

Exploring Social Entrepreneurship for the Baltic States
Online course: 28th September – 2nd October 2020

Take a part in a BOVA social entrepreneurship course and get international experience!

The rationale of this course is to provide students with the confidence and competence to plan businesses aimed at solving social and environmental issues.

As this course contains both practical and theoretical elements students can expect to spend a significant amount of time in group workshops and assignments preparing and designing a social enterprise business plan.

WHAT I WILL LEARN?

- how to start a business that helps to solve social and environmental problems in your everyday environment
- practical experience from social and community enterprises in Estonia
- social enterprise business models and marketing strategies
- how to measure and evaluate social impact of social enterprise
- how to create ideas for social business by using creative thinking methods
- financing models for social enterprise
- how to make a business plan for social business

During the intensive course students will:

- listen to online lectures using the Moodle platform environment,
- participate in online workshops,
- listen to presentations from practicing social and other entrepreneurs

The intensive course will end with a presentation of the group work business plan.

Day 1 M 28 Sept	<p><u>09:00 Part A: Course orientation and introductions</u></p> <p>1/ Icebreaker getting to know each other</p> <p>2/ Introduction to the intensive programme and business plan assignment.</p> <p><u>Part B: Identifying Rural Social Enterprise Challenges</u></p> <p>09:30 – 11:15 The social challenges facing rural communities. Lecture and workshop: Challenges facing rural communities by:</p> <p>09:30 Dr Merja Lähdesmäki/Dr Anne Matilainen 10:30 Associate Professor Dina Bite</p> <p>11:30 Defining Social Enterprise. Lecture: Defining the Social Enterprise by Dr. Roger Evans</p> <p>13:30 Social Enterprise Business Model Framework. Lecture: Social entrepreneurship business by Dr. Roger Evans</p> <p>14:30 Rural Social Infrastructure Lecture: Management of Rural Social Infrastructure Workshop - participatory learning board game Rufopoly with Dr. Rasa Pakeltienė</p>
Day 2 T 29 Sept	<p>09:00 Lecture: Measuring and evaluating social impact by Lāsma Līcīte-Ķurbe, Rationale and methodologies for measurement of Social Enterprise impact</p> <p>Online presentations from rural NGOs and SMEs in Tartu County along Lake Peipsi coastline to study the challenges, social and environmental issues facing rural communities</p>

	Part C: Designing Ideas 14:00 Design Thinking: Design Thinking for rural communities - with interactive exercises, by Lāsma Līcīte-Ķurbe	
Day 3 W 30 Sept	Part D: Designing the Business 09:00 What is a business plan: Strategic and business planning for NGO's & community business: a luxury or a necessary chore? by Dr. Roger Evans 11:00 Financing models Workshop: Financing models for the social enterprise by Dr Mervi Raudsaar 14:00 Feedback on workshop: Measuring and evaluating social impact / Describing the social problem that your social enterprise is planning to solve based on Problem Tree Model/ by Lāsma Līcīte-Ķurbe	
Day 4 Th 1 Oct	09:00 Group assignment - creating a social enterprise business plan facilitated by all lecturers 14:00 Marketing strategies: Workshop: Marketing strategies for social enterprise Lāsma Līcīte-Ķurbe	
Day 5 Fr 2 Oct	Group assignment - creating a social enterprise business plan by all lecturers	Group presentations of their social enterprise business plan by all lecturers

Lecturing staff:

[Dr. Roger Evans, Estonian University of Life Sciences \(Lecturer and course coordinator\)](#)

[Dr Merja Lähdesmäki/Dr Anne Matilainen, University of Helsinki, Ruralia Institute](#)

[Associate Professor Dina Bite, Latvia University of Life Sciences and Technologies](#)

[Dr Mervi Raudsaar, Tartu University, Estonia](#)

[Dr. Rasa Pakeltienė, Vytautas Magnus University Agriculture Academy](#)

[Lāsma Līcīte-Ķurbe, Latvia University of Life Sciences and Technologies](#)

WHAT ARE THE BENEFITS OF PARTICIPATION?

- best experience in social entrepreneurship with lecturers from Baltic States and Finland
- international experience and knowledge on social entrepreneurship
- practical experience from social and other entrepreneurs
- 4 ECTS upon successful completion of the course, that is recognised by your home university

WHAT SHOULD BE DONE TO COMPLETE THE COURSE?

Group assignment: presentation of social enterprise business plan

HOW MUCH IT WILL COST? Free for students from BOVA and NOVA network universities.

WHEN SHOULD I APPLY? **Registration is open until September 21st, 2020.**

HOW TO APPLY?

- Complete the **online application** that is available on the BOVA home page <http://bova-university.org>

MORE INFORMATION:

Estonian University of Life Sciences, Roger Evans, Roger.Evans@emu.ee

Latvia University of Life Sciences and Technologies, Lāsma Līcīte, lasma.licite@llu.lv