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Social innovations practitioner
Training programme

LEARNING OUTCOMES AND SYLLABUS

SOCIAL INNOVATORS

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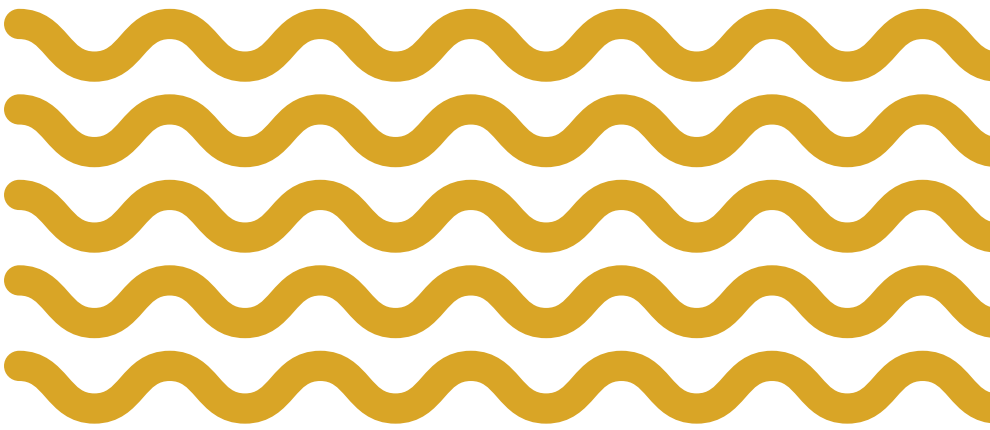

PROGRAMME OUTLINE

The programme emphasizes the role of Civil society organisations (CSOs) in the design and implementation of social innovations, which contribute to overcoming significant challenges modern societies face. In order to serve this purpose the staff and volunteers in the third sector would require specialized knowledge and skills in that area. Currently, there are limited training opportunities in the field of social innovations.
The current training programme is one of the first attempts to address CSOs' need of staff, capable to be engaged in development of social innovations at various levels: from local to transnational. The programme is flexible in terms of delivery. It can be implemented as an academic course, CSO-led training provision or as a summer training camp.
The programme is a result of transnational project "Social Innovators" (www.social-innovators.eu), involving organisations from Slovenia, Croatia, Bulgaria and Norway, funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment.
150 academic hours (60 hours – lectures and practical exercises; 90 hours – individual and group assignments), corresponding to 5 ECTS credits.

PROGRAMME DURATION

The aim of the programme is to equip students and recent graduates from humanities with fundamental knowledge, skills and attitudes to support the design, development and implementation of social innovations.

PROGRAMME AIM

The programme will enable learners to develop essential professional competences, which will increase their chances for sustainable employment in the CSO sector.

LEARNING OUTCOMES

Learner completing the programme will develop a wide range of knowledge, skills and attitudes, which can be summarized in the table below.

Knowledge	Skills	Attitudes
THE LEARNER WILL		
BE ABLE TO:		DEVELOP:
• Understand, what social innovation is. • Understand the CSO and CSO's role as social innovator. • State main principles of the social innovation spiral. • Critically assess the different types of social challenges. • Outline main elements of project cycle. • Understand different team roles. • Distinguish among funding sources for supporting social innovations. • Understand the role of advocacy for implementing social innovations.	• Diagnose challenges through data collection (face-to-face interviews, focus groups, desk research.). • Analyse needs and expectations of different stakeholders. • Apply ideation methods to a concrete social innovation challenge. • Design a social innovation prototype. • Plan project-based steps for implementation of a social innovation. • Develop desirable, viable and feasible solutions for social change. • Deliver public speeches and present social innovations to others.	• Self-awareness • Empathy & Active listening • Sense of initiative • Creativity • Flexibility • Persistence • Critical thinking • Team work • Risk taking • Conflict resolution • Stress resilience

PROGRAMME'S MODULES AND TOPICS

The Programme contains 5 main modules covering whole spectrum of knowledge, skills and attitudes, needed to be a social innovation practitioner at CSO level.

N	Module name:	Topics covered:	Duration:
1	**Social Innovations and Civil Society Organisations**	1. The essence of social innovations (21st century social innovation challenges, the role of CSOs, types and national examples) 2. Social innovation lifecycle 3. Social Innovator's competences	12 h. – lectures 8 h. – practical exercises and assignments
2	**Mapping Social Innovation Challenges**	1. Team setting and collaboration methods (team canvas, rules of engagement, team capabilities (strengths, knowledge, skills) 2. Challenge area definition (related to CSOs purpose) 3. Ecosystem stakeholder mapping 4. Exploration methods (desktop research, observations, empathy interviews with user) 5. Challenge synthesis (methods to define the concrete challenge (PoV – point of view)	8 h. – lectures 22 h. – practical exercises and assignments
3	**Ideation and Prototyping of Social Innovation Solution**	1. Ideation techniques 2. Methods for prototyping a social innovation solution 3. Funding sources for social innovations (donors, crowdfunding, projects)	8 h. – lectures 32 h. – practical exercises and assignments
4	**Solution Implementation**	1. Social Business model 2. Social Innovation through projects. Project design 3. Project Implementation, Monitoring and Reporting	16 h. – lectures 24 h. – practical exercises and assignments
5	**Solution Multiplication**	1. Social innovation solution communication advocacy strategy 2. Social innovation presentation tools (brief/ presentation/pitch/story development)	8 h. – lectures 12 h. – practical exercises and assignments

PROGRAMME'S LEARNING OBJECTIVES AND RESULTS

N	Topic (Lesson):	Objectives:	Results:
Module 1 - Social Innovations and Civil Society Organisations			
1	The essence of social innovations (21st century social innovation challenges, the role of CSOs, types and national examples)	To have a common understanding about what "social innovation" means; examples of social innovations; the role of CSOs; the EU context	Learners know what "social innovation" means; name examples of social innovations; define the role of CSOs; recognize the EU context.
2	Social innovation lifecycle	To explain the HOW to on developing social innovation solution	Learners have a brief understanding about Social innovation lifecycle and the approach through which it can be operationalized – Design thinking process.
3	Social Innovator's competences	To spark the light about taking own responsibility for developing own social innovator's competencies	Learners understand the difference between "growth" and "fixed" mindset and can be reflective regarding the entry level of acquiring their competencies in the chosen field.

N	Topic (Lesson):	Objectives:	Results:
Module 2 - Mapping Social Innovation Challenges			
1	Challenge area definition (related to CSOs purpose)	To present the challenge areas To divide learners into teams based on the preferred one	Learners have a common understanding about the presented local challenges in terms of its scope, e.g. population affected, harm caused, future consequences. Learners are divided to teams based on their challenge area preferences.
2	Team setting and collaboration methods (team canvas, rules of engagement, team capabilities (strengths, knowledge, skills)	To have a common understanding about team importance & composition & dynamics To align team powers and to discuss extensively team goals, roles, values, rules and activities	Teams have a common understanding about team importance & composition & dynamics. Teams are aligned on their common goals, roles, values, rules of engagement and team activities in which they will actively participate.

3	Ecosystem stakeholder mapping	To get acquainted with the concept of stakeholder management and how it helps in developing our social innovation solution To get a deeper understanding of who are your stakeholders, what are their needs, motivation and drivers for participating in the development of your innovation solution	Each team produces its own stakeholder map.
4	Exploration methods (desktop research, observations, empathy interviews with user)	To be able to conduct an exploration research	Learners have a common understanding about what user development research is and which are the most used exploration methods. Learners have personal experience in conducting user development research using exploration methods (desktop research, observations, emphatic interviews).
5	Challenge synthesis (methods to define the concrete challenge (PoV – point of view) -	To be able to synthesize the information gathered through the target group research	Learners can use tools for target group research (empathy map, persona).

N	Topic (Lesson):	Objectives:	Results:
Module 3 - Ideation and Prototyping of Social Innovation Solution			
1	Ideation techniques	To learn and use ideation techniques in order to ideate solutions	Each team uses a variety of ideation tools and techniques (idea sketch, concept card, storyboard) to ideate their preferred solution.
2	Methods for prototyping a social innovation solution	To learn and use prototyping techniques in order to ideate solutions	Each team uses a variety of prototyping techniques (wireframe, mockups, video, role play, physical product) in order to ideate their preferred solution.
3	Funding sources for social innovations (donors, crowdfunding, projects)	To get acquainted with the operating principles of the main funding sources for social innovations on national and EU level To identify the adequate funding source for the idea and light business model, developed by each team	Each team has identified the most suitable funding source(s) for their idea and light business model.

N	Topic (Lesson):	Objectives:	Results:
Module 4 - Solution Implementation			
1	Social Business model	To get acquainted with basics about developing a social business model/canvas	Each team has developed their social business canvas.
2	Social Innovation through projects. Project design.	To present the benefits of project work for social innovation implementation To outline the main compulsory elements of project plan (SMART objectives, activity plan, results, indicators of achievement, impact, etc.) To analyse selected donors/ funding programme requirements	Each team develops project description according chosen donor/ funding programme requirements.
3	Project Implementation, Monitoring and reporting	To present key elements of a project plan structure and elements To present key elements of a project report structure and elements To complete activity report form in compliance with project plan and manual	Each team develops a project plan for implementing the project idea using a PM software (e.g., Teamgantt). Each team develops a project activity report form on the basis of implemented tasks in line with project plan and requirements of the chosen donor/funding programme.

N	Topic (Lesson):	Objectives:	Results:
Module 5 - Solution Multiplication			
1	Social innovation solution communication advocacy strategy	To develop a Social innovation solution communication strategy Social innovation presentation tools (brief/presentation/ pitch/story development)	Each team develops a communication framework covering at least the following elements: goals, target, channels, means, main messages, timeline.
2	Social innovation presentation tools (brief/presentation/ pitch/story development)	To be able to develop a one pager brief, short story and a written presentation regarding the solution To pitch the story and presentation in front of stakeholders	Each team develops a one pager brief, 3-min elevator pitch and a written presentation regarding the solution. Each team member presents the 3-min elevator pitch and participates in presenting the pitch presentation in front of stakeholders.

PROGRAMME DELIVERY

The programme is designed to be delivered through a mix of in-class and extra-class activities, including online collaboration with learners. The programme will be delivered in 3 main formats: as a part of an academic programme, CSO-led training opportunity and as a standalone intensive summer camp.

PROGRAMME ASSESSMENT

Learners enrolled in current training programme will undergo both ongoing and final assessment of learning outcomes acquired. The main assessment processes can be summarized as follows:

- Knowledge assessment through online tests. Knowledge assessment constitutes 30% of the overall score.
- Trainer's assessment through quality review on the basis of learning outcomes expected of learner's achievements within teamwork. Trainer's assessment constitutes 40% of the overall score.
- External assessment. Through the training each learner will become part of a working team, which will develop a social innovation solution. The team's work and outcomes will be presented in front of a jury at the end of the training programme. Members of the jury will be experienced CSO experts, academics, potential donors and investors in the field of social innovations. The Jury's assessment constitutes 30% of the total score.

PROGRAMME CERTIFICATION

In the pilot edition of the programme, all participants will receive certificate of completion, issued by the Programme organiser and trainers in the respective country. For the academic piloting, the certification will follow the internal certification provisions of the hosting university.

PROGRAMME ENROLLMENT

The programme is open to students, who are in the 3 or 4 year of their Bachelor degree study or in a Master degree from humanities and social studies. The application process will involve online submission of a short resume (cv) and motivation letter.

PROGRAMME CONTACT POINTS

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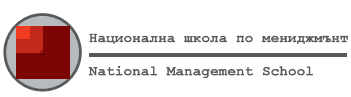

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