Erasmus+ Capacity Building in Higher Education

STEP up

**Projectref.: 609711-EPP-1-2019-1-AT-EPPKA2-CBHE-JP**
**Duration: 36 Months (15/01/2020-14/01/2023)**

Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar

**DAY 1**

**Welcome and intro**

This course consists of four sequential modules:

**Training 1 - Introduction to Social Entrepreneurship and Opportunity identification**

**Training 2 – Social Business model and planning for social innovation**

**Training 3 – Branding & Marketing strategies for SE**

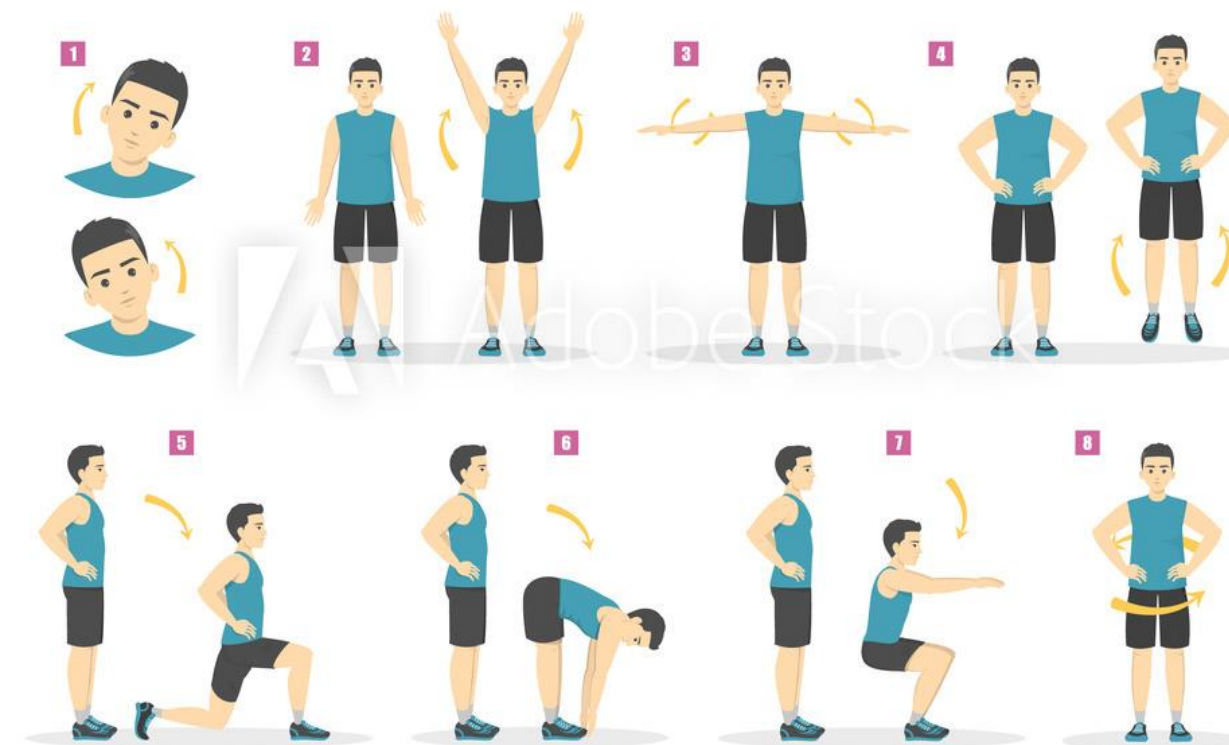**Training 4 – How to implement a training sentre (SEKH)**

# Agenda

# Today's agenda

| DAY 1 | | | |
|---|---|---|---|
| 8:00 (EU) | 12:30 (MMR) | 13:00 (THA) | Welcome and intro |
| 8:15 (EU) | 12:45 (MMR) | 13:15 (THA) | Warm up |
| 8:30 (EU) | 13:00 (MMR) | 13:30 (THA) | Introduction to group activity |
| 8:45 (EU) | 13:15 (MMR) | 13:45 (THA) | Social enterprises – work in teams |
| 9:05 (EU) | 13:35 (MMR) | 14:05 (THA) | Sharing session |
| 9:50 (EU) | 14:20 (MMR) | 14:50 (THA) | Break |
| 10:10 (EU) | 14:40 (MMR) | 15:10 (THA) | Presentation of EU Case |
| 11:10 (EU) | 15:40 (MMR) | 16:10 (THA) | Break |
| 11:25 (EU) | 15:55 (MMR) | 16:25 (THA) | Working in teams on a specific  SE challenge |
| 12:10 (EU) | 16:40 (MMR) | 17:10 (THA) | Wrap up session |

# Warm up

We ask for a representative of each partner to introduce the team by name and 1 fun fact



WARM-UP EXERCISES
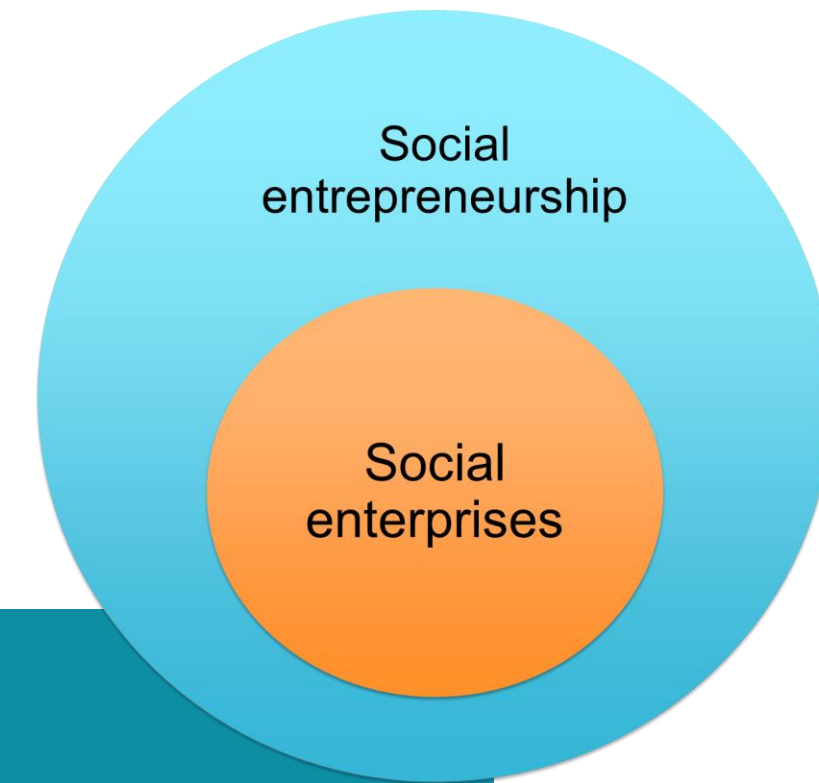
# Introduction to group activity

# Definition of social entrepreneurship

Social entrepreneurship encompasses all entrepreneurial approaches to addressing social needs. It is a wide umbrella concept that refers to **employing market-based methods and instruments to solving social problems and creating social value added and a lasting social change**.

# Definition of Social Entrepreneurship (SE) within STEPUp

SE is the process of applying innovative business models to address social problems (for people and communities) by achieving both profit and purpose. SE creates long-term value and generates sustainable impact for society and the connected ecosystem.

Social entrepreneurship

Social enterprises

# Definition of social enterprises

- A business (at least 50% of the income is business based) with primarily social objectives, whose profits are principally reinvested for the purpose of the business or the community (UK law)
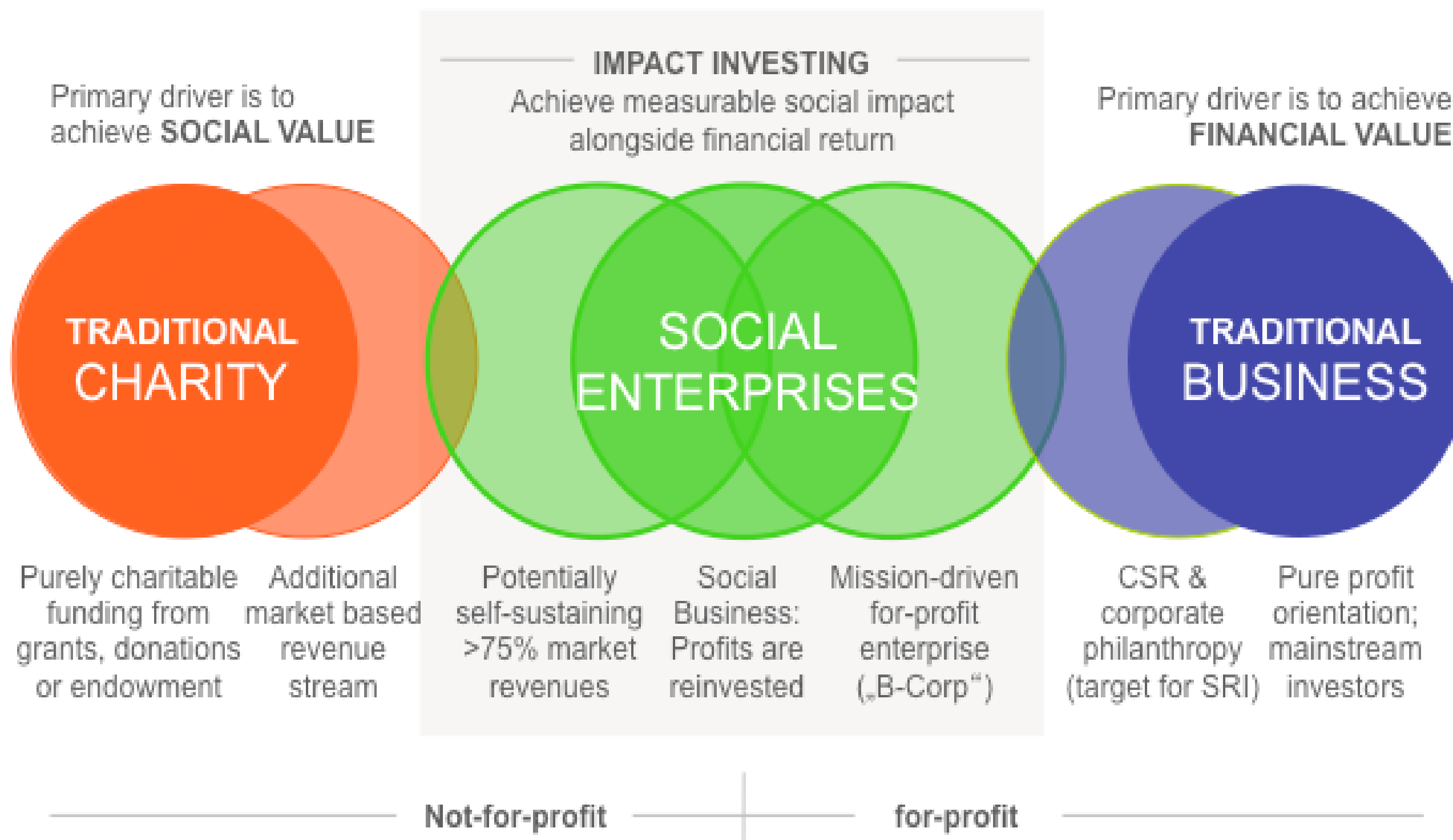
- Business organizations that play the role of change agents in the social sector by adopting a mission to create and sustain social value pursuing new opportunities and engaging in a process of continuous innovation (Dees, 2007)

- A business organization or venture that advances its social mission through entrepreneurial earned income strategies (Emerson, 2006)

- A multiple-goal, multi-stakeholder and multiple-resource enterprises that rely on collective dynamics and bear economic risk related to their activity (Defourny and Nyssen, 2010)

# Delineation of social enterprises



The business model spectrum revisited

| | IMPACT INVESTING | |
|---|---|---|
| Primary driver is to achieve **SOCIAL VALUE** | Achieve measurable social impact alongside financial return | Primary driver is to achieve **FINANCIAL VALUE** |

**TRADITIONAL** CHARITY · SOCIAL ENTERPRISES · **TRADITIONAL** BUSINESS

Purely charitable funding from grants, donations or endowment · Additional market based revenue stream · Potentially self-sustaining >75% market revenues · Social Business: Profits are reinvested · Mission-driven for-profit enterprise („B-Corp") · CSR & corporate philanthropy (target for SRI) · Pure profit orientation; mainstream investors

Not-for-profit — for-profit

Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

# Characteristic features of social enterprises

A clear social mission

Hybrid organizations; combining social and economic goals, social and market logic

Own economic activity and revenue generation

Community based and community oriented

Relying on cooperation and networks

Innovative

Implementing social change

Various legal forms (depending on country)

# Concepts and contexts of social enterprises

## Work in teams

## 20 mins

- What is your experience with social enterprises?
- How long have social enterprises been in the interest of academia, public policy, general public?
- How would an average citizen in your country describe what are SEs?
- Are SEs popular (among customers, potential employees or partners, as career path)?
- What is the most common legal form that SEs function in?
- Do they receive government support?

# Sharing session



One team member per team presents the teamwork outcomes

# Work from bed (Poland)

**Case presentation**



Source: https://lezeipracuje.pl/en/

# Working in teams on a specific SE challenge

# Wrap up discussion