

Social Entrepreneurship for Local Change

International Online Seminar

Session 5

Tuesday, 4th of April 2017

16 00 – 17 30 CET



















Agenda

- Introduction
- Design Thinking Lecture by Frauke Godat, Kiel University
- Interaction: Your design thinking experience
- Review and outlook on the seminar process

Strategic Partnership Social Entrepreneurship for Local Change











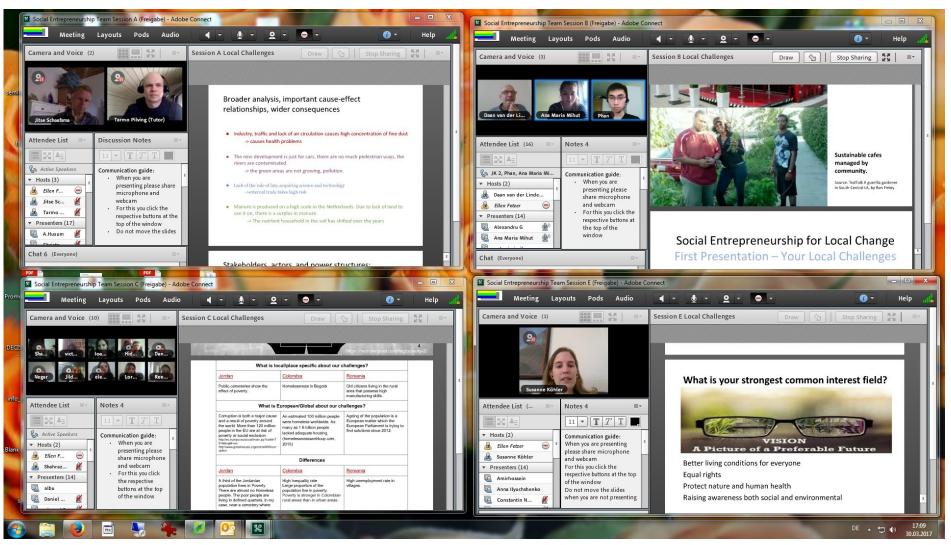








Presentation of your challenges.



Strategic Partnership Social Entrepreneurship for Local Change



















Design Thinking

Frauke Godat

CAU Kiel

Strategic Partnership Social Entrepreneurship for Local Change















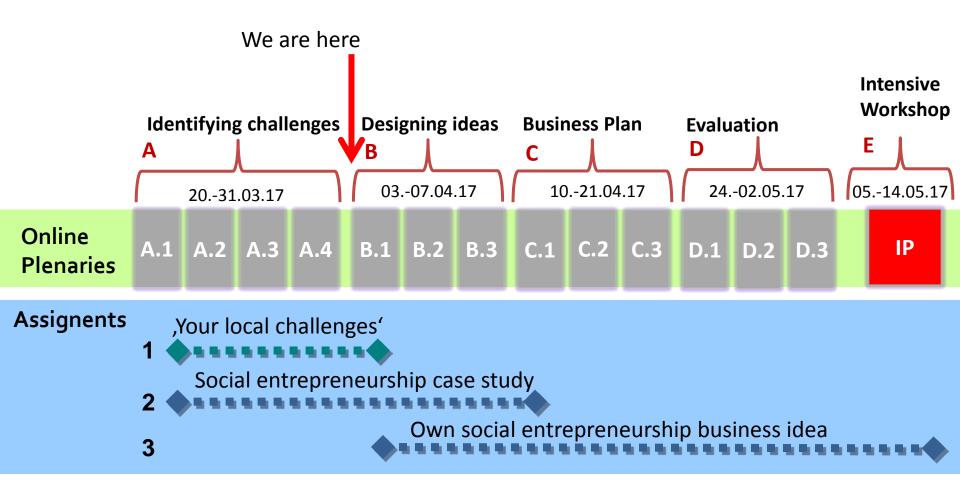






Co-funded by Erasmus+ Programme

Seminar process, activities and assignments























Assignment 1: Find your local challenge

What you have done so far:

- comparative analysis of your local challenges
- Identification of a join interest field
- Joint presentation and discussion
- Documentation on the seminar wiki



Well done and also thanks to the tutors!



















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?

- \rightarrow Try to find information on the SE
- \rightarrow Conduct an interview if you like
- \rightarrow 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 **19 May 2017.**

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 (see 5) for exemplary questions)
- Present your findings in your team on **11 April 2017**.

















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
- <u>betterplace.org</u>
- <u>European Commission European social enterprises</u>
- <u>Kiva</u>
- 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:

Founding Year F	Founders' Demographics	Past Challenges		
		Past Challenges		
No. of Founders				
No. of Employees F	Founders' Education & Experiences	Current Challenges		
No. of Volunteers				
Legal Form F	Founders' Motives	Further Information and Remarks		
References / Online Resources	3			

Strategic Partnership Social Entrepreneurship for Local Change











C A U Christian-Albrechts-Universität zu Kiel







Name of Social Enterprise: Student Name:

Date: Home university/Country:

Key Partners & Stakeholders	Key Activities		Value Propos	sition	Competitio	n & Substitutes	Beneficiaries
	Key Resources				Channels		Customers:
Cost Structure				Revenues			
Vision: Mission:		Social Im	pact		S	icalability	



















Assignment 2: Field research

Timeline to next weeks presentations:

- Take a decision on your social entreprise <u>now</u>
- Use the canvas to collect information
- Show the cases to your team
- Decide on a cross-cutting question
- Compare, analyse and discuss
- Prepare your team presentation (\rightarrow template)
- Send your presentation to the tutors before April 11

















Assignment 2: Field research

Any questions?



Strategic Partnership Social Entrepreneurship for Local Change



















Upcoming sessions:

Listen to the recording ,SE Models (1) https://ilias.hfwu.de/goto.php?target=cat 17740&client id=hfwu

Social Entrepreneurship Business Models (2) Thursday 6th of April, 16 00 – 17 30 CET

Prof. Dr. Carmen Paunescu (ASE) with guests from the SE Scene: Daniela Staicu – Co-Founder of , Atelier Merci' Manuela Plapcianu - ,Education for All'

Group Presentations: Case Study Field Research Tuesday, 11th of April, 16 00 – 17 30 CET



















Thank you very much for your attention!



Strategic Partnership Social Entrepreneurship for Local Change

















