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S.E.VET
SOCIAL ENTREPRENEURS

S.E.VET (SOCIAL ENTREPRENEURSHIP VOCATIONAL
EDUCATION AND TRAINING PROGRAM – Capacity
Building Programme



Coordinated by: EUROTraining, Greece, 2024

Contents

Introduction	3
Lesson Content	4

Introduction

Social entrepreneurship ventures represent a balanced union between business acumen and mission-driven goals aimed at addressing societal challenges. Unlike traditional enterprises that focus exclusively on profit maximization, social ventures prioritize creating positive social, cultural, or environmental impact alongside financial sustainability. Their main purpose, indeed, is not mere profitability, but is having a real social impact. By combining the principles of entrepreneurship with a strong commitment to social change, social entrepreneurship ventures are redefining the way we approach and solve some of the world's most pressing problems.

Lesson Content

Mode of presentation of educational material	PowerPoint Presentation Word Document
Title	Unit 2 Social Entrepreneurship Methods
<u>Developing Social Entrepreneurship Ventures (4 HOURS)</u>	
Content of presentation	<p>Introduction and Overview (30 minutes)</p> <p>Social entrepreneurship ventures represent a dynamic blend of innovation, mission-driven goals, and business acumen aimed at addressing social, cultural, or environmental issues. Unlike traditional businesses that primarily focus on financial returns, social enterprises prioritize creating a positive impact on society while maintaining financial sustainability. This module explores the unique aspects of social entrepreneurship, offering insights into the motivations, challenges, and strategies that drive these ventures.</p> <p>In this sub-unit, we will delve into the core elements of social entrepreneurship ventures, providing a comprehensive understanding of their foundations, operations, and impact. The topics covered will include:</p> <ul style="list-style-type: none"> - Definition of Social Venture;

- How to develop Social Entrepreneurship Ventures;
- Business Planning for social ventures;
- Funding opportunities and financial management;
- Successful case studies and real-world examples;
- A moment of collective reflection and discussion.

By the end of this sub-unit, participants will have a clear understanding of what defines social entrepreneurship ventures, the unique challenges and opportunities it presents, and how successful social entrepreneurs create and sustain impactful ventures. This foundation will equip you with the knowledge needed to explore or engage in social entrepreneurship, fostering positive change in your community and beyond.

Theoretical Framework (1 hour and 30 minutes)

This session will delve into the theoretical framework underpinning Social Entrepreneurship Ventures.

The instructor will define the concept of “social ventures”, in the context of a wider social capital theory, which includes:

- Bonding and bridging social capital: social enterprises rely on strong internal bonds (bonding social capital) within their communities and strong external networks (bridging social capital) to mobilize resources, support, and partnerships;
- Social networks: the role of social networks in facilitating access to information, resources, and collaboration opportunities.

Then, the instructor will explain the Stakeholder Theory, delving into the concepts of “Multi-Stakeholder Engagement” and “Value co-creation”. Learners will realize how this theory is crucial in the field of social entrepreneurship, since social enterprises need to balance the interests of various stakeholders (beneficiaries, funders, communities) and stakeholders are also active participants in

creating values, shaping services and shaping products.

Finally, this sub-unit will delve into social entrepreneurship ventures opportunities to create significant impact. We will talk about:

- Addressing Unmet Social Needs: social ventures can identify social needs that traditional businesses can't see and can't address;
- Business Planning for social ventures;
- Access to diverse finding sources, such as grants and donations, impact investment, and crowdfunding;
- Policy supports and incentives;
- Global challenges and opportunities.

Practical Application (30 minutes)

In this section, we will present some successful case studies, detailed analysis of real-world examples, and practical exercises. Participants will be encouraged to think critically and analyze these examples.

Discussion and Reflection (30 minutes)

During this session, participants will then reflect collectively on the examples shared, on the common obstacles and difficulties faced by social entrepreneurship ventures, and opportunities and ways to improve their impact.

Participants will engage in group discussion, sharing their opinions and thoughts about the topics covered.

Conclusion and Summary (30 minutes)

To conclude this sub-unit, we will summarize the topics covered:

- Social Ventures: definition, how to develop a social venture;
- Theories: Stakeholder engagement theory and institutional theory;
- Opportunities: addressing social needs, writing a business plan, accessing funding opportunities, policy supports and incentives, and global opportunities and challenges.

	<p>Case studies of successful social entrepreneurship ventures</p> <p>We will summarize the case studies presented with all the interesting and helpful considerations about their characteristics, their impact, and the opportunities created.</p> <p>Interactive discussions and collective reflection</p>
	<p>Integration and Transition (30 minutes)</p> <p>This section will prepare learners to transition to the next sub-unit, ensuring a smooth transition. We will provide a brief overview of the topics to be explained.</p>

Note: Each sub-unit will be designed to balance theoretical knowledge with practical application, encouraging active participation and fostering a deeper understanding of the subject matter.