

Erasmus+ Capacity Building in Higher Education

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Duration: 36 Months (15/01/2020-14/01/2023)

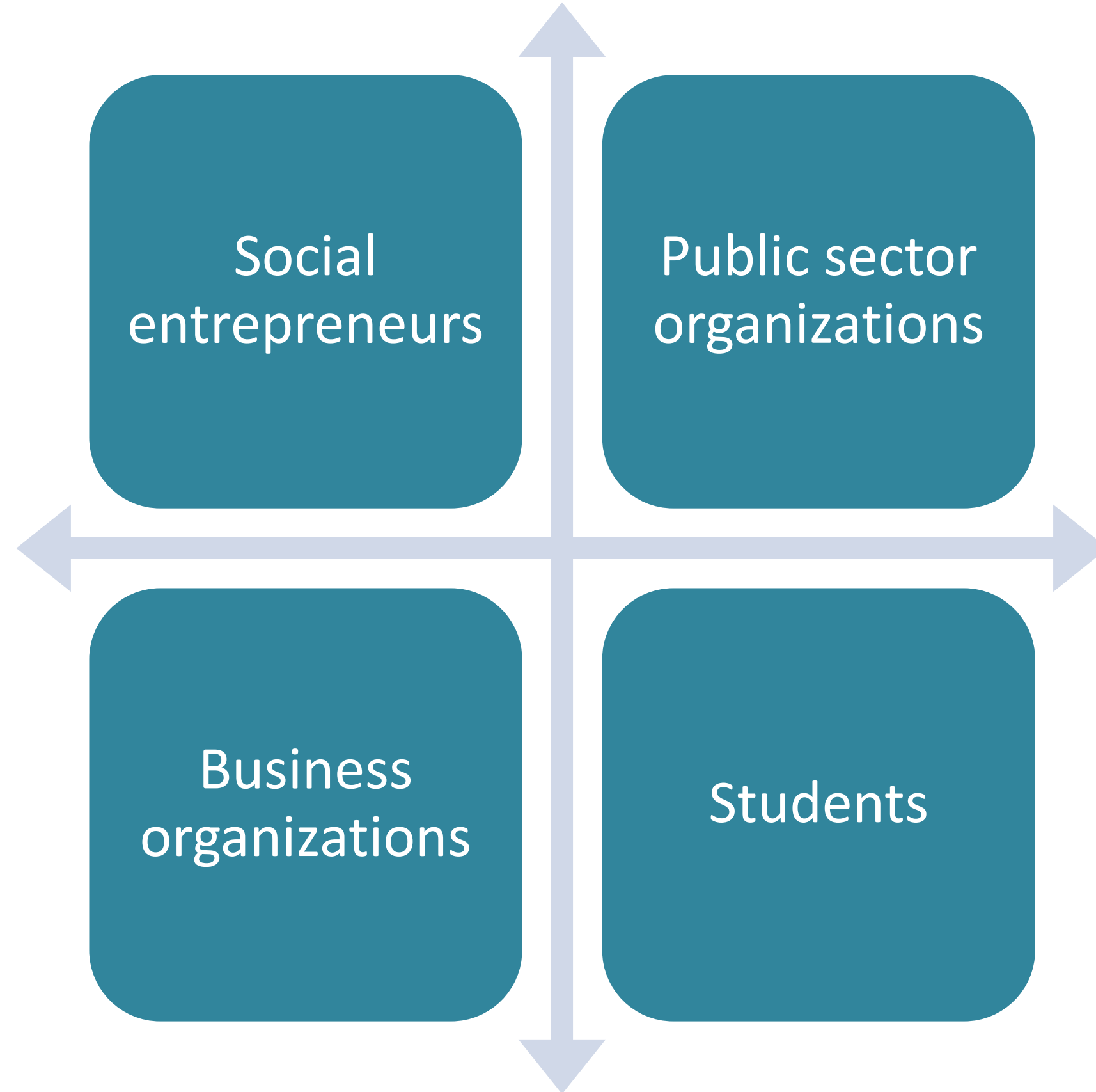


Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar



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Impact dimensions



Target groups and stakeholders

- What development opportunities does the target group have?
- What strengths, talents and resources do its members possess?
- What are target-group members' needs?

Target group profiles:

<https://diytoolkit.org/tools/target-group/>

DIY 16

I want to know the people I'm working with
by better defining who I am trying to reach

TARGET GROUP

WHAT DO YOU CALL THIS GROUP?

CAN YOU DRAW THEM?
(OR STICK A PICTURE HERE THAT
REPRESENTS THEM)

WHAT ARE THEIR NEEDS?

WHAT ARE YOU OFFERING THEM?

HOW MANY
ARE THERE?

HOW MANY
OF THOSE
WILL YOU
REACH?

HOW
FREQUENTLY
WILL YOU
INTERACT?

WHAT DO
YOU GET IN
RETURN?

HOW CAN
YOUR
RELATION-
SHIP
GROW?