

**Interreg**




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 **STRATEGIC USE OF ICT AND COMMUNICATION TOOLS**

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Module I - ICT  
tools for  
optimization of  
everyday work

Module II -  
Social media  
working for  
social  
enterprise

Module III -  
Impact tools  
for SEs



## Project management / work tracking tools

Project management tools in this case mean delegating tasks and internal project segmenting, but most of the chosen categories below can be characterised as project management tools as well. They are a must for a modern company or organization, especially for working remotely. They improve work tracking by superiors or peers, but also allows team members to organize their work in an easy and effective way. Considering the nature of a social enterprise and heterogenic business elements, they are highly recommendable.

- a) [Asana](#)
- b) [Basecamp](#)
- c) [ProofHub](#)
- d) [Trello](#)
- e) [Airtable](#)



## Project management / work tracking tools

### Asana

#### Description

- a web and mobile application designed to help teams organize, track, and manage work
- project management, task management and delegation, productivity software

#### Key features:

- categorized by projects
- every member has his or her own “profile” viewable by others
- task can also be viewed in calendar mode which gives extra plainness in work organisation

#### Pros:

- combining factors as file storage, collaboration
- helping to manage projects without email

#### Cons:

- free version does not include all features



## Project management / work tracking tools

### Basecamp

#### Description

- a modern social media-like interface and carefree team collaboration app

#### Key features:

- the message boards for discussions, reporting features, separate interface for clients, notifications for email option

#### Pros:

- is free for teachers and students
- simple functionality
- clean design



#### Cons:

- free version does not include all features



## Project management / work tracking tools

### ProofHub



#### Description

- project planning software that is easy to use and has multiple features that make remote work more organized and productive

#### Key features:

- reporting and tracking project history, as well as a secure file storage, that replaces online clouds and emailing

#### Pros:

- Unlimited projects, unlimited users, 100GB storage, custom roles, custom workflows, network control, API access for data transport, project and resource reports, account transfer tool, priority support, data export

#### Cons:

- Not free



## Project management / work tracking tools

### Trello

#### Description

- very well known for visualizing tasks on a cardboard-like dashboard that is good for managing short and quick everyday assignments

#### Key features:

- allows image and file sharing, list organisation by dates or priority and communication along collaboration

#### Pros:

- the most visually expressed tool for work management



#### Cons:

- Freeware - can be used for free, but has pricing for full options



## Internal communication tools

A lot of professional situations need quick and effective communication channels, rather than typing an email, calling by mobile phone or something else. Therefore, the importance of internal communication tools is hard to overstate. Most of them are free, with premium options which allow teams to, for instance, store more information and in-application data. The main point of this software is efficiency and simplicity of written, video or audio communication.

- a) [Slack](#)
- b) [Rocket Chat](#)
- c) [Ryver](#)
- d) [Cliq](#)
- e) [Slenke](#)
- f) [Discord](#)





## Internal communication tools

### Slack

#### Description

- a tool for internal communication, divided by channels that represent particular projects

#### Key features:

- it gives the options of private chatting and group chatting, outside the project channel, as well as document sharing.
- can be used on a desktop, mobile phone or in an internet browser

#### Pros:

- simplified, easy-to-use, intuitive, freeware



#### Cons:

- a lot of differences in features from web version to app version



## Internal communication tools



### Rocket Chat

#### Description

- web chat server
- an open source, free communication software, nice and free alternative to other enterprise messaging tools
- the best alternative to Slack that is available today

#### Key features:

- it offers audio or video conferencing options with screen sharing, direct messages, public channels, mentions, multiple rooms, private groups, desktop notifications, avatars, transcripts/history

#### Pros:

- simplicity and functionality, free

#### Cons:

- no voice call, notifications are not working very well when you're logged in on multiple devices and apps.



## Internal communication tools

### Ryver

- a robust communication tool to centralize messages, tasks, and voice and video comms, with workflow automation features to streamline the process

### Clq

- a real time messaging tool built for smaller or bigger teams
- more or less everything organizations will need for internal collaboration

### Slenke

- modern tool with a clean interface offering task, time, and communication management features
- you can add widely-used tools like GitHub, Slack, Salesforce, Google Docs, Google Calendar, Zoho, Trello, various email services

### Discord

- a social chat platform commonly used by online gamers that is available on computers and mobile devices, and accessible via a web browser
- it is also based on channels, but also enables easy video and audio conferencing



## External communication tools

Or, in other words, online video conferencing software. As the rest of the software mentioned here, some external communication tools have emerged during the covid-19 pandemic, as the market need for the service rose dramatically. Depending on the type of your meeting or a conference, needs of all social entrepreneurs and other businesses can be satisfied by the following services - be it separate conference rooms, screen sharing, video recording etc.

- a) [Zoom](#)
- b) [Google Hangouts](#)
- c) [Skype](#)
- d) [Go-to meeting](#)
- e) [Cisco Webex](#)



## External communication tools

### Zoom



#### Description

- online video conferencing software for online meetings, webinars, video and audio conferences
- It is intended for businesses to work remotely and offers a wide range of services

#### Key features:

- allows you to record your meetings and has additional options such as changing your background. Available in-browser, as a desktop application and as a mobile application

#### Pros:

- provide an easily accessible product than those of the competitors, as well as cost savings and smooth performance, able to stream any meetings/webinar on Facebook, google calendar support, scalable for small, medium, and large business

#### Cons:

- Free- for unlimited 40-minute long meetings, subscription-based service, lack of comment control, HD video is not the standard



## External communication tools



### Google Hangouts

#### Description

- one of the most popular and simple to use software created by Google and used for online meetings and conferences
- It can likewise be natively integrated with Gmail and Google+.

#### Key features:

- HD Group Conferencing, Google applications integration, instant messaging, intelligent muting, custom control for admins, hangout on air

#### Pros:

- usability, great connectivity and rich feature set, users can hop into a video call via a Google Calendar invite or through a shared link

#### Cons:

- video/voice call recording feature is absent, it can be only used if you have a Google account



## External communication tools



### Skype

#### Description

- one of the most popular software for online communication
- is a freeware text messaging, video & audio calling service

#### Key features:

- video, calls, messages, group conversations, synchronization, Skype Wi-fi this service allows to connect to more than 2 million paid WiFi zones around the world

#### Pros:

- Incredibly easy to instal, the paid subscriptions are cheap, secure calling experience, great connection

#### Cons:

- No language translation services, background noises are picked up rather easily



## External communication tools

### Go-to meeting

- the service is designed to broadcast the desktop view of a host computer to a group of computers connected to the host - up to 100 guests

### Webex

- Video conferencing service Cisco Webex Meetings offers a generous free plan and it's dropped its price considerably in the past couple of years. However, it has some feature limitations you'll need to test carefully before committing. Source.





## Collaboration and simultaneous work tools

- a) [Google-suite](#)
- b) [Confluence](#)
- c) [Chrome Remote Desktop](#)
- d) [MindMeister](#)
- e) [AwwMap](#)
- f) [Tricider](#)
- g) [Miro](#)
- h) [Lacewing technologies](#)



## Collaboration and simultaneous work tools

### Google-suite



#### Description

- G Suite is a suite of cluster or numerous computing, productivity and collaboration tools, software and products designated for businesses and organizations.
- most useful for collaborative work are Google Drive, Google Docs, Sheets and Slides and Google Forms

Google drive is a cloud storage that can be shared among numerous team members, keeping valuable and working documents and files at one easily accessible place

Docs (something like Microsoft Word online version) can be accessed by multiple users simultaneously, allowing them to work together remotely, realtime. The same goes with Sheets (Excel) and Slides (PowerPoint)

Google Calendar allows the whole team to see everyones obligations and meetings, easing the planning of future steps and milestones

Other applications in the GSuite cluster include Gmail, Sites, Hangouts, Currents, Keep, Vault, Jamboard, Marketplace



## Collaboration and simultaneous work tools

### Dropbox



#### Description

- Dropbox is a simple, reliable file-syncing and storage service with enhanced collaboration features
- makes a backup to keep all important documents protected under any circumstance
- it's more expensive and less integrated than platform offerings like Google Drive, iCloud, and OneDrive
- available through various media (computers, tablets, phones)



## Collaboration and simultaneous work tools



### Confluence

#### Description

- atlassian Confluence is an online workspace that keeps track of a team's discussions, decisions, and more
- it integrates easily with Jira and supports Google Apps
- with Confluence, we can capture project requirements, assign tasks to specific users, and manage several calendars at once with the help of [Team Calendars](#) add-on



## Collaboration and simultaneous work tools

### [Chrome Remote Desktop](#)

- similar to TeamViewer, only that this is a Google Chrome extension. You can access your desktop or laptop from your mobile phone or tablet, wherever you are

### [MindMeister](#)

- online tool that lets your team brainstorm on a mind map online, simultaneously

### [AwwMap](#)

- online whiteboard that you can use with your colleagues real time to brainstorm from different locations, while using some of the internal or external communication tools

### [Tricider](#)

- free online tool for easy brainstorming and voting. For decision making, crowdsourcing and idea generation. Software for collecting ideas and voting.

### [Miro](#)

- free online collaborative whiteboard platform

### [Lacewing technologies](#)

- various cloud and IT services dedicated to small and medium enterprises



## Educational / presentation tools

In the times of a pandemic and its aftermath regarding online teaching and collaboration, intuitive, free, and easy to use software is getting more and more recognized both by educators and businesses. Some of them are around for decades and still doing the trick, while others possess new and innovative approaches.

- a. [Moodle](#)
- b. [Mentimeter](#)
- c. [Team Viewer](#)
- d. [Mentimeter](#)
- e. [Project](#)
- f. [ScreenCastify](#)
- g. [Scrcast-o-matic](#)



## Educational / presentation tools



### Moodle

#### Description

- free and open-source learning management system, developed on pedagogical principles

#### Key features:

- blended learning, distance education, flipped classroom and other e-learning projects in schools, universities, workplaces and other sectors

#### Pros:

- Compliance training, onboarding and related-training, continued education opportunities

#### Cons:

- not fully developed to cope with big projects



## Educational / presentation tools

### Team Viewer



#### Description

- an all-in-one solution for remote support, remote access and online meetings which allows social enterprise to assist customers remotely and work with colleagues from a distance
- TeamViewer combines remote access and shared meeting features in a single secure app, and it hides most of its complexity under an elegant interface
- It's our top pick for remote access software for enterprise and corporate use
- It's the most stable remote access tool
- It is safe to use and has proper security measures in place





## Educational / presentation tools

### Mentimeter

#### Description

- online tool for designing interactive presentations

#### Key features:

- has a fantastic option of voting by the participants on meetings, conferences, workshops and similar

#### Pros:

- real time, transparent and accessible from every smartphone, great budget

#### Cons:

- The free version only permits a limited number of interactive slides



## Educational / presentation tools

### Project

- a tool that allows you to create multimedia presentations, with dynamic slides in which you can embed interactive maps, links, online quizzes, Twitter timelines, and videos, among other options.

### ScreenCastify

- Chrome extension connected to Google Drive which can record your desktop, Chrome tab or webcam video. Directly uploaded to your Google Drive and ready for use and share

### Scrcast-o-matic

- along with screen recording, this Google Chrome extension allows you to edit your videos. It is useful for educators as well as internal team collaboration



## Video & graphic editing tools

- a. [Lumen 5](#)
- b. [Canva](#)
- c. [Blender](#)



## Video & graphic editing tools



### Lumen 5

#### Description

- tool for creating social media content in minutes
- beneficial for any brands and businesses looking to get serious with content marketing, and with video content in particular.

#### Key features:

- users can upload their video material and start editing it using storyboards, layouts, music and visuals to enhance their message.

#### Pros:

- Videos can be used in multiple formats and for various goals - social media, internet marketing, websites

#### Cons:

- The costs of Lumen5 is not affordable for all



## Video & graphic editing tools

### Canva



#### Description

- one of the most popular online photo & video editing software known

#### Key features:

- it is a versatile and free graphic design app: full editor, Instagram story maker, video maker, video collage creator, logo maker and poster maker, book creator, logo designer & mood board creator

#### Pros:

- its simplicity is the main reason millions of people are using it for private or professional reasons, offers pre-made even with free plan +, makes it easier for Social Marketers to strategize media schedules,

#### Cons:

- what you pay is for what you get-with free version there are some limitations



## Video & graphic editing tools

### Blender



#### Description

- Free and open source 3D modeling software.
- it supports the entirety of the 3D pipeline - modeling, rigging, animation, simulation, rendering, compositing and motion tracking, video editing and 2D animation pipeline

#### Key features:

- 3D modeling, UV unwrapping, texturing, visual effect features, film animation, scripting

#### Pros:

- It can be use for commercial as well as educational purposes, it is free

#### Cons:

- Not as easy to use, you need some knowledge



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## Positioning social media within social enterprises

- online presence
- gives the chance to show public who you “really are!”
- helps establish interactions and relationship with new customers and clients
- educate the general public about important topics
- raise additional funds
- share meaningful stories, photo of staff working
- report different activities
- in building future digital destination for their business





## Social media in the service of social entrepreneurship

1. for development of social business
2. for building community
3. for raising awareness about topic
4. for searching of expert capacities
5. for fundraising



## Social media tips for social entrepreneurs

- decide which channels to use
- encourage engagement
- post often
- social networking
- create attractive brand
- use video content
- don't personalize your organisation
- retain your voice
- stick with the RITE formula
- show authenticity
- be transparent



## Social media marketing tools

- Buyer Persona Tools
- Marketing Calendar
- Analytical Tools
- Content Creation Tools
- Content Curation Tools



## Buyer Persona Tools

### Facebook Audience Insights



#### Description

- gives information about two groups of people - people connected to our facebook page and people on Facebook

#### Key features:

- Gives information about age and gender breakdowns, education levels, job titles, relationship statuses and more

#### Pros:

- getting to know the people who care about your business
- where and how people interact with your business across your website, app, Facebook page
- combine your data sources to measure across channels



## Buyer Persona Tools



### [Socialbakers](#)

#### Description

- Is helping to discover customer personas, what content they like and is offering free to download buyer persona template PDF

#### Key features:

- Analytics, keyword filtering; measure & benchmark performance; optimize paid & organic performance; visualize & analyze business impact; actionable dashboards & reports; create & publish content.

#### Pros:

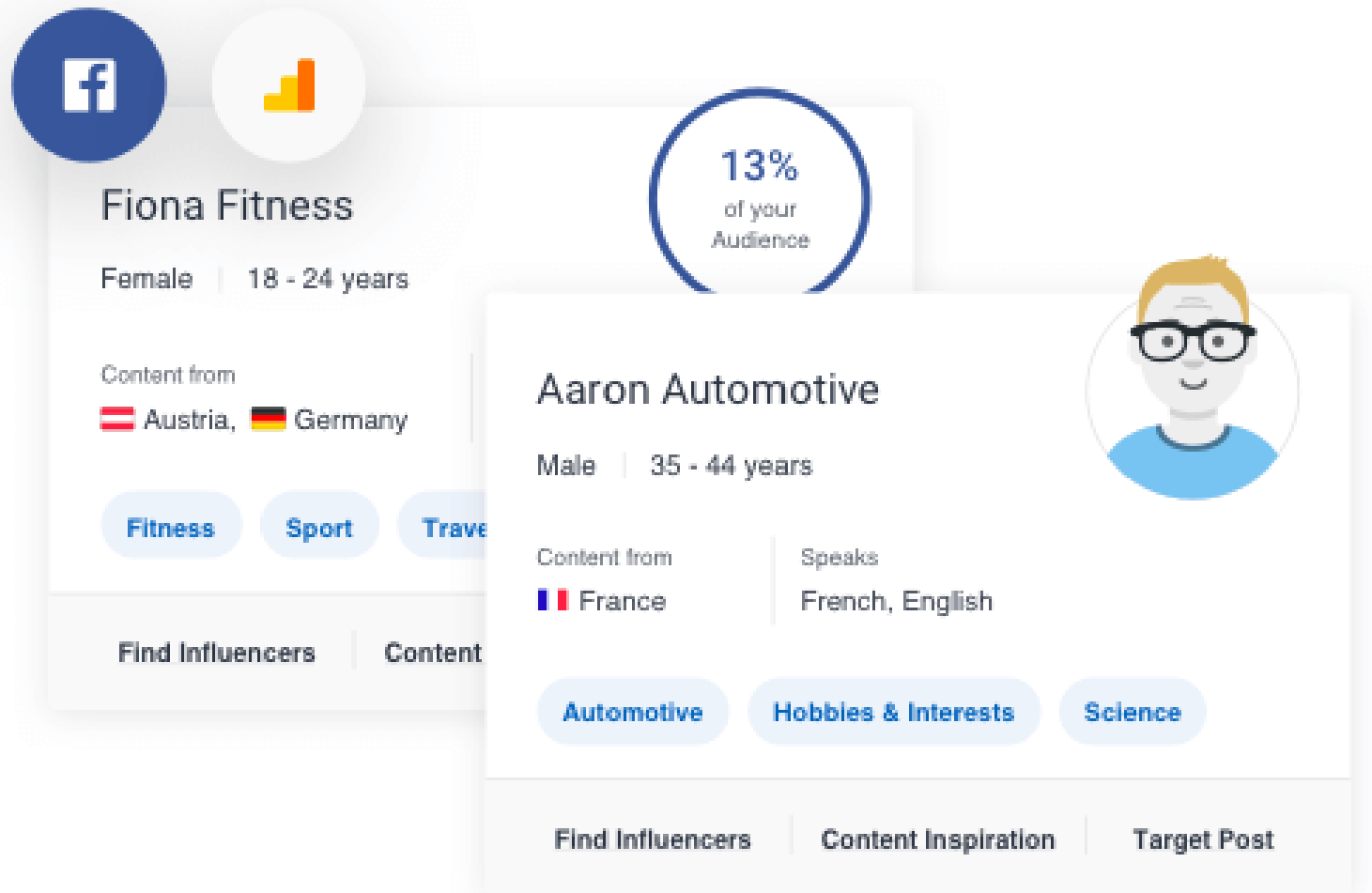
- Marketing Personas - going beyond data given by analytics, it helps us to tell inspiring, human-centric stories

#### Cons:

- Is paid digital marketing solution



# Module II - Social media working for social enterprise



The image shows a screenshot of a social media analytics tool. It features two overlapping panels. The top-left panel is for 'Fiona Fitness', a female aged 18-24, with content from Austria and Germany, and interests in Fitness, Sport, and Travel. The bottom-right panel is for 'Aaron Automotive', a male aged 35-44, with content from France and interests in Automotive, Hobbies & Interests, and Science. A circular callout indicates that 13% of the audience is represented by these profiles. Navigation buttons like 'Find Influencers', 'Content Inspiration', and 'Target Post' are visible at the bottom of the panels.

**Fiona Fitness**  
Female | 18 - 24 years  
Content from Austria, Germany  
Fitness Sport Travel  
Find Influencers | Content

**13%**  
of your Audience

**Aaron Automotive**  
Male | 35 - 44 years  
Content from France | Speaks French, English  
Automotive Hobbies & Interests Science  
Find Influencers | Content Inspiration | Target Post



## Marketing Calendar

### CoSchedule

#### Description

- organize your entire editorial calendar while integrating with your blog, email, and social platforms. Social entrepreneurs can manage and collaborate with their team to create social media posts, events, content, and tasks

#### Key features:

- management of campaigns, grouping of tasks, scheduling for posts and publishing many platforms and apps

#### Pros:

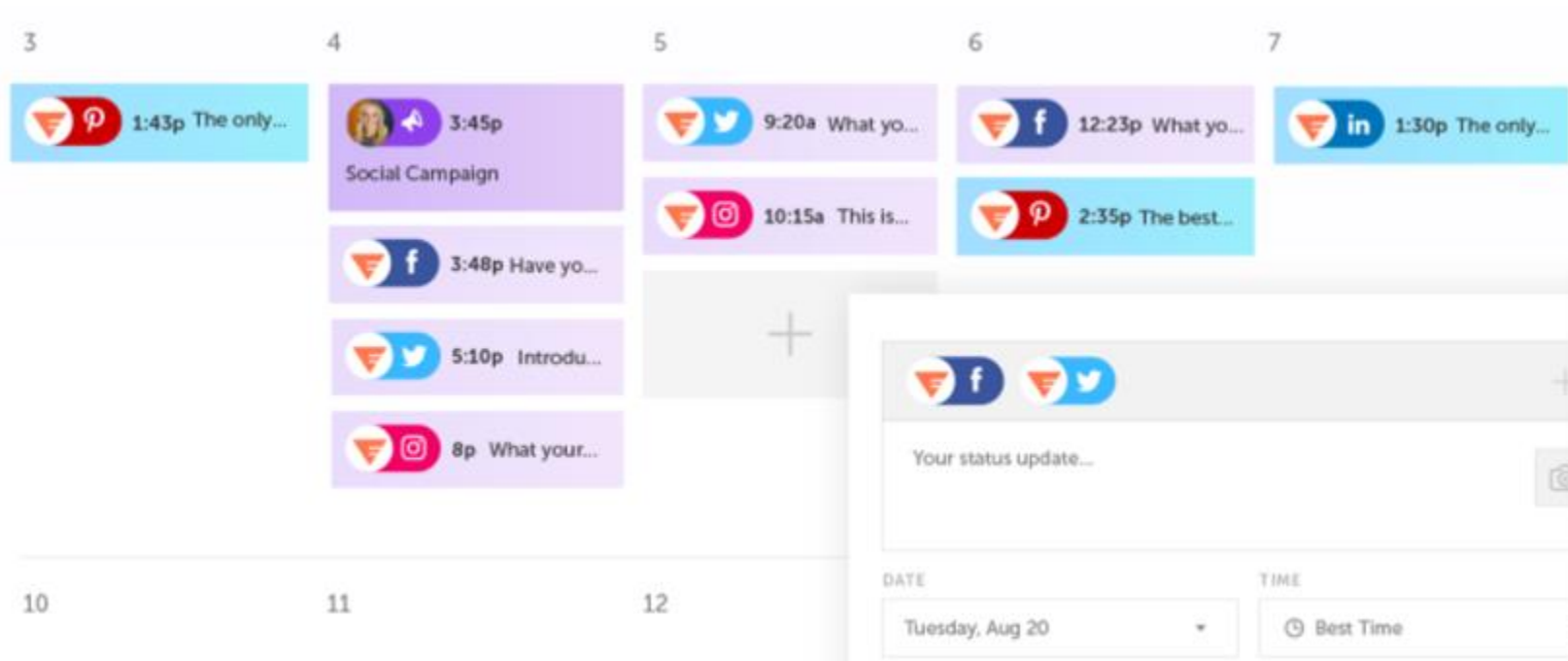
- visualize your entire social strategy in one place

#### Cons:

- the pricing adapts to many budgets and requirements
- it takes into account blogs and social media as being equally important



# Module II - Social media working for social enterprise



The image shows a social media scheduling interface. At the top, a calendar grid displays time slots from 3 PM to 12 PM. Various social media posts are scheduled in these slots, each with a platform icon (Pinterest, Facebook, Twitter, Instagram, LinkedIn) and a time. A detailed view of a post is shown in the foreground, featuring a status update field, a 'DATE' dropdown set to 'Tuesday, Aug 20', and a 'TIME' dropdown set to 'Best Time'.





## Analytical Tools

### Facebook Analytics



#### Description

- is one of the most powerful marketing analytics tools available because of the wealth of data that can help in understanding more about other Facebook pages of social enterprises

#### Key features:

- it can group together several Facebook pages, pixels, and apps to give a complete picture of user interactions over time.
- gives you the ability to quickly and easily analyze your campaigns performance
- the overview tab will show key metrics of the Page and key metrics for five most recent posts and also a brief comparison of your page with similar Facebook Pages

#### Pros:

- rapidly evolving ; people Based Analytics; accurate demographics insights; completely free; easy to use analytics & reporting; custom Dashboards

#### Cons:

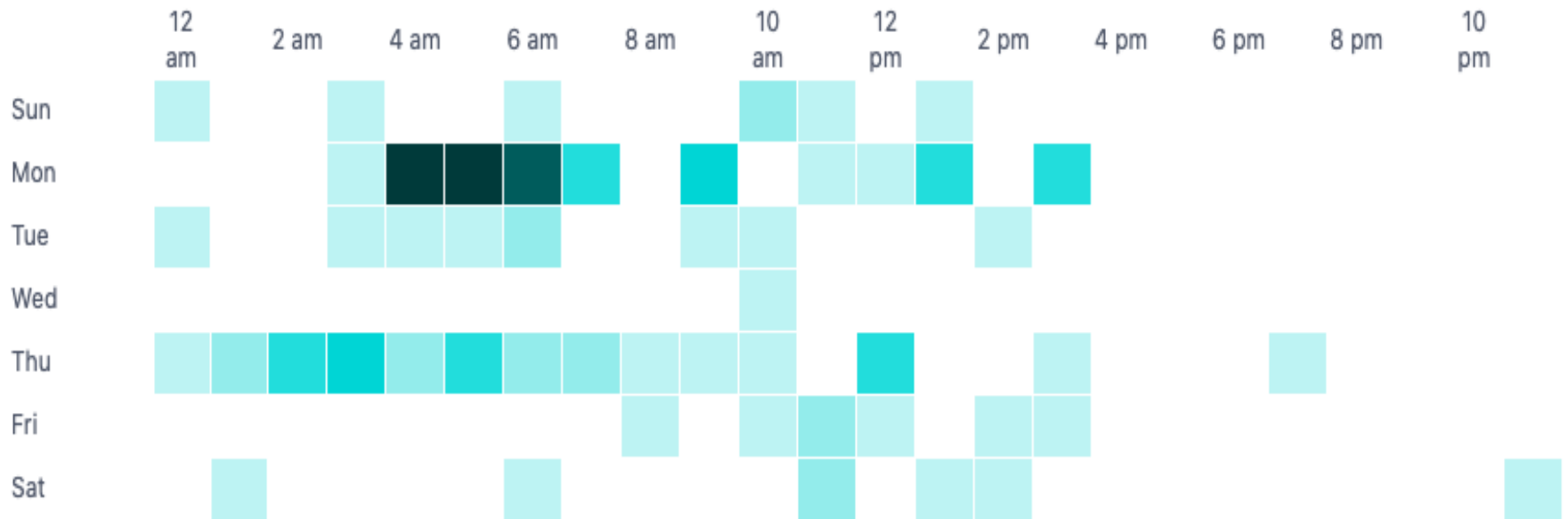
- new and Not Quite as powerful as Google Analytics yet; no educational resources; no support



## Engagement Metrics

### Active Users: By Hour <sup>i</sup>

[View Full Report](#)



## Content Creation Tools

### Creator Studio



#### Description

- let publishers manage content, insights and messages from all Facebook Pages in one place. It is possible to manage, monetize and measure content across all Facebook and Instagram accounts

#### Key features:

- The Content Library tab gives an overview of all video, photo, link and text from the Facebook Pages that have been filtered. It is possible to see insights from and take actions on individual posts, like editing, boosting or deleting them

#### Pros:

- free account, users can manage multiple pages and Instagram accounts

#### Cons:

- you can only plan posts for Facebook and Instagram, You can't schedule IG stories



# Content Library > Posts



All Posts

All Published

Scheduled

Drafts










Expired

Post Type: All

All time: Jan 1, 2009 – Nov 3, 2020

Filters

Search

Post	Post Status	Date	Details	Distribut
<input type="checkbox"/>   <p><b>The pilot visit to Duga Resa today too...</b> Interreg DelFin</p>	Draft	Today 15:47 Vedrana Radićeva		--
<input type="checkbox"/>   <p><b>Hrvatski aduti za najbolju poslovnu id...</b> Brodoto</p>	Published	Today 11:35 Tajana Sisgoreo		--
<input type="checkbox"/>   <p><b>Interreg30: a story of cooperation For ...</b> CE Responsible</p>	Published	Today 09:00 Tajana Sisgoreo		--



## Content Curation Tools Hootsuite



### Description

- the biggest social media management tool. A web application that allows to manage multiple social media accounts across different platforms
- It saves time by managing all social media in one place and it provides real-time analytics.

### Key features:

- allows to curate and schedule content, measure social ROI, run social media ads, and more. users can monitor multiple accounts and keywords.
- includes tools that help in improving reputation and protecting brands

### Pros:

- It comes with free, pro, and enterprise licensing options so the fee scales as your campaign does
- It offers a useful monitoring service that shows you replies, mentions and direct messages from all networks in one dashboard.

### Cons:

- the features in the free version are quite limited
- the analytics features aren't available in the free version



## Content Curation Tools

### Buffer



#### Description

- is a software application for web and mobile phones used for successful social media management. With one easy click, you'll be able to share content and schedule posts via Twitter, Facebook, LinkedIn, Google+ and Pinterest

#### Key features:

- allowing to customize post-times & days, and then schedule posts quickly via the Queue only for those days. It offers built in analytics, direct posting to Instagram & Instagram stories, team management features & more

#### Pros:

- allows for the easy management of multiple social media accounts

#### Cons:

- no monitoring tools for mentions, searches and hashtags, so you'll have to monitor these from another tool or through the networks themselves.



## Example of good practice: Boranka



## Example of good practice: Boranka

### ABOUT THE PROJECT:

In 2018, Croatian Forests and the Croatian Mountain Rescue Service launched the Boranka campaign. It is an action that seeks to save burned forests. The ashes of burnt forests are used to make crayons, with which citizens can draw their tree and plant it in a virtual forest. With each drawing and donation of 10 kunas, a real tree is planted in the burned area. The goal of the campaign, in addition to afforestation, is to educate children and young people about the importance of forests, nature protection, fire prevention and protection.

### More details about the campaign:

[https://www.youtube.com/watch?v=LYAf64DarwY&ab\\_channel=imago.hr](https://www.youtube.com/watch?v=LYAf64DarwY&ab_channel=imago.hr)





## Example of good practice: Boranka

- for establishing interactions and relationship with new customers and clients
- building community



## Example of good practice: "Heroes drive in pyjamas"

### ABOUT THE PROJECT:

Slovenian initiative "[Heroes drive in pyjamas](#)" campaign addresses young people, often exposed to the risk of driving while under the influence of alcohol or other psychoactive substances.

The initiative is coordinated by »Vozim institute« in collaboration with Slovenian ministries of health and education, Slovenian Traffic Safety Agency, Generali insurance company and many local organization.

On the national level, the campaign aims at raising the awareness of parents about the risks on the roads and mobilising them to improve their children's safety, especially on weekends. At the same time, the campaign implements a holistic preventive approach to drink driving with the help of the traffic police, the private sector and municipalities.

The project has been running for 3 years and it has been rewarded with European Excellence in Road Safety Awards for successfully addressing an important societal problem: drink driving amongst young people. By making heroes of parents who drive their children to/from parties, the campaign is making good use of the phenomenon of peer pressure, which is a very powerful influencer of behaviour amongst youngsters.

More details about the campaign:

[https://www.youtube.com/watch?v=deNjJpoyGic&ab\\_channel=ZavodVOZIM](https://www.youtube.com/watch?v=deNjJpoyGic&ab_channel=ZavodVOZIM)



## Example of good practice: "Heroes drive in pyjamas"

social media campaign for raising awareness



## Example of good practice: Send A Cow

**Send A Cow** social entrepreneurship organization that aims at helping African farmers get more productive thus raising their revenue and enhancing their quality of life.

They do so by teaching them how to optimize their workflow and implement durable change in the worker's daily life.

More details about the campaign: <https://sendacow.org/>



## Example of good practice: Send A Cow

Send A Cow produces videos explaining what they do and reporting on their ongoing activity.



Link: <https://bit.ly/3jWcJRe>



## Example of good practice: Send A Cow

They share all that info on their Twitter account and Facebook page with candid pictures of the people they help and feature a “supporter of the week”



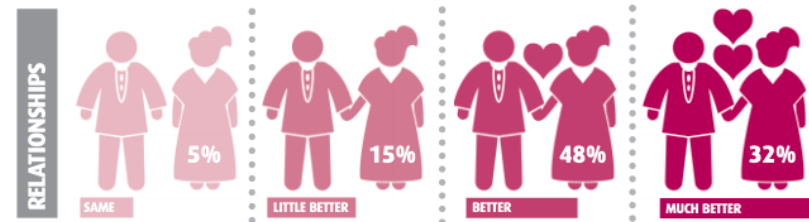
Link: <https://www.facebook.com/sendacow/photos>



## Example of good practice: Send A Cow

Attractive social impact reports

Has the quality of your relationship changed?



Are you and your husband equal partners in deciding how to share workloads?



link: <https://bit.ly/32an1ag>



## Example of good practice: EINHORN

- start up, producing organic/sustainable condoms and other products
- -co-founder Waldemar Zeiler is one of the pioneering social entrepreneurs in Germany
- they are following a so-called “*fairstainability*” (fair & sustainable) approach, combined with a deep desire to create products in a contemporary design
- 50% of their profits go into social and sustainability projects





## Example of good practice: EINHORN

- they start their journey with a crowdfunding campaign on Stratnext
- their initial Social Media and community work helped to raise more than EUR 100,000 and a lot of awareness



Link: <https://bit.ly/3o6ZAY7>



## Example of good practice: EINHORN

- Waldemar and his colleagues are using Social Media in various ways to further draw attention to their mission and to support other companies in reaching social and societal goals
- they are running:
  - YouTube channel “Einhornny-TV”
  - a blog
  - a podcast
  - Facebook page to reach out to their communities



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Business  
development /  
design /  
sustainability  
tools

Impact  
measurement  
and  
management  
tools (IMM)

Networking  
tools

Podcast,  
webinars,  
online lectures

Cooperation  
tools between  
social  
entrepreneurs  
and altruistic  
entrepreneurs



## Business development / design / sustainability tools

quality step by step tools, to-do lists and videos that support future social entrepreneurs in designing, implementing and sustaining their business impact

- a) [Design Kit](#)
- b) [DIY - Development, Impact & You](#)
- c) [SDG Compass](#)
- d) Business model canvas ICT tools
  - (a) [Strategyzer](#)
  - (b) [Business model inc.](#)
  - (c) [BM Toolbox](#)
- e) [I2E - Inventing Green Tool](#)
- f) [Social Innovation Toolkit](#)
- g) [Anyidea.ai](#)
- h) [MaRS Startup Toolkit](#)
- i) [Crowdfunding Guidebook](#)



## Business development / design / sustainability tools

### Design Kit

#### Description:

- quality step by step tools, to-do lists and videos that support future social entrepreneurs in designing, implementing and sustaining their business impact.
- “Human-centered design is all about building a deep empathy with the people you’re designing for; generating tons of ideas; building a bunch of prototypes; sharing what you’ve made with the people you’re designing for; and eventually putting your innovative new solution out in the world.” [source](#)
- “Theory of Change” - helps articulate and interrogate assumptions about how solutions will create positive change
- “Logic Model” - capture a clear narrative for how solutions will ladder up to positive change
- build and run prototypes, design principles, create frameworks, create a concept, bundle ideas...



## Business development / design / sustainability tools

### DIY - Development, Impact & You

#### Description:

- the archive contains a vast spectrum of practical tools and templates designed to trigger and support social innovation from various fields - marketing, business development, design thinking etc.
- the link leads to an example particularly important to social entrepreneurs [Theory of change template](#)
- as shown, every tool's practical usage is described in detail and backed with an example video presentation.



## Business development / design / sustainability tools

### SDG Compass

#### Description:

- online inventory of tools that can be used by businesses that strive to contribute to one or more Sustainable Development Goals
- It allows social enterprises to explore commonly used business tools that may be useful when assessing organization's impact on
- the inventory includes only impact assessment tools and classifies the tools in different categories
- companies can filter the tools by Type of tool and SDG. For each tools its source is provided as well as which organization(s) developed it, which SDG(s) it can be used for and a short description of the tool.





## Business development / design / sustainability tools

### Business model canvas ICT tools

- [Strategyzer](#) - freemium software that helps social enterprises in modeling their business model canvas online. Premium version includes additional online options like sketching business ideas within the Strategyzer software, collaboration on projects virtually, a systematic approach to testing business ideas and tracking innovation project progress and risks.
- [Business model inc.](#) - along with business model canvas, this freemium tool also provides value proposition canvas, target persona canvas, customer journey canvas, among others - with step by step clarifications and instructions. Premium option gives access to 2-module training: Module 1 *Design Thinking for business model innovation* & Module 2 - *Design doing for business model innovation*.
- [BM Toolbox](#) - Business model canvas specially designed for social enterprises



## Business development / design / sustainability tools

### I2E - Inventing Green Tool

#### Description:

- online self-assessment, which will help social enterprise to identify areas where they can improve their social enterprise's environmental practices.
- the toolkit includes a video series and several resources that can be used together, à la carte, or within short workshops, multi-day accelerators, or as part of a university-level engineering or design course
- after mapping value chain of social enterprise, evaluate areas where it can be minimized the environmental impact of business



## Business development / design / sustainability tools

### Social Innovation Toolkit

#### Description:

- consortium of partners consisting of highly influential organisations DG Grow, Nesta, Kennisland, Scholz & Friends, ENOLL and Ashoka have produced this toolkit that helps change-makers in every step of their business cycle.
- from exploring opportunities and challenges, generating ideas, development and testing, making the case to later stages like delivering and implementing, growing scaling and spreading towards the ultimate goal - changing systems through positive impact.



## Business development / design / sustainability tools

### [Anyidea.ai](https://anyidea.ai)

#### Description:

- is the all-in-one platform that helps social enterprises to get more ideas, recognise their ideas with potential and simply become more innovative in the future.
- scouts can send ideas with just a few clicks. Ideas can be sent as guest without registration and also anonymously

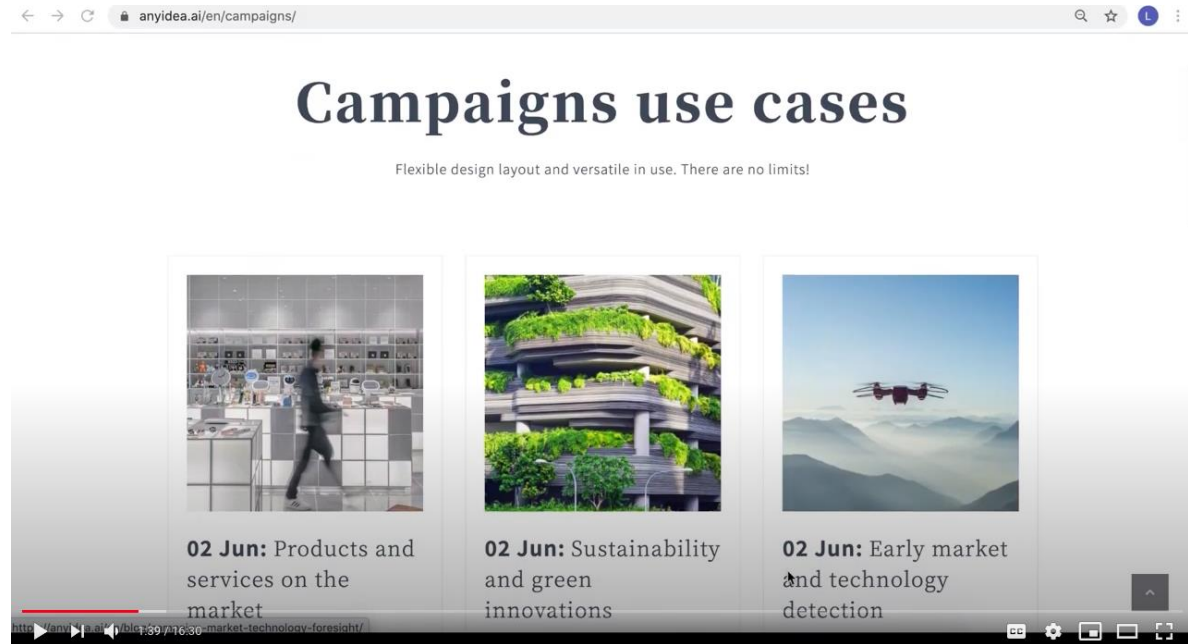
**Key features:** flexible campaign templates, deciding who participates, assigning permissions, communicating with scouts, Incentives and rewards, managing ideas with different search, filter and sort options..



## Business development / design / sustainability tools

### [Anyidea.ai](https://anyidea.ai)

- [product demo](#)



## Business development / design / sustainability tools

### MaRS Startup Toolkit

#### Description:

- huge archive of tools, video courses, templates and know-hows that focuses on four sectors - health, clean technology, financial technology and enterprises that work with new and innovative technologies and have a potential to build global companies while solving societal and ecological challenges.
- the companies they support build new technologies not only to create jobs and economic prosperity, but to tackle big problems and improve people's lives.



## Business development / design / sustainability tools

### Crowdfunding Guidebook

#### Description:

- Interreg CROWD-FUND-PORT had an output, envisioned to help SMEs and social entrepreneurs in financing their businesses while engaging the community and raising awareness at the same time - all online. A very useful tool for SEs
- Crowdfunding minimize business risk-taking and increases the development of an entrepreneurship mind-set
- training materials for small and medium sized enterprises to improve their access to capital through online platforms



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tools between  
social  
entrepreneurs  
and altruistic  
entrepreneurs





## Impact measurement and management tools (IMM)

- Impact measurement and management (IMM) is integral to making effective impact investments. It includes identifying and considering the positive and negative effects one's business approaches have on people and the planet, and then figuring out ways to mitigate the negative and maximize the positive in alignment with one's goals. Impact measurement and management is iterative by nature.

Source.

- [Impact Reporting & Investment Standards \(IRIS+\)](#)
- [Mobenzi](#)
- [The B Impact Assessment](#)
- [Clear Impact](#)
- [Social Value UK](#)
- [Global Reporting Initiative \(GRI\)](#)
- [SDG compass](#)
- [The Impact Management Project \(IMP\)](#)
- [Sustainable Livelihoods \(SL\)](#)
- [The Higg Index](#)
- [Planety](#)



## Impact measurement and management tools

### Impact Reporting & Investment Standards (IRIS+)

#### Description:

- an online and generally accepted system for measuring, managing, and optimizing social or ecological impact
- it is a free, publicly available resource that is managed by the [Global Impact Investing Network](#) - the global champion of impact investing
- makes it easier for investors to translate their impact intentions into impact results
- by using IRIS+ system social enterprises can integrate social and environmental factors into investment decisions alongside risk and return



## Impact Reporting & Investment Standards (IRIS+)

IRIS+ Introduction - <https://vimeo.com/366805272>



## Impact measurement and management tools

### Mobenzi

#### Description:

- Mobenzi toolset enables organisations to measure and maximise their impact by digitising their fieldwork and data collection
- Forms and surveys of any size and complexity can be designed rapidly using an intuitive interface. Data can be collected by fieldworkers who can work offline using a mobile app; or via any web browser - ideal for gathering data directly from respondents, internal sources and third parties

#### Key features:

- Intuitive form design, offline data collection, capture & embed media, workflow automation, central handset administration, push notifications, data and team management, instant reporting, integration & interoperability, data security



## Impact measurement and management tools

### The B Impact Assessment



#### Description:

- complete, free, comprehensive and interactive online impact measurement tool, specifically designed for various types of businesses and activities
- the Assessment comprehensively covers the impact of a business on all of its stakeholders, including its workers, suppliers, community, and the environment
- also captures best practices regarding mission, measurement, and governance
- after measuring their impact, businesses get an official and highly praised certificate



## Impact measurement and management tools

### Clear Impact

#### Description:

- platform for automated assessment and planning of impact that allows businesses to create custom visualisations and converge project management with impact management, but also public communication for advertising their impact.

#### Key features:

- Interactive Scorecards, In-Browser Strategy Mapping, Gantt Chart Project Management, Accountability Scoring



## Impact measurement and management tools

[Social Value UK](#) - an convenient Excel spreadsheet of the value map with pre-set formulas to help to calculate impact. The template also includes a page of guidance notes to assist in using the value map.

[Global Reporting Initiative \(GRI\)](#) - vast database of sustainability and impact reports from around the world - from multinational corporations to SMEs. This tool allows social entrepreneurs to upload their own report, but also browse through thousands of others, getting new business sustainability and impact ideas

[The Impact Management Project \(IMP\)](#) - provides a forum for organisations to build consensus on how to measure, assess and report impacts on environmental and social issues. It is a collaboration of standard-setting organisations that are coordinating efforts to provide complete standards for impact measurement, management and reporting. IMP can be seen both as a platform for networking and a tool which enterprises can use when calculating their positive or negative impact.

[The Hattusia Ethics ROI calculator](#) - the free tool measures how much value a responsible business team, which has real power over the future of your products, can generate from a financial perspective.



## Impact measurement and management tools

[Sustainable Livelihoods \(SL\)](#) - This tool helps users understand poverty from the perspective of the stakeholder. The SL framework looks at how a stakeholder's range of assets (not just physical) currently impacts their livelihood, and it delivers insight on what additional assets would be required to achieve positive and sustainable livelihood outcomes. Originally focused on poverty in low-income countries, this approach has been adapted to other settings. [Source](#).

[SDG compass](#) - Indicator measurement concerning impact per SDG that social enterprises can use as a method of measuring impact

[The Higg Index](#) - a suite of tools that enables brands, retailers, and facilities of all sizes to accurately measure and score a company or product's sustainability performance

[Planety](#) - easy and certified way to analyze company's carbon footprint





# Module III - Impact tools for SEs

Business development / design / sustainability tools

Impact measurement and management tools (IMM)

Networking tools

Podcast, webinars, online lectures

Cooperation tools between social entrepreneurs and altruistic entrepreneurs



## Networking tools

Whether it is just a platform for generating new ideas or getting new partners, a work-seeking / offering service, or a freelance platform networking for social enterprises is of the essence.

- a) [Work for impact](#)
- b) [Social Innovation Factory](#)
- c) [Social change central](#)



## Networking tools

### Work for impact

- innovative online platform connecting freelancers and social enterprises.
- very easy to use and straightforward, with the goal of connecting businesses in need of manpower with individuals looking for work - both with the same goal of making positive societal and environmental impact.



## Networking tools

### Social Innovation Factory

- is a networking organization that promotes, guides and supports social and societal innovative concepts.
- free of charge
- people and businesses can schedule a meeting and discuss possible issues and uncertainties, intended social impact, income plan, innovation factor and possible partnerships from the existing network, creating a tailor made guidance for applicants.



## Networking tools

### Social change central (SCC)

- Australia's first dedicated online hub for social enterprises.
- SCC connects, encourages and supports social enterprises and aspiring entrepreneurs through an easy-to-use, comprehensive self-service database which collates the most up-to-date opportunities
- available in Australia and internationally.



# Module III - Impact tools for SEs

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## Podcast, webinars, online lectures

- Online tools for learning how to become a social entrepreneur
  - a) [Acumen Academy](#) - platform containing hundreds of online workshops, seminars, blogs and team courses specifically designed for social entrepreneurs and persons and businesses that tend to become one. Depending on the topic or difficulty, they can vary from 1 hour to 8 weeks, live with professional coaches, pre taped or blog-style workshops and templates.
  - b) [IN SITU Social Entrepreneurial Skills and Competences training \(TTT\)](#) - Interreg CE IN SITU delivered a series of free online workshops dedicated for social entrepreneurs. Training material covers topics such as idea shaping, design thinking, business model training, crowdfunding, best practices and social business model assessment.
  - c) [Red Workshop](#) - originally a site for the US social entrepreneurs, however easily accessible for interested participants from around the world. Beside workshops and tools, they offer various blogs and podcasts.



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## Cooperation tools between social entrepreneurs and altruistic entrepreneurs

Although this kind of tools are yet to become popular, both in software and business concept context, there are some useful examples of good practice that can be used as starting point for future ideas.

- a) [SAP Ariba](#)
- b) [Microsoft Global Social Entrepreneurship](#)
- c) [The do School](#)



## Cooperation tools between social entrepreneurs and altruistic entrepreneurs

### SAP Ariba

- creates direct, intelligent connections between businesses and suppliers
- targeted solution providers, redefining how they communicate, collaborate, and get work
- targets ‘new generation of business leaders who understand that social impact, commercial gains are not mutually exclusive



## Cooperation tools between social entrepreneurs and altruistic entrepreneurs

### [Microsoft Global Social Entrepreneurship](#)

- supports social impact startups with technology, connections and grants so they can focus on bringing their big vision to life and making the world a better place
- a dedicated Startup Engagement Manager
- a customized Go-To-Market plan
- 24x7 technical support



# Module III - Impact tools for SEs

## Cooperation tools between social entrepreneurs and altruistic entrepreneurs

### The do School

- working with governments, foundations, NGOs and businesses supporting entrepreneurs and catalyzing their innovation potential
- supporting programs that get entrepreneurs started, accelerated or used to new digital realities
- it enables participants to create resilience, purpose and success
- support ranges from start-up support to business transformations for SME's, governments and nonprofits



## The best free Social Enterprise Tools

a) [B Lab Impact Assessment Tool](#)

- provides standards, benchmarks and tools for businesses

a) [SVA Business Planning Guide for Social Enterprises](#)

- 46, visually informative guide, primarily aimed at people and/or organisations who are interested in starting a social enterprise for the first time

a) [Social Lean Canvas](#)

- by brainstorming their purpose, a solution to problems, unique value proposition and financial sustainability, social enterprises can quickly conclude whether their social goals are viable and long-lasting.



## The best free Social Enterprise Tools

d) [UntLtd: A Comprehensive Guide to Developing Your Social Enterprise](#)

- 229-page comprehensive toolkit takes social enterprises through the various life cycles of being a social enterprise, from the initial idea through to long term growth and replication
- It provides practical guidance and working models so that future social enterprises can learn about the challenges and opportunities of social entrepreneurship in a structured way

e) [Civicus: Writing a Funding Proposal](#)

- Covering the planning and researching stage, tips on how to write the proposal and the follow-up required once it is written and sent off
- includes an example fundraising proposal

f) [Support4se.eu](#)

- Interreg CE DelFIn project output - tools for promotion of social entrepreneurship in rural areas

g) [Social Innovation Atlas](#)

- Comprehensive and interactive world map of innovative social enterprises

