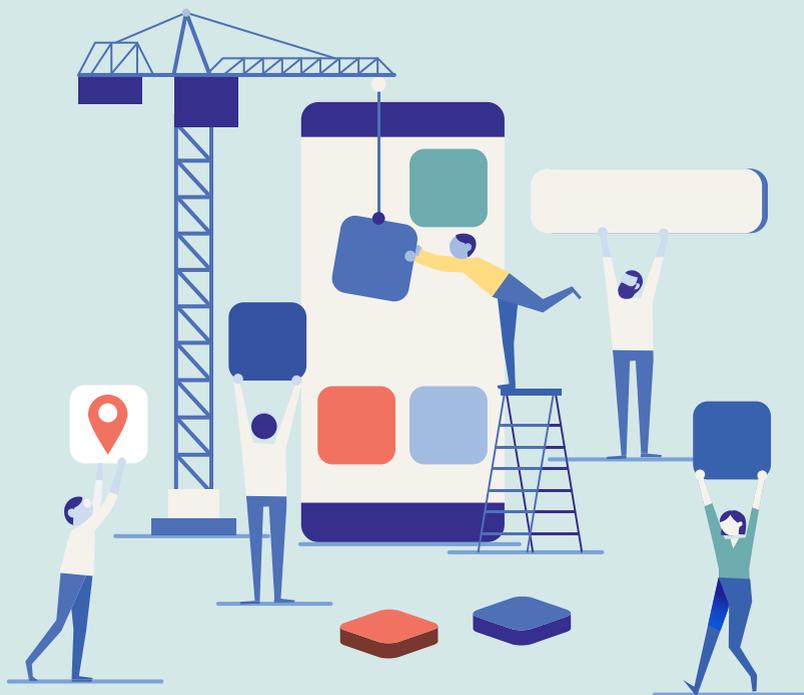


S U Y S E

Training guide for the creation of social start-ups



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Suyse

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SUYSE, Starting Up Young Social Entrepreneurship

is a project that consists on co-developing and implementing an innovative training methodology in social entrepreneurship addressed to young people with the aim for them to come out of it with ideas to become self-employed or to be employed within the social market, with the different partners organizations.

The creation of social enterprises

1. Prologue



Social start-ups are led by social entrepreneurs: they generate social value (watching for the rights and interests of the most vulnerable people; responding to ecological crisis; eradicating discrimination against certain social groups, hunger, etc). These approaches promote sustainable solutions in the short and long-term.

SUYSE, Starting Up Young Social Entrepreneurship is a project that consists on co-developing and implementing an innovative training methodology in social entrepreneurship (where higher order thinking skills and skills relevant to jobs and education are taught) addressed to young people with the aim for them to come out of it with ideas to become self-employed or to be employed within the social market, with the different partners organizations.

SUYSE goals are the following:

 <p>To strengthen the entrepreneurial spirit</p>	 <p>To offer training and guidance on how to start up socially</p>	 <p>Increase the sense of initiative and entrepreneurship</p>	 <p>Contribute to labour and social inclusion</p>
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SUYSE is a project co-funded by the Erasmus+ Programme of the European Union and is the result of a collaborative work between five European organizations: McSense (UK), Eduforma (Italy), Business Incubator - Gotse Delchev (Bulgaria), Itd (Spain) and Avalon (Spain).

The creation of social enterprises

2. How to use this guide

In this guide you will find the explanation of the methodology, the training program with its phases and its objectives, the tools it uses and, specially, the work carried out jointly by all the partner organizations, with some best practices and participant's experiences.



Explanation of the **methodology**



Training **program**



Tools
used



Best **practices**



Experiences
from participants



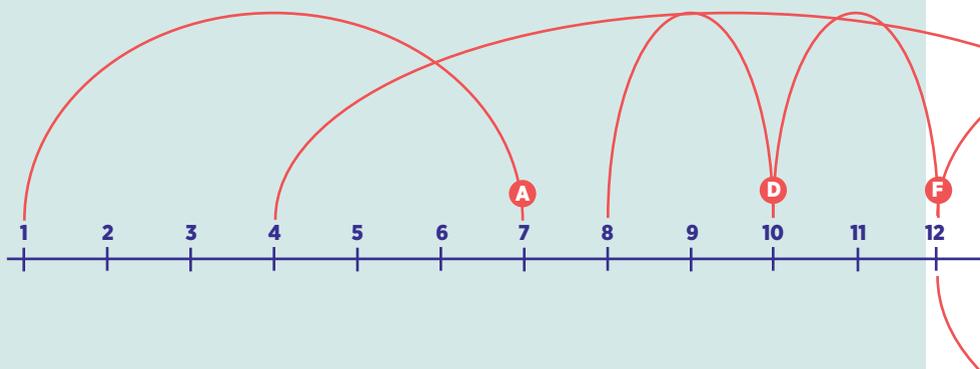
Get started

3. Each stage of the methodology

SUYSE methodology and list of contents has been co-developed by all partner organizations.

It's a training methodology to become familiar with social entrepreneurship by working on an arranged sequence of phases, in order for the participants to acquire the needed competences, skills and knowledge to become social entrepreneurs. Its emphasis is on the combination of different learning formats, ranging from e-learning with video tools, doing visits and internships in social enterprises, and last but not least, being a methodology oriented and adapted to the target group; its needs and its expectations.

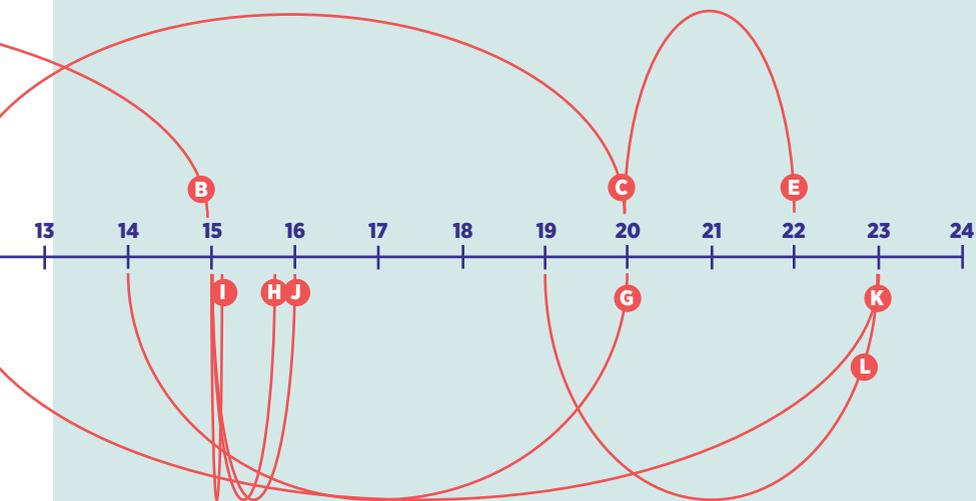




Methodology – Process

The times of the process

- A.** For the first 7 months we worked on the co-developed methodology
- B.** 11 months to co-develop and create the module content
- C.** 8 months to adapt the online social platform and upload the materials
- D.** 2 months to create the web page (work in progress)
- E.** 2 months, Mooc courses
- F.** 5 days for the Training for trainers and 2 months for preparing it
- G.** 6 months for the certificates
- H.** 3 weeks for each module
- I.** 3 days for the Participative work & Guidance
- J.** 1 month for the internship and the visits
- K.** 11 months for the Training guide
- L.** 4 months to organize each one of the conferences, including the International one in Barcelona (October 2018)



Results

The outputs

- A Co-developed methodology among all partners
- A web page of the project
- An online social platform with all the online courses and its contents.
- Mooc courses for each one of the modules, to be downloaded from an Open educational resource (OER), therefore with free access, for vocational training.
- A European Social Entrepreneurship Certificate for each one of the participants. -A

Training guide which explains the methodology used, with its pertinent phases, good practices and experience-based articles from the participants, illustrating this way the impact that the training has had on their life, especially professional life, or their projection of it.

Expected Impacts

The youth to whom we addressed the project came out of the training knowing the basics on how to start up a social enterprise. The effects are to be in their communities and in the individual level, in their own vision of the world, how to overcome educational, economic, social and life barriers.

On the other hand, we think that these young participants will multiply the outcomes and impacts subjects of the project impact right from the moment when they tell others about the training (project) or also by providing an example with their own actions.

This way, in the mid and long term these young participants from the different countries are able to start up an enterprise, which at the outset has a social responsibility, contributing to a more socially aware society tackling poverty, environment among other issues and help to lower the unemployment rate. The community social wellbeing as well as welfare will increase by the type of services offered by these enterprises.

Images:

- 1. Training in Bulgaria by BI-GD*
- 2. Training in IES Les Vinyes (Sta. Coloma, Barcelona)*
- 3. Training at McSense (Scotland)*
- 4. Visit to the social business Biosalón de belleza Lucía Zamora (Ripollet, Spain)*
- 5. Business model canvas made by the participants of the training in Eduforma (Italy)*



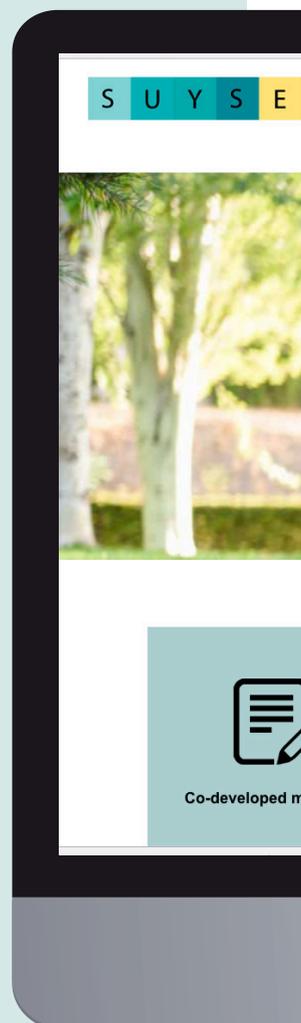
Get started

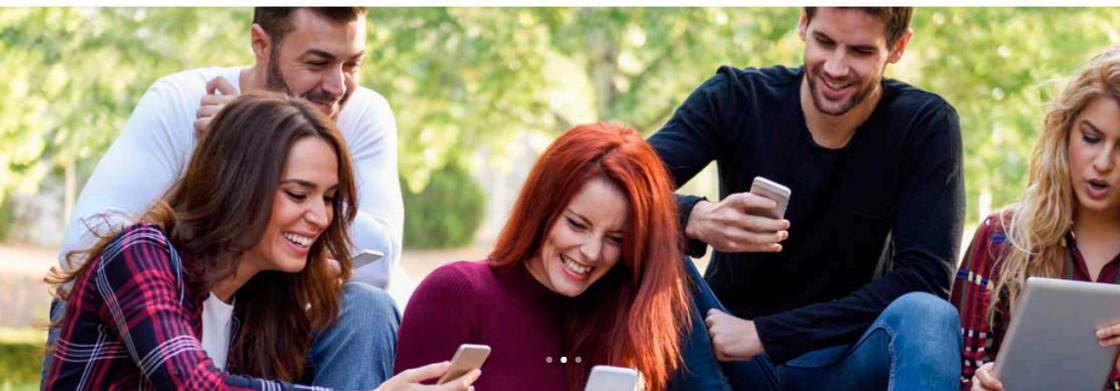
4. Training online platform

This is an innovative training methodology on how to start up a social start-up through e-learning, with lessons and exercises (including videos and resources) articulated in 5 online modules. A free-access platform where everybody can learn the meaning of social entrepreneurship and how to become part of it.

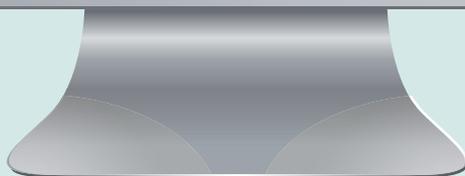
All the content is in 5 languages: English, Spanish, Catalan, Bulgarian and Italian and you can access at:

<http://www.suyse.eu/>





 Methodology	 Modules content	 Training platform	 European certificate and Training guide	 Mooc Course
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Module 1

Introduction to Social Entrepreneurship

In this first module, we explain what the main features are that make an enterprise to be social; who are those people responsible for the existence of a social enterprises, that is, the social entrepreneurs and the most relevant features that define these people. Another important element of social entrepreneurship is [social] innovation. Every social enterprise incorporates it or it is necessary to incorporate it in order to give added value to its product or service and to achieve the objectives that it has set. Inside the Introduction document you will find the whole description of the unit.

“I didn’t fully appreciate the full benefits of social enterprise until now.”

Matthew, participant of the course. Edinburgh, UK.

This module wants to reply



What is a
social
enterprise?

What is a
social
entrepreneur?

What is
social
innovation?

How does
a social
enterprise
differ from
a normal
private
business?

How is
a social
enterprise
governed?

How is
a social
enterprise
managed?

How is
a social
enterprise
funded?

Signposting
to further
learning
and support

Module 2

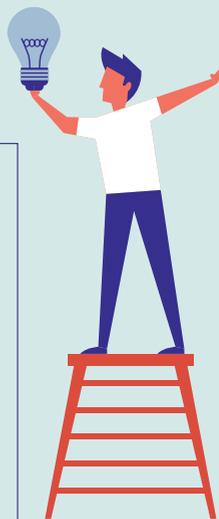
Your Idea

In the framework of a social entrepreneurship the idea development is a complex process, comprising of research and analysis of opportunities, needs, competitors, risks, entrepreneurial characteristics and resources, which involves recognition of the social environment and more than any other the social idea seeks to create value and positive change in the community.

“It’s inspiring, fresh and innovative. I like to think about the potentials of social entrepreneurship and how I can improve my studies and life”.

Aina, participant of the course. Barcelona, Spain.

This module wants to reply



What is the idea?

How would the idea work?

What products or services are we going to offer?

How will our social products/ services differ from our

What skills do we need for this?

How have others done it?

Signposting for further learning and support

Module 3

Product Development & Project Planning

It is important to have a plan for our idea as we need to know clearly what we want to achieve with our product and how we want to achieve it and when. In order to look at your product development and project planning we have divided this module in to sub topics to support your progression and understanding.

“Now I think I have the basis to grow my idea. Before the course I didn’t know where and how to start.”

Silvia, participant of the course. Padova, Italy.

This module wants to reply

What can
we do to
generate
income?

How do
we make it
happen?

How do we
test it out?

What
complete
resources
do we
need?

How do
we
develop
and plan
ahead?



Module 4

Starting up and leadership/ marketing

In this first part of module 4 we will focus on how to identify our potential customers and stakeholders and think about how we are going to address them in order to be able to sell our products / services at the same time as we try to promote a behaviour change that supports the development of our activity as an entrepreneur. Identifying the different groups of people will be decisive in order to know what interests they have and what kind of relationships they can build in order to involve them in social problems. For this purpose, it is very important to understand how persuasive communication works and how we have to use it in our social enterprise.

“The courses helped me to deep into this issues, think about my project and to have things clearer. Very useful!”

**Nerea, participant of the course.
Barcelona, Spain.**

This module wants to reply

Who will buy our products/services?

How do we communicate with customers/our targets?

How do we engage efficiently with our customers and community?



“Useful, Interesting, Proactive.”

Stefano, participant of the course. Padova, Italy.

Module 5

Extralife: Business Plan Development, Business Model Canvas, Strategic forms

In this module we will learn how to draw up a Business Plan with a special focus on the Social Business Plan. We will then learn what a Business Plan is, what it is useful for and how it is composed. Being a future entrepreneur sometimes means not having a very clear idea, that is why it is important to have a well-defined plan before starting an entrepreneurial path.

The drafting of the Business Model Canvas is a best practice learnt by the Online course participants at the end of the training/workshops/study visit path.

“The structure and the selection of the materials are excellent. The information is presented in understandable way.”

**Sofia, participant of the course.
Blagoevgrad, Bulgaria**

The trainers have proposed the drafting of the Business Model Canvas in the last workshop to allow the participants to work together in drafting the social idea, analyzing the potential of the market (potential customers and competitors), thinking about the staff needed to start-up socially, scouting the marketing tools useful for promoting the social company and finally, thinking about initial costs and investment as well as revenues. The best practice used in the last workshop will be useful for participants to approach the complete Business plan development and allow them to think about participating in further European programs for entrepreneurs. (i.e. Erasmus for young entrepreneurs).

Be pract

est tices

1. McSence Communications Ltd

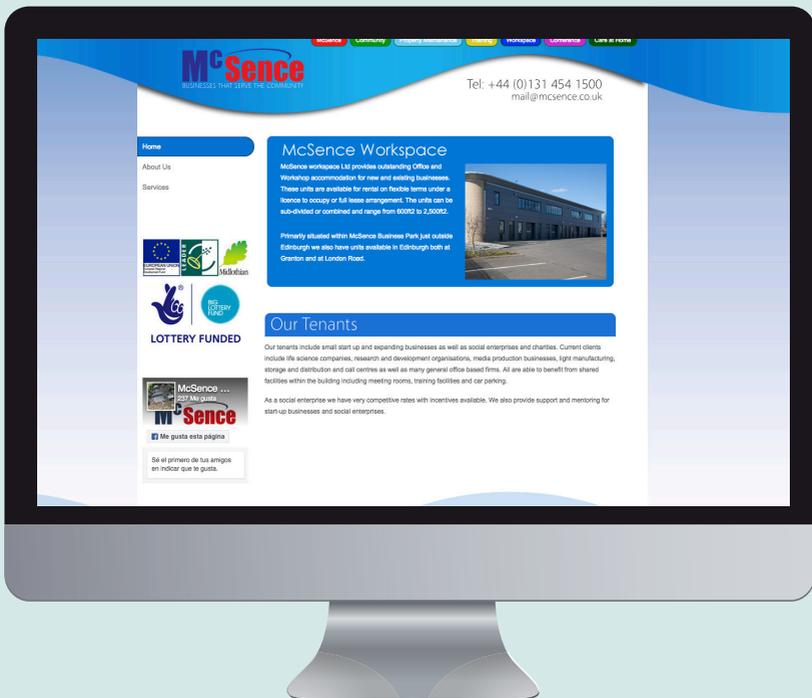
“It all began from an effort to raise funds to help local people start a community business, which created local employment.”

In 1988 the fund raising efforts developed the first local business, McSence Heatwise Ltd, this was supported by government funding to home energy efficiency schemes and created the first lot of jobs for local people.

This led on to further development and response to the local growth and requirements and in turn a Care at Home, Cleaning, Letting and Property Services, Training and Conference centre all being developed. All employed by local people.

McSence has developed and responded appropriately to the needs of the community and all developed from various product testing and trialling including initial draft proofing, locksmith, call centres and training companies supported by government and local funding.

McSence have evolved, developed and are constantly trialling new products and innovations to respond to the growing need of the social community.



<http://mcsence.co.uk/>

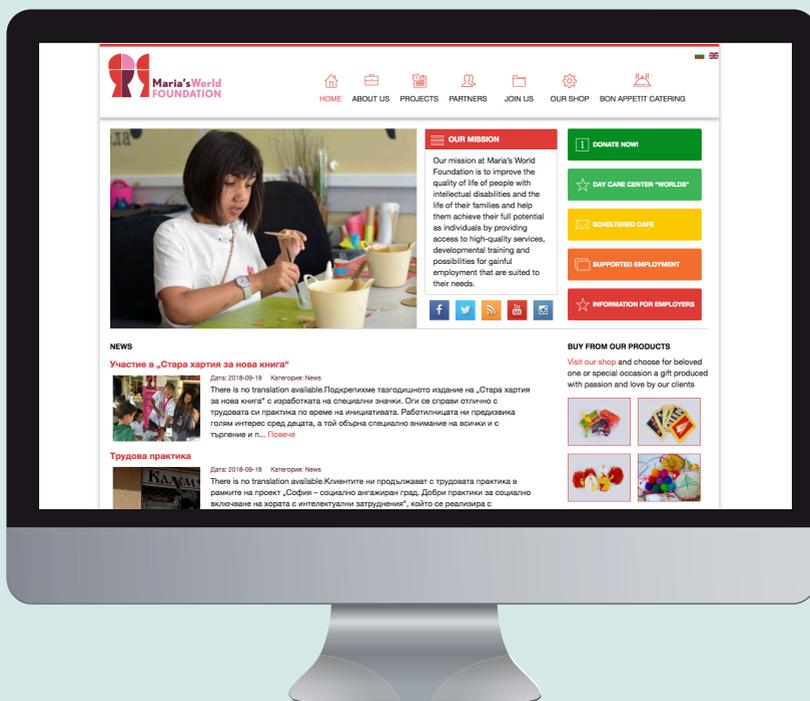
McSense Business Park, Mayfield, Dalkeith, Scotland

2. Catering **Bon Appetite**

“The enterprise has organized this inclusion as a form of sheltered employment.”

In November 2015, the Foundation Maria's World launched its social enterprise. Its activity is to provide catering services that include young people with intellectual disabilities who visit the Day Center for People with Intellectual Disabilities “Worlds”.

Entrepreneurial activity is a natural enlargement of the work-therapies in the Foundation's “Shelter Cafe”, opened in 2014, and the next stage in building up the skills of young disabled people in cooking and serving in the café. People with intellectual disabilities are involved in part of the process of preparing the food and service delivering in the venues where the catering events are held. A chef-therapist always supports their activities. The enterprise generates revenue and is able to achieve its financial sustainability.



<http://mariasworld.org/en/>

Fundation Maria's World, 88 Bulgaria Blvd., Office 8, Sofia, Bulgaria

3. Batec Mobility

“Improving the mobility of people with disabilities to match their lifestyle to that of people with no disabilities.”

The history of the project is closely linked to the personal story of Pau Bach, the quadriplegic who founded Batec Mobility to bring the mobility solutions he designed to other people with physical disabilities.

Located in Barcelona, Batec Mobility is a perfect example of the city's industrial design tradition. It has received several awards since its foundation in 2006, both for its entrepreneurship and for its social project, and, at present, half of all members on the highly motivated Batec team are disabled.

Batec Mobility is a socially oriented company created by people with disabilities with a view to making a mark on this very sector of society, by making a positive social impact. Their greatest impact is on users of their handbikes, whose life we manage to change by improving their mobility. Secondly, Batec Mobility also creates jobs for disabled people. Lastly, they collaborate closely with institutions, promoting an active lifestyle for people with disabilities.



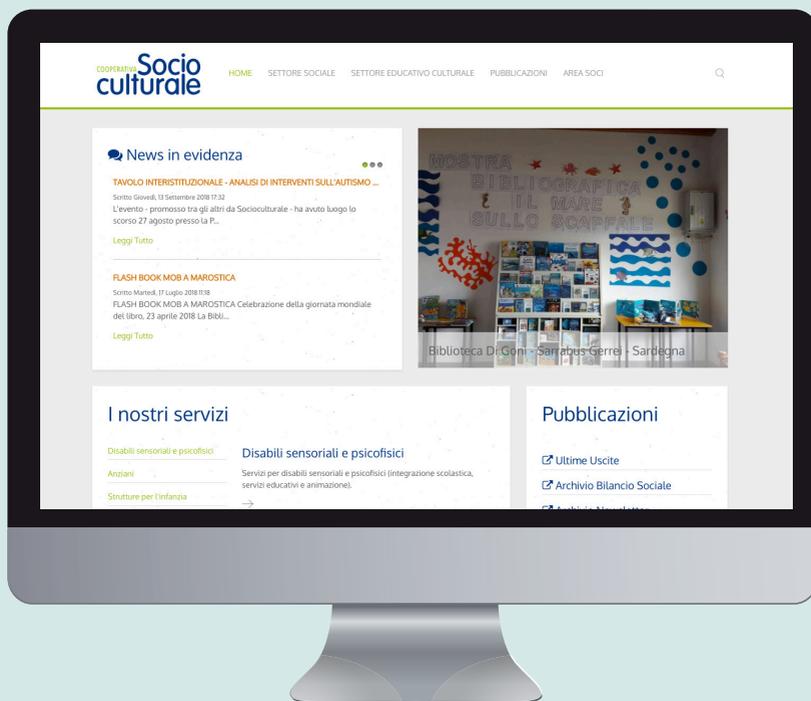
<https://batec-mobility.com/es/>

Batec Mobility, R. Carrasco i Formiguera 3 08192
Sant Quirze del Vallès, Barcelona

4. Cooperativa Socioculturale

“The Cooperative offers two types of services: Social and Health care and Cultural services.”

Socioculturale Cooperative was founded in the beginning of 1986 by the will of a group of people whose objective was to work in the field of cultural activities and which, through the opportunity to respond to their own employment needs, managed to meet to the needs of the Public Administration, which at that time, proceeded to outsourcing the management of public services in museums and exhibitions. Later, in the early nineties, the Cooperative took on a new challenge: dealing with the social sector. Today the Cooperative offers two types of services: Social and Health care services (management of facilities and services for children, for disabled and for the elderly) and Cultural services (management and services for museums and exhibitions, services to libraries and archives). The company has around 2000 employees and manages different services all over Italy.



<https://socioculturale.it/>

Coopertiva Socioculturale, Via Boldani, 18 - 30034
Mira Venezia, Italy.



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