COACHING MATERIAL ABOUT STRATEGIC USE OF ICT AND COMMUNICATION TOOLS

Brodoto

I. Introduction to project CE RESPONSIBLE

1. Our project supports social entrepreneurs and connects them to established industries. We build ecosystems for social entrepreneurs to thrive and grow. It is an Interreg Central Europe project called ALTRUISTIC ENTREPRENEUR, CE sustainable model to support social entrepreneurship.

2. We connect socially responsible entrepreneurs in Central Europe who would like to offer their resources to social entrepreneurs and are genuinely altruistic. Our approach is innovative because successful entrepreneurs connect with social entrepreneurs through the developed platform. It is a win-win situation: while the social entrepreneurs gain needed knowledge and expertise, successful entrepreneurs get an organized system to provide support. This will also be a positive change for the whole system because social entrepreneurship usually mostly depends on public funds and this way the government would be able to save or relocate funds.

3. The project will allow a transnational mutual learning process of partners with different experiences, but similar challenges. During this project the partners will:

4. Develop and implement three strategic documents for improving skills and competences

   a. Central Europe roadmap for upscaling support to social entrepreneurship sector
   b. Central Europe sustainable framework model supporting specifics of social entrepreneurship
   c. Policy recommendations

5. Develop and implement four tools for improving skills and competences

   a. Central Europe support and networking platform with related tools
   b. Altruistic entrepreneurs' international association
   c. Coaching toolbox for social entrepreneurs
   d. Coaching toolbox for altruistic entrepreneurs (mentors)

6. Implement seven pilot actions for testing developed bottom-up support tools

7. The implementation of project activities is planned for the period from April 1, 2019, to March 31, 2022. The project value is 2.305.950,00 € and the project is supported by the INTERREG Central Europe Programme of the European Regional Development Fund (ERDF). Total co-financing amounts are 1.913.507,50 €. The project consortium includes project partners from Slovenia, Italy, Germany, Croatia, Slovakia, Hungary, Poland, Czech Republic, and Austria.

8. Partners are:

   - E-Institute - Institute for comprehensive Development solutions (SI)
   - Metropolitan City of Bologna (IT)
   - Ikosom – Institute for communication and social media (DE)
   - Alma Mater Studiorum University of Bologna (IT)
   - Brodoto – Social impact creative agency (CR)
   - Slovak Centre of Scientific and Technical Information (SK)
   - Centre for Economic and Regional Studies - Hungarian Academy of Sciences (HU)
   - Municipality of Kielce/Kielce Technology Park (PL)

- South Bohemian Agency for Support to Innovative Enterprising (CZ)
- University of Applied Sciences Salzburg (AT)
- Budapest Chamber of Commerce and Industry (HU)

II. Capacity building of social entrepreneurs and altruistic entrepreneurs

In comparison to other industry sectors, social entrepreneurship is lagging behind in capacities related to all stages of innovation lifecycle, managerial and professional skills, fundraising and how to tackle risks, legal knowledge, strategic use of ICT tools, communication skills, therefore comprehensive coaching and sustainable support provided by altruistic entrepreneurs is needed. Aim of WPT3 is to build and upscale existing knowledge capacities of social and to equip altruistic entrepreneurs, who would like to support social projects, how to provide quality mentorship. The results of the work package will be two output-coaching toolboxes, O.T3.1 COACHING TOOL BOX for social and O.T3.2 COACHING TOOL BOX for altruistic entrepreneurs.

III. Coaching material about strategic use of ICT and communication tools

Introduction

ICT tools (shortened from Information Communication Technology tools) can greatly improve daily internal communication of business enterprises and consequently the quality of their products and outputs. They will only get more important in post-covid period where remote work and online meetings will gain more popularity than in previous periods. Furthermore, as social entrepreneurship has a strong tendency to innovate (in fact they have to be innovative in one aspect or another), ICT tools are a perfect match in reaching goals and changing a social or ecological issue towards better. If used properly and if there is a solid business strategy (they are only tools, not a guarantee of a successful business), they can improve social entrepreneurs' internal communication and work pace, public outreach and visibility, customer experience, etc.

There are various types of ICT tools that can improve your productivity. ICT tools can be anything from a scanner or a laptop to various software. This paper will provide a list of ICT tools with descriptions of how they can be used in social business optimization - in six different categories. These include:

- Work tracking / project management tools;
- Internal communication tools;
- External communication tools;
- Collaboration & simultaneous work tools;
- Educational & presentation tools;
- Video & graphic editing tools.

Besides, today is becoming crucial for any company to understand the vital role of social media and to learn how to use social media tools in the most effective way. An online presence helps social entrepreneurs establish interactions and relationships with customers and clients; educate clients on important topics and to raise additional funds.

Module I - ICT tools for optimization of every day work

Project management / work tracking tools

Project management tools in this case mean delegating tasks and 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.

a) Asana - a web and mobile application designed to help teams organize, track, and manage work. It is one of the commonly used project management, task management and delegation, productivity software, team collaboration tools in use. It is categorized by projects and every team member has his or her own "profile", viewable by others. Tasks can be also viewed in a calendar mode, which gives and extra plainness in work organization. Asana is also combining factors as file storage, collaboration and is helping to manage projects without email or similar sort of communication.


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b) Basecamp - similar to Asana, Basecamp is a modern social media-like interface and carefree team collaboration app. Notable features are message boards for discussions, reporting features, separate interface for clients, notifications for email option. Important to note, Basecamp is free for teachers and students.

c) ProofHub - Another project planning software that is easy to use and has multiple features that make remote work more organized and productive. What characterizes ProofHub is reporting and tracking project history, as well as a secure file storage, that replaces online clouds and emailing.

d) Trello - very well known for visualizing tasks on a cardboard-like dashboard that is good for managing short and quick everyday assignments. Trello is probably the most visually expressed tool for work management. It allows image and file sharing, list organisation by dates or priority and communication along collaboration.

e) Airtable

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 communication.

a) Slack - very intuitive tool for internal communication, divided by channels that represent particular projects. It gives the options of private chatting and group chatting, outside the project channel, as well as document sharing. The app can be used on a desktop, mobile phone or in an internet browser.
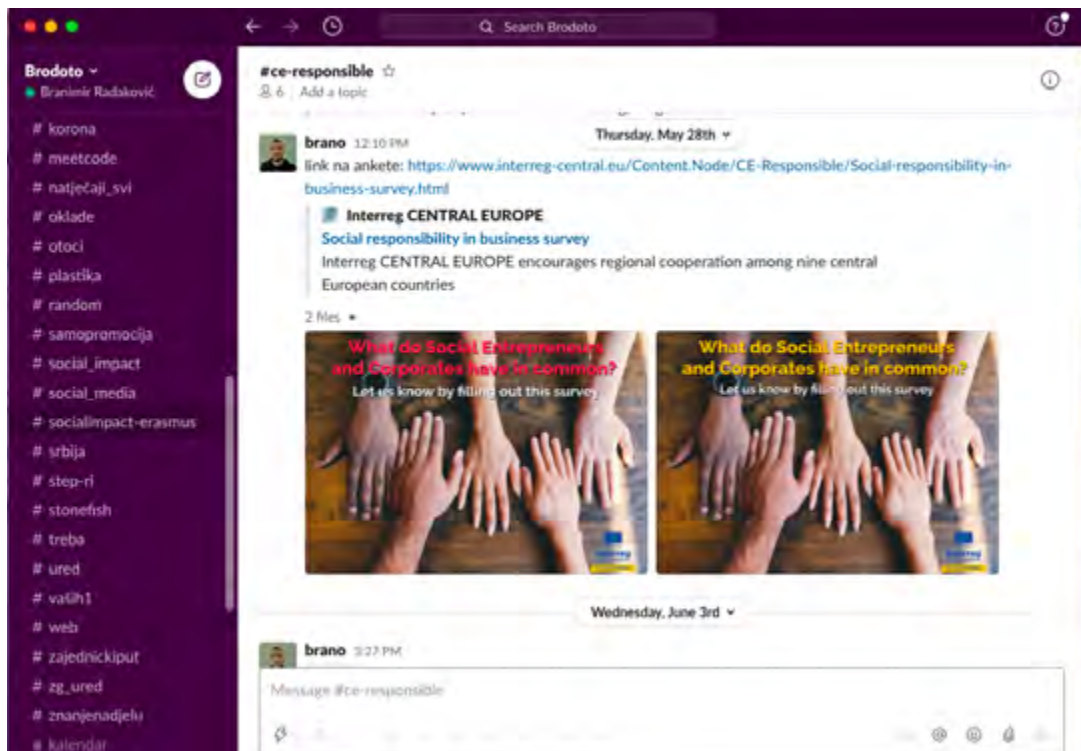
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b) Rocket Chat - is an open source, free communication software. One of the notable features is that it offers audio or video conferencing options with screen sharing.

c) Ryver - A robust communication tool to centralize messages, tasks, and voice and video comms, with workflow automation features to streamline the process.

d) Cliq - a real time messaging tool built for smaller or bigger teams. Features like audio and video calls, file sharing, and chatbots, Cliq is more or less everything organizations will need for internal collaboration.

e) Slenke - Modern tool with a clean interface offering task, time, and communication management features. 50$ per month. You can add widely-used tools like GitHub, Slack, SalesForce, Google Docs, Google Calendar, Zoho, Trello, various email services, etc.

f) Discord - with its origins in the gaming industry and a need for optimal performance such as speaking and video streaming without lagging, Discord has become very popular in the business world as well. 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, the 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 - online meetings, webinars, conferences - Zoom's business strategy is to provide an easily accessible product than those of the competitors, as well as cost savings and smooth performance. Zoom 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.

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b) Google Hangouts - after Google+ has stopped, some of its features continued to live - Google Hangouts was started to be developed as a product aimed at enterprise communication. Now a part of G-Suite line of products, it is one of the most popular and simple to use software used for online meetings and conferences.

c) Skype - is definitely one of the most popular software for online communication, even though the competitors have recently been a bit faster in adapting to consumers needs. Skype is a freeware text messaging, video & audio calling service that dates all back to 2003.

d) 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. Naturally, simple video conferencing is also possible, and Go-to meeting is a widely used software.

e) 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 - 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. It is highly recommended that any organization does purchase this set of services, as they are very hard to replace.


Copyright: Google

b) Dropbox - Dropbox is a simple, reliable file-syncing and storage service with enhanced collaboration features, but it's more expensive and less integrated than platform offerings like Google Drive, iCloud, and OneDrive. Source.

c) Confluence - 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. Source.

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

e) MindMeister - online tool that lets your team brainstorm on a mind map online, simultaneously.

f) 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.

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

h) Miro - free online collaborative whiteboard platform

i) Lacewing technologies - various cloud and IT services dedicated to small and medium enterprises

Educational / presentation tools

In the times of a pandemic, and it's aftermath regarding online teaching and collaboration, in-tuitive, 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 are new with innovative approaches.

a. Moodle - free and open-source learning management system, developed on pedagogical principles. Moodle is used for blended learning, distance education, flipped classroom and other e-learning projects in schools, universities, workplaces and other sectors.[1]
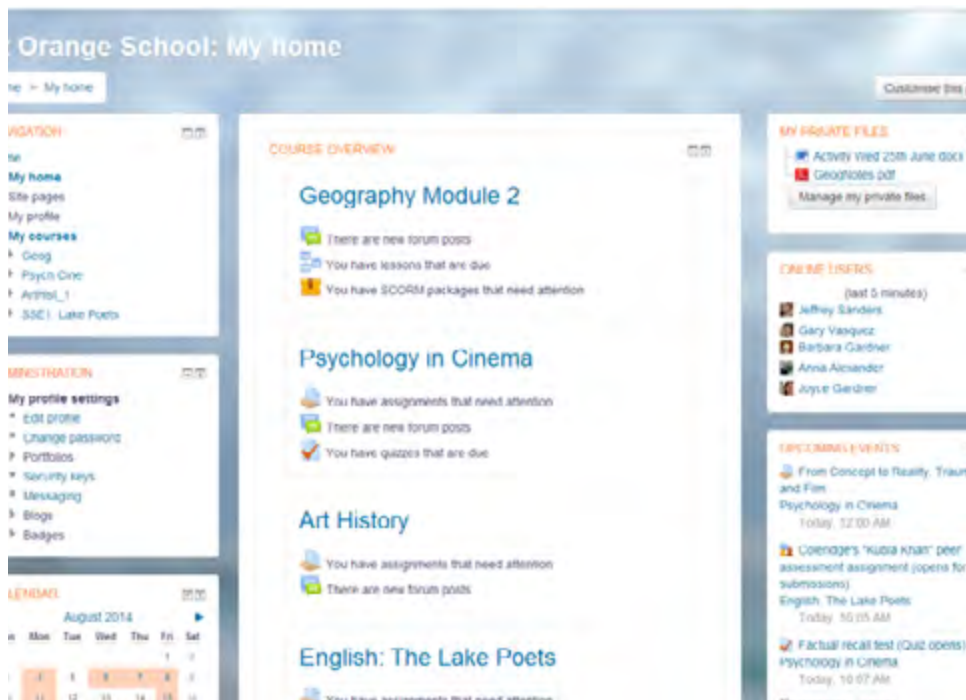
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b. Mentimenter - online tool for designing interactive presentations. Furthermore, it has a fantastic option of voting by the participants on meetings, conferences, workshops and similar - real time, transparent and accessible from every smartphone. Useful in various types of situations.

Source:: Brodoto

1   Open Learning: The Journal of Open, Distance and E-Learning. 28 (3): 187–200.

c. Team Viewer - has a coworker ever been stuck with a technical problem on his or her own computer? This app allows you to get in control with another desktop from your own computer, absolutely remotely. It also allows you to access your computers from anywhere in the world.

d. Projeqt - 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.

e. 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.

f. Screencast-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

Editing tools are included to this list because of their mostly free features that can be costly to outsource, however very easy for an entrepreneur to use for visual making, video editing etc.

g. Lumen 5 - video editing has long been a big problem for most of the social entrepreneurs, since it is commonly understood that it is a very demanding task to do. With Lumen5, users can upload their video material and start editing it using storyboards, layouts, music and visuals to enhance their message. Videos can be used in multiple formats and for various goals - social media, internet marketing, websites.

h. Canva - one of the most popular online photo & video editing software known. 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. Its simplicity is the main reason millions of people are using it for private or professional reasons.

i. Blender - is an 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.

Module II - Social media working for social enterprise

Positioning social media within social enterprises

Today, no business can thrive without a powerful online presence. It is becoming essential for social entrepreneurs to understand the vital role of social media and how they affect their social enterprises. Social media offers many interactional benefits and outcomes for promotion of social enterprises in order to obtain required funding, influence customers' perception, branch out business activity and distinguishable business models.

The process involved in compiling a marketing plan for a large profit-making company and a small co-operative or social enterprises are most often the same, only on different levels.

Arguably, it is challenging to write a comprehensive social enterprise marketing guide because social enterprises might have little in common. They can be similar in how they conduct business with social purpose, but they can deal with different topics.

The most important role of social media is that online presence helps companies establish interactions and relationships with new customers and clients. Social enterprises can also educate the general public about important topics and raise additional funds in such a way. Through different channels, it is possible to share meaningful stories, photos of staff working, and report different activities.

Not only do social networks allow social entrepreneurs to teach audiences about important topics, but it gives them a chance to show who they "really are". Talking about something stands nowhere compared to taking action.

By promoting online, social enterprises are also building a future digital destination for their business. This helps entrepreneurs capitalise on social investments in later stages. And not only that - it is cost-effective, as social media is a low-cost tool all the while enabling a wide reach.

In order to establish a successful online presence, social enterprises must be familiar with their clients to be able to choose the right tone, the kind of content to be produced and which social network channel fits best to communicate all of this. Furthermore, social enterprise marketing strategy should incorporate their impact at every step of the way.

Entrepreneurs typically find it hard to choose appropriate types of social media from several options, and the choice and range of available strategies can often be overwhelming.

Social media in the service of social entrepreneurship

    a.   **For development of social business**

It is important to utilize social networks in the best possible way because social media is a powerful tool when it comes to growing your brand awareness. First define your social enterprise as a business enterprise and only then use your social impact story, to complement and amplify your marketing message.

The steps to develop a social enterprise and build brand awareness are simple: find an audience, use visuals, use similar and predictable tone and language, reach out often to your followers (online audience) and measure the efforts.

Visuals are a key part of modern marketing. The visual brand must be consistent, as well as the tone and voice so customers can instantly recognize which social enterprise addresses them, and which social media channel is the best fit for targeted audience.

b. **For building community**

The value of building an online community is to bring people with similar goals and interests together so they can discuss certain products and services and share their opinions. The point of social media presence for social enterprises is to engage with the community of followers. The first step is to figure out who your targeted audience is, what is important to them and what they are interested in. A traditional company only needs to understand their customer, but when you define your audience for social enterprises you have to both define your customer and the community impact.

As they build a relationship with their clients and audience, social enterprises must constantly raise awareness about their contribution to different social issues. Consumers will thus mentally connect this with their products and choose them over competition.

If done successfully, businesses will have a better opportunity to sell memberships, online courses, process subscriptions or one-time payments. Social networks are a great platform for maintaining customer relationships.

c. **for raising awareness about topics**

Social media is a powerful instrument of communication. The benefit of social media is that the audience is overwhelming and businesses can reach a large number of people. By being creative and publishing suitable and quality content, businesses can raise awareness about virtually anything.

Social enterprises have a secret weapon when it comes to storytelling because they can use their authentic stories and show how their initiatives have influenced them or their communities for the better. The stories of social enterprises are a big part of why people choose to support them. Digital content like videos and case studies are great for establishing emotional connection with the audience. In the end, it depends on the social entrepreneur how to tell the story and control the narrative.

d. **for searching of expert capacities**

Social networks are a great platform through which you can present the full range of services and products you provide. Networks provide the opportunity to present your business and your company in a professional or casual way, with the help of photos and videos. With daily advertising, the number of users on social networks increases, and thus creates an additional opportunity to improve the existing brand and strengthen customer relationships.

e. **for fundraising**

Social media, with proper use, can be of great help in raising funds. Social media content should meet the 80/20 criteria, where 80% of content is considered informative and entertaining, while the other 20% should be focused on fundraising and various forms of donations. It is important to know how to address your target audience, how to be creative and how to stand out.

Social media tips for social entrepreneurs

    a) **Decide which channels to use**

Different social media platforms have different purposes for different audiences. It is crucial to define the content and type of language used on each platform.

Facebook - great place to interact with clients. Platform to personalize the experience with the brand. Facebook strategies should all be about engagement.

Instagram - excellent way for companies to show their products, values and voice, instead of talking.

LinkedIn - networking tool exclusively for professionals. It is great for social enterprises to use and expand their professional network.

Twitter - gives the opportunity to constantly engage with the audience and to build brand awareness, but also to engage with other stakeholders within the same industry. It is important to use hashtags properly and keep updating Twitter feed enough to increase engagement and get (more) followers.

YouTube - with videos, social enterprises can drive more conversation and show their brand's personality.

    a) **Encourage engagement**

Social networks offer two-way communication. We can immediately find out how the audience thinks about our product, campaign or the problem we want to solve.

Comments and feedback are a great way for interacting with your audience to personalize your brand and absorb free input.

    a) **Posting often**

If there is no content connected with social enterprise at the moment, it is always possible to find other people's relevant content, summarize it and share it.

    b) **Social networking**

Healthy collaborations and strategic partnerships with other players in the sector online will encourage dialogue and create a synergy among online communities.

    c) **Create attractive branding**

It is all about design and presentation, so it is important for the social enterprise brand to be visually appealing.

    d) **Video content**

Posting video content is one of the smartest ways to attract attention. Video content is easy to share and disseminate and it presents one of the smartest ways to attract attention because it is a great online tool to tell inspiring and touching stories. Furthermore, it does not require a signif-

icant amount of resources.

e) **Don't personalize your organization**

Avoid placing the main focus on one person in the organization. Give followers an insight into the company, but not to distract the audience from the real cause of social entrepreneurship.

f) **Retain your voice**

It is important to have one's unique business voice developed for social media marketing. Social enterprises do not have to necessarily work on creating their brand identity to better articulate their business strategy because being a social enterprise already constitutes for their brand identity (as opposed to companies that are not social enterprises and have to work on their identity as being socially engaged). Articulate a clear mission by sharing with the audience exactly why social enterprise does what it does.

g) **Stick with the RITE formula**

Follow one of the most important formulas for success on social media - "RITE" - means Relevant, interesting, timely and fun. It is a great reminder of what to focus on when working on new content for social media channels.

h) **Show authenticity**

In everything that is shared on social media, it is important that it shows the personal brilliance of the brand. It is important that it clearly shows how it differs from other brands.

i) **Be transparent**

Explain where donations are going and provide evidence of the effectiveness of donation and be thankful to donors for their integral role. Being transparent can build extra credibility for social enterprises. What is the impact? Are there volunteers involved? Which organisation social enterprise will donate money to, and how much?

Social media marketing tools

Social media management tools are useful for keeping on top of all the social media marketing tasks. With the right use of social media tools, social enterprises can tell their story and attract the people they need for growth so they can focus on what matters most- their mission.

Tools are saving time by keeping you organised and they ensure that content reaches the right audience at the right time. They present a great way to increase brand awareness. They are easy to use since they provide tutorials on their websites. Many of them are free and the others are budget-friendly.

a) **Buyer Persona Tools**

Social media persons are fictional representations of our ideal customers (supporters). Taking into account factors such as demographic, desires and main points. They represent a picture of individuals we are trying to sell to.

- Facebook Audience Insights- gives information about two groups of people - people connected to our facebook page and people on Facebook. It is possible to find out age and gender breakdowns, education levels, job titles, relationship statues and more.

- Socialbakers - is a trusted marketing platform by businesses of every size. Platform is offering free to download buyer persona template PDF.

b) **Marketing Calendar**

The scheduling of various social media content in advance is necessary for every company. The marketing calendar is great for knowing the target audience's time availability.

- CoSchedule - powerful calendar to manage many aspects of marketing. Social entrepreneurs can manage and collaborate with their team to create social media posts, events, content, and tasks.

c) **Analytical Tools**

- Facebook Analytics - 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. It can group together several Facebook pages, pixels, and apps to give a complete picture of user interactions over time. 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. With Facebook Analytics one can find out where our page likes came from and where they happened; our reach and which factors affect it; who viewed which section of our Page; what people did on our page; how well our posts are performing; how successful our event pages are; how well our videos are performing; who liked, saw, or engaged with our page; response times and messenger analytics.

d) **Content Creation Tools - Publishing tool**

- Creator Studio - 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. 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. New feature is crossposting. A crossposted video is a video that can be reused in multiple posts across different Pages without having to share or upload again.

e) **Content Curation Tools**

- Hootsuite - it is the biggest social media management tool. It saves time by managing all social media in one place and it provides real-time analytics. The platform allows to curate and schedule content, measure social ROI, run social media ads, and more. Users can monitor multiple accounts and keywords. Hootsuite includes tools that help in improving reputation and protecting brands.

- Buffer - is a software application for web and mobile phones used for successful social media management. It helps work more efficiently and effectively by providing op-

tions to schedule posts to Twitter, Facebook, Instagram, Instagram Stories, Pinterest and Linkedin. It also helps analyze results and engage with the community. It has a suite of products for publishing, engagement, analytics, and team collaboration. Buffer allows you to have a free account with up to 10 updates or you can pay $10 monthly to have unlimited posts and manage 12 social profiles.

Examples of good practice

Social media campaigns are important to brand building for any business, even more for philanthropic organisations. They can be a great tool to convince people to donate money towards a particular cause. Social media marketing campaigns have a tendency to influence targeted audiences, to change their behaviour and to benefit society. They can channel positive change and discourage negative attitudes. They can draw attention to problems in local communities that social enterprises deal with.

a) **Example of social media campaign for raising awareness**

- 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.

b) **Example of how to involve the community**

- 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.

c) **Example of good marketing for social enterprise**

- Send A Cow is one example of a social entrepreneurship organization that has been doing social right. Send A Cow is an 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. Send A Cow produces videos explaining what they do and re-

porting on their ongoing activity. They measure the impact of all their endeavors and develop graphic interpretations. 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". Not only do they educate their audience about their cause and their actions, they also reward their best enthusiasts which makes them feel valued and drives them to do more.

Module III - Impact tools for SEs

Business development / design / sustainability tools

It is not only the ability to maximize economic results that make a business competitive but also the ability to optimize for social and environmental impact. Sustainability is most often defined as meeting the needs of the present without compromising the ability of future generations to meet their own. It has three main pillars: economic, environmental and social. Adopting appropriate tools for product innovation and business models and managing corporate sustainability can help measure social and environmental impact.

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

b) DIY - Development, Impact & You - 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.

c) SDG Compass - online inventory of tools that can be used by businesses that strive to contribute to one or more sustainable development goals.

d) 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

e) I2E - Inventing Green Tool - helps early-stage inventors understand how the lifecycle of their products will affect the environment. 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.

f) Social Innovation Toolkit - 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.

g) Anyidea.ai - AnyIdea is the all-in-one platform that helps you get more ideas. Recognise ideas with potential and simply become more innovative in the future.

h) MaRS Startup Toolkit - 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.

i) Crowdfunding Guidebook - 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.

Impact measurement tools

Social impact measurement is the process and framework for measuring and attributing the positive social change to the direct activities of the organization. The impact can be a form of performance monitoring, and if social entrepreneurs incorporate impact measurement into their organization, then it sets up very visible ways to judge an organization's success and show what it provides to its users.

a) IRIS+ is an online, generally accepted system for measuring, managing, and optimizing impact.

b) Mobenzi

c) The B Impact Assessment - complete, free, comprehensive and interactive online impact measurement tool, specifically designed for various types of businesses and activities. It keeps track of various aspects of impact such as impact on governance, impact on (and produced by) workers, community, environment, and customers. After measuring their impact, businesses get an official and highly praised certificate.

d) Clear Impact - 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.

e) 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.

f) Global Reporting - 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

g) SDG compass - Indicator measurement concerning impact per SDG that social enterprises can use as a method of measuring impact.

h) 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.

i) 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

j) Planety - easy and certified way to analyze company's carbon footprint

Networking tools

Professional networking platforms and tools include connecting with other social entrepreneurs, like-minded people for the purpose of social and business activities.

a) 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.

b) 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.

c) Social change central - Social Change Central (SCC) is 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.

Podcasts, webinars, online lectures

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.

Cooperation tools between social entrepreneurs and altruistic entrepreneurs

a) SAP Ariba

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

b) Microsoft Global Social Entrepreneurship

- The Microsoft Global Social Entrepreneurship Program supports social impact start-ups with technology, connections and grants so they can focus on bringing their big vision to life and making the world a better place.

c) 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

b) 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

c) 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.

Summary

Various types of ICT tools can improve productivity of social entrepreneurs , and consequently the quality of their products and outputs. These tools will only become more important in a post-pandemic period where remote work and online meetings will become more popular than ever before.

Furthermore, as social entrepreneurship has a strong tendency to innovate ICT tools fit perfectly into achieving goals and changing social or ecological issues for the better.

If used properly and if there is a solid business strategy, they can improve internal communication and work pace of social entrepreneurs, reach the public and visibility, customer experience, etc.

Attachments / coaching materials

Presentations for the trening:

- **Module 1** - ICT TOOLS FOR OPTIMIZATION OF EVERYDAY WORK- Strategic use of ICT and Communication Tools

 Link: https://docs.google.com/presentation/d/1W33-eZST2c8FHXoO2PbV8NlMSt1J_ioJ/edit#slide=id.p1

- **Module 2**: SOCIAL MEDIA - WORKING FOR SOCIAL ENTERPRISES -Strategic use of ICT and Communication Tools

Link: https://docs.google.com/presentation/d/1rAB47cihpNLJinBxzWXWemeo1lhQFOBv/edit#slide=id.p1

- **Module 3**: IMPACT TOOLS FOR SEs-Strategic use of ICT and Communication Tools

Link: https://docs.google.com/presentation/d/10e-QPV3hysb69Spy8bcVhk5cYsYPbP9F/edit#slide=id.p1