

## **Social Enterprises: Using Your Creativity and Sensitivity**

### **Monday, July 9 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 10 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 11 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 12 Aune Lillemets**

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

### **Friday, July 13 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](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, Ives Pigneur (2009) Business model generation. Self Published Book.

[http://www.businessmodelgeneration.com/downloads/businessmodelgeneration\\_preview.pdf](http://www.businessmodelgeneration.com/downloads/businessmodelgeneration_preview.pdf)