



## Making Learning Fun and Ecological

### **Lesson: Introduction to Eco- Social Entrepreneurship**

#### **Activity: Business Models and Local Examples**

**Lead In:**  
Classroom  
Online platform

**Duration:**  
This represents a multi-hour activity and it  
can be used as only curriculum-based, as  
well as an activity out of the classroom

**Aim:**  
To introduce the concept of green  
entrepreneurship and social

entrepreneurship, business models and  
local examples of successful social  
enterprises.

**Type of activity:**  
Powerpoint presentation  
Watching a video  
Filling-in the quiz

**Group number:**  
Individual work

**Recommended age: 15-29**

### **Instructions**

#### **About the educator:**

1. Sharing of the presentation by basic learning about the terms linked to green and social entrepreneurship and the importance of the development of social enterprises in a society.
2. The participants explore and discuss the situation of social entrepreneurship at local and regional level by giving examples from Macedonia and the Balkans and analyzing statements from several owners of social enterprises (challenges, successes, lessons learned) that they face in their area of work.
3. The participants read the case study to familiarize with the social enterprise. Then they discuss the benefits and obstacles that this enterprise faces in society.
4. Developing a discussion after the educational video on a certain topic has been played.

#### **For the user/interested participants:**

1. Read the presentation and additionally get information from the useful links provided below.

2. Explore the successful stories of social entrepreneurs on a local and regional level.
3. Brainstorm ideas for the case study.
4. Look at the video given also as part of the presentation.

**Key words:**

Green entrepreneurship  
Social entrepreneurship  
Social entrepreneur  
Social enterprise  
Funding in social enterprises  
Challenges social entrepreneurs face

**Materials, equipment:**

Computer  
Projector  
A4 paper  
Pens, pencils

**References:**

<https://www.slideshare.net/tribhuvansaini3/social-entrepreneurship-68254189>  
<https://www.slideshare.net/KevinCruz1/introduction-to-social-entrepreneurship-14679171>  
<https://www.slideserve.com/caitlyn/an-introduction-to-social-entrepreneurship-powerpoint-ppt-presentation>  
<https://www.nerdwallet.com/article/small-business/what-is-a-business-model>  
<https://business.ecoplum.com/>  
[http://greentproject.eu/wp-content/uploads/2017/05/GREENT\\_Lesson\\_20\\_Green-entrepreneurship.pdf](http://greentproject.eu/wp-content/uploads/2017/05/GREENT_Lesson_20_Green-entrepreneurship.pdf)  
<https://quotefancy.com/quote/1516465/Paul-Hawken-Business-is-the-only-mechanism-on-the-planet-today-powerful-enough-to-produce>

**Other useful sources:**

<https://www.shopify.in/encyclopedia/social-entrepreneurship>  
<https://www.managementstudyguide.com/social-entrepreneurship.htm>  
<https://prosperitynow.org/blog/7-steps-developing-concept-successful-social-enterprise>  
<https://www.oberlo.com/blog/what-is-social-entrepreneurship>  
<https://www.thesedge.org/socent-spotlights/22-awesome-social-enterprise-business-ideas>  
<https://www.businessnewsdaily.com/5102-green-business-ideas.html#sthash.B26NlEvr.dpu>  
<http://www.businessnewsdaily.com/5102-green-business-ideas.html>  
[http://www.ted.com/talks/ray\\_anderson\\_on\\_the\\_business\\_logic\\_of\\_sustainability](http://www.ted.com/talks/ray_anderson_on_the_business_logic_of_sustainability)

**Annexes:**

PPT "Introduction to Social Entrepreneurship, Business Models and Local Examples"  
Case study of the EcoPlum social enterprise  
Handout for the website content of EcoPlum  
Video for homework  
<https://www.youtube.com/watch?v=N8LVa9pb-n8&t=953s>

