



UNRAVEL TOMORROW

FIELD GUIDE

A framework and learning resources to support educators empowering new social entrepreneurs, social innovators and changemakers



Co-funded by the
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WELCOME

Welcome to the Unravel Tomorrow community, we're glad you have joined us!

You are a changemaker..... engaging future pioneers, unleashing their creativity, helping them to uncover their ideas, learn new skills and take action as they themselves become changemakers.

“We can change the world together”

Hilde Latour, WiseCoLab, The Netherlands

We hope you are excited about the possibilities of experimenting with our learning resources to design creative learning experiences to

INSPIRE, INFORM AND EMPOWER

You are talented and knowledgeable, so we have put together this field guide, not as a textbook, but as a tour of our journey, through which we will share our motivations as partners and how this shaped our approach, in the hope that this gives you a sense of the fluidity and flexibility of how you might shape your own approach.

Throughout our project we opened our minds, we listened to our pioneers when we interviewed them and our future pioneers when they came along to our experiential workshops, and we followed the diversions on our journey.

The route is not defined, it flows and diverts, as does life.

And that is how we introduce the Unravel Tomorrow MOOC, a learning journey you might choose to take your students on, by following the paths in the order we present, or as a treasure chest of learning experiences for you to dip into in any order, as you design your own course.



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THE BEGINNING OF OUR JOURNEY

So, to start, a little bit about how we got here.

As partners we first got together in December 2016 to begin the Tomorrow's Land project co-funded by the Erasmus+ programme of the European Union.

Together we aimed to encourage a more collaborative economy by fostering the creation of the next generation of innovators who will influence and develop a more inclusive society.

“The key to solving social challenges is not deconstruction and optimization, it's rather compiling issues, challenges, people, capital, interest and stakeholders together. The opportunity for change is creating collaborative systems.”

Rasmus Dilling-Hansen, Den Sociale Kapitalfond, Denmark

Through our creative design thinking, our work together led us to identify 8 regions of possibility.

Key outputs of the [Tomorrow's Land project](#) included: a Strategic Foresight Report, a learning framework, online learning resources (MOOC) and a Facilitator Guide.

The [Tomorrow's Land MOOC](#) aims to ignite your creative thinking to help you open up your mind to new possibilities, to become a new kind of observer and creator who looks for opportunities to solve some of the social challenges we face and collaborates to create a better world.

The MOOC combines theory, inspiration, practice, self-reflection and discussion and is designed as a journey to the future.



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THE NEXT STEPS

As partners we couldn't stop here, we wanted to help our learners take the next steps to Unravel Tomorrow, to shape their ideas into reality and make them happen.

We drew on what we had learnt on our journey and used this to shape our way forward.

We want to share our experiences to help you, so here are some of the key things we learnt:

- Creativity generates vision
- Real examples bring things to life
- Storytelling captures the imagination
- Valuing different perspectives strengthens our ideas
- Enable others
- Co-creating with stakeholders leads to relevant, useful resources
- Collaboration is everything

“It’s all about empowering people to create a future where people realise that they can get on and do stuff”

Adrian McEwen, DoES Liverpool, UK

“Don't tell people what to do but ask what can I do for you”

Bert-Ola Bergstrand, Social Capital Forum, Sweden

“What I have realised is that people think differently. Sometimes it is good just to understand that there is no right and wrong - It just takes this empathy and acceptance that other people can think differently”

Miks Celmins, Make Room Europe and Make Room India, Latvia



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We learnt in Tomorrow's Land that the impact of hearing the experiences of social entrepreneurs, social innovators and social activists not only inspired but also motivated, as our students saw how dreams of possibilities can become reality.

“Keep at it, visit and learn from existing social enterprises and projects, locally and internationally, seek out help and advice”

Ngunan Adamu, iWoman, UK

“People tend to believe in stories. If you hear a story of something that was achieved, it feels a lot more realistic as it provides a vision of what could become reality”

Neele Petzold, Ocean Fiction, Germany

So, as we moved forward to Unravel Tomorrow, we put changemakers at the centre of everything. We interviewed 34 pioneers across Europe to learn more about their motivations and attitudes, the skills and competences they felt they needed to make things happen, the challenges they faced and how they overcame them, and their visions for the future.

“A social innovator should be aware of his skills and should recognise the potential of people. Finding the right match between you and the people you work with, is the first step to create a “winning team””

Pietro Giuliani, Café21, Italy

“Learn to ask and live better questions together. Ask questions to initiate new narratives and worldviews”

Daniel Christian Wahl, Spain



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“Key competence is “verbal dexterity” - awareness of your audience, need to be agile with your communication style to deliver messages in different ways that different people can understand”

Lucy Antal, Alchemic Kitchen, UK

“Listening is a crucial part of conversation - In order to promote social dialogue, we need to be able to open our minds towards opposing opinions”

Egita Prama, Foundation for an Open Society DOTS, Latvia

You can meet all 34 pioneers in The Gallery

When we collectively looked at the rich insights we had gathered, we agreed to move to 6 regions of possibility.....an example of our fluid and flexible journey!

You can find inspiration in The Journal

“Don’t ask What are your needs? Ask rather What are your hopes and dreams?”

Erika Rushton, The Beautiful Ideas Company, UK

It’s the art of the possible - build trust, confidence, relationships, networks, find the areas of common interest”

Matt Ashton, Public Health Sefton, UK



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Thanks to the Erasmus+ programme, we were able to create opportunities for learners from across Europe to meet social entrepreneurs and social innovators face to face in 3 experiential workshops, in the UK, Portugal and Denmark.

“Integration of people can only be successful if we all share an open mindset and let everyone be part of each other’s culture”

Marc Ernst, Bayti Hier, Germany

Our pioneering social entrepreneurs shared ideas, perspectives and experiences, participating in the blended learning experience which combined visits to different local social innovation projects and social enterprises with creative activity sessions and regular reflection moments.

This is what some of our participants told us:

“Visits give better insights and more inspiration!”

“Knowing that there are people thinking in an ‘alternative’ way, away from the traditional system”

“Visiting places! Real people telling real stories”

We encourage you to do the same for your students - it doesn't have to be international!



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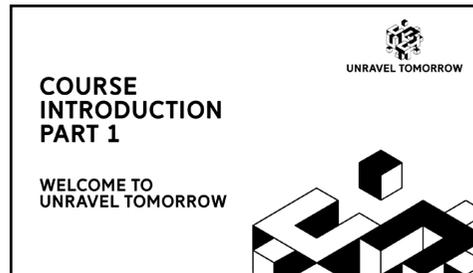
EXPLORE OUR RESOURCES



Use [The Journal](#) to work with your students to investigate the world around us and to help them identify their own field of interest.



Use [The Gallery](#) as a starting point to meet Pioneers and Changemakers, before seeking ways for your students to meet local pioneers face to face.



Use [The MOOC](#) as a complete course, or dip into our learning resources to choose activities to add into your lesson plans.



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LEARNING FRAMEWORK

(adapted from Entrecomp: The Entrepreneurship Framework, 2016)

Think and Act like a Social Innovator							
Competence		Systematic Sustainability	Parallel Perspectives	Community Power	Simple Joys	Digital Darwinism	Treasured Trash
Ideas and opportunities	Spotting opportunities			Able to show empathy for others and actively listen to people in my community, employing curiosity and demonstrating belief in their ideas	Able to uncover needs in my community, to focus on challenges and solve problems in alternative ways	Able to identify and seize opportunities to create value by exploring the social, cultural and economic landscape	
	Creativity	Able to imagine the future, develop and visualise future scenarios to help guide effort into action		Able to explore and experiment with innovative approaches			Able to develop several ideas and opportunities to create better solutions to existing and new challenges
	Valuing ideas		Able to value diversity as a possible source of ideas and opportunities	Able to recognise and show how different groups and people create value in my community		Able to actively look for, compare and contrast sources of information and different ideas	
Resources	Motivation and perseverance				Able to stay focussed and not give up, be determined to turn ideas into action, be prepared to be patient and keep trying		



Into Action	Mobilising others		Able to demonstrate effective communication, persuasion, negotiation and leadership	Able to inspire, engage and get others on board			Able to establish new connections and bring together scattered elements of the landscape to create opportunities to create value
	Taking the initiative	Able to initiate processes and take responsibility in complex value-creating activities					
	Working with others		Ability to facilitate collaborations where people can work together in a value-creating activity	Able to work together and cooperate with others to develop ideas and turn them into action	Ability to design effective ways to build networks to encourage people to work together, support and learn from each other	Able to pull together different viewpoints to identify a common goal	
	Learning through experience						Ability to use the results of monitoring to adjust visions, aims, priorities, resource planning, action steps or any other aspects of the value-creating process



“We need to be able to look 360 degree on our situation, and learn from more perspectives”

Malene Annikki Lundén, Samsø Energy Academy, Denmark

“Amplifying new voices that shape the European discourse of the future”

Luís Fernandes, Canal 180, Portugal

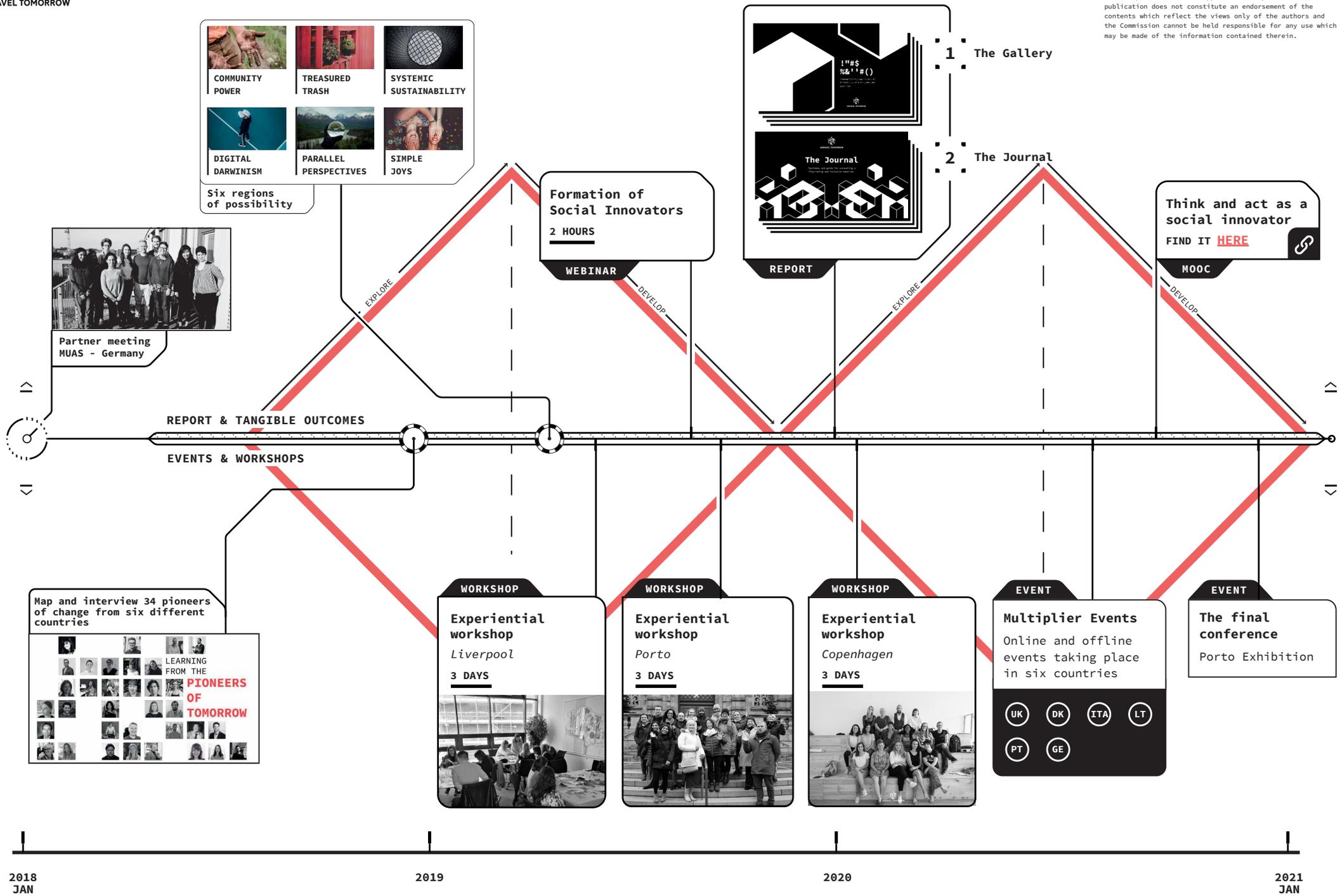
“The stronger the economic and social diversity of the inhabitants are, the higher is the innovation of the city”

Davide Agazzi, Municipality of Milan, Italy



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