GUIDE FOR EDUCATOR:

MODULE: SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISES (INCLUDING GREEN ENTREPRENEURSHIP)

Brief explanation of the module

The module aims to introduce young people to the concept of social entrepreneurship, including green/eco-social and familiarize them with the concept of the social enterprise. Within this class, the areas where social entrepreneurship makes the greatest impact will be described, the main business structures used by social entrepreneurship will be explained and young people will be encouraged to develop, through tailor made activities, entrepreneurial skills. Presentations, videos, quizzes, short activities and exercises aim to familiarize the students with the existing social challenges and the steps necessary to be made for creating a social enterprise.

The module offers:
- **Lesson plans** that contains description of the subgoals and ways for realization of the recommended learning and teaching aspects; Learning material, media and tools;
- **Powerpoint presentations** through which the educator can simplify and illustrate with photographs, graphs, and similar the concept of social entrepreneurship;
- **Videos** – through which important concepts of social entrepreneurship and examples of social enterprises are presented and explained;
- **Activities** intended for a school environment, training spaces and online environment as well, fostering entrepreneurial skills, knowledge on social entrepreneurship and how to create a social enterprise;
- **Exercises** such as quizzes to check any given knowledge;
- **Template** for each activity and exercise with instructions on how to implement them.
- **Relevant articles** on social entrepreneurship in Europe and globally;
- **Resources** for further research.

Aim of the module

The goals of the module are:

- ✔ to introduce young people to the concept of eco-social entrepreneurship
- ✔ familiarize them with the concept of the social enterprise
- ✔ guide them through the process of creating a social enterprise
- ✔ present the areas where social entrepreneurship makes the greatest impact

- ✔ explain the main business structures used in the field of social entrepreneurship with green aspects
- ✔ young people will be encouraged to develop, through tailor made activities, entrepreneurial skills
- ✔ check their knowledge on Social Entrepreneurship

General instructions:

Educators, teachers can choose which resources they would like to share with the target groups. Presentations and videos can serve as an initial introduction to the topic.

However, if they want to realize an activity, the video and the presentation are incorporated in it.

The lesson plan is divided into three sections:

– Introductory part (presentation and/or video)
– Realization of activities
– Realization of exercises

The activities can be done in student pairs or groups, but they can be realised individually as well.
They can be realized online and physically.

The time frame given is indicative and depends on the way the educator works, the target group (prior knowledge, age, number of participants), the goal he wants to achieve and the interaction between audience and instructor.
It is desirable for the educator to have experience working with young people, as well as knowledge and skills related to topics such as: entrepreneurship, climate change, ecology, social enterprise etc.

Details of the module: "title"

Lesson 1: Introduction to the concept of Social Entrepreneurship

The first lesson is brief about which people are called entrepreneurs, which are business models, attributes that make a good social entrepreneur etc.

Lesson 2: Introduction to Eco- Social Entrepreneurship

The second lesson gets more in detail about the difference between green entrepreneurship and common business entrepreneurship, the process of social entrepreneurship, challenges, opportunities, trends and risks of social entrepreneurship, social entrepreneurship examples etc.

The participants explore and discuss the situation of social entrepreneurship at local and

regional level by giving examples and analysing statements from several owners of social enterprises (challenges, successes, lessons learned) that they face in their area of work.

Lesson 3: The concept of the eco-social enterprise

The goal of the lesson 3, is to be inspired by some examples of (eco-)social innovation by gathering some basic information about them.

Lesson 4: Steps for creating an eco-social enterprise

In this lesson are explained the necessary steps for establishing an eco- social enterprise.

Lesson 5: Self-assessment, Self-evaluation, and Self-recognition of the entrepreneurial Characteristics

As goal of the lesson 5 is to participants, discover to which extent their characteristics, values,
and beliefs, attitudes, strengths, and weaknesses, but also, their focus and mindset, all together and each of them separately, match with their social business idea and set of necessary skills for leading a green business. The final purpose is to increase their self-awareness, which is the basics for unlocking their potential as green entrepreneurs.

Lesson 6: Define & Refine a business idea

To introduce the methods and techniques of defining a business idea and refining it to be financially viable.

Lesson 7: Stakeholders Map & Relationships

This lesson aims to identify all interested parties and group them according to their levels of participation, interest, and influence in the project and determine how best to involve and communicate each of these stakeholder groups throughout.

Lesson 8: Empathy

The lesson 8 aims to get to know the participants with knowledge about the difference between empathy map and user persona, help them to empathise and synthesise observations from the research phase, and draw out unexpected insights about user's needs.

Lesson 9: Impact Business Canvas

The main aim is to find out what is the concrete impact of our idea implementation (internal and external perspective, product-customers perspective, and costs-revenue perspective).

Lesson 10: Be your own devil's advocate

The main aim is to find out in advance what would be the obstacles in the process of idea implementation (internal and external perspective, product-customers perspective, and

costs-revenue perspective).

Lesson 11: Prototype

This lesson will help participants to conceptualize the process and possible prototypes. It gives tips on how to create a good prototype, as well as choose the best-suited prototype model for the business.
This presentation is an introduction to the process of prototype creation since the process
needs a dedicated team to create a prototype.

Lesson 12: Indicators for results and outcomes

The main purpose is for participants to understand the difference between indicators for results and those for outcomes.

Lesson 13: Business tools

The lesson "Business tools" aims to familiarize the students with business tools that are considered essential for creating and managing a social/eco-social enterprise.

Lesson 14: Business plan

Within the lesson, the participants will gain knowledge about how to create a social/ business plan and which questions need to take in consideration in establishing.

Lesson 15: Storytelling board

In this lesson are covered the tips and tricks for public presentation, important pillars of the story and main points of verbal/ nonverbal communication.

Lesson 16: Brand Creation

This lesson will help participants to learn the main elements for brand creation, thus will guide them throughout the process.

Lesson 17: Pitching

The goal of the lesson, is to learn how to make a structure for pitch and be compelling at the same time.

Activities connected to the module (title)

Activity 1 connected to Lesson 1: Fill in the boxes

Activities connected to Lesson 2:

Business Models and Local Examples

Sustainable business ideas brainstorming

Debating practice

Activity 3 connected to Lesson 3: Give 3 examples of social enterprises in your country

Activity 4 connected to Lesson 4: Steps for creating a social enterprise

Activity 5 connected to Lesson 5: Activity: Set of questions for self-evaluation

Activity 6 connected to Lesson 6: Exploration of the questionnaire for market research

Activity 7 connected to Lesson 7: Define a stakeholders relationships

Activity 8 connected to the Lesson 8: Empathy map

Activity 9 connected to Lesson 9: Fill box of Impact Business Canvas

Activity 10 connected to Lesson 10: Find out in advance what would be the obstacles in the process of idea implementation

Activity 11 connected to Lesson 11: Preliminary plan for making a prototype

Activity 12 connected to Lesson 12: Make a difference between indicators for results and outcomes

Activity 13 connected to Lesson 13: Get to know the business tools

Activity 14 connected to Lesson 14: Preparation a business plan for a social enterprise

Activity 15 connected to Lesson 15: Engaged a rhetorical skill

Activity 16 connected to Lesson 16: Tips & Tricks to build your brand

Activity 17 connected to Lesson 17: Make your best pitch

Exercises connected to the module (title)

Exercise 1 connected to lesson 1: Quiz

Exercise 2 connected to lesson 2: Quiz

Exercise 3 connected to lesson 3: Quiz

Exercise 4 connected to lesson 4: Promoting entrepreneurial skills

Exercise 5 connected to lesson 5: Self-assessment of team's capacities

Exercises connected to lesson 6:
Writing down a problem statement
Problem tree

Exercise 7 connected to lesson 7: Quiz

Exercise 8 connected to lesson 8: Quiz

Exercise 9 connected to lesson 9: Quiz

Exercise 10 connected to lesson 10: Quiz

Exercise 11 connected to lesson 11: Checklist for MVP/Prototype

Exercise 12 connected to lesson 12: Through call for proposals to explore the difference between quantitative and qualitative indicators

Exercise 13 connected to lesson 13: Quiz

Exercise 14 connected to lesson 14: Quiz

Exercise 15 connected to lesson 15: Preparation a real story

Exercise 16 connected to lesson 16: User experience

Exercise 17 connected to lesson 17: Quiz

Target groups

Youths between 15–29

Youth workers and volunteers working with youths looking for materials to use.
Teachers/ educators

All activities and exercises are for people aged between 15-29

Tips and tricks (with solutions to exercises and activities)

✔ Almost all exercises/ activities are customizable online and live, but when held online we encourage educators to try out as many different digital tools and state-of-the-art as they can to make the exercises completely user-friendly to the participants.

✔ Effective teachers need to be able to work in a constantly evolving environment and adjust their teaching methods based on the age of their students, the resources available and changing practices and requirements.

✔ The age limit, although it is better to be a young (of any age) peasant does not play the most crucial role, but the level of prior knowledge, experience, skills and practice of the participants that are part of these activities and exercises is important.

✔ Those exercises/ activities where it is recommended to divide the participants into groups, if there is one educator, it is optimal to have 2 groups, and in rare cases to divide them into several. Of course, this does not apply to those cases in which all groups must consist of pairs, two participants each.

References with videos and other useful literature connected to the module
References and videos are available in description of the activities/ exercises.

Making Learning Fun and Ecological