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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



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Introduction

In an era where technological advancements and societal challenges are increasingly intertwined, the intersection of the engineering sector and social entrepreneurship offers a fertile ground for innovation and positive change. This unit explores how engineers can leverage their technical expertise to address pressing social and environmental issues through entrepreneurial approaches. By understanding the synergies between these fields, participants will be equipped to identify opportunities for social innovation, foster impactful collaborations, and contribute to sustainable development.

Lesson Content

| Unit 2 Social Entrepreneurship Methods | |
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| Mode of presentation of educational material | Ppt & Word document |
| Title | Unit 2 Social Entrepreneurship Methods |
| Sub-Unit 1 - Introduction to Social Entrepreneurship - (3 hours) | |
| Content of presentation | <p>Introduction and Overview (30 minutes)</p> <p>Social entrepreneurship refers to the practice of identifying, starting, and managing businesses with the primary aim of addressing social issues and creating positive societal impact. Unlike traditional entrepreneurship, which focuses primarily on profit generation, social entrepreneurship prioritizes social, environmental, and community goals, integrating them into the core mission of the business. Social entrepreneurs are driven by a commitment to solve pressing social problems through innovative solutions, often employing sustainable and ethical business practices.</p> <p>In this introductory session, participants will be welcomed and provided with an overview of the concept of social entrepreneurship. The session will highlight the importance and relevance of social entrepreneurship in today's society, emphasizing its potential to drive significant social change. The instructor will outline the learning objectives for the sub-unit, ensuring participants are aware of the key topics that will be covered.</p> |
| | <p>Theoretical Framework (1 hour)</p> <p>The session will then delve into the theoretical framework underpinning social entrepreneurship. The instructor will begin by defining social entrepreneurship, explaining its fundamental principles and distinguishing it from traditional entrepreneurship. The core principles of social entrepreneurship, such as the commitment to social value creation, innovation, sustainability, and ethical business practices, will be thoroughly explored.</p> |

Participants will then be introduced to various models and theories of social entrepreneurship. This includes examining different approaches such as social businesses, which reinvest profits to further their social mission, microfinance institutions that provide financial services to underserved populations, and cooperatives that operate for the mutual benefit of their members. Theoretical perspectives, including Social Innovation Theory, which focuses on the development and implementation of new solutions to social problems, and the Triple Bottom Line, which emphasizes the importance of balancing social, environmental, and economic outcomes, will be discussed to provide a comprehensive understanding of the field.

- **Social Business Model:**
Conceptualized by Muhammad Yunus, this model focuses on businesses that are financially self-sustainable and reinvest profits to further social or environmental missions rather than distributing dividends to shareholders.
- **Microfinance:**
Pioneered by institutions like Grameen Bank, microfinance involves providing financial services such as small loans to underserved populations, enabling them to start or expand small businesses and improve their living conditions.
- **Cooperatives:**
Cooperatives are owned and run by their members, who share in the profits and benefits. They operate on principles of democratic governance, economic participation, and concern for community, aiming to meet the common needs of their members.
- **Community Development Financial Institutions (CDFIs):**
These organizations provide credit and financial services to underserved markets and

populations, promoting economic revitalization and community development.

- **B Corporations:**
Certified by the nonprofit B Lab, B Corporations meet rigorous standards of social and environmental performance, accountability, and transparency, balancing profit and purpose.
- **Social Innovation Theory:**
This theory focuses on the development and implementation of new solutions to social problems, emphasizing the importance of innovation in addressing societal challenges and improving human well-being.
- **Triple Bottom Line (TBL):**
The TBL framework posits that businesses should commit to focusing on social and environmental concerns just as they do on profits. This approach evaluates company performance based on three dimensions: social, environmental, and financial (people, planet, profit).
- **Shared Value Concept:**
Proposed by Michael Porter and Mark Kramer, this concept suggests that businesses can generate economic value in a way that also produces value for society by addressing its challenges.

Practical Application (30 minutes)

To bridge theory with practice, participants will engage with case studies of successful social entrepreneurship ventures. The instructor will present detailed analyses of real-world examples, highlighting the strategies employed, challenges faced, and the impact achieved by these ventures. These case studies will illustrate how social entrepreneurs have effectively addressed issues such as poverty, education, healthcare, and environmental sustainability. Participants will be encouraged to critically analyze these examples to identify key success factors and lessons learned.

Discussion and Reflection (30 minutes)

Following the case study analysis, the session will transition into a discussion and reflection segment. Participants will explore the unique challenges and opportunities associated with social entrepreneurship. This discussion will cover common obstacles, such as securing funding, measuring social impact, and balancing financial sustainability with social goals. Conversely, the discussion will also highlight opportunities for innovation and the potential for significant social impact.

Participants will engage in group discussions and interactive reflections, sharing their thoughts and experiences related to social entrepreneurship. This interactive component will provide an opportunity for participants to ask questions, express their viewpoints, and deepen their understanding through dialogue.

Conclusion and Summary (15 minutes)

To conclude this sub-unit, we will summarize the key points covered in the session:

Definition and Principles of Social Entrepreneurship:

- Social entrepreneurship was defined as the practice of creating businesses aimed at addressing social issues and generating positive societal impact. Unlike traditional entrepreneurship, which focuses on profit maximization, social entrepreneurship integrates social, environmental, and community goals into the business mission.
- Core principles include a commitment to social value creation, innovation, sustainability, and ethical practices.

Models and Theories of Social Entrepreneurship

We explored various models and theories that provide frameworks for understanding and practicing social entrepreneurship:

- Social Business Model: Businesses that are self-sustainable and reinvest profits to further their social missions.

- Microfinance: Providing financial services to underserved populations to enable economic development.
- Cooperatives: Member-owned and operated organizations that share profits and benefits among members.
- Community Development Financial Institutions (CDFIs): Providing credit and financial services to underserved markets.
- B Corporations: Companies certified for high social and environmental performance.
- Social Innovation Theory: Emphasizes the creation and implementation of innovative solutions to social problems.
- Triple Bottom Line (TBL): Evaluates company performance based on social, environmental, and financial outcomes.
- Shared Value Concept: Generating economic value in a way that also creates value for society by addressing its challenges.

Case Studies of Successful Social Entrepreneurship

Ventures:

We examined detailed case studies of real-world social entrepreneurship ventures, identifying key strategies, challenges, and impacts. These examples illustrated how social entrepreneurs address issues such as poverty, education, healthcare, and environmental sustainability.

Challenges and Opportunities in Social

Entrepreneurship:

- We discussed common challenges faced by social entrepreneurs, including securing funding, measuring social impact, and balancing financial sustainability with social goals.
- The session also highlighted opportunities for innovation and the potential for significant social impact through social entrepreneurship.

Interactive Discussions and Reflections:

Participants engaged in group discussions and interactive reflections, sharing their experiences and insights related to social entrepreneurship. This interactive component helped deepen understanding through dialogue and peer learning.

Integration and Transition (15 minutes)

Finally, the session will prepare participants for the next sub-unit within Unit 2. The instructor will provide a brief introduction to the upcoming topics, ensuring a smooth transition. Participants will be encouraged to integrate the concepts of social entrepreneurship into their ongoing learning and consider how they can apply these principles in their own projects or future careers.

The session will end with a brief introduction to the upcoming topics in Unit 2, preparing participants for a smooth transition to the next sub-unit.

Participants will be encouraged to integrate the concepts of social entrepreneurship into their ongoing learning and consider practical applications in their own projects or future careers.

| Unit 3 Engineering sector & social entrepreneurship | |
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| Mode of presentation of educational material | Ppt & Word document |
| Title | Unit 3 Engineering sector & social entrepreneurship |
| Sub-Unit 1 Understanding the Intersection - (3 hours) | |
| Content of presentation | <p>Introduction and Overview</p> <p>This session will introduce participants to the critical intersection between the engineering sector and social entrepreneurship. The instructor will begin by outlining the session's objectives, which include understanding the potential for collaboration and innovation between these fields to address social challenges and drive positive change. Participants will gain an appreciation for the relevance and importance of integrating social entrepreneurship within the engineering sector.</p> |
| | <p>Theoretical Framework</p> <ul style="list-style-type: none"> • Exploration of Social and Environmental Challenges within the Engineering Sector <p>Participants will delve into the various social and environmental challenges that are prevalent within the engineering sector. These may include issues such as sustainable development, environmental degradation, resource scarcity, and the need for inclusive infrastructure. The instructor will provide an overview of these challenges, using real-world examples to illustrate their impact on communities and the environment. This segment will emphasize the role of engineers in recognizing and addressing these pressing issues.</p> <ul style="list-style-type: none"> • Identification of Opportunities for Social Innovation and Entrepreneurship <p>Building on the understanding of challenges, the session will shift to identifying opportunities for social innovation and entrepreneurship within the engineering sector. Participants will learn how engineering solutions can be designed and implemented to not only solve technical problems but also generate social value. The instructor will present frameworks and strategies for identifying and exploiting these opportunities, highlighting the importance of a multidisciplinary approach that combines technical expertise with social awareness.</p> |

Practical Application

Case Studies Highlighting Successful Collaborations between Engineering and Social Sectors

To provide practical insights, the instructor will present case studies of successful collaborations between the engineering and social sectors. These case studies will showcase projects where engineering solutions have effectively addressed social challenges, demonstrating the potential for positive impact. Participants will analyze these examples to understand the key factors that contributed to their success, including innovative approaches, partnerships, and community engagement.

Discussion and Reflection

In this interactive segment, participants will discuss the evolving role of engineers in addressing societal needs. The discussion will cover how engineers can leverage their technical skills to contribute to social entrepreneurship initiatives and the importance of ethical considerations and sustainability in engineering practices. Participants will engage in group discussions and reflections, sharing their perspectives on the responsibilities and opportunities for engineers in the context of social entrepreneurship.

Conclusion and Summary

To conclude the session, the instructor will summarize the key points covered:

Social and Environmental Challenges in Engineering:

- An overview of prevalent challenges within the engineering sector, including sustainable development, environmental degradation, and resource scarcity.
- Emphasis on the critical role engineers play in recognizing and addressing these challenges.

Opportunities for Social Innovation and Entrepreneurship:

- Identification of opportunities where engineering solutions can generate social value.

- Discussion of frameworks and strategies for integrating social innovation within engineering projects.

Case Studies of Successful Collaborations:

- Analysis of real-world examples showcasing effective collaborations between the engineering and social sectors.
- Key success factors, including innovative approaches, partnerships, and community engagement.

Role of Engineers in Addressing Societal Needs:

- Exploration of the evolving role of engineers in social entrepreneurship.
- Importance of ethical considerations and sustainability in engineering practices.

Integration and Transition

The session will end with a brief introduction to the next sub-unit within Unit 3. Participants will be encouraged to reflect on how they can apply the concepts learned in their professional practice, fostering a mindset of innovation and collaboration. This will prepare them for a deeper exploration of the integration of engineering and social entrepreneurship in subsequent sessions.