

transition  London

CURRICULUM SUMMARY



FP7 - 604849 - TRANSITION



WHAT IS TRANSITION?

The ‘Transnational Network for Social Innovation Incubation’.

TRANSITION is a 30-month project that supports the scaling-up of social innovations across Europe by developing a network of incubators which brings together established partners within the fields of social innovation (SI) and innovation-based incubation (IBI).

There are only a few examples where local models of social innovation have successfully scaled across Europe. We believe that by harnessing the power of a larger network that we can ensure successful local projects supported by a scaling centre can help address (or ‘bridge’) common social problems at a wider geographical level.

The six scaling centres within the TRANSITION project have used their collective expertise to design a common support framework for finding, supporting and scaling 300 models of social innovation.

This curriculum demonstrates the phases of what we describe as the social innovation journey (SIJ) and details the methods we will use within each phase to scale up these models.



THE TRANSITION CURRICULUM

All the scaling centres in the Transition project worked together to agree 4 key areas of that the curriculum workshops will focus on:

CURRICULUM AREA 1.

SKILL AND WILL/VALUE
PROPOSITION

CURRICULUM AREA 2.

SOCIAL IMPACT

CURRICULUM AREA 3.

PRODUCT/SERVICE DESIGN

CURRICULUM AREA 4.

FINANCIAL SUSTAINABILITY

THE TAUGHT CURRICULUM: THE SOCIAL BUSINESS MODEL CANVAS

THE SOCIAL BUSINESS MODEL CANVAS



CURRICULUM AREA 3

PARTNERS



Who helps you build your business?

DELIVERY



What activities do you do?

What resources do you use?

CURRICULUM AREA 1

What difference are you making?
What social impact measures do you use?



CURRICULUM AREA 2

CUSTOMER SEGMENTS



How do you work with people who buy your product/service?

Who are the people you lose out to?

MACRO ECONOMIC ENVIRONMENT



What are the economic, societal and technological changes taking place that affect your market now and in the future?

SALES MARKETING



What's your sales and marketing plan?

How do you reach your customers?

COMPETITORS



Who else plays in your space? Why are you different?

CURRICULUM AREA 4

COST OF DELIVERY

SURPLUS

What do you take as financial gain?

REVENUE

TRANSITION PROJECT CORE SESSIONS

CURRICULUM AREA 1 - SKILL AND WILL

CORE SESSION:

Social Business Model Cavas

Individual and Team Assessment

Visioning Exercises / motivation support

OPTIONAL TOP-UP SESSION:

HR, contracting and governance



TRANSITION PROJECT CORE SESSIONS

CURRICULUM AREA 2 - SOCIAL IMPACT

CORE SESSION:

Value proposition (community of benefit)

Theory of Change / defining outcomes

Impact assessment processes (metrics and tools)

OPTIONAL TOP-UP SESSION:

Sector-specific outcome mapping





TRANSITION PROJECT CORE SESSIONS

CURRICULUM AREA 3 - PRODUCT/SERVICE DES

CORE SESSION:

Understanding your users/beneficiaries

Creating a prototype

OPTIONAL TOP-UP SESSION:

Project management



TRANSITION PROJECT CORE SESSION

CURRICULUM AREA 4 - FINANCIAL SUSTAINABILITY

CORE SESSION:

Trends/ macroeconomic environment

Financial scenarios (as appropriate)

Preparing a basic financial model

OPTIONAL TOP-UP SESSION:

Social investment / pitching

FIND OUT MORE

WHO WE ARE:



Web www.transitionproject.eu

Follow us on twitter @TRANSITIONeu

FOR INFORMATION:

Greg Winfield

greg.winfield@youngfoundation.org

020 8980 6263

