

**IN SITU**

TAKING  
**COOPERATION**  
FORWARD



D.T2.3.2 JOINT SOCIO-CULTURAL EDUCATION TRAINING (TRAIN THE TRAINERS)



**TTT Introduction**



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WELCOME

# WELCOME TO THE IN SITU JOINT JOINT SOCIO-CULTURAL EDUCATION TTT TRAINING (D.T2.3.2)

Knowledge and skills for initiating,  
developing and supporting  
social initiatives



# 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 INITIATIVE?

A social initiative can be defined as:

Any purposive action aimed at addressing social problems; promoting social and environmental justice; improving the access to opportunities for deprived or marginalized persons, groups, or communities; enhancing social welfare; and contributing to sustainable development at large.

<http://ankuram.org/blogs-defining-social-initiatives/>



# WHAT IS A SOCIAL INITIATIVE?

- Formalised organisations
- NGOs
- Associations
- Community-based organizations
- Informal initiatives
- Informal citizen-led movements
- Institutes
- ...

## CIVIL SOCIETY & CIVIL SOCIETY ORGANISATIONS (CSO)



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



## ePortfolio for training framework focused on Socio-Cultural Education incl. Methodology

(D.T2.2.1)

<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.





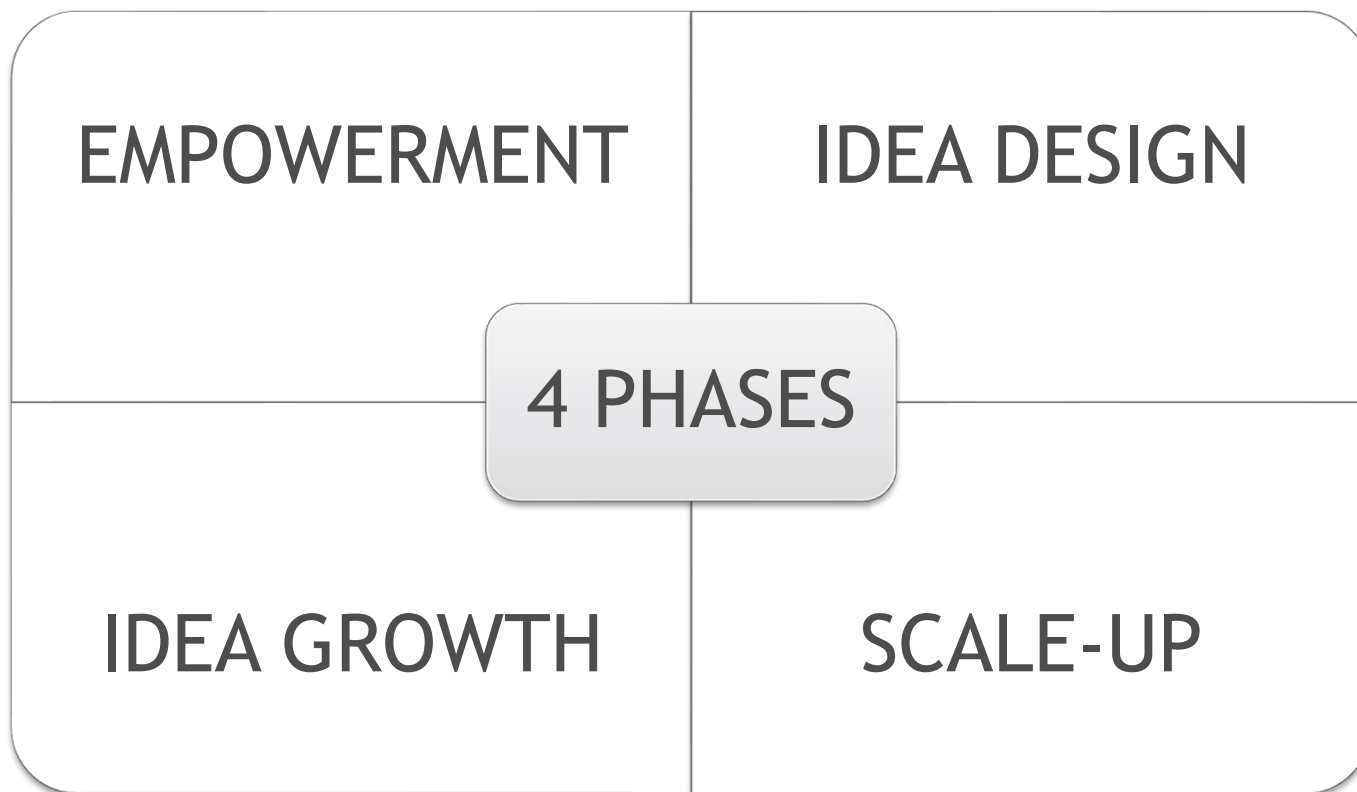
Six-month SIH support programme.

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	July 1 <sup>st</sup> 2020
11:00 - 11:30	<b><u>Welcome &amp; Introduction</u></b> <ul style="list-style-type: none"><li>- Welcome by WP Leader</li><li>- Methodology introduction</li><li>- TTT agenda overview</li></ul>
11:30 - 13:00	<b><u>Experiencing Group Dynamics &amp; Group Stages - How to understand, navigate and facilitate them (led by PP2)</u></b> <ul style="list-style-type: none"><li>- How does a group develop? Why do groups act&amp;engage the way they do?</li><li>- How can this knowledge help while facilitating a workshop/training?</li><li>- Experience specific aspects of group dynamics consciously and in an interactive way</li><li>- Q&amp;A</li></ul>
Session 2	July 3 <sup>rd</sup> 2020
11:00 - 13:00	<b><u>Community Needs Assessment (led by external expert)</u></b> <ul style="list-style-type: none"><li>- Skills to analyse gaps in community needs:<ul style="list-style-type: none"><li>o defining community, deciding on the scope, identifying assets, making connections, collecting data, methods of data gathering, analysing and presenting the findings</li></ul></li><li>- Community action plan development</li><li>- Best practices</li><li>- O&amp;A</li></ul>



**Session 3**      **July 6<sup>th</sup> 2020**

11:00 - 13:00      **How to Make Your Initiative Successful and Your Members Engaged: Management of Social Initiatives&Civil Society Organizations (led by external expert)**

- How to start an organization from scratch?
- How to sustain its operation and impact in a long-term perspective?
- Life cycle of a social initiatives and organizations - main stages
- Tips & tricks from the field
- Q&A

**Session 4**      **July 8<sup>th</sup> 2020**

11:00 - 13:00      **Fundraising for social initiatives (led by external expert)**

- Fundraising basics
- Traditional and innovative fundraising models
- Key competencies required in the fundraising process
- Q&A

**Session 5**      **July 10<sup>th</sup> 2020**

11:00 - 13:00      **With or Without a Compass: Strategic Planning of Social Initiatives (led by external expert)**

- The importance of strategic planning
- Key steps and outcomes in the strategic planning process
- Strategic planning
  - o Tools & processes
- Best practice examples
- Q&A





# Thank you for your attention!

## Have a great TTT!



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