



Social Entrepreneurship for Local Change

International Online Seminar
Session 10

Phase C: Designing the Business Model
C.3: Marketing Models

Tuesday, 7th of June 2016
16 00 – 17 30 CET



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



Agenda

Welcome

Marketing for social entrepreneurship

*Lecture by **Dr Yasmine Kaiser**, HfWU Nürtingen-Geislingen*

Promoting the social enterprise

*Lecture by **Dr Carmen Acatrinei**, ASE Bucharest, Romania*

Outlook on seminar process and assignments

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Many thanks to our lecturers!

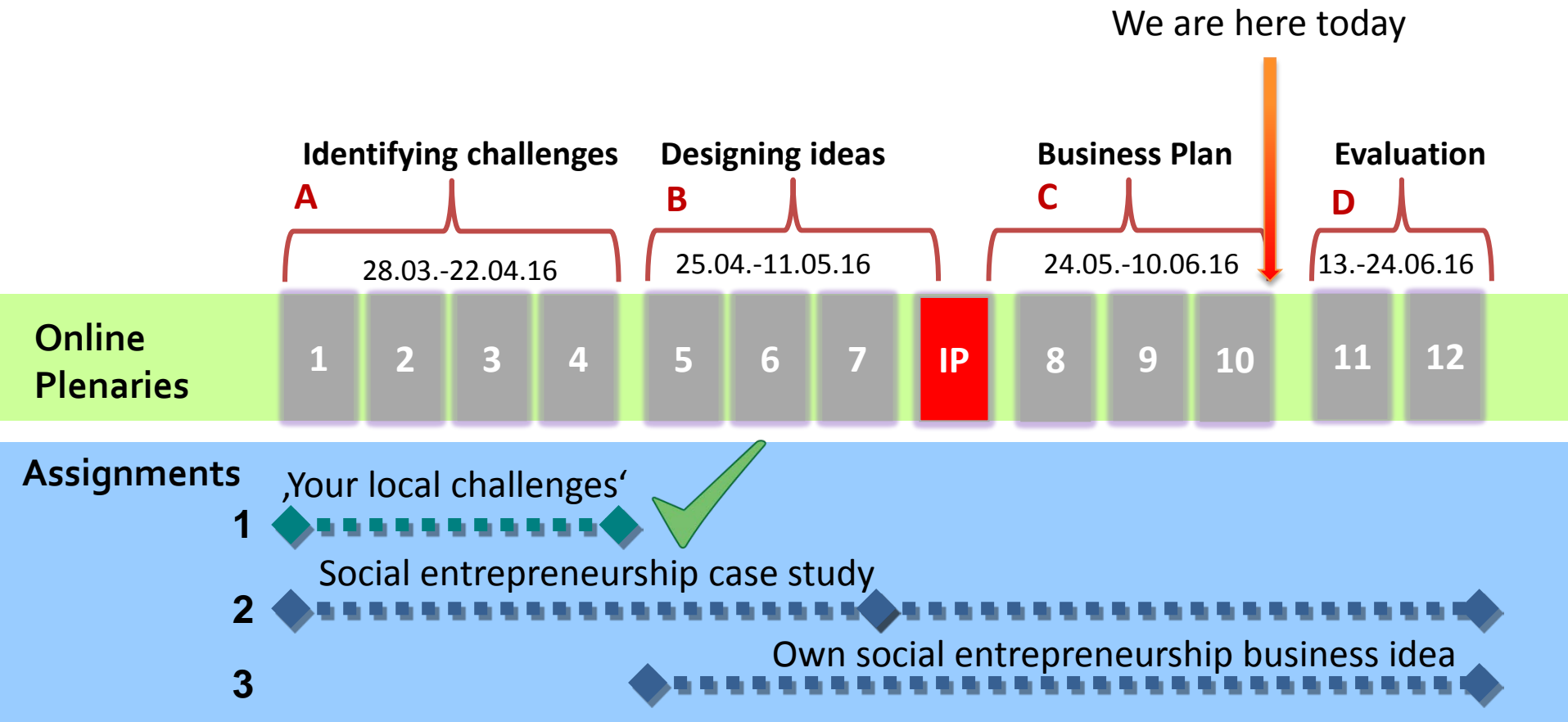


<http://www.highcountryucc.org>

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Seminar process



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Assignment 2: Field Research (1)

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?

- Contact a Social Enterprise
- Conduct an interview
- Reflect and document your case

→ **A quick poll on your current situation**



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Assignment 2: Field Research (2)

Individual work (one student per case):

- Identification of a local Social Enterprise and interview (ca. 45 minutes)
- Case documentation in the form of
 - 1) a case study template (this goes on the wiki) and
 - 2) a written report (ca. 5 pages)

Group work:

- **Reflection of differences and similarities** between the cases
- Presentation of findings in plenary (30 minutes per group)



Timeframe:

- Week 2- 6 (5.4.-3.5.2016): Case study work (individually and in groups)
- Week 7 (10.5.2016): Case study template on wiki and group presentation
- **Week 12 (24.06.2016):** Submission of written report (5 pages with all information)



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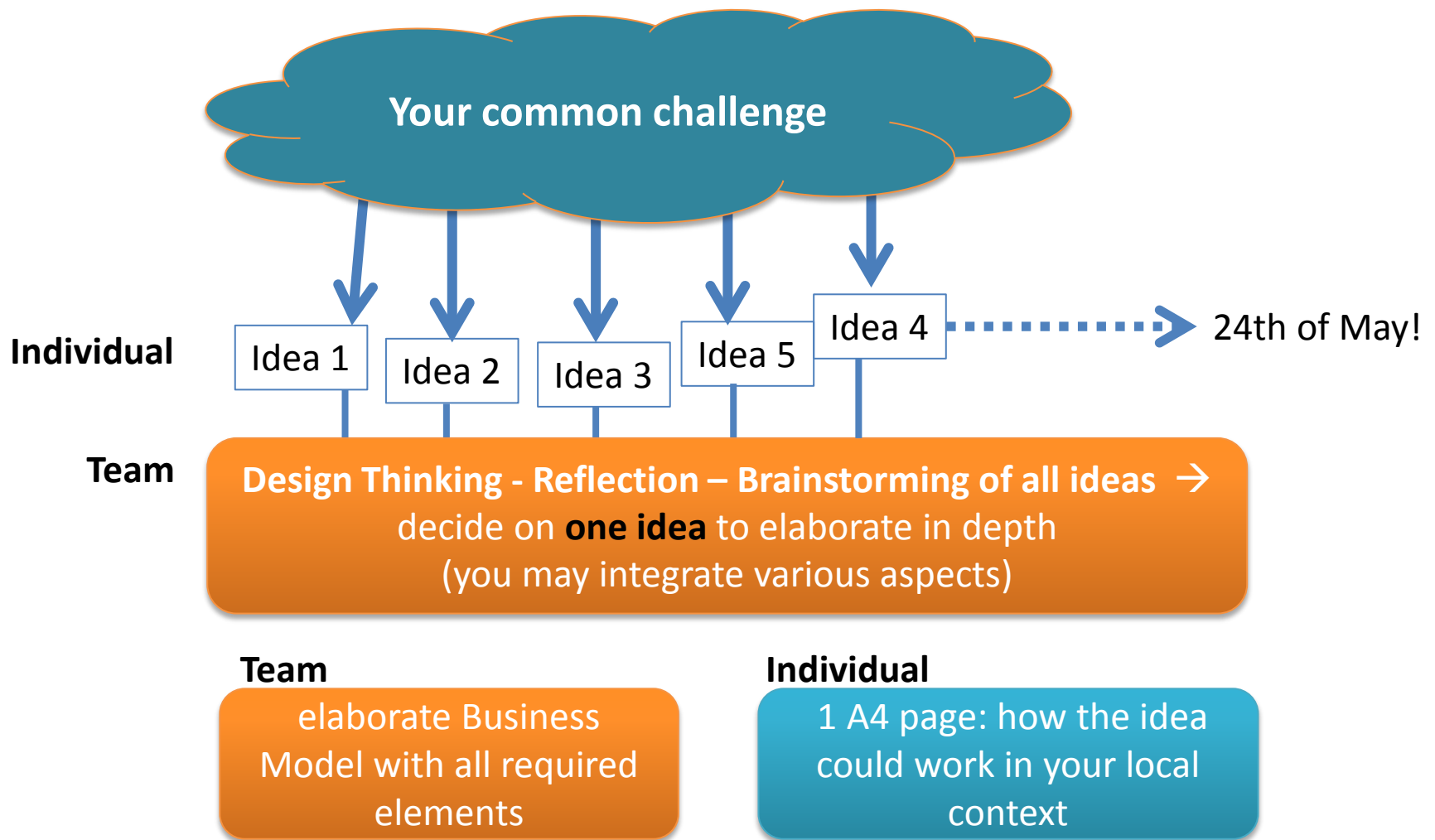
Assignment 2: Field Research

Any questions?



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Assignment 3: Design your business



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Overview of project ideas

please click on the text tool and add your project name

Your project

Group A (Margit-Mariann/Ines/?)

Group B (Apekshya, Kaide-Liis)

Group C (Antje, Navid, Cem, Cris...)

Group D (Yasmine, Susanne, Gi,...)

Group E (Corina, Damayanti, Sid,...)

Group F (Mihaela, Tara, Lida, Joanna, M)

Group G (Mirsa, David, Babtiste...)

Group H (Joost, Diana, Jorge)

Group I (Alex, Michelle, Eliza...)

Group J (Natalie, Yorck)

Group K (Andreas, Volkan, Andra)

Group L (Lisa, Nabila)

Your project

Group M (Stuti, Meike, Evgeniia, An.)

Group N (Ana, Naomi, Thibault..)

Group O (Emilia, Kaisa, Emir, Daniel)

Group P (Robin, Cheng, Miruna)

Group Q (Joris, Agota, Kaie)

Your project

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Assignment 3: Design your business

Time frame and process:

- **Last week:** a first sentence on your business idea on the wiki
- **Until May 31:** Reflect: What is your **theory of change**?
Check the **business plan template** and make a **work plan**
- **Until June 7:** Design and describe your **financing model** !
- **Until June 14:** Design and describe your **marketing plan**
- **Until June 21:** Evaluation plan + prepare **final presentation**
- **Until June 24:** submit your business plan (group)
1 page on your local context (individual)

Business plan template can be downloaded:

https://ilias.hfwu.de/goto.php?target=file_15350_download&client_id=hfwu

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Assignment 3: Design your business

Any questions?



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Next Session: Measuring Social Impact

Tuesday, 14th of June 2016 , 16 00 – 17 30 CET



with Dr Linda Kleemann, Heldenrat e.V.
and representatives of the Estonian Social Enterprise Network

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Thank you very much for your attention!



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