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**EVALUATION REPORT OF BLENDED LEARNING PROGRAMME**

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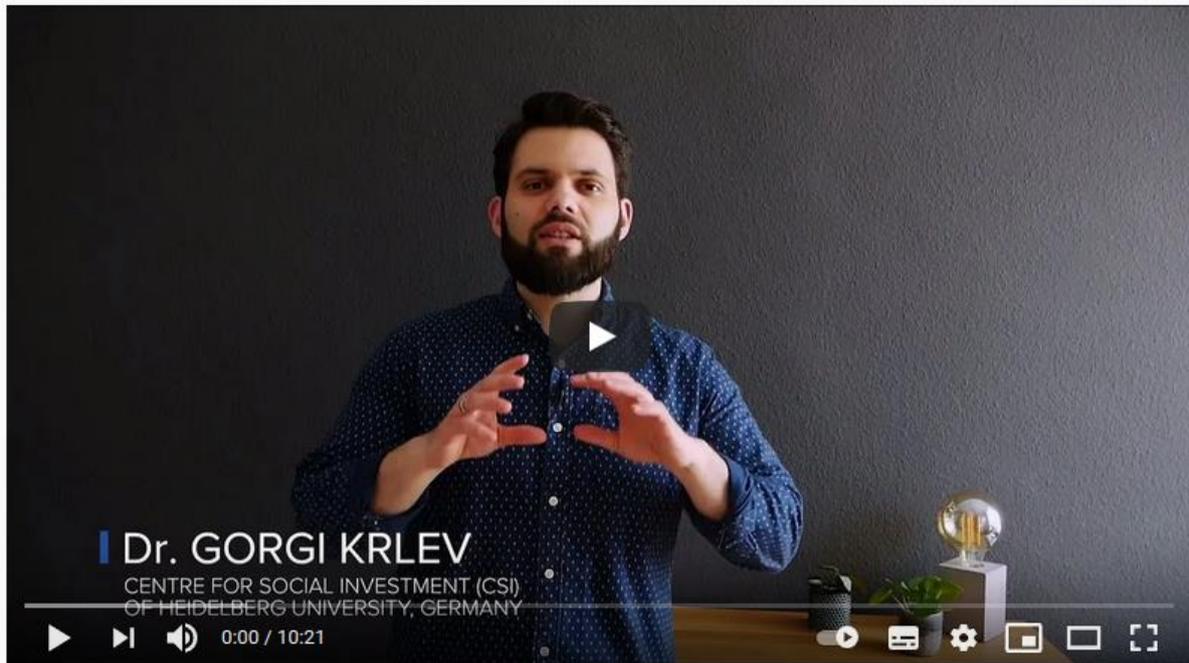
## 1. Introduction

Ideas about the assessment of quality and satisfaction during the blended learning have been designed at a time, which looked very different from the situation in which they eventually had to be applied. COVID-19 made it difficult to recruit participants for all parts of the learning as all sides (entrepreneurs, investors and policy makers) were occupied with dealing the consequences of the pandemic.

Despite these circumstances we have been able to generate performance figures that in themselves are impressive. Although #AirMOOC was entirely self-promoted (we did not have the budget to use one of the large MOOC platforms, which have millions of potential users, they reach out to), we had +500 registered learners on the platform.

The YouTube Channel has more than 7600 views and 89 subscribers overall. The less popular videos have around 30 views, the most popular one over 300 views. The course intro video has more than 1000 views and 19 likes, other popular videos have a considerable number of likes as well. The complementary Design Academy/webinars, performed in the midst of the first wave of the pandemic had in between 10 and 40 participants, they have in between 30 and 100 (supposedly additional views on YouTube).

Some evidence below.



#AirMOOC #AirCompetition #EUinterreg

### AIR MOOC: Accelerating Investment Readiness - Joining Impact Investing & Social Entrepreneurship

1.067 Aufrufe • 27.04.2020

19 0 TEILEN SPEICHERN ...



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The #AirMOOC Intro illustrates what is awaiting you in "Accelerating Investment Readiness (AIR)". Gorgi Krlev of the University of Heidelberg (CSI) spotlights impact investing thought leader Jed Emerson and systems changer Alyssa Jade McDonald-Bärtl (BLYSS and

MEHR ANSEHEN



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#### Beschreibung

"Finance 4 Social Change" is and EU Interreg project that gives support to economic and financial ecosystems that inspire positive change in Danube Region. A multi-disciplinary partnership of 14 partners from 12 countries, and 6 associated partners from across Europe will join forces with the aim of promoting more social innovations and the development of investment ready social enterprises. This is achieved through designing the AIR MOOC: "Accelerating Investment Readiness" (#AirMOOC), convening an international pitch competition and developing a Social Investment Strategy.

The lead partners of this project include IFKA, the Centre for Social Investment (CSI) Heidelberg, FASE and Ashoka among many others. More about the project can be found here: <http://www.interreg-danube.eu/approved-projects/finance4socialchange/partners>

#### Statistiken

Am 17.12.2019 beigetreten

7.592 Aufrufe

Channel info and overview available here: <https://www.youtube.com/channel/UCjECNIHMg2qX8--LzudaVtQ/about>

Some members of the team have engaged extensively in promoting #AirMOOC on social media, through the Finance4SocialChange LinkedIn or individual accounts. The lead-developers posts (Gorgi Krlev), especially those about the animated infographic videos received at least 40 likes and +2000 impressions in the LinkedIn feed.

The entire course also received exceptional international recognition: Award of excellence “for impact on stakeholders (entrepreneurs, investors and policy makers)” by U.S. Association for Small Business and Entrepreneurship (USABSE, <https://www.usasbe.org/>), a major research and practice association in the USA.

Most country partners had to run the “offline parts” of the blended learning online because of the pandemic. The format was still engaging and interactive and some partners joined forces with key actors in the impact space. The German workshops for instance were organized and performed in collaboration with the Impact Hub Stuttgart.

Some experts from #AirMOOC and/or speakers of the webinar series also engaged as trainers for bootcamps (1:1 or small coachings for ventures) for those ventures actively participating in both the online and offline learning as well as participating in #AirCompetition.

All these facts can be considered a huge success.

We have tried to follow-up with classical questionnaire and interview/conversation style assessments, but mostly this overwhelmed participants, because they did not have any more time resources to invest in the programme in a tense general situation caused by the pandemic. Also, the fact that most everything happened online rather than also offline, made it difficult to get a definitive grasp of participants (a dedicated timeslot in which they would complete the assessment). Responses were consequently low, but we were able to gather feedback that largely confirms the above assessment.

## 1. Assessment tools

### Online trainings

The following template was used by country partners for the online training (MOOC). It was developed by partner ZSI.

## Feedback for the #AirMOOC

This survey collects your opinion about the online resources and your participation. It informs us about your experiences and your suggestions.

There are 9 questions in this survey

[ ] Please inform us about your country of residence:

Please write your answer here:

[ ] In which modules of the #AirMOOC did you participate?

Check all that apply

Please choose all that apply:

- Module 1: Measuring & Managing Social Impact
- Module 2: Impact Focused Strategy
- Module 3: Social Finance & Impact Investing
- Module 4: Business Planning, Management & Governance
- Module 5: Growth, Transfer & Scaling
- Module 6: Communicating Impact Effectively

[ ] Module 1: Measuring & Managing Social Impact - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ ] Module 2: Impact Focused Strategy - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Excellent	Good	Average	Poor
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[]

### Module 3: Social Finance & Impact Investing - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[]

### Module 4: Business Planning, Management & Governance - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[]

### Module 5: Growth, Transfer & Scaling - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Excellent	Good	Average	Poor
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Module 6: Communicating Impact Effectively - How do you assess the module?

Only answer this question if the following conditions are met:

Answer was at question '2 [A1]' (In which modules of the #AirMOOC did you participate?)

Please choose the appropriate response for each item:

	Excellent	Good	Average	Poor
Overall learning gain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The way content was shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practical applicability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you want to add any important information as providing positive/negative impressions and/or suggestions for the #AirMOOC? Leave your comments here!

Please write your answer here:

## Offline trainings

Variations of the following template were used by country partners for the offline (or rather small group) workshops. It was developed by partner CCIS.

### Overview

Evaluation of the blended learning courses aims to develop and share an effective mechanism for monitoring the implementation of modular trainings courses supporting second-chance entrepreneurs, financially distressed entrepreneurs, financial intermediaries and investors / customers as well as policymakers (incl. PAC member) with a specific focus on indicator definition and data collection systems. The methodology (evaluation grid D5.3.2) is developed by the Work Package leader - CCIS, and will consist of two integral parts, quantitative and qualitative evaluation of delivered workshops and mentoring meetings.

### Training evaluation grid

Background information

- Organizing institution
- Contact details of organizing staff:  
Name:  
Email:

Content of the workshop

Please assess the overall quality of the workshops and mentoring meetings organized under the Transnational Academy.

Indicator	Strongly agree	Agree	Disagree	Strongly disagree
You are satisfied with the trainer and the theoretical part of the training				
You are satisfied with the trainer and the practical part of training				
You are satisfied with the quality of delivered training materials				
You are satisfied with the quality of the exercises, case studies and tools				
The workshops and mentoring meetings helped you to gain new contacts and to widen your network				

You are satisfied with pre-training communication and organization				
The trainer keeps the attention of the participants				
The workshops format allowed interactive learning				

**Qualitative assessment**

- a) What will you apply from the acquired knowledge?
  
- b) Please share your reflection on the workshops and mentoring meetings and their general relevance for the second-chance entrepreneurship
  
- c) How would you assess the overall quality of the workshops and mentoring meetings organized under the Transnational Academy for Re-starting Entrepreneurs?

- Very good
- Good
- Poor
- Very poor

- d) An additional comment describing your ratings (what you especially liked, what could be better, suggestion):

## 2. Summary of Participants Feedback Received during training

### Online trainings

Of the +500 registered participants only 22 accessed the survey, despite a series of reminders. Only 8 participants completed the survey (fully or partially), so that we have a very low number of actual responses. We still represent what participants said and how they assessed the course. Those who completed the survey came from countries as diverse as Cyprus, Serbia, Germany, Philippines, Moldova and Bulgaria.

Impact measurement, Finance and Communication were the modules that most participants had accessed. The others somewhat less so.

Given the low response rate, we can only describe the results. The majority of assessments was distributed between “good” and excellent” for all aspects of the survey as displayed above (with some ratings on “average”): (1) overall learning gains, (2) newness, (3) clarity and (4) applicability. Only one participant was more negative and assessed in particular learning gains and newness with lower ratings.

The participants shared a couple of written prompts, for example:

More negative/future suggestions

- “hiring trainers from the business sector, business management, sales, production sector and not only from banks and consulting companies”
- “I would suggest you make ppl take a short feedback form after every module - this way you will be sure that the feedback is fresh and real. I personally couldn't remember what I really want to say about the modules, I just remembered that I liked them.”

More positive:

- “The finance Session was a great and very clear explanation. I also loved the Communication session. Very practical and impressive. And thank you for sharing the youtube links of all sessions. I shared with my team members who wanted to join but could not. Also, documents on the website have many short video resources. That was also useful to get an overview. Thank you for organizing this precious session!”
- “I can suggest that #AirMOOC is a very strong organization with a large practical skills. As to compare with our country, here we have very poor activities which are interested in social responsibility. The participating in your project would be very useful for our contry to start a new vision in making business with social responsible.”

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## Offline trainings

The turnout of feedback was very different for the different countries. Given the challenges above and the thin data that could be acquired in the COVID-19 situation, we can only provide exemplary snapshots here. Some partners were able to produce fuller reports, some are only covered here.

ALSO and very importantly, the idea behind the offline training was to provide participants with a tailored approach, which meant that we could not apply a boilerplate reporting framework onto the events (in contrast to initial conception in the project proposal). These are some highlights and a general overview.

### Hungary

- Number of Participants was between 35-40 at the beginning, and 22 after the first selection
- Number of events ( whole day workshops) 3 and at least 2 mentoring occasions for the shortlisted SE's (online)
- One occasion was dedicated to communication and pitching techniques
- Everyone liked the on-site meetings
- Some modules of AIRMOOC exceeded their knowledge ( financing), it had to be „translated“ into Hungarian
- The trainings definitely helped them „to reroute or replan“ their activities due to Covid situation
- The trainings helped them to understand the investors' approach and way of thinking
- They praised the selective approach by the mentors to sector and development level

### Slovenia

- One larger group workshop of 20 participants
  - Participants were delighted with the course. They complimented on how interactive and hand on it was. Some of the participants even compensated that they were afraid that this subject is going to be too difficult for them, but during the workshops, they realized that they can handle it and that they are already doing some things in the right direction. During the course, we discussed many examples and shared best practices. This interaction created a wonderful learning environment and increased the added value from the course.
- Workshops on three separate days with a smaller, dedicated group of 5 participants
  - During the course, we discussed many examples and shared best practices. This interaction created a wonderful learning environment and increased the added value from the course. Attendees liked the hands-on approach.
  - One participant said: „This mentoring and coaching was very helpful to our team, we made lots of detailed strategic steps which will indeed help us in the future.“

### Croatia

- Full three day training of the entire #AirMOOC contents

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- Module 1: The webinar was attended by 7 representatives of registered organizations, a mix of non-profit, for-profit and hybrid / support organizations. The key focus of the webinar was learning about systems thinking, ways and processes of developing an impact strategy. The experience of the participants was very narrow, but more or less everyone said that the new information, tools and methodologies presented at the webinar were interesting, and although new, important for understanding future personal, professional and organizational development. As this was realistically an introductory webinar, it is important that through other topics / webinars they continue to think in the direction of moving from linear to systemic. Mostly, a pleasant, open, and interesting and useful experience for me.
- Module 2: The webinar was attended by 4 representatives. Their experience on the topic of measurement and impact management was different, some were just starting, while some were already conducting or were conducting their measurement. The training thus focussed on basic context and concept + logic of SIMM. Participants were given the opportunity to contact trainers even after the webinar, which some of them did.
- Module 3: The webinar was attended by 8 representatives. The conclusion is that it is necessary to move away from donations and project financing, change the perception of banks and funds for the better when they are in the role of impact investors, foundations in HR as potential drivers of changes in the financing ecosystem.
- Module 4: The webinar was attended by 6 participants. Beneficiaries so far have either been unfamiliar with Business Model Canvas and the 7 principles of social entrepreneurship, or have only supported entrepreneurs in building their BMC. From the workshop they carry a template for Business Model Canvas set up for social entrepreneurs.
- Module 5: The webinar was attended by two participants, both of whom are planning to start their own entrepreneurship within the next 5 years, and it was sobering but also useful to hear about the growth and scaling of the impact.
- Module 6: Only three participants participated, and Andrija Rudić as a guest lecturer at the webinar. We passed basics of communication, development of communication strategy and plan, audience segmentation and communication channels, storytelling ... They were active, on a couple of occasions we had a discussion, and feedback on in the end they says that it was very interesting and useful for them, that they learned some new things.
- Quantitative rating across modules ranged from 8-10 on a 0-10 scale.

#### Germany

- The event was organized jointly between the three German partners and in collaboration with Impact Hub, who were able to activate participants from their network and have substantial experience with performing online events with an interactive, offline character.
- It was performed as a 3-half-day training with a particular focus on impact assessment and pitching/communication, which were the priority areas of participants, who were consulted before the workshops.
- Overall participation was at around 20 participants, although not all participants could join the workshop on all three days.
- A key benefit was that the workshop participants included 3 experienced investors, who could provide the participating ventures with valuable direct feedback and assessments. When it comes to communication and pitching these constellations represented an almost real-world setting, in which the participants could test out their skills.

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- Quantitative ratings of the quality assessment were at 7-8 on a 0-10 scale.
- One participant said: „Many thanks for organizing these events. We learned a lot and made interesting contacts.”

#### Serbia

- All 6 modules were divided into 3 workshops. The first workshop covered Modules 1 and 2, the second workshop Modules 3 and 4 and the third workshop Modules 5 and 6.
- The first workshop had 8 entrepreneurs participating offline and 3 entrepreneurs participating online, via ZOOM. The second workshop, held only online, had 22 social entrepreneurs participating. The third online workshop had 13 social entrepreneurs participating.
- Biggest added value for entrepreneurs other than knowledge and skills provided in the workshops are the new contacts. Through this program, the entrepreneurs connected with other entrepreneurs from Serbia, but they also got a closer look at how other two target groups in this project – policymakers and financial intermediaries – run their businesses.
- We have created a community of mentors and entrepreneurs who have already connected and guided each other to different projects where they can collaborate, which is something we're really proud of.

#### Bulgaria

- The trainings had 2 phases: First phase was designed to support social entrepreneurs in the application development. It was organized on November 3 and 4, 2020. It consisted of 4 training sessions: The first two sessions were held on 3 November and focused on - Digital transition, communication and digital assets and skills in post pandemic; - Social impact and communities empowerment. The sessions gathered: 99 participants.
- The second two sessions focused on Technological development and Business development. They gathered : 50 participants.
- The second phase was designed to support the 31 companies and NGOs who received financial support. The design of the sessions was based on the analysis of the applications and the needs of the organisations so the trainings could assist them to overcome the consequences of the covid 19 pandemic and make their companies more resilient and sustainable. Four trainings were organised in February, March and April and focused on innovative communication and digital assets update and improvement; change and innovation management; diversifying the financial assets and social impact. More than 200 participants participated in the trainings sessions.
- The overall assessment of the trainings is „high to very high“. Most of the participants replied they will further apply the new knowledge and skills they were equipped with.
- As topics that were of high interest were mentioned:
  - - Team work – and responsibilities sharing and management;
  - - How to make a cause recognisable with a small budget;
  - - Work with investors – how to attract them when the companies has modest resources;
  - - Social impact KPIs;

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## Slovakia

- 3 educational workshops with 29, 17, 27 participants each with a different thematic focus
- One of the biggest added value for participants may be considered the acquisition of new knowledge including practical knowledge, access to new information and improvement of skills that may lead to better/improved activities.
- Dealing with the educational workshops highlighted the importance of continuous learning, since also the stagnation may significantly affect the position of enterprise on the market. It is essential to have the motivation to improve the skills and knowledge in various areas, whereby it is necessary to improve the skills and qualification of both individual employees and overall management of the enterprise.
- The educational workshops provided space for participants to gain information, knowledge, to exchange experience and examples of good practice, which they will be able to use and implement in everyday decision-making procedures. The mutual interaction of participants and lecturers provided also important feedback, which will be used in further development of social economy and social entrepreneurship.
- During all three workshops, active discussion among lecturers and participants was conducted, whereby the participants not only raised questions, but also presented their experience and expressed their opinions on discussed topics.

### 3. Conclusion and recommendation

Overall, there was a positive assessment of the blended learning. Differences in the different countries in the familiarity with the subjects make it difficult to assess the appropriateness of the level of newness, detail and practicable applicability. All participants seemed to find the contents very relevant with a look to the future. Participants appreciated the combination of MOOC and offline/smaller group trainings, because the latter allow for more interaction and mutual exchange. The tailored approach added to the usefulness of the training to participants. They could increase their skills in very relevant areas. Some of them did not only participate in the blended learning but also in the #AirCompetition (the pitch competition which was thematically connected to the blended learning but part of a separate work package) and the bootcamp sessions provided in the transition area between it and the blended learning. This underscores the value of multi-faceted support.

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