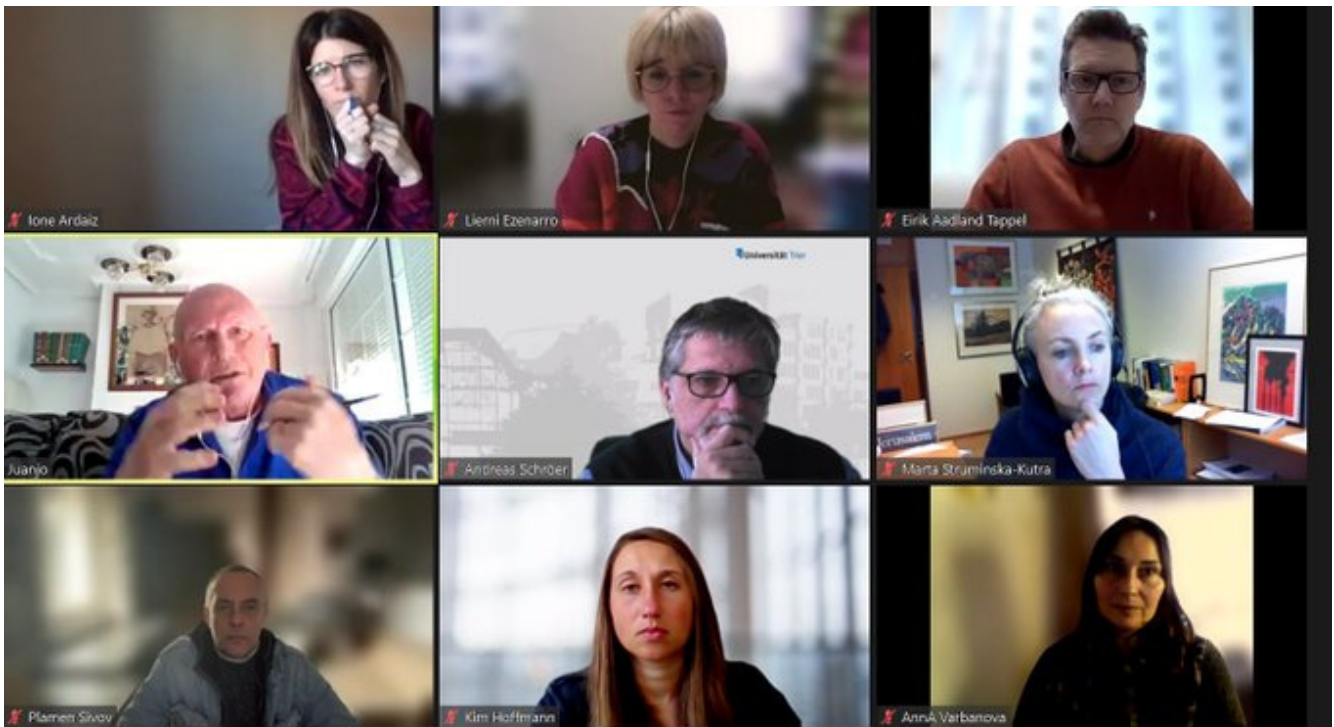




EXECUTIVE EDUCATION PROGRAMME ON SOCIAL INNOVATION 2020 - 2022



NEWS FROM PARTNERS

The SIED project has welcomed its second cohort of participants. They have so far taken part of two online LTTAs, organised by Heidelberg University and Agirre Lehendakaria Center in Bilbao. In this newsletter you will learn more about both LTTAs and get an update on the various elements of our project.

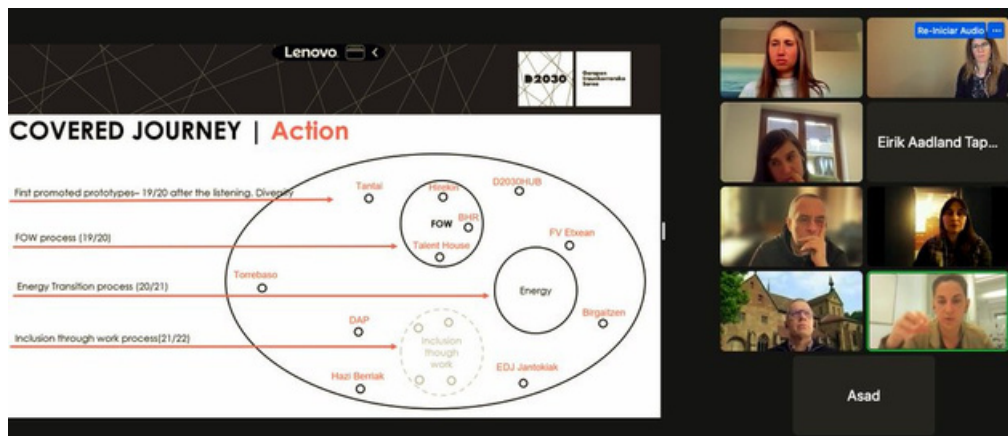
// HEIDELBERG LTTA

The second Heidelberg Learning Teaching Training Activity took place in January 2022. The purpose of this activity was to build a solid theoretical foundation for the program. The learners were introduced to the definition of social innovation using relevant literature, audio-visual material and interactive exercises. During the course of the seminar we also explored the idea of social innovation within the context of various types of welfare states in Europe. Guest lectures and practitioners from the field introduced participants to the basics of the design thinking process which includes creating personas, customer journey maps and empathy maps. These topics prepared the learners for the subject matter discussed in the Bilbao LTTA.

//BILBAO LTTA

The Bilbao online LTTA started on the 23th of February. We kicked off learning about the Basque Transformation case by the former president in the Basque region Juan Jose Ibarretxe. He shared and facilitated a space to reflect on the factors that activated the transformation and we learned how the culture (the “k” factor) is key. Afterwards we heard about two Social Innovation labs in the Basque region that are seeking to activate the currently needed transformation: on one side, Agirre Lehendakaria Centre director Gorka Espiau introduced the Open Innovation Platform approach, to activate systemic transformations; and on the other side, Arantzazulab Projects Lead Ione Ardaiz shared the collaborative governance experiments that are activating in the region to strengthen the relationships between public institutions and citizens.

On the second day, the final event of February, we learned from an initiative that is being implemented in the town of Getxo. The project is called “Getxo Zurekin” and the project lead Naomi Hasson joined us to share the initial steps that need to be taken to activate this type of community transformation. We focused on the Deep Listening, Social Brokerage and Co-creation activities.



On the third day, the 25th of February, we got immersed in an initiative called Debagoiena2030. It is a social movement to activate the needed transformations in the Debagoiena valley. The initiative main coordinator Elena Herrarte and the Process Lead Jone Espilla shared with us the journey they have been on in the past three years and focused on explaining the portfolio approach they have taken to activate a series of initiatives to generate the desired systemic change.

Throughout the three days we had the opportunity to learn new approaches, listen about real world practical examples and reflect on how each program participant will apply this in their own context and projects. We will continue with the reflection in the Trier LTTA in April.

// MOOC

Within the past months, we made much progress in designing content and structuring the teaching material for our Massive Open Online Course. With regard to the overall structure, we tailored it to fit the current SIED teaching curriculum. It starts with an introduction to social innovation and it is followed by a session on design thinking, deep-listening and co-creation in the context of social innovation. Additionally multiple examples and explanations are given to support the participants in transforming their idea into a prototype and later into a viable social business model. Last but not least, the MOOC focuses on the importance of a supportive environment for implementation of a social innovation. This section also includes advice for successfully pitching one's social business model in front of investors. The content is not only textual as originally planned, but is supplemented with teaching videos, audio explanations, powerpoint presentations, project based learning and interactive elements like surveys, exercises and quizzes. These teaching methodologies are used to boost participant engagement in an online open access learning environment.

// ACCREDITATION

The SIED learning curriculum is in the process of being accredited at Trier University as a Certificate of Advanced Studies (CAS). The process is at an advanced stage and the first cohort of participants is planned for October 2022. A cohort should have at least 13 participants who will undergo the social innovation education process in about nine months. As in SIED, the participants will develop solutions for social needs and transfer them into social business models. Lectures and coordination will be provided by Trier university's staff and guest lectures. Applications for the programme are expected to open in April this year.

// MULTIPLIER EVENT IN BRUSSELS

As the SIED-project reaches its conclusion we hope to end with a 'bang' by having a big multiplier event in Brussels this summer (July). One important aspect of this event is to present the project and its results to a wide range of stakeholders including academics, practitioners, researchers and to the public. The social innovations developed by our participants will also be exhibited. "Social Innovation" is such an important subject that we plan to have a panel discussion about it at the event featuring experts and academics from the field. Our hope is to get people together who are interested in social innovation, offer them a chance to connect with each other and leverage our extensive network of Social Innovation practitioners.

For further information about this project, please get in touch with the contact person at the University of Heidelberg:

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