

SOCIAL BUZZ



START YOUR SOCIAL BUSINESS

*the youth business
magazine that is very
much loved*



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*with 10 of the best
innovations who
will guide and
motivate you*

SUCCESS TIPS IN 2022-2023

*Success tips for you are
here! get success tips from
famous entrepreneurs*

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SUCCESS TIPS FOR IMPLEMENTAION OF MENTORING AND CAPACITY TRAINING FOR YOUTH

HOW TO START YOUR SBUSINESS

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SOCIAL BUZZ

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ABOUT THE PROJECT

The aim and objectives of the project - to help youth with fewer opportunities (18-30) to become social entrepreneurs by providing them with relevant training, mentorship, and online tools to generate and implement their ideas - was formed with regards to priorities of the consortium. Specially trained social / youth workers, career specialists & entrepreneurs will be used in this. Briefly, sBUZZ focuses on boosting youth with fewer opportunities for social entrepreneurship.



THE OBJECTIVES ARE

1. Evaluate social entrepreneurship skills & practices to support them amongst youth with fewer opportunities in partner countries. TARGET: Interview 40 youth with fewer opportunities, survey 120 youth workers, analyse 20 good practices in three months.
2. Raise youth workers qualifications and competencies on how to train and mentor young entrepreneurs with newly developed methods. TARGET: 12 y.w. in one month.
3. Organise capacity training for youth to raise their capacity to start a business. TARGET: 20 youth participants in each of training on 10 different topics in 10 months per partner country.
4. Create an interactive online platform for supporting youth with fewer opportunities. TARGET: in 4 months that will gather a minimum of 400 visitors in the following 14 months.
5. Launch the Mentorship Programme to coach underprivileged youngsters on their way to creating business. TARGET: 30 youth with fewer opportunities in each partner country in 9 months brainstorming the content. Just starting? Design a memorable masthead with an equally memorable name.

ABOUT THE CONSORTIUM



Asociatia CPDIS is a non-profit organization founded in the fall of 2012. Our mission is to create a community of **young people** in the local and regional area who are stimulated to develop through **non-formal** education methods. CPDIS supports volunteers who share an interest in **entrepreneurship education**, video production, sports activities, social involvement, art, creative activities, **innovation**, education, etc. as a profession or hobby.

Active Youth Association (AY) is a for-purpose organisation working with youth and **communities** in need in Lithuania and across borders. We have extensive **experience** in non-formal education, as well as a range of other topics. Most important among which: migration, **entrepreneurship**, healthy lifestyle, human rights.



Institut za poticanje mladih (Institute of Youth Power) is a Non-Profit Organisation/Association from Rijeka, Croatia. Established in February 2018 as a Non-governmental organization/association. The vision that brought us together is building an **authentic** and original society. The main fields which we cover are (social) **entrepreneurship**, sustainability, **leadership**, youth unemployment, digital skills, and sports through formal and non-formal education methods and tools

European Integration Group (EiG) was established in 2015 in Istanbul, Türkiye by a few young and **dynamic** people, who have **experience** in social projects realization on the local and international levels. The group believes that the **successful** integration of all (the **social** and ethnic groups) in society is a key to welfare, stability, democracy and tolerance.



RESEARCH

Good practice examples of social entrepreneurship at national and local level in all 4 partner countries



interviews and surveys with youth and youth workers conducted to find out already existing practices on boosting entrepreneurship of youth with fewer opportunities up ahead.



Examples of good practices in Romania

WHAT IS SOCIAL ENTREPRENEURSHIP?

in Romania

If entrepreneurship seeks to open a business with the sole intent of profit, social entrepreneurship seeks firstly to solve social issues within the community, while the pursuit of profits comes secondly.



In Romania, social entrepreneurship has its own legal framework as a social economic structure. The principles of the social economic structure are:



1

PRIORITY GIVEN TO THE INDIVIDUAL AND SOCIAL OBJECTIVES OVER INCREASING PROFIT;

2

SOLIDARITY AND COLLECTIVE RESPONSIBILITY;

3

CONVERGENCE BETWEEN THE INTERESTS OF ASSOCIATE MEMBERS AND THE GENERAL INTEREST AND / OR INTERESTS OF A COMMUNITY;

4

DEMOCRATIC CONTROL OF MEMBERS, EXERCISED OVER THE ACTIVITIES CARRIED OUT;

5

VOLUNTARY AND FREE CHARACTER OF THE ASSOCIATION IN THE FORMS OF ORGANIZATION SPECIFIC TO THE FIELD OF SOCIAL ECONOMY;

Moreover, there are social economic structures for Insertion and are defined as social enterprise that cumulatively fulfils the conditions mentioned earlier and, respectively:

MUST

HAVE

6

HAVE, PERMANENTLY, AT LEAST 30% OF THE EMPLOYED STAFF BELONGING TO THE VULNERABLE GROUP

.....

7

THE CUMULATIVE WORKING TIME OF THESE EMPLOYEES REPRESENTS AT LEAST 30% OF THE TOTAL WORKING TIME OF ALL EMPLOYEES;

.....

8

DISTINGUISHED LEGAL PERSONALITY, MANAGEMENT AUTONOMY AND INDEPENDENCE FROM PUBLIC AUTHORITIES;

.....

9

ALLOCATING THE LARGEST PART OF THE PROFIT / FINANCIAL SURPLUS TO ACHIEVE THE OBJECTIVES OF GENERAL INTEREST, OF A COMMUNITY OR IN THE PERSONAL NON-PATRIMONIAL INTEREST OF THE MEMBERS.

.....

Name of social entrepreneurship:

After school - Karolina Kids

Field of activity: Education

#1



No. of employees: In this moment are 4 teachers

Category of few opportunities: People with few opportunities

Obstacles encountered: Entering to the afterschool market and then maintaining market share

Special activities implemented for the employees with fewer opportunities: Training and mentorship to know how to work with youth

GENERAL DESCRIPTION

Afterschool Karolina Kids works in the field of services and education, having as object of activity the creation of the institutional and organisational framework in order to offer the children to spend time in an organised educational environment and to provide meal and accommodation services adjacent to this process.



It is aimed at preschoolers between the ages of 3-7 and after-school students in grades 1-4.

The curricular area for preschoolers emphasises the development of skills and knowledge that will ensure an easy adaptation of children to the curriculum and school subjects and for those included in the education system of the calluses.



GENERAL DESCRIPTION

1-4 emphasis will be placed on supporting students in understanding and reserving homework.

The activity that this SES has carried out has a double economic and social component, namely:

- through people who have created and maintained a job and who will be part of the vulnerable group (with reduced opportunities);
- through the social character of the activity that will include the integration of institutionalized children among other children.

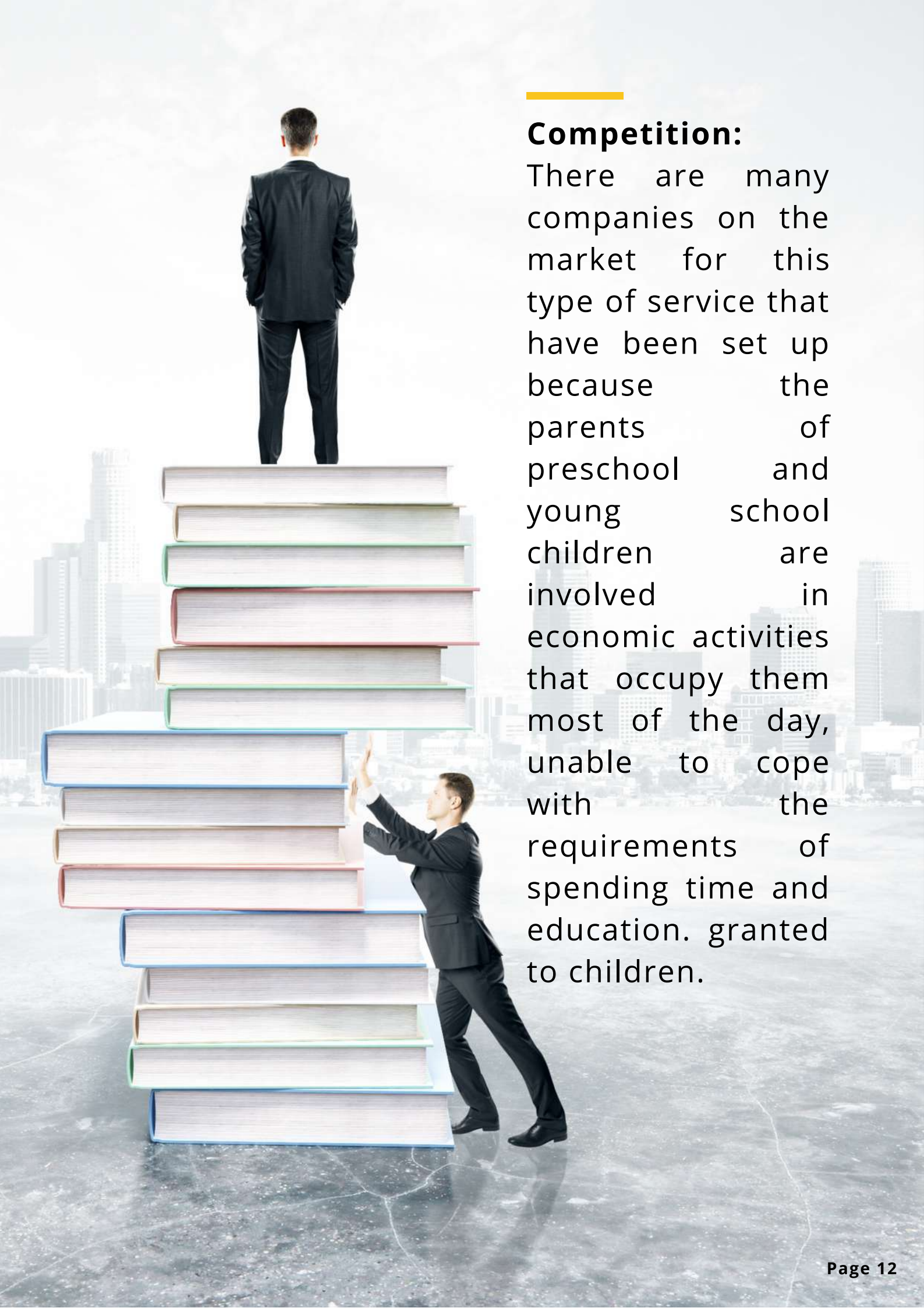


Target Group: The clients of this social economy structure are:



1. Children of families who want to use Karolina Kids services for preschoolers and schoolchildren from grades 1 to 4 in the after-school system

2. Children from Institutionalized Children's Centers who have the age



Competition:

There are many companies on the market for this type of service that have been set up because the parents of preschool and young school children are involved in economic activities that occupy them most of the day, unable to cope with the requirements of spending time and education. granted to children.

Transferability to other sectors:

The type of activity approached within the social economy structure can be easily implemented and extended at the level of the entire region, having as logistical support the county Social Assistance Directorates and the NGOs of the target groups benefiting from this kind of services.



More details at:
<http://karolina-kids.ro/>

Name of social entrepreneurship:

Atelierul SUK

Field of activity:

Textile manufacturing

#2



No. of employees: Depending on the supply and demand

Category of few opportunities: People with few opportunities

Obstacles encountered: Financial obstacles, low level of suppliers

Special activities implemented for the employees with fewer opportunities: Supporting them - educational workshops and team building activities

GENERAL DESCRIPTION

The SUK workshop offers tailoring services for the production of various household / hotel textiles: bed linen, blankets, curtains, draperies, tablecloths, sleepers, aprons, etc., services that are related to the activity you carry out. All items made by us can be customized, both by embroidery and by printing directly on the fabric



(both ensuring durability by resistance to repeated washing and quality by keeping the colors). We can also provide personalization services through embroidery or printing directly on special products.

Target Group: traditional families, youth, adults

Competition: same companies from textile manufacturing field

Transferability to other sectors: they are flexible with different buyers. They are focusing on hotel and restaurants from Dobrogea area.



More details at:
<https://www.facebook.com/AtelierulSUK/>

Name of social entrepreneurship:

Nod Maker Space

Field of activity:

Business Space

#3



No. of employees: >70 FREELANCERS AND COMPANIES
>100 MEMBERS IN THE COMMUNITY

Category of few opportunities:
#Entrepreneurswithfewopportunities, #beginners
#newentrepreneurs, #youth

Best Coworking Space as per Central European Startup Awards.

Special activities implemented for the employees with fewer opportunities: Supporting new entrepreneurs to develop themselves and their business - educational workshops and facilities: Makerspace, Coworking, Event spaces, Material library, Community, Makershop, Networking

GENERAL DESCRIPTION

Coworking spaces, makerspaces, wood & metal workshops, private studios, meeting and event spaces, MATER - the first and only material library in Southeast Europe and Makershop - online store with locally created products

About Node

Nod Makerspace is the first large-scale creative center in Romania that aims to democratize design, engineering and creative education.



#What is NOD?

Nod Makerspace is a creative workspace that offers membership-based access to a wide range of tools and equipment for digital fabrication and rapid prototyping. The long-term goal of this project is to create opportunities for improving living standards, locally and globally (incubator) and to build a strong open-source community.

Target Group: #TO WHOM NODE IS ADDRESSED

We address those who need such a space and not only: the space is also open for those who want to experience the pleasure of creating, the pleasure of design, for those who want to be initiated into the world of manufacturing, for those who want to learn, for those who want to put ideas into practice:

- over 7 years: students, high school and general school students
- Creative: furniture designers, fashion designers, jewelry designers, architects, product designers
- Inventors, innovators and makers. There are those who work full time, if not even overtime, and who have the passion to build and invent, in their free time, outside of working hours
- Entrepreneurs and kickstarters. There are those who have the idea and need a place to produce it or need technical support
- Learners. There are those who want to learn and improve themselves

Competition: Other coworking spaces in Bucharest: Regus www.regus.com, Seneca Anticafe senecanticafe.ro, Space Works , www.spacesworks.com , Impacthub

<https://impacthub.net/>, Mind Space
<https://hs.mindspace.me/> Match Office
www.matchoffice.com, Pluria pluria.co



More details at:
<https://nodmakerspace.ro/despre-noi/>

Name of social entrepreneurship

Diamond System România

Field of activity:

Business Education

#4



Livia Soare



Octavian Baban

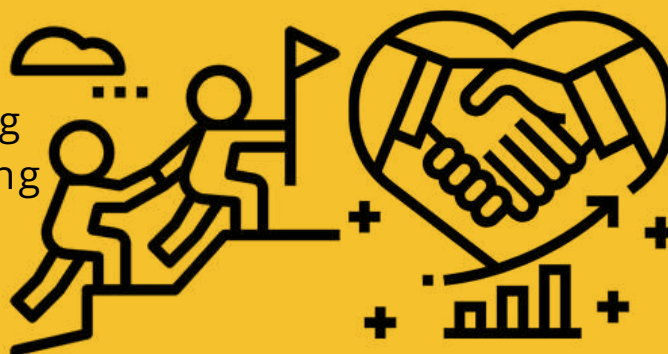


Felician Solomon

No. of employees: 3 in Romania, active in 25 countries around the World. The Diamond Cu Institute is to help people around the world achieve success on all fronts: achieve success.

Special activities implemented for the employees with fewer opportunities:

- Events
- Mastermind
- Express Team Training
- Seed System Mentoring
- Podcasts
- Trainings
- Books
- Mentorship Sessions and Classes



The Diamond Cutter Institute's mission is to help people around the world achieve success on all fronts: to achieve financial success and prosperity and a fulfilling career, to enjoy fulfilling and lasting relationships with both business and life partners, to be healthy both physically and mentally-emotionally, to acquire inner peace and power of concentration and last but not least, to be able to help change for the better the family, the community and the country in which they live.



Category of few opportunities:

#anyentrepreneurs #failedbusinesses
#begginers #newentrepreneurs #youth

Target Group: The purpose of this system is to help entrepreneurs and professionals in their field of activity to achieve success on all levels.



In-depth courses:



30-day challenges



Thematic courses

The Diamond Cutter System: A coherent, fair and logical system to manage your business and career, works every time, is simple and enjoyable to implement. It helps you achieve your goals and at the same time helps those around you to grow.

Diamond System

SEED YOUR BUSINESS

program de **mastermind** pentru antreprenori

Diamond System

GENERAL DESCRIPTION Diamond System

The Diamond Cutter System (or Seed System) offers a new and important idea for manifesting everything in your life, a system that works every time. It is based on the imperturbable truth that everything that happens to us comes from how we treat those around us. Moreover, the Diamond Cutter Institute provides a clear explanation of how exactly what we do to others is stored as a seed in our minds. This seed bears fruit in the mind and then determines the things and people we see around us.



Financial independence



Fulfilled Relationships & Healthy Body



Peace of Mind



Contribution

The diamond cutter is a universal system, over 2500 years old, which has transmitted from man to man to the present day. The great merit that Geshe Michael Roach has, is that he was able to prove his effectiveness by the way he put it in practice in the 19 years that the Andin International company grew, from a loan of \$50,000 by 2009, when the firm was acquired by Warren Buffet. Moment in which had over 10,000 employees on 3 continents and a turnover of 250 millions of dollars.

Transferability to other sectors:

All over the sectors, including NGOs of the target groups benefiting from this kind of services.



More details at:
<http://diamondcutter.ro>



Name of social entrepreneurship:

Meşteshukar ButiQ

Field of activity:

Commerce of roma crafts

#5



No. of employees: network of roma craftsmen and producers of about 50 people

Category of few opportunities: roma ethnic minority

Obstacles encountered: funding

Special activities implemented for the employees with fewer opportunities: Promoting traditional roma crafts and craftsmen, in order to increase their revenue and promote their traditions

GENERAL DESCRIPTION

Meşteshukar ButiQ is a network of craftsmen and social economy enterprises that has managed to revalue traditional Roma crafts. MBQ offers premium lifestyle products with a story and design that stand out in any context. They are the result of a mix of traditional production techniques with contemporary product design.



It addresses the general market of home décor and clothing design, focusing on the needs of consumers interested in traditions, craftsmanship and design. Each product sold generates direct income for the craftsmen who produce it.

Target Group: roma craftsmen (direct), consumers interested in traditions and craftsmanship (indirect)

Competition: Association of Roma Traditional Craftsmen and Merchants (Asociația Meșteșugarilor și Comercianților Tradiționali Romi) (<http://mestesugarii-rromi.ro/>)



Transferability to other sectors:

the idea can be transferred to any tradition to raise it to the standard of art and promote it to be sold, but as well as to support any type of minority (ethnic, religious, disadvantaged in any way) by promoting their uniqueness into a business.



More details at:
<https://mbq.ro/>



IN LITHUANIA

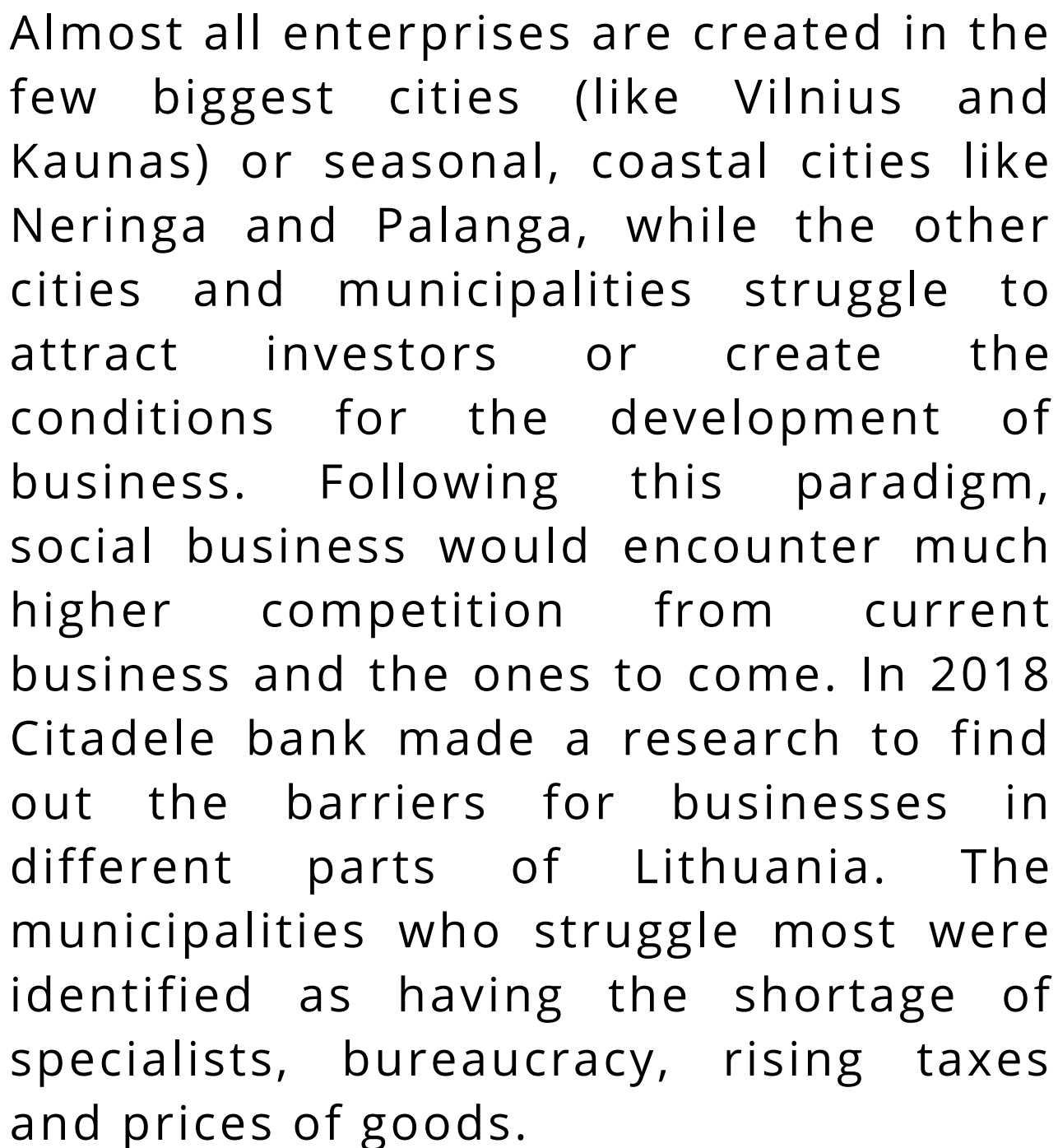


Concept of Social Enterprise:

a private or public legal entity that, in the course of an economic activity, seeks to reach the public, group or environmental objectives and solve societal social problems in accordance with named criteria:

- Size
- Measurable positive social impact for specific listed problems
- Set part of income from economic activities
- Profit specific allocation
- Involvement of stakeholders into the whole business process





Almost all enterprises are created in the few biggest cities (like Vilnius and Kaunas) or seasonal, coastal cities like Neringa and Palanga, while the other cities and municipalities struggle to attract investors or create the conditions for the development of business. Following this paradigm, social business would encounter much higher competition from current business and the ones to come. In 2018 Citadele bank made a research to find out the barriers for businesses in different parts of Lithuania. The municipalities who struggle most were identified as having the shortage of specialists, bureaucracy, rising taxes and prices of goods.

LEGAL BOUNDARIES

The acquisition of “Social Business” status is quite a long and complicated task. Even when the status is established it is not easy to maintain it. For example, social enterprises are unable to pay dividends for investors or shareholders, provide employees with a better salary than the average and, 50% of income must be generated from commercial activity.





W E A K
PUBLIC
D I A L O G U E



While non-governmental organizations have easy access to information, training and participate in conferences on social business, the general public has limited ability. Even though in recent years social business ideas are becoming more widespread, it is not enough. The interested ones can find quite a lot of information, but the biggest media do not publicize social entrepreneurship enough, therefore the initiatives and the voluntary participation is quite low in social businesses. Overall low civic activity in Lithuania also contributes to this challenge.



For entrepreneurs without the starting capital it is way more difficult to create a successful start of their business. It is hard to get the credit to start the business - especially for the youth. For a bank to provide a decent amount of loan for business, the personal credit score and possible deposit will be evaluated. If the person does not have a stable and higher than average income for the past years, has unpaid liabilities and/or some delays in bills it is much likely that the offered loan will be insufficient for the business to start and it will be necessary to seek funds from other resources.

Name of social entrepreneurship:

“Pirmas Blynas”

Field of activity: Restaurant



No. of employees: 10 employees

Category of few opportunities: social inclusion of people with disabilities and catering service

Obstacles encountered: Financial concerns were the biggest obstacle. A language barrier also existed since the founder of the company was from Netherlands and did not speak Lithuanian.



GENERAL DESCRIPTION

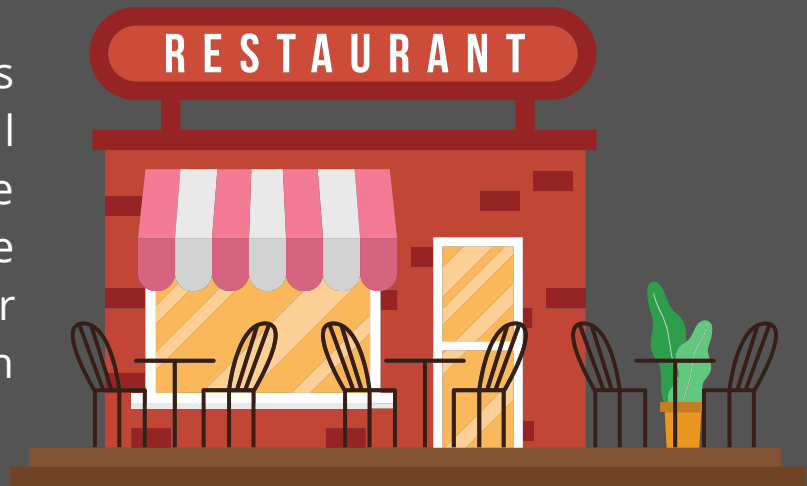
"Pirmas Blynas" is a social pancake restaurant located in the Old Town of Vilnius. The business opened in 2018 and has been operating ever since. The restaurant "Pirmas Blynas" is well known for its very delicious pancakes as well as its friendly staff, therefore it has been awarded the travelers choice badge from "TripAdvisor".



RECOGNITION OF "PIRMAS BLYNAS"

A Lithuanian social business award was won in 2018 by "Pirmas Blynas". The award promotes social responsibility and encourages companies in Lithuania to implement its principles.

"Pirmas Blynas" has an important social mission to provide a safe, inclusive environment for people with disabilities.



In the restaurant a person with a disability welcomes and seats guests, takes their orders, and communicates them effectively to the kitchen.



The restaurant's goal is to assist disabled people in finding work, earning money, feeling independent, and leading more dignified lives. Apart from that, the company's owner wants to encourage positive attitude toward individuals with disabilities and promote social inclusion in the society.

PEOPLE WITH DISABILITIES

People with disabilities were found to be greatly impacted by employment at the restaurant. Having a job and helping other people gives them a sense of independence and confidence. Furthermore, it improves their communication skills and gives them a sense of control over their lives



I N C L U S I O N



More details at:

<https://www.pirmasblynas.lt/en>

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=JDzotp9bmol&ab_channel=TavoEuropa)

[v=JDzotp9bmol&ab_channel=TavoEuropa](https://www.youtube.com/watch?v=JDzotp9bmol&ab_channel=TavoEuropa)

Name of social entrepreneurship:

Mano Guru

Field of activity:

catering services

#2

No. of employees: 25 employees

Category of few opportunities: 70% of the employees have fewer opportunities

Obstacles encountered:

accommodations for the target group, major financial losses due to renovation works

Special activities implemented for the employees with fewer opportunities: accommodations and mentors and personnel to support the target group





GENERAL DESCRIPTION

"Mano Guru" started operating in 2004 and is one of the first Lithuanian social businesses. At this restaurant, everyone can taste a variety of delicious salads and discover new tastes. Here, everyone gets a warm welcome and the exceptional customer service.



"Mano Guru" facilitates the reintegration of people released from prisons or recovering addicts into society and the labour market. Achieving this goal requires professional training in the areas of cooking, waiting, and bartending. Psychological and social worker consultations are also available for the employees at the salad bar.

Ex-offenders and addicts can take charge of their lives and create routine in their daily lives by working at "Mano Guru". After some time, they acquire new skills, become more responsible for their own actions, and discover their own identity.



As part of its psychological support program, the restaurant offers a therapy to its employees. A variety options are available, including individual and group sessions. After completing their work period, employees receive a diploma which helps them find a job in the future. The salad bar 'Mano Guru' has certainly had a positive impact on the community. In its 17 years of operation, the project served about 700 individuals, of whom 75 percent were able to return to the labour market.

OBSTICLES ENCOUNTERED

"Mano Guru" restaurant has encountered many problems during its establishment. To start with, accommodations for the target group were initially difficult to find. Furthermore, the salad bar is located in the centre of Vilnius and has suffered major financial losses due to renovation works. It had been nearly a year since Vilnius Street was modernized for the establishment of the business. Additionally, "Mano Guru" implemented special activities for employees with fewer opportunities and trained them to become excellent waiters, cooks, or bartenders. The salad bar also provides special programs for mentors and personnel to support the target group and help ex-offenders or addicts to better adapt to the society.



More details at:
<https://www.govilnius.lt/visit-vilnius/vilnius-pass-attractions/mano-guru-restaurant>

Name of social entrepreneurship:

Acorus Calamus

Field of activity:

Herbal tea production

#3



No. of employees: 23 employees

Category of few opportunities:

50% employees with fewer opportunities

Obstacles encountered: obtaining a license, financial challenges

Special activities implemented for the employees with fewer opportunities: offers a variety of benefits to people with disabilities

GENERAL DESCRIPTION

"Acorus Calamus" was established more than 15 years ago in Pakruojis - a beautiful retreat in Northern Lithuania. It is the largest producer and marketer of herbs in the Baltics. As a manufacturer of food supplements, herbal functional teas, and gift sets for tea, the company has extensive experience in a wide assortment of products.



Herbal products are created by combining long-standing traditions, extensive knowledge, and perfected production processes, as well as innovation.

In order to become a more effective and suitable company, "Acorus Calamus" are redesigning the traditional tea recipes into something more modern and effective. In addition to fragrant natural notes, the tea blends at the company do not contain artificial flavorings, which means the clients enjoy the highest quality tea in more than 200 tastes, functions, and blends. Additionally, "Acorus Calamus" hires people with disabilities to assist with everyday tasks and teaches them how to perform various jobs.



CATEGORY OF FEW OPPORTUNITIES: PEOPLE WITH DISABILITIES

"Acorus Calamus" offers a variety of benefits to people with disabilities. People with fewer opportunities learn new skills, become more responsible, and improve their wellbeing. The sense of belonging that comes from helping others makes the target group feel like a part of the community more than ever before. "Acorus Calamus" shows a great example to other companies that people with disabilities are full-fledged workers who should be able to join the workforce.



OBSTACLES ENCOUNTERED

For the company to become a licensed manufacturer of medicines and get the perfect herb combination for teas, extensive research and testing was necessary. "Acorus Calamus" also faced financial challenges during its establishment. However, today "Acorus Calamus" is available in 32 countries worldwide. In addition to expanding its outlets abroad and seeking opportunities for cooperation, the company promotes its reputation as a reliable herbal products company by constantly striving for the best results.



More details at:
<https://www.acorus.it/>

Name of social entrepreneurship:

“Orus namai”

Field of activity:

Accommodation

#4



No. of employees: 2 employees

Category of few opportunities:
social inclusion of people with fewer opportunities

Obstacles encountered: high property prices, funding, lacking available space for new apartments

Target group: seniors

Competition: retirement homes



GENERAL DESCRIPTION

"Orus name" is a social project that aims to create conditions for seniors to live safely, comfortably, economically, and communally in seniors' apartment blocks that are adapted to their needs. The experimental senior citizens' apartment building in Vilnius opened in the autumn of 2018. "Orus namai" invites seniors to rent out their old homes and move into a specially designed apartment in the "Orus namai" apartment block. The rental income covers the total cost of living (no extra rent, utilities, internet, or cable) so that the entire pension stays for the seniors' other needs. "Orus namai" apartment block in Vilnius consists of four 27 m² flats and a shared lounge where everyone can meet, socialize and do their favorite activities.



A SENIOR HAS AN APARTMENT



THE APARTMENT REMAINS IN HIS OWNERSHIP, BUT IS FOR RENT



A SENIOR LIVES IN AN APARTMENT APARTMENT "ORUS NAMAI".



HIS LIVING HERE IS PAID FROM HIS RENT



THE SENIOR'S ENTIRE PENSION REMAINS FOR HIS OTHER NEEDS

Transferability to other sectors: broadening its target group and expanding in different cities is possible.



More details at:
<https://orusnamai.lt/>



Orus namai

Name of social entrepreneurship:

“Miesto laboratorija”

Field of activity:
community center



#5



No. of employees: 10 employees

Category of few opportunities:
inclusion of community members

Obstacles encountered: a lack of finances to sustain the community center

Target group: Antakalnis district's community

Competition: other cultural, youth, and community centers



GENERAL DESCRIPTION

"Miesto laboratorija" is a sustainable and environmentally friendly educational community center with a café, an open event space, eco-innovations, a hydroponic garden, an educational garden, a gallery, and a DIY outdoor playground for children.

In the case of the "Miesto laboratorija", two problems have been identified, and two goals have been set: to mobilize and activate the local community and contribute to disseminating ideas for a more sustainable and environmentally friendly way of life. A sustainable educational community center was set up to achieve these two objectives, whose activities align with these objectives.





GENERAL DESCRIPTION

Another important aspect is the business side. To financially sustain the community center with all its activities, they have created a food café. Since its inception, the café has supported the entire project, generating between 80% and 90% of the total income the "Miesto laboratorija" generated. At the end of the year, if it has been profitable, all the profits are reinvested in new activities, infrastructure improvements, and the development of new projects. In this way, this social-environmental project, run on business principles, is financially sustainable, self-sufficient, and independent from public funding.

Transferability to other sectors:
collaboration with other sectors to
maintain the interest of the
community



More details at:

<https://miestolaboratorija.lt>

/



Examples of good practices in Croatia



Social entrepreneurship is an area of entrepreneurship and economics in general that have become more and more popular in last 30 years across the whole globe. However, the topics related to social entrepreneurship came in focus in **Croatia** during the past years due to developing and adopting the **Strategy for the Development of Social Entrepreneurship** in the Republic of Croatia for the period from 2015 to 2020.

Name of social entrepreneurship:

Humana Nova

Field of activity: craft business

#1



No. of employees: 45 employees, 25 with disability, 13 faced with obstacles

Category of few opportunities:


People with disability, NEET

Obstacles encountered: disability, difficulties finding a job

Special activities implemented for the employees with fewer opportunities: building tolerant social relations and balanced use of resources

GENERAL DESCRIPTION

They are a leading example of a social enterprise for labor integration and reuse, recognized in the wider region. Through their activities, they contribute to the building of tolerant social relations and the balanced use of resources.



By employing marginalized groups, collecting textiles, reusing and recycling them, and local cooperation, they actively contribute to poverty reduction, sustainable development of the local community and nature conservation.

Competition: There are many similar companies, selling similar items, but they are the only company in Croatia whose products are made by people with disability.



Target group:
people with disability and obstacles

Transferability to other sectors:
Success of this company can serve as an example to other companies that people with disability can contribute to their development.

More details at:
<https://humananova.org/>



Name of social entrepreneurship:

Hedona

Field of activity:

Gastronomy

#2

No. of employees: 18 employees,
9 with disability

Category of few opportunities:

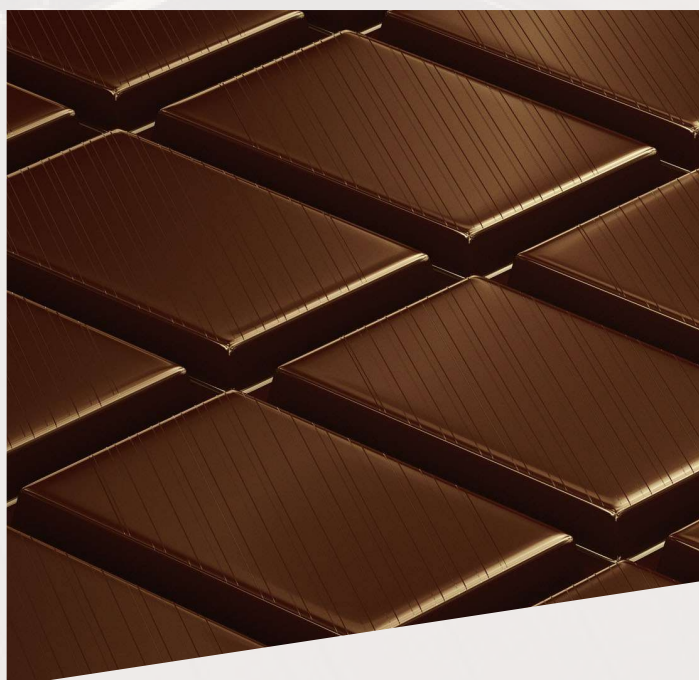
People with disability, NEET

Obstacles encountered:

disability, difficulties finding a job

**Special activities implemented
for the employees with fewer
opportunities:**

they reinvest
precisely through their education,
development and growth.



GENERAL DESCRIPTION



It was founded in 2013, as part of the project "Chocolateria Chris" - Krizevci chocolateria, by the enthusiastic Association of Persons with disabilities Krizevci, headed by Mr. Petar Gataric. Hedona started their sweet story in 60 square meters and with 6 employees, 4 of whom were employees with disabilities.

Ideas change the world, in their case, they make it sweeter and more tolerant. HEDONA is the answer to the challenge of difficult employment of people with disabilities. Open employment is the basis of social integration, mental health, well-being and self realization of every person.

Target group: people with disability and obstacles

Competition: There are many similar companies, selling similar items, but they are the only company in Croatia whose products are made by people with disability.

Transferability to other sectors: Success of this company can serve as an example to other companies that people with disability can contribute to their development.



<https://hedona.hr/>

Name of social entrepreneurship:

Sfera Visia

Field of activity:

Cosmetics

#3



No. of employees: 6 employees, 3 with disability, blind or partially sighted

Category of few opportunities: People with disability, NEET

Obstacles encountered: disability, difficulties finding a job

Special activities implemented for the employees with fewer opportunities: create jobs for unemployed members of association "Martinov plast" (blind or partially sighted people).

GENERAL DESCRIPTION

They have project co-financed from European Union to increase the process of soap production and to employ more blind and/or partially sighted people. Three blind and partially sighted people are employed to produce liquid soap "Touch of Nature" from natural ingredients.



Depending on the demand and placement on the market, additional employments are planned.

Target group: people with disability and obstacles

Competition: There are many similar companies, selling similar items, but they are the only company in Croatia whose products are made by people with disability.

Transferability to other sectors: Success of this company can serve as an example to other companies that people with disability can contribute to their development.



More details at:
<https://sferavisia.hr/>

Name of social entrepreneurship:

Act Konto

Field of activity:

finances

#4



No. of employees: 3 with disability

Category of few opportunities: People with disability

Obstacles encountered: disability, difficulties finding a job

GENERAL DESCRIPTION

Act konto is a non-profit social enterprise specialized in providing professional and high-quality bookkeeping and accounting services, education and consulting on financial operations and management for profit and non-profit organizations in the Republic of Croatia. The realized profit is not paid to the owners, but is fully reinvested in development and in the education and employment of persons with disabilities.



Target group: people with disability and obstacles

Competition: There are many similar companies, but this is the only one led by women who work and lead the company.

Transferability to other sectors: This company is successful thanks to constant investment in staff education and development.



<https://act-konto.hr/>

Name of social entrepreneurship:

Buba bar

Field of activity:

hospitality

#5



No. of employees: 10 with disability

Category of few opportunities: People with disability

Obstacles encountered: disability, difficulties finding a job

GENERAL DESCRIPTION

Buba bar is a cafe opened by the Vinkovac Association of Persons with Disabilities "Bubamara", which also includes a large bowling alley. It employs ten people with disabilities, mostly with Down syndrome. Through the Buba bar project, Bubamara was able to contribute to the adoption of a legal solution according to which people with disabilities can work without losing their right to disability benefits.



"Our wish is to include disabled people in the labor market through this project and show this society how much disabled people know and are worth."



<https://www.facebook.com/profile.php?id=100063448646619>



Examples of good practices in Türkiye

According to the definition
of the European
Commission:

“A social enterprise is a business that has a social impact and contributes to the social economy, rather than making profits for its owners or shareholders as its primary purpose. It operates by offering goods and services to the market in an entrepreneurial and innovative manner and uses its profits primarily to achieve social goals.”



Like entrepreneurs who change the face of the business world, social entrepreneurs are also tools of change in social transformation. They aim to solve the primary social problems without prioritizing material benefit and profit, and to eliminate the problem. Just like commercial entrepreneurs, they create new opportunities by seeing what others cannot see, change systems and find solutions to important problems of society by finding new approaches.



Social entrepreneurs use many different tools on their journey. While some lead social movements without establishing any institution, some work with non-governmental organizations, some with cooperatives, and some with social benefit company structures called social enterprises.



In Turkish law, the concept of social enterprise is not defined and there is no legislation or legal status specific to social enterprises. Social entrepreneurs organize by choosing the structure that is suitable for them among the existing legal statuses in line with their fields of activity and opportunities. For this reason, it is necessary to make separate explanations for each legal structure in order to understand the legal structure preferred by social enterprises in Türkiye and to determine the relevant legislation.

Legal structures that social entrepreneurs may prefer in Turkish law:

- 1) Real Person Trader**
- 2) Ordinary Partnership**
- 3) Collective Company**
- 4) Limited Company**
- 5) Limited Company**
- 6) Joint Stock Company**
- 7) Cooperative**
- 8) Association**
- 9) Foundation**



Name of social entrepreneurship:

Tebessüm Kahvesi

Field of activity: Café



No. of employees: In this moment are 4 teachers, 10 Young people with Down syndrome as service staff, unknown number of Manager and education Specialists.

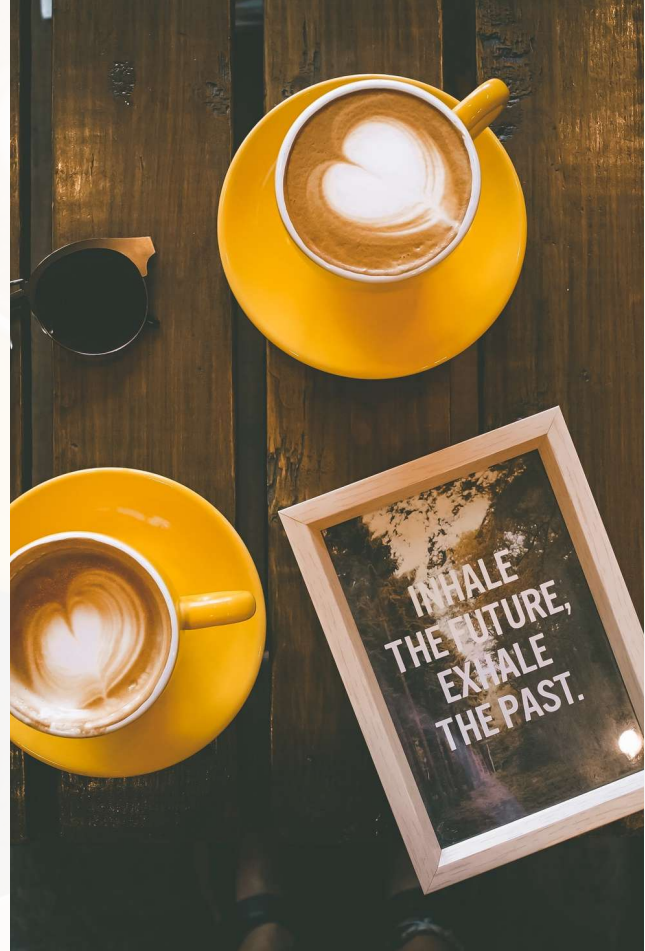
Category of few opportunities: Young people with Down syndrome

Obstacles encountered:
The training programs

Special activities implemented for the employees with fewer opportunities: Social activities and special educational programs.

GENERAL DESCRIPTION

Opening its first branch in the garden of Üsküdar Burhan Felek mansion on 21.03.2016, the second branch of Tebessüm Kahvesi was put into service on 3.12.2019, under the Üsküdar Municipality service building. The branches of Tebessüm Coffee, where young people with Down Syndrome work as service personnel and welcome you.



At Tebessüm Kahvesi branches, young people with Down Syndrome work in shifts, a maximum of 6 hours a day, between 08:00 and 18:00. Our young people take 1 day off in our branches, which are open 7 days a week.





Vision:

To develop and reveal the potential of young people with Down Syndrome, to train young people with Down Syndrome in a job they can do in line with their abilities, to raise them as young people who have gained professional and social life skills, have self-confidence and fully participate in production and social life, as well as ensuring their economic and social welfare

Training:

A total of 10 young people with Down Syndrome, 6 boys and 4 girls, work as service personnel in Tebessüm Kahve. In order to guide, support, follow up and run the organization of our young people with Down Syndrome who are involved in social and business life, we stand by them with our Education Specialist and our employees who we train on the right communication techniques with young people with Down Syndrome.



Obstacles:

Individuals with Down syndrome resemble their peers who are typically developing more than they differ from them. Down syndrome youth daily accomplish both extraordinary and common tasks. They are determined to achieve their objectives and have hopes and dreams for the future.

Though learning issues that cause delays in many developmental areas affect people with Down syndrome, not all developmental areas are equally impacted.



More details at:

<https://www.tebessumkahvesi.com.tr/>

Name of social entrepreneurship:

Darüşşafaka (National)

Field of activity:

Educational

#2



No. of employees: around 700 employees and 1000 students

Category of few opportunities: Talented children whose father and/or mother are not alive, who are financially incapable

Obstacles encountered: Unknow

Special activities implemented for the employees with fewer opportunities: Secondary and high school education

GENERAL DESCRIPTION

Darüŝŝafaka Society was founded in 1863 with the aim of providing equality of opportunity in education to needy, talented children who had lost their fathers. Since then, it has maintained its presence with this mission of "equality of opportunity in education".



Vision:

Darüŝŝafaka Education Institutions aim to become one of the most respected and best schools both in Türkiye and in the world, that provide quality education to underprivileged and talented fatherless and/or motherless children.

Obstacles:

- When dealing with vulnerable groups: on exclusion mechanisms raising awareness, including the stereotypes and prejudices of teachers/administrators at the community and school level.
- Targeted measures to reduce concrete exclusion mechanisms/barriers, as well as working with the “majority”
- Avoiding labeling processes/mechanisms
- The need for collaboration between various actors at school level + partners outside the school (employers, social workers, parents, local government, civil society)

- Emphasizing the importance of reaching out to parents and collaborating with them
- Not to talk about disadvantaged groups, but to talk to them and find a common language

OBSTACLES

• Dissemination of measures and holistic approach
Children in Darüşşafaka:

→ Darüşşafaka Techno Entrepreneurship and Youth Centre is helping students in development of their creativity.

→ Gets computer-aided education in classrooms and laboratories equipped by the most advanced technologies.

→ Makes use of fully-equipped and rich library.

→ Learns how to use both Turkish and English fluently and correctly.

→ Plays basketball, football and tennis at outdoor and indoor sports areas, learns swimming and does exercises.

→ Organizes and watches shows and dramas in the large and magnificent theatre hall.

→ Learns how to play a musical instrument he/she wishes and is talented in.

→ Has access to healthcare services.



→ <https://www.darussafaka.org/en>

Name of social entrepreneurship:

Otsimo

Field of activity:

Digital App, Educational

#3



No. of employees: 19 Founders, +100 000 all around the world

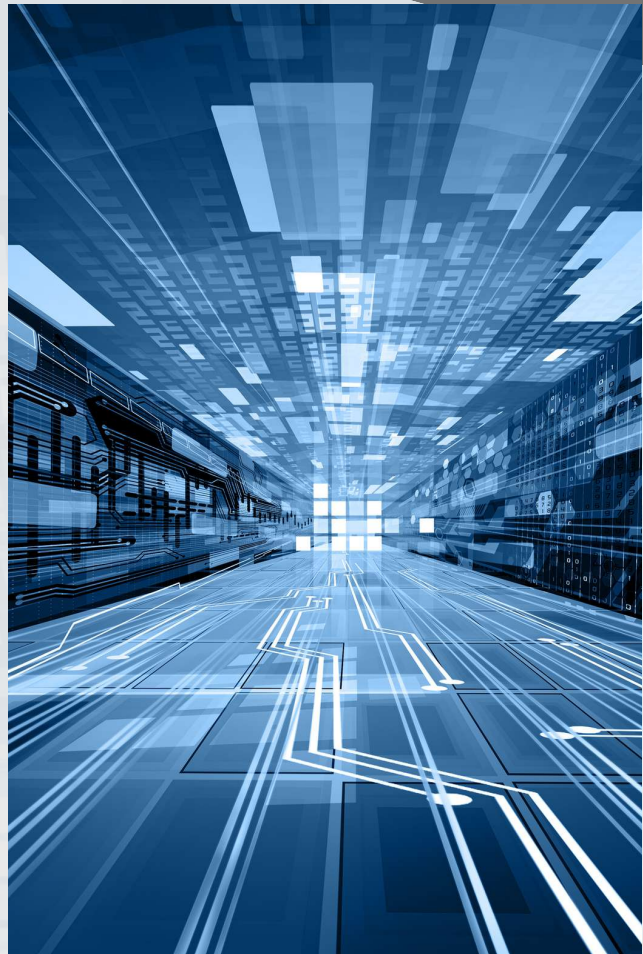
Category of few opportunities:
Nonverbal childrens, Autism

Obstacles encountered: Unknow

Special activities implemented for the employees with fewer opportunities: multiple institutional structures through the app

GENERAL DESCRIPTION

Otsimo is a mobile game platform that includes educational games for children with special educational needs. It aims to provide the necessary and incomplete education at home through smart devices so that children with learning disabilities due to various ailments receive an intensive and quality education.



One of the founders of Otsimo is Zafer Elcik. He has a 15-year-old sibling with autism. We can say that the idea of Otsimo came about thanks to Alper's difficulty in accessing adequate education in his childhood and his special interest in smart devices.

Zafer's story:

My brother was diagnosed with severe autism when he was 2 years old. I was 10 back then. He had been non-verbal and unable to read for a long time. I remember those days when we wanted him to speak a word.

He was having a hard time focusing and learning. But when I bought my first smartphone, I realized my brother has a special interest in smart devices, about 10 times longer than his usual attention to his surroundings. After that, I bought him an iPad as a gift.





Then I noticed a problem. There weren't suitably designed applications for children with disabilities like his. Some communication apps (AAC) were too expensive, and the games were very difficult for him. Because of that, he could play only a few apps, some of which included ads that can be harmful to him. So with my close friend, we decided to build a basic color game to teach colors to my brother. In a relatively short period of time, he became able to distinguish the colors. His interest and success inspired us to build games for every child who can benefit from them, and we created Otsimo, a mobile education platform for children with disabilities. Today we reached 100.000 users all over the world.



<https://otsimo.com/en/>

Name of social entrepreneurship:

TOÇEV (Support for Contemporary Living Association)

Field of activity: Education and social support

Okumak Her Çocuğun Hakkıdır!



#4



Farkında mısınız? Dokunuyoruz



No. of employees: 150 employees (30% with few opportunities)

Category of few opportunities: Orphans and underprivileged individuals

Obstacles encountered: Limited resources, social stigma, and lack of awareness about the potential of individuals with few opportunities

Special activities implemented for the employees with fewer opportunities: TOÇEV provides vocational training, mentorship programs, and personal development opportunities to employees with few opportunities.

GENERAL DESCRIPTION

TOÇEV is a social entrepreneurship organization that aims to provide education, support, and empowerment to orphans and underprivileged individuals. They offer various educational programs, scholarships, and life skills training to enable these individuals to lead independent and successful lives.



Target Group: Orphans and underprivileged individuals
Competition: TOÇEV collaborates with other NGOs, public institutions, and private companies in Türkiye to address the needs of its target group effectively.

Transferability to other sectors: TOÇEV's model can be replicated in other sectors to support individuals with few opportunities by providing them with the necessary skills and opportunities for personal growth.



www.tocev.org.tr

Name of social entrepreneurship:

SosyalBen Foundation

Field of activity: Youth empowerment and education

#5



No. of employees: 25 employees (50% with few opportunities)

Category of few opportunities: Underprivileged youth and students

Obstacles encountered: Limited access to quality education, lack of resources, and social exclusion

Special activities implemented for the employees with fewer opportunities: : SosyalBen Foundation provides skill development workshops, mentorship programs, and internship opportunities for employees with few opportunities to enhance their professional growth.

GENERAL DESCRIPTION

SosyalBen Foundation is a social entrepreneurship organization that focuses on empowering underprivileged youth and students through education and mentorship. They provide scholarships, tutoring programs, and extracurricular activities to support the academic and personal development of these individuals.



Target

Underprivileged youth and students

Group:

Competition: SosyalBen Foundation collaborates with schools, universities, and other NGOs to ensure comprehensive support for the target group and maximize their impact.

Transferability to other sectors:

SosyalBen Foundation's approach can be adapted to various sectors to empower individuals with few opportunities through education, mentorship, and skill development.



www.sosyalben.org



***Summary
of
Interviews
with youth***



Summary Romania



No. of
respondents

26 repondents

42.31% Feminin

57.69% Masculin



Division by
gender



Division by
area

38.64% Rural

61.54% Urban

Aged 16-17 = 4

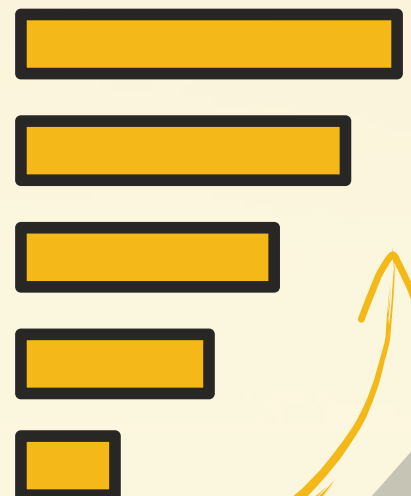
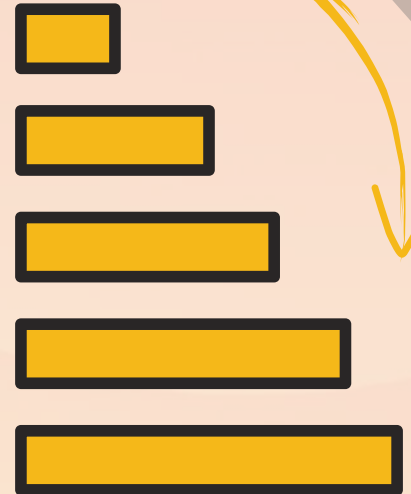
Aged 18-20 = 9

Aged 21-24 = 6

Aged 25-30 = 7



Division
by age





- 27% of them experienced **discrimination** on the labour market. Among this discrimination, the majority are those related to their ethnicity, and related to their age.
- **70%**, declared that they have **economic** knowledge: about sales, marketing and basic economics. On the other hand, the percentage drops quite a lot in the area of primary and financial accounting, over 60% declare that they do not know the field very well.
- Only 38% know how to **start** an enterprise, a start-up, and it confirms to us that it is a fertile ground to be explored. Among those who showed their interest in opening a start-up, 58% of them admitted that they have no knowledge in the field in which they are **interested**, nor experience. The domain varies very much, from marketing, fashion, to IT, arts, events etc.
- 42% who declared that they have experience in the field of interest, by participating in events and networking by contacting people in the field, others by **volunteering**, or actually working in the field.
- Their main field of interest: **entrepreneurship, management and teamwork**. Only **4%** are directly interested in **accounting**, while the rest of the fields of interest vary quite a bit.



Summary Lithuania



No. of
respondents

10 repondents

50% Feminin

50% Masculin



Division by
gender



Division by
area

30% Rural

70% Urban

Aged 16-17 = 0

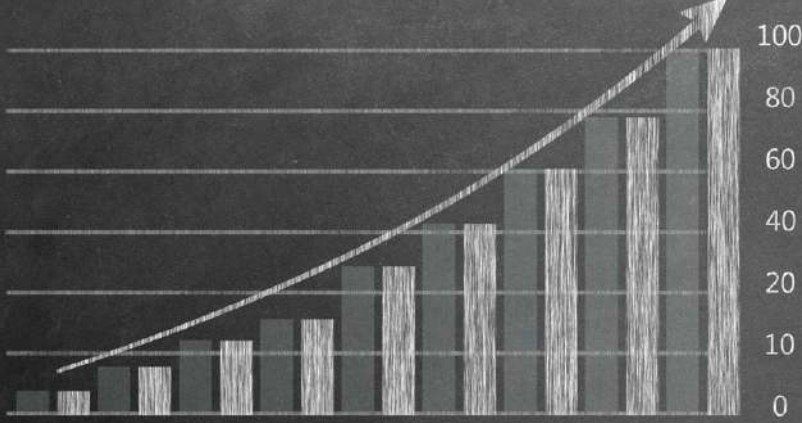
Aged 18-20 = 1

Aged 21-24 = 5

Aged 25-30 = 4



Division
by age



- Education was **various**: 6 respondents have a bachelor's degree, 2 a post-secondary diploma, 1 elementary school graduate, 1 person with a master's degree.
- Work experience in a group was less than 1 year.
- The experience they had was in **art, retail, service industries or agriculture**.
- Main obstacles entering the work field: **long-term unemployment**, living in a rural area. As long as: cultural background, unfinished education, intellectual disabilities.
- Support needed in financial, **educational, bureaucratic** and psychological ways.
- Half of the interviewees stay with their family and are supported by them.
- Youth does not have **knowledge** about most categories needed to start business.
- However, the chart illustrates that 80% of respondents would like to **start a business** with a partner, while 20% would like to do it alone.
- 70% of respondents said they would use public funds to start their businesses.
- 50% of respondents want to learn more about the process of **creating and testing the idea**.



Summary Croatia



No. of respondents

10 repondents

70% Feminin

30% Masculin



Division by gender



Division by area

20% Rural

80% Urban

Aged 16-17 = 0

Aged 18-20 = 0

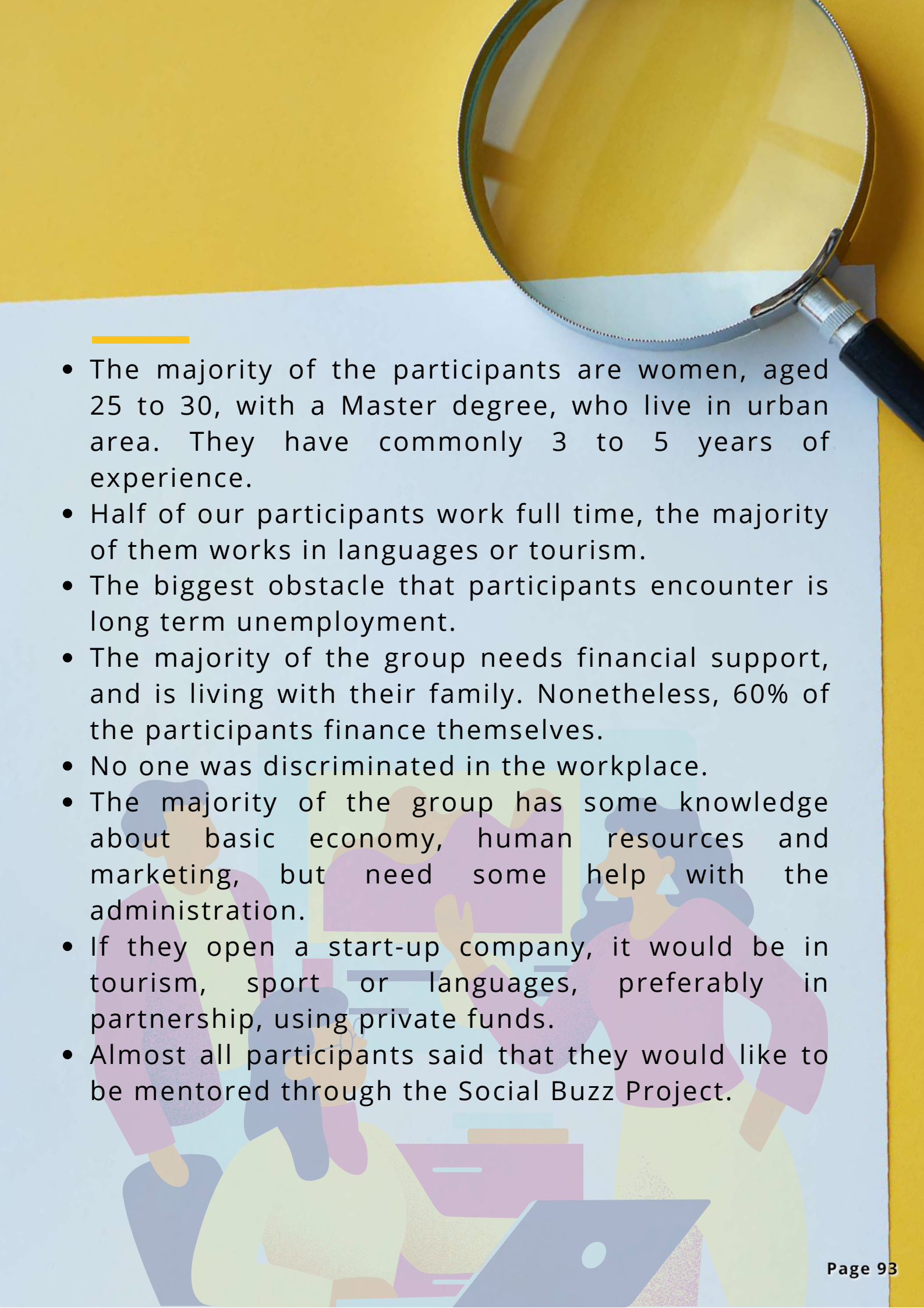
Aged 21-24 = 2

Aged 25-30 = 8



Division by age



- 
- The majority of the participants are women, aged 25 to 30, with a Master degree, who live in urban area. They have commonly 3 to 5 years of experience.
 - Half of our participants work full time, the majority of them works in languages or tourism.
 - The biggest obstacle that participants encounter is long term unemployment.
 - The majority of the group needs financial support, and is living with their family. Nonetheless, 60% of the participants finance themselves.
 - No one was discriminated in the workplace.
 - The majority of the group has some knowledge about basic economy, human resources and marketing, but need some help with the administration.
 - If they open a start-up company, it would be in tourism, sport or languages, preferably in partnership, using private funds.
 - Almost all participants said that they would like to be mentored through the Social Buzz Project.



Summary Türkiye



No. of
respondents

11 repondents

63.6% Feminin

36.4% Masculin



Division by
gender



Division by
area

9.1% Rural

90.9% Urban

Aged 18-20 =
36%

Aged 21-24 =
64%



Division
by age

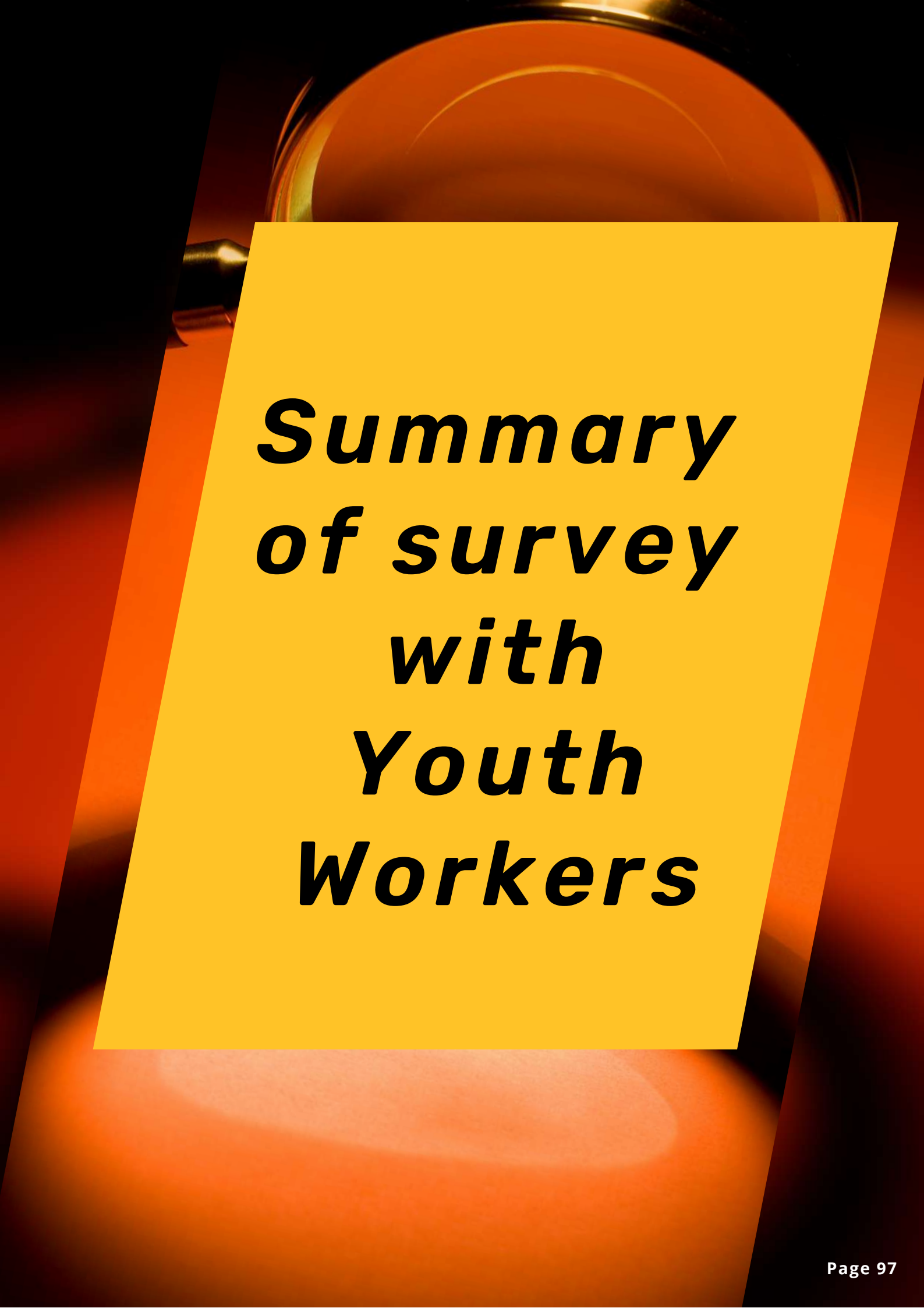


- While 45% of respondents claim to have no prior work experience.
- Young adults who are still in school and those who have graduated and are living on their own makeup 54.5% of the total, while 18.2% of them continue to reside in student accommodation.
- On the job market, discrimination was a problem for 36.4% of them. The majority of these forms of prejudice are based on their age.
- 90% of respondents claimed to be knowledgeable in sales. In contrast, the number significantly decreases when it comes to primary and financial accounting, where more than 63% of respondents claim to lack in-depth knowledge.
- Only 45% of people are able to launch a business or start-up, which demonstrates that there is plenty of room for exploration.
- 46% of respondents claimed to have experience in the field of interest, either through paid employment, volunteer work, attending events and networking activities, or both.
- 91% of the young respondents admitted that they would not want to receive assistance from the government.
- Their primary areas of interest include branding and marketing. The others have interests that are very diverse.

For access to the full
research please scan the
QR code |

Scan me





***Summary
of survey
with
Youth
Workers***



No. of
respondents

36

Romania



58% Feminin



42% Masculin

Division by
gender



Division by
area

12% Rural

88% Urban

Aged 18-20 = 19%

Aged 21-24 = 23%

Aged >30 = 58%



Division
by age

CONCLUSIONS



As a conclusion, among the youth workers surveyed, with the predominant expertise from the urban area, very well trained, trained and experienced in the field of work, we find an increased interest in entrepreneurship among those over 30 years old, active in the NGO sector, who works with young people with fewer opportunities, predominantly through mentoring and coaching in order to train the young people in their projects in the communities where they are active.



Most youth workers train young people who are geographically disadvantaged, and have less access to opportunities and information, as well as NEETs who need connections from multiple points of view. The profile of these young people is outlined in a fairly high percentage by those who do not have financial stability for various reasons, and only then by those who face various health problems (whether physical, mental or various addictions).



For the majority of workers, working methods in the form of entrepreneurship workshops are the most often used in training the mentioned young people, as well as theater and improvisation, followed by study visits, educational films, quizzes, public cafes and other socio-educational.



No. of
respondents

33

Lithuania



25 Feminin



8 Masculin

Division by
gender



Division by
area

15% Rural

85% Urban

Aged 18-20 = 13



Aged 21-24 = 13

Division
by age

Aged >30 = 7

CONCLUSIONS



- Total number of respondents: 33
- 85% of the respondents live in urban areas.
- 76% of respondents were female.
- Age group of 21-24.
- Work experience results vary greatly.
- There is a high level of education among respondents.
- 73.3% of the respondents work for NGOs.
- Mentorship is the most commonly reported experience.
- Workshops are the main form of non-formal education.
- Small percentage of respondents have skills related to entrepreneurship.



No. of
respondents

32

Croatia



81% Feminin



19% Masculin

Division by
gender



Division by
area

28% Rural

72% Urban

Aged 18-20 = 46%

Aged 21-24 = 21%

Aged 25-30 = 21%

Aged >30 = 12%



Division
by age

CONCLUSIONS

- The majority of the group is women, 18 to 20 years old, who live in urban area, with Master degree.
- They have more than 5 years of experience.
- The majority of participants don't work in NGO or in a public institution.
- Most of the group has educational obstacles and are living on a small island.
- The majority of the participants do workshops, open space and photo voice.
- They train other people mostly in management-teamwork, branding and marketing, creating and testing an idea, entrepreneurship and product development.
- Competences that define most of the participants as youth workers are assertive and nonviolent communication skills.
- The majority of the group is interested in participating in mobility to other country to develop their working skills and to exchange good practice skills.
- The most interesting topics for our participants are: creating and testing an idea, branding and marketing and entrepreneurship.



No. of
respondents

109

Türkiye



55% Feminin



45% Masculin

Division by
gender



Division by
area

8% Rural

92% Urban

Aged 18-20 = 15%

Aged 21-24 = 50%

Aged 25-30 = 25%

Aged >30 = 10%



Division
by age



CONCLUSIONS

- As a conclusion, we find an increased interest in entrepreneurship for who are active in the NGO sector and work with young people with limited opportunities, primarily through mentoring and coaching to train the young people in their projects in the communities where they are active.
- These youth workers have a majority of expertise from the urban area, are very well trained, educated, and experienced in their field of work.
- The majority of youth workers work with Young age group, who require connections from several perspectives, as well as young people who are geographically disadvantaged and have limited access to opportunities and information.
- These young individuals have a fairly high rate of financial instability for a variety of causes, and only then do they experience a variety of health issues.
- For the majority of workers, entrepreneurial workshops are the most frequently employed training methods for the aforementioned young people, followed by diverse training and other socio-educational techniques.

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research please scan the
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**INOVATIVE
METHODS USED AS
TOOLS FOR YOUTH
WORKERS**

&

**DEVELOPING
COMPETENCES IN
SOCIAL
ENTREPRENEURSHIP**

BLENDED METHODS FOR THE 4 EUROPEAN COUNTRIES.

COMMUNITIES OF SOCIAL ENTREPRENEURS

As per the research for youth and youth workers in 4 different EU countries we discovered the following:

There are so many particularities in each country, region, communities and group of people, and that is why there is such a big variety of methods and tools for entrepreneurs around the world, but, in the same time, there is a lack of compatibility of finding the right ones or just looking for the right opportunity to match with the new entrepreneur and idea/ product/ service. Packing all of this in the SOCIAL perspective, in order to have more competent youth, stronger communities and more guided and development processes.



BLENDING METHODS FOR THE 4 EUROPEAN COUNTRIES. COMMUNITIES OF SOCIAL ENTREPRENEURS

Particularities: The existing tools for entrepreneurs and business, can be adapted to the social area, through gamification, coaching, mentorship, improvisation and reflection process, adding an creative OVERVIEW, adapting on youngsters and youth workers in different communities, adapted to the target group and specification of the ideas/ services/ products, in order to FIT to the right METHOD FLOW.



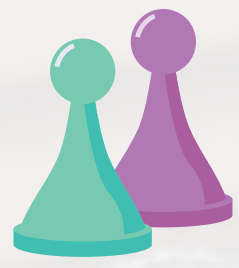
Tools

360° perspectives
for social
entrepreneurship



Tools for the Topics

Social/ Entrepreneurship
Creating/ testing idea
Product&Serv&customer
development
Branding and marketing and sales
Accounting
Resource management - teamwork
Investments and grants
What type of enterprise



Method #1. 360° PERSPECTIVES ON SOCIAL ENTREPRISE



Educational Board Game on Entrepreneurship

This method is encouraged to be facilitated the process of self-discovering the PLAN, to guide the participants to answer to as many questions as possible about their project idea or business plan, under the pression of time, by interacting with other people, and also by looking to summarize it into key words, that will be used by the others to define your idea (Model: 2 other popular board games: DIXIT, and ACTIVITY for Entrepreneurs). By using TABU or GUESSING methods, this game can be spiced with humour and fun, but also is going to develop competences by challenging to think more from more perspectives and to find solutions to each step.



M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE

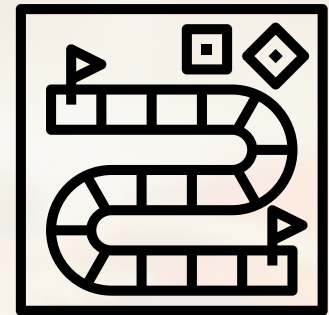


Thematic: Educational Board Game on Entrepreneurship

Medium Level, and can be played also with High Level to verify your business plan on the go. Is needed understanding of the entrepreneurial process or curiosity to open an enterprise, social, an association etc.



New Entrepreneurs, Beginners,
Project initiators, Age 18 – 40 y.o.



4- 6 pax. recommended (can be also flexible on the groups)



1- 2 h (the facilitator can add different timing adapted to the nr of pax, level of understanding etc.).

Time can be added as effectiveness raising the ideas quantity and changing the focus: brainstorming ideas that can dig in later on in mentorship process.

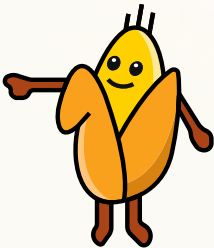
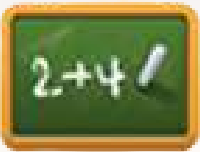
M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



Edu Board Game on Entrepreneurship

There are so many particularities in each country, region, communities and group of people, and that is why there are such a big variety of methods and tools for entrepreneurs around the world, but, in the same time, there is a lack of compatibility of finding the right ones or just looking for the right opportunity to match with the new entrepreneur and idea/ product/ service. Packing all of this in the SOCIAL perspective, in order to have more competent youth, stronger communities and more guided and development processes.



Particularities: The existing tools for entrepreneurs and business, can be adapted to the social area, trough gamification, coaching, mentorship, improvisation and reflection process, adding a creative OVERVIEW, adapting on youngsters and youth workers in different communities, adapted to the target group and specification of the ideas/ services/ products, in order to FIT to the right METHOD FLOW.

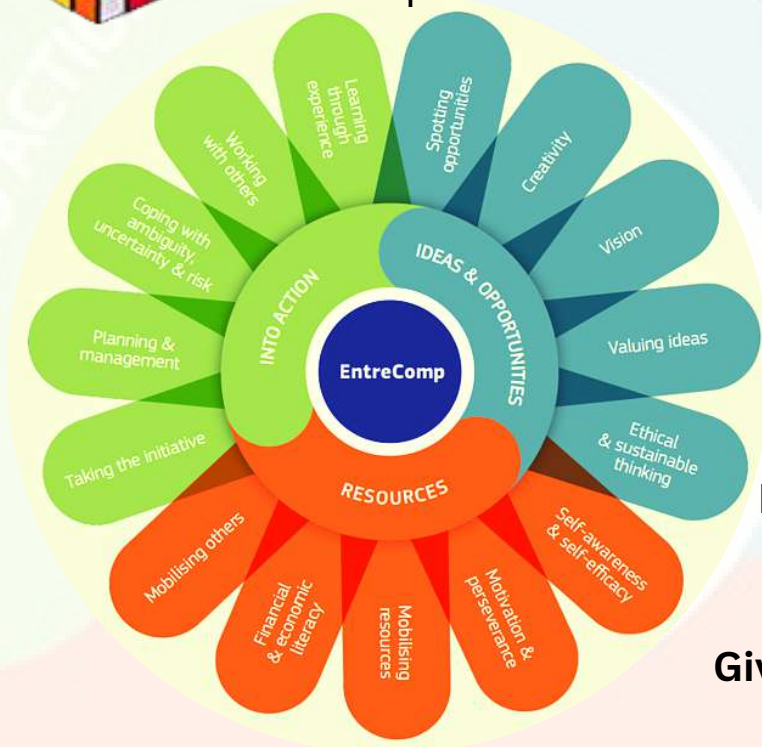


M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



Objectives: Offer support for creating a business plan by tasting and get in contact with different tools and methods used to facilitate the process of becoming an entrepreneur. To look at your business plan from 360`.



Competences:

Creativity
Vision
Motivation
Self-awareness
Taking the initiative
Planning and management
Learning trough experience
Coping with ambiguity, uncertainty and risk
Giving constructive feedback



ENTRECOMP: The European Entrepreneurship Competences Framework - Entrepreneurial Competences recognised at European level.

<https://ec.europa.eu/social/main.jsp?catId=1317&langId=en>



Needed Materials:

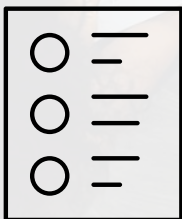
1 flip chart paper, Drawing materials, A6-cardboard, A7- cards, Pawns

M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



Debriefing and evaluation: This method is encouraged to be facilitated only, to guide the participants to answer to as many questions as possible, under the pression of time, and also using some key words, (like in the BG DIXIT & ACTIVITY). By using TABU or GUESSING methods, this game can be spiced with humour and fun, but also is going to develop competences by challenging to think more from more perspectives and to find solutions to each step.




Before, during and after the game:

- What's the topic?
- What is being learned about the topic?
- What was new?
- What was simple?
- What was confusing?
- What should I do with what I discovered?



M#1.Board Game 360' PERSPETIVES ON SOCIAL ENTREPRISE

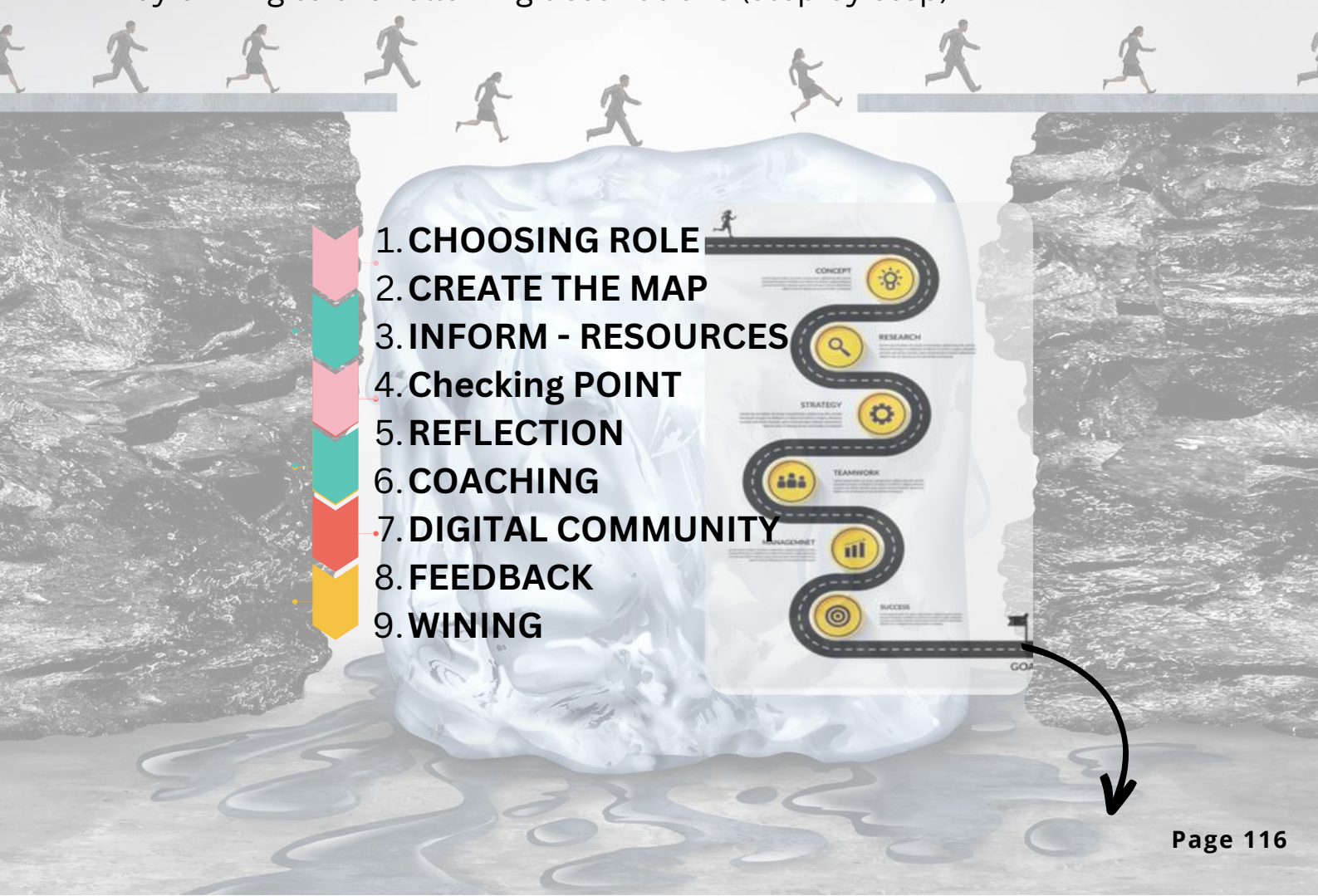


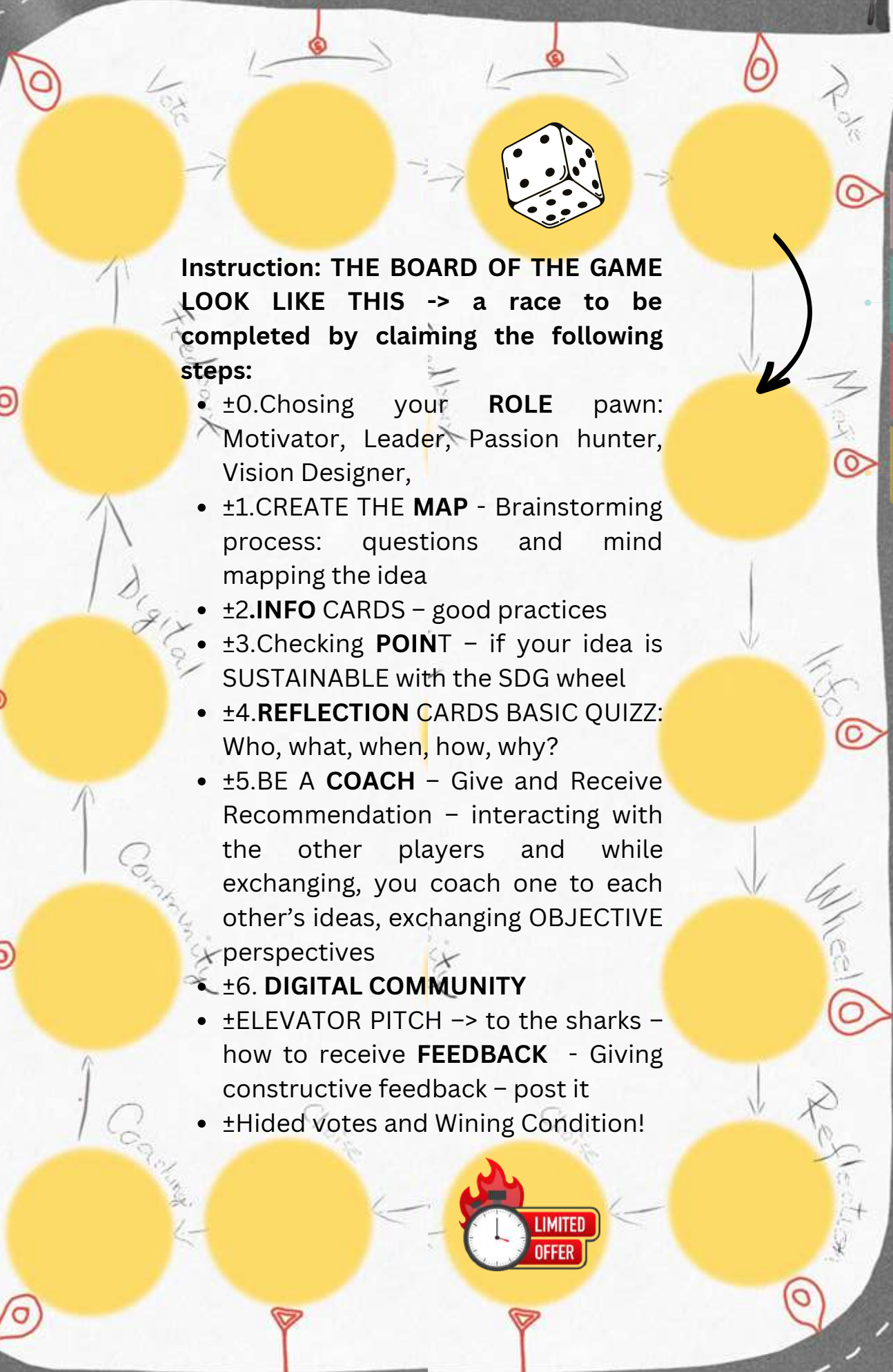
Tips: Encourage participants to think about a simple idea that they would like to make it alive or a business that they before to put it in practice, to think at it from 360`different ways. To have at least 1 direction, and to clarify on the way, discovering and completing the PUZZLE IDEA during the process of this game, answering to different questions in order to better understand if the idea is good or not, is loved or not, is real or keep it as an illusion, and change with a more realistic one.

Encourage them in the beginning to write their DREAM, IDEA, PROJECT, BUSINESS PLAN, in general, and then to ZOOM IN different parts of it, and developing on the GO.



Instruction: THE BOARD OF THE GAME is a path race to be achieved by driving to the following destinations (step by step):

- 
1. CHOOSING ROLE
 2. CREATE THE MAP
 3. INFORM - RESOURCES
 4. Checking POINT
 5. REFLECTION
 6. COACHING
 7. DIGITAL COMMUNITY
 8. FEEDBACK
 9. WINING



Instruction: THE BOARD OF THE GAME LOOK LIKE THIS -> a race to be completed by claiming the following steps:

- ±0. Choosing your **ROLE** pawn: Motivator, Leader, Passion hunter, Vision Designer,
- ±1. **CREATE THE MAP** - Brainstorming process: questions and mind mapping the idea
- ±2. **INFO CARDS** – good practices
- ±3. Checking **POINT** – if your idea is **SUSTAINABLE** with the SDG wheel
- ±4. **REFLECTION CARDS BASIC QUIZZ:** Who, what, when, how, why?
- ±5. **BE A COACH** – Give and Receive Recommendation – interacting with the other players and while exchanging, you coach one to each other's ideas, exchanging **OBJECTIVE** perspectives
- ±6. **DIGITAL COMMUNITY**
- ±**ELEVATOR PITCH** -> to the sharks – how to receive **FEEDBACK** - Giving constructive feedback – post it
- ±**Hidden votes and Winning Condition!**

M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



Choose your **ROLE**.

Where do you place yourself in a team? Are you the Motivator, or the Leader, the Passionate, the Creative or the Driver?



HUSTLER

Always Busy, Workaholic,
Quickly Decisive

INVENTOR

Likes to Create New Things,
Experiments

VISIONARY

Creative, Big Picture
Thinker, Big Ideas

EXPLORER

Curious Learner, Tolerant,
Risk Taker

SCRAPPY

Resourceful, Flexible,
Rule Breaker

EVANGELIST

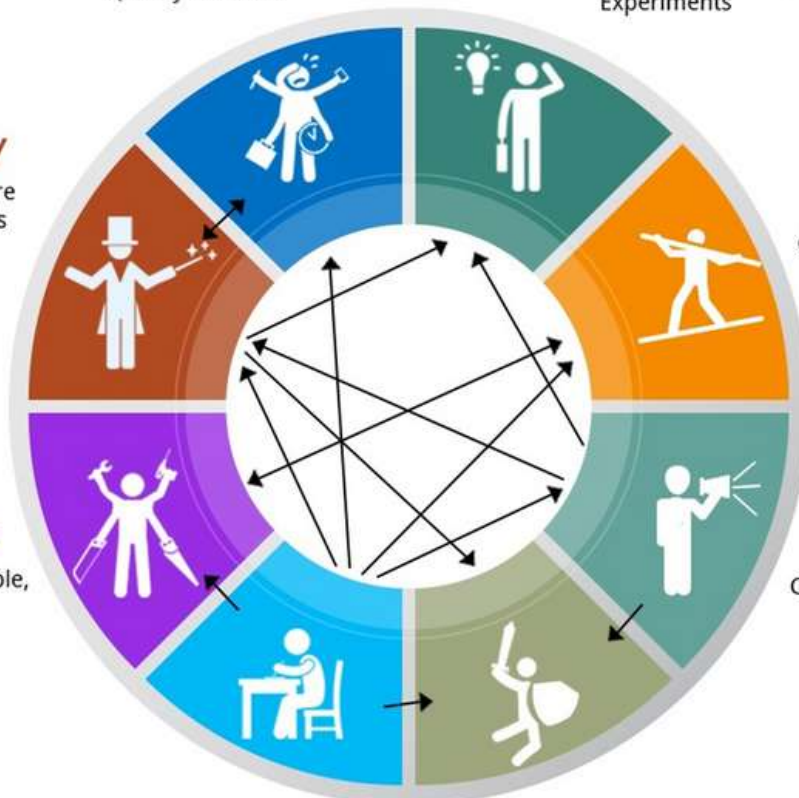
Charismatic, Spokesperson
Excitable

CONSERVATIVE

Logical, Analytical,
Collaborator

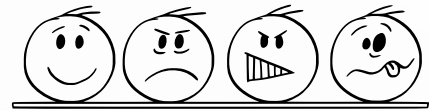
UNSTOPPABLE

Confident, Fearless,
Resilient

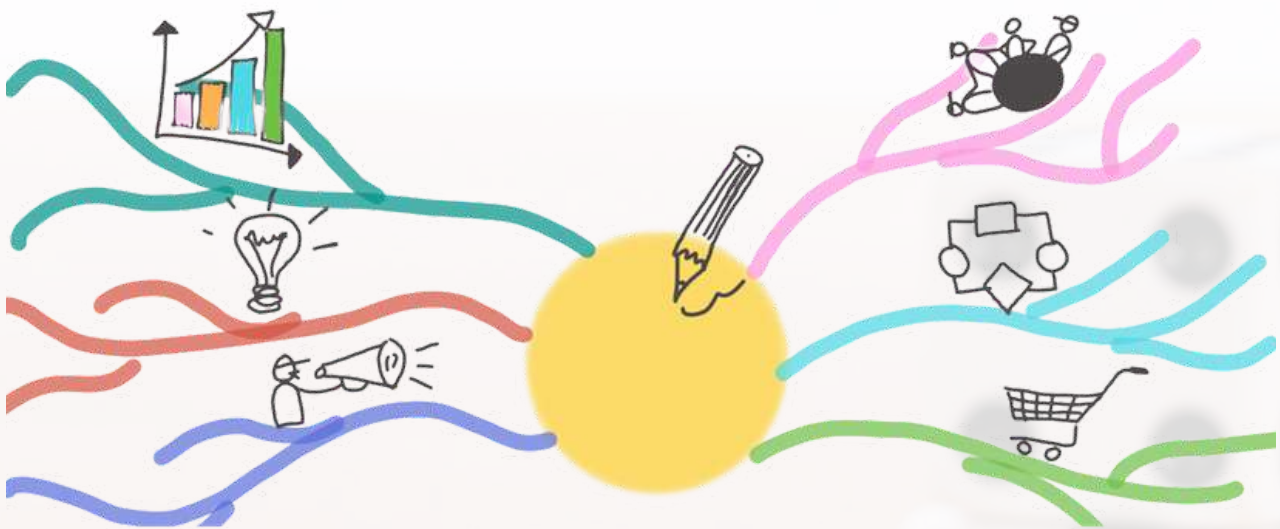


M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



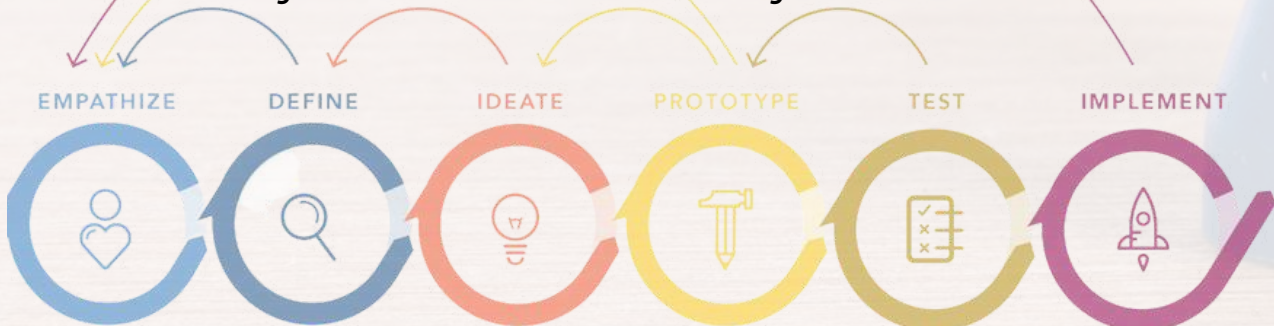
Mind Mapping – using this method to start the brainstorm for your business plan: team, strategy, product/ service, profit, idea, marketing:



Brainstorming your social business idea:

What's the best outcome you can think of this idea/ project?

UNDERSTAND (the process) -> EXPLORE (play and brainstorm) -> MATERIALIZE (go deeper and visualize constant till you have it in the reality)



M#1.Board Game

360' PERSPETIVES ON SOCIAL ENTREPRISE



Information and Resources (choose 1 of this 6 cards, by rolling a dice or just saying a number from 1 to 6, and in the order of the cards, and make the others guess the key words):

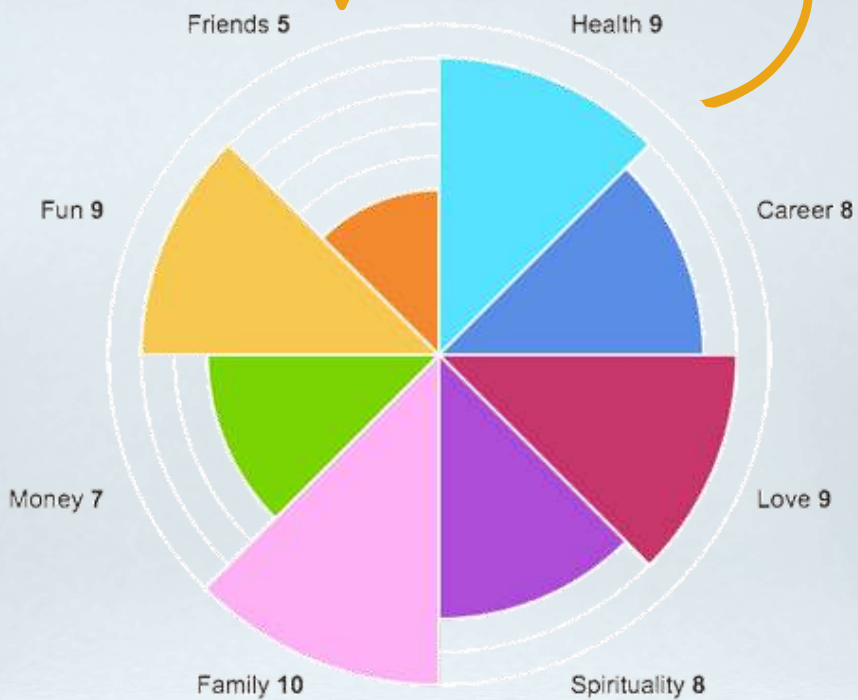
<p>1</p> <p>Ecopreneurship</p> <p>Entrepreneurship where the focus of the business is to operate sustainably or to help the environment. Known as environmental entrepreneurship and green entrepreneurship.</p>	<p>2</p> <p>Start-up</p> <p>A startup is a company that's in the initial stages of business.</p>	<p>3</p> <p>Ecosystem</p> <p>A group of people, startups, and related organizations that work as a system to create and scale new startups.</p>
<p>4</p> <p>Entrepreneur</p> <p>A person who organizes, operates, and assumes the risk for a business venture.</p>	<p>5</p> <p>Pitch</p> <p>To propose a business idea, usually with the goal of obtaining a contract or funding</p>	<p>6</p> <p>Business Angel</p> <p>An independent individual who provides capital for the development of a business</p>



THE GLOBAL GOALS

M#1.Board Game 360' PERSPETIVES ON SOCIAL ENTREPREISE

Checking point: Make your wheel of life at personal level, then at professional level, having the global overview.



M#1.Board Game

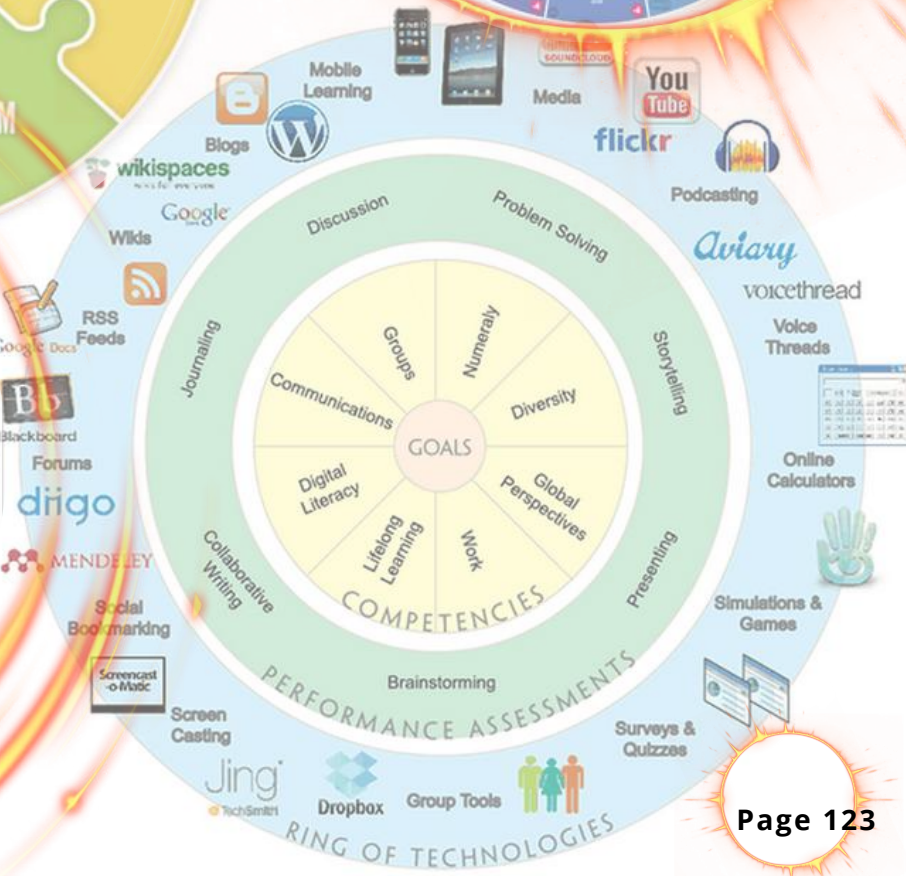
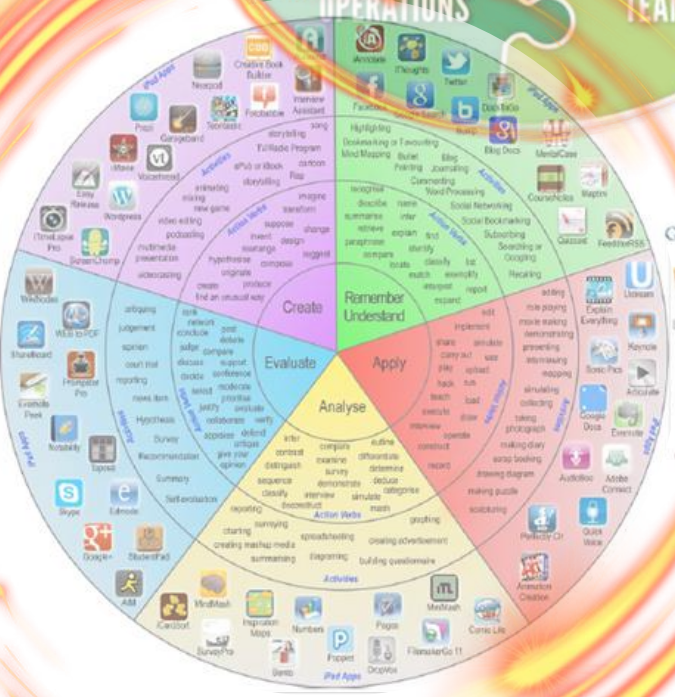
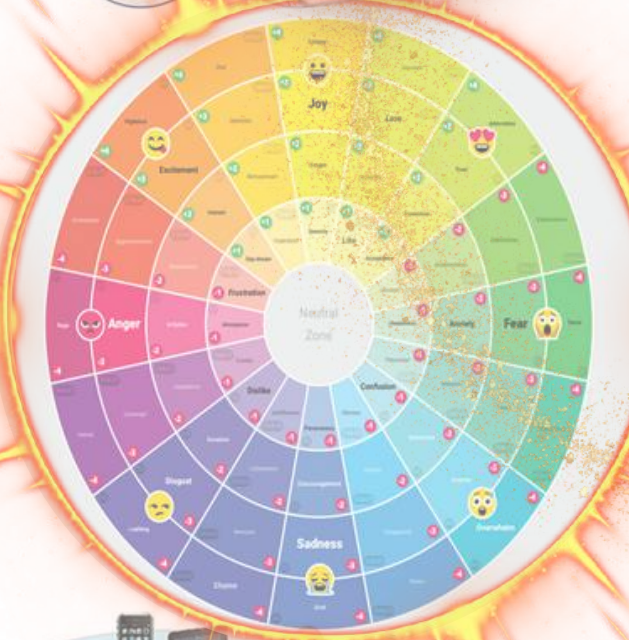
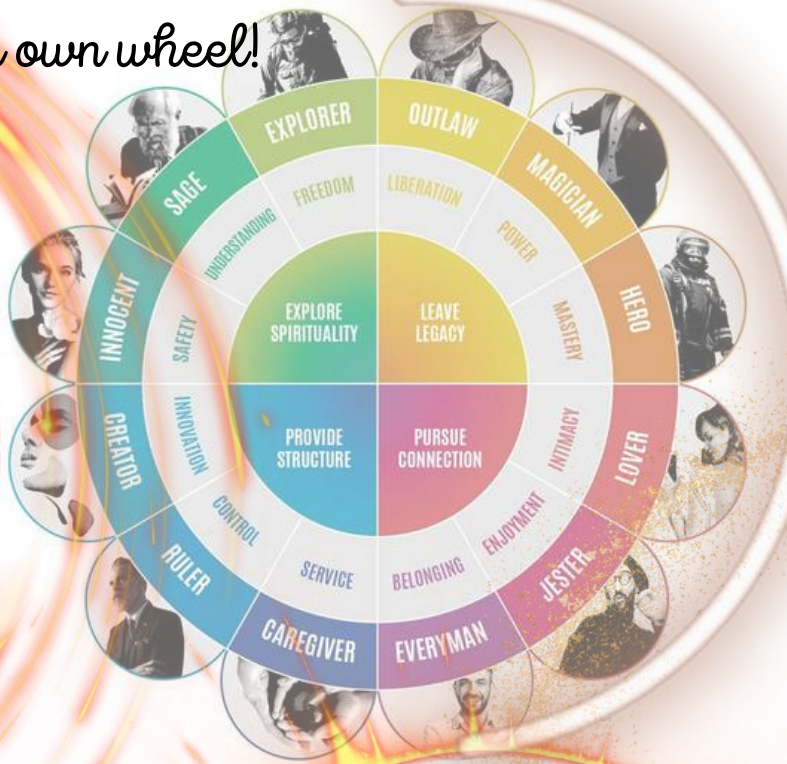
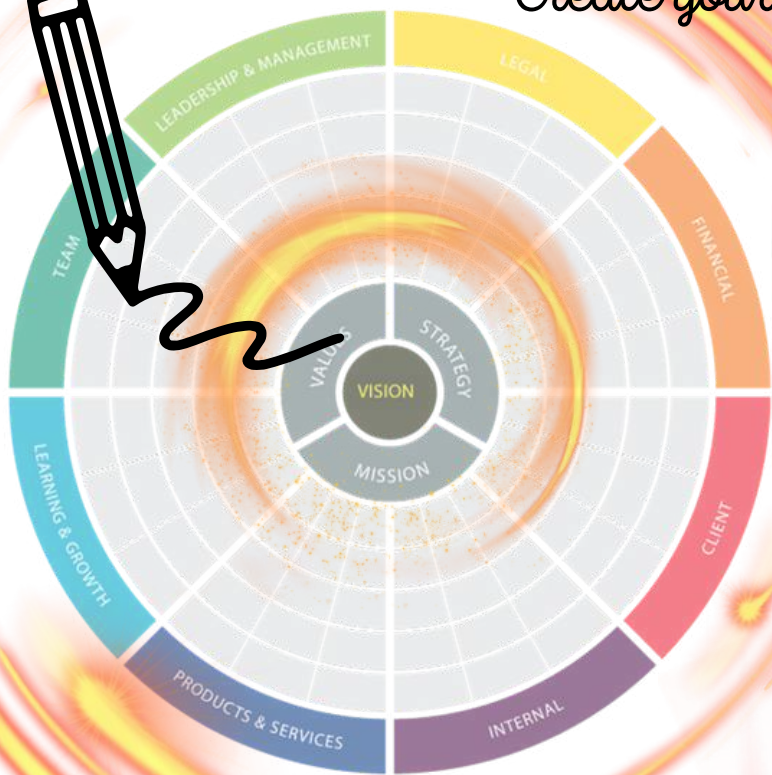
360° PERSPECTIVES ON SOCIAL ENTREPREISE

Checking point:

SUSTAINABLE DEVELOPMENT ENTREPRENUERSHIP GOALS - Wheel model that encourage sustainable ideas of businesses



Create your own wheel!

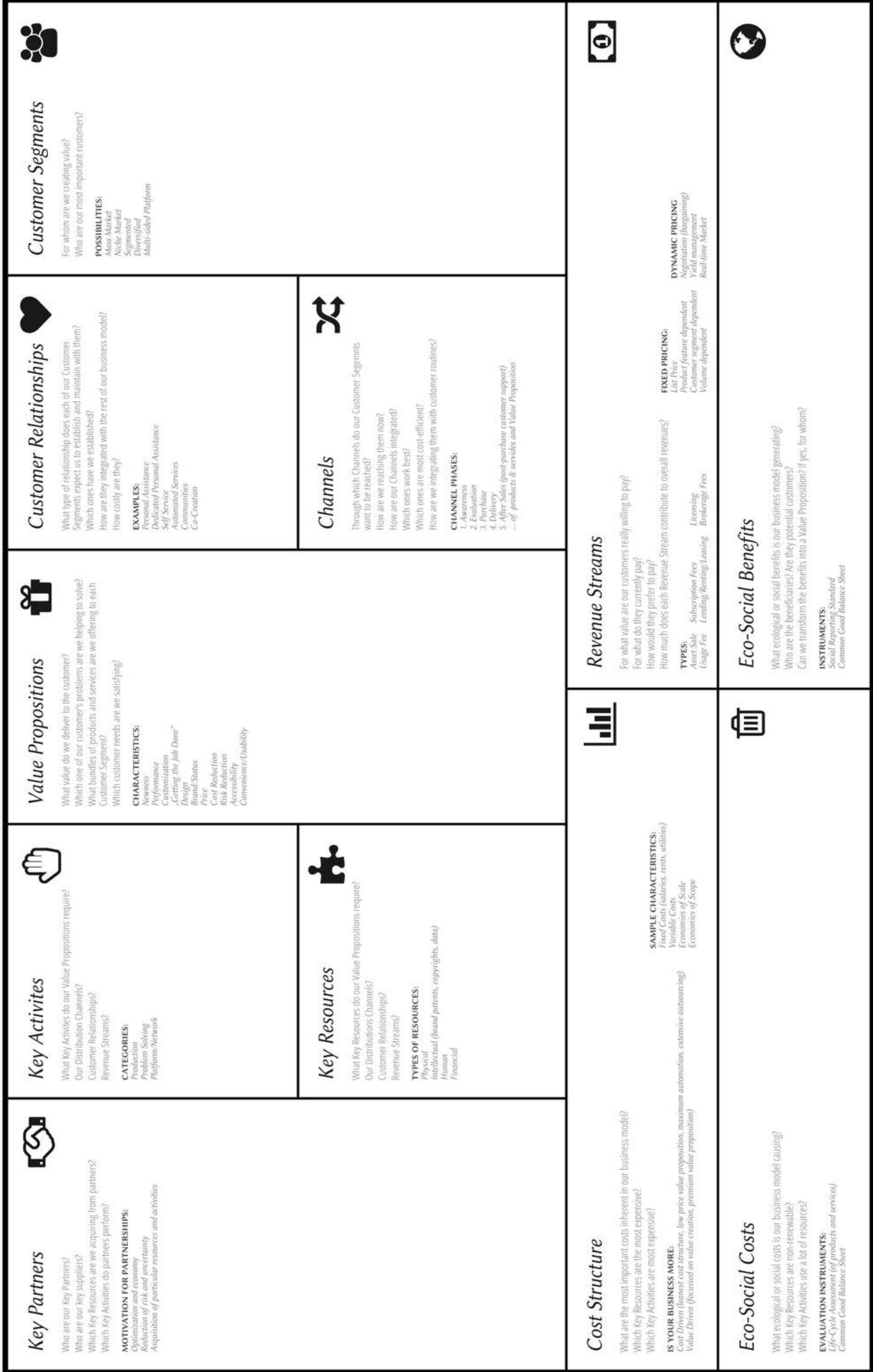


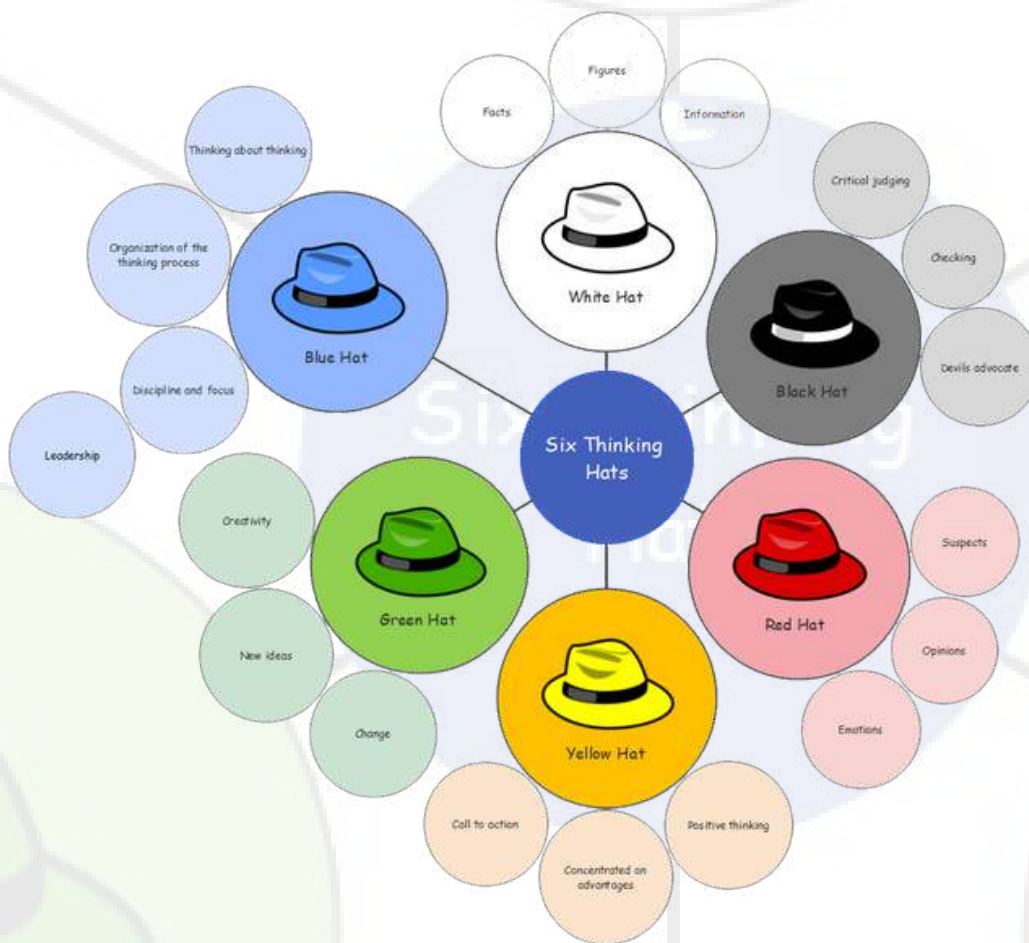
The Sustainable Business Model Canvas

Designed for:

Designed by:

On:
Version:





BUILD THE FINAL PUZZLE FOR YOUR BUSINESS PLAN OR PROJECT IDEA: (YOU RECEIVE 2POINT FOR EACH AREA THAT IS COMPLETED - you are your own judge).

Give percentage of each plan and wheel and process that you have discovered during this game and calculate the total amount of percentage for the final PUZZLE.

DIGITAL ENTREPRENEURS Use digital tools as well for developing digital competences

Entrepreneurs COMPETENCES (CHECK WHAT COMPETENCES YOU LEARNED OR YOU CAN LEARN)

Calculate self percentage + Voting process hided + sandwish feedback

Method #2. COACHING CARDS 360° PERSPECTIVES ON SOCIAL ENTREPRISE



Activity Type: Card Game

Country: Romania

Name of the designers: Diana Vestineanu

Country: Romania



Designers: Diana Vestineanu

Thematic: Coaching, Entrepreneurship,
Social, Awareness, Creating Ideas



Complexity: Level 2/ Medium

Target Group: 16+

Pax number: Minim 2



Activity duration: 15-30 min



Objectives: To raise awareness about
entrepreneurship, asking questions from
360°.



Needed materials: Cards, optional paper
and pencil

Method #3.

COACHING CARDS 360° PERSPECTIVES ON SOCIAL ENTREPRISE

Coaching Game – can be used in many ways:

1st . SPEED DATE - As speed date, arranging people 2 by 2, one of them taking a card from the deck and ask the person in front the question, and after 1 min, reverse the roles, and one is the storyteller/ speaker, and the other is the active listener.

2nd BE A COACH – Give and Receive Recommendation – interacting with the other players and while exchanging, you coach one to each other's ideas, exchanging OBJECTIVE perspectives

3rd STORYTELLING – choose a card, then choose a person from the group to answer to the question in approx. 1 min if possible, but this time is not a competition, is an exchange of perspectives and information about the common topic with different experiences and perspectives.

Competences:

Creativity, Vision, Motivation

Self-awareness, Taking the initiative

Coping with ambiguity, uncertainty and risk

Giving constructive feedback

Active Listening

Storytelling/ Communication competences



Method #2.

COACHING CARDS 360° PERSPECTIVES ON SOCIAL ENTREPRISE

WHY DO YOUNG PEOPLE ARE WILLING TO OPEN A BUSINESS BEFORE HAVING ANY EXPERIENCE?

WHY DO PEOPLE USUALLY START PLANNING? OR HOW DO YOU THINK THEY START A BUSINESS?

WHY DO PEOPLE GO TO OTHER COUNTRIES TO WORK? (HOW IS SITUATION IN YOUR COUNTRY?)

WHY DO PEOPLE MOVE FOR WORK, FROM THEIR PLACE THEY BORNE?

WHAT FACTORS PUSH PEOPLE TO LEAVE THEIR COUNTRY IN ORDER TO OPEN A BUSINESS?

WHICH COUNTRIES HAVE THE BEST SUCCESS WITH ENTREPRENEURIAL ACTIONS?

WHAT KIND OF COUNTRIES TAKE IN THE MOST ENTREPRENEURS?

WHAT KIND OF COUNTRIES TAKE IN THE LEAST ENTREPRENEURS?

HOW DO COUNTRIES DECIDE HOW MANY PEOPLE FROM THEIR COUNTRY SHOULD BE ALLOWED TO OPEN THEIR OWN BUSINESS, AND WHAT PERCENTAGE OF THEM THEY ARE ENCOURAGE TO WORK FOR OTHERS, FOR STATE OR BIG COMPANIES?

DO MANY PEOPLE FREELANCING OR BECAME ENTREPRENEURS FROM YOUR COUNTRY?

WHAT IS FOR YOUR SOCIAL ENTREPRENEURS HIP?

FROM YOUR PERSPECTIVE ... WHICH COUNTRY IN THE WORLD IS THE SAFEST TO LIVE IN?

IF YOU WOULD MEET THE PERSON THAT KNOWS ALL THE ANSWERS ABOUT ENTREPRENEURS, WHAT QUESTIONS YOU WOULD ASK?

WHAT ARE 3 FACTORS THAT PULL PEOPLE TO LEAVE THEIR COUNTRY?

WHAT ARE THREE PULL FACTORS IN UNSUCCESSFUL IDEAS/ PROJECTS/ BUSINESSES?

WHAT REPRESENTS MONEY FOR YOU? BUT COMMUNITY? HOW CAN BE BALANCED?

WHAT IS THE PROS AND CONS OF ENTREPRENEURS HIP?

WHY DO SO MANY ENTREPRENEURS GO TO AMERICA?

WHAT IS ENTREPRENEURSHIP AND WHY IS IT IMPORTANT?

WHAT WOULD YOU DO IF THE COUNTRY YOU LIVE IN HAS VERY RESTRICTIVE RULES/CUSTOMS FOR BEING AN ENTREPRENEUR (LIKE PAYING TOO HIGH TAXES ETC.)?

WHAT YOU WOULD LIKE TO KNOW ABOUT YOUR FUTURE OF YOUR PROJECT?

WHAT STRENGTHS CAN YOU DEVELOP IN YOUR COUNTRY MORE THAN IN OTHERS?

WHAT ANY SPONTANEOUS DECISION YOU HAVE MADE ABOUT A TRIP?

SHARE ONE OCCASION WHEN YOU BROKE RULES!





Method #2.

COACHING CARDS 360° PERSPECTIVES ON SOCIAL ENTREPRISE

WHAT WOULD YOU DO IF THE COUNTRY YOU LIVE IN HAS VERY LIMITATIONS OF FREEDOM?

WHAT WOULD YOU DO IF YOU LIVE IN A COUNTRY WHERE THERE ARE MORE OBLIGATIONS THAN RECOMMENDATIONS?

WHAT OPPORTUNITY WOULD YOU LIKE TO RECEIVE IN YOUR COUNTRY IN ORDER TO BE HAPPY WITH YOUR FUTURE CAREER?

WHAT WOULD YOU NEED TO BE A HAPPY PERSON IN YOUR COUNTRY?

WHAT YOU ARE THANKFUL TO YOUR COUNTRY FOR? BUT TO YOUR PARENTS?

WHAT COUNTRY YOU WOULD LIKE TO LIVE IN? WHY?

WHAT DID YOU ENJOYED PLAYING MOST BEFORE YOU START GOING TO SCHOOL, BEFORE 6-7Y.O.?

WHO ARE THE MOST IMPORTANT PEOPLE FROM YOUR COUNTRY? BUT FROM OTHER COUNTRY?

WHAT YOU NEED TO CHANGE YOUR LIFE FOR BETTER?

SHARE ONE OCCASION THAT YOU MADE SOMEONE WITH YOUR WORK/ AT YOUR WORK/ WITH YOUR SERVICES?

WHAT MAKES YOU SMILE WHEN YOU THINK ABOUT ENTREPRENEURS?

WHOM YOU WOULD LIKE TO MEET FOR A TALK? BUT FROM ALL ENTREPRENEURS THAT YOU KNOW? WHY?

WHAT YOU WISH TO HAPPEN IN YOUR SURROUNDING IN ORDER TO FEEL SATISFIED WITH YOUR LIFE?

WHAT YOU WOULD DO IF YOU WERE PRESIDENT?

WHICH IS YOUR FAVOURITE SAYING ABOUT FREE LANCERS OR ENTREPRENEURS?

WHAT YOU DO TO MAKE YOUR LIFESTYLE MORE ECO-FRIENDLY/ RESPONSIBLE?

WHAT PEACE IS IN YOUR OPINION?

WHAT ARE THE BOARDERS FOR YOU? WHY DO YOU THINK THEY EXIST?

WHAT YOU ARE GRATEFUL FOR? DID YOU INTERACT AND RECEIVED ANY BENEFITS FROM SOCIAL ENTREPRENEURSHIPS TILL NOW?

SHARE ONE VOLUNTARY ACTIVITY YOU HAVE ONCE DONE, AND THAT CHANGED INTO A PROJECT/ SMALL BUSINESS!

WHAT WOULD YOUR PERFECT DAY LOOK LIKE, IF YOU WERE A ENTREP?

HOW WOULD YOU DESCRIBE YOUR COMMUNITY? BUT YOUR IDEAL ONE? 😊

WHAT WOULD BE YOUR 4 WISHES FOR YOUR PLANET EARTH?

WHAT KIND OF NEW THINGS YOU WOULD LIKE TO LEARN?





Method #2.
**COACHING CARDS 360° PERSPECTIVES ON SOCIAL
ENTREPRISE**

**HOW YOU HELP
OTHER PEOPLE
IN YOUR
COMMUNITY?**

**WHAT IS A
COMMUNITY
FOR YOU?**

**WHAT ARE YOU
EMBARRASSED
WITH ABOUT
YOUR IDEAS,
MOST OF THE
TIME?**

**WHAT YOU ARE
PLANNING TO
ACHIEVE IN THE
NEXT 6
MONTHS?**

**WHAT YOU
WOULD LIKE TO
INVENT IN YOUR
COUNTRY IF YOU
HAD A SPECIAL
POWER?**

**WHAT
CONNECTIONS
BETWEEN PEOPLE
WILL BE IN THE
FUTURE ON
PROFESSIONAL
LEVEL?**

**WHAT ANNOYS
YOU THE
MOST?**

**WHAT YOU DO
TO MAKE LIFE
BETTER FOR
NEXT
GENERATIONS?**

**WHAT IS THAT
ACTIVITY THAT
MAKES YOUR
LIFE DELICIOUS?**

**WHAT IS YOUR
CONNECTION
WITH MONEY?**

**WHAT YOU DO
TO DEVELOP
YOURSELF?
WHAT YOU DO
TO PUT YOUR
IDEAS INTO
ACTION?**

**WHAT IS THE MOST
INTERESTING
THING ABOUT
SOCIAL
ENTREPRENEURSHI
P?**

**WHERE YOU GET
YOUR ENERGY
FOR YOUR
DAILY LIVING?**

**WHAT IS YOUR
FAVOURITE
PART OF
ENTREP? ANY
MOVIE? ANY
BOOK?**

**WHAT WOULD
YOU DO IF YOU
WON LOTTERY?**

**WHAT PERSON
FROM HOME
COUNTRY
INSPIRES YOU?
BUT FROM
ANOTHER ONE?**

**SHARE ONE AHA
MOMENT THAT
CHANGED YOUR
LIFE!**

**WHAT MOTIVATES
YOU IN ORDER TO
GIVE LIVE TO YOUR
IDEA/ PROJECT?**

**DO YOU SEE
TRAVELING AS
AN
OPPORTUNITY?
IF YES, WHY?**

**WHICH COUNTRY
YOU WOULD LIKE
TO MUST VISIT
AND WHY? BUT TO
OPEN A
ENTERPRISE
THERE?**

**WHAT YOU
BELIEVE IN?**

**WHAT
CONTINENT
AND COUNTRY
WOULD YOU
LIKE TO
TELEPORT?
WHY?**

**WHAT IS THE
MOST DIFFICULT
PART ABOUT
LEAVING YOUR
COUNTRY? BUT
LIVING IN OTHER
COUNTRY?**



Method #3. "Find out Finance"



Activity Type: Board Game

Name of the designers: Romania, CPDIS Association

Thematic: Finances



Complexity: Medium to high



Target Group: 16+

Pax number: Min 2 Pax max 5 player



Activity duration: Up to 60 min

Objectives: Finish the boardgame and answer all questions learn useful information about finances



Needed materials: (Giant) Dice, coloured paper for creating the board, printing out the playing cards.



Competences: Memory, basic financial knowledge, risk taking measurement, learning to learn, Attention, Perseverance, Cooping with ambiguity, uncertainty & risk,

Method #3. "Find out Finance"



Description: Boardgame style game with 6 checkpoints, each player needs to make the decision to roll the dice or go one tile forward. If they roll the dice, they might go faster through the track but get less information if they choose to go slowly the player will get information from each tile. Each tile gives information on the finances theme. To enter the checkpoint the player needs to hit the exact number with the dice (if the player plays with the dice method). At the checkpoint each player will need to draw 4 cards and answer the questions written on the cards. Each checkpoint can be captured by answering a minimum 3 out of 4 questions regarding the information that they got. (The player can be eliminated from its spot if the opponent gives all correct answers) At the last checkpoint they need to answer all questions correctly in 3 minutes, to get through the finish line. [the final questions are mixed and are related to all stages (in between checkpoints)]



Debriefing and evaluation: No need

Tips for facilitator: Facilitator it's a must


The game can be adapted on other topic by changing the information given to the players and the questions.

Suggestions: English language knowledge.



Method #3.

Find out Finance Race

- 
- Levels:**
- LVL 1 : financing lines : Start up nation, European founds, etc.(up to 5)
- LVL 2 : In the Guide of the application of the grant
- Lvl 3: Business owners should educate themselves on basic financial skills and stay organized to manage money effectively.
- Lvl 4: To manage finances effectively, small business owners should set aside money for growth opportunities, monitor their books, and establish good financial habits such as reviewing and updating financial information regularly
- Lvl 5: Managing cash flow by getting creative with billing strategies can prevent cash flow problems, and measuring expenditures and return on investment can ensure that investments are worthwhile.
- Lvl 6: Planning ahead for the future is also important, as it allows for strategic decision-making that can keep the business ahead of the competition.



Questions:

- Lvl 1: Name 4 financing lines!
- Lvl 2: What is the first thing you need to read to see how to apply for the founds? Where do you find it?
- Lvl 3: In order to be basic financial competent and stay organized to manage money effectively, what should do a business owner?
- Lvl 4: What should do a business owner in order to manage finances effectively?
- Lvl 5: How you can prevent cash flow problems?
- Lvl 6: What is the biggest benefit of planning ahead the future?
- Combined questions from each level.Combine with infographics timelines timetable Level 1-6

#3. "Find out Finance"





#3. "Find out Finance"

**LEVEL 1:
FINANCING
OPPORTUNITIES:**
A. START-UP
NATION
B. EUROPEAN
FOUNDATIONS
C. STRUCTURAL
FOUNDATIONS
D. EEA & NORWAY
GRANTS
E. PRIVATE
FOUNDATIONS

LEVEL 2:
A. GUIDE
B. EVALUATION
CRITERIA
C. ELIGIBILITY
CRITERIA
D. NATIONAL
CALL
E. BUDGET (WHAT
CAN YOU USE IT
FOR)

LEVEL 3:
A. MARKET
RESEARCH
B. IDENTIFY
(SPECIFIC)
TARGET GROUP
C. PITCH YOUR
IDEA & GET
FEEDBACK
D. RISK
ASSESSMENT
E. BUSINESS
MODEL CANVAS

LEVEL 4:
A. SOLE
PROPRIETORSHIP
B. LLC (LIMITED
LIABILITY
COMPANY)
C. JOINT-STOCK
COMPANY
D. PARTNERSHIP
E. CORPORATION

LEVEL 5:
A. NAME
RESERVATION OF
THE COMPANY
B. DECIDE THE
LEGAL
STRUCTURE OF
YOUR BUSINESS
C. ONLINE-
PHYSICAL
D. CREATE A
BUSINESS PLAN
E. INNOVATIVE
IDEA

**LEVEL 6
(FINISH LINE)**

“Find out Finance”



#3. "Find out Finance"

LVL 1: NAME 4 FINANCING OPPORTUNITIES?



LVL 2: WHAT IS THE FIRST THING YOU NEED TO READ TO SEE HOW TO APPLY FOR THE FUNDS? (NAME 4)

LVL 3: HOW DO YOU TEST YOUR IDEA?



LVL 4: WHAT KIND OF LEGAL FORM IS IT SUITED FOR YOUR COMPANY?

LVL 5: WHAT DO YOU NEED TO DO TO OPEN YOUR NEW COMPANY?



LVL 6: QUESTIONS FROM EACH LEVEL

Method #4. Advance your venture

Activity Type: Listening, group discussion

Online/ Offline Tool: online

Country: Croatia

Name of the designer: Ivona Horvat



Complexity: level 2



Target Group: youth



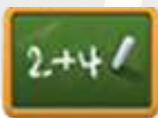
Pax number: 5 - 10



Activity duration: 60 minutes



Description: This activity encourages future entrepreneurs in the beginnings of starting their own business and helps them cope with some issues that could occur.

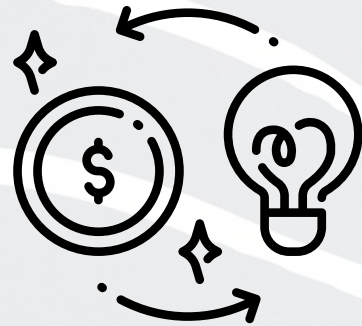


Objectives: To prepare individuals for problems that may occur when opening a startup, to understand the responsibilities that come with startup, to help each other find the answers.



Competences: critical thinking

Needed materials: laptop, internet connection, headphones and microphone, paper, pen



Method #4. Advance your venture



Instruction:

Leader prepares a PowerPoint presentation about 5 principles of entrepreneurship. Whole group meets online on some video conferencing platform. After short introduction and presentation of each participant, the leader starts with the presentation. When finished, the last slide of the presentation should contain 5 principles briefly explained. Now the group gets 15 minutes to think about these principles and put their thoughts on paper. They should put at least three sentences for each principle. After they are done, every one of them should present their thoughts to the group.

Debriefing and evaluation:

After every presentation, it is recommended that participants leave a comment and in that way help one another.

Effectual Principles

The Entrepreneurial Method mainly consists of five effectual principles. They represent a logic of thinking that some of the most expert entrepreneurs use to build their ventures. By observing a large number of entrepreneurs and ventures over time and across different industries, these are the principles that can help entrepreneurs advance their ventures.



Method #4. Advance your venture

Effectual Principles

1. Start with your means: If you are trying to build a new venture you should start with your available means. That is, you have to ask yourself: who are you, what do you know and whom do you know. Once you have answered these questions, you can start to imagine different possibilities and outcomes that originate from your means. It is important to not just focus on one specific goal, but to be open for new possibilities and opportunities.
2. Focus on affordable loss: To limit your downside risk, define your affordable loss. Especially in early stages of your venture it is much more reasonable to limit the downside potential rather than to focus on possible returns and pursue a risky all-or-nothing strategy. However, always define your affordable loss in advance to protect yourself from potential cognitive biases during the project.
3. Form partnerships: Working together with interested stakeholders reduces uncertainty. Partnerships can help you create new markets together with people who have a complementary skill set to yours, which significantly reduces your own risk. Plus, it is generally more fun to work with others instead of trying to do it all by yourself.
4. Leverage contingencies: If life gives you lemons, make lemonade. Seemingly bad surprises and unexpected turns are not always bad, try to see them as new opportunities. Maybe you just found another way that does not work. These experiences can be more valuable than you might think. In fact, many of the most successful ventures were the result of another failed project or a coincidence.
5. Control the future: Focus on activities that lie within your control. If you spend too much time worrying about what might or could happen to your venture, you give up control. Concentrate your efforts on what you can influence to reach your goals one at a time. In other words, if you control the future you do not have to predict it.

Method #5. Game vs. Theory!



Activity Type: Board Game

Online/ Offline Tool: offline

Country: Croatia

Name of the designers: Ivona Horvat



Thematic: Social/ Entrepreneurship, branding and marketing and sales, investments and grants, Critical thinking



Complexity: Level 3

Target Group: Youth, age range 18-30

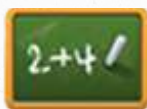


Pax number: 2-18 (can be played individually or in small groups)

Activity duration: 1-3 hours



Description: This board game will help understand business startups and decision making. New technologies, STEM-based curriculum, and new exciting fields of endeavor mean that we need a new generation of innovators and business creators. The knowledge and vision that are critical to creating the change our world needs are locked up in you. Game Against Theory is a fun, educational, and interactive way to learn and practice the skills it takes to make money in this new world and to help move it forward.



Objectives: To learn about money, innovation, entrepreneurship, real life situations, problems in your country, transport

Competences: decision making, development of ideas

Needed materials: cards, pens, notebook

Method #5. Game vs. Theory!



Instruction: Participants meet around the table, pick the card and play the game.

Leader has to explain the rules and answer questions, if participants ask. Players need to be familiar with situation in their country, be innovative, make decisions and think out of the box to solve the problem presented on the card they picked. The goal is to create business plan. They will develop all the necessary skills while having fun. It will also teach them communication, planning, decision-making, confidence.

Debriefing and evaluation:

After the game is done, everyone discusses their success, about their strategy and if they would change something.



Varieties for the method:

different problems and situations always can be added to cards

Method #5. Game vs. Theory!

Example of the card:

Nina, 33 years old

- Master degree in economics
- Mother of two children
- Lives in a small village 30km away from the capital
- Currently works in bakery, full time (40h per week)
- She wants to find a job in economics
- Job interviews are usually around 10 o'clock in the morning, so it's hard to get free time from current job
- She has no experience in economics
- A lot of job opportunities are very far from her village, so she has to spend a lot of money for transport

Marin and Anna, 26 years old

- Marin has master degree in art pedagogy
- Anna finished high school
- They live in the city
- Currently they both work in a factory, full time (40h per week)
- Marin wants to find another job, preferably in pedagogy
- Anna does not want to change job
- Anna want them to work together and is very against him changing the job
- Marin has no experience in pedagogy or work with children
- The salary on this job is good, but Marin wants to work in pedagogy, which is less paid

They both have difficult financial situation due to renovation of their house

Ivan, 56 years old

- Finished high school
- Lives in a city
- Unemployed
- Has to support his family
- No knowledge in English, only speaks mother tongue
- No computer knowledge
- Worked in a chemical factory for the last 20 years

Method #5. Game vs. Theory!

Example of the card:

Maja, 32 years old

- Finished high school
- Speaks English
- Lives in a city
- Worked in aviation industry
- Has worked there for 2 years
- She gets new contract every 6 months
- Now that she is pregnant, the management won't give her new contract so she loses her job

Jacob, 28 years old

- Master degree in economics
- Lives in a city
- Speaks English
- Currently works in a small company as administrator
- Has no experience in real economic issues
- Low salary
- Wants to find another job, better paid
- Can't attend job interviews because of his current job

Mary, 39 years old

- Master degree in architecture
- Lives in a city
- Speaks English
- Doesn't have a job
- 2 kids, single mother
- Searches for a well-paid job so she could support her family
- 10 years of experience in architecture
- Often needs free time because of the kids

Method #6.

Break down your prejudices



Activity Type: Debate
Online/ Offline Tool: Offline
Country: TÜRKIYE
Name of the designers: EIG



Topic: Social/ Entrepreneurship, Critical thinking

Complexity: Level 2



Target Group: 13+ years old youngsters



Pax number: Min 2

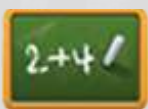
Activity duration: 60 Minutes



Description: This activity make participants thinking and debate about stereotypes related to entrepreneurship.



Objectives/Competences:
To develop communication skills
To improve self-expression
Ability to argue about a topic



Needed materials:
One A4 paper per statement

Method #6.

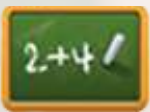
Break down your prejudices



Instruction

Write stereotypes on A4 paper and place them in the corners. Here is few examples:

- Entrepreneurship is only for risk-takers.
- The main motivation of Entrepreneurship is always money.
- Entrepreneurs are born with that talent.
- All entrepreneurs are capitalists.



Part1.

Divide participants in groups and explain to them that they will have 5 minutes per statement to debate and discuss. After 5 minutes they have to move to the next statement.

Part2.

Participants will meet again around a circle where they will discuss statements which they strongly agree/disagree.

Give instruction step by step:

Step 1.....

Step 2.....

etc.



Debriefing and evaluation:

Ask participants how they feel about the activity, Which statements they agreed or disagreed the most and why?



Tips for facilitator:

Try to calm participants and close the discussion if any debat starts to turn into a vicious circle.

Varieties for the method:

Instead of making a circle on part.2, groups build in part1. can make a presentation on the last statement they talked about. this presentation should contain positive and negative points of vue on the statement.

Method

Social Enterprise Simulation Game



Activity Type: Simulation game

Online/ Offline Tool: Offline

Country: Türkiye

Name of the designers: Ilias J. SHAWKAT



Thematic: Resource management - teamwork

Complexity: Level 2/ Intermediate



Target Group: Youth

Pax number: Min 3 / or a group of 3



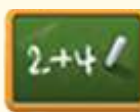
Activity duration: 60 -90 Minutes



Description: This simulation game will allow participants to experience the challenges of running a social enterprise. Participants will work in teams to make decisions related to resource management, team collaboration, and financial sustainability.



Objectives: To teach participants about the challenges of running a social enterprise
To develop teamwork and collaboration skills
To encourage participants to think strategically
To develop financial management skills



Competences: Teamwork, strategic thinking, financial management, communication

Method

Social Enterprise Simulation Game



Instruction

Introduction to the simulation game:

Explain the purpose of the simulation game and the learning objectives. Emphasize the importance of teamwork, collaboration, and strategic thinking in running a social enterprise. Provide an overview of the game rules and mechanics.

Explanation of the rules:

Describe the rules of the simulation game in detail. Explain how the game will be played, how turns will be taken, and how points will be earned. Discuss the different roles and responsibilities of team members.

Team formation and assignment of roles:

Form teams of 3-5 participants, based on the number of participants. Assign each team member a specific role, such as CEO, marketing manager, financial manager, and operations manager.

Game play:

Give participants time to play the simulation game, following the rules and mechanics discussed in step 2. Monitor the progress of the teams and provide guidance as needed.

Debriefing and evaluation:

Conduct a group discussion about the experiences and challenges encountered during the game. Encourage participants to reflect on what they learned about teamwork, collaboration, strategic thinking, and financial management.

Method #7.

Social Enterprise Simulation Game



Tips for facilitator:

Emphasize the importance of effective communication and collaboration. Encourage participants to think strategically and consider the long-term financial sustainability of their social enterprise.



Varieties for the method:

This methodology can be adapted to different social enterprise models and target audiences.



Suggestions:

Allow participants to customize their social enterprise model and goals based on their interests and expertise.



Extra info:

Offline: The simulation game can be designed and produced by the facilitators or sourced from existing resources



Method #8.

DISCOVER YOUR DHARMA



Activity Type: reading and discussion

Online/ Offline Tool: offline

Country: CROATIA

Name of the designers: Ivona Horvat



Thematic: Social/ Entrepreneurship , Critical thinking / or others



Complexity: Level 1



Target Group: Youth

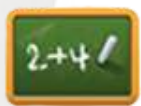
Pax number: 5-10



Activity duration: 60 Minutes



Description: This activity uses reading comprehension and group discussion to help people find their true call when it comes to job.



Objectives: To find your real call, to get ideas about a startup, to understand yourself, your wishes and needs.



Competences: reading comprehension, group discussion

Needed Materials: book, question papers, pens

Method #8.

DISCOVER YOUR DHARMA



Instruction:

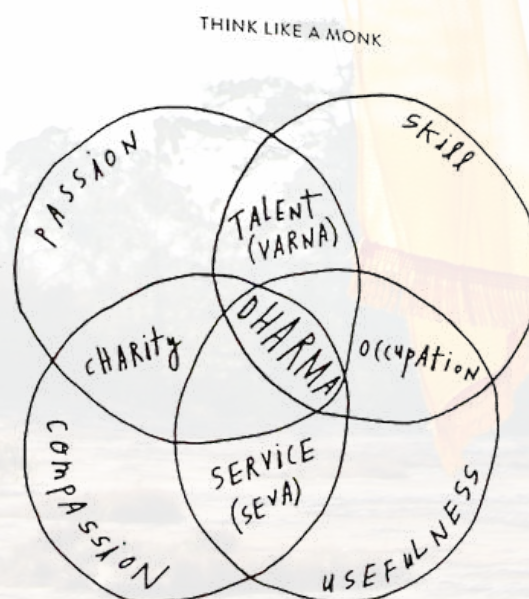
All participants sit around round table. Leader starts with the first part of a book Think like a monk from Jay Shetty, which is the introduction into the questionnaire. After introduction, each participant gets question paper and pen to respond to the questions. This will take about 10 to 15 minutes. Then they count the points and get the result. When everyone is done, every person gets one blank paper and the leader reads the results for each out of four types. They have to put their type as a headline and characteristics below. When this is over, they have 10 minutes to discuss their results with person sitting next to them. This reflection will help participants to better understand themselves and to get some conclusions about who they are and what job would suit them. Participants should ask questions to better understand themselves. Furthermore, leader reads another chapter from the same book, about Dharma. Dharma is a certain way of living that is aligned with the plan for humanity. In other words, it is a person's calling; a job that is your passion and for which you are skilled.

Questionnaire: page 283 – 287

Chapter 5: Purpose, page 93 – 99



Debriefing and evaluation: Every person speaks and shares their conclusions with others.





Dharma, ikigai, and social entrepreneurship share common threads related to purpose, meaning, and making a positive impact. Here are the connections between these concepts:

Dharma: Dharma is a Sanskrit term with multiple interpretations, but it generally refers to one's duty, purpose, or moral responsibility in life. It encompasses living in alignment with one's values, fulfilling societal obligations, and contributing to the well-being of others. Social entrepreneurship, as a pursuit driven by a social mission, can be seen as an embodiment of dharma, as it involves working towards a greater good and addressing societal challenges.

Ikigai: Ikigai is a Japanese concept that represents the intersection of four elements: what you love, what you are good at, what the world needs, and what you can be paid for. It denotes finding a sense of purpose, fulfillment, and a reason for being. Social entrepreneurship often aligns with ikigai, as it combines passion, skills, societal needs, and financial sustainability. Social entrepreneurs strive to find their ikigai by creating ventures that contribute to their own well-being and the betterment of society.



Purpose and Meaning: Both dharma and ikigai emphasize the importance of having a sense of purpose and meaning in life. Social entrepreneurship provides an avenue for individuals to pursue their purpose by addressing social or environmental issues through innovative and sustainable solutions. By creating ventures that positively impact society, social entrepreneurs find purpose and meaning in their work.

Impact-driven Approach: Dharma and ikigai are closely tied to the idea of making a positive impact on the world. Social entrepreneurship embraces this notion by placing a strong emphasis on addressing social or environmental challenges and creating sustainable solutions. Social entrepreneurs strive to generate meaningful and measurable impact, seeking to improve the lives of individuals and communities.

Dharma, Ikigai, and social entrepreneurship are interconnected through their focus on purpose, meaning, and making a positive impact. They provide frameworks and philosophies that guide individuals in aligning their personal aspirations with societal needs, ultimately contributing to a more purposeful and socially responsible world.

Method #9. Social Enterprise Crush



Activity Type: Social Enterprise Crush

Online/ Offline Tool: offline

Country: Lithuania

Name of the designers: Sophia Raineri



Thematic: Social entrepreneurship, business, work culture



Complexity: Level 2



Target Group: Young people, youth workers, general public interested in social businesses

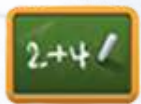
Pax number: Minimum of 6 people



Activity duration: 60 Minutes



Description: This activity helps the participants to reflect and individualise the values and characteristics of their work ethic & get to know successful social businesses worldwide.



Objectives: think critically about existing social business; reflect upon personal work ethics; improve presentation & public speaking skills



Competences: Creativity; critical thinking; team work; presentation skills; public speaking



Needed Materials: Posters, markers, 3 cards for each group with the description of 3 different social enterprises

Method #9.

Social Enterprise Crush

Debriefing and evaluation:

DEBRIEFING.

Participants are divided in groups and are given 3 cards each with the descriptions of 3 different social enterprises;

- Participants need to read the 3 cards and pick one of the organisations - the one that best represents their work ethics, values, and interests. This will be the organisation they will have a “crush” on.
- Participants will have 30 mins to prepare the poster about the chosen organisation. They should highlight the organisation’s work, their mission & vision, values and explain what about the organisation aligns with the group’s work ethics.
- Each team has 10 minutes to present their poster and answer potential questions from other groups & facilitators.

EVALUATION

To successfully complete the activity, each group should clearly present their posters and convey the reasons why they have a “crush” on their chosen social business. This should be done respecting the activity’s time limits.

Tips for facilitator:

Choose social businesses that vary greatly from each other (e.g., different values, mission, target groups). This will allow the participants to have bigger choice and think in depth about which social business best represent them.

Varieties for the method:

The activity can also be implemented online by using Canva/Miro/Other platforms to create the poster



Method #10.

Business Memory



Activity Type: Memory Game

Online/ Offline Tool: offline

Country: Lithuania

Name of the designers: Sophia Raineri



Thematic: Social entrepreneurship, businesses, economics



Complexity: Level 2



Target Group: Young people, youth workers, general public interested in social businesses



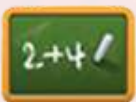
Pax number: Minimum of 6 people

Activity duration: 60 Minutes



Description: The activity will provide the participants with a basic understanding of essential business-related concepts, which will lay a foundation for the following activities & workshops.

Objectives: 1) familiarise the participants with important business concepts; 2) team-building



Competences: reading comprehension, group discussion



Needed Materials: memory cards (around 20 for each group), half of which have business terms (e.g., investment, cash outflow) and the other half has their explanations.

Method #10.

Business Memory

Debriefing:



Participants are divided into small groups (2-6) and are given the memory cards half of the cards have business terms (e.g., investment, cash outflow, revenue, profit, loss) and the other half has their definition (e.g., a cash outflow is ...);

- Each group plays the memory game - one participant at the time shows a card and must find the pair. The game goes on until all cards have their pair.
- When all groups end their game, they will have to present the terms and definitions learnt to the other groups, and the facilitator will intervene and provide additional information when needed.

Evaluation:



Each group should end the game in a timely manner and clearly present the meaning of the learnt business terms to the other groups.

Tips for facilitator:



Make sure the chosen terms will be relevant for the rest of the activities/training and that the explanations are clear and easy to understand.

MENTORSHIP PROGRAM



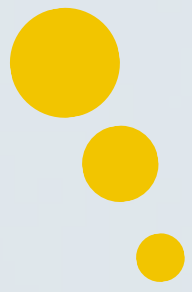
What is Mentoring?

Mentoring is a process through which individuals offer professional expertise and support to others who are less experienced than they are. A mentor is typically referred to as “an experienced and trusted advisor” and can serve as a teacher, counselor, and advocate to those looking up to them for guidance. Mentors are known to be subject matter experts within their field of learning. Unlike coaching, mentoring allows the learner to own both the goals and the process, and model their behaviors on given examples and experience of his or her mentor.

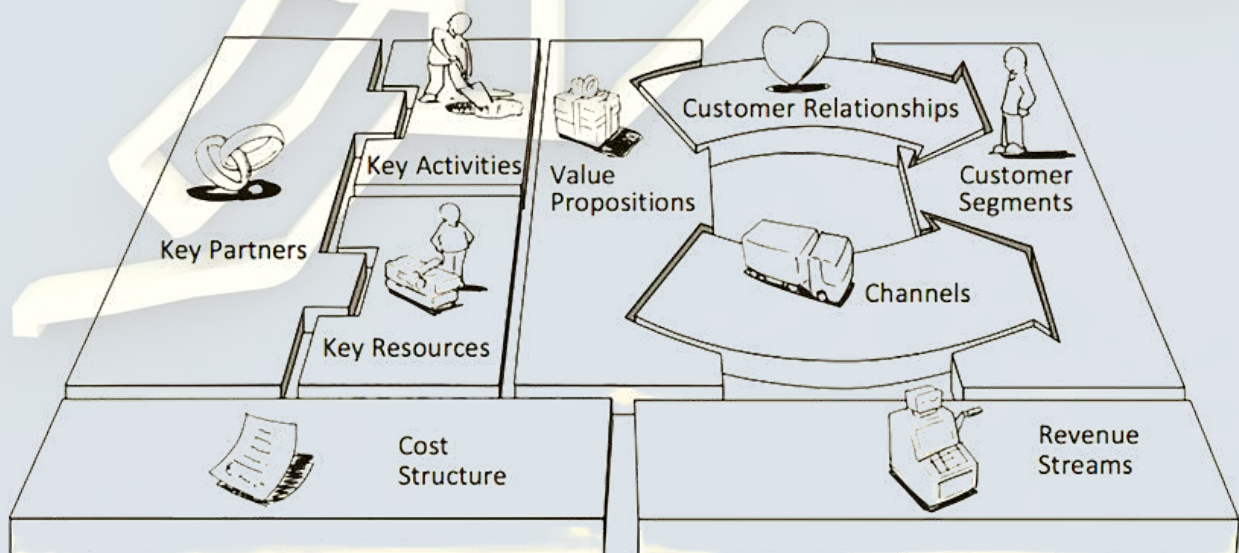
Main techniques for development of social business ideas:

- Be future oriented
- Be impact oriented
- Pursue opportunities
- Build on your values, strengths and competences
- Deeply understand your clients
- Ask the right questions
- Take the helicopter view
- Take some time-out
- Follow the reflexive loop
- Make strategic thinking a mindset





Effective **mentoring** involves several key elements. First and foremost, the mentor must work to **establish a strong relationship** with the mentee, based on open communication and mutual trust. This can be achieved by proposing relevant **open-ended questions** that encourage the mentee to share their thoughts and feelings. In addition, the mentor must show **compassion** and genuine concern for the mentee's well-being, and demonstrate **active listening** skills to ensure that they fully understand what the mentee is trying to convey. Finally, the mentor must be a source of **support** for the mentee, providing **guidance** and **encouragement** as they work towards achieving their personal and professional goals. By embodying these qualities, a mentor can help their mentee reach new levels of **success** and **fulfillment**.



GUIDELINES FOR CAPACITY TRAINING. 10 MAIN TOPICS



Topics

Social/ Entrepreneurship

Creating/ testing idea

**Product&Serv&customer
development**

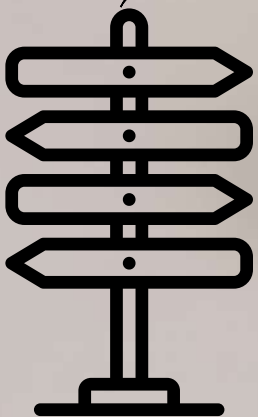
Branding and marketing and sales

Accounting

Resource management - teamwork

Investments and grants

What type of enterprise



1 2 3
0 5 8 4 6
9 7 10

Social

ENTREPRENEURSHIP

Social entrepreneurship is a planned entrepreneurial activity created in such a way as to find innovative and sustainable solutions to social problems.

THE GOAL:

Meeting social responsibilities and aiding marginalized groups in society, with a focus on social justice and reducing inequalities through strengthening solidarity and social connectivity.



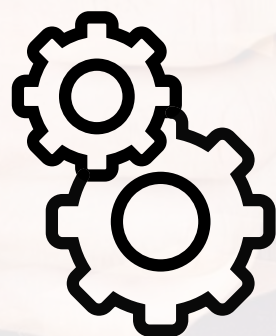
WHY CHOOSING IT?

It initiates positive change, emphasizes the accountability of all institutions, expands the meaning and practice of democracy, influences attitudes, behaviors, laws, policies and institutions to develop and reflect values of inclusion, fairness, diversity and opportunity.

SOCIAL ENTREPRENEUR:

Its primary goal is to meet social responsibilities, address community problems, and help those groups in society that are at risk of social exclusion.

This type of company aims to create new value, not of a profit-driven type, but of a social nature, and directs income from entrepreneurial activities towards fulfilling its mission. It is based on principles of social, environmental, and economic sustainability, and any profits/surplus revenue generated are invested entirely or mostly for the benefit of the community.



Creating and testing an idea



“When you find an idea that you just can’t stop thinking about, that’s probably a good one to pursue.”



1. Brain dumping - empty your thoughts
2. Sweet spot - find one idea that circles your passion, your talents and demands of the market
3. Find an issue - what problem can be solved with your product
4. What is your goal? - think about what do you want to achieve
5. Then put a time stopper to ring in few minutes, and check how many ideas you can create in a timelimit (example bring 20 ideas in 2 minutes). Then choose only one the weirdest and the most interesting from those 20, and during 2 other minutes write everything it's coming through your mind about that idea.

Then take one of the ZOOM IN with ideas solutions on how you can bring to reality that idea, etc. Very short time for some specific tasks can transform your mind by thinking "without thinking" :)

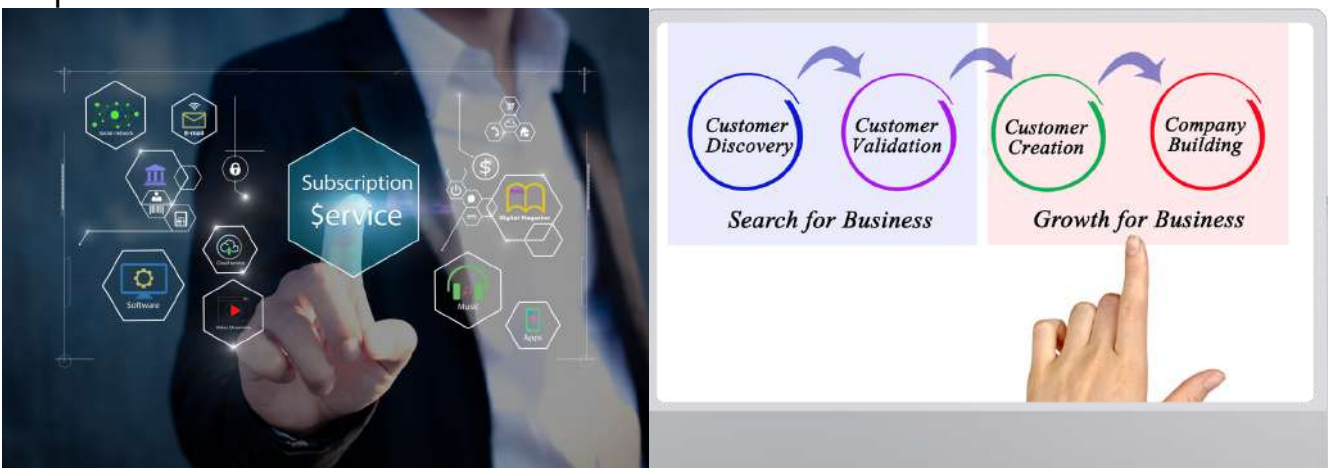


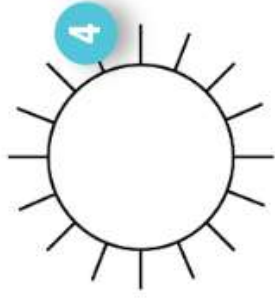
Customer development

Customer development is a process that involves understanding and validating the needs, preferences, and behaviors of your target customers. It helps social entrepreneurs build products or services that effectively address those needs. Here's a summary of how customer development can be put into practice in the context of social entrepreneurship:

1. Identify your target customers and understand their needs and preferences.
2. Validate the social problem by engaging with potential customers.
3. Brainstorm and ideate potential solutions that align with customer needs.
4. Develop a simplified prototype to gather feedback from customers.
5. Iterate on your solution based on customer feedback.
6. Test and validate the refined solution with a larger customer group.
7. Focus on scalability and sustainability for long-term success.
8. Continuously engage with customers for ongoing feedback and insights.
9. Measure and communicate the social impact achieved by your solution.

By following these steps, social entrepreneurs can effectively develop customer-centric solutions that address real needs, increase their chances of success, and create a positive social impact.





POSITIVE TRENDS

Positive trends from the environment

7

NEGATIVE TRENDS

Negative trends from the environment

8

HEADACHES

Professional and work related issues

9

FEARS

Personal issues

3

NEED

What does this person really want?

1

NAME _____

ROLE _____

5

OPPORTUNITIES

Professional and work related positive outcomes

6

HOPES

Personal goals and hopes



PRODUCT DEVELOPMENT



Types of new products:

- Completely new product
- Line of new products
- Line extension
- Product improvements
- Repositioned product
- Product produced at lower cost

A trading company can acquire new products in several ways: by purchasing a company and its products, by purchasing patent, by purchasing a license or franchise, by developing new products.



Financial stability is a prerequisite for developing new products. Developing new products is the most valuable approach, but not all companies can afford it. The pay-back period for developing high-quality new products is longer than for other alternatives.

Companies that engage in the development process have several **expectations** of a new product, such as:

- Innovativeness
- Defending market share
- Conquering new markets
- Utilizing technology in a new way



SALES



Sales is the process of offering and selling products or services to potential customers in exchange for monetary compensation.

GOAL: To convince the customer to purchase the product or service and thus gain benefit for themselves.

There are different types of sales:

- B2C (business-to-consumer)
- B2B (business-to-business)

Buyers are usually motivated by different needs and desires, so sellers should be aware of this and adjust their approach towards the customer.

It is important to build trust and maintain a good relationship with customers in order to successfully sell products/services and create long-term business relationships.

The sales process includes:

1. Knowledge of the product/service
2. Understanding the customer
3. Setting goals
4. Preparing a sales presentation
5. Negotiations
6. Closing the sale
7. Post-sale customer support



Marketing and Branding



Social entrepreneurship involves combining the principles of entrepreneurship with a focus on addressing social or environmental issues. In the context of social entrepreneurship, marketing and management play crucial roles in achieving the desired impact and sustainability of the venture. Here's a summary of marketing and management in the process of social entrepreneurship.



By implementing these full marketing and branding strategies, social entrepreneurs can effectively communicate their mission, engage stakeholders, build a strong brand presence, and ultimately create a greater positive social impact.

Marketing and Branding



Marketing Strategies for Social Entrepreneurship:

1. Targeted Messaging: Clearly define your target audience and tailor your marketing messages to resonate with their needs, values, and aspirations. Speak directly to their pain points and emphasize how your social venture addresses them.
2. Storytelling: Craft compelling narratives that convey the mission, impact, and journey of your social venture. Use storytelling techniques to connect emotionally with your audience and inspire them to support your cause.
3. Content Marketing: Create valuable and educational content, such as blog posts, videos, infographics, and podcasts, that aligns with your target audience's interests and provides insights into the social issue you're addressing.
4. Digital Marketing: Leverage online platforms, including websites, social media, email marketing, and search engine optimization (SEO), to increase your online visibility, engage with your audience, and drive traffic to your digital assets.
5. Social Media Engagement: Actively participate in social media conversations related to your cause. Share inspiring stories, engage with followers, and foster a sense of community around your social venture.
6. Influencer Partnerships: Collaborate with influencers, thought leaders, and experts who share an affinity for your cause. Their endorsement and support can help amplify your message and reach a wider audience.



Marketing and Branding

Branding Strategies for Social Entrepreneurship:

1. **Mission and Values Alignment:** Ensure that your brand identity is aligned with your social mission and core values. Clearly communicate the positive change you seek to achieve and how your brand embodies those aspirations.
2. **Visual Identity:** Develop a visually appealing and distinctive brand identity that reflects the essence of your social venture. This includes a compelling logo, color palette, typography, and imagery that resonate with your target audience.
3. **Authenticity and Transparency:** Build trust and credibility by being authentic and transparent in your brand communications. Clearly communicate your social impact, share stories of beneficiaries, and provide evidence of your achievements.
4. **Community Engagement:** Foster a sense of community around your brand by engaging with your audience, soliciting their feedback, and involving them in your social initiatives. Encourage user-generated content and collaboration.
5. **Partnerships with Like-minded Brands:** Collaborate with other brands, nonprofits, or businesses that share similar values and goals. Co-branding or cross-promotion can help expand your reach and enhance your brand's visibility.
6. **Consistency across Channels:** Ensure consistency in your brand messaging, visuals, and tone across all marketing channels. This consistency helps reinforce your brand identity and builds recognition and trust among your audience.

Accounting

Managing finances can be a challenge for small business owners. If you lack experience in managing business finances, it can feel overwhelming and lead to bad financial habits that may harm your business. Your small business's success may rely on your skills in making your product or providing your service, making it even more crucial to prioritize proper financial management.

Education and organization are key to ensuring financial health for small businesses. Proper financial management stabilizes the company and minimizes the risk of failure.

Small business owners should pay themselves, maintain good credit, monitor their books, and plan ahead to manage finances effectively. Debt funding entails interest fees and repayments, while equity funding gives less control over company affairs.

Business owners should educate themselves on basic financial skills and stay organized to manage money effectively. It's important for business owners to compensate themselves accordingly and maintain good personal and business finances.

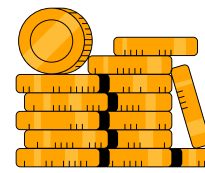


To manage finances effectively, small business owners should set aside money for **growth opportunities**, **monitor their books**, and establish good financial habits such as reviewing and updating financial information regularly. Obtaining loans can be helpful for purchasing equipment or boosting cash flow, but it's important to manage debt properly and only seek funding that can be easily repaid. Managing cash flow by getting creative with billing strategies can prevent cash flow problems, and measuring expenditures and return on investment can ensure that investments are worthwhile. Planning ahead for the future is also important, as it allows for strategic decision-making that can keep the business ahead of the competition.

3 Months Timeline For Financial Planning



Finance



Managing finances in a social enterprise requires a unique approach that balances the need to generate revenue with the social or environmental mission of the organization. Here are some important things to keep in mind when managing finances in a social enterprise:

Financial Plan: A Roadmap to Happiness



- 1. Clearly define financial goals:** As a social enterprise, your financial goals should be closely aligned with your social or environmental mission. You should clearly define financial goals that support your mission, such as reinvesting profits into social impact projects or expanding operations to reach more people.
- 2. Develop a sustainable business model:** To ensure the long-term financial sustainability of your social enterprise, you should develop a business model that generates enough revenue to cover your costs and achieve your financial goals. This may involve diversifying revenue streams, identifying new markets, or reducing expenses.
- 3. Monitor cash flow:** Cash flow management is crucial for any organization, and social enterprises are no exception. You should regularly monitor your cash flow to ensure that you have enough cash on hand to cover expenses, pay bills, and invest in growth.

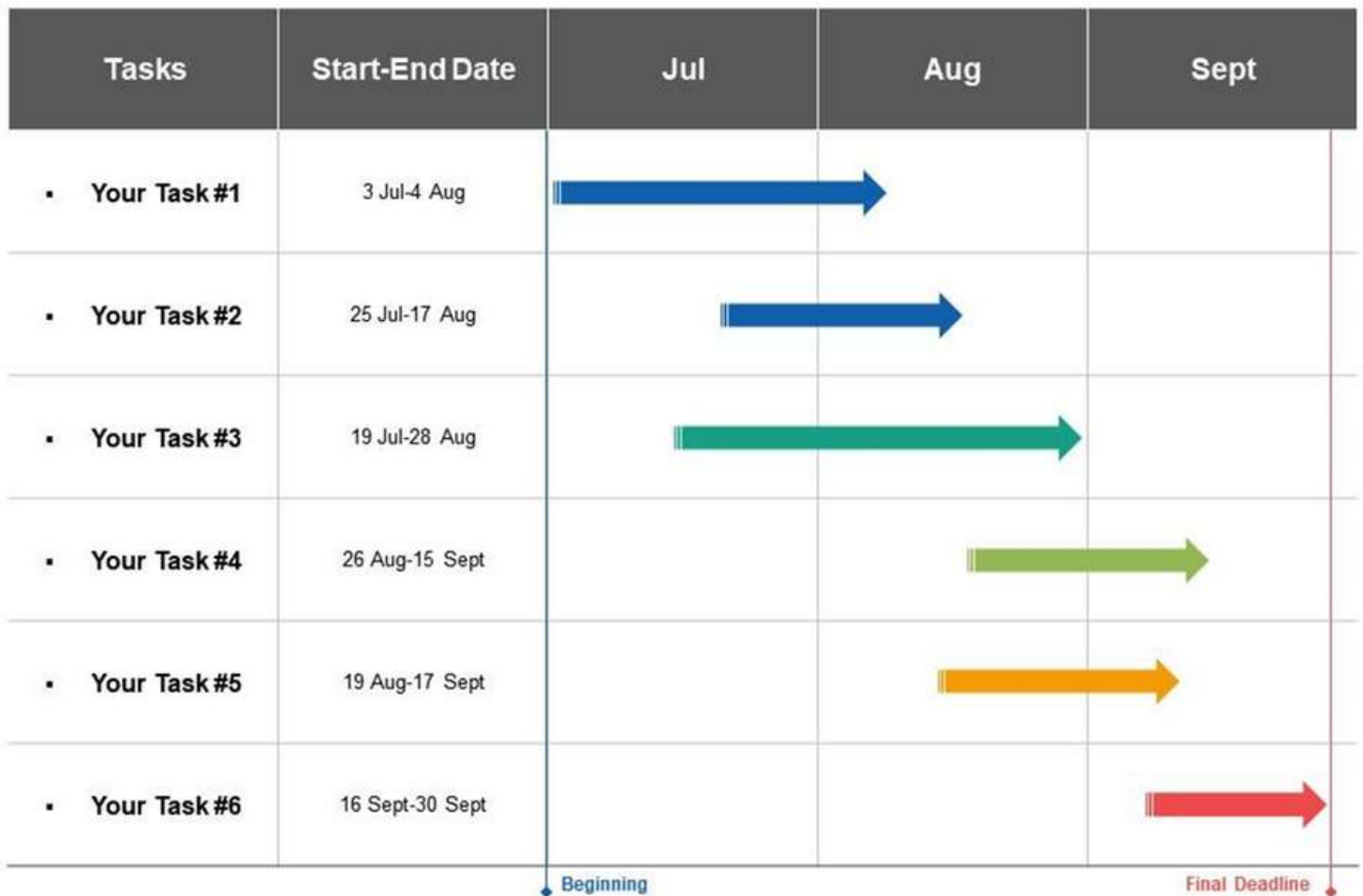


4. Measure impact and return on investment: In addition to financial metrics, social enterprises should also measure their impact and return on investment in social or environmental terms. This will help you understand the effectiveness of your mission and make data-driven decisions about future investments.

5. Stay transparent and accountable: Social enterprises often rely on community support and goodwill, so it's important to maintain transparency and accountability in financial management. Be transparent about your financial performance, communicate your social impact, and be accountable to stakeholders.

Overall, managing finances in a social enterprise requires a careful balance between financial sustainability and social impact. By following these principles, you can ensure that your social enterprise is financially sustainable while also making a meaningful contribution to society or the environment.

3 Months Timeline For Task Planning & Scheduling



Management and teamwork

Management

- key component of every successful organization
- planning
- organizing
- leading
- controlling resources
- strong leadership skills

Teamwork

- the key to achieving organizational success
- communication
- collaboration
- trust
- respect
- shared vision of success

Qualities that define good managers:

Communication skills

- Can clearly express their ideas and expectations

Efficiency

- Knows how to set priorities and manage their time and resources

Emotional intelligence

- Has the ability to recognize and manage their own emotions and the emotions of others, and establish positive interpersonal relationships.

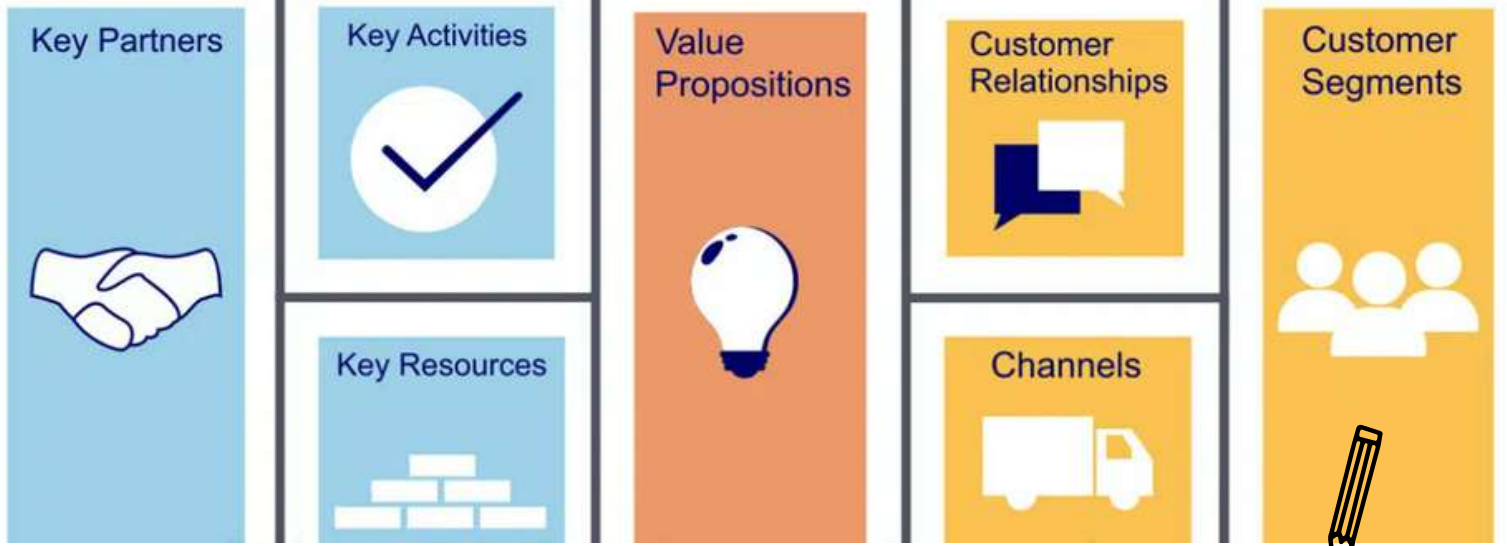
Team development

- Leads teams to success and develops talent and potential

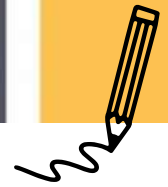
Determination

- Can make tough decisions and take responsibility for them





BUSINESS MODEL CANVAS



Design your Business Model Canvas

How to Map A Business Model:

Start with the "Why" for the business. Then "for Whom?" - as target group, that give the STARTING POINT to the CUSTOMER SEGMENTS Nr 1.

Make your Strengths And Weaknesses Of The Business Model Canvas Strengths (from the next page).

STEP BY STEP (BMC)

Step 1 (of 10): Customer Segments

- 1. Customers Segments
- 2. Segment Composition
- 3. Problems, Needs, Behaviours & Current Alternatives Outcome

Step 2 (of 10): Value Propositions
What is Value?
Outcome

Step 3 (of 10): Channels

Step 4 (of 10): Customer Relationships

Step 5 (of 10): Revenue Streams

Step 6 (of 10): Key Activities, Outcome

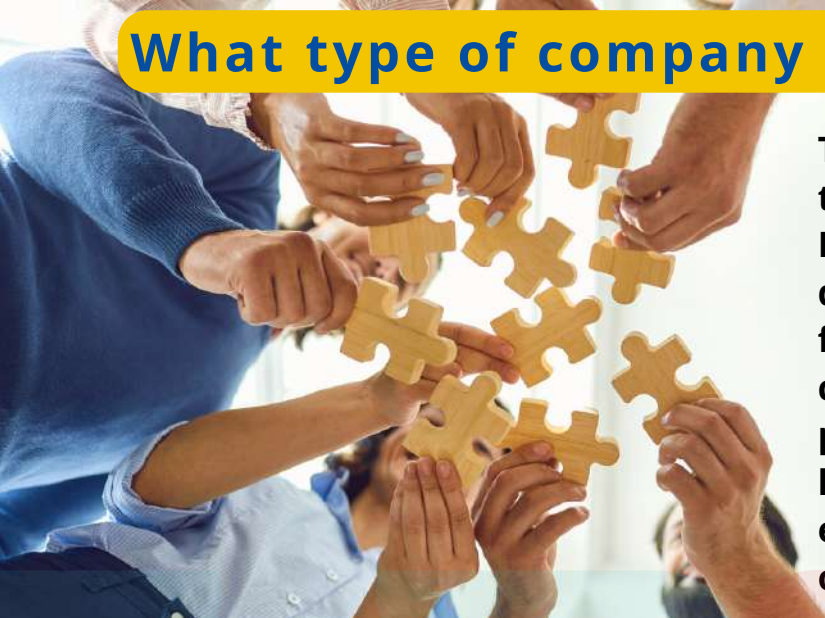
Step 7 (of 10): Key Resources Outcome

Step 8 (of 10): Key Partnerships Outcome

Step 9 (of 10): Cost Structure Outcome

Step 10 (of 10): Applications, Review & Next Steps, Core Applications, Competitiveness

What type of company should we start?



The types of enterprises that you can open in Europe in 2023 will depend on a number of factors, including the country in which you plan to operate, the legal and regulatory environment, and your own skills and resources.

STRENGTHS



NOW



FUTURE

OPPORTUNITIES



Here are some steps you can take to identify the type of enterprise you can open in Europe in 2023:

Research the legal and regulatory environment: Each country in Europe has its own laws and regulations governing the establishment of businesses. You will need to research the legal requirements for setting up a business in the country where you plan to operate.

- 1. Identify your skills and resources:** Consider your own skills, experience, and resources when determining the type of enterprise you can open. For example, if you have a background in technology, you may consider opening a software development company.
- 2. Analyze market trends:** Consider current market trends and the demand for products or services in the region where you plan to operate. This can help you identify gaps in the market and potential opportunities for a new enterprise.
- 3. Seek advice:** Consult with experts in the field or with business organizations to get more information and guidance on the types of enterprises that are most viable in Europe in 2023.
- 4. Make your SWOT Analysis for identifying strengths, weaknesses, opportunities & threats.** This gives a good overview & creates understanding of what the challenges are. It gives a good understanding of your project, highlights what needs to be prioritised and what your strong points are.

Overall, identifying the type of enterprise you can open in Europe in 2023 will require careful research, analysis, and planning. It's important to consider the legal and regulatory environment, your own skills and resources, market trends, and expert advice when making your decision.

+ PROS

- CONS

WEAKNESSES

THREATS



Investments and grants

Accessing investments and grants in Europe in 2022 will depend on the type of funding you are seeking and the specific requirements of the funding organization or program. Here are some general steps you can take to explore funding opportunities:

Identify the type of funding you need: There are different types of funding available, including venture capital, angel investments, loans, and grants. Each type of funding has its own requirements and application process.

Research funding opportunities: Look for funding opportunities that match your needs and eligibility criteria. You can start your research by looking at government agencies, business organizations, and venture capital firms that are known to invest in your industry or type of business.

Develop a business plan: A well-developed business plan is essential to securing funding. Your business plan should clearly articulate your business idea, target market, revenue model, and financial projections.

Apply for funding: Once you have identified a funding opportunity that matches your needs, you can apply for it by submitting an application that meets the requirements of the funding organization or program. Be sure to follow the application guidelines carefully and provide all the required information.

Network and seek advice: Building relationships with investors and mentors can be helpful in securing funding. Attend industry events, join business organizations, and seek advice from experts in your field.

Overall, accessing investments and grants in Europe in 2022 requires careful research, planning, and execution. By following these steps, you can increase your chances of securing the funding you need to start or grow your business.



Annexes - QUESTIONS FOR COACHING CARDGAME:



- 1) Why do young people are willing to open a business before having any experience?
- 2) Why do people usually start planning? Or how do you think they start a business?
- 3) Why do people go to other countries to work? (how is situation in your country?)
- 4) Why do people move for work, from their place they born?
- 5) What factors push people to leave their country in order to open a business?
- 6) Which countries have the best success with entrepreneurial actions?
- 7) What kind of countries take in the most entrepreneurs?
- 8) What kind of countries take in the least entrepreneurs?
- 9) How do countries decide how many people from their country should be allowed to open their own business, and what percentage of them they are encourage to work for others, for state or big companies?
- 10) Do many people freelancing or became entrepreneurs from your country?
- 11) What is for your social entrepreneurship?
- 12) From your perspective ... Which country in the world is the safest to live in?
- 13) If you would meet the person that knows all the answers about entrepreneurs, what questions you would ask?
- 14) What are 3 factors that pull people to leave their country?
- 15) What are three pull factors in unsuccessful ideas/ projects/ businesses?
- 16) What represents money for you? But community? How can be balanced?
- 17) What is the pros and cons of entrepreneurship?
- 18) Why do so many entrepreneurs go to America?
- 19) What is entrepreneurship and why is it important?
- 20) What would you do if the country you live in has very restrictive rules/customs for being an entrepreneur (like paying too high taxes etc.)?
- 21) What you would like to know about your future of your project?
- 22) What strengths can you develop in your country more than in others?
- 23) What any spontaneous decision you have made about a trip?
- 24) Share one occasion when you broke rules!
- 25) What would you do if the country you live in has very limitations of freedom?
- 26) What would you do if you live in a country where there are more obligations than recommendations?
- 27) What opportunity you would like to receive in your country in order to be happy with your future career?
- 28) What would you need to be a happy person in your country?
- 29) What you are thankful to your country for? But to your parents?
- 30) What country you would like to live in? Why?
- 31) What did you enjoyed playing most before you start going to school, before 6-7y.o.?
- 32) Who are the most important people from your country? But from other country?



Annexes - QUESTIONS FOR CARDGAME:

- 33) What you need to change your life for better?
- 34) Share one occasion that you made someone with your work/ at your work/ with your services?
- 35) What makes you smile when you think about entrepreneurs?
- 36) Whom you would like to meet for a talk? But from all entrepreneurs that you know? Why?
- 37) What you wish to happen in your surrounding in order to feel satisfied with your life?
- 38) What you would do if you were president?
- 39) Which is your favourite saying about free lancers or entrepreneurs?
- 40) What you do to make your lifestyle more eco-friendly/ responsible?
- 41) What you are grateful for? Did you interact and received any benefits from social entrepreneurship till now?
- 42) Share one voluntary activity you have once done, and that changed into a project/ small business!
- 43) What would your perfect day look like, if you were a ENTREPRENEUR?
- 44) How would you describe your community? But your ideal one? 😊
- 45) What would be your 4 wishes for your planet Earth?
- 46) What kind of new things you would like to learn? Which do you think would deserve to be very well paid?
- 47) How you help other people in your community?
- 48) What is a community for you?
- 49) What are you embarrassed with about your ideas, most of the time?
- 50) What you are planning to achieve in the next 6 months?
- 51) What you would like to invent in your country if you had a special power?
- 52) What connections between people will be in the future on professional level?
- 53) What annoys you the most?
- 54) What you do to make life better for next generations?
- 55) What is that activity that makes your life delicious?
- 56) What is your connection with money?
- 57) What you do to develop yourself? What you do to put your ideas into action?
- 58) What is the most interesting thing about social entrepreneurship?
- 59) Where you get your energy for your daily living?
- 60) What is your favourite part of ENTREP? Any movie? Any book?
- 61) What would you do if you won lottery?
- 62) What person from home country inspires you? But from another one?
- 63) Share one AHA moment that changed your life!
- 64) What motivates you in order to give life to your idea/ project?
- 65) Do you see traveling as an opportunity? If yes, why?
- 66) Which country you would like to must visit and why? But to open a enterprise there?
- 67) What you would like to know about your future of your project?
- 68) What strengths can you develop in your country more than in others?
- 69) What any spontaneous decision you have made about a trip?

Annexes - QUESTIONS FOR CARDGAME:

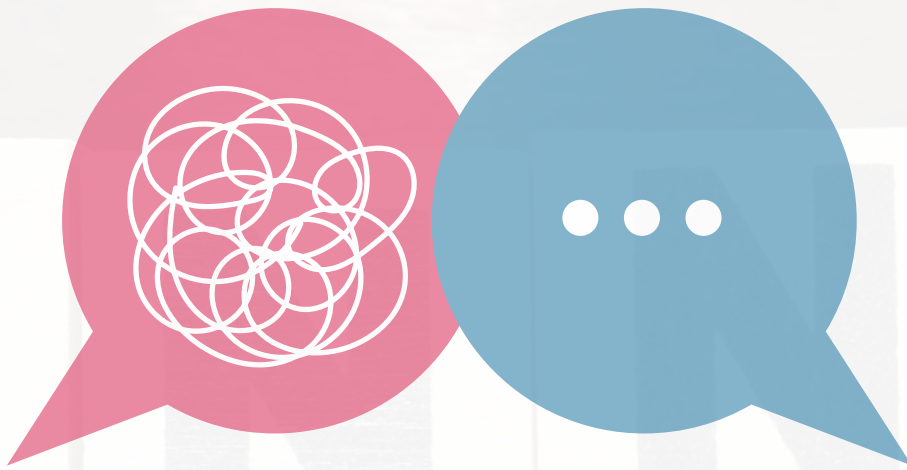


70) Share one occasion when you broke rules!

71) What you believe in?

72) What continent and country would you like to teleport? Why?

73) What is the most difficult part about leaving your country? But living in other country?





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