

INSPIRE

REPORT

IO3 Inspire Live HUB Online Course Content

KA220-VET - Cooperation Partnerships in Vocational Education and Training
Innovation for Social Entrepreneurship Project
(2021-1-FR01-KA220-VET-000034853)

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TABLE OF CONTENTS

1. Introduction.....	4
2. Module 1 – About the Course	4
3. Module 2 – Becoming a Social Entrepreneur.....	5
4. Module 3 – Ideas Generation.....	12
5. Module 4 – Managing a social business.....	14
6. Module 5 - Business plan for social business	20
7. Module 6 – Social Impact	24
8. Module 7 – Pitch the social business ideas	29
9. Module 8 – Wrap-up and certification	32
10. Annex: Course in portuguese	34

FIGURE INDEX

Figure 1 – Index of the social entrepreneurship course, as seen in the Fresh Thinking Labs platform..	4
Figure 2 – Module 2 presentation sheet, as seen in the Fresh Thinking Labs platform.	5
Figure 3 – Module 2 information regarding “What is social entrepreneurship”.	5
Figure 4 – Ted Talk video regarding the question of “What is social Entrepreneurship”.	6
Figure 5 – Information regarding Skills for social entrepreneurs.....	6
Figure 6 - Information regarding Skills for social entrepreneurs.	7
Figure 7 - Information regarding Skills for social entrepreneurs.	7
Figure 8 - Information regarding Skills for social entrepreneurs.	8
Figure 9 - Information regarding Skills for social entrepreneurs and self-assessment questionnaire. ..	8
Figure 10 – Ted talk regarding the question “The Psychology of time”	9
Figure 11 – Video with examples of social entrepreneurs.....	9
Figure 12 - Video with examples of social entrepreneurs.....	10
Figure 13 - Video with examples of social entrepreneurs.....	10
Figure 14 - Video with examples of social entrepreneurs.....	11
Figure 15 – Module 3 presentation slide, as presented in the Fresh Thinking Labs platform.....	12
Figure 16 – Information about how to generate new ideas for social entrepreneurship.	12
Figure 17 - Information about how to generate new ideas for social entrepreneurship.	13
Figure 18 - Information about how to generate new ideas for social entrepreneurship and quiz.....	13
Figure 20 - Module 4 presentation slide, as presented in the Fresh Thinking Labs platform.....	14
Figure 19 – Information about social entrepreneurship and profit.	14
Figure 21 – Information about financial management principles.....	15
Figure 22 - Information about financial management principles.	15
Figure 23 - Information about financial management principles.	16
Figure 24 - Information about financial management principles and quiz.	16
Figure 25 – Information about a communication plan.	17
Figure 26 – Information about integrated communication marketing.	17
Figure 27 – Video about how to create a communication plan.	18
Figure 28 – Information about how to apply a SWOT analysis.	18
Figure 29 - Information about how to apply a SWOT analysis.	19
Figure 30 – Video on how to apply a SWOT analysis.	19
Figure 31 - Module 5 presentation slide, as presented in the Fresh Thinking Labs platform.....	20

Figure 32 – Information about how to create a business plan for a social business.	20
Figure 33 – Social business plan model canvas.	21
Figure 34 – Information about a Social business plan model canvas.	21
Figure 35 - Information about a Social business plan model canvas.	22
Figure 36 - Information about a Social business plan model canvas.	22
Figure 37 - Information about a social lean canvas for a social business plan.....	23
Figure 38 – Video explaining how to fill in a lean business model canvas.....	23
Figure 39 - Module 6 presentation slide, as presented in the Fresh Thinking Labs platform.....	24
Figure 40 – Information about Social Impact.....	24
Figure 41 - Information about Social Impact.....	25
Figure 42 - Information about Social Impact Assessment.....	25
Figure 43 - Information about Social Impact.....	26
Figure 44 - Information about Social Impact Assessment.....	26
Figure 45 – Social Impact Assessment.....	27
Figure 46 – Information about social impact assessment.....	27
Figure 47 - Information about social impact assessment.	28
Figure 48 - Information about social impact assessment.	28
Figure 49 - Social Impact Assessment.	29
Figure 50 - Module 7 presentation slide, as presented in the Fresh Thinking Labs platform.....	29
Figure 51 – Information about what is a pitch.....	30
Figure 52 – Information about the goals of a pitch.....	31
Figure 53 – Pitch learning activity for course participants.....	31
Figure 54 - Module 8 presentation slide, as presented in the Fresh Thinking Labs platform.....	32
Figure 55 – Final summary of the course scheme.....	33
Figure 56 – Example of a final participant certificate, in this case, the winner of the best Portuguese pitch.....	33
Figure 57 - Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with a video explaining the project and the objectives of the course to the students.....	34
Figure 58 – Adaptation of the Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with a video explaining how to navigate the course, in order to raise accessibility for older students.....	34
Figure 59 – Organization of the Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with all modules.	35

1. Introduction

The following course was created in the scope of Intellectual output 3, in order to teach participants the fundamentals of social entrepreneurship. It was replicated in the Fresh Thinking Lab platform, in English, as well as the Moodle of the Federal University of Santa Catarina, in Portuguese, and also in French.

The index is as follows:



Figure 1 – Index of the social entrepreneurship course, as seen in the Fresh Thinking Labs platform.

2. Module 1 – About the Course

The course aims to strengthen social entrepreneurship skills using eight modules. It is required to follow the course using all static and interactive materials (videos, questionnaires, case studies and extra materials).

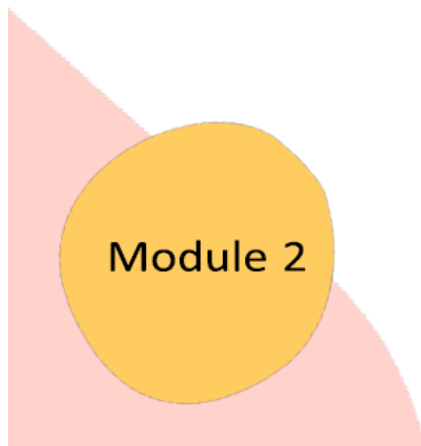
Each module can last 10 hours, 3 hours for assignments and 1-hour synchronous class with mentors explaining the module's structure and related activities.

Learners will benefit from 2 mentors for every 15 participants.

At the end of the course, a pitch presentation using virtual methodologies is required to stress and apply all the skills developed and achieved during the course.

3. Module 2 – Becoming a Social Entrepreneur

Becoming a Social Entrepreneur



1. What is social entrepreneurship?
2. Skills for social entrepreneurs
3. Videos about social business creation

Figure 2 – Module 2 presentation sheet, as seen in the Fresh Thinking Labs platform.

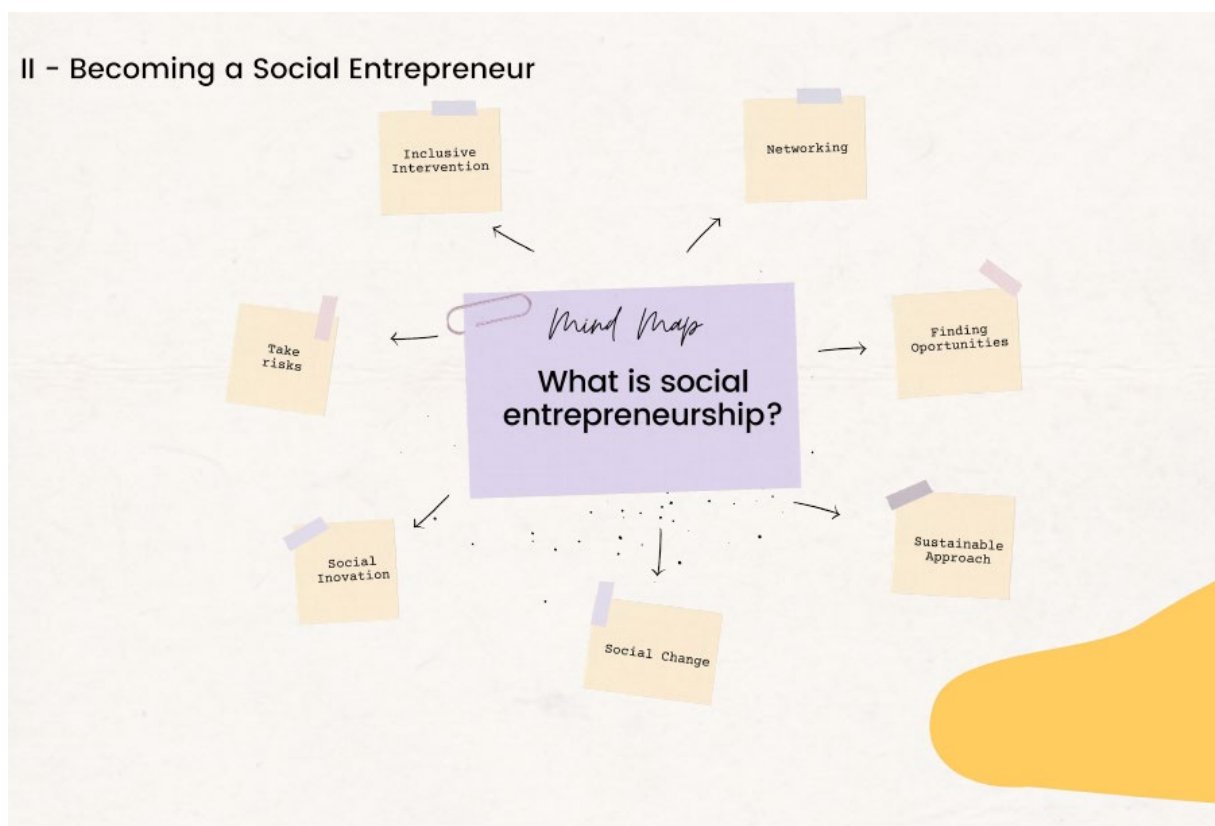


Figure 3 – Module 2 information regarding “What is social entrepreneurship”.

II - Becoming a Social Entrepreneur

WHAT IS SOCIAL ENTREPRENEURSHIP?



Reclaiming Social Entrepreneurship | Daniela Papi Thornton <https://www.youtube.com/watch?v=RdrfMqBRfEQ>

Figure 4 – Ted Talk video regarding the question of “What is social Entrepreneurship”.

II - Becoming a Social Entrepreneur : Skills for social Entrepreneurs



SKILL I: COMMUNICATE EFFECTIVELY: COMMUNICATION STYLES

PASSIVE

- Unable to directly and honestly express feelings, thoughts and personal beliefs
- Conflict avoidance: due to insecurity, intimidation of the other or affective involvement
- Low self esteem
- Feeling of Suffering
- Passive Non-Verbal Behaviors
- Regrets but does not act
- Put yourself down, avoid saying “no”
- Hears badly

Consequences:

- Rancor feelings
- Become a victim
- Establish bad communication



AGGRESSIVE

- Imposing your feelings, thoughts and personal beliefs
- Defense of your personal rights
- Does not respect the rights of others
- Creates conflicts
- Aggressive Non-Verbal Behaviors
- Don't trust or delegate
- Speak loud and fast
- Interrupt others
- Hears badly

Consequences:

- Originates in others aggression
- Violates the rights of others
- Establishes poor communication with others



Figure 5 – Information regarding Skills for social entrepreneurs.

II - Becoming a Social Entrepreneur: Skills for social Entrepreneurs

EFFECTIVE COMMUNICATION **Communicate**

Assertively

- Express your feelings, thoughts and personal beliefs honestly, directly and appropriately.
- Defense of your personal rights
- Respect for the rights of others
- Feeling of Satisfaction
- Professional Attitude
- Business Attitude
- Assertive Non-Verbal Behaviors
- Trust and delegate;
- Congruent through attitudes, thoughts, postures and arguments Language of the self: "I choose, I think/I believe" (Transparency) Focus on facts: how, when, where and why?
- Appropriately firm and affectionate tone of voice
- Relaxed posture
- Positive emotional effects on others, while allowing you to act in your own self-interest/goal

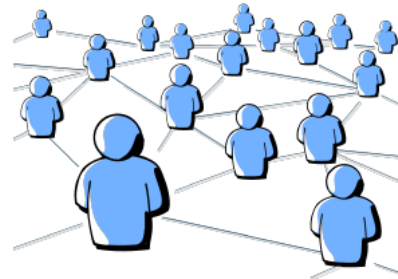


Figure 6 - Information regarding Skills for social entrepreneurs.

II - Becoming a Social Entrepreneur: Skills for social Entrepreneurs SKILL II: LEADERSHIP

Transformational Leadership:

An Example of Leadership for Social Entrepreneurship

- Leader seeks to satisfy the needs of followers;
- Involves an exceptional form of influence that drives people to do far beyond what is expected;
- Often embodies charismatic and visionary leadership;
- Is competent and expresses strong ideals;
- Has high moral values and a sense of identity;
- Makes the organization's values and norms clear;
- Is effective working with people – it builds trust and promotes collaboration;
- Makes subordinates transcend their own interests for the sake of others;
- Creates a culture where subordinates feel empowered and encouraged, discuss freely and take risks;
- Empowers subordinates and takes into account their changing needs;
- Promotes awareness and acceptance of the group's goals and mission;
- Has the ability to develop and communicate a vision that identifies an organization's higher goals, that combines self-interest and charisma to motivate people to achieve those goals.



Podsakoff, P. (1996). Transformational leader behaviors and substitutes for leadership as determinants of employee satisfaction, commitment, trust, and organizational citize. *Journal of Management*, 22(2), 259–298. doi:10.1016/s0149-2063(96)90049-5

Figure 7 - Information regarding Skills for social entrepreneurs.

II - Becoming a Social Entrepreneur: Skills for social Entrepreneurs → SKILL II:

LIDERANÇA



Effective Leadership: What defines a good Leader?

- The ability to influence people, encouraging them to work with enthusiasm, towards a common project;
- Communicate assertively and involve/encourage everyone's participation;
- Creativity - solutions, ideas;
- Impartiality - treat everyone fairly;
- Ensuring that objectives are well defined and understood, providing the necessary resources to achieve them;
- Consistent and ethical behavior;
- Competence - knowledge, experience

Northouse, P. G. (2016). *Leadership: Theory and Practice* (7th Ed). Thousand Oaks: Sage.

Figure 8 - Information regarding Skills for social entrepreneurs.

II - Becoming a Social Entrepreneur: Skills for social Entrepreneurs SKILL III: TIME

→ MANAGEMENT

Knowing how to effectively manage time is a predictor of success

- Eliminate Chronophages (e.g., interruptions/time spent with smartphone, procrastination, ineffective communication);
- Set effective goals: "S.M.A.R.T" objectives - (S) specific, (M) measurable, (A) attainable, (R) relevant and (T) defined in time;
- Setting Priorities: Tension between what is important and what is urgent

IMPORTANT:

- Contributes significantly to achieving goals Long term
- consequences

URGENT:

- It has to be done on time
- May not contribute to achieving goals
- Short-term consequences



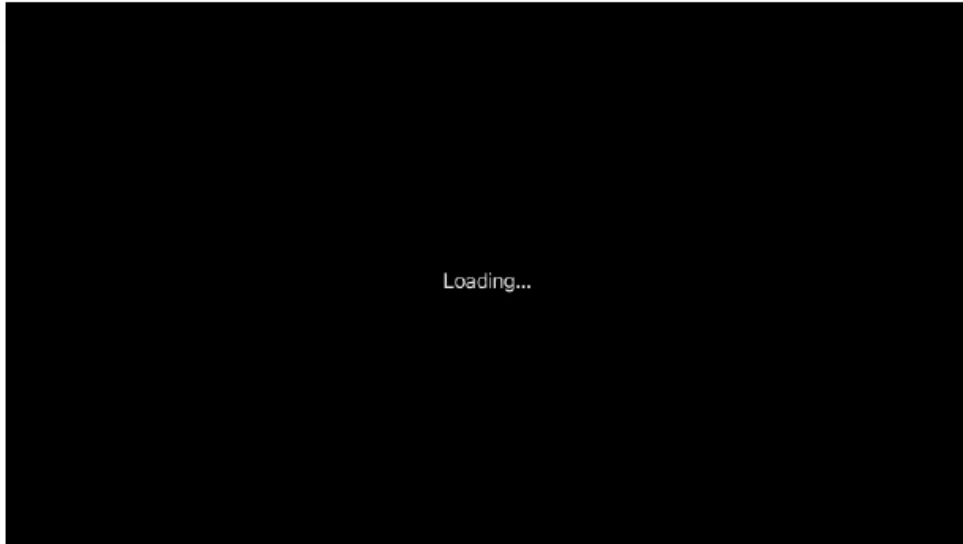
**Self-Assessment
Questionnaire**

https://docs.google.com/forms/d/e/1FAIpQLScMbowqUdSt6q-C2_BdhWGX1xn5jpAy183qZFEmQeENhPPzw/viewform?usp=sf_link

Figure 9 - Information regarding Skills for social entrepreneurs and self-assessment questionnaire.



ZIMBARDO: "THE PSYCHOLOGY OF TIME"



- http://www.ted.com/talks/philip_zimbardo_prescribes_a_healthy_take_on_time
- <https://www.thetimeparadox.com/zimbardo-time-perspective-inventory/>

Figure 10 – Ted talk regarding the question "The Psychology of time"

Examples of Social Entrepreneurs

Julian Schildknecht: Electricity for the whole community



Figure 11 – Video with examples of social entrepreneurs.

The story of a 16 year old Social Entrepreneur | Nikhiya Shamsheer



Figure 12 - Video with examples of social entrepreneurs.

Marquis Cabrera: Stat Zero



Figure 13 - Video with examples of social entrepreneurs.

Timo Timmi : "99 Math investment game"



Figure 14 - Video with examples of social entrepreneurs.

4. Module 3 – Ideas Generation

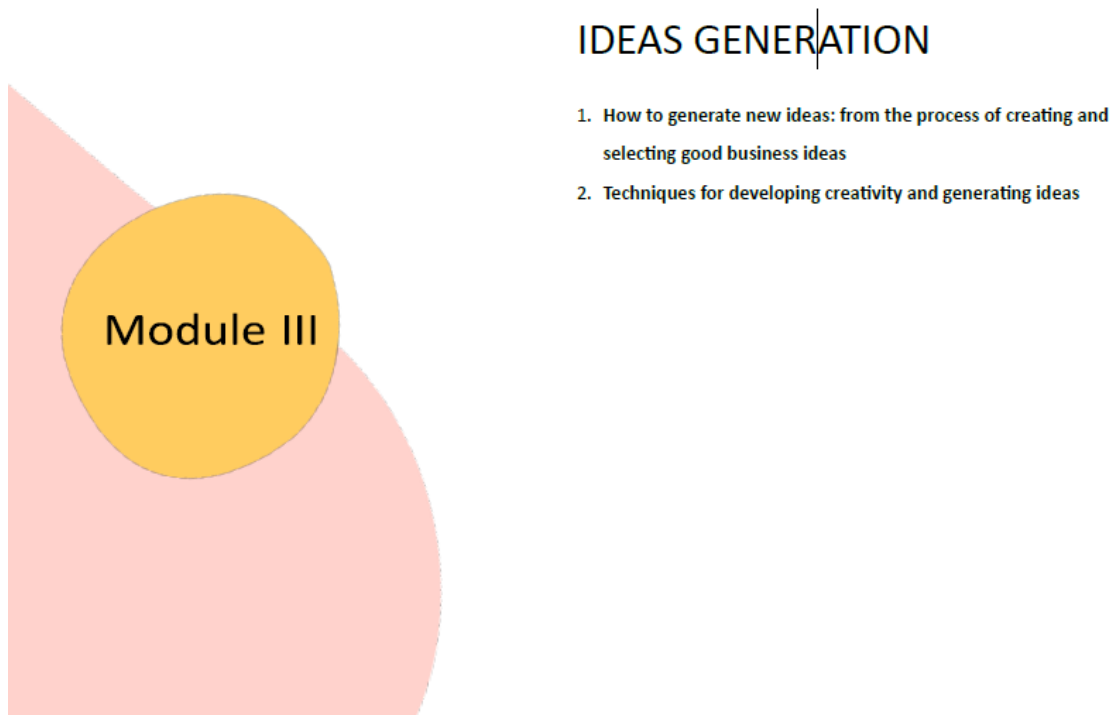


Figure 15 – Module 3 presentation slide, as presented in the Fresh Thinking Labs platform.

III - How to generate new ideas:

the process of create and select good business ideas.

Two-phase deployment:



- **Divergent Thinking:** is a thought process whose goal is to find as many solutions to a problem as possible. Allows you to generate ideas and solve problems creatively.



- **Convergent Thinking:** as opposed to convergent thinking, this consists of finding a single appropriate solution to a problem (sorting all ideas phase).

Figure 16 – Information about how to generate new ideas for social entrepreneurship.

III - How to generate new ideas:

Techniques for develop creativity and generate ideas.

Brainstorming

Goal: to analyze situations/problems and find solutions in a short period of time

How?

- State the problem for which ideas are sought and define the duration;
- Mention that the goal is to generate as many ideas as possible, some more realistic, others impractical;
- Encouraging everyone's balanced participation in the creation of ideas;
- Write on the whiteboard/document or sheet the ideas that are said;
- Ideas are not criticized or evaluated: criticism is a risk factor that destroys creativity;
- When time is up, "packing up" ideas, organizing them into groups;
- Decide which are the best or the more interesting ideas.

Figure 17 - Information about how to generate new ideas for social entrepreneurship.

III - How to generate new ideas:

Techniques for develop creativity and generate ideas.



Mind Map

Goal: allows you to organize existing thinking and ideas, developing thinking and allowing you to detect any gaps in information.

How?

- Take notes
- Make summaries
- Use digital tools - Create a mind map in Mind Meister: <https://www.mindmeister.com>



QUIZ:

How Creative Are You? https://www.mindtools.com/pages/article/creativity_quiz.htm

Figure 18 - Information about how to generate new ideas for social entrepreneurship and quiz.

5. Module 4 – Managing a social business

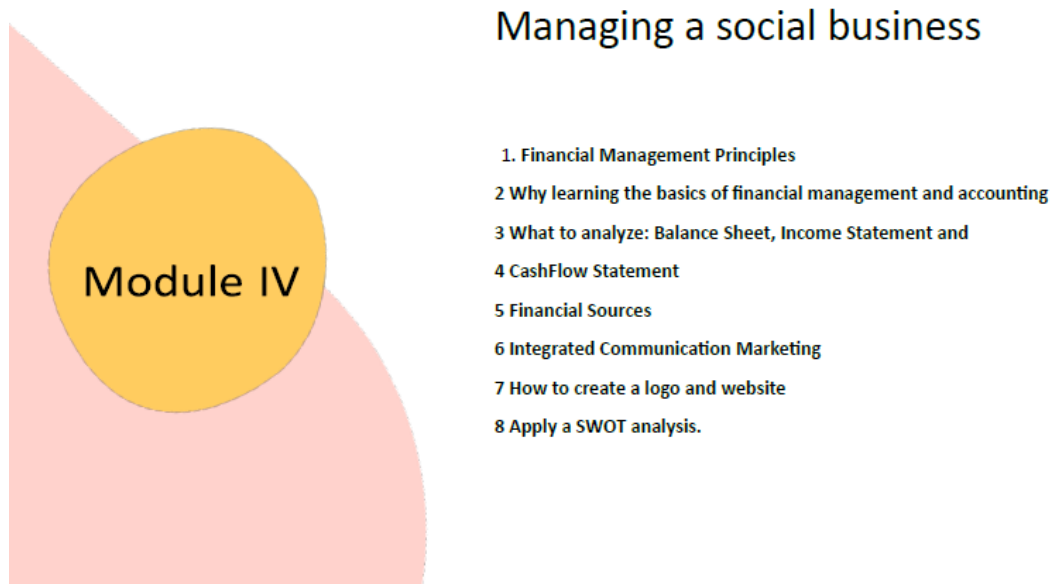


Figure 20 - Module 4 presentation slide, as presented in the Fresh Thinking Labs platform.

IV -Financial Management Principles: why learning the basics.

SOCIAL ENTREPRENEURSHIP AND PROFIT

Entrepreneurship is extremely relevant, as it helps general economy by creating wealth, innovation and reducing unemployment.

Most cases of entrepreneurship occur with the entrepreneur seeking profit, that is, economic wealth. In the case of social entrepreneurship, it aims at social wealth rather than economic one.

However, this does not mean that non-profit entities cannot make profit, as they can develop sources of income to finance their activity (not having to depend only on subsidies and donations). What happens in these cases is that, instead of going to the owner, the profits are reinvested in the business to help it grow and increment its social mission.

IV - Financial Management Principles: why learning the basics.

Finance and accounting are the language of a business. Thus, although the focus of a social organization is not the profit, **the existence of accounting is mandatory, since there are always financial flows that have to be managed.**

Why learning financial management?

- To ensure the sustainability of the business, contributing in a major way to the social cause;
- To attract investment.

Note: As financial management is not the main focus of a social entrepreneur, only the fundamentals of accounting will be addressed, in order to ensure a general understanding of company's financial statement.

Figure 19 – Information about social entrepreneurship and profit.

IV - Financial Management Principles: what to analyze

To analyze company's sustainability it is necessary to look into its financial statements, in order to verify its financial position and profitability.

In simple terms, accounting can be analyzed through three main financial statements:
Balance Sheet; Income Statement; Cash Flow Statement.



IV - Financial Management Principles: what to analyze - Balance Sheet

The **Balance Sheet** presents company's financial position and has three components:
Assets, Liabilities and Equity

The main rule of accounting is that **Assets = Liabilities + Equity**

Assets: everything that belongs to the company, from buildings, furniture, inventories, subsidies to cash on hand.

Liabilities: All company's debts, such as loans, interest and unpaid taxes.

Equity: all the money that the partners put into the company plus the potential profits generated.

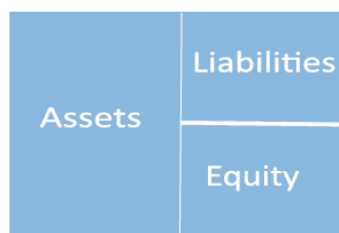


Figure 21 – Information about financial management principles.

It indicates company's performance, presenting the net profit, that are all company's income (namely sales and services rendered) deducted from its costs (various, from raw materials, electricity and water to taxes).

Net Profit > 0 - Profit It is important for the company not to have losses, to ensure its sustainability

Net Profit < 0 - Loss



In the case of social enterprises, the profit, instead of going to the partners, can be reinvested in the project to promote the cause.

IV - Financial Management Principles: what to analyze - CashFlow Statement

Indicates company's liquidity, that is, the amount that the company has in cash, ready to use. It is calculated by the difference between receipts and payments received. **Cash Flows = Cash received - Payments**



It is important to have positive cash flows, that is, the cash received must be higher than the payments, which means that the company has cash available to face unexpected situations.

The main difference between Income and Cashflow statements is that in the Income statement the registration occur when the transactions happen and in the Cashflow statement only occurs when is effectively received or paid. Ex: Credit Sale.

Figure 22 - Information about financial management principles.

Accounts, you should verify that:

Assets > Liabilities



Social Enterprises have sources of funding that are slightly different from the remaining, as they do not have profit as their main objective. We will address some examples, namely:

State subsidies;

Crowdfunding;

Social investors and patrons; Private initiatives and investors.

There are other universal options, such as bank loans and leasing. However, as a social enterprise don't have profit as their main goal, this can be a risky option, due to the obligation to repay the loan, which can put the company under financial pressure and make it deviate from the focus of the social cause. Even so, some banks have options with subsidized interest rates for this type of project, so it could be a viable option, and a case-by-case research should be carried out.

State subsidies: One of the goals of governments is to help with social causes, from a Welfare State perspective. Social companies can complement these causes, and, as such, governments provide various subsidies to support them. Thus, companies can seek European funds or government support for their area of activity.

Examples: [EU funding programmes](#) | [European Commission \(europa.eu\)](#)

Figure 23 - Information about financial management principles.

These companies can also benefit from special statutes that allow them to be exempt or obtain reductions in the payment of certain taxes.

Another of the current funding trends is Crowdfunding. This is the process of funding yourself using a pool of small donations from a large number of individuals, using websites such as [GoFundMe](#) or [PPL](#). Although you can start a crowdfunding process for different purposes, it is strongly associated with social causes. It has the advantage of allowing companies to raise funds without resorting to debt.

Social investors and patrons: In addition to funding programs, you can try to get in touch with companies, institutions and individuals who are interested in financing social projects. Many companies have available, in their annual budget, a portion allocated to patronage and philanthropy actions, which you can benefit from.

Examples: [Social Investors – Partners for Social Impact](#); [Social Investor \(chandlerfoundation.org\)](#)

IV - Managing a social business: Financial Management Principles

Quiz

<https://forms.gle/xcz1SA6gPVgzfNZaA>

Figure 24 - Information about financial management principles and quiz.

IV - Integrated Communication Marketing

COMMUNICATION PLAN



Figure 25 – Information about a communication plan.

IV - Integrated Communication Marketing

Who? (Audience)	What? (message)	Why? (Intend)	How? (Media)	Schedule	Responsibility
All project team	To update project	Clarify doubts and identify project	Word documents	Monthly	Project coordinator
Sponsors	Pitch	Present the project in a concise and appealing way	Powerpoint presentation	Specific date	Project team

Figure 26 – Information about integrated communication marketing.

IV - Integrated Communication Marketing

COMMUNICATION PLAN: HOW TO CREATE A WEBSITE TO COMMUNICATE YOUR PROJECT

Currently, most advertising is done online, so the digital presence of companies is almost mandatory. Therefore, it is essential to have social media and websites, which you can learn how to build in this video.



Figure 27 – Video about how to create a communication plan.

IV - Apply a SWOT analysis



- S.W.O.T analysis is a technique used to help people or organizations to identify strengths, weaknesses, opportunities and threats related to their business and/or project;
- Tool that helps Social Entrepreneurs to fulfill the mission of their social project; Determine which are the necessary strategies to achieve the proposed objectives;
- It allows you to take advantage of opportunities, control threats, enhance strengths and mitigate for weaknesses.

Figure 28 – Information about how to apply a SWOT analysis.

INTERNAL FACTORS	
strengths	weaknesses
What will we do better?	What are the objectives to be achieved?
What sets this social project apart from others?	What are the points where we can have worse results/performance?
What will the target audience gain from this project?	What can we do to improve it?
	What features could improve our performance?
opportunities	threats
EXTERNAL FACTORS	
What features can we use to improve our weaknesses?	What external factors could threaten the project?
Are there gaps/gaps in the community that the project will fill?	What other projects/initiatives/measures have already existed to solve the problem that the project aims to solve? (Market saturation)

Figure 29 - Information about how to apply a SWOT analysis.

IV - How to use a SWOT analysis.



Link: <https://youtu.be/EJ4uVsSqQ9k>



Learning activity

- Create your SWOT analysis

Figure 30 – Video on how to apply a SWOT analysis.

6. Module 5 - Business plan for social business

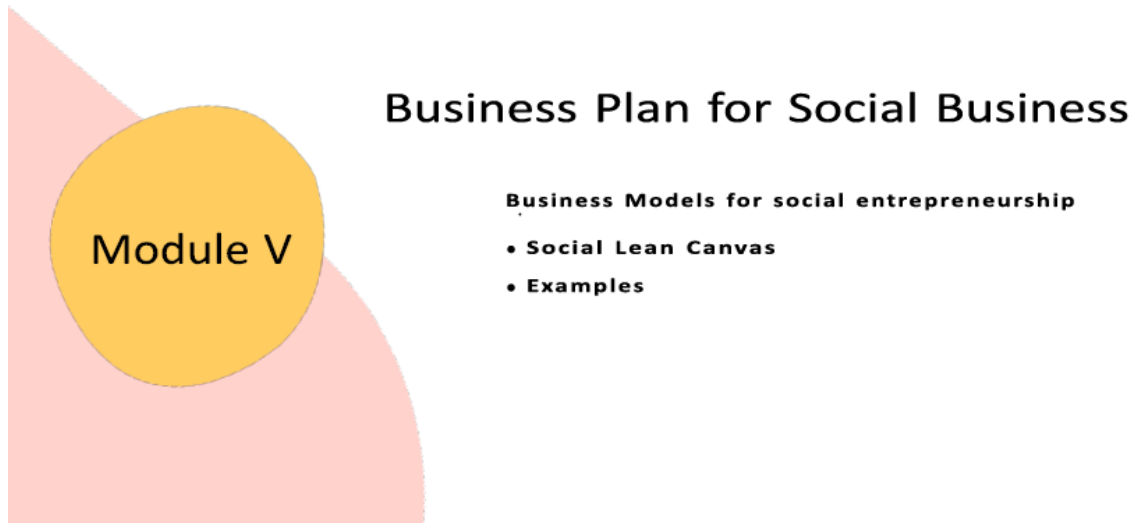


Figure 31 - Module 5 presentation slide, as presented in the Fresh Thinking Labs platform.



V - Business Plans for Social Businesses

Any organization requires the existence of a business plan in order to be viable and functional.

Some of the main models used are the Business Model Canvas (BMC) and the Lean Canvas. These models can be considered as an “executive summary” of a business, since they allow all the main elements to be established in a condensed way.

We will start by explaining how to apply the BMC and later demonstrate its application for non-profit organizations.

V - Business Plans for Social Businesses

Why use BMC and Lean Canvas?

- Allow a simple but comprehensive view of the business.
- Easy to elaborate and understand.
- Facilitate prioritization.
- Adaptable throughout the evolution of the business.
- Demonstrate connections between areas; Easy to explain to others.



Figure 32 – Information about how to create a business plan for a social business.

V - Business Plans for Social Businesses: Business Model Canvas

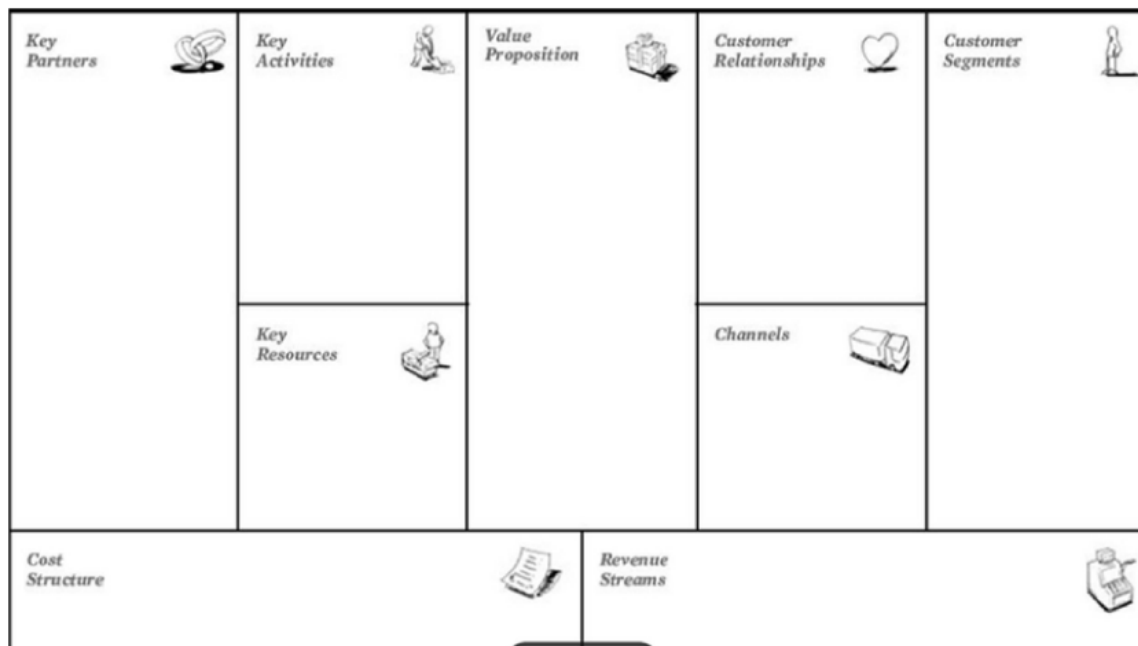


Figure 33 – Social business plan model canvas.

V - Business Plans for Social Businesses: Business Model Canvas

Key partners: those with whom strategic partnerships are developed. It should be explicit why these are essential, that is, the main benefits that result from these partnerships and the main activities carried out by the partners.

Key Activities: the fundamental activities developed by the company, that is, the areas where it operates and the impact it has on them.

Key Resources: the resources necessary for the company to develop its activity. They can be physical, human, intellectual, technological or financial.

Value Propositions: defines the mission and the fundamentals of the company. It must present the vision (long term), mission (current core activity), values (feelings, norms and behaviors that justify and create an organizational culture) and objectives to be achieved.

Customer Relationships: defines the relationships that the company has with its customers (in the case of social entrepreneurship, it ends up being less relevant, because there is no need to differentiate and have an exceptional service).

Channels: defines the company's logistics and marketing, that is, the methods and processes that allow the company to provide its products and services to its customers and the the way to communicate to them.

Figure 34 – Information about a Social business plan model canvas.

V - Business Plans for Social Businesses: Business Model Canvas

Customer Segments: corresponds to the customer divisions that the company must do when needs are not homogeneous, that is, there are different types of clients.

Cost Structure: reveals the essential costs that the company has, namely human resources, infrastructures, logistics and marketing. They must be break down by %.

Revenue Streams: defines the ways in which the company generates income and cash-flow, that is, how it makes money. They must be break down by %.

Figure 35 - Information about a Social business plan model canvas.

V - Business Plans for Social Businesses: Social Business Model Canvas

The model used so far presumes the existence of a commercial company.

However, the notions of creating value and customers differ when it comes to a nonprofit organization, so it becomes necessary to readapt some of the components of the model, giving rise to the **Social Business Model Canvas**, created by the Social Innovation Lab in 2013. Thus, the main changes are in:

- **Customer segments**, which should be just called Segments and be divided into beneficiaries (those who suffer from the problem the company addresses) and customers (who are willing to finance it, which may be the beneficiaries or third parties);
- **Type of intervention:** it is necessary to define how the company will intervene, that is, if it is through a product, a service, a workshop, among others.
- **Value proposition:** while in a company with commercial purposes it must show why the company creates value and differentiates itself from the competition and how it intends to remain profitable in the medium and long term, in the case of a social enterprise it must represent the ability of the the company to solve the problem it aims and what is the explicit benefit for the beneficiary and customers, presenting metrics to measure the impact;
- **Surplus:** in these cases, the revenues are not aimed to make profit, so it is necessary to define the priorities for allocating a possible financial surplus. They usually are reinvested in the business or donated to similar causes.

Figure 36 - Information about a Social business plan model canvas.

V - Business Plans for Social Businesses: Social Lean Canvas

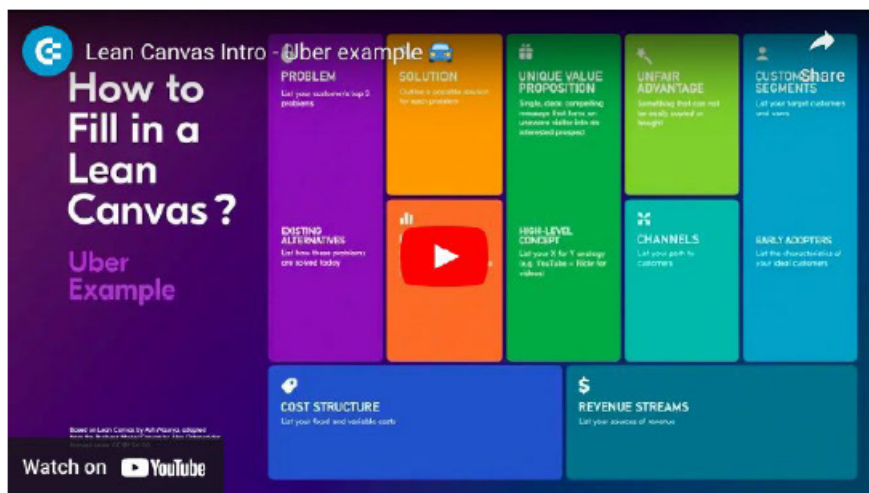
Another business model commonly applied is the **Lean Canvas**, which can be adapted to social enterprises as **Social Lean Canvas**. As you can see on the next slide, this is slightly different from the previous one, specifically with specific parts dedicated to defining the purpose, the problems to be solved and the existing alternatives.

On the next slides we will show how to apply these business models in practice, using Uber as an example, because it is a well-known and quite easy to understand business. Although it is not a social enterprise, as it has been said throughout the course, the principles are practically the same, so the example remains relevant.

PURPOSE ① Your reason for doing this venture, clearly defined in terms of the social or environmental problems you want to solve.		IMPACT ① What is the intended social or environmental impact of your venture?		
PROBLEM ① List your top 1 to 3 problems.	SOLUTION ① Outline a possible solution for each problem.	UNIQUE VALUE PRO... ① Single, clear, compelling message that states why you are different and worth paying attention.	UNFAIR ADVANTAGE ① Something that can not easily be bought or copied.	CUSTOMER SEGME... ① List your target customers and users.
EXISTING ALTERNATIVES ① List how this problem are solved today.	KEY METRICS ① List the key numbers that tell you how your business is doing.		CHANNELS ① List your path to customers (inbound or outbound).	EARLY ADOPTERS ① List the characteristics of your ideal customers.
COST STRUCTURE ① List your fixed and variable costs.		REVENUE STREAMS ① List your sources of revenue.		

Figure 37 - Information about a social lean canvas for a social business plan.

LEAN CANVAS – EXAMPLE



Link: <https://youtu.be/pvIN9STpzCQ>

Figure 38 – Video explaining how to fill in a lean business model canvas.

7. Module 6 – Social Impact

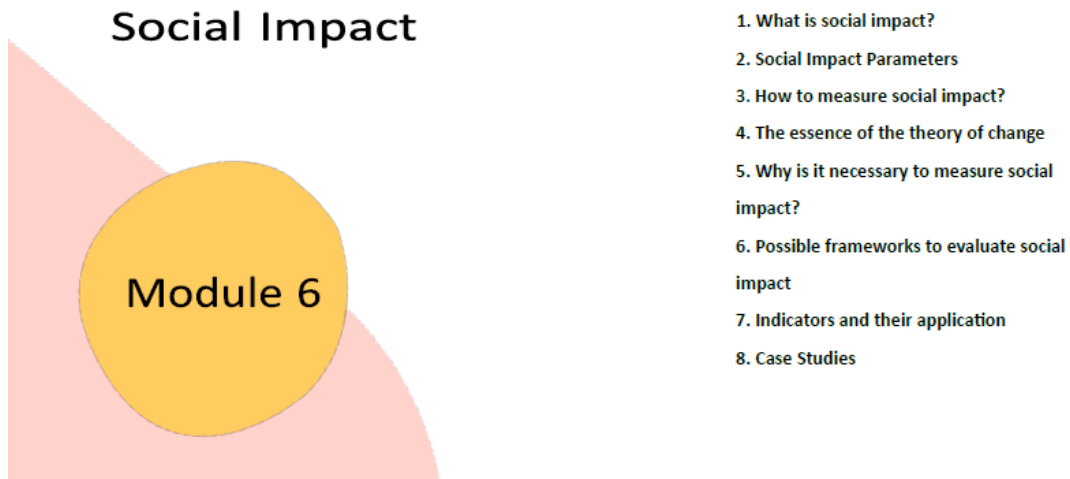


Figure 39 - Module 6 presentation slide, as presented in the Fresh Thinking Labs platform.

VI - Social Impact

VI - Social Impact

For social impact, we mean the effects and changes generated over a medium/long period on the community by the activities carried out by an organization.

These elements include the knowledge acquired, attitudes, status, living conditions and values.

The social impact assessment aims to measure the total resulting outcome.

What is social impact assessment?



Figure 40 – Information about Social Impact.

VI - Social Impact

"The concept of social impact is defined as the non-economic change created by an organization's activities and investments."

(Emerson et al. 2000; Epstein & Yuthas 2014)

PARAMETERS TO EVALUATE THE SUCCESS OF A SOCIAL ENTERPRISE

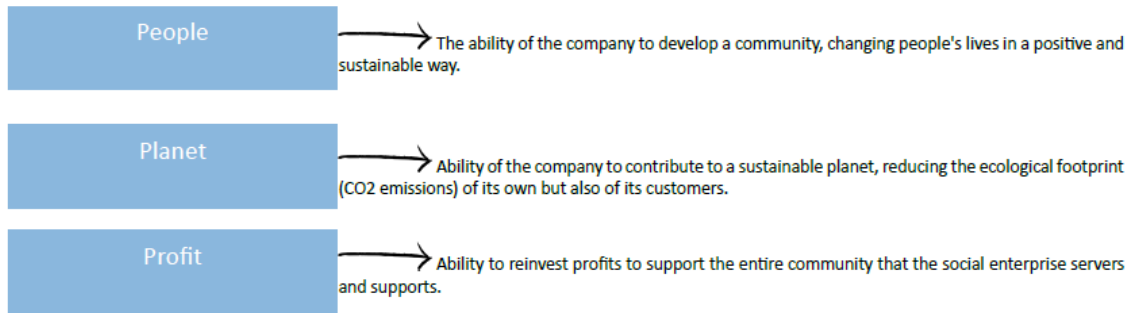


Figure 41 - Information about Social Impact.

VI - Social Impact

SOCIAL IMPACT ASSESSMENT

The social impact assessment is aimed at measuring:

- The social added value generated.
- The social changes produced.
- The sustainability of a social action.

SOCIAL RETURN ON INVESTMENTS

$$\frac{\text{OUTCOME PRODUCED}}{\text{INPUT INVESTED}} = \frac{\text{SOCIAL}}{\text{RETURN ON INVESTMENTS}}$$

The SROI indicator allows organizations to measure the impact of their investments or corporate welfare initiatives in terms of social performance.

Figure 42 - Information about Social Impact Assessment.

VI - Social Impact

- It measures the ability of an organization to transform the resources invested into actions capable of generating a social return.
- It measures the ability of organizations to transform the resources invested into actions capable of generating social return.
- The Index identifies the social value generated for each euro invested.

CHARACTERISTICS OF SOCIAL IMPACT

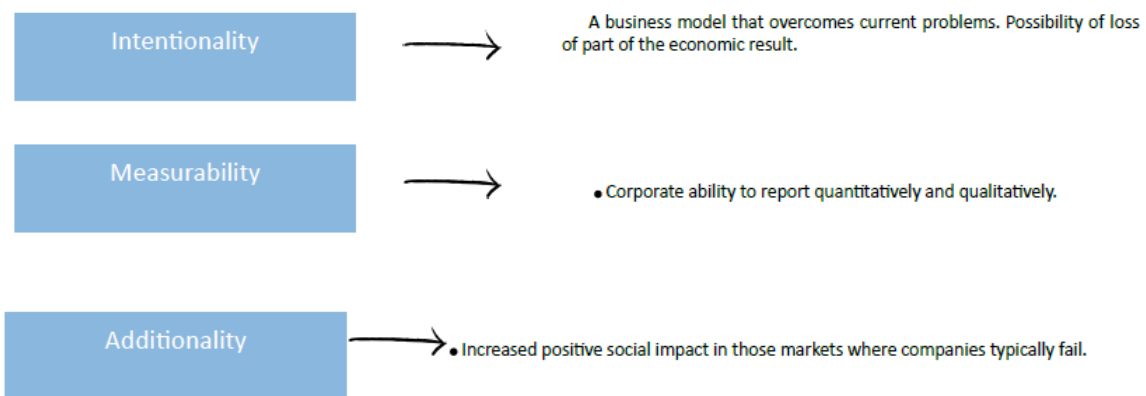


Figure 43 - Information about Social Impact.

VI - Social Impact

WHY MEASURE/EVALUATE SOCIAL IMPACT?

Many organizations today issue documents that measure the value created for all stakeholders. Not only stakeholders; the motivation may derive from some considerations:

- From a real cultural change taking place (need for "accountability" on different sides - private and public).
- We live in a world of "scarce resources" (this leads companies to demonstrate the value they create and disseminate).
- Among the three characteristics, measurability is certainly one of the most important.
- At company level, this requires a qualitative and quantitative evaluation that identifies the short, medium and long-term effects of the activities carried out on the reference community.

Figure 44 - Information about Social Impact Assessment

WHY MEASURE/EVALUATE SOCIAL IMPACT?



Source: Tiresia

Figure 45 – Social Impact Assessment.

VI - Social Impact

WHY MEASURE/EVALUATE SOCIAL IMPACT?

- More and more companies report the value created for all stakeholders. WHY?



We are facing real change. We need accountability to the private and public sectors.



We live in a world of scarce resources; this leads companies to demonstrate how much value is created and spread.

- More and more companies report the value created for all stakeholders. WHY?



Presence of new regulations especially in the European and American markets.



the emergence of new areas of finance that link investment and social objectives.

Figure 46 – Information about social impact assessment.

WHY MEASURE/EVALUATE SOCIAL IMPACT?

Three different levels:

- OUTPUT: Efficiency measure, balance sheet.
- OUTCOME: Measuring effectiveness, sustainability report.

IMPACT: It measures the change caused in the community.

The impact assessment measures the change from period 0 (start of evaluation) to period 1 (end of evaluation).

The change can be positive or negative.

What matters is the choice of metrics.

Figure 47 - Information about social impact assessment.

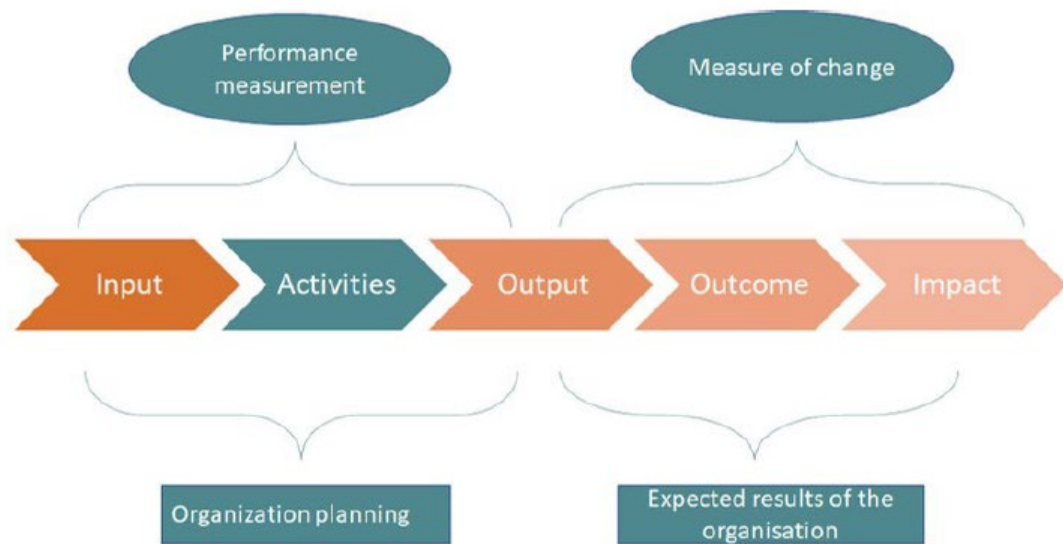
VI - Social Impact

WHY MEASURE/EVALUATE SOCIAL IMPACT?

At company level, measuring impact requires a well-structured process:



Figure 48 - Information about social impact assessment.



Source: SCS Consulting, «Le linee guide per la misurazione dell'impatto sociale.»

Figure 49 - Social Impact Assessment.

8. Module 7 – Pitch the social business ideas



Figure 50 - Module 7 presentation slide, as presented in the Fresh Thinking Labs platform.

VII - Pitch the Social Business Ideas

What is a Pitch?

Synthesis of the project in a very short time (5/10 minutes) with the aim of capturing the attention of the interlocutor



Figure 51 – Information about what is a pitch.

VII - Pitch the Social Business Ideas

Pitch goals:

- Demonstrate credibility.
- Orientation towards the interlocutor/company.
- Structuring the message in terms of benefits, points, and weaknesses, advantages and strengths of the project/partnership.
- Prior identification of objects - preparation Reveal the speaker's
- motivation/emotion.



Figure 52 – Information about the goals of a pitch.

V - Pitch for social entrepreneurs



Learning Activity - What's your Pitch?

Build an elevator pitch based on what you've learned.

Create a presentation (oral and written) following the steps of the written script (oral and written) The

presentation should be in the format of pdf, ppt, pptx or similar.

Paste in the last Slide a link with the video of your pitch (YouTube or Vimeo)

Evaluation:

1. Pitch structure; 2. Pitch content; 3. Non-verbal language; 4. Verbal language;

5. Time management

(1 - Does not dominate; 2 - Reveals difficulty in dominate; 3 - Dominates; 4 - Dominates easily; 5 - Totally dominates)

Figure 53 – Pitch learning activity for course participants.

9. Module 8 – Wrap-up and certification

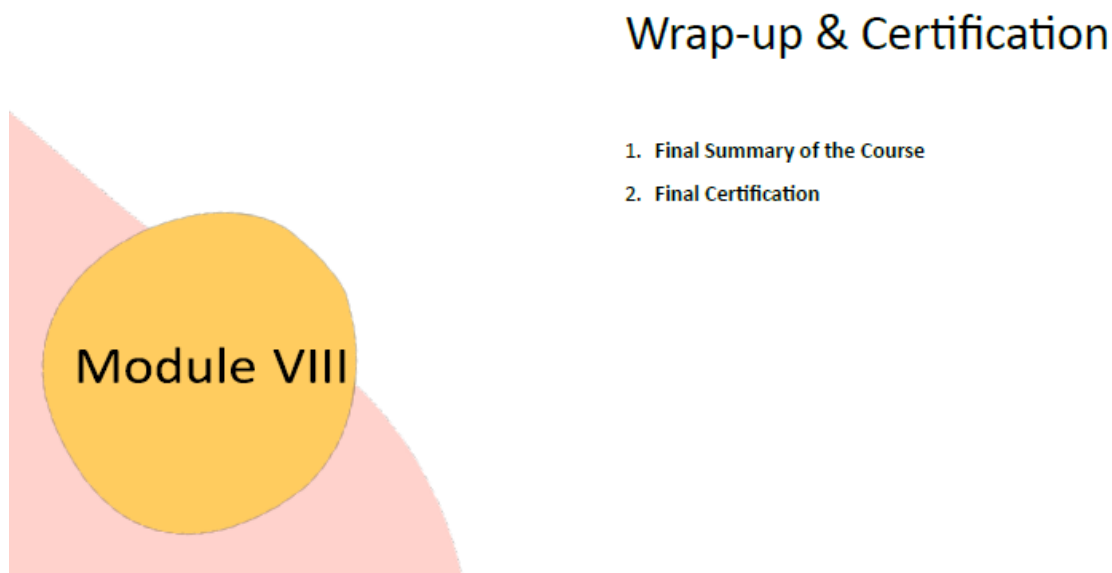


Figure 54 - Module 8 presentation slide, as presented in the Fresh Thinking Labs platform.

This course aimed to strengthen social entrepreneurship skills, going from the basis to become a social entrepreneur, understanding concepts and definitions, how to communicate, which skills are needed, and to understand design-thinking applied to social needs.

Afterwards, the course focused on generating ideas, and understanding the differences between divergent, convergent and system thinking, and how to apply techniques to develop social and creative ideas.

The third module focused on how to manage a social business, understanding financial statements and tools, as well as how to use web-design tools, create a business strategy, and conduct a SWOT analysis.

Next, it was taught how to write a business plan, how to comprehend the differences between a traditional and a social business model, and the essence of a model canvas and a social lean canvas.

Module 5 was focused on social impact, its parameters, how it can be measured, indicators and implications, and why it's necessary to measure such impact.

Finally, the last activity of the course consisted in creating a pitch video, so that students could be able to share their ideas for a social business.

VIII - Final Summary of the Course

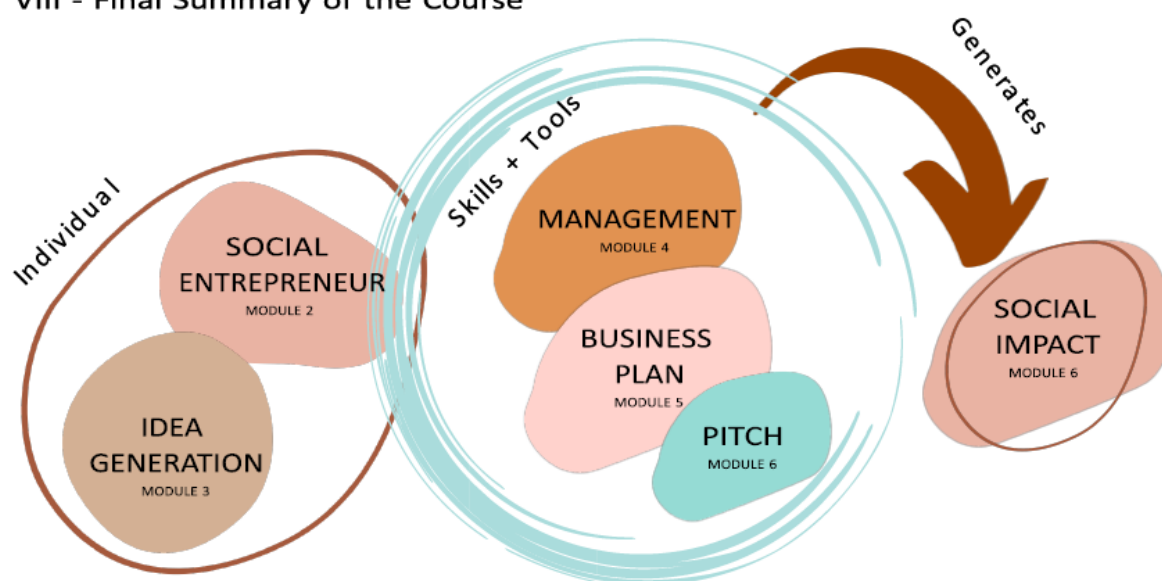


Figure 55 – Final summary of the course scheme.

III - Final Certification



Figure 56 – Example of a final participant certificate, in this case, the winner of the best Portuguese pitch.

10. Annex: Course in portuguese

The course developed for the Fresh Thinking Platform was adapted to the Moodle of the Federal University of Santa Catarina, in Brazil, who is an associate partner of the inspire project. The course was translated into Portuguese, so that it would be more accessible to students from the university.



Figure 57 - Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with a video explaining the project and the objectives of the course to the students.



Figure 58 – Adaptation of the Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with a video explaining how to navigate the course, in order to raise accessibility for older students.

Módulo 3 - Geração de Ideias

 Apresentação

 Actividade de Aprendizagem: Mapa Mental

 Actividade de Aprendizagem: O Processo Criativo

Módulo 4 - Gerir um Projecto Social

 Apresentação

 Actividade de Aprendizagem: Estratégia

 Actividade de Aprendizagem: A Estratégia de Comunicação

Módulo 5 - Criar um plano de negócios para empresas sociais

 Apresentação

 Actividade de Aprendizagem: Plano de Negócio Social (Obrigatória)

 Actividade de Aprendizagem: O plano de Investimento

Módulo 6 - Impacto Social

 Apresentação

 Actividade de aprendizagem: Relatório de Impacto Social

Módulo 7 - "Pitch" para negócios sociais

 Apresentação

 Actividade de Aprendizagem: o vosso Pitch

Módulo 8 - Encerramento e Certificação

 Apresentação

 Questionário de satisfação

Figure 59 – Organization of the Social entrepreneurship Inspire course in the Federal University of Santa Catarina Moodle, with all modules.