



Social Entrepreneurship for Local Change

International Online Seminar

Session 6

Thursday, 5th of April 2018

16 00 – 17 30 CET



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Agenda

- Introduction
- Prof. Dr. Carmen Paunescu (ASE) Social Business Models (2)
- Guest speakers:

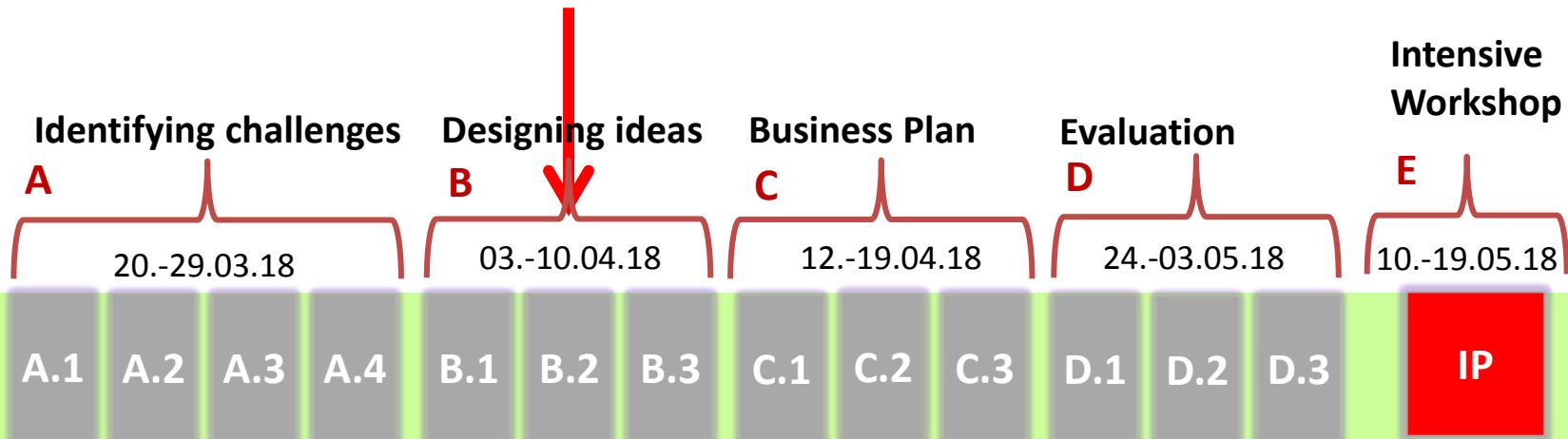
Daniela Staicu – Co-Founder of ‚Atelier Merci‘

Elisa Bercovici – Perspectives from Israel
- Review and outlook on the **seminar process**

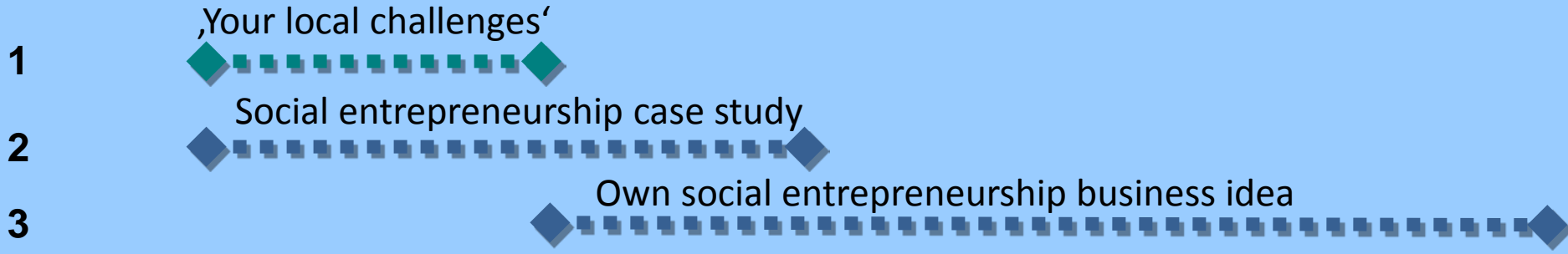
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Seminar process, activities and assignments

We are here



Assignments



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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?

- Try to find information on the SE
- Conduct an interview if you like
- Reflect and document your case



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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 **10 April 2018**.

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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](#)
- [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.

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Name of Social Enterprise:
Student Name:

Date:
Home university/Country:

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

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Name of Social Enterprise:
Student Name:

Date:
Home university/Country:

<i>Key Partners & Stakeholders</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Competition & Substitutes</i>	<i>Beneficiaries</i>
	<i>Key Resources</i>		<i>Channels</i>	<i>Customers:</i>
<i>Cost Structure</i>		<i>Revenues</i>		
<i>Vision:</i> <i>Mission:</i>	<i>Social Impact</i>		<i>Scalability</i>	

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Assignment 2: Field research

Timeline to next weeks presentations:

- Take a decision on your social enterprise now
- 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 (→ template)
- Send your PPT to the tutors before **April 10, 9 am**

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Second Presentation – Field Research

Working Group: x

Group members:

xxx

xxx

xxx

xxx

etc.

Your social enterprise

Briefly present your SE based on the major elements of the template, use also some visual material for communicating their activities.

Presentation time: 2 minutes per slide

One slide per case and per member

Copy this slide – one for each member and case

Present your cross-cutting question

A set of example questions has been provided in the field research guide.

Please select one of those questions or define a new one.

https://localchangewiki.hfwu.de/index.php?title=Assignment_2_2017_%E2%80%93_Social_Entrepreneurship_Field_Research#Analyzing_the_Data

A matrix overview of your comparative analysis

Your conclusions (1)

Your conclusions (2)

On the last page you can give an outlook of your own idea(s) for assignment 3, if you have already one

Time frame: 3 minutes per slide, 15-20 minutes per group **maximum**
+ 10 minutes discussion

We will present in **five parallel sessions** à 90 minutes.

Time limits need to be taken seriously, please practice in advance!

This presentation needs to reach your tutors **on April, 10**

Assignment 2: Field research

Any questions?



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Upcoming sessions:

Group Presentations: Case Study Field Research Tuesday, 10th of April, 16 00 – 17 30 CET

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Thank you very much for your attention!



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