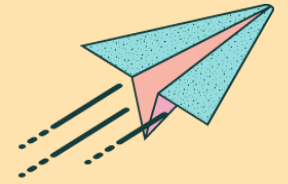




Co-funded by the
Erasmus+ Programme
of the European Union

G.A. ES01-KA204-064916

MOOC Online Course



From learning to action



IO4 Report



SOCIAL SEED MOOC

From learning to action

IO4 Report

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Introduction

Output 4 objective is to translate the findings and learning of each preview's intellectual product and activity in an effective and user-friendly way for the beneficiaries of the project. The Social Seed partnership developed a MOOC (Massive Open Online Course), in order to ensure consistency of material produced as well as an easier technical development of the platform. The MOOC is the final tool in which has been collected and presented the Social Seed methodology, course and report with all its validated activities for social workers carried out within a free, accessible and online platform.

The specific target groups of the MOOC are non-governmental organizations, social workers, public administrations, local and regional bodies, business schools, and private companies. In any case, the course developed by the Social Seed partnership is a massive open and freely accessible resource, therefore it will be available to any other potential user.

The resource is developed as an online training course, which will be freely accessible by a dedicated online platform and has been developed as an easy to use and easy to understand tool, flexible that professionals can use effectively.

In order to validate the proposed structure of Social Seed MOOC the project consortium implemented a pilot action to test the beta version of the project.

The present report is aimed at presenting the final project output process and result is structured as follows:

- MOOC overview
- Test participants
- Pilot test results
- Conclusions

MOOC overview

The Social Seed MOOC is an online course with the following characteristics:

- It provides a structured learning pathway with explicit learning objectives;
- It offers low-threshold access;
- Easily understandable;
- It's divided in topics and modules;
- It has a diversity of both simplified and multidimensional pedagogical methodologies;
- It provides learning support materials and activities: theoretical, multimedia and interactive contents;
- It offers a self-assessment system based on quizzes and exercises;



- A certificate can be downloaded at the end of the course.

In order to make fruition intuitive and logical, the MOOC it's organised in topics subdivided into specific modules, which are in turn composed of different units, based on the topics to be covered. In addition, the course should ensure a high level of interaction between the user and the materials provided. Therefore, in addition to theoretical content, self-assessment tests, downloadable materials, multimedia resources and interactive resources are included in the training offer.

The Social Seed partnership developed the following modules:

0. Introduction about the MOOC and contents
1. The development of a social incubator
2. Introduction to agile methodologies for business models design
3. Business strategy and marketing plan
4. Commercial plan
5. Communication
6. Finances

The course currently available in English and freely accessible at the link <https://socialseedproject.eu/training/>.

Test participants

The implementation of the piloting of the Beta version of Social Seed MOOC was aimed at checking if the proposed online training course. For this purpose, in each country was appointed a tutor (staff of partners organization involved in the design of the MOOC Course). The testing phase involved 2/3 professionals and NGO representant per partner country. In total, 12 tester users were recruited by the tutors in each country to test the MOOC course:

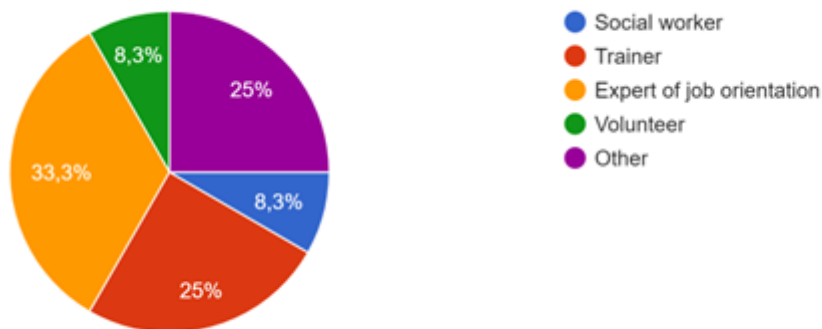
- 3 from Germany
- 4 from Italy
- 3 from Poland
- 2 from Spain

They were selected from:





The participants profile are:



66,7% of the participants work with people socially excluded.

Pilot test results

11 tester users completed the MOOC course and received the Certificates provided online by the system.

After the piloting they also completed a Feedback form, about their learning experience 90,9% of them evaluated the course highly comprehensible, in terms of language and content, and liked the structure in Modules.

They recognized the added value of the course:

- To support in an effective way the incubation pathways of people at risk of social exclusion: 54,5%
- To know current methods and tools to help users in designing their business strategy: 36,4%
- To know the process of creating a social incubator: 9,1%



Commenting their answers, most of the tester users reported that the course:

- gives the knowledge needed to create a social incubator and know which ways or people could help in this activity;
- helps understanding the very basis of designing a business strategy in accessible and creative way;
- provides a comprehensive but at the same time insightful overview and guides participants step by step;
- is very visual and easy to follow;
- is very helpful in understanding the process of entrepreneurship and starting a business.

According to the opinion of the 90,9% of participants the online course gives ideas about how to adapt the methodology and the incubator to specific local and regional contexts.

All the participants would suggest this online course to other NGOs.

Conclusions

The innovative entrepreneurial methodology created through the project and its corresponding practical pilot for adult entrepreneurship education, converged into the conceptualisation and implementation of the Social Seed MOOC in order to reach the maximum number of direct and indirect beneficiaries and organisations benefiting from and accessing the project.

The course developed within the framework of the Social Seed project therefore reflects the entire course and results of the project that were elaborated by the partners in order to be easily accessible online.

The testing phase of the MOOC, aimed at validating the developed and proposed online course, involved professionals from the sector and with the profile of the final users of the course.

Participants provided feedback after navigating the platform and reviewing the proposed content. Almost all the professionals (90.9%) gave a very positive assessment of the learning experience and based on their comments and recommendations the MOOC was finalised, by maximising the impact of the course and making it ready to be disseminated to the target group of European NGOs.

The Social Seed MOOC can therefore be considered to have achieved its objectives and it ensures that all those organizations and professionals throughout Europe interested in replicating the Social Seed incubator, can do so in a self-taught way thanks to the MOOC.



