Training 4 – Day 1

Social Entrepreneurship Knowledge Hubs

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| **No.** | **Type of resource** | **Duration** | **Title** | **Description** | **Objective** | **link** |
| 1.0 | Video | 4:15 | Welcome to training 4 | Introduction to the training topics | Bringing everyone on board again | [https://youtu.](https://youtu.be/-G1l-PILVNA)  [be/-G1l-PILVA](https://youtu.be/-G1l-PILVNA) |
| 1.1 | Video | 12:48 | What SE expect from a SEKH | 4 Social Entrepreneurs introduce themselves & their business model, their challenges & what do they expect from SE hub. | Providing ideas to potential SE but also to the founders of a SEKH in terms of their service portfolio. | [What Social Entrepreneurs expect from a Social Knowledge Hub](https://youtu.be/VJDOE7GhKOo) |
| 1.2 | Video | 20:10 | Importance & Challenges of a SEKH | Rüdiger Wetzl-Piewald gives insights about the Styrian Social Business Hub:  i.) importance of a SE Hub  ii.) social vs traditional entrepreneurship hub  iii.) managing & engaging stakeholders  iv.) vision & mission  iv) measuring the success | Inspirations for the operation, business, marketing and sustainability plan | 1. <https://youtu.be/7NbVgc2OW7c> |
| 1.3 | Video | 8:55 | Stakeholder Management vs.  Engagement | Summarizes the differences between Stakeholder Management and Stakeholder engagement and is linking these topics to the SEKH | Raising Awareness of the two concepts of Stakeholder management and Stakeholder engagement and encourages to follow the 5 steps for implementation. | <https://youtu.be/c2m4Iqos4ac> |
| 1.4 | Video |  | Transparency & Accountability | Highlights the importance of these two aspects in the business setting and put into context of the SEKH | Introduction to the concepts of Transparency & Accountability and how to implement these when setting up a SEKH. | <https://youtu.be/EbAT1m21XqE> |
| 1.5 | Video | 9:25 | Technicalities about SEKH | Recaps the what needs to be considered when setting up the SEKH and what outputs are expected from the SEKH | To ensure a common understanding what deliverables are expected from the SEKH. | <https://youtu.be/rNVw0d9mStQ> |

**1. Learning Objectives**

The video collection for Day 1 has the following learning objectives:

1. enhancing the understanding what Social Entrepreneurs may expect from a Social Entrepreneurship Knowledge Hub
2. inspiring with which challenges the universities might be confronted with when running a Social Entrepreneurship Knowledge Hub
3. improving the knowledge of stakeholder management & stakeholder engagement within a Social Entrepreneurship Knowledge Hub
4. increasing the awareness of transparency and accountability within a Social Entrepreneurship Knowledge Hub
5. highlighting the deliverables of the Social Entrepreneurship Knowledge Hub

**2. Tasks**

**After watching the videos, please prepare a short presentation for our get together – session and share your findings with your STEPup-partners.**

**3.) Further Readings**

a.) Stakeholder Management & Stakeholder Engagement

* <https://www.gbnews.ch/project-management-the-importance-of-managing-stakeholders/>
* <https://www.datamation.com/careers/8-tips-to-effectively-manage-stakeholders/>
* <https://www.youtube.com/watch?v=ZzqvF9uJ1hA>
* <https://www.youtube.com/watch?v=c7jWzBsd738>

b.) Transparency & Accountability

* <https://www.forbes.com/sites/williamcraig/2018/10/16/10-things-transparency-can-do-for-your-company/>
* <https://www.greatgame.com/the-fundamentals/business-transparency>
* <https://www.youtube.com/watch?v=cUAScafhLRs>
* <https://www.youtube.com/watch?v=OudpHc8h7ow>