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SoFiMa

Memo: Hack Social Issues 2022

13.05.2022 & 10-11.06.2022

Palo Alto Club, Tallinn

Hack Social Issues 2022 was a social hackathon with the purpose to design solutions through innovative social enterprises for refugees who have left Ukraine and are living in Estonia. At the May 13th pre-event the teams got a chance to first come together to frame the topic and pick the ideas. The main event took place on 10-11. June, with presentations from experts and mentored workshop sessions for developing the projects. Best teams were awarded mentoring sessions from sponsors and an invitation to the next Tallinn University Social Entrepreneurship incubator.



The Hackathon was organized by Tallinn University team together with Social Entrepreneurship master's degree students as an alumni event for SoFiMa Social Entrepreneurship Incubator. There were nearly 40 participants taking part at least one of the days.

The event was organized as a part of the SoFiMa project (Kick-starting the nascent social finance market in Estonia) co-funded by EaSI 2014-2020 - Actions to boost the development of the social finance market.

The information contained in this publication does not necessarily reflect the official position of the European Commission.

Pre-event

Overview of the event

The pre-event was designed to include a wider target group in addition to participating Tallinn University's Social Entrepreneurship students. The icebreaker activities enabled participants to get to know each other and the people who came without an entrepreneurship idea were welcomed to join a team. The presentation introduced the social enterprise definition and emerging social issues related to Ukrainian refugees in Estonia, giving the teams a starting point.



On the other hand, the pre-event enabled the organisers and mentors to assess the existing knowledge and skills of the teams and prepare the main hackathon schedule and workshop content accordingly.



The day started with a presentation from Eerik Hannus who introduced the situation and opportunities for social enterprises in Estonia. It was followed by group discussions. The questions addressed were:

1. In your understanding, what are some of the problems being faced by the Ukrainian refugees?
2. What do you think you can do personally to contribute toward helping the refugees located in Estonia? If you have already done something to contribute, we would like to hear about your experience.
3. Having an entrepreneurial mindset, is it something one is born with or can be developed?
4. What does it mean for you to have a positive impact in the world? Have you thought or done anything which has intended social impact? Or do you have plans on doing something in the future?
5. Were you familiar with the term Social entrepreneurship before the event? If not, do you now have a proper understanding of the term? Do you see yourself in the future working on projects or developing projects that are intentionally created to have a positive social impact?
6. Social entrepreneurship is a broad subject and there are different types of social entrepreneurs. What type of social entrepreneur would you identify with?
7. In your opinion, what role can entrepreneurship play in finding sustainable opportunities and solutions for the Ukrainian refugees here in Estonia?
8. What is your takeaway from this event?



After the discussions Lucas de Bont introduced the Idea Box tool, which is an online environment for registering initial ideas and finding prospective teammates who can help develop the ideas of providing sustainable solutions to help the Ukrainian refugees in Estonia in the form of a social enterprise. As an outcome of the pre-event the ideas were chosen, and teams formed.

Agenda 13.05.2022

15.00 - 16.00: Registration and icebreaker activities for the teams

15.30 – 15.50: Description of the theme and social enterprise idea

15.50 - 16.05: Speech from Representative of Social Enterprise Estonia, Eerik Hannus

16.05 - 16.35: Group discussions

16.35 - 16.55: Short break

16.55 - 17.30: Final words

Finalising group discussions (David Parks)

What is expected of participants in June

Lucas De Bont introduced the Idea Box tool

- 18.00: Closing & Q/A

[Hack Social Issues 2022](#)

Overview of the event

The main hackathon was intended as follow-up activity to the SoFiMa incubation programme organized by Tallinn University that would also function as a starting point to another incubation programme carried out after the project. The purpose of the hackathon was to encourage participants to generate new concepts for social enterprises. To encourage participants to start their entrepreneurial journey, alumni of the SoFiMa incubation programme (Joseph Dunningan, Banned Books and Katri Kuika, Selena project) were invited to give inspirational speeches. The Ukrainian focus was chosen taking the current social issues in Estonia into account.

The two days were filled with presentations from experts and mentored workshop sessions for developing the teams' projects. The presentations and workshops were aimed to inspire and to provide necessary skills and knowledge for future social entrepreneurs, such as design thinking, communication skills and using the Social Business Model Canvas. A proportion of time was dedicated for the teams to work on developing their chosen ideas, mentors were moving freely between groups to offer their insights. Even the break times were used to continue the discussions informally and make the best use of the experts' presence.



The second day concluded with announcing the winners.

More about the agenda, mentors and teams is described below:

Agenda 10.06.2022

13.00 - 13.20: Introduction

13.20 - 13.40: Ice breaker activity

13.50 – 14.00: Inspirational speech by Joseph Dunnigan (Banned Books/SoFiMa Social Entrepreneurship Incubator winner)

14.00 - 14.45: Networking lunch

14.45 - 15.45: Pitching of ideas led by David Parks

15.45 - 17.00: Team formation and working on ideas

17.00 - 18:00: Social Business Model Canvas Workshop by Joseph Dunnigan

18:00 - 18.30: Final words and assigning home tasks (reflections, instructions to continue working on the ideas, use of Social Business Model Canvas template and other tools)

Agenda 11.06.2022

10.30 - 12.30: Registration and time for team discussions

11.00 - 11.15: Introduction of the day and inspirational presentation by Katri Kuikka (Selena project/ SoFiMa Social Entrepreneurship Incubator winner)

11.15 - 12.15: Meeting mentors and working on the ideas

12.15 - 13.15: Workshop: Improving Your Idea with Design Thinking by Maarja Hallik (Tallinn University)

13.15 - 13.40: Preparation for presenting

13.40 - 14.25: Lunch

14.25 - 15.30: Final team presentations

15.30 - 16.00: Jury makes the decisions about who are the winners

16.00 - 16.30 Celebration (Prizes & Photos)



Mentors

Throughout the Hackathon the teams participated in workshops and were mentored by experienced specialists.

- David Parks - founder of The Skill Mill, a multi-award-winning social enterprise which has grown into an internationally renowned Social business. Besides having the lived experience of developing and sustaining an internationally successful social enterprise David is qualified in the Advanced Diploma in Practice Education and Development (Social Work), An MA Youth and Community Work and a BSc (Hons) Geography. He is trained in Cognitive Behavioural Therapy and Motivational Interviewing. David is an Associate Partner of the Centre of Crime and Justice at Northumbria University and a council member at Tallinn University (Social Entrepreneurship MA Programme).
- Joseph Dunnigan – a winner of SoFiMa Social Entrepreneurship Incubator. Joseph is the founder of the Banned Books Museum in Tallinn, Estonia. Originally from Scotland, and now living in Estonia, he is passionate about collecting and preserving at-risk books from around the world, and educating the public about the history of censorship, free speech, and misinformation. He graduated with a BA with Honours in Filmmaking from the University of the West of Scotland, and continues to use those skills in the Estonian film industry through his for-profit company Starlaw Films, while simultaneously participating in Tallinn University's Social Entrepreneurship Masters' programme. Having also studied Chinese language and philosophy in Xi'an, China, he hopes to use his linguistic skills and knowledge acquired as a practicing social entrepreneur to open up more micro-museums around the world, solving pressing social issues, and continue defending authors' rights.
- Katri Kuikka - a winner of SoFiMa Social Entrepreneurship Incubator with Selena project (developing reusable female sanitary products). Community educator with a background in nursing and special needs education. Katri is Coordinator to Ukraine Help Center Vantaa/MLL Uudenmaan piiri and is currently studying for a Master's degree in Humak University of Applied Sciences.
- Sean Branagan - a Fulbright Specialist from the Newhouse School at Syracuse University in New York, working at Tallinn University on a Media Entrepreneurship project. Sean is a serial entrepreneur, interactive marketer, educator, investor, and evangelist for innovation and startups. He is inaugural Director of the Center for Digital Media Entrepreneurship at Syracuse University's SI Newhouse School of Public Communications, Chief Instigator of Media-Nxt.org, Creator of Student Startup Madness (at SXSW), a national collegiate startup tournament, and Chairman of Scrappy Capital, LLC, a seed fund for rising tech cities. He sold a dot-com company to a public company in 1999, was founder and president of a technology marketing firm, and started other ventures. He holds board and advisory board positions with several early-stage tech companies, and serves on a number of charitable boards.

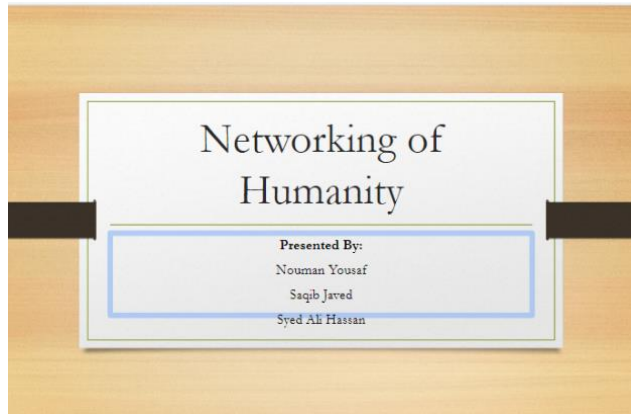


- Lucas de Bont – social entrepreneur with a master’s degree from Tallinn University. His previous projects include SoFiMa (Conducting research into the funding barriers between different forms of social enterprises and financial providers), SCOAR (SEO research, standardized ways of working), Business Hippie Club (Developing and growing an open social idea box as a Digital Public Good that promotes making a positive impact through disruptive ideas and collaboration) and Woonzorg Nederland (Explorative innovation by introducing key decision-makers to Estonian real estate start-ups and digital mindset).
- Ermo Säks - communications consultant, media adviser and coach. Experienced in a number of prominent positions in media - mainly television and online media. A strong professional in pursuit of Doctor of Philosophy - PhD focused on Media and Digital Communication from Baltic Film, Media and Arts School, Tallinn University.
- Maarja Hallik – development specialist and project coordinator at Tallinn University. Currently leading on the GTL Lab / Proovikivi / kesta.me initiative with all its facets (in-service training, student volunteers, developing a digital platform, overseeing research and co-creation processes etc), and helping to coordinate an Erasmus+ project on Climate Literacy. Founder of Bradford Challenge and the related activities (e.g. the Textile iLab), which were attempts to explore the creation of a collaborative social innovation platform that would connect higher and further education with regional and global development needs more strategically, while improving the hands-on learning experiences for students.
- Merili Ginter – board member of Social Enterprise Estonia, helping to develop social enterprises in Estonia and to create social change. Partner in Changemakers program, which aims to combine experiences with self-development so that everyone can unlock their true potential. Head organiser of the sustainable business festival Impact Day.
- Laur Raudsoo – social innovation expert with a BA in social work and currently pursuing a master’s degree in Tallinn University. He is also working for NGO Loovrüüm, which is a social enterprise supporting the creative and art sector. His experience with social hackathons includes participation at prestigious events in Estonia such as Vunki Mano! and Ajujaht. Laur is one of the developers of a start-up Helpific, which is a web-based support network enabling the elderly and people with special needs to find both volunteer assistance and paid services.



Hackathon teams

Hack Social issues 2022 had 4 teams taking part, who tackled the issues related to Ukrainian refugees in Estonia from different viewpoints.

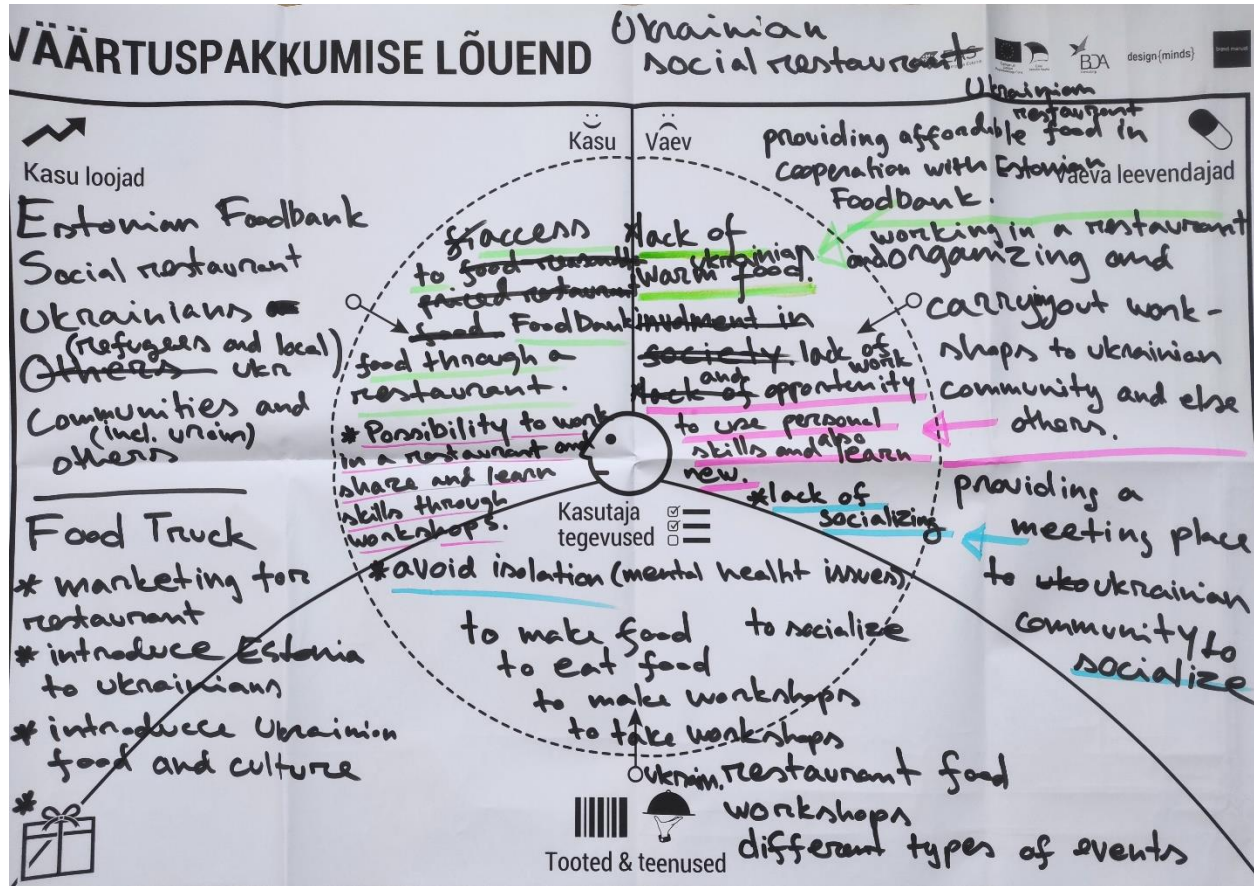


The first team **Networking of Humanity** tackled an issue that people in Estonia are often willing to offer voluntary help for refugees, but face difficulties finding the right contacts to make practical arrangements. They proposed to develop an online platform connecting volunteers with refugees, with different options like financial/ non-financial help. The platform would also include information about social media groups and

NGOs already helping the refugees.

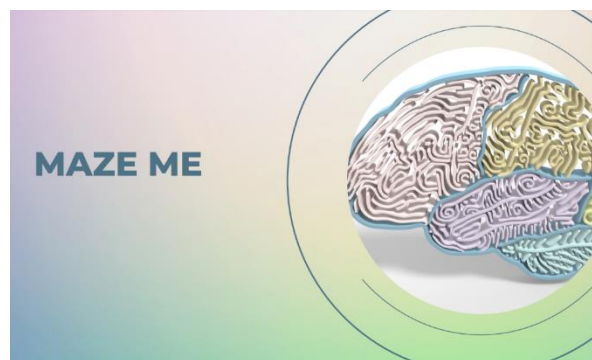
The second team was called **Arms of Hope**. They stated that currently there is no defined sustainable revenue model to cater 35,000 war refugees of Ukraine in Estonia. The team proposed to provide the skilled groups of refugees a revenue stream by providing them a platform to work in the form of thrift camps in different cities of Estonia.





The third team also addressed problems related to lack of employment for refugees and proposed to create **Ukrainian Social Restaurant**. In addition to creating employment opportunities the project would also facilitate introducing Ukrainian culture to Estonians and vice versa. It would also provide a place to organise workshops and opportunities for Ukrainian community to come together.

The last group **Maze Me** addressed issues relating to the Ukrainian refugees' mental health and trauma. They envisioned the creation of a Human Connecton Experience Centre, which would be a community centre that would provide separate areas for community activities and arts, group therapy sessions and workshops, interactive tech rooms for content sharing and peer2peer areas encouraging verbal and non-verbal communication.





Winners

The main aspect the jury assessed when deliberating the winners was the potential for a real societal impact of the project, as well as sustainability and validation with the target group.

The jury consisted of David Parks (The Skill Mill/ Tallinn University), Katri- Liis Lepik (Tallinn University), Ave Mellik (Luminor Bank), Erkki Kubber (Social Enterprise Estonia)

As a result, **Maze Me** was awarded an invitation to the next incubator by Social Entrepreneurship Incubator. **Ukrainian Social Restaurant** was awarded mentorship sessions by Luminor Bank and Social Enterprise Estonia.



Key lessons learned and recommendations for the future

The organisers initially hoped to attract twice as many participants and would have liked to have the event on a larger scale. As feedback from the participants the timing of the event was mentioned as one of the main obstacles. The beginning of summer is usually saturated with school graduation ceremonies and social events. Therefore, were this hackathon to be repeated in the future, it should be considered whether the beginning of the year or early Spring would be more suitable.

Also, the event was co-organized with the help of international students from the Social Entrepreneurship master's degree programme, who might have lacked local knowledge and contacts to promote the event to a wider audience. Next time some more local oversight of promotional activities might help increase the visibility of hackathons such as this one.