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Community Learning for Local Change

A seminar on community-based social innovation and entrepreneurship

International Online Seminar: Theory of Change – an introduction

Tuesday, 14th of April 2020, 16 00 – 17 30 CET /

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How to solve complex problems?





DAAD Higher Education Dialogue with the Muslim World



Don't believe in miracles. Follow the steps of the Theory of Change.

- The Theory of Change helps identify the preconditions, pathways, hurdles and interventions for an initiative's success.
- The Theory of Change <u>Canvas</u> is a theorybased instrument to find a way to solve complex problems.
- It is widely used among social entrepreneurs to map out the steps that will lead to the intended change on society.
- It and can be understood as a chain of causality: "if... then".

Following Kickul, J., & Lyons, T. S. (2016): Understanding social entrepreneurship: The relentless pursuit of mission in an ever changing world, Routledge, p. 95.

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







Theorie of Change – Are elderly people lonely?



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| What is the prob- lem you are trying to solve? | Who is your key audience? | What is your entry point to reaching your audience? | What steps are needed to bring about change? | What is the mea- surable effect of your work? | What are the wider benefits of your work? | What is the long- term change you see as your goal? |
|---|--|--|---|---|---|--|
| key question Which specific challenge do you want to address? | key question Around which humans (and their needs) is the problem centered? | key question Who, what organization, which event is going to help you reach your audience? | key question What are the main activities and mile- stones for a successful change? | key question What are the outputs of your activities expressed in terms of metrics? | key question What effects does the activities have on your beneficiaries? | key question What is your picture of a better future, you strive for? |
| Example People in retirement homes often feel lonly. | Example People living in the neighbor- hood of retirement homes. | Examples Neighborhood festival or street festival, other events. | Example install project team organising events; creating tandems, | Example Number of events / of people, taking part in events; number of tandems | Example Elderly people have more contact to others and feel more happy and content | Examples Sustainable Neighborhood with elderly people integrated in the social live |
| KEY ASSUMPTIONS Receiving rarely visits > People feel lonely | key Assumptions both groups are inte- rested in each other | KEY ASSUMPTIONS There are relev. events in the neigh- borhood | KEY ASSUMPTIONS You are able to find / motivate people | KEY ASSUMPTIONS Number of activities leads to less lonelynesss | KEY ASSUMPTIONS We are able to initiate a longterm process | STAKEHOLDERS Management of retirement homes, muni- cipality, |

The work with the "Theory-of-Change-Template"



Higher Education Dialogue

- It is not just a template! It is a a theory-based instrument to find a way to solve complex problems.
- If you want to use the template use it! Follow the method step by step.
- Be as precice as possible, when you define challenges, metrics, beneficiaries etc.
- Think deep about your assumptions and be aware of them. Wrong assumptions are leading to wrong activities, misunderstandings, disappointments and waste of resources.
- It is done, when it's done. During the change process you will learn and might have to revise the template more than once.