STEP up

Training 4 – Day 1

Social Entrepreneurship Knowledge Hubs

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.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.	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	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:

I.   enhancing the understanding what Social Entrepreneurs may expect from a Social Entrepreneurship Knowledge Hub

II.   inspiring with which challenges the universities might be confronted with when running a Social Entrepreneurship Knowledge Hub

III.   improving the knowledge of stakeholder management & stakeholder engagement within a Social Entrepreneurship Knowledge Hub

IV.   increasing the awareness of transparency and accountability within a Social Entrepreneurship Knowledge Hub

V.   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.

Task 1

a.   Which key challenges can social entrepreneurs face in your region?

b.   What kind of services do they – the social entrepreneurs – may need from you for a sustainable social business idea?

c.   How can you support them – the social entrepreneurs – in managing their key challenges?

Task 2

a.   What is making your Social Entrepreneurship Hub unique?

b.   Who are your different stakeholders?

c.   What is your vision & mission? Where do you want to be in the next 5 years?

d.   How are you going to measure your success?

Task 3

a.   Who in your team is responsible for transparency & accountability?

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