

Webinar Series



TESI



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15 September 2023 | Venice





From the 31st of MAY
to the 23rd of JUNE

TESI webinar programme on Social Innovation

Topics: education, big data organisation and simulation, migrations and flows, urban regeneration and capacity building, labour and work opportunities, democracy and civic participation

- Background
- Webinar Topics
- Promotion and Audience Engagement
- Webinar Content and Delivery
- Audience Feedback and Satisfaction

With the aim to prepare and promote the future Joint Master Programme on Social Innovation the TESI partnership organised and implemented a series of webinars and a summer school on social innovation.

The main objectives of this activity were:

- A) to strengthen cooperation among PPs and ultimately the establishment of a conducive network of universities, capable of developing an education and training programme that effectively reflects the needs of the participating countries;
- b) to collect, share and test innovative educational tools for Social Innovation;
- c) to offer training and educational opportunities on Social Innovation to Master and PhD students, academic staff, public and private organisations working on the topic.

□ Ultimately this activity allowed us to create an inclusive space for PPs, and other actors involved in the project to share ideas, experiences, feedback, and practices and thus to contribute equally to the conceptualization of the Education and Training programme.

More specifically-

The webinar series aimed to:

- a)** offer training opportunities to other actors interested in Social Innovation
- b)** assess educational needs and tools (evaluation form)

**** important-** involvement of business partners to reinforce dialogue between theory and praxis



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Webinar 1

Wednesday, May 31st (4 pm - 6 pm CEST)
“Cultural Mediators as Communication Professionals in the Context of Migration/Protection”
Curated by the University of Belgrade

Webinar 2

Thursday, June 8th (2pm-4pm CEST)
“What children think? Child-centred approach as Social innovation in Education”
Curated by ZRS Koper (Science and research centre Koper)

Webinar 3

Wednesday, June 14th (4pm-6pm CEST)
“Innovative support to social entrepreneurship in Croatia”
Curated by the University of Zagreb

Webinar 4

Monday, June 19th (10.30 am -12.30 am CEST)
“Urban regeneration and capacity building”
Curated by Alma Mater University of Bologna and IUAV University of Venice

Webinar 5

Wednesday, June 21st (4pm-6pm CEST)
“Data and Analytical Tools to Visualize Knowledge”
Curated by the University of Tirana

Webinar 6

Friday, June 23rd (4pm-6pm CEST)
“Strengthen the role of civil society through participatory design”
Curated by Hellenic Open University

Promotion and Audience Engagement

Promotional Strategy included a combination of **Centralized Communication** via Project's LinkedIn & Newsletter and **Decentralized Communication** via Partners' Channels



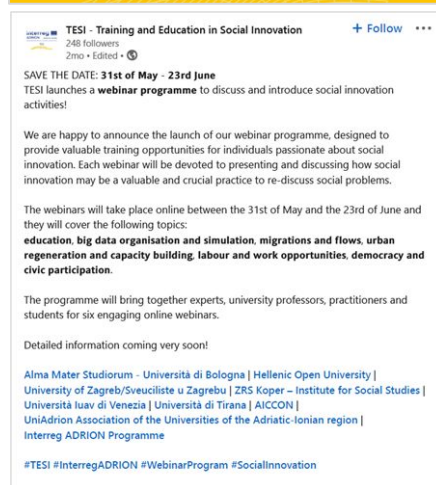
Interreg ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession Assistance

TESI

From the 31st of MAY to the 23rd of JUNE

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Topics: education, big data organisation and simulation, migrations and flows, urban regeneration and capacity building, labour and work opportunities, democracy and civic participation



TESI - Training and Education in Social Innovation
248 followers
2mo • Edited •

SAVE THE DATE: **31st of May - 23rd June**
TESI launches a **webinar programme** to discuss and introduce social innovation activities!

We are happy to announce the launch of our webinar programme, designed to provide valuable training opportunities for individuals passionate about social innovation. Each webinar will be devoted to presenting and discussing how social innovation may be a valuable and crucial practice to re-discuss social problems.

The webinars will take place online between the 31st of May and the 23rd of June and they will cover the following topics:
education, big data organisation and simulation, migrations and flows, urban regeneration and capacity building, labour and work opportunities, democracy and civic participation.

The programme will bring together experts, university professors, practitioners and students for six engaging online webinars.

Detailed information coming very soon!

Alma Mater Studiorum - Università di Bologna | Hellenic Open University | University of Zagreb/Sveučiliste u Zagrebu | ZRS Koper - Institute for Social Studies | Università Iuav di Venezia | Università di Tirana | AICCON | UniAdrión Association of the Universities of the Adriatic-Ionian region | Interreg ADRIÓN Programme

#TESI #InterregADRIÓN #WebinarProgram #SocialInnovation



Interreg ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession Assistance

TESI

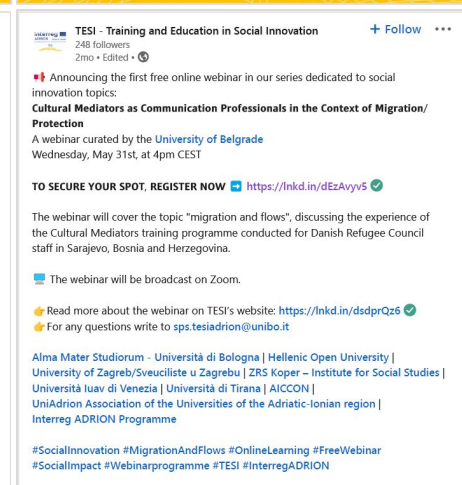
WEBINAR

Cultural Mediators as Communication Professionals in the Context of Migration/Protection

WEDNESDAY, MAY 31ST
4 PM - 6 PM CEST

on zoom

Curated by the University of Belgrade



TESI - Training and Education in Social Innovation
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📌 Announcing the first free online webinar in our series dedicated to social innovation topics:
Cultural Mediators as Communication Professionals in the Context of Migration/Protection

A webinar curated by the **University of Belgrade**
Wednesday, May 31st, at 4pm CEST

TO SECURE YOUR SPOT, REGISTER NOW <https://lnkd.in/d/EzAvyv5>

The webinar will cover the topic "migration and flows", discussing the experience of the Cultural Mediators training programme conducted for Danish Refugee Council staff in Sarajevo, Bosnia and Herzegovina.

📺 The webinar will be broadcast on Zoom.

📖 Read more about the webinar on TESI's website: <https://lnkd.in/d/dsdprQz6>

👉 For any questions write to sps.tesiadrión@unibo.it

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#SocialInnovation #MigrationAndFlows #OnlineLearning #FreeWebinar #SocialImpact #Webinarprogramme #TESI #InterregADRIÓN

Webinars	Attendees
Introduction to the New Product Line	78
Advanced Topics in Project Management	67
Customer Success Stories: How We Helped You Grow	75
Q&A with Our CEO: Insights into the Future of the Company	59
Mastering the Art of Negotiation	131
The Future of AI in Business: Opportunities and Challenges	116

Youtube Video	Views
Product Demo: See How Our Software Works	46
Behind the Scenes: A Day in the Life of Our Team	25
Customer Testimonial: How Our Solution Transformed Your Business	39
Q&A with Our CEO: Insights into the Future of the Company	26
Mastering the Art of Negotiation	44
The Future of AI in Business: Opportunities and Challenges	24

Promotion and Audience Engagement

Audience Metrics:
526 Participants vs. 120 Targeted

Webinar Content and Delivery

1. Relevance and Timeliness: Each session was designed around pressing topics that hold significance in today's socio-cultural landscape. The focus on subjects like urban innovation, migration, and the role of civil society ensured that attendees engaged with pertinent and up-to-the-minute information.

2. Structured Flow: The webinars were methodically structured, starting with a short introduction of the project, followed by the presentation of the case study and a panel discussion, and concluding with a Q&A segment. This flow made it easier for attendees to follow along and absorb the information.

3. Engaging Visuals: The use of infographics and slides enhanced understanding and kept the audience engaged. Visual aids acted as anchors, helping attendees retain complex information.

4. Interactive Elements: The Q&A section combined with interactive discussions not only sustained audience interest but also fostered a two-way communication channel. This allowed for immediate feedback and clarified doubts in real-time.

5. Expert Delivery: The presenters were well-versed in their subjects, delivering content with confidence and passion. Their expertise lent credibility to the webinars and made them even more compelling.

6. Post-Webinar Resources & Activities: Recognizing the importance of ongoing learning, each session was recorded and made available on the dedicated TESI project's YouTube channel. This enables attendees, as well as those who could not participate in real-time, to revisit the content at their own time. Attendees were also formally acknowledged for their participation through receiving a Certificate of Attendance, and thus the professional value of the webinar series was further enhanced (please refer to Appendices for a template of certificate).

WEBINAR

Cultural Mediators as Communication Professionals in the Context of Migration/Protection

—
WEDNESDAY, MAY 31ST
4 PM - 6 PM CEST

on zoom

Curated by the University of Belgrade

- ❑ Focus on **the role of cultural mediators** in the context of **migration and protection**, exploring how they fit into social innovation frameworks. Cultural mediators often work in vulnerable settings like the peak of the European Refugee crisis, aiming to facilitate communication between service providers and migrants. Despite their crucial role, the profession is not yet standardized, lacking in specific training centered on their unique communication needs.
- ❑ The webinar addresses a **gap in training for cultural mediators**, emphasizing that they are primarily communication professionals. The goal is to make them objective yet empathic, understanding both the migrants' and service providers' perspectives.
- ❑ The **role of cultural mediators** is identified as **pivotal in social innovation**. They empower marginalized groups, satisfy unmet human needs, and potentially reform institutional approaches towards migrants, helping to resolve asymmetric power relations.
- ❑ A quality management professor pointed out the **absence of a unified standard or system for cultural mediators**. The discussion acknowledged that both mistrust and easier rapport could exist within migrant communities toward mediators, suggesting a need for further academic research.

78 attendances

<https://www.youtube.com/watch?v=tBMAaJx97cA>

WEBINAR

What children think? Child-centred approach as Social innovation in Education

—
THURSDAY, JUNE 8TH
2 PM - 4 PM CEST

on zoom

Curated by ZRS Koper
(Science and research centre Koper)

- ❑ Focus on a **child-centred approach in education** as a form of social innovation, specifically discussing its implications for migrant children and culturally diverse societies. Professor Mateja presented a case study highlighting that a child-centered approach is not just child-friendly but **involves listening to children's voices and perspectives**. The approach is particularly critical for integrating migrant children successfully and in addressing the challenges posed by cultural diversity in schools. The study emphasized the dangers of using a "deficit approach," which focuses on what migrant children lack. Instead, migrant children indicated that a sense of belonging and strong peer relationships were crucial for their integration and well-being.
- ❑ Panelists from various sectors, including NGOs and municipalities, discussed the practical implications. They emphasized **the need for holistic approaches to social innovation, involving multiple stakeholders and policies at local, national, and international levels**.
- ❑ **Funding and the dynamic nature** of social innovation were discussed as **challenges**. It was suggested that municipalities can learn from ongoing social innovation projects, even though these projects may require updating to remain effective as societal needs change.

59 attendances

<https://www.youtube.com/watch?v=rN7UfCjZzBM>

WEBINAR

Innovative support to social entrepreneurship in Croatia

—
WEDNESDAY, JUNE 14TH
4 PM - 6 PM CEST

on zoom

Curated by the University of Zagreb

- ❑ The webinar discussed innovative **support for social entrepreneurship in Croatia**. Jelena from the ACT Group, a Croatian ecosystem builder in the social economy sector, presented their methods of tackling community challenges. She highlighted the importance of both disruptive and incremental innovation, tailored to specific market demands.
- ❑ A **support program** focused on social service providers was introduced. The program offers mentoring, development of innovative services, and acts as an incubator for social enterprises.
- ❑ Participants also discussed **the democratization of social enterprises, the role of academia**, and the importance of governance models in enabling social innovation.
- ❑ The webinar concluded by emphasizing the **need for a structured knowledge transfer methodology**, especially involving teachers, to foster an environment conducive for social innovation.

67 attendances

<https://www.youtube.com/watch?v=QWqAP0wQLxI>

WEBINAR

EUREKA-Experiential Learning on Urban Innovation: the case of the Urban Living Lab in Giudecca (Venice)

MONDAY, JUNE 19TH
10.30 AM - 12.30 AM CEST

on zoom

*Curated by Alma Mater University of Bologna
and IUAV University of Venice*

- ❑ The webinar focused on **capacity building in urban innovation**, highlighting the **Urban Living Lab** in Venice. It aims to co-create knowledge through public engagement and adopts a place-based approach to address social and spatial inequalities. The Lab has been implemented in real-world settings and includes both local and international activities. It experiments with **new ways to engage the community, such as co-design modules, and faces challenges like academic tensions and the risk of naive community participation.**
- ❑ Questions and comments from the audience centered around the project's **real-world impact**, especially concerning local authorities and community involvement. The project aims for long-term engagement and seeks to continue its work through additional grants and collaborations.

75 attendances

https://www.youtube.com/watch?v=-Z2TGhw_J5E

WEBINAR

Data and Analytical Tools to Visualize Knowledge

—
WEDNESDAY, JUNE 21ST
4 PM - 6 PM CEST

on zoom

Curated by the University of Tirana

- ❑ The webinar focused on **Data and Analytical Tools to Visualize Knowledge**. The main speaker, Dorian, discussed various tools for data visualization, focusing on case studies related to migration. Google's tools like Google Portal and Google Ngram were cited as easy-to-use resources for data gathering and analysis.
- ❑ The **importance of big data and its role in research** was highlighted, mentioning that there are around 200,000 scientific papers on migration alone. Therefore, tools for data visualization are crucial to sift through vast information.
- ❑ Several other participants shared their experience and tools in data collection and analysis, such as qualitative data analysis software and AI models for digitizing forest and rural areas.
- ❑ The webinar concluded with the notion that while paid, advanced tools offer in-depth analysis, **free and simpler tools can provide a good starting point for researchers and NGOs** without access to more complex software.

131 attendances

https://www.youtube.com/watch?v=_J68UpiajdE

WEBINAR

Strengthen the role of civil society through participatory design

MONDAY, JULY 3RD
4 PM - 6 PM CEST

on zoom

Curated by Hellenic Open University

- ❑ The webinar focused on **strengthening the role of civil society through participatory design** and is a part of a series discussing social innovation. Technical and social aspects of participatory design were explored through two case studies. One project called "Local Watch" aims to empower local communities through involvement with municipal authorities, while another called "Participatory Lab" focuses on climate issues.
- ❑ Challenges and opportunities in the field of social innovation in Greece were discussed. The **European Commission supports social innovation across multiple programs, but there is a lack of public policy discussion about it in Greece**. A need for new financial tools, removal of administrative barriers, and more inclusive frameworks was highlighted.
- ❑ The discussion acknowledged the importance of creating physical spaces for community engagement and social groups to practice democracy. The **role of participatory design in changing social power dynamics and fostering more inclusive democracy** was emphasized.

116 attendances

<https://www.youtube.com/watch?v=jEL5kgZyLpA>

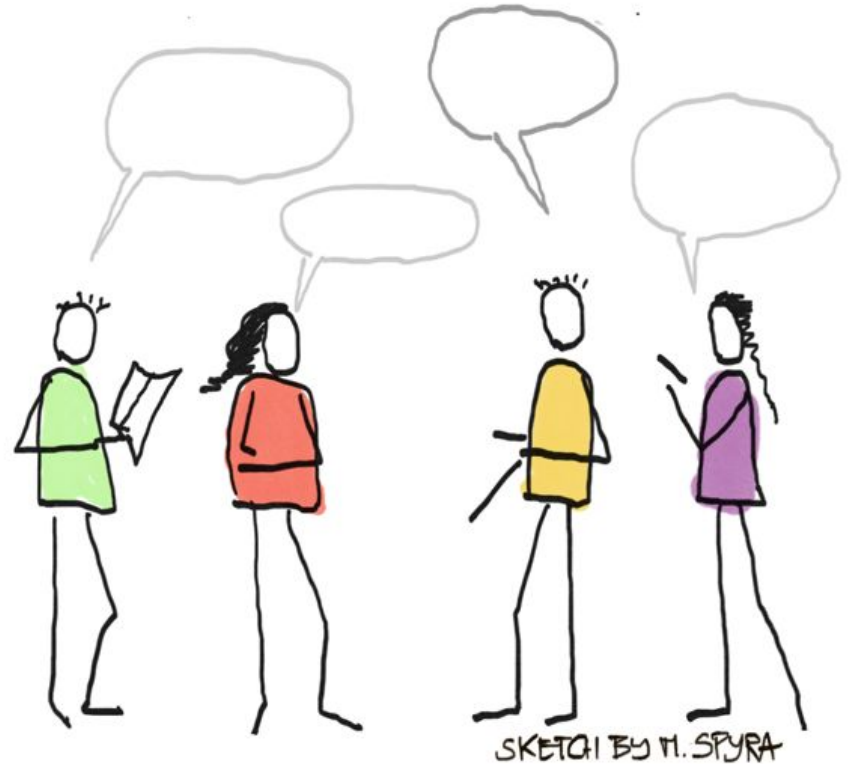
Audience Feedback and Satisfaction

Questionnaire about

- The webinars
- The master program

91 Total Participants Answered

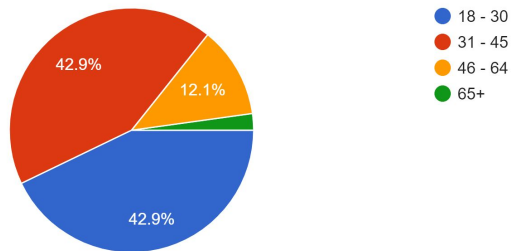
Survey response rate 28.44% (Good)



Demographics

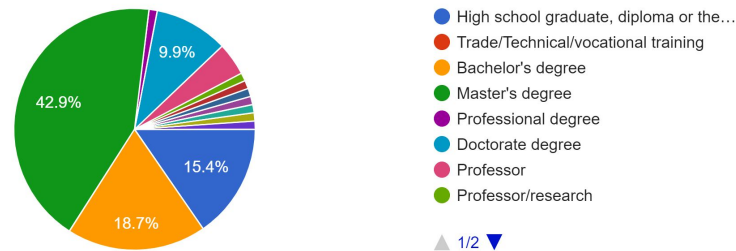
What is your age?

91 responses



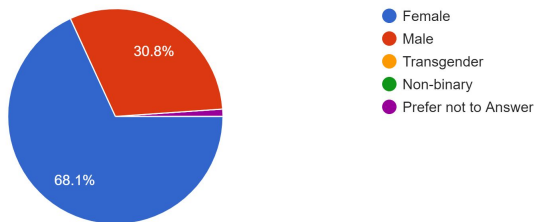
What is the highest level of education you have completed?

91 responses



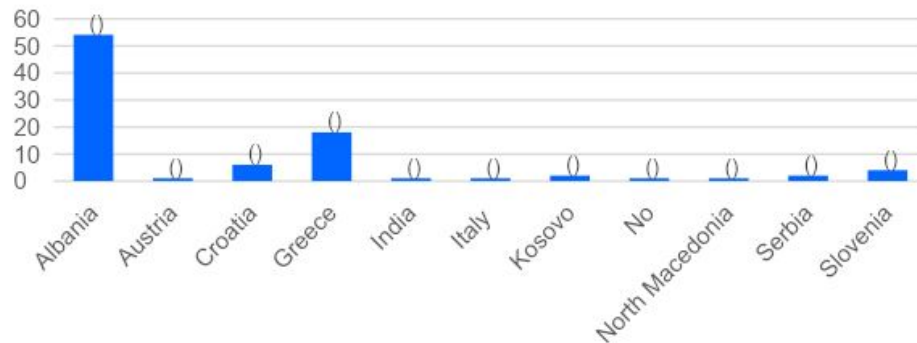
What is your gender?

91 responses



In which country do you currently reside?

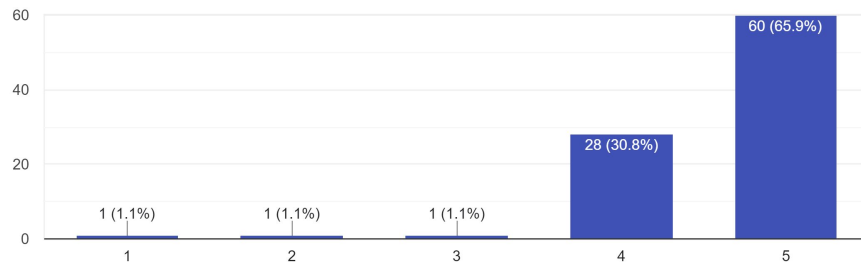
91 responses



Webinars

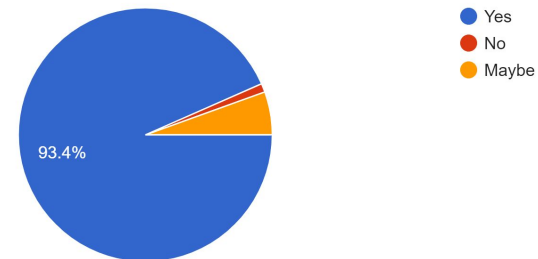
How would you rate your overall experience of the webinar(s)?

91 responses



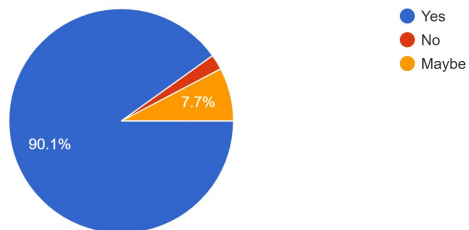
Did the webinar(s) meet your expectations?

91 responses



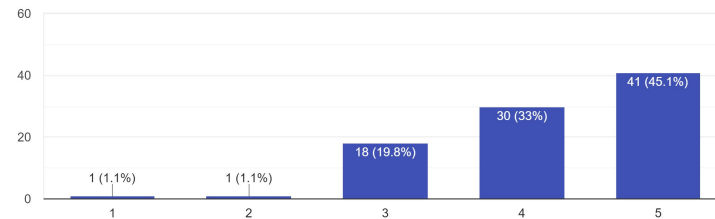
Did the case study method and the panel discussion (s) deepen your understanding of the topic?

91 responses



How likely is it that you to apply the knowledge gained through this webinar series in your work or personal life?

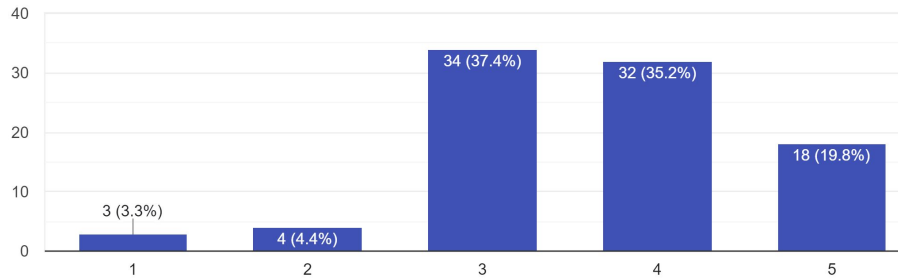
91 responses



Master

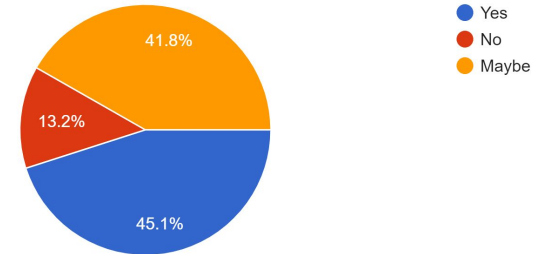
What is your current level of familiarity with the concept of social innovation?

91 responses

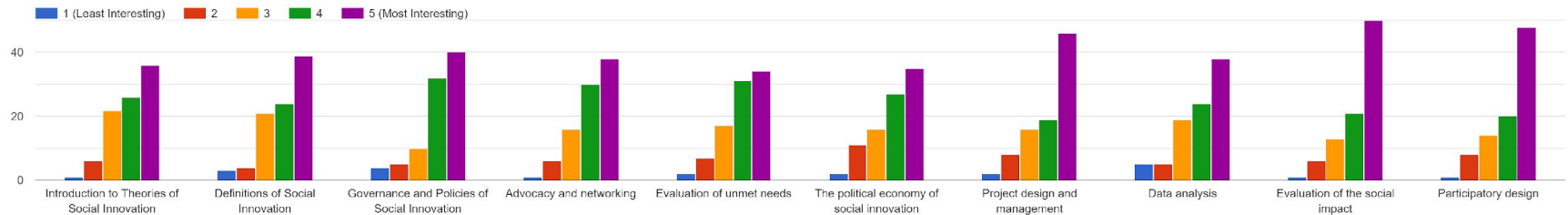


Would you consider participating in the joint master program?

91 responses



Please rank the following topics related to Social Innovation theory and methodology based on your level of interest, using scores 1 to 5. Assign 5 to the topic you find most interesting and 1 to the topic you find least interesting.



**Time for
questions**

Thank you!

www.tesi.adrioninterreg.eu

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