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VERN

TRAINING FOR MANAGERS

IVA BIONDIĆ

Vice-Dean for Strategic Development

November 13, 2017, VERN' Zagreb





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Goals

Presentations, workshops, site visits, case studies and practical assignments in this program enable participants to:

create flourishing environment

for social innovation and entrepreneurship

participate in mapping out

social innovations and social enterprises in their countries and globally

learn how to use

contemporary approaches and methodologies (*e.g. design thinking, business model canvas as tool for development of innovative idea how to respond entrepreneurially to particular social problem, effectuation entrepreneurship principles, mapping technique, etc.*) in order to develop and manage functional innovation hub, and actively participate in creating supportive ecosystem for providing solutions to social problems

Learning outcomes

After completing training program and the assignments (mapping of social innovation, suggestions for improvement of selected social entrepreneurship initiatives), managers will be able to help teachers and participants to:

1. **identify social innovations** and opportunities for social entrepreneurial ventures and factors of their implementation and success
2. **demonstrate understanding** of the resources needed to convert opportunities into an entrepreneurial venture and enrich less developed communities, services and activities
3. **recognize the strengths and weaknesses** of social projects, and modify them according to the received feedback of stakeholder(s)
4. **develop list of potential support activities** for various models of social innovation that will enrich selected projects, and contribute to the development of the (local) community
5. **apply learned** methodology and **integrate innovative solutions**
6. **create shared social value** within the business plans and entrepreneurial activities, and identify social impact
7. **produce quality analysis** of supported cases/projects and offer innovative solutions to address social issues by developing new projects or introduction of social component into existing projects

Teaching methodologies

Experiential learning through:

lectures,
field trips,
site visits,
discussions,
case studies,
research,
consultations,
individual and team-designed assignments and presentations.

Schedule

MODULE 1 @ Zagreb 13-15 November 2017
Creativity, Communication, Social Innovation and Social Entrepreneurship

MODULE 2 - Bhubaneswar, India 22-25 January 2018
Business development process for social enterprises and social start-ups

MODULE 3 - Edinburgh, Scotland 23-25 April 2018
Managing social hubs – “SinnLABs”

MODULE 4 - Tel Hai, Israel 25-27 June 2018
Developing sustainable hubs and evaluating social impact/outputs

MODULE 1 @ Zagreb 13-15 November 2017
Creativity, Communication, Social Innovation and Social Entrepreneurship


Methods: Experiential workshops in innovation processes, design thinking methodology in practice, round table, case study, site visits

- Introduction to the training programme for Managers
- Types of entrepreneurship (out of opportunity and out of necessity; business, technological and social, effectuation entrepreneurship, etc.)
- Creativity and out-of-the-box-thinking- processes related to innovation, ideation, inspiration
- Spectrum of activities between social activity and social entrepreneurship – exploring aspects such as social action to philanthropy
- Social innovation models for business performance and innovation

- Defining problems (problem tree technique)
- Defining solutions (after proper definition of problems)
- Co-creation of novel services through a multi-agent framework (integration of social components into existing projects)
- Multi-sectoral and interdisciplinary communication and cooperation (Tripe/Quadruple/Quintuple Helix)
- Participation in a public debate on the respective draft law(s)
- Management of innovation hubs

Site visits: Social Innovation Lab, IMPACT Hub, HUB 385, Incubator ZIP, Co-working space BIZKoshnica, NGO SLAP, etc.

Learning output: Participant (Manager) will acquire creative thinking skills and develop abilities to identify significant social ideas through multi-sectoral cooperation, and participate in creation of enabling environment for social innovation and social entrepreneurship




MODULE 2 @ Bhubaneswar, India 22-25 January 2018

Business development process for social enterprises and social start-ups

Method: Frontal classroom learning

<ul style="list-style-type: none"> ▪ Features of social start-ups ▪ Basic principals in preparing a business plan for social enterprises ▪ Social Business Model Canvas ▪ Marketing components and marketing strategy within the business plan 	<ul style="list-style-type: none"> ▪ Basic financial analysis ▪ Building consulting and business development skills ▪ Social capital, networks and resources (to include financial, human and intellectual capital) ▪ Scalability and growth strategies for social enterprises (to include organic growth and social franchising)
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Learning output: Participant (manager) will acquire skills in consulting for planning a social enterprise, growing social capital and identifying success factors



MODULE 3 @ Edinburgh, Scotland 23-25 April 2018

Managing social hubs – “SinnoLAB”

Method: Study through practical experience and meetings with social hub managers

<ul style="list-style-type: none"> ▪ Market analysis including strategy and marketing tools for hub development ▪ Financing hub start-up and growth (including sources of funds and fund raising methods) ▪ Innovation management 	<ul style="list-style-type: none"> ▪ Engaging with stakeholders, including developing connections with governmental, business and third sector organizations ▪ Leadership and stakeholder communications ▪ Working with social investors and social “angels”
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Learning output: Participant (manager) will acquire basic managerial skills including, fund raising and building business cooperation

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MODULE 2 @ Tel Hai, Israel 25-27 June 2018

Developing sustainable hubs and evaluating social impact/outputs

Method: Study through practical experience

<ul style="list-style-type: none">▪ Resource identification and management for sustainability▪ Introduction to the evaluation of social programs, social values and ways of measurement (including public policy and the focus on impact)▪ Financing social enterprises and social start-ups (loans, equity funding, micro crediting, business angels, venture capital, etc.)▪ Innovative and alternative sources of financing social enterprises and social start-ups (crowdfunding, crowd investing, local currencies, social grants, cryptocurrencies, community bonds, social bonds, socially responsible investing, etc.)	<ul style="list-style-type: none">▪ Social impact framework and measuring outcomes - balancing economic and community value▪ Understanding and measuring social impact and social value of social projects (e.g. drafting call for proposals, selection of experts to evaluate proposals, evaluation grid, evaluation principles and criteria, definition of type of support aimed to increase social impact)▪ Leveraging value from and for the triple helix, interdisciplinary and multi-stakeholder benefits▪ Bringing this all together: What does all of this mean for me and my institution?
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Learning output: Participant (manager) will acquire skills necessary to manage resources and be flexible thought processes, the ability to make changes during the process in order to achieve and increase impact of social innovation and/or social entrepreneurship

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THANK YOU

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