

IN SITU

TAKING
COOPERATION
FORWARD

 D.T2.4.2 Joint Social Entrepreneurial Skills and Competences training

 **Train The Trainer Introduction**

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WELCOME TO THE IN SITU JOINT SOCIAL ENTREPRENEURIAL SKILLS AND COMPETENCES TRAINING (D.T2.4.2)

Knowledge and skills for initiating,
developing and supporting
social enterprises



WHY ARE WE HERE

TTT AIM: enable each partner to successfully organize and run the regional Social Innovation Hubs (SIH)

TTT participants will be qualified to run and deliver trainings, consulting and mentoring services to their regional target group.



WHAT IS A SOCIAL ENTREPRISE?

Social enterprises combine societal goals with an entrepreneurial spirit.

These organisations focus on achieving wider social, environmental or community objectives.

https://ec.europa.eu/growth/sectors/social-economy/enterprises_en



WHAT IS A SOCIAL ENTREPRISE?

*“Operator in the social economy whose main objective is to have a **social impact** rather than make a profit for their owners or shareholders.*

*It operates by providing goods and services for the **market** in an entrepreneurial and innovative fashion and uses its **profits** primarily to achieve **social objectives**.*

It is managed in an open and responsible manner and, in particular, involves employees, consumers and stakeholders affected by its commercial activities.”

https://ec.europa.eu/growth/sectors/social-economy/enterprises_en



WHAT IS A SOCIAL ENTREPRISE?

The Commission uses the term 'social enterprise' to cover the following types of business:

- Those for who the **social or societal objective** of the common good is the reason for the commercial activity, often in the form of a high level of **social innovation**
- Those whose **profits** are mainly **reinvested** to achieve this social objective
- Those where the method of organisation or the ownership system reflects the enterprise's mission, using **democratic or participatory principles** or focusing on social justice

https://ec.europa.eu/growth/sectors/social-economy/enterprises_en



WHAT IS A SOCIAL ENTREPRISE?

Social enterprises can operate in different legal forms.

- social cooperatives
- private companies
- non-profit-distributing organisations (provident societies, associations, voluntary organisations, charities or foundations)

https://ec.europa.eu/growth/sectors/social-economy/enterprises_en



How are we supposed to support
SIH participants in
initiating and developing
innovative
social enterprises?



ePortfolio for training framework focused on
Social Entrepreneurial Skills and Competences
including methodology
(D.T2.2.2)

<http://www.insituproject.eu/methodology/>



IN SITU Social Innovation Hubs (SIH) aim to create an optimal environment for idea generation and development, helping individuals become community improvers and entrepreneurs, fostering responsible and innovative civil society engagement and social entrepreneurship.



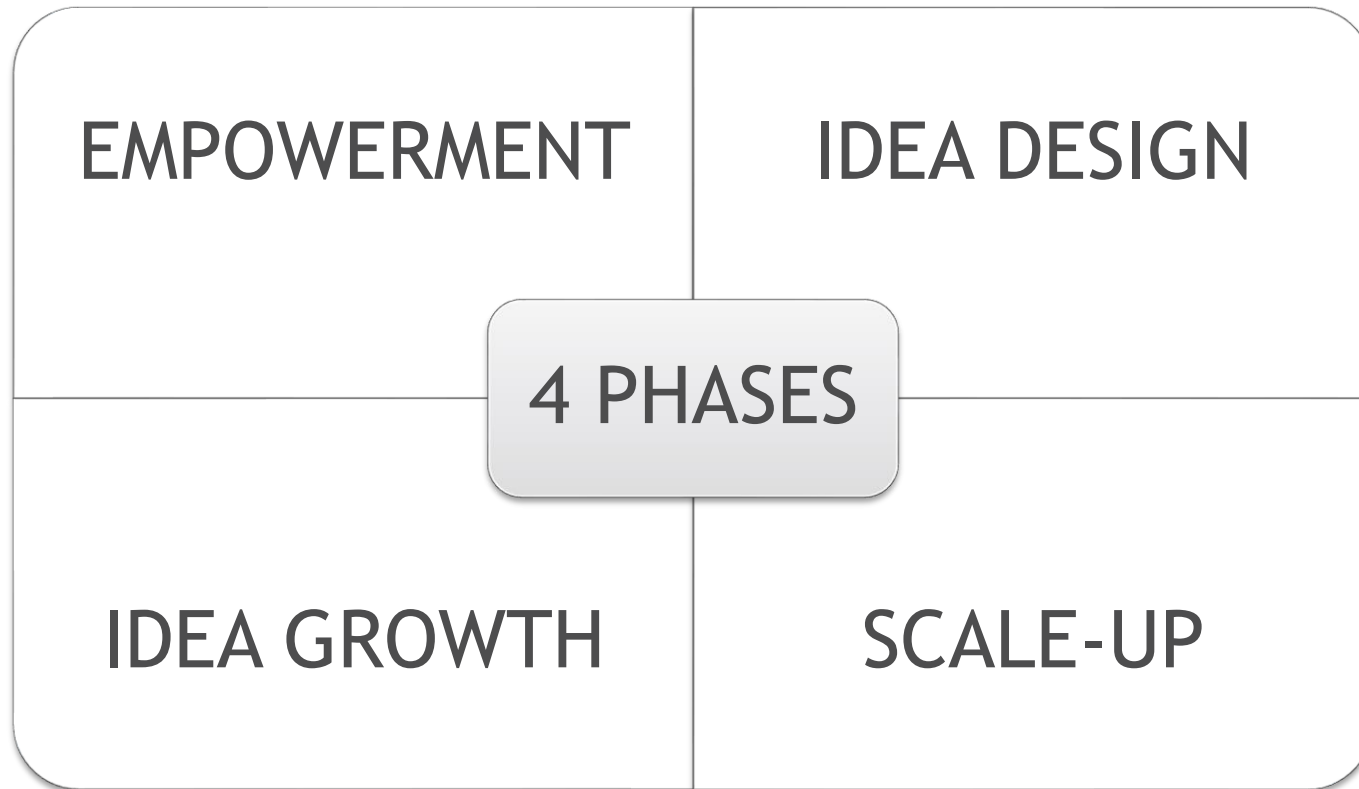
Six-month SIH support programme.

Activities:

- teaching (joint workshops and lectures, MOOC, eLearning modules)
- consulting (1on1)
- mentoring (1on1)



Six-month SIH support programme.



1. Competence assessment activities
2. Capacity building
3. General skills to re-enter labour market
4. Creativity boosting activities
5. Entrepreneurial and activist spirit boosting activities
6. Community needs assessment activities



7. Idea formulation
8. Customer/user/member understanding
9. Market understanding
10. Offer and value proposition
11. Business model & story
12. Financial model
13. Assumption based strategy formulation



14. Human resources

15. Interactions with customers/users/stakeholders

16. Leadership

17. Crowdsourcing and partnering

18. Impact assessment



19. Presentation and advocacy skills
20. Fundraising
21. Project management
22. PR and marketing
23. Readiness assessment
24. Evaluation



Session 1	June 1 st 2020
11:00 - 11:30	<u>Welcome & Introduction</u> <ul style="list-style-type: none">- Welcome by WP Leader- Methodology introduction- TTT agenda overview
11:30 - 13:00	<u>Idea shaping Training (led by PP8)</u> <ul style="list-style-type: none">- How to generate and shape an idea?<ul style="list-style-type: none">o Framing your ideao Future successo Problem-solution understandingo Willingness to pay, use, benefit, participate...o White paper bag exerciseo “Mum test” or what, where and how of testing your idea- Q&A
Session 2	June 3 rd 2020
11:00 - 13:00	<u>Design Thinking Training (led by PP8)</u> <ul style="list-style-type: none">- Design thinking basics<ul style="list-style-type: none">o Focus on customer centric developmento Customer journeyo Empathy map- Q&A



Session 3 June 5th 2020

11:00 - 13:00 Business Model Training (led by PP8)

- Introduction to the business model logic and relevance for social entrepreneurship
 - o business model canvas and social entrepreneurship - multisided platform (donors, customers, beneficiaries,...) or expanded BMC with economic, social and environmental perspectives

- o BMC how to use and present it - rules and best practices
- Q&A
- DIY Case Assignment introduction (to be completed and sent back to trainer - the assignments will be commented live in session 6)

Session 4 June 8th 2020

11:00 - 13:00 Crowdfunding Training (led by PP8)

- Crowdfunding basics
 - o Introduction and overview
 - o Crowdfunding campaign - first steps + tips&tricks
 - o Crowdfunding for social businesses
- Q&A



Session 5	June 10th 2020
11:00 - 13:00	<u>Pitching Training (led by external expert)</u> <ul style="list-style-type: none">- Pitching skills<ul style="list-style-type: none">o Introduction and overviewo Mastering the pitcho Tips&tricks- Q&A
Session 6	June 15th 2020
14:00 - 16:00	<u>Social business model assessment, patterns and improvement (led by PP8)</u> <ul style="list-style-type: none">- Presenting and reviewing of cases - presentations 30 min (5min x 6 cases) + 15 min feedback- Social business model patterns, assessment and improvement- Q&A
Session 7	June 17th 2020
11:00 - 13:00	<u>Best practice showcase (led by external expert)</u> <ul style="list-style-type: none">- Training around social entrepreneurship: designing, implementing and managing social innovation for the INTERREG IN SITU project partners by the INTERREG Atlantic Youth Creative Hubs project partners and experts



Thank you for your attention!

Have a great TTT!



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