



eccoope

YOUTH COOPERATIVE
eNTREPRENEURSHIP

Higher Education Pilot programme

Co-operative entrepreneurship: a tool for a sustainable, viable future

Santander International Event // 21 & 22 June // 2018

Co-funded by
the European Union





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THE HEIs PILOT



**PROMOTING
ENTREPRENEURSHIP AND
COOPERATIVISM AMONG
UNIVERSITY STUDENTS AND
RECENT GRADUATES**



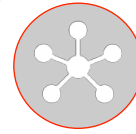
UNIVERSITY STUDENTS
AND YOUNG
GRADUATES



ONE-WEEK TRAINING
IN SANTANDER



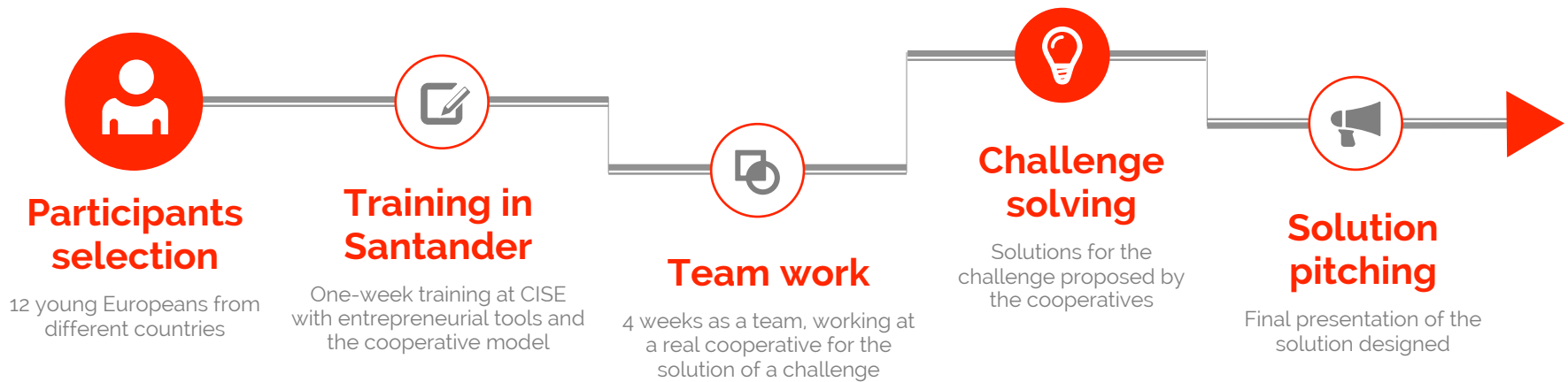
FOUR WEEKS TEAM
WORK IN REAL
COOPS



FEEDBACK AND
DEFINITIVE
PROGRAMME

THE HEIs PILOT

PROGRAMME TIMELINE



**YOUNG
TALENT**

+

**COOPERATIVE
VALUES**

=

**VALUABLE
BUSINESS
MODEL**

THE HEIs PILOT

THE PARTICIPANTS



ALMOST 100
APPLICANTS



12 PARTICIPANTS,
FROM 21 TO 27 YEARS
OLD



COMING FROM ITALY,
PORTUGAL, SPAIN AND
UNITED KINGDOM



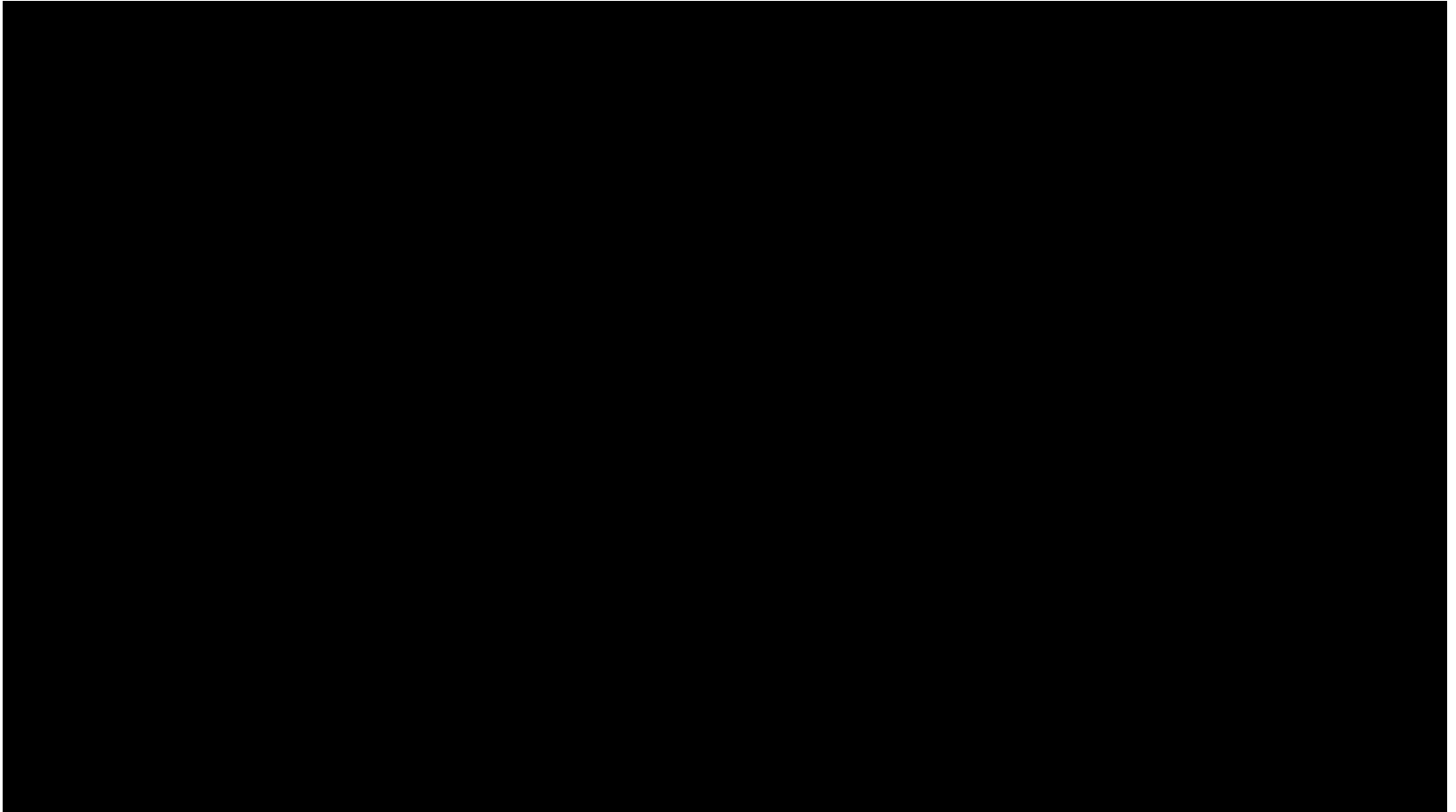
UNIVERSITY STUDENTS
AND RECENT
GRADUATES

Their backgrounds:

Bachelors and Master degrees in Politics, Economy, Education, Management of Social Business, Marketing, Events Management, Entrepreneurship, Biochemistry, Biotechnology, Molecular Biology, I+D, Psychology, Sustainability, International Business, Finance, Law and Public Administration...

THE HEIs PILOT

THE PARTICIPANTS





THE HEIs PILOT

THE TRAINING



DAY 1: INTRO TO ECOOPE & TEAM BUILDING

- Understanding what the programme is for.
- Objectives and goals of the training.
- Promote team and cooperative spirit.



DAY 2: UNDERSTANDING THE CO-OPS

- Learn about the co-operative model and values.
- Understand the evolution of the co-op movement.
- Present the co-operatives participating in ECOOPE.



DAY 3: DESIGN THINKING METHODOLOGY

- Understand the methodology and how to use it to solve complex problems and generate creative ideas.
- Understand the tools, the phases of the methodology.



DAY 4: BUSINESS MODEL CANVAS

- Provide resources to the teams for understanding the problems and look for innovative ideas.
- Understand the Lean Start-up model and other tools.



DAY 5: WORKING PLAN

- Define the main aspects of the challenges.
- Clarify the deliverables expected during the process.
- Define the steps to make and the tools to use.

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THE CO-OPERATIVES



Adega Coop.
(Mesão Frio,
Portugal)



Coop. Enseñanza
El Salvador
(Cantabria)



Soc. Coop.
Lavinia - Asisa
(Madrid)



SUMA Wholefoods
(Halifax, Yorkshire,
Inglaterra)

THE HEIs PILOT

THE CHALLENGES

A large, rustic wooden barrel with metal hoops sits on a thick wooden plank. The background is dark and textured. A semi-transparent grey horizontal band is overlaid across the middle of the image, containing the text 'Export to Spain' and a black silhouette of the map of Spain.

Export to Spain



THE HEIs PILOT

THE CHALLENGES



THE HEIs PILOT

THE CHALLENGES

The background image shows a medical chart with a stethoscope and a pen. The text 'Improve digital experience' is overlaid on the image. A circular icon with a circuit-like pattern is positioned over the word 'experience'.

Improve digital
experience

THE HEIs PILOT

THE CHALLENGES



THE HEIs PILOT

SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



Week 1 in the Cooperative // OBSERVATION

MAIN GOALS:

- Deeply understand the challenge the team will try to solve, and evaluate it's convenience.
- Know the reality of the co-operative, its context and strategies.
- Define who is who in the challenge and make connections.



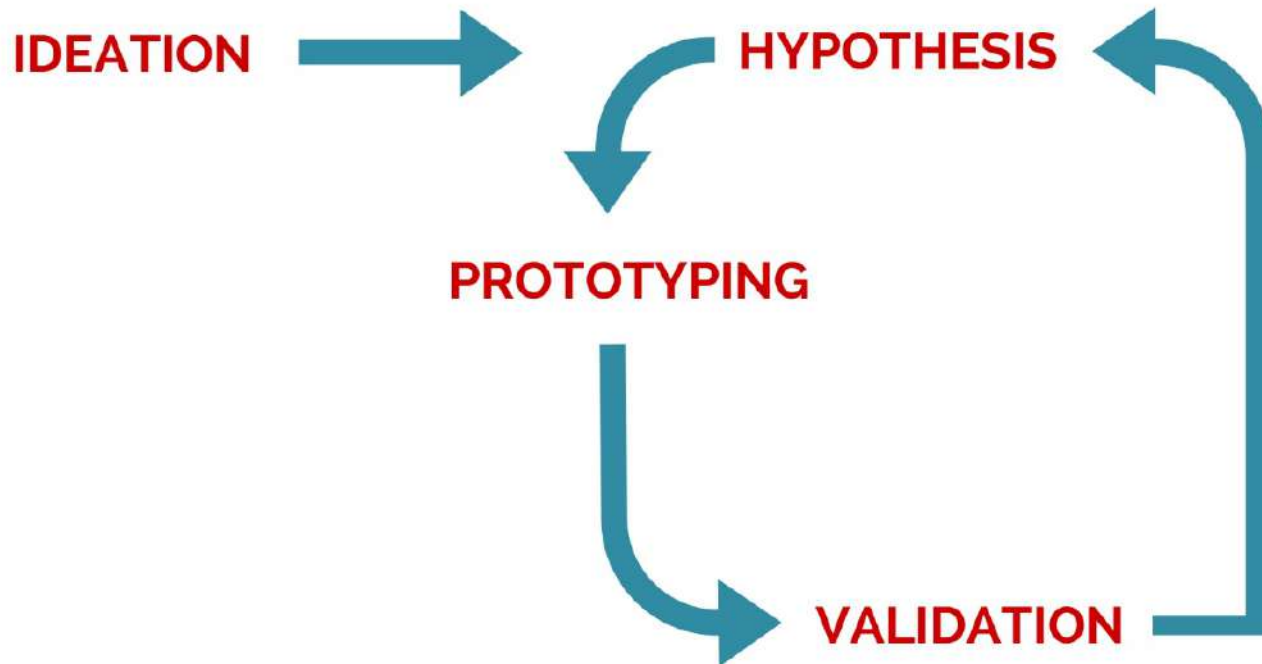
Week 2 in the Coop // IDEATION, PROTOTYPING AND VALIDATION

MAIN GOALS:

- Testing a bunch of ideas to approach the solution to the challenge.
- Explore the business model of the co-operative.
- Understand the real value proposition for the customers.
- Identify new business areas for the co-operative.

THE HEIs PILOT

SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



THE HEIs PILOT

SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



Week 3 in the Coop // IDEATION, PROTOTYPING AND VALIDATION

MAIN GOALS:

- Continue the work we began in week 2.
- Select the best ideas in order to implement the best solution for the challenge.
- Prototype the solution they find most suitable for the co-operative.



Week 4 in the Cooperative // PITCHING

MAIN GOALS:

- Analyse the implementation of the selected idea and the way will affect the current situation of the co-operative.
- Make a presentation of the best ideas in the "elevator pitch" that allows the stakeholders to understand the solution proposed to the challenge.

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SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



THE HEIs PILOT

SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



THE HEIs PILOT

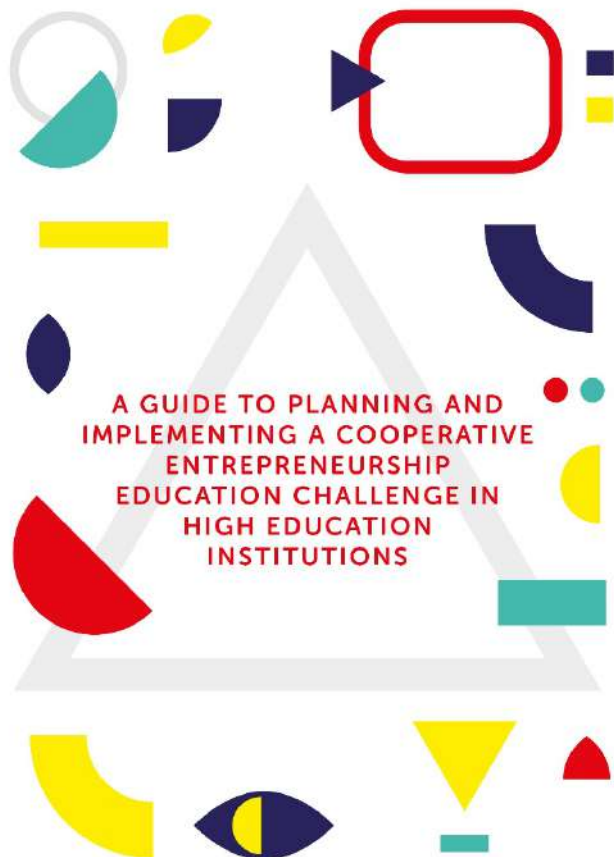
SECOND PHASE: THE EXPERIENCE AT COOPERATIVES



THE HEIs PILOT

SECOND PHASE: THE EXPERIENCE AT COOPERATIVES





THE ECOOPE HEIs PROGRAMME

THE ECOOPE HEIs PROGRAMME

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THE HEIs PROGRAMME

LEARNINGS FROM THE PILOT

FIRST OF ALL:

› The proposed methodology works

- The students reaffirmed their interest in the co-operative model and social economy.
- Gives them the opportunity to interact professionally with a sector diverse and with future.
- The use of design thinking and lean Start-up tools helps to find innovative solutions for the co-operative challenges.
- For the co-operatives it's an opportunity to get in touch with youth students and new ideas.
- It's also an opportunity to increase awareness of the co-operative model and values.
- The co-operatives have been very interested in using these tools in their strategies and products.

7.1.- Co-operation for young entrepreneurs - Innovative entrepreneurship for co-operatives

THE HEIs PROGRAMME

LEARNINGS FROM THE PILOT

SECOND:

> Make it “glocal”

- The students, the co-operatives' members and the rest of the stakeholders will speak the same language, facilitating communication, identification, interaction and knowledge sharing.
- The students won't need to move to another location, facilitating the logistics.
- The students may better understand the context and situation of the co-operative.
- The laws and regulations regarding the co-operative sector and the market will be more familiar to them.
- It will be easier for the students in the future to become part of their region's co-operative and social economy sector.

7.2.- Think globally, act locally

THE HEIs PROGRAMME

LEARNINGS FROM THE PILOT

FINALLY:

> Keep it European

- Co-operatives located in the region, but preferably with an international/European interest regarding sales, market opportunities, interactions, future goals and/or strategies....
- Facilitate knowledge sharing from the different experiences based on this programme that will be developed in Europe in the future, enabling the promoting institutions to organize meetings with the students, and visits to the co-operatives that collaborate in each region, so all of them can benefit from the interchange.
- Creating a European ECOOPE network will multiply the possible future interactions among young co-operative entrepreneurs at a European level and will create a community of educational institutions aiming to promote this model and values.

7.3.- The European dimension

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The training phase:



5.1.1.- Introduction to ECOOPE

One session

5.1.2.- Teambuilding

One workshop to work on team development

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The training phase:



5.2.1.- Understanding the co-ops

8 working hours

5.2.2. - Understanding a co-operative challenge

4 working hours

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The training phase:

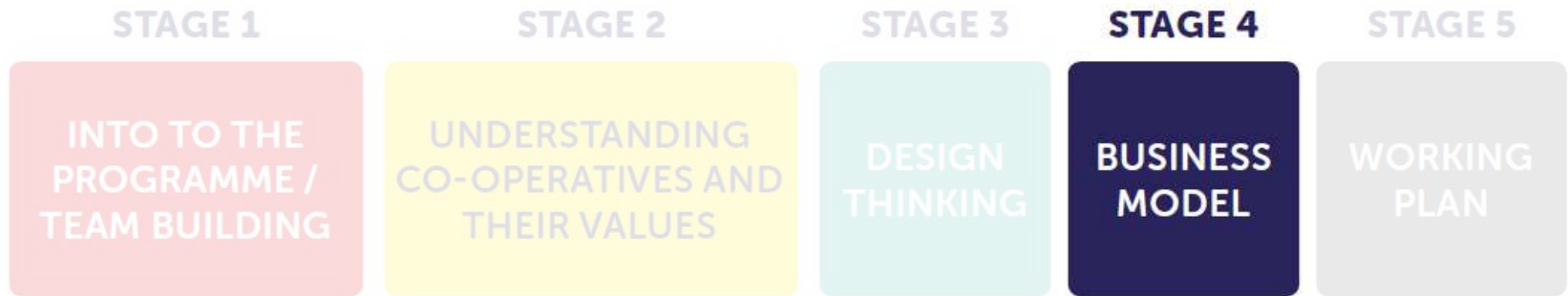


5.3. - COMPLEX PROBLEM-SOLVING METHODOLOGY, DESIGN THINKING 8 working hours

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The training phase:



5.4. - BUSINESS MODEL AS A VALUE CREATION TOOL

8 working hours

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The training phase:



5.5. - WORKING PLAN

6 working hours

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The co-operative experience phase:



6.1.1.- Observation

Deeply understand the context and reality of the co-operative and to identify the challenge they will try to solve

6.1.2.- Challenge definition

Creating together both a frame to define the challenge and a guide as a helpful tool for the actors involved

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The co-operative experience phase:



6.2.1.- Ideation phase

Create of a range of ideas to come up with possible solutions

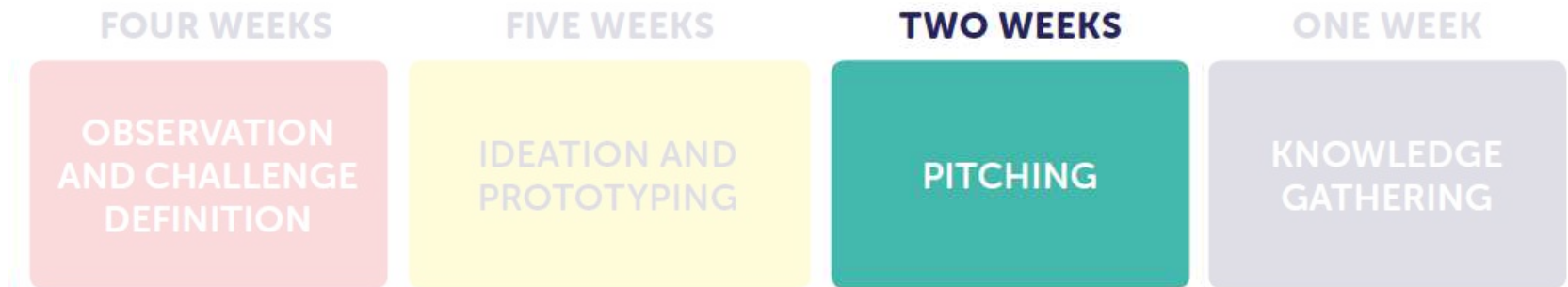
6.2.2 – Prototyping

Prototype the solutions they find the most suitable for the cooperative

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The co-operative experience phase:



6.3.- PITCHING PHASE

Analyze the implementation of the selected solution and the way will affect the current situation of the co-operative

Prepare and make a presentation of the best ideas in an elevator pitch format that allows the co-<operative to understand the solution

THE HEIs PROGRAMME

PROGRAMME TIMELINE

The co-operative experience phase:



6.4.- KNOWLEDGE GATHERING

Gather all the knowledge and learning from the experience the teams have undergone.

Highlight the main outcomes of the experience in terms of benefits for every stakeholder, the resources used, limitations and problems experienced, and learning internalisation.

THE ECOOPE HEIs EXPERIENCE

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Secretary General of the IHC
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| Liliana Raquel Lemos da Silva

ECOOPE's HEIs pilot participant



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althcare



FUNDACIÓ
ESPRIU
FUNDACIÓN

THE ECOOPE HEIs EXPERIENCE

TOPICS FOR DISCUSSION

> Contributions of this training for the participants

What are the main advantages of this programme for youth students that wants to participate in future experiences?

> Co-operatives' point of view

From your point of view, which are the possibilities of participating on a project like this one for the co-operatives?

> Evaluation of the experience



THANKS! // ¡GRACIAS!