



Co-funded by the  
Erasmus+ Programme  
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**Use your skills.  
Be a changemaker.**

# Community Learning for Local Change

A seminar on community-based social innovation and entrepreneurship

International Online Seminar: **Session 2**

**Tuesday, March 31, 2026, 16 30 – 18 00 CET**



# Introduction and video

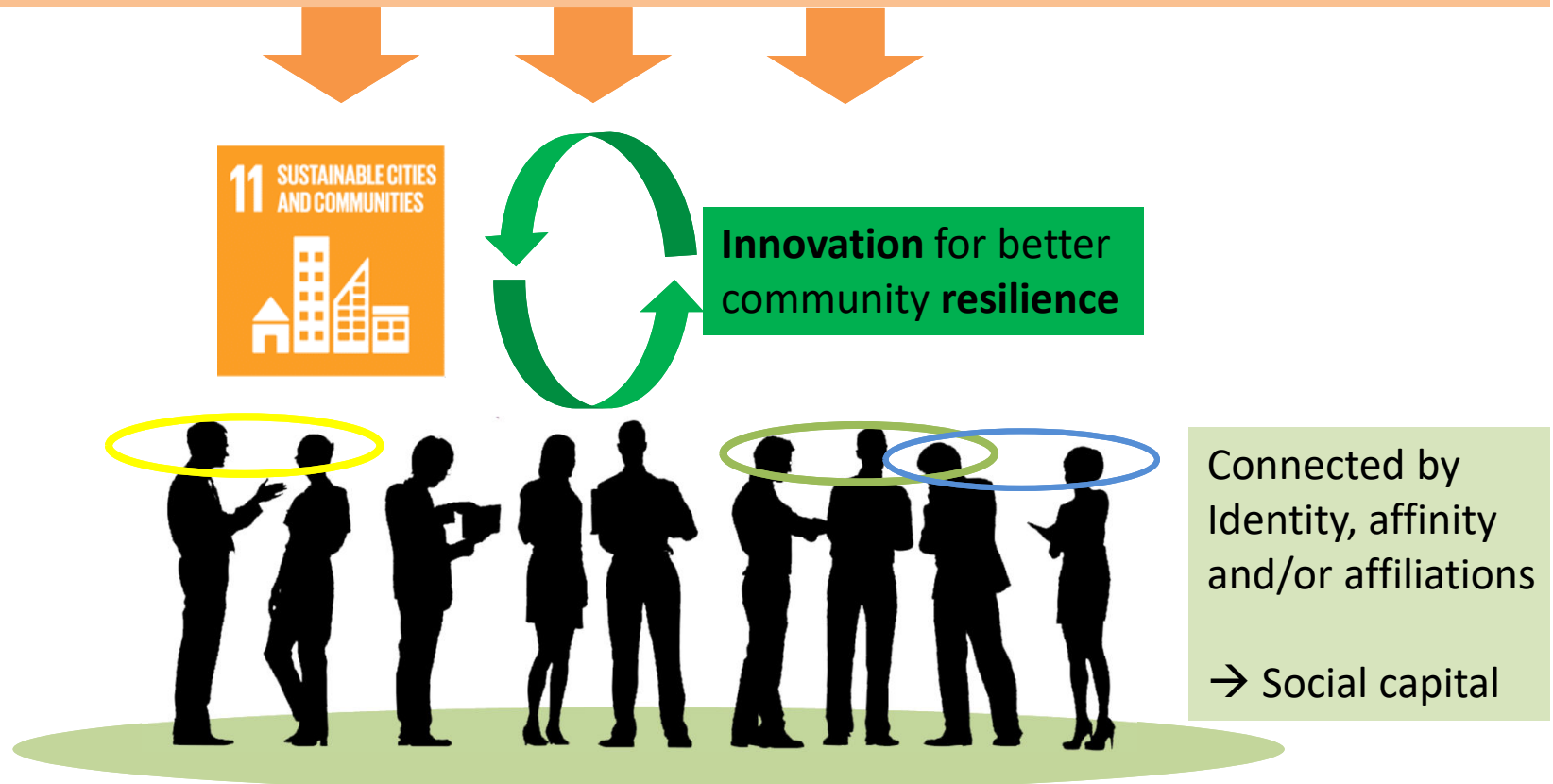
Time	Topic
16 30 – 17 00	Lecture Daan on Communities
17 00 – 17 10	Introduction to assignment 1 (Daan)
17 10 – 17 20	Introduction to assignment 2 – Field Research (Ellen)
17 20 – 18 00	Breakout Sessions Bucharest, Nürtingen, Nairobi

Introduction and video

# **WHAT IS A COMMUNITY?**

# What is community innovation?

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



Communities can be defined by sharing a landscape: a village, a city, a neighborhood or a region

# What is a community?

## Example Food forest Elderveld in Arnhem (5 minute video)

([https://youtu.be/Wel1wl\\_Vw7s?feature=shared](https://youtu.be/Wel1wl_Vw7s?feature=shared))



# Poll

What is the purpose of this community?  
(open answers)



# Summary Food Forest community

- A community has a **geographical boundary**: field + neighbourhood
- A community has a **purpose**: “protecting an old landscape, provide local food”
- A community has **interactions** with members and non-members: municipality, visitors, farmers, volunteers, etc.
- A community has a **life span**: 5 – 40 years  
????
- A community has **unique characteristics** and an **organization**: foundation/association, website, budget, board, legal documents, subsidies, etc.
- A community has a **cultural meaning** by making it's own history



<https://www.voedselbos-elderveld.nl>

# Food Forest video summary

- 4 hectare plot developed as a Food Forest + extra's
- Main group: 10 persons, Volunteers: 120 persons
- 4 other participants
  - 2 hectares of Food Forest
  - 0,5 hectare: Childrens allotment gardens
  - 0,5 hectare: Meadow for birds
  - 0,5 hectare: Historical crops
  - 0,5 hectare: Botanical garden
- Broad coverage in the news



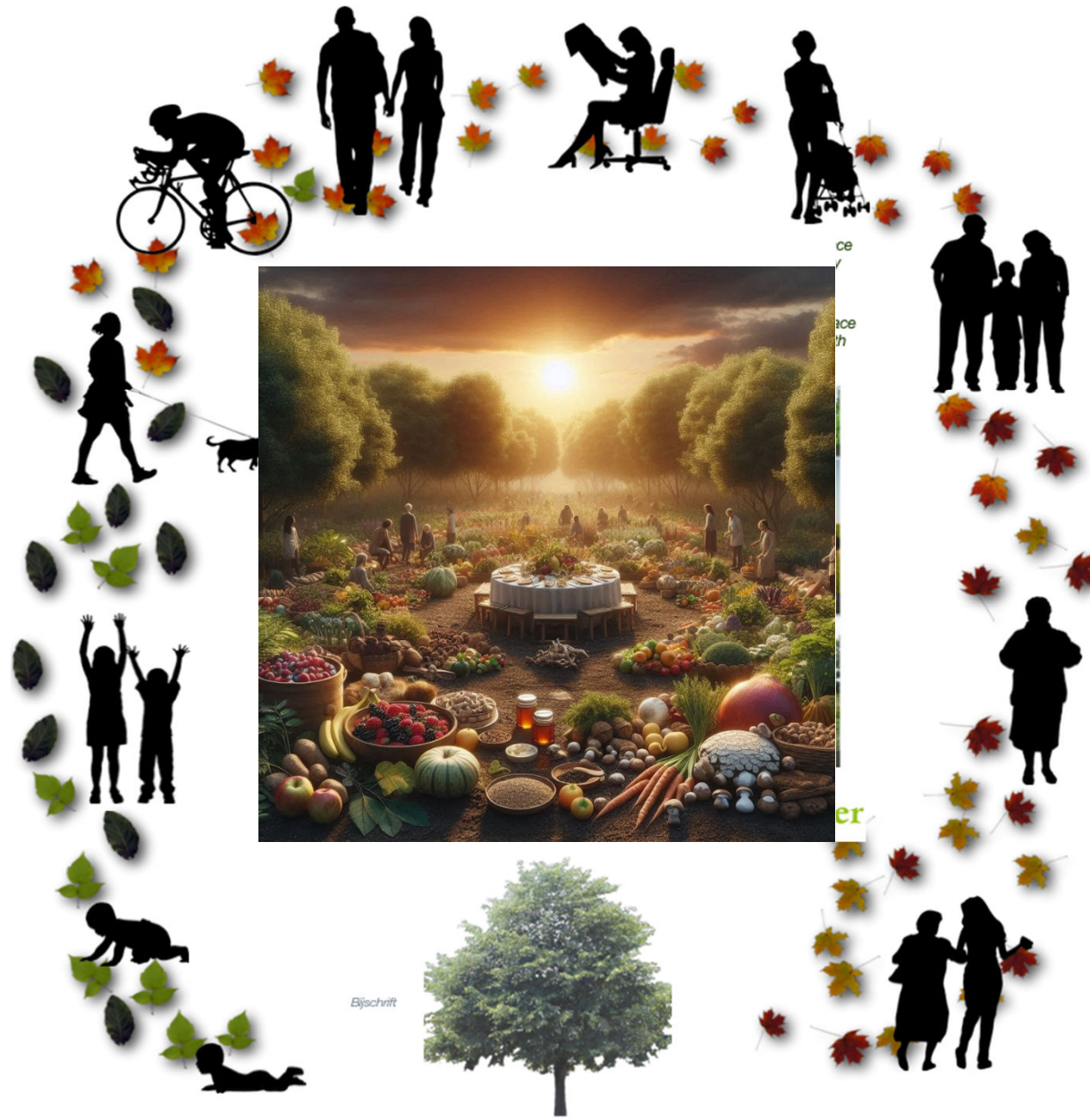
[www.voedselbos-elderveld.nl](http://www.voedselbos-elderveld.nl)



# Food Forest video 1 year later



We promote inclusiveness: we offer a nice place to be for all generations



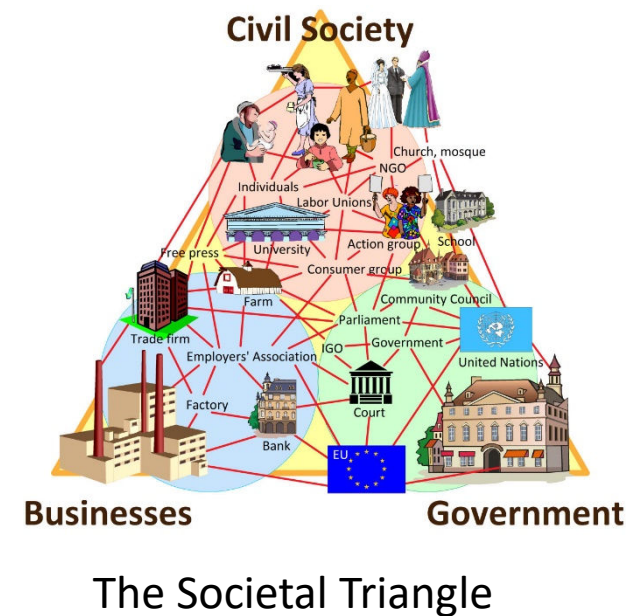
GREEN LIFECYCLE

How to learn? Techniques, Social research, Mapping a community

# **COMMUNITY LEARNING**

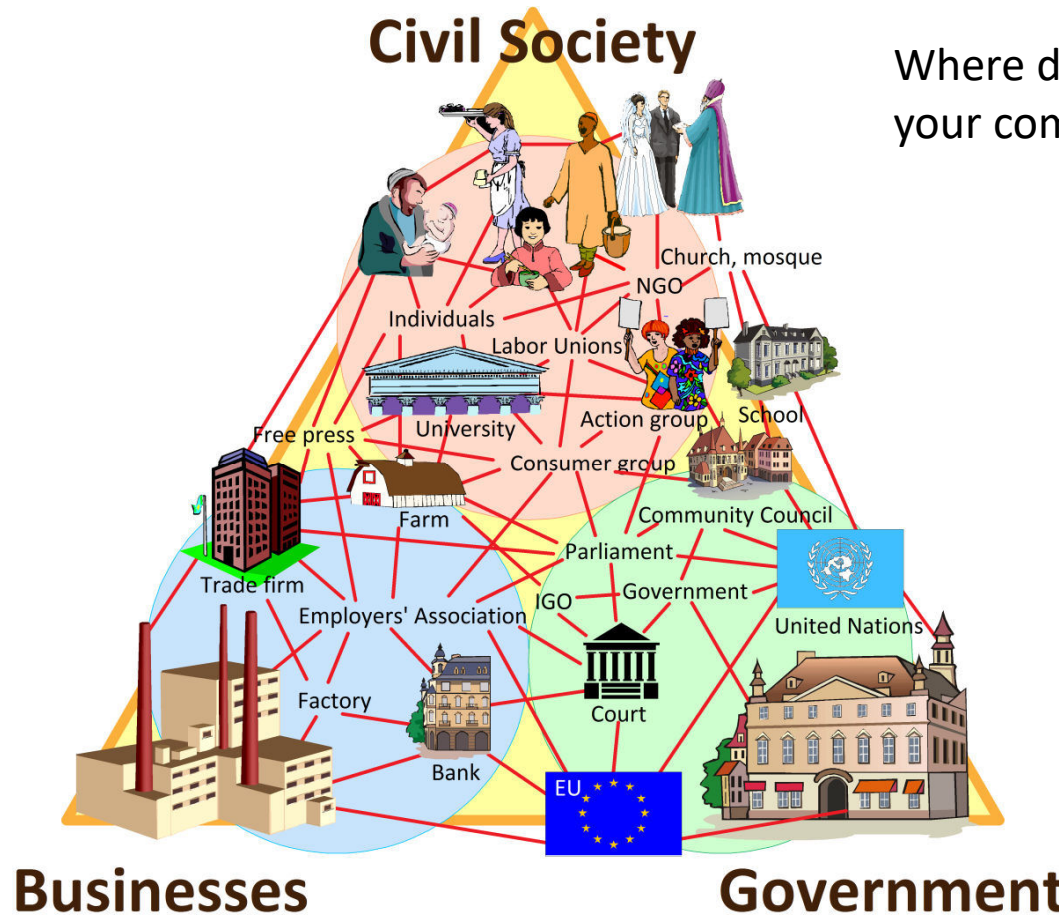
# Introduction to Community Learning

- **Experiential learning:** we learn by doing and experimenting
- **Action research:** we change the community by interacting with the community
- **Who is learning?**
  - Students:** researching, mapping, setting up an action or social enterprise, connecting to people, valuing the wisdom in the community
  - The community itself:** young students and teachers bring new ideas, help to bring ideas into action, help to organize the community



Source:  
<https://niko.roorda.nu/management-methods/ffea-extensions/societal-triangle/>

# The Societal Triangle



Where do you place your community?

# Essentials of Social Research

- A. Sources of information:
- B. **Semi-structured interview**, mix of open and closed questions
- Open questions: open up the conversation to get new information and opinions
  - Closed questions: check if assumptions/facts are true
- **Snowball effect**: ask for key persons in your interview
  - **Other**: statistical data, stories , websites, news clippings
- B. Action research:
- We change the research subject by our interaction.
  - We raise awareness, we connect people, we bring new data, etc.
  - Theory of Change, Design Thinking Technique = in interaction with the community members.



## Triangulation:

One response is not reliable. But when you hear the same fact from three sides it is probably true.

Mix old/new, male/female, rich/poor, powerful/powerless sources of information

<https://youtu.be/nGTA2jgcNI4>

# Poll on experience with social research

- I have a lot of experience!
- I have moderate experience
- I have no experience
- I do not understand the question

# Essentials of Social Research: map of actors 1

- Organising information:
- Stakeholder analysis
- Community Map
- Community characteristics
- Types of communities
- SWOT



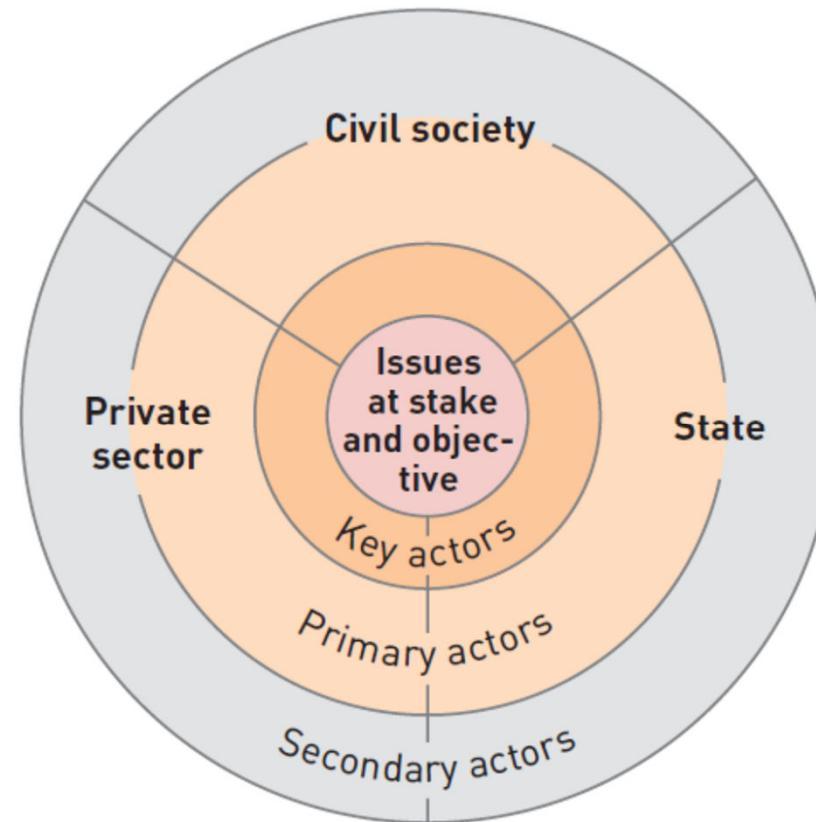
Use traffic light colours:  
**Red** = opposing  
**Yellow** = undecided  
**Green** = in favour of

stakeholder	Purpose/goals	interest	contribution	relation
Municipality: person x <b>Yellow</b>	Improve the quality of life of the residents at the lowest costs	All people benefit equally, political stability	Give subsidies, grant access to land, issue permits	Extensive network via political representatives
<b>Entrepreneurial network person y</b>	Make profit while serving clients	Welcome and clean city centre	Support local initiatives	Well connected with municipality
Citizen group person z <b>Yellow</b>	To promote social cohesion	Support the weaker groups	Activities for inclusion	Not well connected
<b>NGO person S</b>	To protect the environment	Get voice heard, new members	Supports cleaning actions on the streets	Isolated, clashes with municipality
Etc.				

Example of a stakeholder analysis: a list of stakeholders with an indication of who you can involve for a plan or initiative.

# Essentials of Social Research: map of actors 2

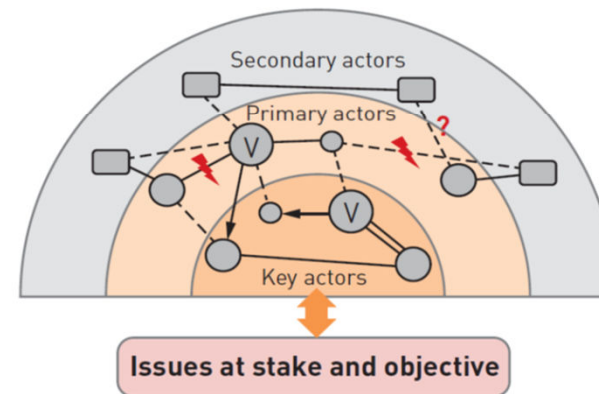
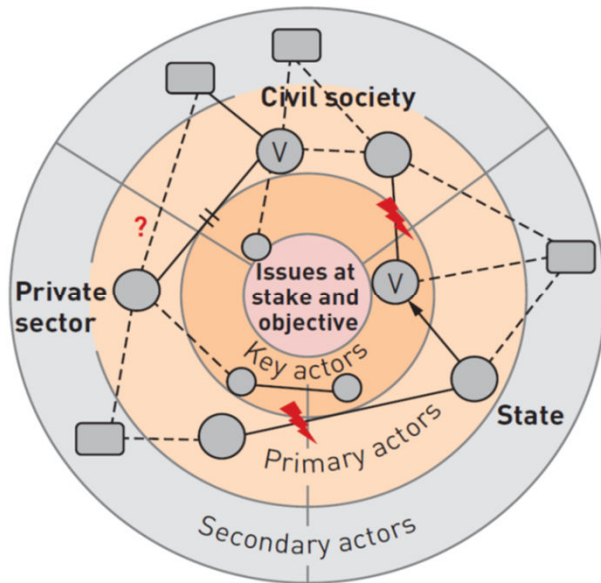
- Organising information:
  - Stakeholder analysis
  - **Community Map**
  - Community characteristics
  - Types of communities
  - SWOT



Source: **GIZ GmbH (Ed., 2015)**: Cooperation Management for Practitioners  
– Managing Social Change with Capacity WORKS, Wiesbaden, p. 131.

# Community Mapping

Think about the social challenge, you want to address:  
Who are the relevant actors in your network?

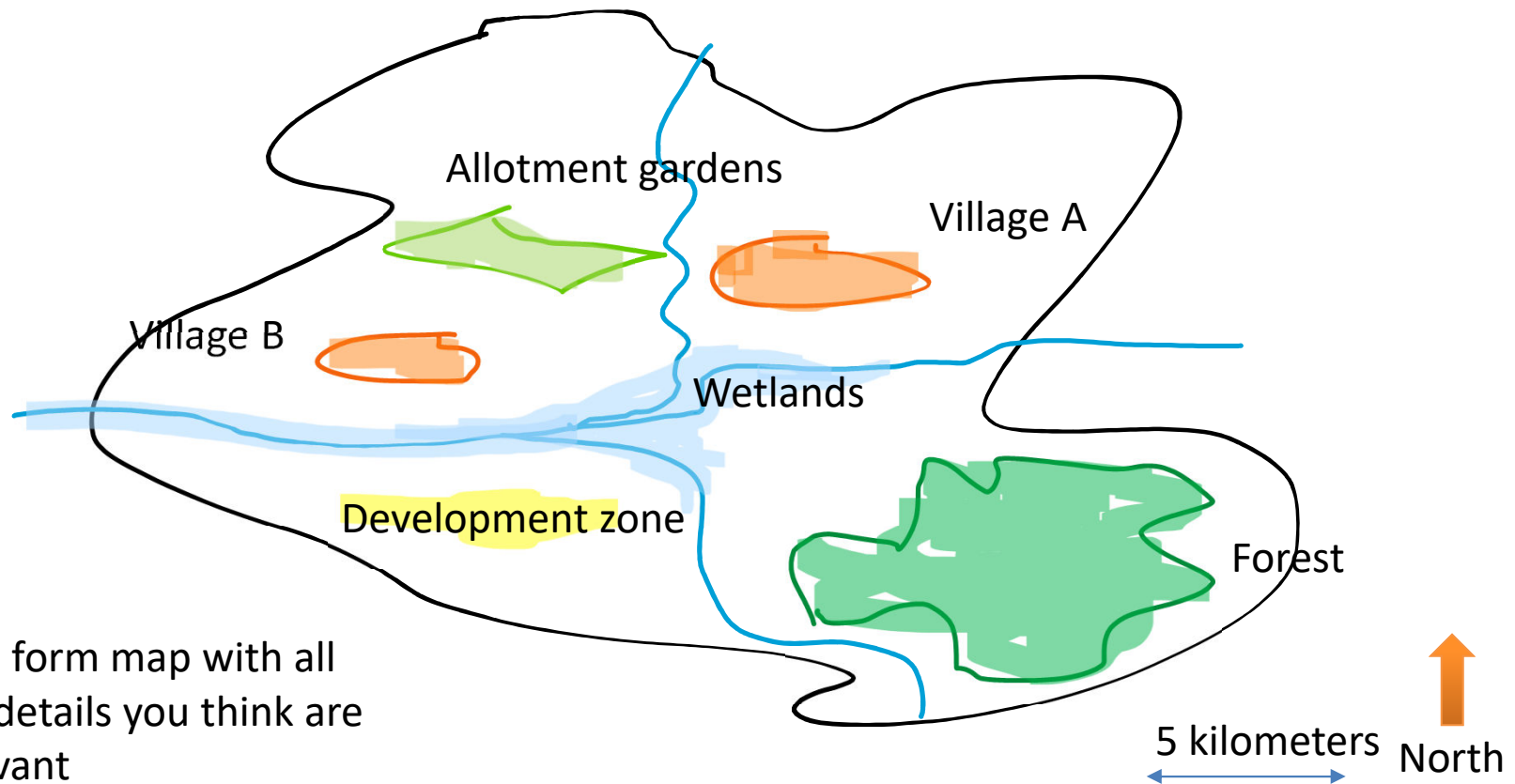


	Key or primary actor with little influence
	Key or primary actor with little influence
	Veto player
	Veto player

	Solid lines symbolise close relationships in terms of information exchange, frequency of contact, overlap of interests, coordination, mutual trust, etc.
	Dotted lines symbolise weak or informal relationships. The question mark is added where the nature of the relationship is not yet clear.
	Double lines symbolise alliances and cooperation partnerships that are formalised contractually or institutionally.
	Arrows symbolise the dominance of one actor over another.
	Lines crossed by a bolt of lightning symbolise relationships marked by tension, conflicting interests or other forms of conflict.
	Cross lines symbolise relationships that have been interrupted or damaged.

giz (ed.), 2015, p. 134-135.

# Community Mapping: geography



Free form map with all the details you think are relevant



# Community Mapping Organisations / Force field map

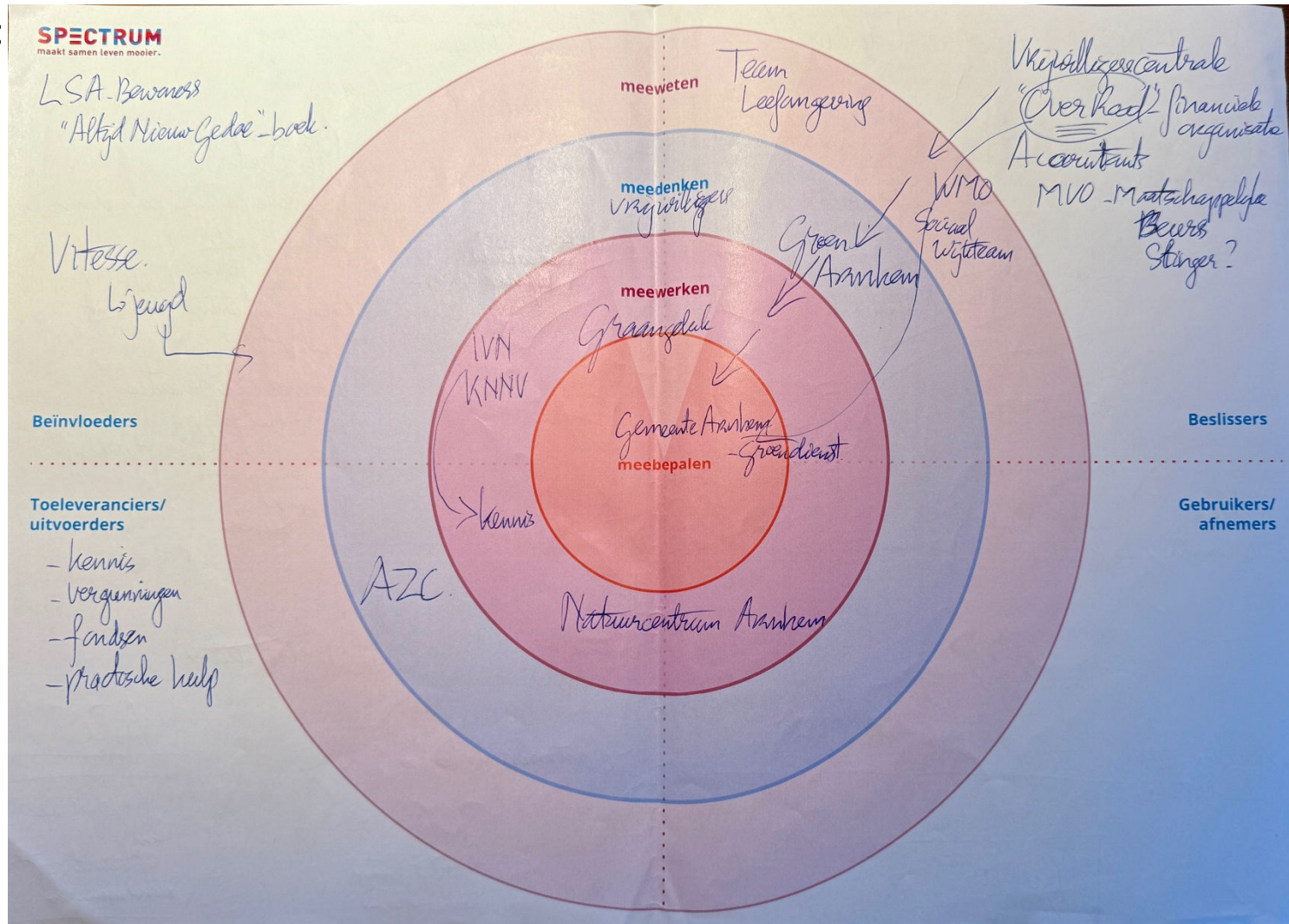
Rings of influence:

Co-knowing /informing

Co-thinking

Co-working/ producing

Co-deciding



# Essentials of Social Research

## Organising information:

- Stakeholder analysis
- Community Map
- **Community characteristics**
- Types of communities
- SWOT

CIL = Community Innovation Lab

<b>Name of CIL – Main focus</b> <i>This should be location and the one term that describes it, like: food forest, circular economy,....</i>	
<b>Very brief description of the local situation in the community</b> <i>When did the CIL start? What was the situation and motivation when you started? How has this changed?</i>	<b>Main achievements (if applicable)</b> <i>What has happened so far in the CIL process? Even if the community and topics have changed since 2019, is there something interesting to report from the previous experience? What have you learned in terms of what works, what doesn't?</i>
<b>Main activities of the CIL</b> <i>Currently: This should be what is currently happening and involves „the community“, Examples could be: bi-weekly stakeholder meetings, working groups on topics X, Y, Z have been formed, etc. Please don't report what you would like to do!</i>	<b>Main stakeholders of the CIL</b> <i>Please group into:</i> - key actors: without them, the CIL would „die“ - primary actors: the ones directly involved - secondary actors: those that are affected by the CIL, but not really directly involved

# Types of Communities

- Community of action
- Community of practice
- Community of place
- Community of interest
- Community of circumstance
- Hybrid communities

Type	Definition	Characteristics	Examples
Community of Action	A community with a goal to use collective power to make change in the world.	<ul style="list-style-type: none"> <li>• Focus upon milestones.</li> <li>• Updates on progress.</li> <li>• Facilitation of group commitment and sharing of best practices to achieve goals.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Care2</a></li> <li>• <a href="#">Oxfam</a></li> <li>• <a href="#">KIVA</a></li> <li>• <a href="#">GiftedIssues</a></li> <li>• <a href="#">BraveNewClimate</a></li> <li>• <a href="#">TreeHugger</a></li> </ul>
Community of Practice	A community for people participating in the same activity.	<ul style="list-style-type: none"> <li>• Focus on what's new and what's proven.</li> <li>• Search for credible expertise.</li> <li>• Agreed domain of knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Lawyers.com</a></li> <li>• <a href="#">Doc2Doc</a></li> <li>• <a href="#">DesignSpark</a></li> <li>• <a href="#">PMI</a></li> <li>• <a href="#">ConnectedEducators</a></li> <li>• <a href="#">TES Connect</a></li> <li>• <a href="#">AutoDesk</a></li> <li>• <a href="#">EMC</a></li> <li>• <a href="#">CareSpace</a></li> <li>• <a href="#">Element14</a></li> <li>• <a href="#">BaristaExchange</a></li> <li>• <a href="#">Ravelry</a></li> </ul>
Community of Place	A community for people united by geography.	<ul style="list-style-type: none"> <li>• Focus upon local events, people, and activity.</li> <li>• Useful reciprocation cycles (members supporting other members).</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">NextDoor</a></li> <li>• <a href="#">EastDulwich</a></li> <li>• <a href="#">HarringeyOnline</a></li> <li>• <a href="#">W14</a></li> </ul>
Community of Interest	A community for people whom share the same common interest.	<ul style="list-style-type: none"> <li>• Focus upon depth of passion for the interest.</li> <li>• Bonding and status-jockeying discussions.</li> <li>• Push towards more 'hardcore' discussions.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">GolfFI</a></li> <li>• <a href="#">Syfy</a></li> <li>• <a href="#">Metal detectors</a></li> <li>• <a href="#">CoinTalk</a></li> <li>• <a href="#">Ice and Fire</a></li> <li>• <a href="#">TechCrunch</a></li> <li>• <a href="#">Man UtD</a></li> <li>• <a href="#">BullsConnect</a></li> <li>• <a href="#">Playstation</a></li> </ul>
Community of Circumstance	A community for people united by a common situation or challenge not of their making.	<ul style="list-style-type: none"> <li>• Focus upon support for dealing with the situation.</li> <li>• Large number of bonding-related discussions.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">PatientsLikeMe</a></li> <li>• <a href="#">MSWorld</a></li> <li>• <a href="#">BreastCancer.org</a></li> <li>• <a href="#">MacMillan</a></li> </ul>

Source: <http://www.feverbee.com/wp-content/uploads/2010/11/TypesofCommunities.pdf>

# Hybrid Communities

- Community of action
- Community of practice
- Community of place
- Community of interest
- Community of circumstance
- Hybrid communities: mix of action, practice, place, interest, circumstance

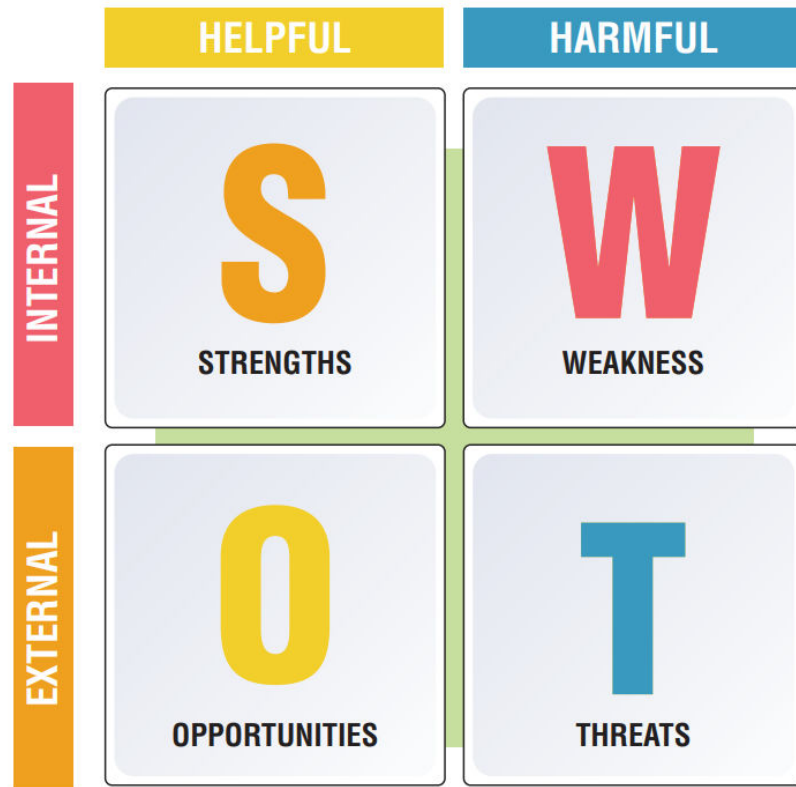
Source: <http://www.feverbee.com/wp-content/uploads/2010/11/TypesofCommunities.pdf>

Hybrid	Definition	Characteristics	Examples
Community of place and action	A community for people looking to change something in their local area.	<ul style="list-style-type: none"> <li>• Focus on local issues and advocacy on behalf of undeserved communities, minorities, or interest groups</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">IslingtonRefugeeForum</a></li> </ul>
Community of place and practice	A community based around a geographic area for people that participate in the same activity.	<ul style="list-style-type: none"> <li>• Focus upon building local connections between people in the same practice, improving competition against other regions, and building bridging social capital.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">ConnectingHR</a></li> <li>• <a href="#">Geneva Web Communications</a></li> <li>• <a href="#">Underwater Australia</a></li> </ul>
Community of place and interest	A community for people that enjoy the same activity in their area.	<ul style="list-style-type: none"> <li>• Focus upon local meetups where people can find those with the same unique interests and build new friendships</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Chronicles</a></li> <li>• <a href="#">New England Fishing</a></li> <li>• <a href="#">NYC Midnight</a></li> </ul>
Community of place and circumstance	A community for people that are affected by the same situation in their area.	<ul style="list-style-type: none"> <li>• Focus on bringing local support groups together in the same room and providing meaningful, effective, support</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">CancerConnection.Canada</a></li> <li>• <a href="#">Mumsnet</a></li> <li>• <a href="#">ParkSlopeParents</a></li> </ul>
Community of action and practice	A community for people that want to change something in their profession.	<ul style="list-style-type: none"> <li>• Focus milestones to change and improve that practice, or prevent the end of something good in the practice. Strong relevance to new technology</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">D2B Sustain.The Gain</a></li> <li>• <a href="#">Greenwire</a></li> <li>• <a href="#">BackPackingLight</a></li> </ul>
Community of action and interest	A community for people that want to change something about their interest.	<ul style="list-style-type: none"> <li>• Focus upon preserving something special about the interest, changing the nature of the interest, or improving the interest. Very milestone orientated.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Live for Heaven</a></li> </ul>
Community of action and circumstance	A community for people that want to change something about their situation.	<ul style="list-style-type: none"> <li>• Focus upon changing the nature of support for the circumstance or helping those in a similar circumstance in a unique and lasting way.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Asthma Community Network</a></li> <li>• <a href="#">Veteran Benefits Network</a></li> </ul>
Community of practice and interest	A community for people that participate in the same activity but share another common interest.	<ul style="list-style-type: none"> <li>• Focus upon people that have a particular belief or interest within that topic. This will usually veer more towards bonding-related activities around the interest.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">SEFWorld</a></li> <li>• <a href="#">UN New Media Professionals</a></li> </ul>
Community of practice and circumstance	A community for people that participate in the same activity and face the same situation.	<ul style="list-style-type: none"> <li>• Focuses upon how those in that practice can get through the unique circumstance they are facing. This is support-orientated in nature and often focuses on the cutting edge of the domain.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">YoungEntrepreneurs</a></li> <li>• <a href="#">GOTO (Oxford Uni)</a></li> <li>• <a href="#">StudentDoctor</a></li> </ul>
Community of interest and circumstance	A community for people that are passionate about the same topic and face similar situations.	<ul style="list-style-type: none"> <li>• Focus upon bonding-related discussions within the interest, or support-based self-disclosure activities.</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">RockAndRoll.Tribe</a></li> <li>• <a href="#">I'll Pump You Up</a></li> <li>• <a href="#">Stache Passions</a></li> </ul>

# Poll: Do you recognize your “type of community”

- I recognize my local community to be a:
  1. Community of action
  2. Community of practice
  3. Community of place
  4. Community of interest
  5. Community of circumstance
  6. Hybrid communities
  7. I have no clue?

# SWOT Analysis



Funck/Fetzer/Dreksler, 2023: People, Landscape, Sustainability

Handbook for Community Innovation Promoters, adopted from previous authors of the SWOT method

Why and How?

# **COMMUNITY LEARNING**

# Community learning: why and how?

## Why?

- Communities can be a rich environment for development of business ideas, because a community is a mixed group of individuals, bound together by a common goal.
- In any network environment you see a flush of ideas and initiatives. Our task is to empower the network for the social enterprise (SE) goal.

## How?

- Get to know the members and the key persons
- Get a good feeling for the strengths and weaknesses of the community
- Line up your “Social enterprise goal” with the basic needs of the community
- Help to empower the key persons to cooperate with your SE
- Evaluate the benefits for all parties involved and adapt your planning

# What is a community and how to help them?

Consider carefully how your social innovation initiative can benefit the community

- **Help with focusing:** Better understanding of their own possibilities
- **Help with cooperation:** better ability to reach community goals
- **Provide youth perspective:** the missing “voice of the younger generation”
- **Provide resources:** extra hands to get work done
- **Co-produce a nice Business document** to start an initiative
- More suggestions .....

# Assignment 1: Community Map + Theory of Change



<https://www.comm-dev.org/financials/item/230-community-development-data-viz-january-2015>

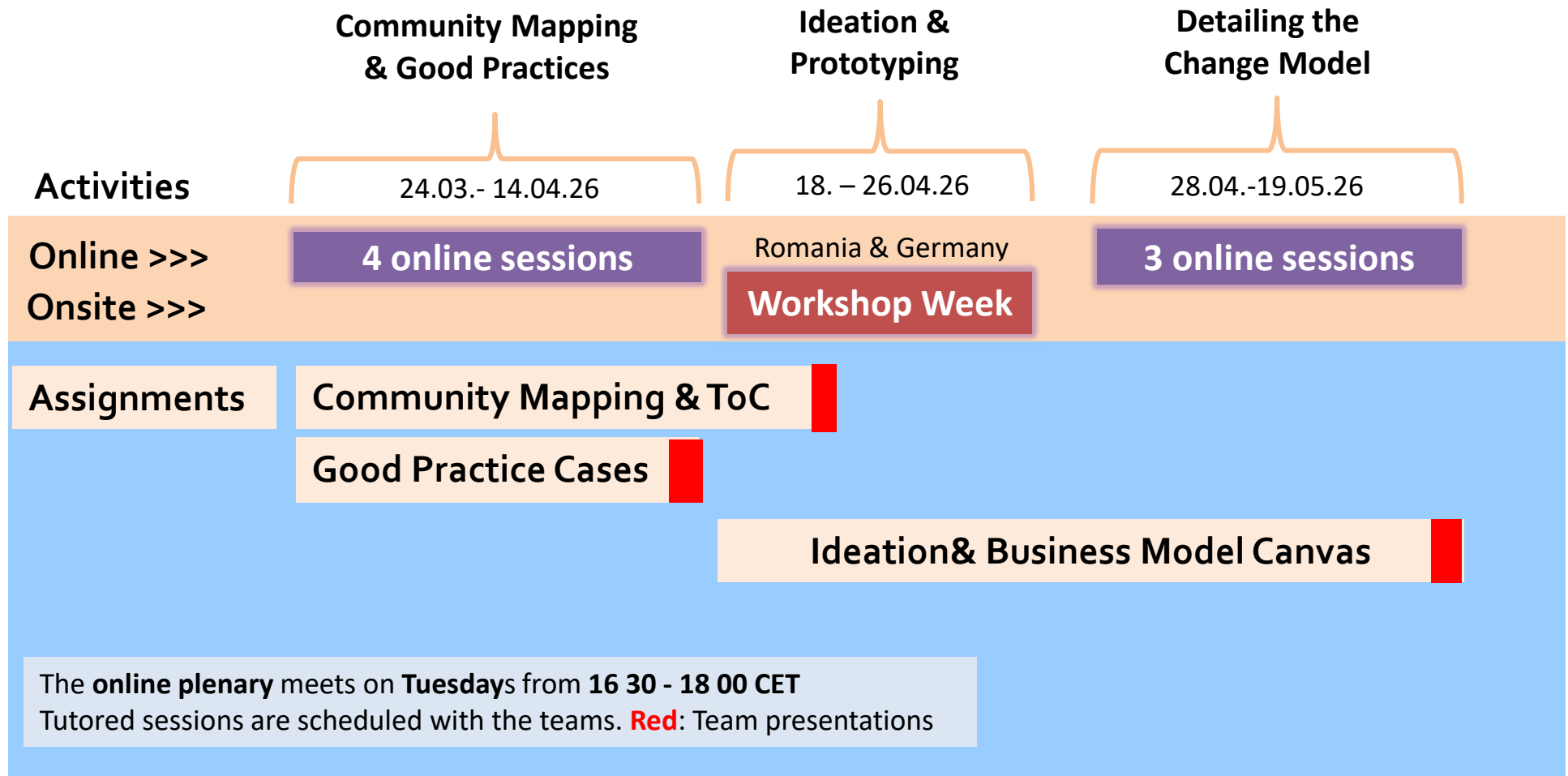
All information on the assignment:

[https://localchangelwiki.hfwu.de/index.php?title=Assignment\\_1:\\_Community\\_Map\\_and\\_Theory\\_of\\_Change\\_\(2026\)](https://localchangelwiki.hfwu.de/index.php?title=Assignment_1:_Community_Map_and_Theory_of_Change_(2026))

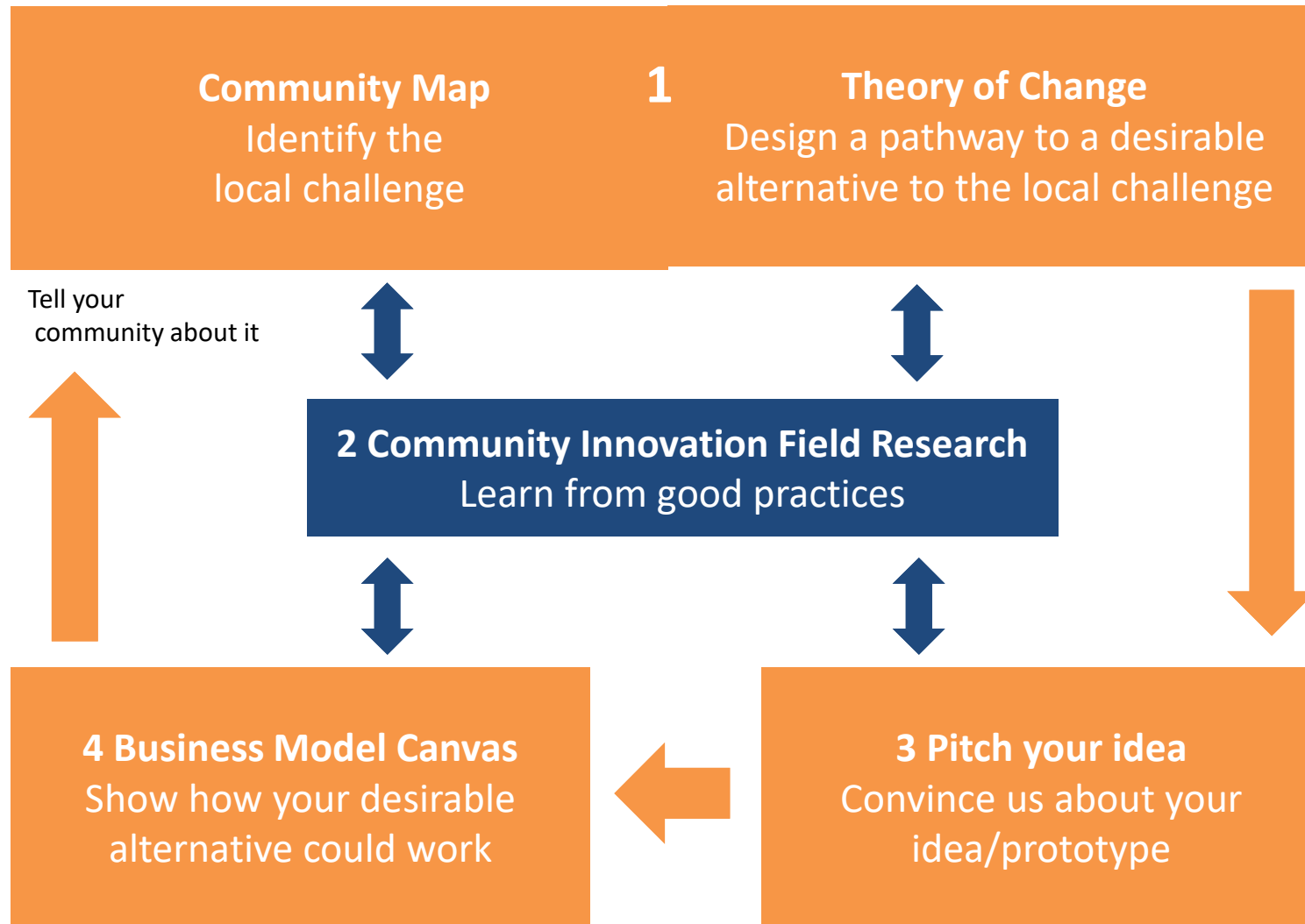
# The Community Mapping assignment

- See the prescribed PPT: follow the template and create your own creative version of it:
- [https://ilias.hfwu.de/goto.php?target=file\\_44640\\_download&client\\_id=hfwu](https://ilias.hfwu.de/goto.php?target=file_44640_download&client_id=hfwu)
- We will discuss this assignment further during the breakout sessions

# Social Innovation Course Structure 2026



# Four integrated assignments



>>> Detailed assignment descriptions are published on the wiki:

[https://localchangewiki.hfwu.de/index.php?title=Assignments\\_Social\\_Innovation\\_and\\_Entrepreneurship\\_Spring\\_2026](https://localchangewiki.hfwu.de/index.php?title=Assignments_Social_Innovation_and_Entrepreneurship_Spring_2026)

# Seminar Assignments

Assignments		Presented on	Submission	Working mode	Assessment
1	<b>Community Map and Theory of Change</b>	presentation during workshops and/or tutored session, submission	19.05.2026 (together with final presentation)	Team product	20%
2	<b>Community Innovation Field Research</b>	14.04.2026	19.05.2026	Team product	Pass/not pass
				Individual report	Grade 30%
3	<b>Pitching your Innovation Idea</b>	Part of workshop process and online exercises			
4	<b>Business Model Canvas</b>	Online in the plenary on 19.05.2026	19.05.2026	Team product	Grade 50%

>>> Detailed assignment descriptions are published on the wiki:

[https://localchangewiki.hfwu.de/index.php?title=Assignments\\_Social\\_Innovation\\_and\\_Entrepreneurship\\_Spring\\_2026](https://localchangewiki.hfwu.de/index.php?title=Assignments_Social_Innovation_and_Entrepreneurship_Spring_2026)

# Assignment 2: Field Research

After identifying your local community challenges you are invited to research what others are already doing in this field.

- What kinds of **innovation 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 social innovation
- Conduct an interview if you like
- Reflect and document your case



All information on the assignment:

[https://localchangelogwiki.hfwu.de/index.php?title=Assignment 2: Community Innovation Field Research \(2026\)](https://localchangelogwiki.hfwu.de/index.php?title=Assignment_2:_Community_Innovation_Field_Research_(2026))

# Assignment 2: Field Research

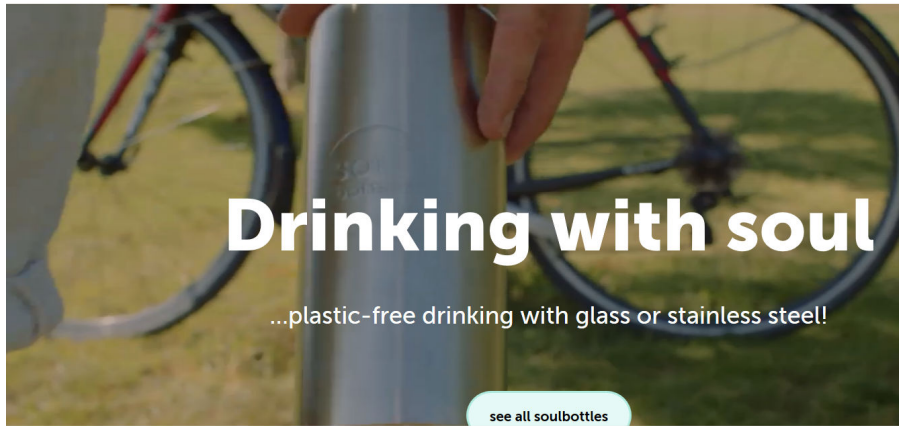
**What do we understand by a social innovation project or approach?**

For example:

- innovative forms of cooperation between public, private and social sectors,
- market-oriented approaches such as social businesses with explicit social and/or environmental aims
- alternative organization models (i.e. cooperatives, benefit corporations, foundations)

What all have in common are **innovative value propositions** that respond to **social or environmental needs**.





# Drinking with soul

...plastic-free drinking with glass or stainless steel!

see all soulbottles

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## Cutia Ţăranului

Autentificare

## Cutia Ţăranului

Taranii romani livreaza hrana proaspata, crescuta la domiciliu direct la usa dvoastra



### MORE THAN SHELTERS



HOW TO DESIGN AN „ARRIVAL CITY“:  
INTEGRATED PLANNING SOLUTIONS



Funded by the European Union

# Assignment 2: Field Research

## Individual work (one student per case):.

- 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 **May 19, 2026**.

## Group work:

- You are further asked to reflect on similarities and differences between the social innovation approaches 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 approaches
- Present your findings online in your team on **April 14, 2026**.

# Assignment 2: Field Research

## How to find social innovation activities?

- Research the regional and national media (newspaper, magazines etc.) for articles/reports.
- Research the internet for SEs in your region/country using keywords such as “social innovation”, “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.

# Assignment 2: Case Study Template (1)

CLLC Assignment 3: This case study template is submitted **together** with the 5 pages case study report, explanations on page 3

Name of Social Innovation or Social Enterprise:

Date:                      Student Name:                      Home university/Country:



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

# Assignment 2: Case Study Template (2)

CLLC Assignment 3: This case study template is submitted **together** with the 5 pages case study report, explanations on page 3

Name of Social Innovation or Social Enterprise:

Date:                      Student Name:                      Home university/Country:

<i>Social Enterprise or charity / community-based organisation</i>				
<i>Mission Statement</i>				
<i>Key Partners</i>	<i>Key Processes</i>	<i>Value Proposition</i>	<i>Key products and services</i>	<i>Beneficiaries</i>
	<i>Key Resources</i>		<i>Channels</i>	
<i>Cost structure / cost drivers</i>			<i>Revenues</i>	
<i>Customer &amp; Beneficiary Input</i>			<i>Key performance indicators</i>	
<i>Social and/or Environmental Impact</i>				

# Assignment 2: Field research

Any questions?



All information on the assignment:

[https://localchangewiki.hfwu.de/index.php?title=Assignment 2: Community Innovation Field Research \(2026\)](https://localchangewiki.hfwu.de/index.php?title=Assignment_2:_Community_Innovation_Field_Research_(2026))

# Upcoming plenary sessions

## Working with Communities & Theory of Change

**Tuesday, April 7, 16 00 – 16 45 CET**

with Daan van der Linde and Ellen Fetzer

Breakout Session: Prepare for your case study presentation on April 14

# Thank you very much for your attention!

