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Community Learning for Local Change

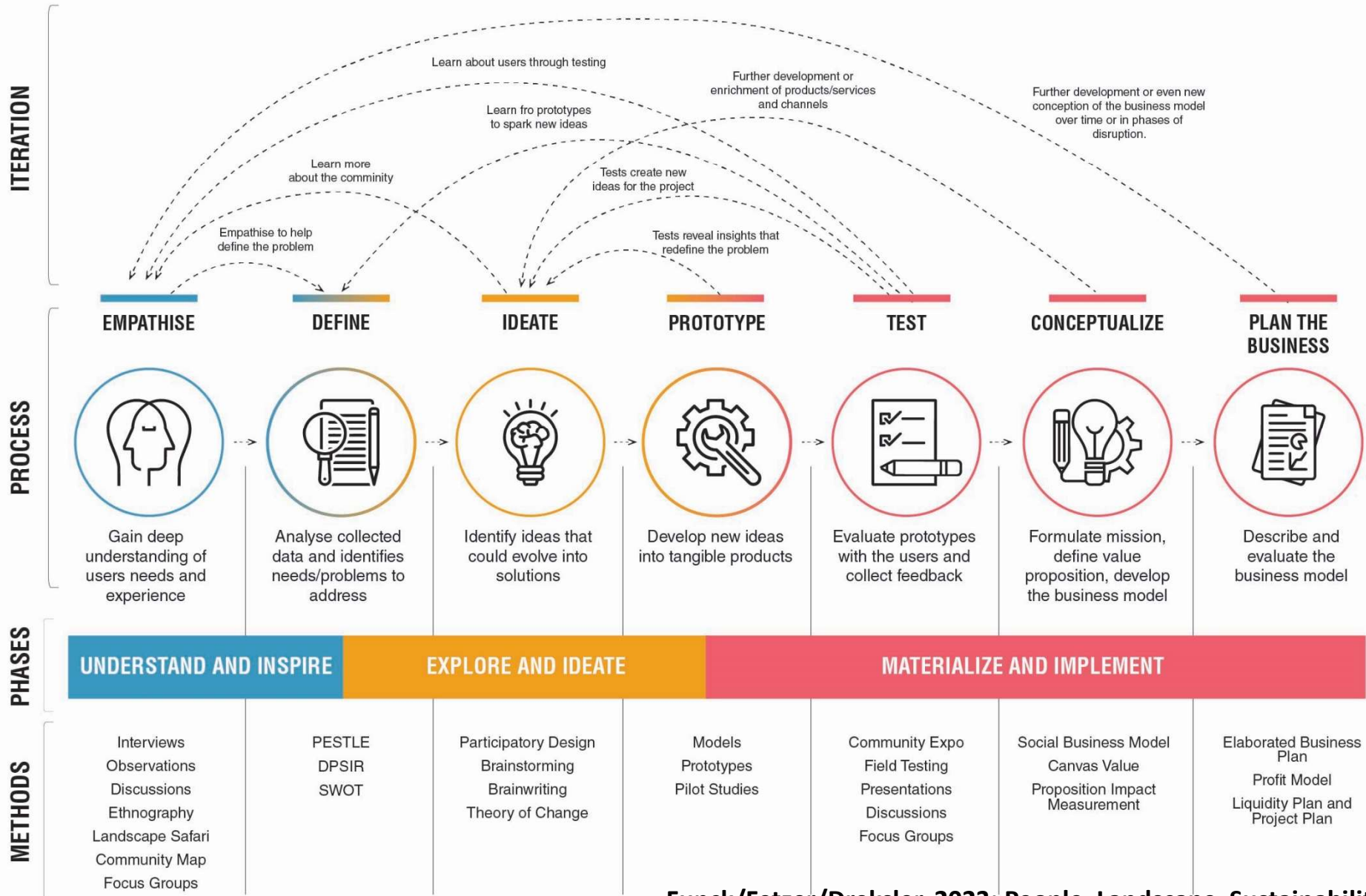
A seminar on community-based social innovation and entrepreneurship

International Online Seminar: **Session 3: Empathy Mapping, Synthesizing, Theory of Change**

Tuesday, April 7, 2026, 16 30 – 18 00 CET

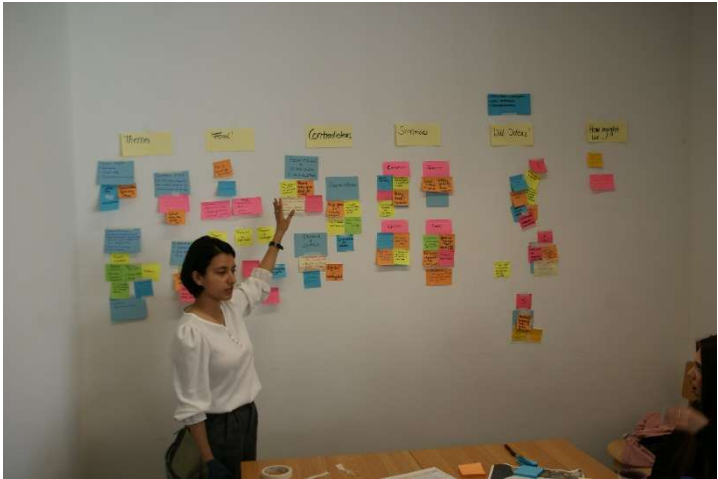


DEVELOPING SOCIAL INNOVATIONS / SOCIAL ENTERPRISES: AN ITERATIVE PROCESS



Funck/Fetzer/Dreksler, 2023: People, Landscape, Sustainability Handbook for Community Innovation Promoters

Empathising in the field – Nürtingen 2026



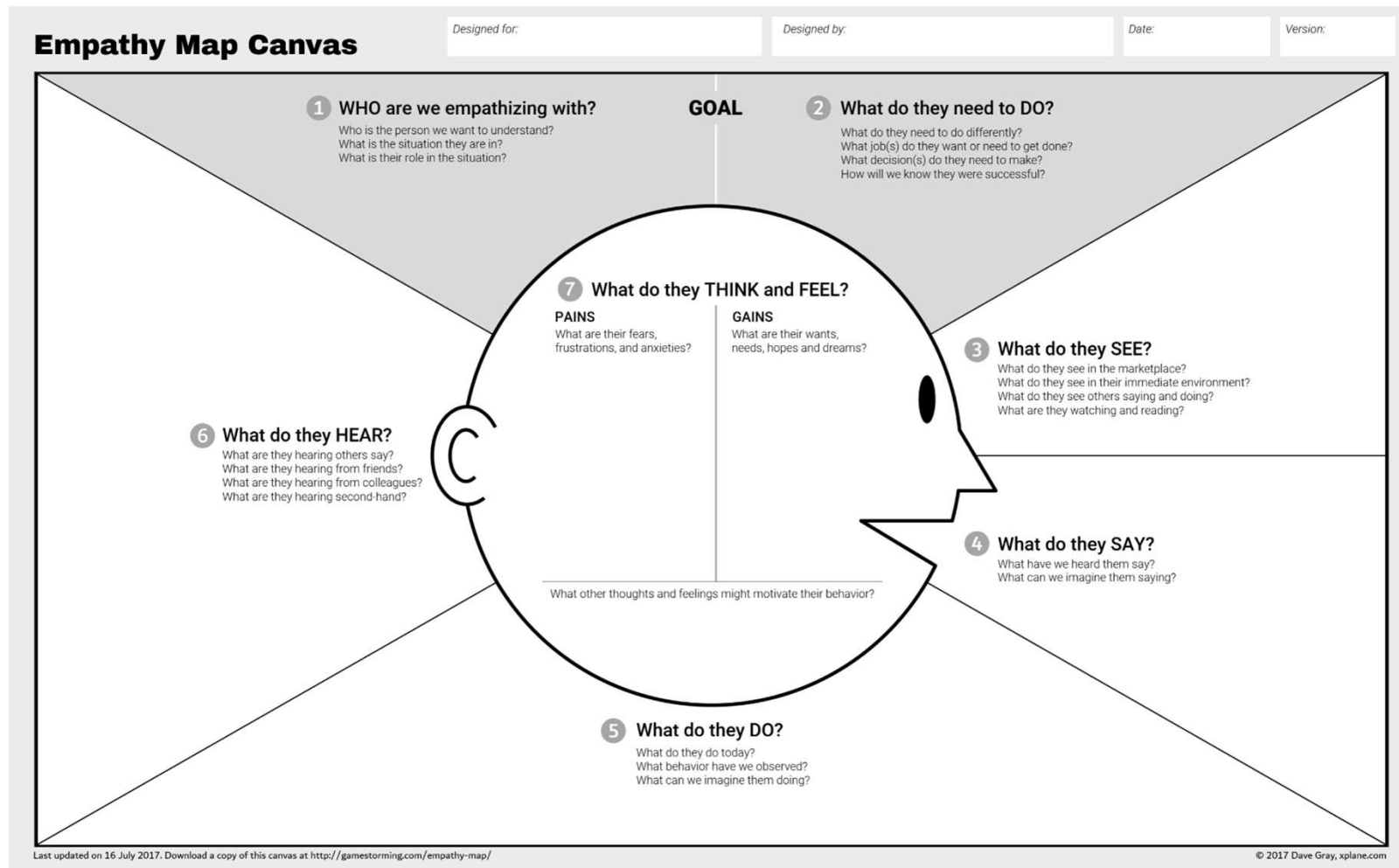
Empathising in the field



Empathising in dialogue-situations



Empathy mapping



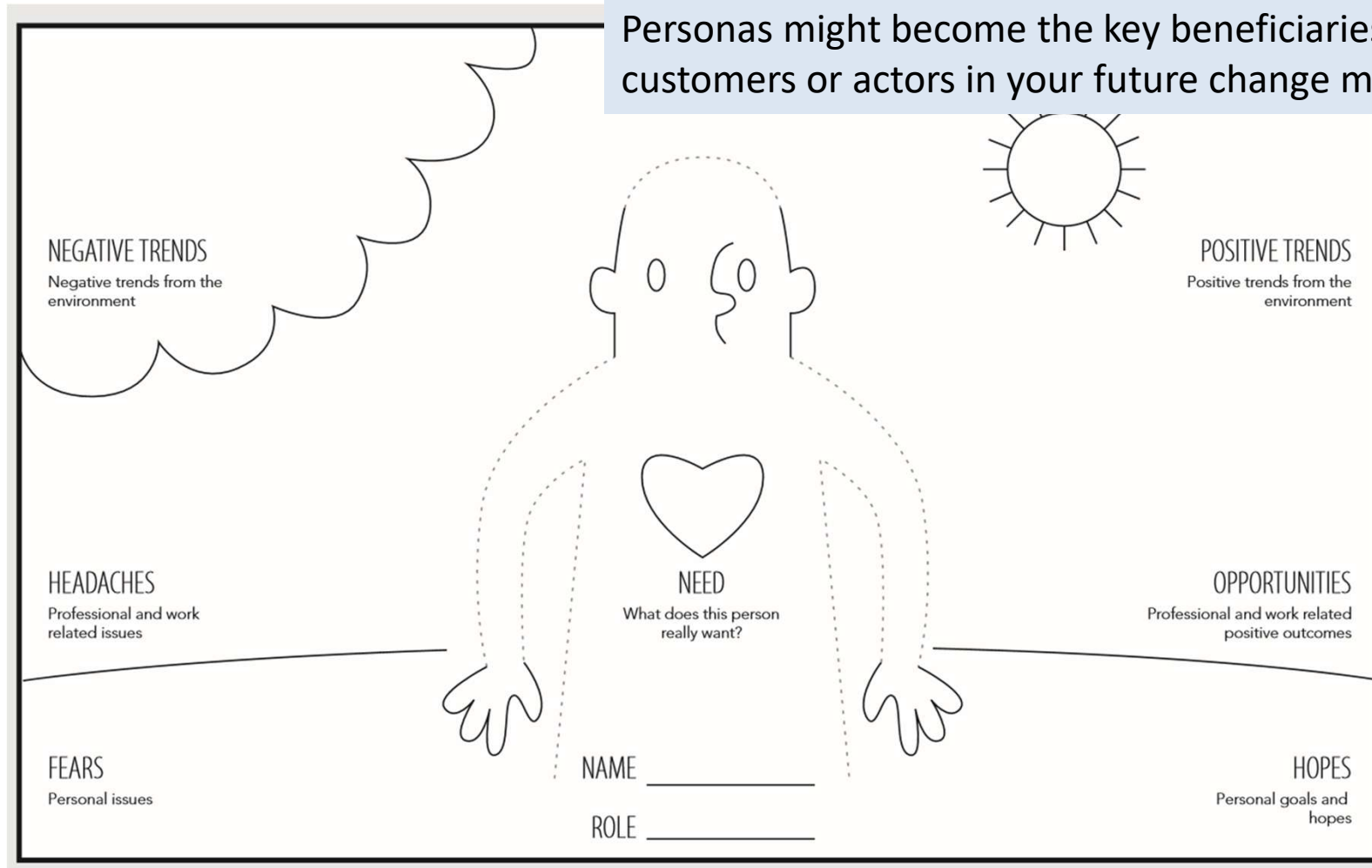
Make one empathy map per target group. Practice on one person in your group.

<https://gamestorming.com/wp-content/uploads/2017/07/Empathy-Map-006-PNG.png>

Personas

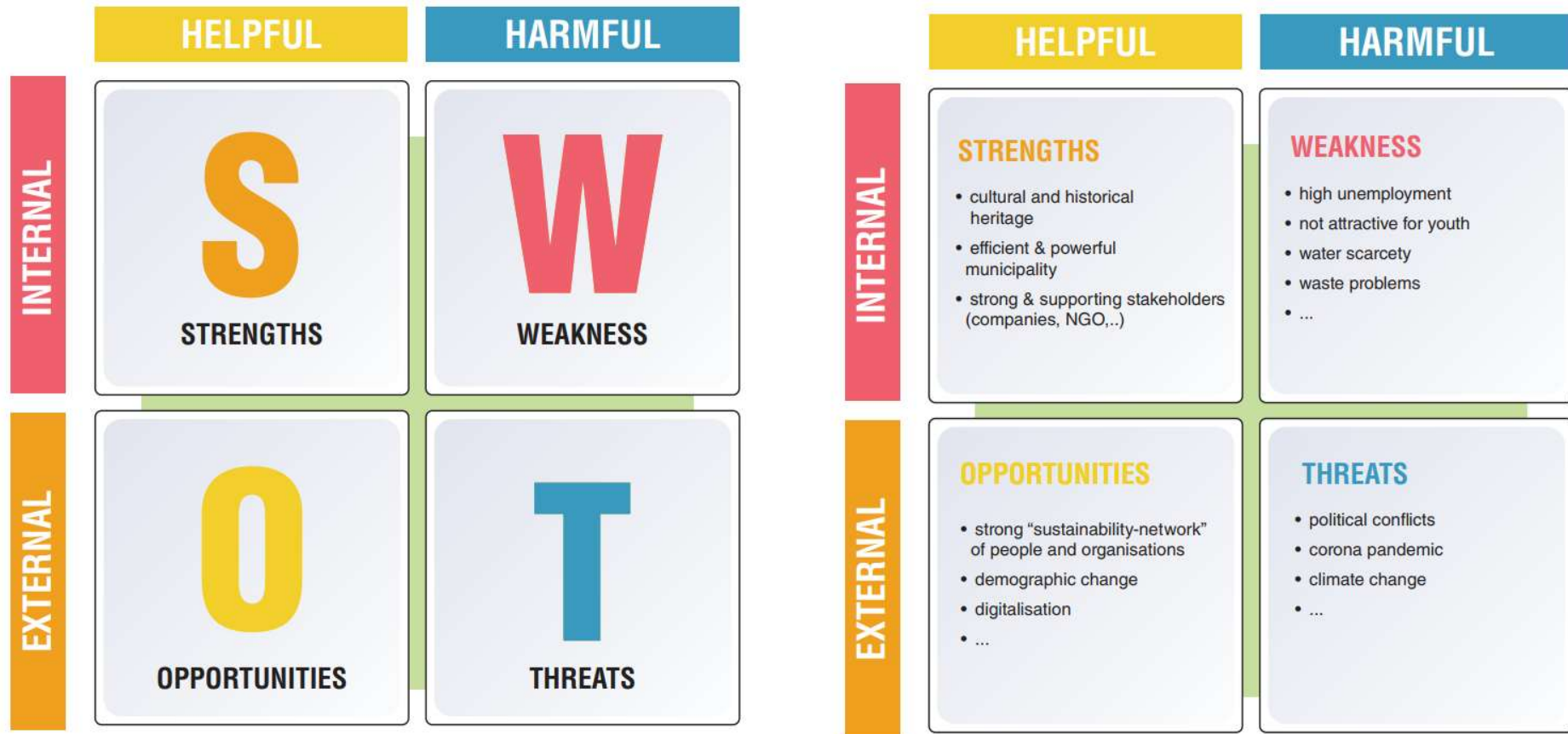
Personas help you synthesizing what you have learned from your empathy process.

Personas might become the key beneficiaries, customers or actors in your future change model.



<https://thecanvasrevolution.com/product/persona-canvas>

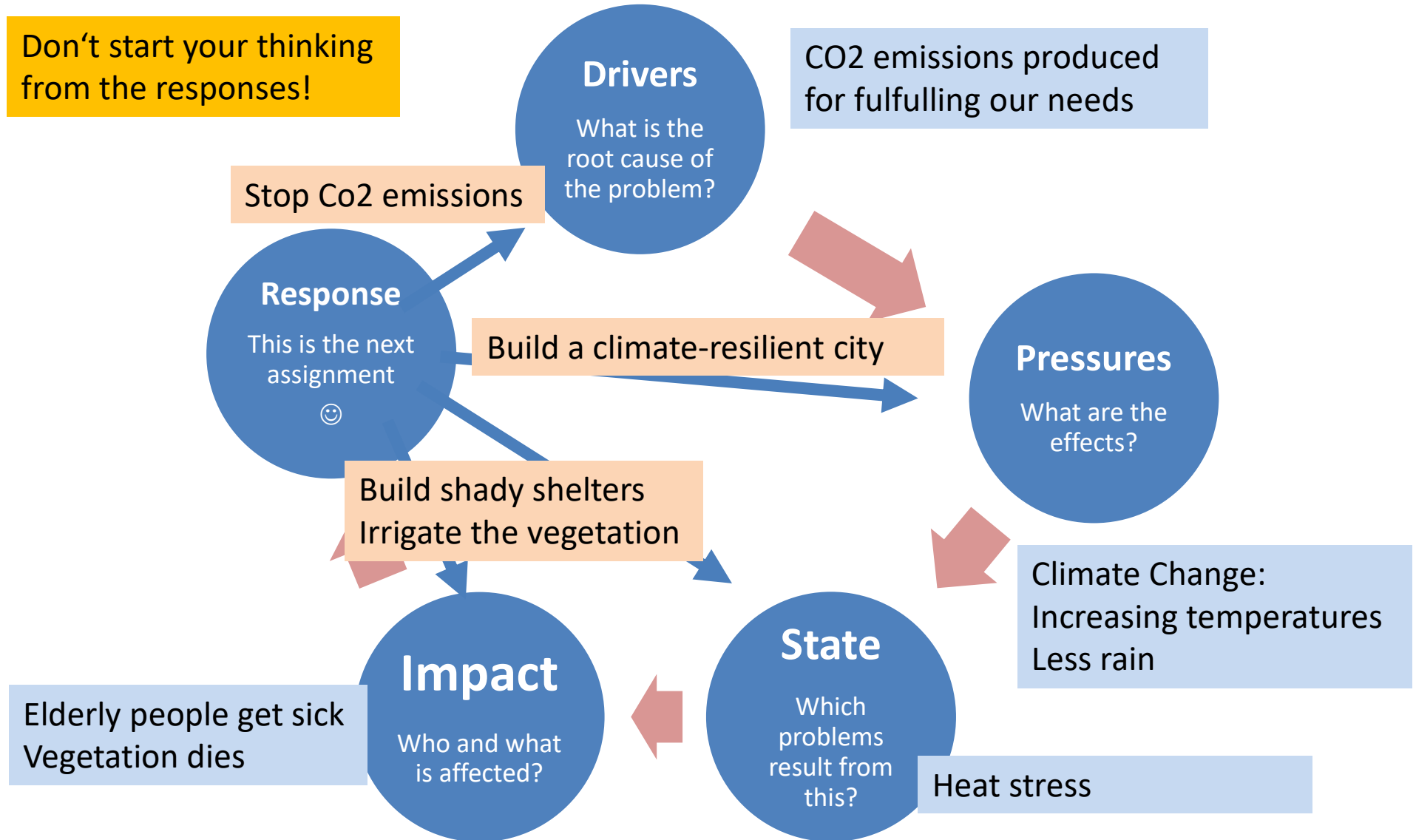
SWOT Analysis



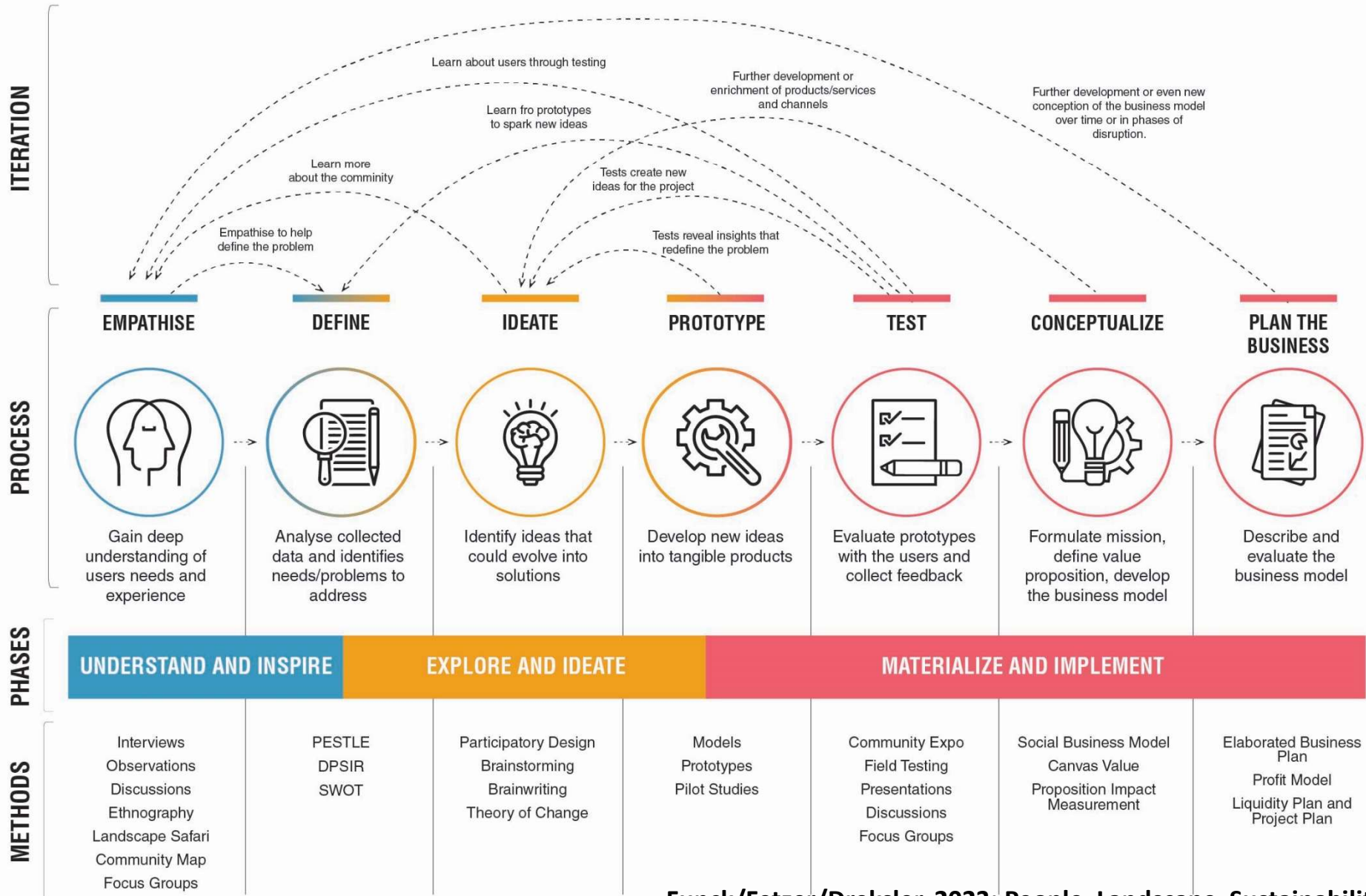
Funck/Fetzer/Dreksler, 2023: People, Landscape, Sustainability

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

System Context: DPSIR Analysis



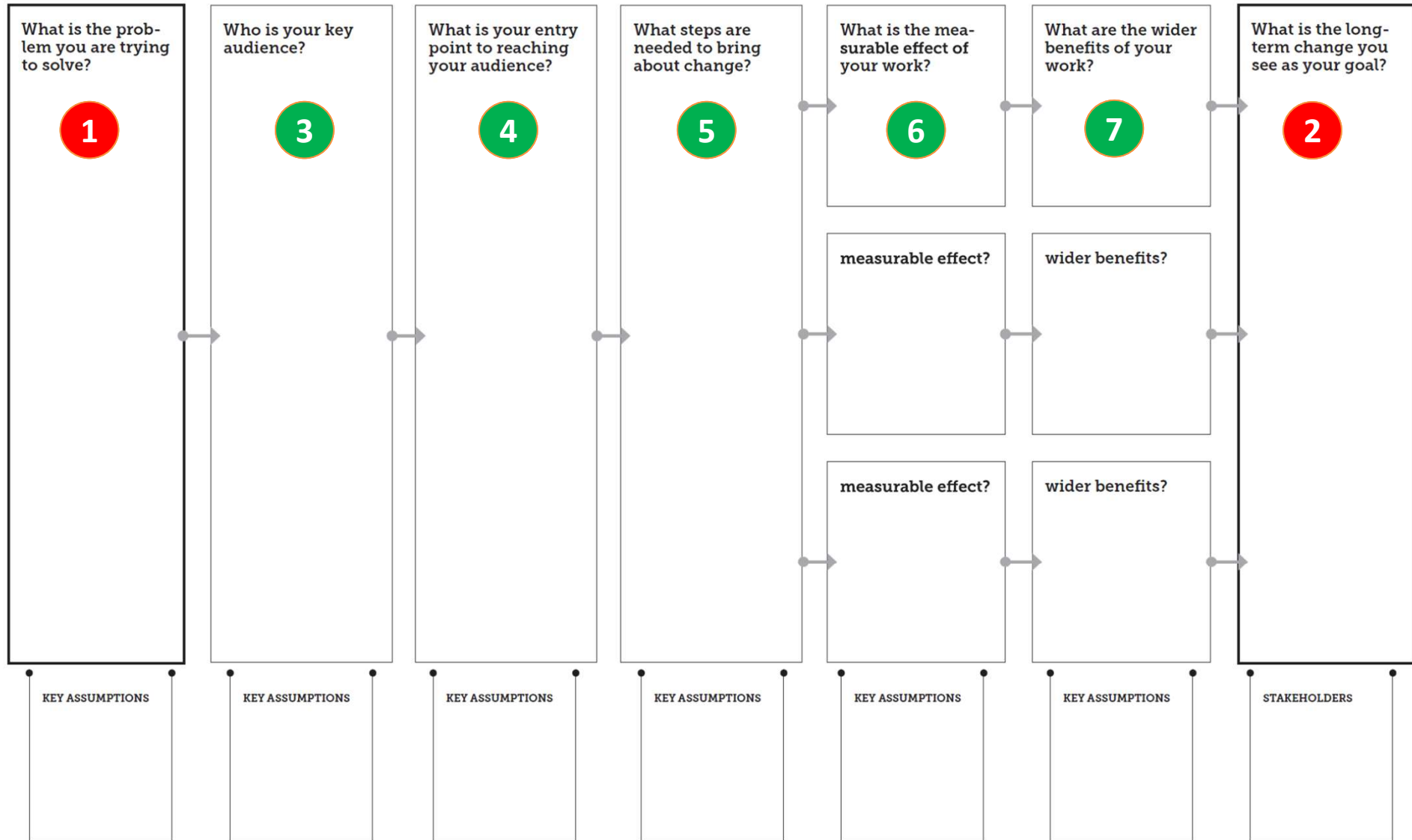
DEVELOPING SOCIAL INNOVATIONS / SOCIAL ENTERPRISES: AN ITERATIVE PROCESS



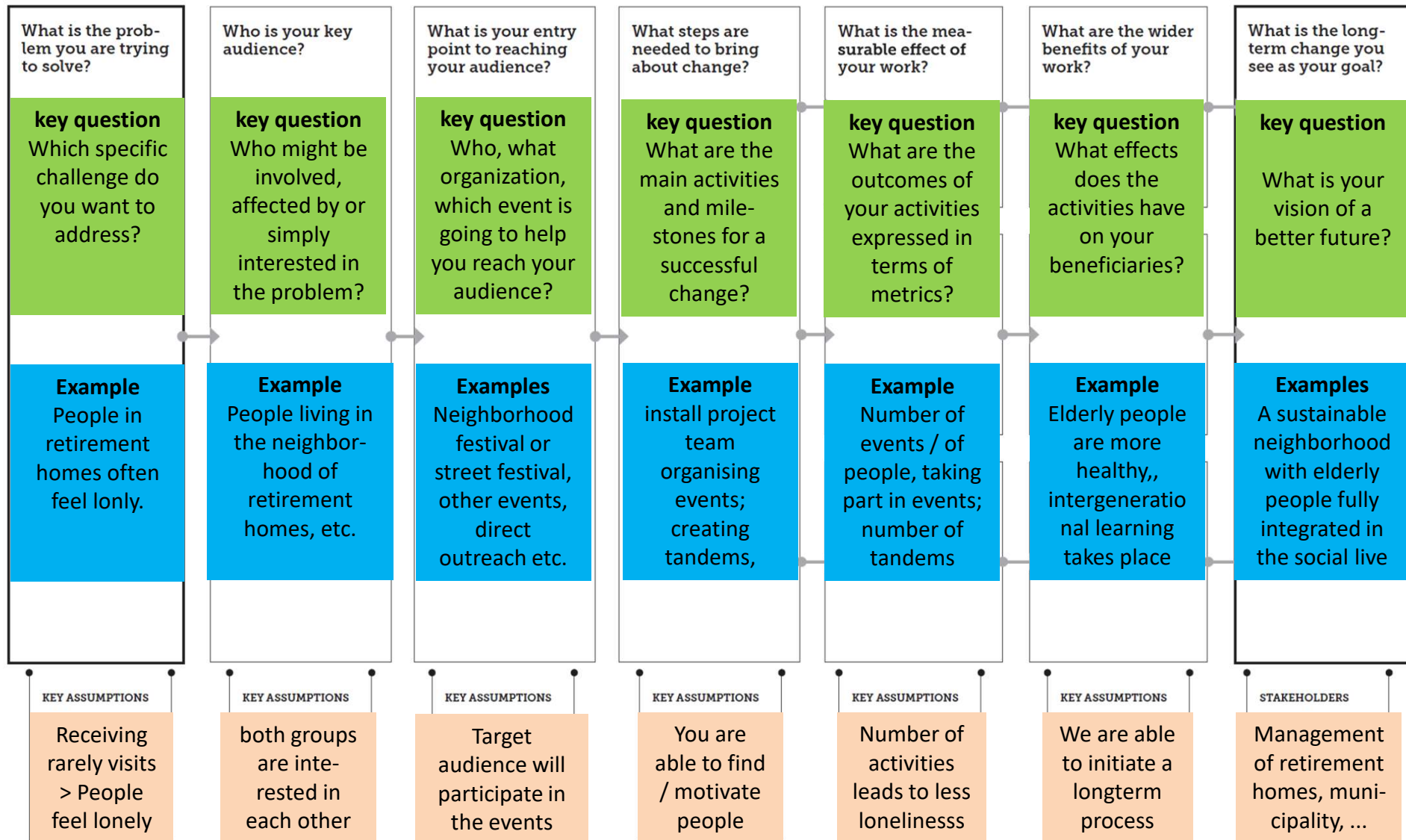
Funck/Fetzer/Dreksler, 2023: People, Landscape, Sustainability Handbook for Community Innovation Promoters

Theory of Change

(<https://diytoolkit.org/media/Theory-of-Change-Size-A4.pdf>)



Theory of Change: Social Isolation

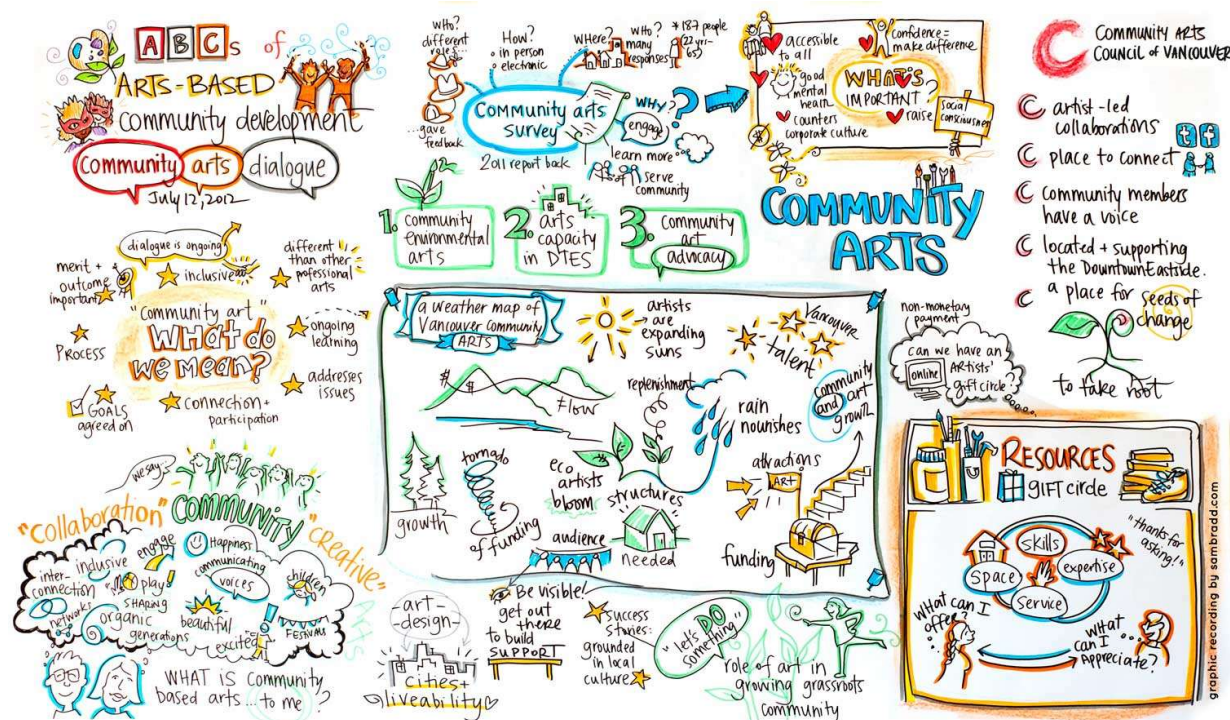


Working with the Theory of Change Canvas

- This template is also a **visioning tool**. It sets the direction of your team.
- No need to know the solution of how to get when you set it up. Developing this is the goal of this course.
- If you want to use the template – use it! Follow the method – step by step.
- Be as precise as possible, when you define challenges, metrics, beneficiaries etc.
- Think deep about your assumptions and be aware of them. Correct them as soon as you know more. Do not stop asking and researching.
- It is done, when it's done. During the design process you will learn and might have to revise the template again.

- The Theory of Change Canvas is part of Assignment 1 (Community Mapping & Theory of Change)

Assignment 1: Community Map + Theory of Change



https://www.comm-dev.org/financials/item/230-community-development-data-viz-january-2015
graphic recording by sombradd.com

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))

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://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))

Assignment 2: Field Research

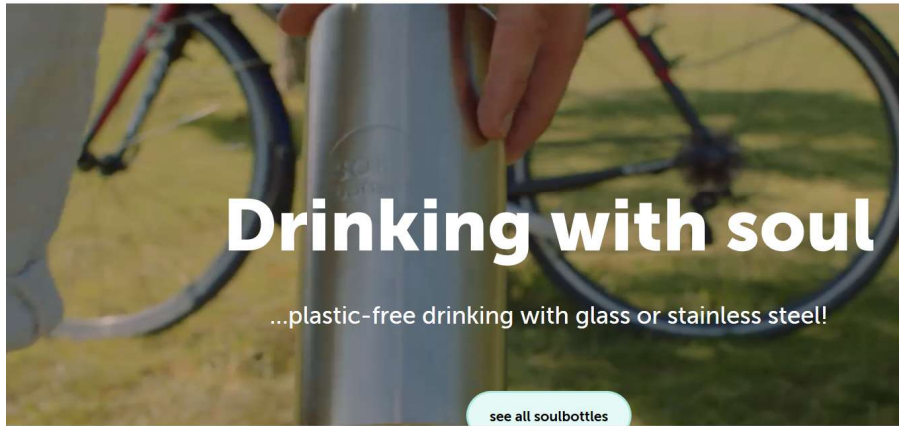
What do we understand by a social innovation project or approach?

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 Țăranului

Autentificare

Cutia Țăranului

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:



General Information	Founders	Key Challenges
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 & Beneficiary Input</i>			<i>Key performance indicators</i>	
<i>Social and/or Environmental Impact</i>				

Assignment 2: Field research

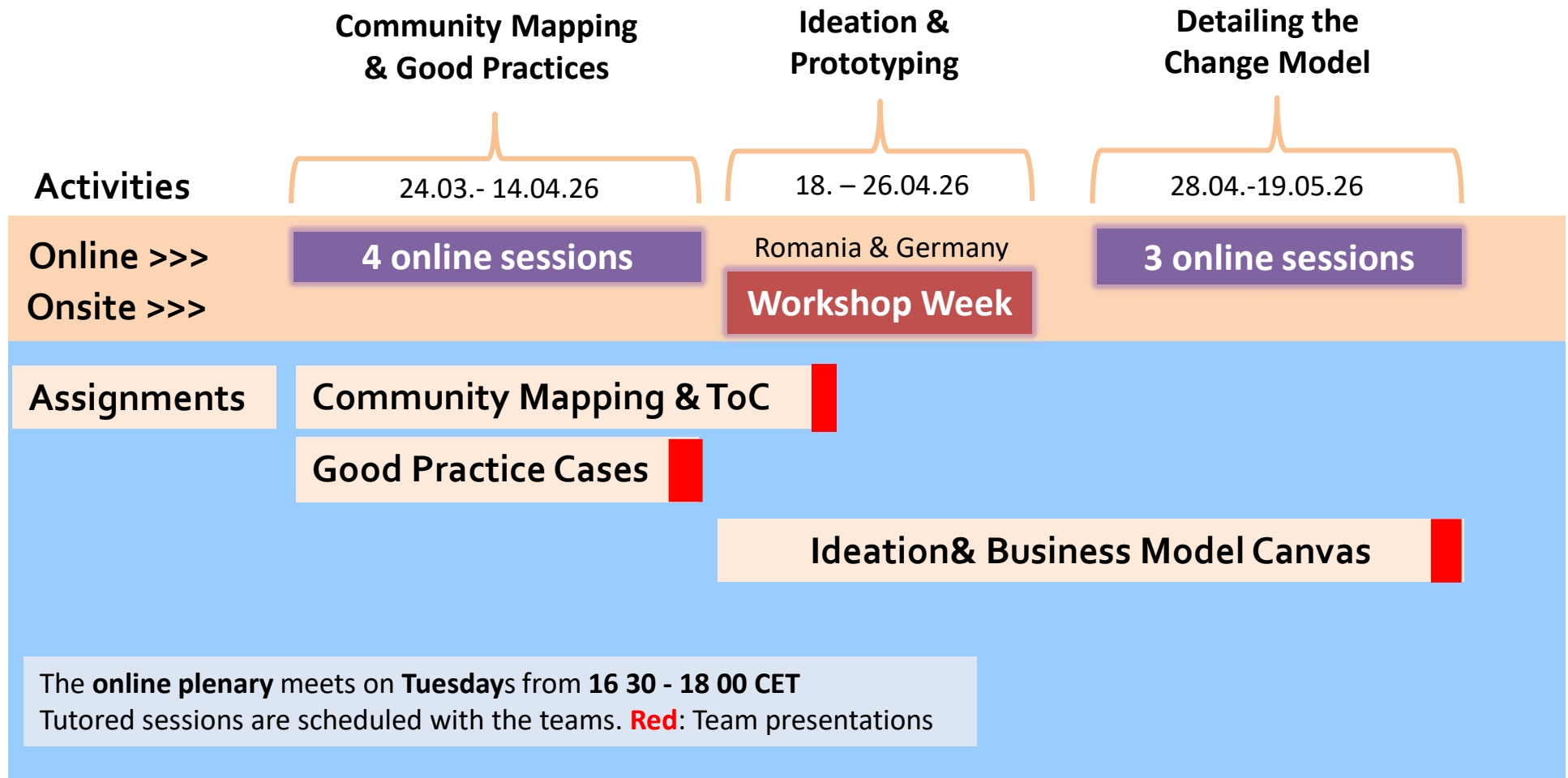
Any questions?



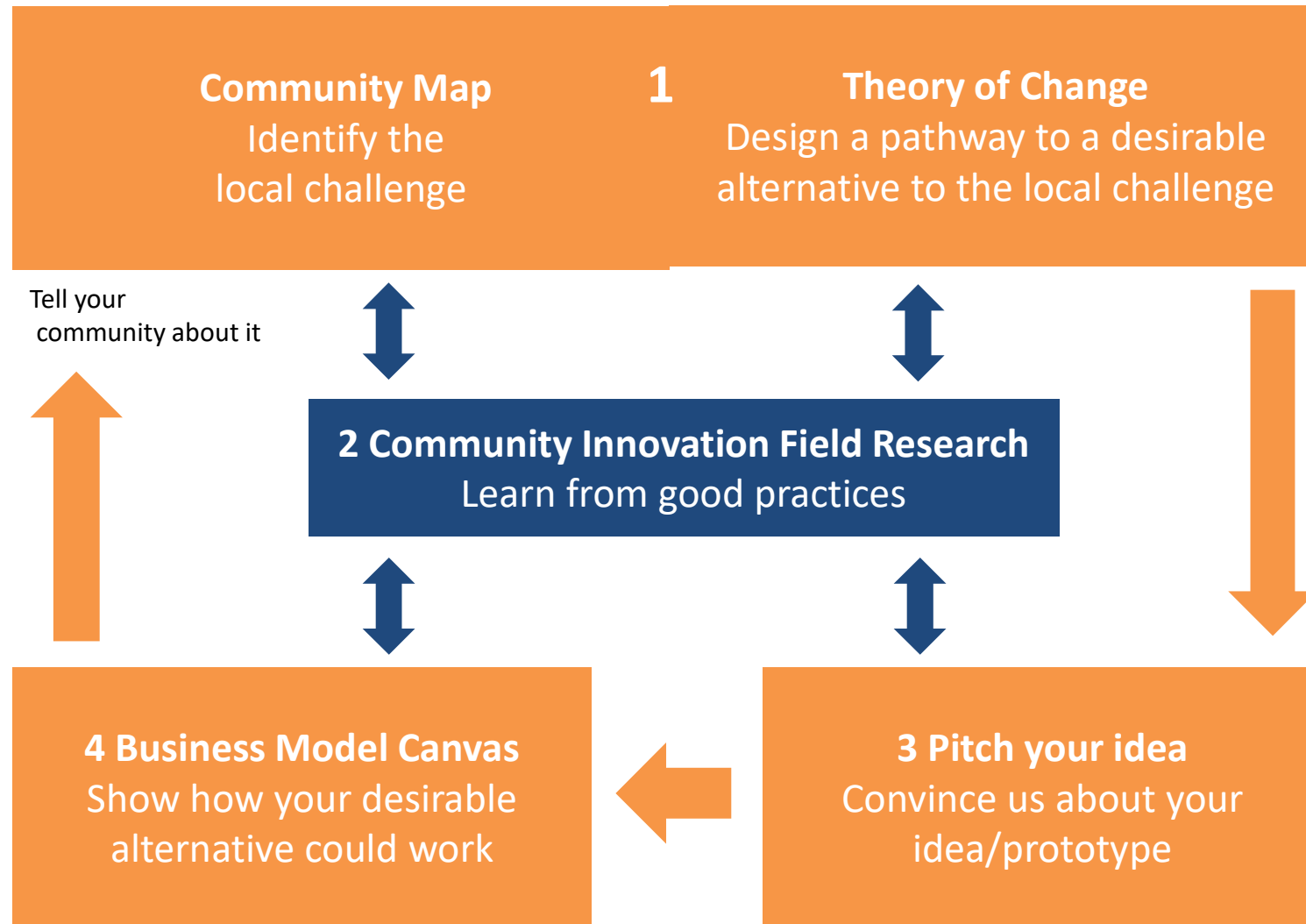
All information on the assignment:

[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))

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

Seminar Assignments

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

Presentation Structure April 14

Time	Room 1	Room 2	Room 3	Room 4
16 30 – 17 00	Nairobi 1	Nürtingen 2	Nairobi 3	Bucharest 4
17 00 – 17 30	Nürtingen 1	Bucharest 2	Nürtingen 3	Nairobi 4
17 30 – 18 00	Bucharest 1	Nairobi 2	Bucharest 3	

Breakout Sessions

Breakouts 1-4 Bucharest

Hidde Fokkema
Tijs ter Grote
Margarita
Oganesyan
Nikita Kuber

Ace van Trikt
Karla Seng
Chiara Blume

Constantijn Dijkstra
Ricky Schonis
Ashay Save
Raseh Shah

Tobias Wessels
Marit van Keulen
Bhumika Jotaniya
Ioana Joitoiu

Breakout 5 Nürtingen Villa Melchior

Govoreanu Elena
Petroiu Clarissa
Perko Alessia
Moldoveanu
Cristiana
Sheida Alaei
Organi
Janne David
Wagner
Fabio Goras

Breakout 8 Nairobi Teams Plenary

Breakout 6 Nürtingen Intercult. garden

Comșulea Ioana
Cotora Diana-
Maria
Sisman Mihai
Marta Veinberga
Kenny Phung
Roos (online)

Breakouts 9 - 12 Extra rooms if needed

Breakout 7 Nürtingen Vorstadt

Cartas Maria-
Claudia
Călinescu Eva-
Andreea
Călinescu-Necula
Mario-Andrei
Vishnu Priyaa Adhi
Sabira Rzayeva
Nadir Hayat
Henna Halme
Joris Winter