

Social Enterprises: Using Your Creativity and Sensitivity

Monday, July 15 Zsolt Bugarszki

10.00-10.30 Opening session
10.30-11.30 Defining Social Enterprises
11.30-12.00 Coffee break
12.00-13.00 Concept of social impact and social innovation
13.00-14.00 Use your creativity (workshop)

Tuesday, July 16 Aune Lillemets

09.00 – 10.30 CANVAS model of business development
10.30 - 11.00 Coffee break
11.00 – 12.30 CANVAS model of business development
12.30- 13.00 Use your creativity (workshop)

Wednesday, July 17 Jodee Lim

10.00 – 11.30 Communication and Marketing
11.30 – 12.00 Coffee Break
12.00 – 13.30 Communication and Marketing
13.30 – 14.00 Use your creativity (workshop)

Thursday, July 18 Aune Lillemets

10.00– 14.00 Site visits
14.00-15.00 Debriefing at Tallinn University

Friday, July 19 Zsolt Bugarszki

10.00 – 11.30 Social innovation in the Netherlands
11.30 – 12.00 Coffee Break
12.00 – 14.00 Project presentations

Literature:

Social Enterprise UK Impact Report 2015-2016

http://socialenterprise.org.uk/uploads/editor/files/SEUK_Impact_Report_2016.pdf

Raudsaar, Mervi; Kaseorg, Merike (2013). An Exploration of Social Entrepreneurship in Estonia. International Journal of Business and Management Studies, 2(2), 19-29.

<http://sev.ee/wp-content/uploads/2013/02/E3X215.pdf>

Raudsaar, Mervi; Kaseorg, Merike (2013). Social entrepreneurship as an alternative for disabled people. GSTF Journal on Business Review, 2(3, March 2013), 120-125.

<http://sev.ee/wp-content/uploads/2013/02/Pages- from-GBRv2n3v2.pdf>

Alexander Osterwalder, Yves Pigneur (2009) Business model generation. Self Published Book.

http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf