



youthIES

Training Pack for Youth Workers - ACTIVITIES



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Module: Social Entrepreneurship

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ACTIVITY 1 – SOCIAL ENTREPRENEURSHIP CONCEPT WORKSHOP

OVERVIEW

The aim of this activity is to create a working space to allow the young participants to learn the basic concepts of social entrepreneurship, as well as the role that this business model has in society. Finally, we will invite them to present, working in teams, a short summary of the historical roots and its development.

LEARNING OBJECTIVES

- Gain an in-depth understanding of benefits of social entrepreneurship as an option to set up business that create a more inclusive society.
- Acquire some practical debating skills to compare normal business vs social entrepreneurship.
- Estimated Duration: 2:00 hours

INSTRUCTIONS

Stage 1 – Presentations (30 minutes)

- Divide the participants into two groups.
- One group will work, based on the social entrepreneurship modules, on the positive aspects and the other on the negative aspects (develop synthesis skills).
- Each group makes a mock presentation to the other group (develop public presentation skills).

Step 2 – Rounds of debates (2*30 minutes)

- Keep the groups, one arguing in favour (pros) and one arguing against (cons).
- Each team presents and defends their arguments in favour of social entrepreneurship. They can include aspects such as positive social impact, innovation, sustainability, and community involvement.
- Open discussion: After the presentations, open the discussion to allow students to ask questions and offer comments on the pros presented.

Step 3 – Synthesis and reflection (30 minutes)

- Ask reflective questions that encourage introspection and reinforcement of the materials studied.
- Conclude the discussion by highlighting the importance of considering different perspectives in the world of business and entrepreneurship.
- Encourage students to continue to explore the topic and form their own opinions.

MATERIALS NEEDED

- Pens and papers
- Flipchart or whiteboard
- Internet access (optional)

ACTIVITY 2 – IDEATION AND INNOVATION IN SOCIAL ENTREPRENEURSHIP

OVERVIEW

Engaging youth in identifying social problems for social entrepreneurship is a valuable exercise that promotes critical thinking and social awareness. This activity has been defined to promote an interactive and participatory exercise for youth to identify social problems and explore potential solutions through social entrepreneurship.

LEARNING OBJECTIVES

- To empower youth to identify and analyse social problems.
- To develop critical thinking about problems to generate ideas for potential social entrepreneurship solutions.
- Estimated Duration: 1,5 hours.

INSTRUCTIONS

Step 1: Introduction (15 minutes)

- Briefly revise chapter 2 in the Social Entrepreneurship Module focusing on addressing social issues through innovative solutions.
- Provide examples of successful social entrepreneurship projects to inspire participants.

Step 2: Icebreaker Activity (10 minutes)

- Conduct a quick icebreaker to create a positive and collaborative atmosphere among participants. This could be a team-building game or a short storytelling session.

Step 3: Brainstorming Session - Identifying Social Issues (20 minutes)

- Divide participants into small groups.
- Provide each group with flip charts or whiteboards and markers.
- Ask each group to brainstorm and list social issues they observe in their community or globally. Encourage them to think about problems that affect various aspects of society, such as education, environment, health, poverty, etc.

Step 4: Group Presentation (15 minutes)

- Each group presents their identified social issues to the entire group.
- Encourage groups to explain why they selected those issues and briefly discuss the potential impact of addressing these problems.

Step 5 Ideation Session - Social Entrepreneurship Solutions (30 minutes)

- Instruct each group to brainstorm and propose social entrepreneurship solutions.
- Encourage creativity and innovation in developing solutions that can address the identified problems.
- Facilitate a discussion on the presented solutions, discussing the strengths, potential challenges, and collaborative opportunities.

MATERIALS NEEDED

- Flip chart or whiteboards
- Markers
- Sticky notes

ACTIVITY 3 – BUSINESS MODELING IN SOCIAL ENTREPRENEURSHIP

OVERVIEW

This activity focuses on getting participants ready to define their first business modelling exercise for social enterprises. It is a practical way to help them understand how to create sustainable and impactful ventures.

LEARNING OBJECTIVES

- To introduce youth to the concept of business modeling for social entrepreneurship
- To guide them in developing a business model canvas for their own social impact ventures.
- Estimated Duration: 1:45 hours

INSTRUCTIONS

Step 1: Introduction to Business Modeling (15 minutes)

- Provide a brief overview of what a business model is and why it is crucial for social enterprises.
- Introduce the Business Model Canvas as a tool for structuring and visualizing key components of a business model.

https://en.wikipedia.org/wiki/Business_Model_Canvas

Step 2: Case study analysis (60 minutes)

- Present a case study of a successful social enterprise.
- Analyze how their business model contributes to their social impact and sustainability.
- Provide each group with a large sheet of paper or a printed business model canva template.
- Encourage them to think creatively about revenue streams, partnerships, and resources.

Step 3: Reflection and action steps (30 minutes)

- Facilitate a reflection session where participants share their key learning and insights.
- Discuss potential next steps and actions for turning their ideas into actionable plans.

MATERIALS NEEDED: Flip chart or whiteboards, markers, sticky notes



Partners:



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