



INSPIRE

IO5: Lessons Inspire

Mentor Guide and Pilot Implementation Report

Innovation for Social Entrepreneurship Project

(2021-1-FR01-KA220-VET-000034853)

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Objective of the INSPIRE Initiative

Our core mission with the INSPIRE project is to establish a central hub that encourages global comparison, joint learning, and collaboration amongst social entrepreneurship stakeholders in our partner countries: France, Ireland, Italy, Portugal, and Turkey. Our long-term vision is to extend this collaborative spirit throughout Europe and further boost social entrepreneurship activities and opportunities.

Understanding Social Entrepreneurship

While "social entrepreneurship" might seem contemporary, its essence has been with us for much longer. With its exponential growth in recent times, there's a pressing need to deepen our comprehension of successful strategies and methodologies. This understanding is pivotal for social entrepreneurs and those who play a pivotal role in nurturing, guiding, and financing them. This group includes but is not limited to support agencies, financial backers, and decision-makers.

Our approach

It's crucial to note that we aren't aiming for a universal blueprint; given the inherent nature of social innovation, such an endeavour would be impractical. Instead, we celebrate the diverse experiences of social entrepreneurs worldwide, leveraging these insights as valuable resources to inspire innovations and knowledge both at the organisational level and within the broader ecosystem. We do use an online web-based course armonised by mentors.

Beyond Networking - Building an Engaged Community

We aspire to do more than just establish a "network", a term that, while frequently used, can sometimes lack depth and significance. Our endeavor is to foster a robust process of social capital development that is vibrant, dialogic, and inclusive of diverse perspectives. Drawing inspiration from the philosophy of an Irish support agency (which support with the established Fresh Thinking Lab platform), our goal is to cultivate an "Engaged Community". This dynamic global movement seeks to amalgamate shared learning pathways, idea generation, collective action, and active advocacy.

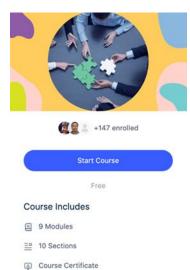
Inspire Lessons and Social Entrepreneurship Course

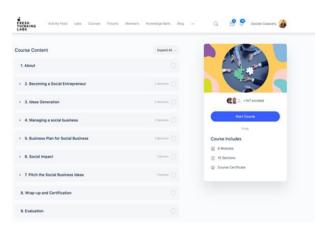
The online course on Social Entrepreneurship is offered exclusively through the Fresh Thinking Lab platform. Designed with the modern-day learner in mind, this course integrates nine meticulously crafted learning modules, culminating in a certification section. Under the guidance of our seasoned mentors, participants will embark on an enriching journey that covers the full spectrum of social entrepreneurship - from its foundational concepts to the intricacies of managing a social business.

Inspire is a project built with a holistic approach. The intellectual outputs have a structure that complements and progresses together both in temporal plane and in terms of functioning and content.

IO5 pilot implementation process includes IO1 Comparative Diagnosis of Social Entrepreneurship in Europe; IO2 Model for the Social Entrepreneurship Network, IO2 Case Studies Compendium, IO3 Inspire Learning HUB, Mentor Training.

103 Inspire Live HUB includes video, non-formal education, formal education, TEDx, good practices, self-evaluation and self-certification, where Inspire presents its innovative education approach in the field of social entrepreneurship. The online platform, which is open 24/7 to anyone who is interested in the field of social entrepreneurship and wants to enter the sector by preparing a business plan by improving themselves in the field, consists of 9 modules as mentioned above.





IO3 Inspire Live Hub was prepared based on IO1 "Comparative Diagnosis of Social Entrepreneurship in Europe" a long working process with the participation of project partners. In the study led by ISTCE University, while developing the Workplace Innovation platform, Inspire Live Hub was designed with a different approach than the online learning platforms in this field. Inspire Live HUB is supported by the Inspire Social Entrepreneurship Community developed as part of Inspire's IO2" Model for Social Entrepreneurship Network.

Course Objectives are:

- **Broad Understanding**: Equip participants with a robust understanding of what it means to be a social entrepreneur in today's dynamic and diverse global landscape.
- Idea Generation: Foster innovative thinking and empower participants to generate sustainable and impactful ideas that address pressing societal challenges.
- **Business Management**: Impart essential knowledge and skills to manage, grow, and sustain a social business effectively.
- **Expert Mentorship**: Benefit from our mentors' vast experience and insights, ensuring participants learn theoretical concepts and gain practical, real-world insights.
- **Certification**: Offer a final certification that serves as a testament to the participant's comprehensive understanding and proficiency in social entrepreneurship.

Course modules:

- Introduction: Set the stage by introducing social entrepreneurship and its relevance in the contemporary world.
- **Becoming a Social Entrepreneur**: Delve into a successful social entrepreneur's mindset, characteristics, and journey.
- Ideas generation: Explore methodologies, tools, and practices to brainstorm and refine impactful social enterprise ideas.
- **Managing a Social Business**: Equip participants with strategies, best practices, and knowledge to effectively oversee a social venture, ensuring its growth, sustainability, and impact.
- **Business Plan for Social Businesses**: Understand the unique elements of crafting a business plan tailored for social ventures. Learn how to integrate mission-driven strategies with practical business acumen.
- **Social impacts**: Dive deep into the core of social entrepreneurship by measuring and maximising the social impact of your venture. Explore tools, methodologies, and frameworks to quantify and amplify positive societal change.
- Pitch the Social business idea: Master pitching your social business idea. Acquire techniques to communicate your vision, impact, and business model compellingly to stakeholders, investors, and partners.
- **Certification**: Conclude the learning journey by demonstrating your acquired knowledge and skills. Completing this module will earn participants an esteemed certification in social entrepreneurship, recognizing their dedication and proficiency in the field.

Inspire Mentor Role

Nowadays, online trainings in the field of entrepreneurship/social entrepreneurship are quite common. Online training has also brought the concept of online mentors to the agenda and different opinions have emerged on this issue.

While the traditional approach argues that face-to-face training and mentoring process is more efficient, online training and mentoring process has proven to be advantageous in areas such as time management, accessibility to training, self-learning, simultaneous utilization of different information sources.

With the spread of e-learning in corporate training, learners are more attuned to self-paced learning. E-Learning provides them the opportunity to learn as per their needs and convenience. While corporate learners have embraced technology-aided learning, the worth of human interactions in learning cannot be discounted. Even with ready learning material available, learners often need support during an e-course to fully grasp the concepts and their practical applications. Starting from the fact that mentor support is essential in online learning systems and self-learning approach, Inspire has identified 4 mentors from each partner country for the online learning platform it has developed with an innovative approach.

Mentors in the Inspire project provided online mentoring for 15 candidates who are new to the field of social entrepreneurship in each partner country during the pilot implementation process and who want to make progress by starting in this field earlier, within the scope of online training modules available in the online Inspire Live HUB and Inspire Online Social Entrepreneurs.

The program mentors included in the project through individual and group meetings shared the guidelines for following the course, carrying out the practical case and presenting it. Below are some general guidelines shared:

Introduction

- Brief introduction about the pivotal role of mentors in the course's success.
- Overview of the course and its significance in the field of social entrepreneurship.

Course Objectives

- Provide a comprehensive understanding of social entrepreneurship.
- Foster the generation of innovative ideas.
- Impart knowledge and skills on managing a social enterprise.
- Offer a final certification that attests to proficiency in social entrepreneurship.

Role and responsibilities of mentors

- Provide targeted guidance and support throughout the entire learning process.
- Assist in understanding and utilizing the Social Business Model Canvas.
- Introduce and elucidate advanced methodologies like SROI and Theory of Change.

• Ensure that participants are well-prepared to pitch their ideas and implement effective and sustainable strategies.

Tools and resources

- Details about the Fresh Thinking Lab platform and how to best utilize it.
- Additional readings and resources on social entrepreneurship, SROI, Theory of Change, and other relevant topics.
- Models and templates, such as the Social Business Model Canvas, that mentors can provide to participants.
- Communication and support
- Information on how and when mentors can communicate with the course organization for questions, support, or feedback.
- Details about any meetings or training sessions for mentors.

Inspire Mentor Training

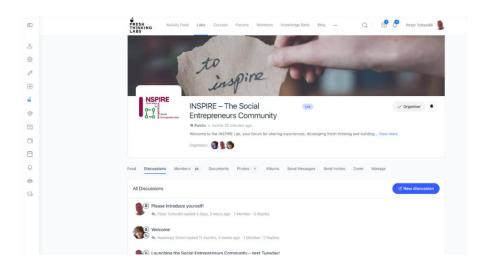
The Mentor Training programme, which took place in Dublin in March 2023, was attended by mentors from each partner country who will be mentoring during the piloting process.

The mentors who participated in the training were working as entrepreneurs in the field of social entrepreneurship, working as trainers and mentors in social entrepreneurship incubation centres and working as academicians in the Business department at the university.

The programme included sessions on Inspire online training module contents, different approaches to social entrepreneurship education in partner countries, self-evaluation kits for training modules, certification and mentoring approaches and practices in the online training process.

Due to the different practices and needs in the field of social entrepreneurship in each country and the different institutional structures of the project partners (university, NGO, research centre), how to carry out the pilot implementation process was discussed in depth.

Inspire Pilot Implementation Process and Social Entrepreuners Community



The methodology for creating the INSPIRE Community of Social Entrepreneurs outlined in the IO2 report of June 2022 (and described above) provided the subsequent focus of our work related to this Intellectual Output. In summary, the INSPIRE partnership has created a facilitated, multi-channel online platform with a range of user-driven, interactive functionality, designed to stimulate knowledge sharing, knowledge creation, ideation and collaboration, bringing together social entrepreneurs and other stakeholders in national, regional and local eco-systems across several countries.

Hosted on the Fresh Thinking Labs platform, the Community currently includes 169 members plus INSPIRE partners. Community members can be found from each INSPIRE partner country as well as elsewhere in Europe and beyond.

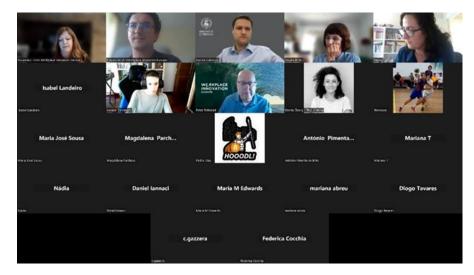
The Community includes a social enterpreneurship knowledge bank, interactive discussion forums and a 'search and connect function', enabling members to identify and share experiences with other social enterpreneurs. We are aware that several connections have already been made, and we will continue to promote such interaction in the Community beyond the life of the project.

Community members can also access other Labs on the platform, addressing topics such as emotional intelligence at work, mental health in the workplace, and workplace innovation.

The Pilot Course for Social Entrepreneurs (IO5) is also accessed directly from the platform. Course participants have a unique opportunity to connect with each other within their own cohorts, between cohorts, and with members of the wider Social Entrepreneurs Community.

In addition to the Course, the platform has also hosted three webinars to date. These provided an opportunity to share and compare innovative practices in each country – at both social enterprise level and ecosystem levels

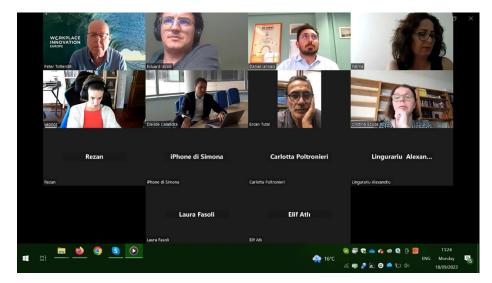
The Community Launch webinar took place on 9th May 2023. As well as launching the Community, participants shared insights on successful social entrepreneurship from across Europe and started productive conversations



Social Entrepreneurs Community launch webinar – screenshot

Webinar 2, Being a Social Entrepreneur: Success Stories from the Frontline, shared a wealth of experience and practical lessons of real value from two experienced social entrepreneurs: Daniel lannaci, responsible for management control, impact assessment and social reporting at Arcobaleno Cooperativa Sociale in Torino, and Ercan Tutal, the highly entrepreneurial founder of Turkish social enterprise Alternatif Yaşam Derneği, now in its 25th year (

9



Social Entrepreneurs Community second webinar - screenshot

The third webinar, How to Measure – and Enhance – Social Impact on 11th July 2023 was led by INSPIRE partner Davide Calendra (University of Turin Business School). Davide offered a practical understanding of social impact, how to measure it, and how to improve it. (Exhibits 4A, 4B, 4C).

Although participant numbers in the webinars have been variable, recordings of each were accessible from the Social Entrepreneurs Community platform and are freely available at https://workplaceinnovation.eu/erasmus-inspire/. In addition to their immediate value to webinar participants, the recordings provide a permanent learning resource for prospective and established social entrepreneurs alike.



Social Entrepreneurs Community third webinar - screenshot

Pilot Implementation Ireland

Workplace Innovation Europe associate partner olarak projeye dahil ettiği Rethink Ireland (Sosyal girişimcilik Eğitim Merkezi) ile birlikte pilot eğiitm sürecine katılacak 15 aday için ulusal düzeyde duyuru yaptı.

İlgilenen katılımcılar 14 temmuz 2023 tarihine kadar başvuru yaptılar.

INSPIRE Social Enterprise Course 2023

ABOUT THE INSPIRE COURSE

The INSPIRE Social Enterprise Course is a partnership between Rethink Ireland and Workplace Innovation Europe. The Course will support up to 20 aspiring social innovators to develop and test their social enterprise idea and give participants the tools to later put their idea into action.

WHAT DOES THE **COURSE OFFER?**

- A place on a six week online course, covering topics such as developing your idea into a social enterprise, pitching your idea and capturing and communicating your impact.
- A chance to pitch in September as part of a European end-ofproject event.
- Access to a network of aspiring social innovators across Europe.
- A chance of an internship within a social innovation organisation.





NSPIRE 3-8

WCRKPLACE INNOVATION



We are seeking applications from:

- Young people aged 18-35 who are not currently in employment:
- And who have an interest in developing their own social enterprise but have not yet started;
- And are based and looking to create an impact in the Republic of Ireland.

No prior experience of social enterprise is required.

HOW TO APPLY

Visit rethinkireland.ie for more information and to make an application.

The deadline for applications is Friday, 14th July 2023 at 1.00 pm.



INSPIRE Social Enterprise Course

Participants Brief

July 2023

1. The INSPIRE Social Enterprise Course

This INSPIRE Social Enterprise Course represents an innovative approach to supporting individuals with an interest in developing their own social enterprise in Ireland. The course supports potential social innovator's with developing their ideas and gives them the tools to start putting their social enterprises into action. It supports a new generation of social enterprises to deliver social impact, create jobs and tackle societal challenges.

The INSPIRE course will be held **online** over six mornings for 20 participants. The first day of the course will be the 26th of July 2023 for an introductory session and will subsequently take place on the following 6 Wednesday mornings. The final event will take place on the 28th of September in person in Dublin and give you the opportunity to meet participants from other countries, a range of speakers and to present your pitch to an expert audience.

You will also be given access to an online learning platform, where you can also connect with other aspiring social innovators across Europe and complete each module.

2. The Modules

The course will provide specialist training in ideation, business skills and social impact to achieve the following:

- Provide knowledge on the steps to starting a social enterprise
- Develop and hone your ideas in collaboration with other participants
- Explore the tools and skills needed to manage a social enterprise
- Develop a lean social enterprise business canvas to take your ideas to the next level
- Discover how to measure, manage and analyse the social impact of your social enterprise
- Learn how to create a pitch that will outline your business plan and effectively communicate your ideas to potential stakeholders
- Increase the skills and knowledge within the sector
- Be the basis of a network of start up social enterprises across Ireland and Europe



CREATING GREAT SOCIAL ENTERPRISES Celebrating Social Entrepreneurship in Ireland

28th September 2023: F2 Centre, Reuben Plaza, Dublin 8

WELCOME!

Social entrepreneurs have established a serious record of achievement in addressing many of Ireland's most pressing social, economic and environmental challenges, and are helping to build a fairer, more inclusive and greener society. So what can we learn from the experiences of social entrepreneurs of ar- and how can we support the next generation?

The INSPIRE Erasmus+ Project welcomes you to a stimulating and interactive workshop where you can hear from some great speakers, meet emerging social entrepreneurs and interact with others from across the social enterprise community in Ireland. Participants from the INSPIRE Social Entrepreneurship Course will also present their business proposals, and the most promising will receive an award from a Panel of Assessors.

PROG	RAMME						
09.30	Arrival & coffee						
10.00	Welcome and introduction: Dr Peter Totterdill, Workplace Innovation Europe CLG						
10.15	Mario Vottero, Impact Director, Rethink Ireland						
10.30	Introducing participants from the INSPIRE Social Entrepreneurship Course Opening discussion (<i>facilitated by Peter Totterdil</i>) Presentations by each Course participant [Break from 11.30 – 11.45] Questions from Panel: (Sarah Hofmayer, <i>Rethink Ireland</i> , Siobhán Finn, <i>CEAI</i> ; Rosemary Exton, <i>WIE</i>)						
13.00	Lunch sponsored by the Erasmus+ Inspire project and provided by F2						
13.40	Siobhán Finn, CEO, Community Enterprise Association Ireland						
13.55	Helen Nolan, Spraoi agus Spórt						
14.10	Joe Donohoe, Project Manager, F2 Centre						
14.25	Speaker-led discussion groups with refreshments						
15.00	Feedback from Panel to the Course participants and presentation of Awards						
15.30	Concluding remarks						
15.35	Close						
	www.inspire-eu.com/EN						
	Co-funded by the Erasmus+ Programme of the European Union						

15 social entrepreneur candidates who participated in the 2-month pilot training process completed the modules on the Inspire Live HUB online training platform with the support of their mentors and appeared before the jury at the AGORA Multiple Event programme on 28 September 2023. The business plans developed in different sectors were appreciated by the jury and other relevant sector representatives who participated in the programme.

Pilot Implementation Turkey

Innovative Thinking Association has been working with Istasyon TEDU, one of the most important centres in the field of social entrepreneurship at national level in Turkey, as an associate partner within the scope of Inspire, together with two important social enterprises working at national level, İhtiyaç map and Alternative Life Association, made an announcement for the participants of the pilot training process through the website and social media at national level. A total of 142 applications were received from across the country at the idea and start-up stages. The mentors conducting the training programme started the training programme with 29 social enterprise candidates.

On 6 July 2023, the programme was carried out by inviting different participants from the sector to the trainings and mentoring sessions held on zoom.



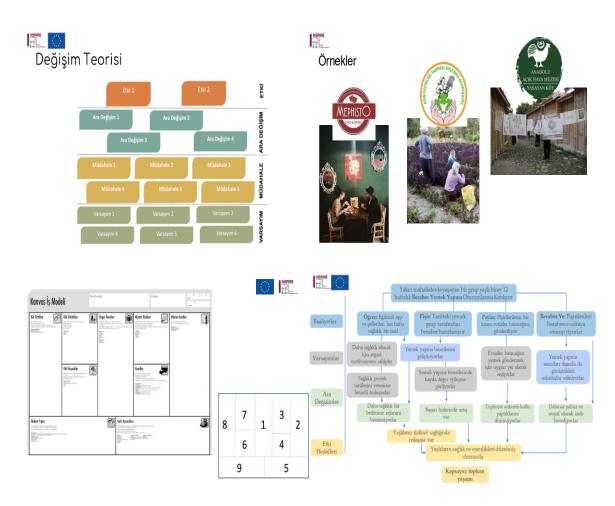
Inspire Pilot Training and Mentorship Sessions

The presentations and audio recordings of the 5 meetings held between 6 July 2023 and 17 August 2023 for the candidates participating in the training were uploaded to the Social Entrepreneurship Training area at www.thinkiinglab.org. Thus, the participants had the opportunity to access the presentations and country applications of the modules prepared in Turkish 24/7 while following the



online programme on Inspire Live Hub.





AGORA Multiple Event and Inspire Boost Camp:

Innovative Thinking Association has carried out the INSPIRE project effectively at the national level due to the fact that Turkey's legal regulations and state support in the field of social entrepreneurship are very limited and the land development process is progressing very slowly compared to other EU countries. In this context, at the end of 2 months of online training and mentoring process with 29 participants, 2 days of mentors

(Fatma AKAY - Innovative Thinking Association, Derin Ergönül - Innovative Thinking Association, Sinem Gürşar - Istasyon Tedu, Kemal Çelik - Needs Map, Ercan Tutal -AYDER) organised the NSPIRE Boost Camp in Izmir Urla for 2 days on 1-2 September 2023, where training participants will find a face-to-face working environment.

On 30 September, the programme started with meeting the participants who entered the camp area at 18.00 in the evening.

For 2 days, in addition to non-formal training methods, mentors had the opportunity to work one-onone with social entrepreneurs, and intensive sessions were held on business palnnning, financial management, funding sources, value theory. On the evening of 1 September, Inspire social entrepreneur candidates had the opportunity to present their business ideas and exchange views with IT sector investors and field experts living in Izmir as the guests of Izmir IT Network Meeting. The event provided the opportunity for our entrepreneurs to share their business plans and revise their business plans for the competition to be held on 2 September with feedbacks while promoting and disseminating the Inspire project.

On 2 September, our social entrepreneur candidates moved to Köstem Olive Oil Museum where Inspire AGORA will take place by reviewing the last works and deficiencies with their mentors until noon.

At AGORA, Inspire social entrepreneur candidates who presented their business palnals in front of a jury of 6 people consisting of nationally important names in the field of social entrepreneurship and an extremely crowded group consisting of angel investors in Izmir and local governments, associations and foundations in the field of social entrepreneurship were selected as the top 3 among the Inspire social entrepreneur candidates and internship opportunities were provided for the first two initiatives at Alternative Life Association and **Needs Map. The first initiative "maths for everyone" won \$20,000**



Pilot Italy



	Erasmus+							
	NSPIRE ROJECT SOCIAL ENEURSHIP							
BOOST YOUR KNOWLEDGE WITH A DEDICATED <u>COURSE</u>								
TOPICS	DATES							
Introduction of Social Entrepreneurship	29 June 2023							
Theory of Change	06 July 2023							
Social business model canvas	13 July							
Social impact	31 August 2023							
Pitch presentations	07 September 2023							
Agorà	14 September 2023							
	Co-funded by the Erasmus+ Programme of the European Union rk project (2021-I-FR01-KA220-VET-000034853), n the scope of Erasmus+ KA220-VET							

Mentoring activities and pitching social business ideas In this module, aspiring social entrepreneurs will learn the art of effectively presenting and communicating their social business ideas to stakeholders, investors, and partners. But what truly sets this module apart is the specialized and tailored guidance provided by our mentors.

Our mentors are recognized experts in the field of social entrepreneurship and social impact assessment. Their deep knowledge and experience ensure that each participant receives targeted guidance and support throughout the entire process of germinating their social business idea. Our mentors help in the use of:

 Social Business Model Canvas: Participants will be introduced to this essential tool, which helps visualize, design, and reinvent social business models in a clear and structured manner. With the assistance of mentors, students will learn to use this model to articulate their vision and strategy effectively.

Key Resources	Key Activities	Type of Intervention 💿	Segments 💿	Value Proposition
What resources will you need to run your activities? People, finance, access?		What is the format of your intervention? Is t a warkshop? A service? A product?	Who benefits from your Beneficiary intervention?	User Value Proposition Impact Measures
Partners + Key Stakeholders		Channels 💿	Customer (How will you show that you are creating social impact?
				Customer Value Proposition
Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?	What programme and non-programme activities will your organisation be carrying out?	How are you reaching your users and customers?	Who are the people or organisations who will pay to address this issue?	What do your customers want to get out of this initiative?
Cost Structure		Surplus	Revenue	1
What are your biggest expenditure areas? How do they change as you scale up?		Where do you plan to invest your profits?	Break down your revenue sources by %	

Figure 3. Social Business Model Canvas

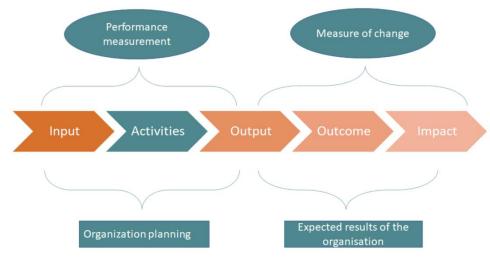
Source: Adapted from Sparviero et al (2019)

 Advanced Social Impact Assessment Methodologies: Beyond the Social Business Model Canvas, mentors will guide participants through emerging and innovative methodologies such as SROI (Social Return on Investment) and the Theory of Change. These tools are crucial for quantifying, monitoring, and enhancing a venture's social impact.

Figure 4. Social Impact Assessment

VI - Social Impact





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

With the guidance of our expert mentors, participants will be equipped with the skills to pitch their ideas and the tools and knowledge to ensure that their social venture is sustainable, impactful, and aligned with industry best practices.

Mentors are different for each country.

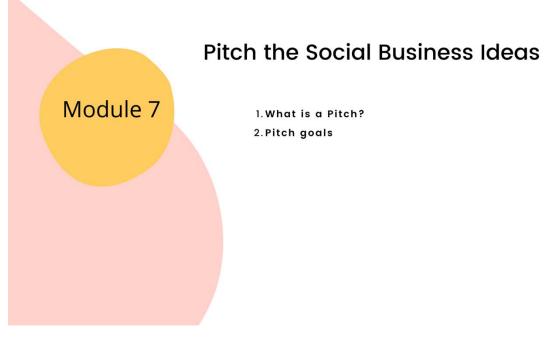
Each country may act directly with their mentors and course participants. For instance, in Italy, the mentors are:

- Davide Calandra, Assistant Professor in Business Administration University of Turin
- Valerio Brescia, Assistant Professor in Business Administration University of Turin
- Federico Lanzalonga, PhD Candidate in Business and Management University of Turin
- Michele Oppioli, PhD Candidate in Business and Management University of Turin

They act with dedicated web calls and direct phone calls with the participants in explaining activities and guiding them in the final pitch preparation. Below are some figures on the results obtained.

The mentors may use the following picture to guide participants' activities.

Figure 6. Pitch creation – The model



V - Pitch the Social Business Ideas

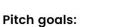
What is a Pitch?

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





V - Pitch the Social Business Ideas



- 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



PICanua

V - Pitch the Social Business Ideas



- 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:

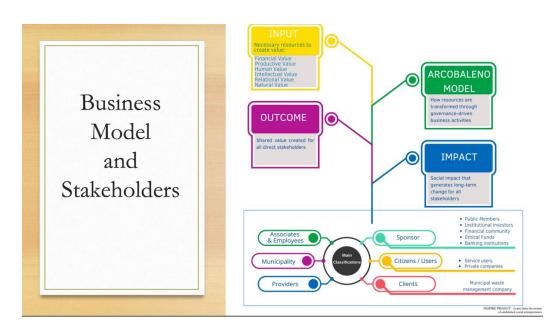
1. Pitch structure; 2. Pitch content; 3. Non-verbal language; 4. Verbal language; 5.Time management

(1-Does not dominate; 2- Reveals difficulty in dominate; 3 - Dominates;

4- Dominates easily; 5 - Totally dominates)



Figure 7. Mentoring activities results - An example of pitch



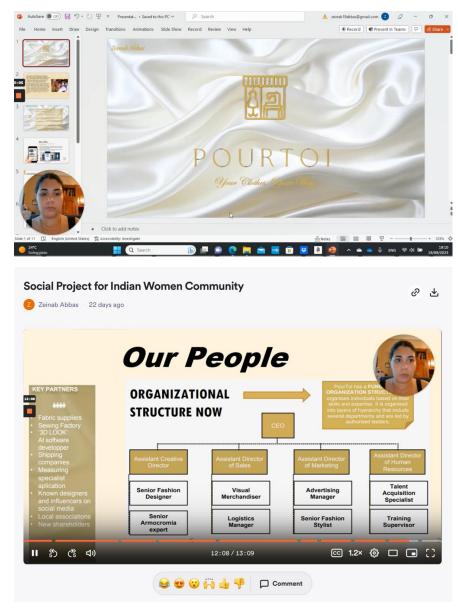


Figure 8. Mentoring activities results - An example of pitch

Final Agorà and conclusion of mentoring activities

Upon the completion of the training journey, participants will have the unique opportunity to showcase their social business projects at the final Agorà. This event stands as a pivotal moment, not only to celebrate the achievements garnered but also to share groundbreaking ideas, receive feedback, and establish connections with fellow sector players.

Depending on each country's circumstances and preferences, the Agorà might be organized inperson, online, or in a hybrid format combining both methods. This flexibility ensures that all participants can engage in a comfortable and secure manner.

Moreover, to ensure presentations are accessible to an international audience, the Agorà will be conducted in either English or the native language of the hosting country. The presence of interpreters or the availability of translated materials is encouraged to facilitate understanding among participants from different nations.

The final Agorà is not just a celebration of projects and ideas, but also an occasion to strengthen the network of social entrepreneurs and sector supporters. Every presentation, discussion, and interaction will contribute to building a stronger and more collaborative ecosystem for social entrepreneurship. We urge all participants to fully seize this opportunity, freely sharing their visions, challenges, and successes. With everyone's commitment and passion, the Agorà will be a triumph, marking another step forward in the collective mission to drive positive social impact.

Below are some images on final agora and invitation posters.

Pilot Portugal



Figure 22 – Event held in ISCTE on October 12th. 2023.



Figure 18 – Prof. Maria José Sousa, from ISCTE, presenting the iNSPIRE project, at the event in Startup Barreiro, on October 23rd.



Figure 19 – Rute Augusto and Carolina Landeck, entrepreneurs from StartUp Barreiro presenting their enterprise, KARU Agency, at the event in Startup Barreiro, on October 23rd.

The multiplier events received positive feedback.

Maria José Sousa compartilhou isso



Nádia Leitão • 1º Entrepreneurship & Innovation 5 d • Editado • 🕎

Between June and September, I had the privilege of partaking in the Social Entrepreneurship course under the aegis of Project iNSPIRE. Today, I am thrilled to share that I have been awarded the 1st Place 'Best Business Plan' in Portugal!

. . .

Envision a network that empowers social entrepreneurs and boosts their capacity for creating social enterprises. Say hello to the iNSPIRE project!

Centred upon revolutionizing learning and development via social innovation, the iNSPIRE Live HUB utilizes powerful storytelling on high-reaching platforms - think TEDx. With video learning tools, script learning materials, and social media technologies, the world is transformed into a classroom fostering collaboration at both national and international levels.

iNSPIRE aims to further social inclusion by bridging education, training, and work a mission aligning perfectly with Europe 2030's focus on **#innovation**, **#enterprise**, and **#employment**. They achieve this by providing underemployed and unemployed youth with the necessary skills to identify innovative market opportunities, leading to the development of sustainable social enterprises.

Various stakeholders participate in this expansive project, ranging from non-profit organisations to universities, research centres, and public agencies in several countries. Leading the initiative is France's Association Culturelle des Jeunes Turcs de Bar le Duc, with partners such as Workplace Innovation Europe in the UK, Turkey's Inovatif Desunce Dernegi, India's Voices of World, and importantly, ISCTE -Instituto Universitário de Lisboa in Portugal, led by Maria José Sousa.

Partners: Workplace Innovation Europe , Università degli Studi di Torino, Innovative Thinking Lab., Association culturelle des Jeunes turcs de Bar le Duc.



INSPIRE, Innovation for Social Entrepreneurship project (2021-1-FR01-KA220-VET-000034853), which was accepted within the scope of Erasmus+ KA220-VET

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PROF. MARIA JOSÉ SOUSA



PROF. MOHAMMAD SOLIMAN



PROF. AGNES JENEI



INSPIRE, Innovation for Social Entrepreneurship project (2021-1-FR01-KA220-VET-000034853), which was accepted within the scope of Erasmus+ KA220-VET



AGORA **INSPIRE PROJEC**

SCHEDULE

14.30 Welcome and Project Presentation Prof. Maria José Sousa ISCTE

> 15.00 Keynote Speaker Prof. Mohammad Soliman UTAS

15.30 2nd Place - Best Pitches Social Entrepreneurship Course Portugal & Brasil

15.45 **1st Place - Best Pitches** Social Entrepreneurship Course Portugal & Brasil

> 16.00 **Closing Session** Prof. Agnes Jenei UPS

16.15 **Networking and refreshments**



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Business Research Unit





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AGORA INSPIRE PROJECT



14.00 <u>Welcome and Project Presentation</u> Prof. Paolo Biancone & Prof. Silvana Secinaro University of Turin

15.00

<u>Keynote Speaker</u> Dr. Daniel Iannaci Cooperativa Arcobaleno, Turin 16.00 <u>Networking and refreshments</u>



PROF. PAOLO BIANCONE



PROF. SILVANA SECINARO



DR. DANIEL IANNACI



INSPIRE, Innovation for Social Entrepreneurship project (2021-1-FR01-KA220-VET-000034853), which was accepted within the scope of Erasmus+ KA220-VET



INSPIRE, Innovation for Social Entropreneurship project (2021-1-FR01-KA220-VET-000034853), which was accepted within the scope of Erasmus+ KA220-VET

- SOCIAL ENTREPRENEURSHIP -





Social Entrepreneurship

Following

...

Le cours vise à renforcer les compétences en entrepreneuriat social à l'aide de huit modules. Il est obligatoire de suivre le cours en utilisant tous les supports statiques et interactifs (vidéos, questionnaires, études de cas et supports supplémentaires). Chaque module peut durer 10 heures, 3 heures de devoirs et 1 heure de cours synchrone avec des mentors expliquant la structure du module et les activités associées. Les apprenants bénéficieront de 2 mentors pour 15 participants. A la fin du cours, une présentation pitch utilisant des méthodologies virtuelles est nécessaire pour souligner et appliquer toutes les compétences développées et acquises au cours du cours.

Figure 1 – Course banner of the Inspire Social Entrepreneurship course

iNSPIRE Project - Le cours entrepreneuriat social





Devenir un entrepreneur social

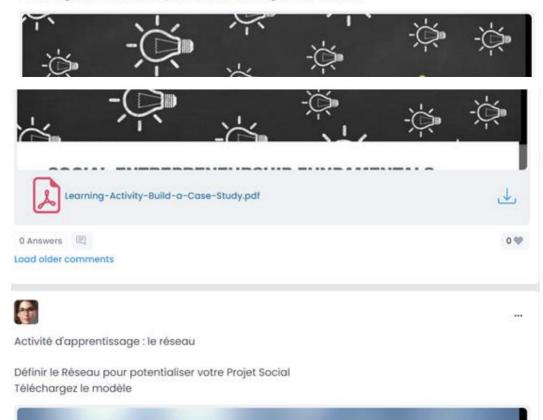
https://www.canva.com/design/DAFUrMqTlv0/view

0 Answers

-

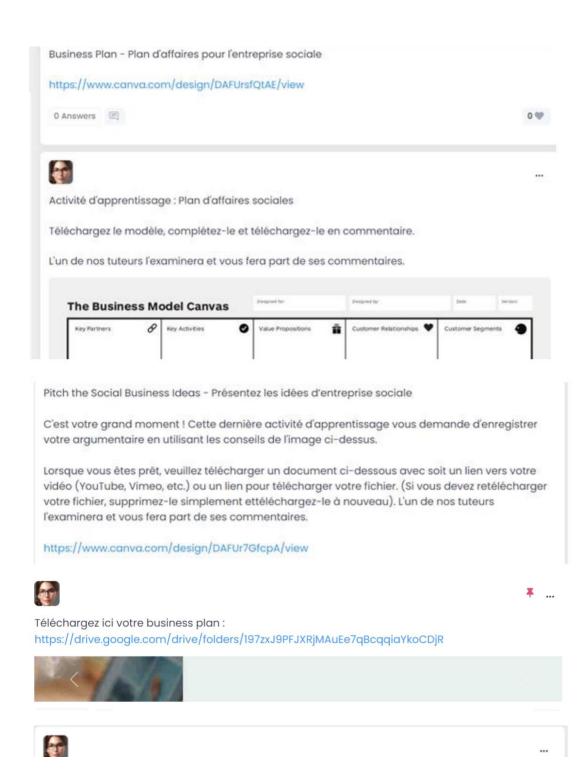
Activité d'apprentissage : Créer une étude de cas

Téléchargez le modèle, complétez-le et téléchargez-le ci-dessous.



0 🖤

...



Course information and experiences from the Santa Catarina University



35

Figure 1 – Course banner of the Inspire Social Entrepreneurship course on the Moodle of UFSC (Federal University of Santa Catarina), from Brazil.



Figure 2 – Introduction video developed by ISCTE for the Inspire Social Entrepreneurship course on the Moodle of UFSC (Federal University of Santa Catarina), from Brazil.



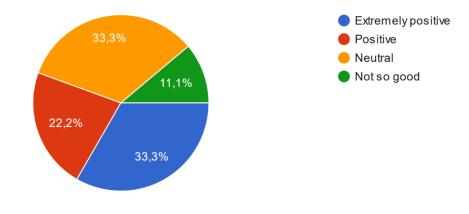
Figure 3 – Video explaining how to navigate the Inspire Social Entrepreneurship course on the Moodle of UFSC (Federal University of Santa Catarina), from Brazil.

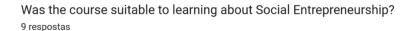
Número de participantes: 140

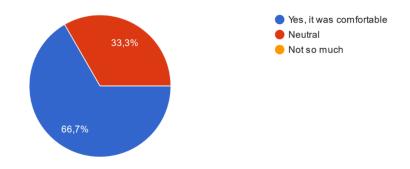
Figure 4 – Number of students enrolled in the Inspire Social Entrepreneurship course on the Moodle of UFSC (Federal University of Santa Catarina), from Brazil)

COURSE EVALUATION

How was your experience with the final assignment and video for the pitch? 9 respostas







Do you feel there was enough time to learn with the digital resources presented? 9 respostas



What aspects of the course were most useful or valuable?

3 respostas

The slideshow about bussines plans.

O principal valor do curso para mim foi assistir aos vídeos do módulo 2, principalmente o da Daniela Thornton, que me abriu a novas ideias. Pensei que o curso fosse girar em torno dos conceitos que ela explica naquele vídeo, o que fecha muito com minha visão de mundo. Mas ao ver que o Plano de Negócio Social trazia o Business Canva como modelo, fiquei bastante decepcionada. Para mim e para os voluntários da Ong com a qual trabalho, teria sido um grande aprendizado se houvesse aulas que ensinassem de fato a transformar uma ideia socioambiental que já está acontecendo e produzindo resultados em algo maior, escalonável e mais abrangente. Este era meu objetivo, mas o curso não ajudou. No momento em que fui preencher o Canva, percebi que ao entregar estava só cumprindo um protocolo, pois não cabia ali nada do que a gente faz. Pelo que vi de um dos pitchs vencedores, a ideia europeia de valorizar projetos bonitinhos, mas que estão longe de solucionarem problemas socioambientais porque estão muito muito longe das comunidades e de suas reais necessidades e vulnerabilidades, ainda é muito presente. É uma pena, eu até botava fé neste projeto.

The possibility to learn about social entrepreneurship and work on my idea was extremely valuable for me and my carrer If you could add additional material to the course, what would it be? (In the context of social entrepreneurship)

1 resposta

Video Lessons, the slides seem like they need a presentation not like a reading material.

Did what you learn inspire you to start taking immediate actions?

1 resposta

yes, i learn how to do a good planning of my project

Do you have any additional remarks?

1 resposta

It's not really a course just a bunch of material and activities put together. All that I could find in google. There are mistakes in the forms links, tests wich you never receive the results, even portuguese errors. A simple test would have cleared most of this little mistakes, but the fact that there is no Video Lesson make it seem like just a bunch of material put together anyway.

Examples of Business Plan:

The Business Mo		Designed for: Fan	nily Castle	Designed by: Edla Mnteh	Date: Version: Version:
Key Partners Key Activities Tourism agencies Family touristic experience Large Families Association Family touristic experience Key Resources Key Resources Key Resources Financial resources Specialized HR Marketing family Castle Family Castle		Value Propositions Provide tourists with an experience of integration into the job market; Provide customers with a unique building hosting experience		Edla Mnteh Customer Relationships Customization Unique experience Channels Social Media Youtube Website	30-09-23 Customer Segments Large families Tourists All persons
HP colorios	Building mantenance Other costs	۶	Revenue Strea Sales Merchandis		Ó

Eras	mus+				
The Business Mo	odel Canvas	Designed for: Pha	arma Mobile	Designed by: Irene Guine	Date: 15-09-23 Version:
Key Partners Pharmacies	Key Activities Delivery of Medicines at home Key Resources HR IT equipments Financial resources	Value Proposit	at home	Customer Relationships Customization excellence Channels Phone Website social Media APP	Customer Segments Eldery People with special needs People with low mobility
Cost Structure Salaries rent Van Others not specific		4	Revenue Strea Comissi Sales	ion on delivery	Ō

Examples of Certificaes:



References

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