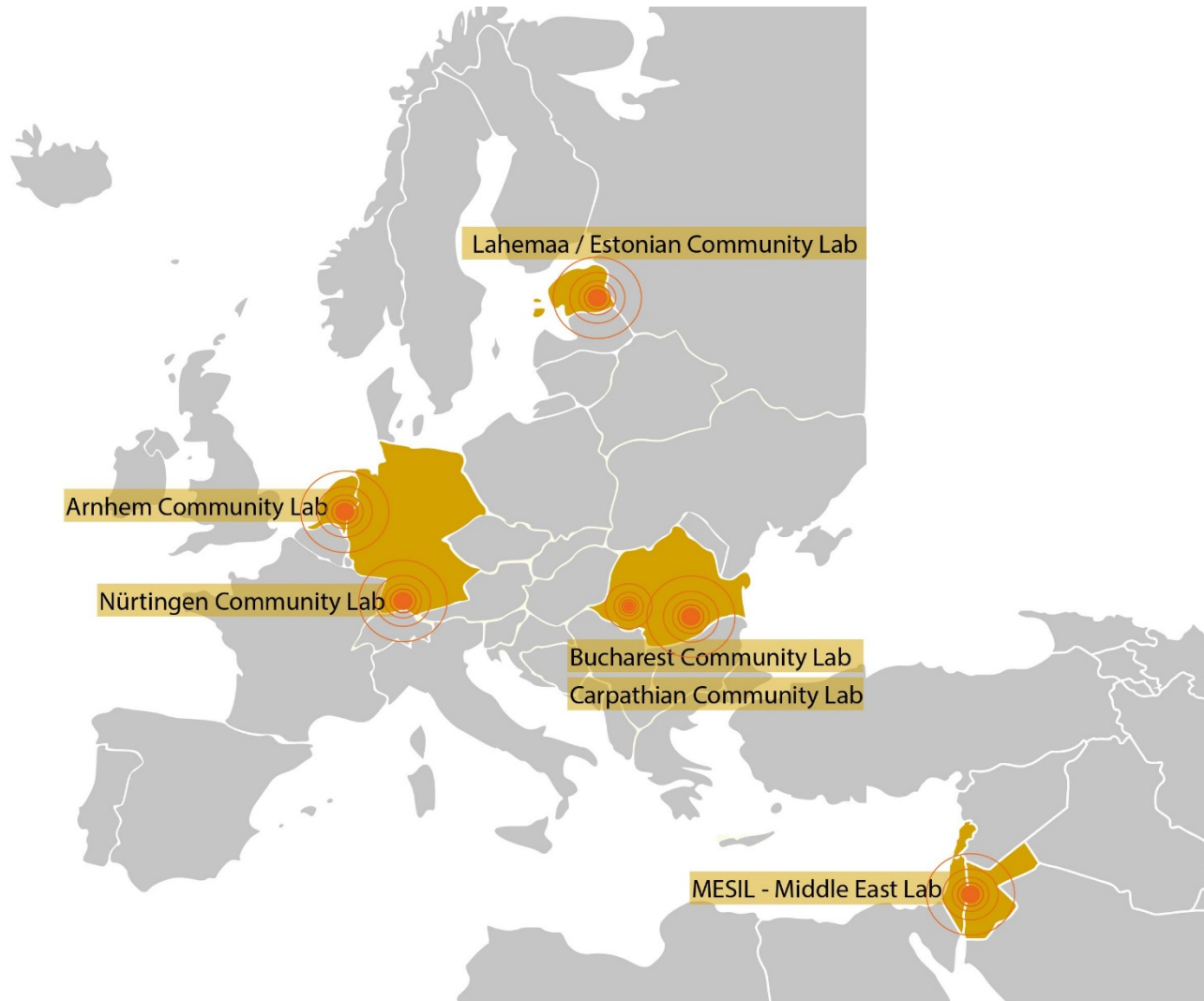# Apart from your family, to which community do you belong?

How would you rate the following statements?

Community Innovation Labs (CIL)

Lahemaa / Estonian Community Lab

Arnhem Community Lab

Nürtingen Community Lab

Bucharest Community Lab

Carpathian Community Lab

MESIL - Middle East Lab

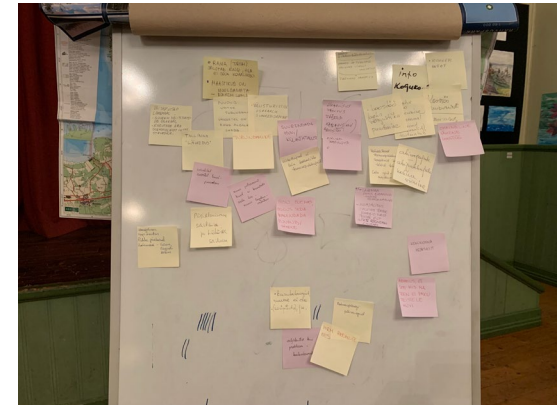# Arnhem Community Innovation Lab

Arnhem CIL Topics:
- Circularity in the Van Hall Larenstein Community in Velp
- Sonsbeek-Park community project
- Blue Neighbourhood Economy project Spijkerkwartier

Coordinators:
Daan van der Linde, Freddy van Dijken, Charlotte Kasbergen
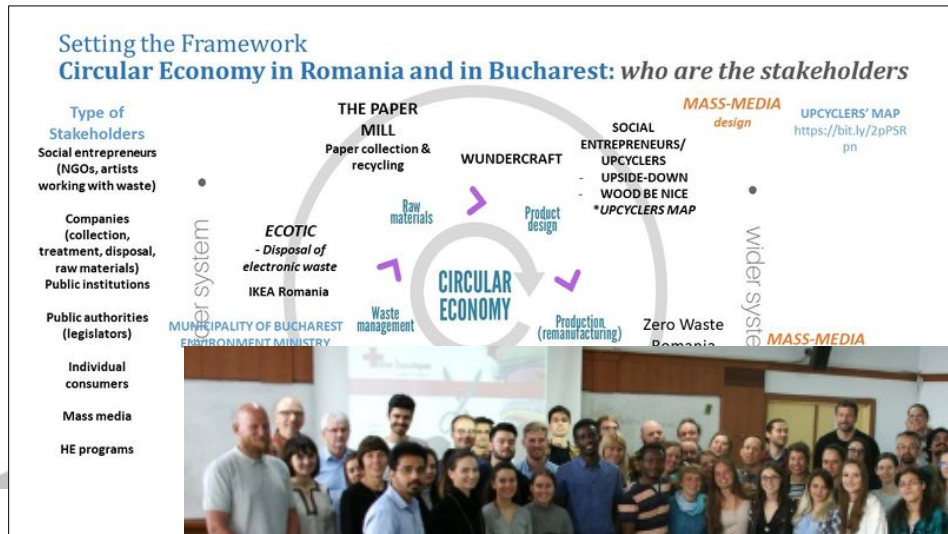
Lahemaa Community Innovation Lab

Lahemaa Topics:

- Rural entrepreneurship
- Nature-based/sustainable entrepreneurship
- Community enterprises
- Student placements / Lahemaa Mobile Information Cafe

Coordinators: Roger Evans, Tarmo Pilving (EMU) + Kaisa Linno (Community Coordinator)

Bucharest Community Innovation Lab

Setting the Framework
**Circular Economy in Romania and in Bucharest:** *who are the stakeholders*

Bucharest Topics:

- Exploring Bucharest's ecosystem for circular economy
- Focus: Recycling, waste management and circular economy
- Cooperation with social businesses already active in the field of waste management

Coordinators: Daniela Staicu (Atelier Merci), Carmen Paunescu, Monica Dudian (both ASE)

Bison Hillock Lab

Bucharest Community Lab

Carpathian Community Lab
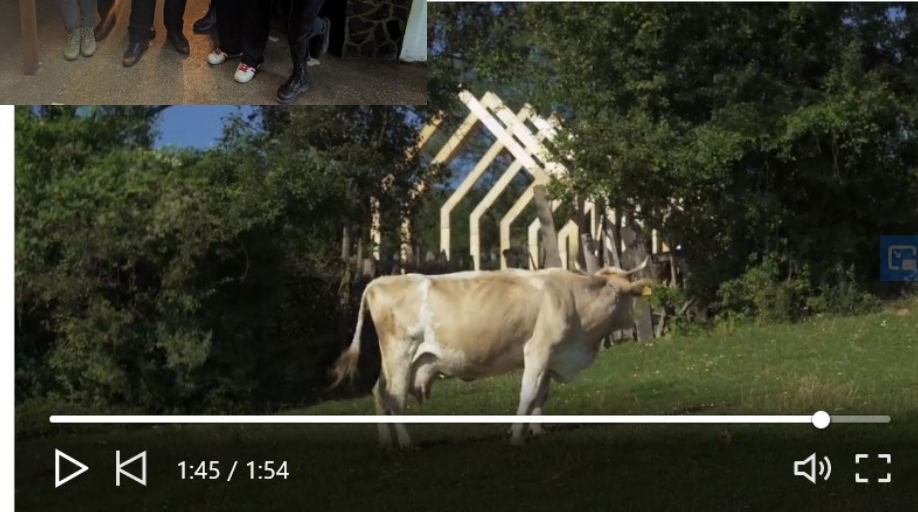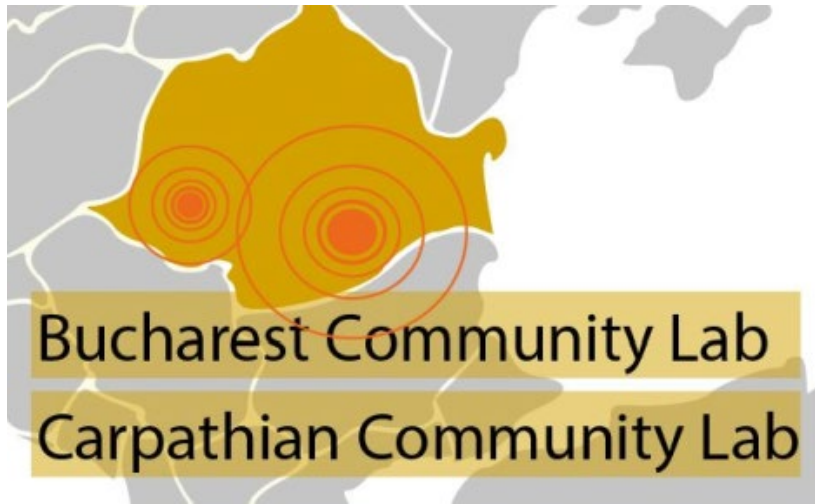
Bison Hillock Topics:

- Largest European wilderness stronghold in the Carpathian Mountains
- nature tourism, sustainable landscape management
- innovative local products and services

Coordinators:

Oana Mondoc (WWF Romania), Judith Jobse (NGU) + the local community of Armenis

Nürtingen Community Innovation Lab

Nürtingen Community Lab

Nürtingen Topics

- Sustainable neighbourhoods >>> Urban Gardenning

- Inner city development and retail

MESIL- Community Innovation Lab

MESIL - Middle East Lab
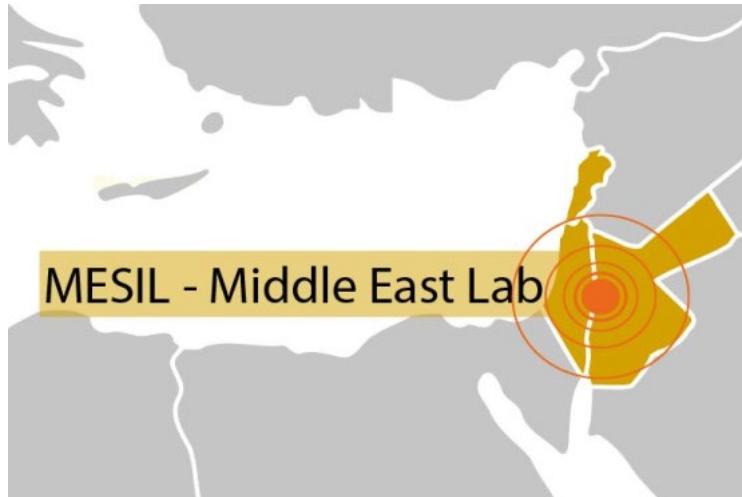
**Mesil Focus Area 2019: Ajloun + Nürtingen
Focus Area Summer 2020: Al Azraq**

Topics:
- Landscape validation
- Rural entrepreneurship
- Nature-based/sustainable tourism
- Community enterprises

Coordinators: Dirk Funck (NGU) + MESIL team from GJU, AUB + Birzeit Universities

Other Labs and Idea worlds

Are there other communities and idea contexts involved now in this course?

Let us quickly know through the chat!

Special Community: Climathon 2020

*Participate **or** start your own local climathon!*
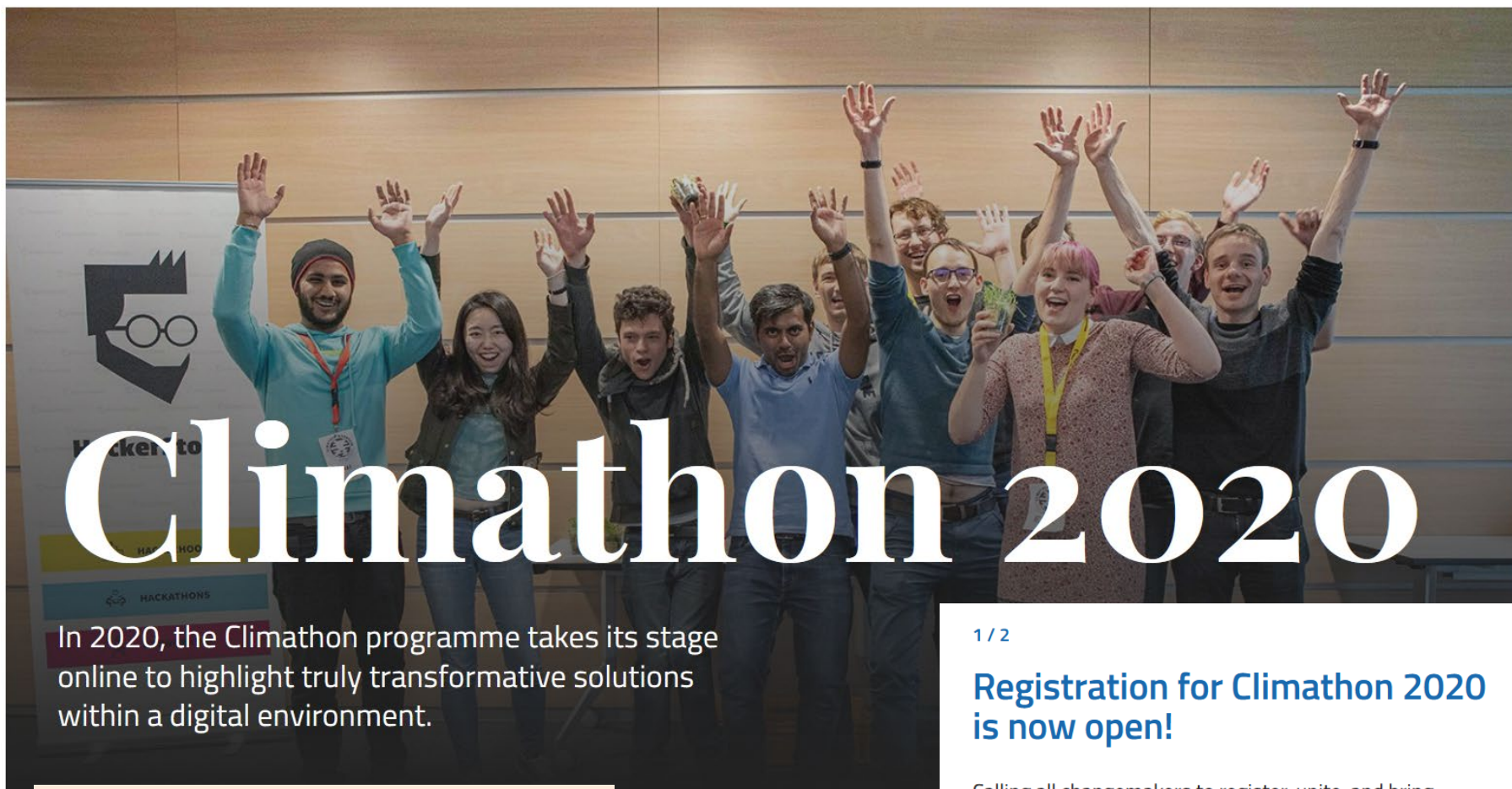
Climathon 2020

In 2020, the Climathon programme takes its stage online to highlight truly transformative solutions within a digital environment.

1 / 2

Registration for Climathon 2020 is now open!

Calling all changemakers to register, unite, and bring about transformative ideas for your city.

13.-14.2020
https://climathon.climate-kic.org

ERASMUS Strategic Partnership Community Learning for Local Change

Register today →

Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen

Eesti Maaülikool Estonian University of Life Sciences

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Course topics and structure

Phase A: Designing an Organisational Form

A.1, 12.10.2020: Introduction

A.2, 19.10.2020: Understanding the start-up phase

A.3, 26.10.2020: Ownership models and their legal environment

A.4. 02.11.2020: Cooperation models

Nürtingen-Geislingen University:
Dr. Ellen Fetzer, Prof. Dr. Dirk Funck

EMU Tartu:
Dr. Roger Evans

SEV Estonia:
Marge Maidla

Course topics and structure

Phase B: Product and Service Design
B.1, 09.11.2020: Introduction to product and service design
B.2, 16.11.2020: How to conduct a market research

SEV Estonia:
Erkki Kubber

Nürtingen-Geislingen University:
Prof. Dr. Iris Ramme (prerecorded)

ASE Bucharest
Prof. Dr. Carmen Paunescu
Dr. Carmen Acatrinei

Course topics and structure

Phase C: Developing the Financial Plan
C.1, 23.11.2020: Financing resources
C.2, 30.11.2020: Cash flow and financial modeling

SEV Estonia:
Marge Maidla

ASE Bucharest
Prof. Dr. Monica Dudian

Course topics and structure

Phase D: Promotion and Selling Strategies
D.1, 07.12.2020: Distribution Channels
D.2, 14.12.2020: Creative use of advertising and promotion

ASE Bucharest
Dr. Carmen Acatrinei

Nürtingen-Geislingen University:
Prof. Dr. Dirk Funck

Course topics and structure

Phase E: Management
E.1, 21.12.2020: Staffing and Leading
E.2, 11.01.2021: Quality Management and Impact Evaluation
E.3, 18.01.2021: Risk Management

EMU Tartu:
Prof. Dr. Friedemann Baisch

Nürtingen-Geislingen University:
Prof. Dr. Friedemann Baisch

Heldenrat e.V.
Dr. Linda Kleemann

ASE Bucharest
Prof. Dr. Carmen Paunescu

Course topics and structure

Phase A: Designing an Organisational Form
1. Introduction (today)
2. Understanding the start-up phase:
3. Ownership models and their legal environment
4. Cooperation models

Phase B: Product and Service Design
1. Introduction to product and service design
2. How to conduct a market research

Phase C: Developing the Financial Plan
1. Financing resources
2. Cash flow and financial modeling

Phase D: Promotion and Selling Strategies
1. Distribution Channels
2. Creative use of advertising and promotion

Phase E: Management
1. Staffing and Leading
2. Quality Management and Impact Evaluation
3. Risk Management

Format:
Weekly online sessions from October-January

Theory input and feedback

Context: You need to work on your own business idea. This will be supported by **MURAL templates.**

Output:
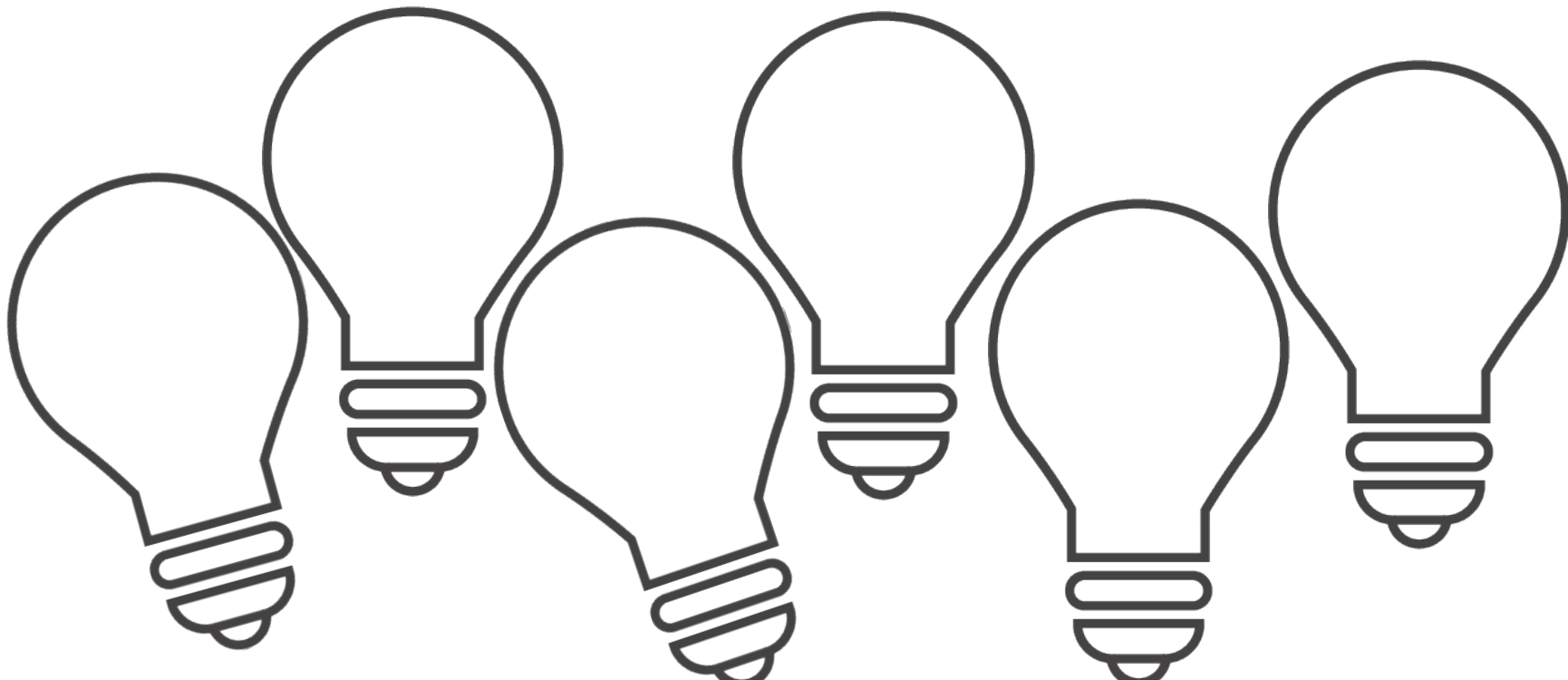An advanced business plan, the emphasis can be set by yourself.

Submission:
January 31, 2021

Let's go on our MURAL now

https://app.mural.co/t/ellensroom0969/m/ellensroom0969/1602489625151/3b9fee39cc52fbc66699b8dad507b5894283fd94

Startup Development Phases

FORMATION
Mission > Vision > Strategy
- Idea and co-founder team formation
- What, to whom, why and how?

VALIDATION
Lean Startup
Minimum Viable Product   Validate / Iterate (or pivot)

GROWTH
Scale Up

Establish & Strengthen

Processes & KPI's

Idea

Business

-2   -1   0   1   2   3

Levels of validation
Problem / Solution Fit   **Vision / Founders Fit**   **Product / Market Fit**   **Business Model / Market Fit**

Talent

Organization

Ideating
Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

Concepting
Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.

Committing
Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.

Validating
Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.

Scaling
Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes

Establishing
Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

Startup Development Phases - *from idea to business* and *talent to organization.*

Version 3.6 - www.startupcommons.org

ERASMUS Strategic Partnership Community Learning for Local Change

Seminar Media

Seminar WIKI
http://www.localchange.eu

- Course Schedule
- Assignments
- Team pages
- Minutes

ILIAS
http://ilias.hfwu.de

Direct links

Direct mailing
Coordinator
-> participants

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

Do you have any questions?

Next session

Monday, October 19, 16 00 – 17 30 CET

**Understanding the start-up phase:
Methodologies for supporting start-ups**

with **Marge Maidla** from the
Estonian Social Enterprise Network (SEV)

Marge is a social entreprise trainer to
help social enterprises achieve their goals

Thank you very much for your attention!