

# Introduction to the FairShares Model (Tutor-Led)

---

Course Level: Practitioner Introduction

**Registration and Enrolment:** <http://fsi.coop/courses>

**Study Group Meetings:** <https://whereby.com/fairshares-study>

Duration: 26<sup>th</sup> February 2020 – 13<sup>th</sup> May 2020

This online tutor-supported course provides an opportunity for anyone interested in applying the FairShares Model V3.x to their work. In addition to exploring values and principles, key questions, approaches to learning (and decision-making), students will use a range of FairShares auditing and diagnostic tools to gather information needed to develop a plan for a FairShares enterprise. In the final stages of the course, students will learn how to use a FairShares Canvass to prepare for the creation of a new social enterprise and generate a draft constitution for a new FairShares company, cooperative, partnership or association.

This course is suitable for social entrepreneurs / educators who want to enhance their professional standing with certification on the FairShares Model as well as participants registered in a FairShares Lab at [www.fairsharesplatform.eu](http://www.fairsharesplatform.eu).

## Target Groups

- **Entrepreneurs** seeking to (re)design a social enterprise to be more responsive to multiple stakeholders (particularly social entrepreneurs, labour, users and investors).
- **Enterprise educators** wishing to develop or encourage the study of social enterprise development in their courses (to advance knowledge of the social economy, social enterprise, cooperative development and sustainable development).

## Learning Goals:

- Describe and explain the FairShares Model
- Describe and explain the five building blocks of a FairShares Lab
- Apply the FairShares Model to questions about enterprise development
- Explore, develop and use the FairShares Canvass
- Use a FairShares Canvass to prepare for the incorporation of a FairShares enterprise.

## Learning Methods:

Tutor-supported online study (individual or group) through:

- Exploration of FairShares videos, websites and materials
- Use of FairShares social auditing tools and advanced diagnostics
- Reading/critiquing short (2 – 4 page) documents
- Structured learning activities
- Group discussion and peer-review

---

## How to Register with the FairShares Institute:

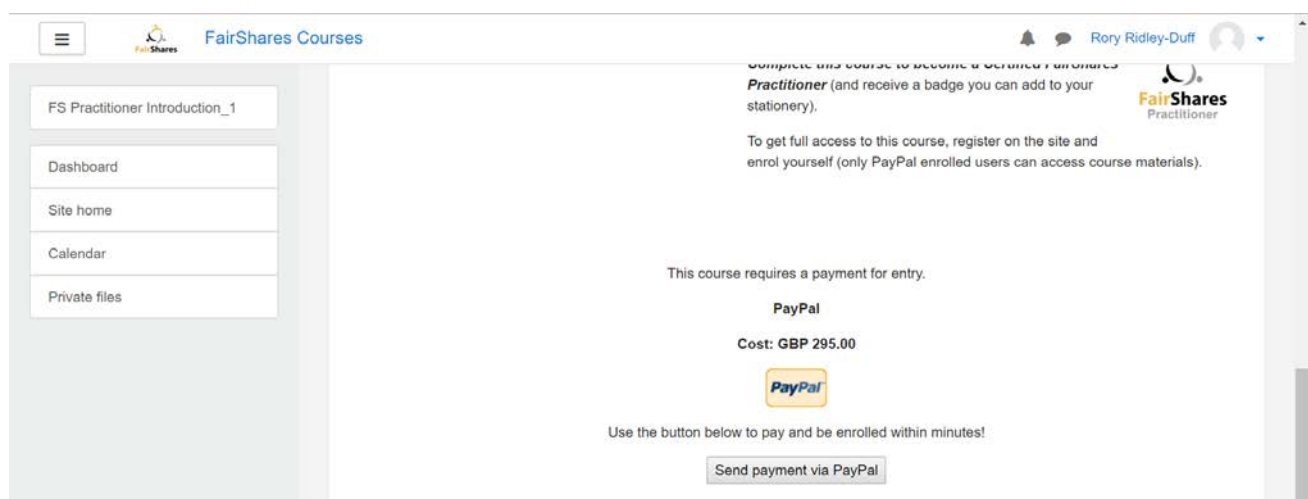
Open your browser and type [fsi.coop/courses](http://fsi.coop/courses) into the URL bar. Create a new account by inputting a username and password. You will receive an email, asking you to verify your email address and confirm your account. You can then log in to the Moodle learning platform.

There is a video at <http://fsi.coop/courses>

---

## How to Enrol on the Tutor-Led Course:

You first need to register if you have not already done so (see above). Then, go to [fsi.coop/courses](http://fsi.coop/courses) and log in with your username and password. This will take you to your dashboard. Click on Site Home to see a list of available courses. Click on the title, **Introduction to the FairShares Model (Tutor Supported)** and scroll down the page until you see the PayPal prompt (see below)



After making your payment to PayPal, you will gain access to all course materials.

After enrolment, you will be invited to your study group (maximum 10 people) which will meet at 7pm (UK Time) / 2pm (US East Coast). Participants will be expected to communicate with each other during the course for some activities.

The 7pm timing enables people in Europe and Africa to study during their evenings, and people in the Americas to study during the day. All study takes place online.

*During each session, Prof Rory Ridley-Duff will introduce the learning activity, discuss the learning materials available, take questions about the topic and help you contextualise the learning in your work or professional setting.*

---

## Enrolment Terms and Conditions

1. There is a maximum of 10 places per study group.
2. All bookings are provisional until enrolment takes place and full payment is received.
3. 1-hour seminars and one-to-one support sessions (by arrangement) are available on each Wednesday. No tutor support is available on other days, except by special arrangement.
4. Any support by special arrangement may incur an additional charge levied by your tutor (not the FairShares Association).
5. Places on the course cannot be transferred to another person after enrolment.
6. Course fees include the final assessment, and – if the student passes the assessment - the issue of a PDF Certified FairShares Practitioner certificate.
7. Withdrawals from the course are permitted. A request to withdraw must be in writing to FairShares Association Ltd (email either [caroline@fairshares.coop](mailto:caroline@fairshares.coop) or [fairshares.coop@gmail.com](mailto:fairshares.coop@gmail.com)). We will reimburse you £50 + £10 for each week of the course that follows receipt of your withdrawal request (maximum refund = £150)
8. The FairShares Association Ltd is not VAT registered, and therefore VAT is not chargeable on course fees.
9. FairShares Association Ltd reserves the right to cancel and rearrange sessions, and arrange for alternative (certified) tutors to take online sessions without liability.
10. A copy of our privacy policy is available at <https://fairshares.coop>.
11. Members of the FairShares Association will receive a 20% refund on the course fee once we evidence that you have a membership certificate.

# Programme

---

## Session 1 – Wednesday 26<sup>th</sup> February 2020.

### Enrolment and Introduction to FairShares

During the first session, we introduce you to the learning platform and ensure you are enrolled properly on the course. There is a short introduction to the FairShares Model and your pre-reading materials.

---

## Session 2 – Wednesday 4<sup>th</sup> March 2020.

### Navigating FairShares Websites

This session introduces you to websites that are widely used by people interested in the FairShares Model. You undertake a learning activity to find out information and register yourself so that you can contribute to the FairShares Community Forum (<https://fairshares.loomio.org>) and register new ideas on the FairShares Platform ([www.fairsharesplatform.eu](http://www.fairsharesplatform.eu)).

---

## Session 3 – Wednesday 11<sup>th</sup> March 2020.

### The Meaning of Wealth

This session introduces an emerging perspective on wealth based on early work by the International Integrated Reporting Council (IIRC). You read and critique a document about 'six capitals' to learn about the six forms of wealth recognised in the FairShares Model. To finish this session, you carry out a 'wealth audit' using a FairShares Diagnostic tool and contribute your findings to a discussion forum (if part of a cohort) or a blog (if studying on your own).

---

## Session 4 – Wednesday 18<sup>th</sup> March 2020.

### FairShares Values and Principles

The third session puts you in touch with your values and principles in the context of the social economy. You take a survey to establish whether you are inclined towards co-operation and mutuality, charitable trading activities or the notion of socially responsible business. After completing the survey, you read a document about FairShares Values and Principles, then formulate your thoughts by posting to a discussion forum (if part of a cohort) or a blog (if studying on your own).

---

## Session 5 – Wednesday 25<sup>th</sup> March 2020.

### Key Questions for Co-operative Social Enterprises

In the fourth session, you explore six questions that need to be answered if the FairShares Model is to be successfully applied to practice. You also consider, "who can answer the key questions?" In doing so, you explore the case for building multi-stakeholder ownership, governance and management systems.

---

## Session 6 – Wednesday 1<sup>st</sup> April 2020.

### Co-operative Learning and Development

In this session, you look at the learning and development techniques you can use with primary stakeholders (founders, labour, users and investors) to make decisions collectively. You review the following learning activities (Living Labs, Action Learning, Appreciative Inquiry, Open Space, World Cafe, OPERA) and plan a contribution to a general meeting (GM) about defining member roles within a co-operative social enterprise.

---

## Session 7 – Wednesday 8<sup>th</sup> April 2020.

### Legal Choices for Co-operative Social Enterprises

Once you have answers to the ‘key questions’ using the learning and development techniques, it becomes important to consider the legal forms your enterprise may take. In this session, we examine why you might prefer to choose a company, cooperative society, partnership or association when you constitute a FairShares enterprise. When you have considered the options, you read about the FairShares Lab project and complete an activity to create draft rules for a FairShares Lab.

---

## Easter Break

## Session 8 – Wednesday 22<sup>nd</sup> April 2020.

### Technology Platforms to Support Development

In the penultimate session, you consider the technologies that can be used to support enterprise development. From mundane tasks such as creating and sending documents (invoices, orders etc), to more complex tasks like accounting and manufacturing, this session introduces seven types of ICT platform that are combined to develop an ecosystem for enterprise development. You complete your learning by updating a Wiki about shared experiences of ICT platforms.

---

## Session 9 – Wednesday 29<sup>th</sup> April 2020.

### Building a FairShares Canvass

The course is completed by introducing the FairShares Canvass. This document helps you transform your ideas into a viable FairShares Plan by leading you through a series of questions. Each question relates back to one of the **key questions** (Session 4). We link each group of questions to three types of workshop: idea workshops; incubation workshops; planning workshops. When you have answered all the questions, you complete your studies by populating a FairShares Canvass and using it to draft a FairShares constitution.

---

## Bank Holiday Break

Session 10 – 13<sup>th</sup> May 2020.

### Final Assessment

In the final session, we review the course as a whole to prepare students for their final assessment. Successful participants who achieve 70 marks or more become Certified FairShares Practitioners and can apply for a certificate validating their achievements in professional development.