

Sheffield Social Enterprise Accelerator:  
From South Korea to South Yorkshire

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From South Korea to South Yorkshire**

**[Day0] Tuesday 12 January**

| Time        | Activity                              | Location                           |
|-------------|---------------------------------------|------------------------------------|
| 17:50       | Arrive Heathrow Airport (OZ 521)      | London                             |
| 18:30-23:00 | Bus transfer to Sheffield City Centre | Sheffield                          |
| 23:00       | Check In to Hotel                     | Hotel Novotel<br>Sheffield, S1 2PR |

**[Day1] Wednesday 13 January**

| Time                                  | Activity  | Location                           |
|---------------------------------------|---|------------------------------------|
| 07:30-09:00                           | Breakfast   | Hotel Novotel<br>Sheffield, S1 2PR |
| *09:00                                | Meet & Walk to the Portobello Centre  | Hotel Lobby                        |
| 09:30-10:00                           | <b>Introduction and Welcome</b>   | Portobello Centre,<br>PC-B57b      |
| 10:00-17:30<br>(45 lunch<br>included) | <b>Taking Skills Seriously: Social Entrepreneurs and their<br/>Enterprises (delivered by UnLtd)</b> | Portobello Centre,<br>PC-B57b      |

**[Day2] Thursday 14 January**

| Time                               | Activity   | Location   |
|------------------------------------|--|--|
| 07:30-09:00                        | Breakfast  | Hotel Novotel<br>Sheffield, S1 2PR                             |
| 09:30-15:00<br>(45 lunch included) | <b>Whose Theory of Change is it Anyway?<br/>(delivered by UnLtd)</b> | Portobello Centre,<br>PC-B57b                                  |
| 15:00-17:00                        | <b>Reflection Time / 1:1 Support</b>                                 | Portobello Centre,<br>PC-B57b                                  |
| 19:30-21:30                        | <b>Social Enterprise Dinner</b>                                      | Strada Sheffield,<br>6 Leopold Square,<br>Sheffield,<br>S1 2JG |



### [Day3] Friday 15 January

| Time                               | Activity  | Location                           |
|------------------------------------|---|------------------------------------|
| 07:30-09:00                        | Breakfast   | Hotel Novotel<br>Sheffield, S1 2PR |
| 09:30-17:00<br>(45 lunch included) | <b>Using Digital Tech for Social Good<br/>(delivered by Tech North)</b> | Portobello Centre,<br>PC-B57b      |

### [Day4] Saturday 16 January

| Time                               | Activity   | Location                              |
|------------------------------------|--|---------------------------------------|
| 07:30-09:00                        | Breakfast  | Hotel Novotel<br>Sheffield, S1 2PR    |
| 09:30-17:00<br>(45 lunch included) | <b>Sales, Marketing and Communications for Social<br/>Enterprises. (delivered by Jamie Veitch Consultancy)</b> | University of Sheffield<br>Enterprise |

### [Day5] Sunday 17 January / Day Off for Students

### [Day6] Monday 18 January

| Time                               | Activity  | Location   |
|------------------------------------|---|--|
| 07:30-09:00                        | Breakfast   | Hotel Novotel<br>Sheffield, S1 2PR   |
| 09:30-15:00<br>(45 lunch included) | <b>Creating and scaling social ventures and their impact<br/>(delivered by University of Sheffield Management School)</b> | Portobello Centre,<br>PC-B57b  |
| 15:00-16:00                        | <b>Reflection Time / 1:1 Support</b>  | Portobello Centre,<br>PC-B57b  |
| 16:00-18:00                        | <b>Presentations<br/>(5 min. each to present Action Plan followed by 5 min. Q&amp;A)</b>                                  | Portobello Centre,<br>PC-B57b  |
| 19:30-21:30                        | <b>Celebration Dinner</b>   | Inox Dine<br>Level 5, Students'<br>Union Building,<br>Durham Road,<br>Sheffield, S10 2TG |

### [Day7] Tuesday 19 January

| Time        | Activity                                    | Location                                |
|-------------|---|---|
| *06:00      | Bus transfer to London Central Hotel        | Novotel London West,<br>W6 8DR          |
| 11:30-18:00 | <b>Social Enterprise Meetings in London</b> | Various Locations                       |
| 19:00-21:00 | <b>KAIST Wrap-up Session</b>                | Conference Room,<br>Novotel London West |

### Wednesday 20 January / Flight Departs from London Heathrow

※ OZ 522 20:15-16:05+1



## **Sheffield Social Enterprise Accelerator: From South Korea to South Yorkshire**

This document outlines the programme for the Sheffield Social Enterprise Accelerator for the SK Center for Social Entrepreneurship at KAIST student participants.

The University of Sheffield has significant experience in nurturing and developing Social Entrepreneurs through its Social Innovation Programme, which has supported over 600 students in developing their social business ideas over the last 5 years. The University of Sheffield has led on and partnered in two of the largest HEFCE UnLtd funded social enterprise programmes in Europe, with both the programmes and the individual staff members receiving national recognition for excellence in the development and delivery of these programmes. The University of Sheffield has achieved this success, in part, due to its ability to work collaboratively with a well established partner network to support delivery.

This programme will be delivered in partnership with 3 other major social enterprise support agencies, who are able to share their knowledge and experience to create an unrivalled experience for you during your visit to Sheffield.

### **List of UK Partners and Experts**

| <b>Business</b>                               | <b>Experts / Expertise</b>   |
|---|--|
| <b>University of Sheffield Enterprise</b>     | University of Sheffield (USE) will be overseeing the programme management and have been responsible for the design. USE has a wealth of experience in both enterprise education and also entrepreneurship support. |
| <b>Sheffield University Management School</b> | Andreana Drencheva / Lecturer in Entrepreneurship and Module Leader for Social Entrepreneurship.   |
| <b>UnLtd</b>                                  | Nickala Torkington / UnLtd Associate at UnLtd  |
| <b>Tech City UK - Tech North</b>              | Laura Bennett / Community Engagement Manager<br>James Bedford / Head of Investment Strategy  |
| <b>Jamie Veitch Consultancy</b>               | Jamie Veitch / Social Enterprise Specialist  |

## **Programme Workshop Descriptions**

### **Day 1: Taking Skills Seriously: Social Entrepreneurs and their Enterprises / UnLtd**

A detailed look at the role of skills, training and support in developing the individual social entrepreneur as well as their social venture. This session will cover both personal development as well as business skills, drawing on UnLtd's work with over 20,000 social entrepreneurs across the past decade.

### **Day 2: Whose Theory of Change is it Anyway? / UnLtd**

A whirlwind workshop exploring social impact, how to measure it, models, best practice and case studies. The workshop will be interactive and explore multiple country contexts drawing on UnLtd's 13 years of experience and those of its 50 partners across its Global Network: GSEN.

### **Day 3: Using Digital Tech for Social Good / Tech North**

Tech North will be running a day-long workshop to bring together tech social entrepreneurs from across the North of England in a knowledge transfer and skills sharing session. Tech North see great potential in broadening the scope of the accelerator programme for one day of collaboration between 'Tech for Good' entrepreneurs from other Northern cities and your group from Korea.

### **Day 4: Sales, marketing and communications for social enterprises / Jamie Veitch**

An interactive, involving and detailed workshop drawing upon real life lessons and examples from social enterprises from small, locally based, to national and international such as Divine Chocolate. You will learn strategies that can be immediately implemented to boost sales and effectively market your social enterprise.

### **Day 5 : Day off for students**

### **Day 6: Creating and scaling social ventures and their impact / TUoS Management School**

Creating lasting social impact is essential for the survival and success of social ventures. Yet, because of their focus on social impact, social ventures are challenging to scale and likely to experience mission drift. This workshop provides cutting-edge evidence-based tools and techniques for social entrepreneurs to create lasting social impact and scale their ventures. You will explore different social impact and venture scaling strategies before considering how to align them through measurement and feedback to avoid mission drift. The workshop is developed to facilitate individual and group reflection leading to actionable strategies and tactics.

### **Day 7: Social Enterprise Trip to London**

Visits to a number of successful social enterprises based in London



## **Networking Opportunities / Evenings**

### **Social Enterprise Dinner**

On Thursday 14th January we will be holding a dinner in the centre of Sheffield to celebrate social enterprise and starting up in the third sector. You will have the chance to meet other social entrepreneurs working in Sheffield whilst also meeting some professionals who support the sector.

### **Social Enterprise Trip - London UK**

In advance of the trip to London, The University of Sheffield will look at the your social enterprise business plan and suggest relevant companies in London to meet with. You will then be responsible for arranging your own meetings in advance of this visit.

### **Celebration Dinner**

At the end of the programme we will be holding a dinner to celebrate the work you have been doing during the programme. Again we will invite local social entrepreneurs and supporters to meet with you to discuss your businesses.

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## **Learning Tools and Final Presentation**

You will be provided with a **\*Reflection Template** and also an **\*Action Plan Template**. Both of these documents will be used throughout the programme to report learning and map out personal objectives for your businesses.

***\*These documents can be found in the resources folder***

### **Introduction to Programme / Webinar Session**

During this session we hope to learn about each of your social enterprises whilst outlining the programme and what you will be doing in the UK. We will discuss the Action plan template and explain how to complete it before arriving.

### **Social Enterprise Programme / Online Introduction Session**

**Tuesday 5th January**

**08:00 - 10:00 GMT (17:00 - 19:00 Korea)**

### **Final Presentation**

At the end of Day 6 (please see schedule) you will have 5 minutes to present your future action plan and will have access to powerpoint presentation equipment. You will also have 5 minutes for the audience to ask you any questions.

During the first five minutes we would like you to present what you have learnt during the programme and how you will use this to further develop your business when you return to Korea.