**Curriculum for the promotion social Innovation**

- **Module 1: Social innovation in the context of the welfare state**
  a. Introduction to social innovation (definition)
     i. Readings:
        - Goldberg, D. (2013). Social Innovation: What It Is and What It Isn't. *Stanford Social Innovation Review*. https://doi.org/10.48558/BNT8-GC68
        - Martin, R. L., & Osberg, S. (2007). Social Entrepreneurship: The Case for Definition. Stanford Social Innovation Review, 5(2), 29–39. https://doi.org/10.48558/TSAV-FG11
  b. Case studies of social innovation
        - Resources: find 100+ cases here: www.sied.uni-trier.de
  c. Understanding the types of welfare states
     i. Conservative
     ii. Corporatist
     iii. Liberal
     iv. Eastern European models
        - Resources: https://sied-s-school.thinkific.com (Session 1 4.0-4.2)
     v. Readings:
        - Zapf, Wolfgang (1989): Über soziale Innovationen, in: Soziale Welt, 40. Jg., H. 1-2, 170-183, 177.
        - Esping-Andersen, Gøsta (2007): The three worlds of welfare capitalism. Reprint. Cambridge: Polity Press. http://www.learneurope.eu/index.php?cID=300
  d. Design thinking tools
     i. Introduction to design thinking (definition)
        - Readings: Brown, T., & Wyatt, J. (2009). Design Thinking for Social Innovation. Stanford Social Innovation Review, 8(1), 31–35. https://doi.org/10.48558/58Z7-3J85
     ii. Design thinking process
        - Resources: What is design thinking?
     iii. Design thinking tools: Empathy map
        - Resources: What is an empathy map?
     iv. Design thinking tools: Persona
        - Resources: What are user personas?
     v. Design thinking tools: User Journey Map
        - Ressources: How to map user journeys?
     vi. Needs analysis
        - Resources: 5 Whys
  e. Detailed explanations: https://sied-s-school.thinkific.com (Session 1& 2)

- **Module 2: Open Innovation Platforms & Deep listening**
  a. Open Innovation Platforms
     i. Resources: Open Innovation Platforms
     ii. Case Study: Basque Country
     iii. Further explanation: MOOC
  b. Social Brokerage
     i. Readings: Agirre Lehendakaria Center
     ii. Deep Listening
        - Resources: Tools for listening
        - Resources: Ethnographic field notes template
  c. Collective sensemaking (collective interpretation)
     i. Readings: Bednar, Peter & Welch, Christine. (2013). Storytelling and Listening: Co-creating Understandings. Cybernetics and Human Knowing 0907-0877. 20. 13-21.
  d. Co-creation process (5 levels)
  e. Further readings:
     i. Interview tools: https://www.designkit.org/methods
     ii. Human Centred Design Toolkit
     iii. Beyond sticky notes by Kelly Ann Mckercher
     iv. Designing for the common good by Kees Dorst
     v. Innovation portfolios by Deloitte
  f. Detailed explanations: https://sied-s-school.thinkific.com (Session 2-5)

- **Module 3: Business Model & Prototyping**
  a. Social entrepreneurship
     i. Readings: The process of social entrepreneurship
  b. Introduction to prototyping
     i. Resources: Three kinds of prototyping
     ii. Resources: Role playing
     iii. Resources: Storyboarding
     iv. Resources: Service prototyping
  c. Business model canvas (for social innovation)
     i. Cost and revenues for social ventures
     ii. Case study: Dialogue in the dark
  d. Social investment landscape
  e. Rapid prototyping
  f. Further readings:
     i. Per-Anders Hillgren, Anna Seravalli & Anders Emilson (2011): Prototyping and infrastructuring in design for social innovation, CoDesign, 7:3-4, 169-183

      ii.    Truong, Khai N., Hayes, Gillian, Abowd, Gregory (2006): Storyboarding: an empirical determination of best practices and effective guidelines

      iii.    Dohrmann, S., Raith, M., & Siebold, N. (2015). Monetizing social value creation–a business model approach. Entrepreneurship Research Journal, 5(2), 127-154

    g.  Detailed explanations: https://sied-s-school.thinkific.com (Session 6-9)

- **Module 4: Ecosystems & Pitching**
  - a.  Social innovation ecosystem
    - i.    Types of ecosystems:
      - Coral reef
      - Badger castle
      - Fish pond
      - Fungi strand
      - Seeds flight
    - ii.   Reading: Pel, B., Wittmayer, J., Dorland, J., & Søgaard Jørgensen, M. (2020). Unpacking the social innovation ecosystem: an empirically grounded typology of empowering network constellations. Innovation: The European Journal of Social Science Research, 33(3), 311-336.
    - iii.  Further explanation: text and videos (10.3)
  - b.  Systems transformation and scaling
    - i.    Resources: Ashoka systems change crash course
    - ii.   Readings: Seelos, C., & Mair, J. (2017). Innovation and scaling for impact: How effective social enterprises do it: Stanford university press.
    - iii.  Seelos, C., & Mair, J. (2020). Social innovation: specifying pathways for impact. In Research Handbook of Responsible Management: Edward Elgar Publishing.
    - iv.  Sørensen, E., & Torfing, J. (2015). Enhancing Public Innovation through Collaboration, Leadership and New Public Governance. In A. Nicholls, J. Simon, & M. Gabriel (Eds.), New Frontiers in Social Innovation Research (pp. 220-256). New York: Palgrave Macmillan.
  - c.  Pitching
    - i.    Readings: Barbu, Catalin & Păunescu, Anca & Bușu, Oprea. (2019). Promoting Social Innovation using marketing and communication tools. Annals of the University of Craiova: Economic Sciences Series. 2. Readings: Elevator pitch
    - ii.   Resources: Elevator pitch builder
    - iii.  Further readings:
      - Kaletka, Christoph & Markmann, Mona & Pelka, Bastian. (2016). Peeling the Onion. An Exploration of the Layers of

Social Innovation Ecosystems. Modelling a context sensitive perspective on driving and hindering factors for social innovation. European Public & Social Innovation Review. 1. 10.31637/epsir.16-2.3.

- Howaldt, J., Kaletka, C., & Schröder, A. (2016). Social entrepreneurs: Important actors within an ecosystem of social innovation. European Public & Social Innovation Review, 1(2).
- https://solve.mit.edu/articles/5-tips-for-the-perfect-social-impact-pitch

d.  Detailed explanations: https://sied-s-school.thinkific.com (Session 10-14)

# Example of how we did it for SIED

Use the curriculum above and the format below as an example to develop your own Learning Lab.

**Module 1: European Welfare Systems and Social Innovation**
**Venue: Online**

| Day 1 | | | |
|-------|------|---------|--------|
| **Time** | **Type** | **Subject** | **Docent** |
| 09:00h – 10.00h | Presentation | Presentation of the project and its objectives; getting to know each other | Prof. Dr. Johannes Eurich (DWI), Mona Sabbarth (DWI), all partners |
| 10.00h – 10.10h | | Break | |
| 10.10h – 11.00h | Interactive | Ice-breaking Session | Johannes Eurich, Asad Ayub (DWI), All participants |
| 11.00h - 11.15h | | Break | |
| 11.15h - 12.15h | Lecture | Introduction to the theory of social innovation | All partners |
| 12.15h – 13.15h | | Lunch Break | |
| 13.15h – 14.30h | Lecture | Case study of Social Innovation | Johannes Eurich, Asad Ayub |
| 14.30h - 15.00h | | Break | |
| 15.00h – 17.00h | Lecture | Needs Analysis | Tobias Gebauer (Mission Leben) |

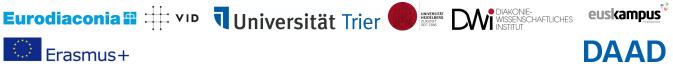| Day 2 | | | |
|-------|------|---------|--------|
| **Time** | **Type** | **Subject** | **Docent** |
| 09:00h – 10.00h | Lecture | Needs Analysis Part 2 | Tobias Gebauer |
| 10.00h – 10.15h | | Break | |
| 10.15h – 11.50h | Lecture | Basic model of european welfare traditions and how they deal with social challenges | Eurich; participants |
| 11.50h - 12.00h | | Break | |

| 12.00 h - 12.30h | Interactive | Assignment Breakdown (Needs map) | Ayub |
|---|---|---|---|
| 12.30h – 13.30h | | Lunch break | |
| 13.30h - 14.30h | | Obstacles to innovation | Eurich, Ayub |
| 14.30h – 15.30h | Individual Work | Map of 'the state of the art' of needs and opportunities with regard to a specific social challenge from participant's home country + Needs map. | Participants |
| 15.30h - 16.00h | Help Desk | Q/A regarding needs map & tomorrow's deliverables | Ayub |
| 16.00h - 17.00h | Presentation | The relevance of social innovations for the welfare state in Germany: Interview with Klaus Bartl, CEO Mission Leben, Darmstadt | Klaus Bartl |

| Day 3 | | | |
|---|---|---|---|
| **Time** | **Type** | **Topic** | **Docent** |
| 09:00h – 09.30h | Lecture | European policies and funding schemes for social innovation | Eurich |
| 9.30h -10.30h | | Case studies of social innovation: analysis and transfer of a European example | Eurich, Ayub |
| 10.30h -10.45h | | Break | |
| 10.45h – 11.45h | Presentations | Participants present their needs map (5 min presentations) | Participants |
| 11.45h – 13.00h | | Lunch break | |
| 13.00h – 14.00h | | Teaming up & deciding on the social project | Prof. Dr. Andreas Schröer |
| 14.00h - 14.15h | | Break | |
| 14.15h - 15.15 | Presentation | The Bilbao approach to regional social innovation | Ione Ardaiz |
| 15.15h - 15.30h | | Break | |
| 15.30h - 16.30h | | Evaluation, feedback and next steps | Eurich, Ayub |

**Module 2: Social Innovation Curriculum on regional innovation, based on the Basque transformation experience**
**Venue: Online**

| Day 1 | | Online | |
|---|---|---|---|
| | **TYPE** | **SUBJECT** | **LECTURER** |
| 9.00 - 9.05am | | Welcome Remarks | Naiara Goia |
| 9.05-9:15am | | Warm-up – ice-breaking questions | Ione Ardaiz |

| 9:15-10.15am | Participants' presentation | SIED program participants introduce their experience | Ione Ardaiz |
|---|---|---|---|
| 10.15 - 11.00am | Lecture | Keynote & reflection: Open Innovation Platforms approach | Gorka Espiau |
| 11.00 – 11.10am | | Break | |
| 11.10- 12:00am | Lecture | Open Innovation Platform elements: Framing the intent, Social Brokerage, Deep Listening & sensemaking (collective interpretation), Co-creation process (5 levels), Platform management & evaluation, Developmental communication, New Investment Strategies | Gorka Espiau |
| 12:00 – 12:30am | Reflection | Open the opportunity to share questions and reflections | Gorka Espiau |

| 12:30-1:30 pm | | Lunch break | |
|---|---|---|---|

| 1:30 -2:15 pm | Lecture | Keynote Speaker:  Basque Model of Regional Transformation | Juan Jose Ibarretxe |
|---|---|---|---|
| 2:15-2:30 pm | Reflection | Open the opportunity to share questions and reflections | Juan Jose Ibarretxe |
| 2:30- 3:15 pm | Lecture | Keynote Speaker: Arantzazulab | Ione Ardaiz |
| 3:15 – 3:30 pm | Reflection | Open the opportunity to share questions and reflections | Ione Ardaiz |
| 3:30 – 3:45 pm | | Break | |

| 3:45-4:15pm | Participants' presentation | Participants sharing work developed prior to the session on Deep Listening | Ione Ardaiz |
|---|---|---|---|
| 4:15- 5:00pm | Reflection | Reflection and Sensemaking - Deep Listening & sensemaking | Ione Ardaiz |

| Day 2 | Online | | |
|---|---|---|---|
| | **TYPE** | **SUBJECT** | **LECTURER** |
| 9.00-9:20am | | Check-in: quick warm-up to welcome participants | Ione Ardaiz |
| 9.20- 9.45am | Lecture | Keynote & reflection – "Getxo Zurekin initiative: Community listening platform on how people approach death and dying" | Naomi Hasson & Fundación Doble Sonrisa |
| 9.45am – 10:20am | Reflection | Q&A between participants and presenters | Naomi Hasson & Fundación Doble Sonrisa |
| 10:20-10:30 | | Bio break | |
| 10:30am-11am | Lecture | Keynote & reflection – "Getxo Zurekin initiative: Community listening platform on how people approach death and dying" | Naomi Hasson & Fundación Doble Sonrisa |
| 11:00-11:30am | Reflection | Q&A between participants and presenters | Naomi Hasson & Fundación Doble Sonrisa |

| 11:30am – 11:45am | | Bio break | |
|---|---|---|---|

| 11:45am-12:15 | Lecture | Keynote & reflection - Framing the intent, Social brokerage | Naomi Hasson & Fundación Doble Sonrisa |
|---|---|---|---|
| 12:15-12:45 | Reflection | Q&A | Naomi Hasson & Fundación Doble Sonrisa |

| 12:45 – 4:00pm | Working time | Lunch break<br>Working time – Framing the intent, Social brokerage. | Naomi Hasson &<br>Fundación Doble Sonrisa |
|---|---|---|---|

| 4.00-5.00pm | Reflection | Reflection and Sensemaking - Framing the intent, Social brokerage | Naomi Hasson &<br>Fundación Doble Sonrisa |
|---|---|---|---|

| **Day 3** | Online | | |
|---|---|---|---|
| | | **SUBJECT** | **LECTURER** |
| 9.00-9:20am | | Check-in: quick warm-up to welcome participants | Ione Ardaiz |
| 9.20- 9:50am | Multiplier Event | Keynote & reflection - Debagoiena 2030 initiative: a movement to activate the next transformation in the valley | Elena Herrarte, Jone Espilla |
| 9:50am – 10:20am | Multiplier Event | Q&A between participants and presenters | Elena Herrarte, Jone Espilla |
| 10:20-10:30am | | Bio break | |
| 10:30– 11:05am | Multiplier Event | Activity in break-out rooms: portfolio and systemic reflection | Elena Herrarte, Jone Espilla |
| 11:05am – 11:30am | Multiplier Event | Ask groups to share back in plenary session | Elena Herrarte, Jone Espilla |

| 11:30am – 11:45am | | Bio break | |
|---|---|---|---|

| 11:45am-12:15 | Lecture | Keynote & reflection – Co-creation process (5 levels) | Ione Ardaiz |
|---|---|---|---|
| 12:15-12:45pm | Reflection | Q&A | Ione Ardaiz |

| 12:45 – 3pm | Working time | Lunch Break<br>Working time - Co-creation process (5 levels) | Ione Ardaiz |
|---|---|---|---|

| 3.00 – 4.00pm | Reflection | Reflection and Sensemaking - Co-creation process (5 levels) | Ione Ardaiz |
|---|---|---|---|
| 4.00 – 4.30pm | Lecture | Presentation: Trier homework | Prof. Dr. Andreas Schröer |
| 4.30 – 5.00pm | Reflection | Final reflection on the three days | Naiara Goia |

## Module 3: Prototyping & Social Business Model Generation
## Venue: Trier University

| **Day 1** | | | |
|---|---|---|---|
| **06-04-2022** | | **Topic** | **Docent** |
| 9.00 am | | Arrival, welcome | |
| 9.15 am | Lecture | Social Entrepreneurship | Prof. Dr. Andreas Schröer |
| 10.00 am | Group-work | Very brief presentation (pitch) of Bilbao results | Teams |
| 10.30 am | | **Break** | |
| 10.45 am | Group-work | presentation (pitch) of Bilbao results | Teams |
| 12.30 pm | | **Lunch** | |

| 1.30 pm | Lecture & Group-work | Introduction prototyping<br>Groupwork: Prototype your ideas. Work with a variety of prototyping techniques | Andreas Schröer<br>Teams |
|---|---|---|---|
| 3.30 pm | | **Coffee break** | |
| 3.45 pm | Group-work | Groupwork: Test, Feedback and continue working on prototypes | Teams and all faculty |
| 5 – 6.00 pm | Lecture | How to generate business models for innovative social enterprise? | Andreas Schröer |
| 6.00 pm – 7.00 pm | | Successful social business models – Dialog in the Dark (Ditd) | Annkatrin Meyer, Head of R&D, Ditd |

| **Day 2** | | | |
|---|---|---|---|
| **07-04-2022** | | **Topic** | **Docent** |
| 9 am | Group-work | Short input<br>Group work: identifying Users, Clients and Value Propositions | Friederike Schütz |
| 10 am | Lecture | Input: Costs and Revenues for Social Ventures<br>Group work: Costs and Revenues | Alexandra Moritz |

| 11.30 am | | **Break** | |
|---|---|---|---|

| 11:45 am | Group-work | Short input<br>Group work: identifying Users, Clients and Value Propositions | Friederike Schütz |
|---|---|---|---|

| 12.30 pm | | **Lunch Break** | |
|---|---|---|---|

| 1.30 pm | Lecture, Group-work | Finalizing the Social Business Model – variations and refinement | Andreas Schröer & Friederike Schütz |
|---|---|---|---|
| 2.30 pm | Group-work | Prepare short Pitches on Social Business Models | Friederike Schütz |
| 4 pm | **Social Innovation Day** | Participants present their ideas to an external jury of (social) innovation experts for the first time. Feedback will help to further shape their ideas. The participants' presentations will be recorded in video clips. | Stakeholders<br><br>Christel Egner Duppich, Gründungsbüro Universität Trier<br>Mirko Hirschmann, Universität Trier<br>Tim Breker, Vytal |

| **Day 3** | | | |
|---|---|---|---|
| **08-04-2022** | | **Topic** | **Docent** |
| 9.00 am | Lecture | Changes in the social investment landscape | Andreas Schröer |
| 10.15 am | | **Break** | |
| 10.30 am | Forum | Lecture and discussion: implementing innovative business models in existing service organisations | Klaus Bartl, Mission Leben |
| 12.30 pm | | **Lunch** | |
| 2.00 pm | Group-work | Input and Groupwork: Next steps until the next LTTA in Oslo: sustainability and implementation | Marta Struminska-Kutra |
| 3.00 pm | Group-work | Innovation and Transformation in a historic city – guided walk in Triers Old Town (including transfer to city centre) | Andreas Schröer |
| 4.30 pm | Group-work | Evaluation and Feedback | |
| 5 pm | | Closing | |

## Module 4: Implementation and dissemination of social innovations
## Venue: VID Specialized University, Diakonveien 16, Oslo

| Day 1 | | | |
|---|---|---|---|
| | | **Theme: Strategic governance for impact** | |
| 08:30-09:00 | | Reception, coffee and pastries | **Building D14, Room AS - Atrium Sør** |
| 9:00-9:15 | **Marta Struminska-Kutra**<br>**Ingunn Moser**, president of Diakonhjemmet Foundation | Welcome to VID Specialized University | **Building D14, Room AS - Atrium Sør** |
| 09:15 – 11:15 | **Sarah Prosser** – an interactive session | **Internal governance, legal structures and communication styles for the long-term impact of social innovation idea?**<br><br>**Description:** We will work with theory, external examples and your own cases to compare and consider aspects of how to rig your organization for maximum long-term impact and societal transformation. As part of this we will include examples from a spectrum of possible approaches ranging from building an individual impact business to taking a role in weaving collective and incremental collaborative networks and alliances.<br><br>The session will start with participants presenting their homework that is ToC for their own social innovation projects.<br><br>**NOTE:  it is an exercise in effective communication; you cannot use more than 10 minutes for the presentation)** | *Additional info:*<br><br>*we leave campus at 11:30 and take the 12:00 train to Holmlia from Oslo S* |
| 12:30-13:15 | Lunch | | **Forandringshuset, Holmlia,** a community based social innovation incubator in Holmlia, Southern Oslo |
| 13:15-13:45 | Field visit | <u>Forandringshuset</u>, Holmlia – (…) | |
| 13.45h – 14.05 | Espen Daae, FERD | **What makes a great pitch** - interview with the Investment Chief at Ferd, a family owned social investment company | |
| 14.05-16.30 | Group work | **Developing presentations of social innovation**<br><br>**Description:** Participants develop their pitch presentations based on homework, insights from the discussions and with support of teachers (the last hour is devoted to rehearsal: 30 minutes per project) | |

| Day 2 | | | Theme: Strategic governance for impact | |
|---|---|---|---|---|
| | | | | |
| 09:00 – 10:00 | **Truls Nordby** Johansen – interactive session with Gammel Nok founder | | **From solving a "private problem" to addressing a societal need. An entrepreneurial journey of Gammel Nok' founder**<br><br>**Gammel Nok** – recruitment and (re)training agency for seniors who wish to continue working. | |
| 10:30 – 12.00 | **Cathrine Scar** – an interactive session | | **Embedding SI in wider eco-systems. On the significance of working in networks**<br><br>**Description:** Presentation of a social innovation network Pådriv –a platform associating diverse sustainability projects aiming at a paradigm shift within the current constructs of sustainable urban development in Norway and internationally. Pådriv focuses on Hovinbyen - Oslo's largest urban development area, which will be vastly be transformed in the next 20-30 years.<br><br>Discussion and group reflections | **Building D14 Room AS Atrium Sør** |
| 12.00h – 13.00h | | | Lunch | |
| 13.00h- 15.15h | **Sarah Prosser** – an interactive session | | **Presentation of social innovation to the outside world: framing for impact, partnerships and investment.**<br><br>**Description:** This session will cover some frameworks for presenting your innovation proposal to audiences that may be composed of potential partners, investors or networks of allies interested in scaling impact. It will look at some ways of presenting the social, economic and governance aspects of your initiative and how these can be adjusted to attract the interest of new stakeholders for effective dissemination and implementation. | |
| | | | **Break** | |
| 15.30h – 16:30 | Group work | | Preparing the Pitch<br><br>**Group reflection and discussion** | |

| Day 3 | Social innovation pitch and a panel discussion about SI education | | |
|---|---|---|---|
| | | **Theme: Social innovation pitch and a panel discussion** | |
| 09:15h – 09.45h | Supported by SIED Teachers | Group work (final preparations before the pitch) | **Building D14 Room AS Atrium Sør** |
| 10.00h – 12.00h | Facilitation: **Marta Struminsk a-Kutra** | Social innovation pitch<br><br>Welcome | **Building D14 Conference room** / tbc |

| | | |
|---|---|---|
| | | **Follow up on projects from last year** – on line chat with participants of the first SIED programme (40 minuts)<br><br>The pitch: 20 minutes per project (10 minute presentation + 10 minutes Q&A)<br>3 pitches; Total 60 minutes<br><br>Jury members:<br>**Cathrine Scar**, SoCentral<br>**Espen Daae**, FERD<br>**Jarle Strømmen,** Norwegian Tax Agency |
| 12.00h – 13.00 0h | | Lunch break – JURY members meeting |
| 13.00h – 14:00h | Facilitation: **Benedicte Kivle** | Announcement of results and a panel discussion (members of jury) |
| 14.00h – 15.00h | | Coffee and Cake |
| 15:00 – 16:30 | Facilitation: **Andreas Schroer** | Discussion: Quo Vadis, Social Innovation education? Evaluation of SIED programme and saying goodbye |