



# LEARNING BY DOING: CONSULTING (RURAL) SOCIAL ENTREPRENEURS

<p><b>SUMMARY</b> (approx 100-200 words)</p> <p>In this minor from Rotterdam School of Management (EUR), students work as consultants to several social entrepreneurs and non-profit organizations (NPOs) located in the Rotterdam and surrounding rural areas. Rotterdam School. The aim of the project depends on the organization that participates, for the students the goal is to learn how to consult in the civil society sector. Number of students 28 (4) in 2019, 67 (12) in 2020. Rural projects included Stichting Schutsluis Alblasserdam, Werelderfgoed Kinderdijk, and Herenboeren.</p>	<p><b>PROJECT DATA</b></p>
<p><b>LINKS</b></p> <p><a href="#">Link to Moodle</a></p> <p>Please insert here the links of videos, photos, testimonials, etc.  <a href="#">http:// WILL FOLLOW IN JANUARY/FEBRUARY</a></p> <p><i>This project is part of the RURASL Knowledge Alliances project (<a href="https://rural.ffzg.unizg.hr/">https://rural.ffzg.unizg.hr/</a>) funded by the Erasmus+ Programme of the European Union.</i></p> <p>THE EUROPEAN COMMISSION SUPPORT FOR THE PRODUCTION OF THIS VIDEO DOES NOT CONSTITUTE AN ENDORSEMENT OF THE CONTENTS WHICH REFLECTS THE VIEWS ONLY OF THE AUTHORS, AND THE COMMISSION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN.</p> 	<p><b>Country</b></p> <p>The Netherlands</p> <p><b>Name of the course of the academic module designed for RURASL related to the activity</b></p> <p>Learning by doing: Consulting to Social Entrepreneurs</p> <p><b>Name of the activity</b></p> <p>Giving advice to (rural) social organizations with challenges</p> <p><b>Name of Higher Education Institution</b></p> <p>Rotterdam School of Management, Erasmus University</p> <p><b>Person responsible for the project at the Higher Education Institution and email address</b></p> <p>Lucas Meijs &amp; Philine van Overbeeke (vanoverbeeke@rsm.nl)</p> <p><b>Name of rural organization</b></p> <p>Stichting Schutsluis Alblasserdam, Werelderfgoed Kinderdijk, Herenboeren</p> <p><b>Person responsible for the project at the rural organization and email address</b></p> <p>Stichting Schutsluis Alblasserdam: Arie den Boer (arie.den.boer@planet.nl)          Stichting Werelderfgoed Kinderdijk: Rob Peters (petersrobj@gmail.com)          Herenboeren: Harry Wesseling (infor@herenboeren.nl)</p> <p><b>Number of participating Higher Education students</b></p> <p>2019: 17 (4) 2020: 67 (12)</p> <p><b>Degrees of the participating Higher Education students and course (1<sup>st</sup> year, 2<sup>nd</sup> year,...)</b></p> <p>3rd year BSc students from different backgrounds</p> <p><b>Number of beneficiaries of the service</b></p> <p>1: Direct clients → 78 (the boards and paid employees of the organizations)          2: direct stakeholders → about 350 (volunteers and participants of organizations)          3: indirect stakeholders → about 17.9 million (inhabitants, visitors, Dutch population [in cities])</p>

## PROJECT DESCRIPTION

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### Background of the project

In the early 2000s, service-learning programs were not offered in the Netherlands. This changed in the academic year 2003-2004 when staff at the Rotterdam School of Management (Erasmus University) introduced the first service-learning initiatives to their business students. Judith van der Voort, Lucas Meijs and Gail Whiteman grasped an opportunity to introduce service-learning in the Netherlands when they were invited to do a research on 'can a USA educational approach involving nonprofit organizations also work in a different non-profit regime'. A course was developed and a research was conducted to show that the (perceived) USA concept of service-learning would also be valid and of value in a different institutional context. Interviews were conducted to evaluate the perceptions of Dutch students about this new form of education after participating in one of three different initiatives. The initiatives varied in degree of intensity, to find out if the perception changes when involvement increases. Fortunately, the result supported our expectations. Since that time, Rotterdam School of Management has offered service-learning courses every year. This specific course focusses on giving consultancy advice to (rural) social organizations.

### General social needs addressed by the project

The general theme is rural development, it is interesting to see in this course that rural development does not mimic city development. All clients have very local and unique challenges. For example Stichting Schutsluis Alblasdam focusses on cultural heritage preservation, more specifically connecting this topic better to the local community. Stichting Werelderfgoed Kinderdijk also works on cultural heritage, with a focus more on showing this UNESCO sight to the world and more specifically how to make this work by involving younger volunteers in their organization. Herenboeren is an organization that wants to create a more local and sustainable food supply, their focus was on how to reach and engage customers.

### Service and Learning objectives

This course is based on a combination of helping advance local communities, while at the same time helping our students advance their knowledge and skills. Our learning goals are based on Blooms Taxonomy

- **describe** important issues and theories involving consultancy, social entrepreneurship, and the non-profit sector
- **apply** theoretical concepts to real-life situations
- **manage** actual issues that arise in the course of a consultancy project
- **find, evaluate and apply** relevant literature to the specific situation of a client organization;
- **manage** the different steps in a consultancy process and **produce** a consultancy report

### Linkage with the Sustainable Development Goals (SDGs) and its targets

(Please copy-paste the SDGs and targets that are linked to your project, from the following link: <https://sdg.humanrights.dk/en/goals-and-targets>)

Herenboeren: SDG2 (target 2.3, 2.4) & SDG12 (target 12.2, 12.3,

Stichting Schutsluis Alblasdam: SDG11 (target 11.4)

Stichting Werelderfgoed Kinderdijk: SDG11 (target 11.4, 11.a)

### Other organizations that participated in the project

Multiple consultancy firms to facilitate the students.

### Dissemination activities of the project

Recurring and referred clients of projects, group presentations, articles in local newspapers, blogs.

### Human resources and materials needed

Teachers, student assistants, Zoom, classrooms

### Celebration

2019: festive luncheon in the rural area

2020: student presentation with clients via zoom (due to COVID-19 restrictions)

### All Solutions given through the service to the identified rural needs

Students created consultancy reports for the social organizations. The reports can be found in the appendix.

## ACTIVITIES CARRIED OUT FOR ONE OF THE SOLUTIONS GIVEN TO ACHIEVE THE OBJECTIVES OF THE PROJECT TRANSFER OF THE SOLUTION USED IN YOUR PROJECT TO OTHER RURAL COMMUNITIES

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Students need to:

- Attend informal lectures
- Participate in workshops
- Participate in reflective intervention sessions (reflect on own behavior and learning)
- Perform a needs assessment
- Become culturally adaptive
- Develop intercultural and interdisciplinary team work skills
- Talk to their client (a lot)
- Collect data
  - o Interviews
  - o surveys
- Present their work
- Write a report
- Write an essay about the matching scientific literature