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**Coaching material and tools
for altruistic entrepreneurs
(as mentors) and adaptation**

Mentor Syllabus – 4 modules

- 1) Introduction to Social Entrepreneurship: vocabulary, sector, roles and challenges
- 2) *Matchmaking: The basis of cooperation*
- 3) *Cooperation strategies and best practices*
- 4) *How a successful mentor will create value*

Introduction to Social Entrepreneurship

Main questions of the module:

What is the difference between innovation and social innovation?

What is the relevance of civil society in the functioning of our society?

What is the relationship between the third sector and the social economy?

What is a social enterprise? How does it differ from a not-for-profit entity?

What is the difference between a social enterprise and a social entrepreneur? What is social impact and how do we measure it?

Introduction

To create a basic understanding of the social enterprise field it is necessary **to introduce the main concepts and provide a framework** and common language to all participants.

This helps in training participants (business people) to have a deep understanding of social entrepreneurs.

The competent adaptation of the first module of the syllabus to the local realities is crucial. This provides that the local training program adequately prepares the mentors in each region.

Do you need any support in the adaptation process? Let's check our community to find the best solution.

Definitions and Concepts:
Social innovation

SOCIAL INNOVATIONS are new social practices that aim to meet social needs in a better way than the existing solutions.

There are various definitions of social innovation, however, they usually include the broad criteria about social objectives, social interaction between actors or actor diversity, social outputs, and innovativeness.



Social Innovation

... has an inter-sectoral approach and is universally applicable

... focuses on the process of innovation, how innovation and change take shape and on new forms of cooperation (business models)

... can take place within government; the for-profit sector, the non-profit sector (also known as the third sector), or in the spaces between them.

... is often an effort of mental creativity that involves fluency and flexibility from a wide range of disciplines




Definitions and Concepts: **Civil Society**

Civil Society

It can be understood as the “third sector” of society, distinct from government and business, and including the family and the private sphere.

It comprises civil society organizations and non-governmental organizations. The third sector is also referred to as the voluntary sector or social sector.



The term social sector refers to that part of **social and economic activity done for the purpose of benefiting society** and which is funded, in part or whole, through charitable gifts.

Other common terms relating to those organizations in this sector are nonprofit, not-for-profit, philanthropic sector, mission-based sector, non-governmental organizations, and tax-exempt organizations.

Definitions and Concepts:
Social Economy

Social Economy

Its actors are economic and social players (associations, cooperatives, foundations and mutuels) active in all sectors of society to respond to people's needs.

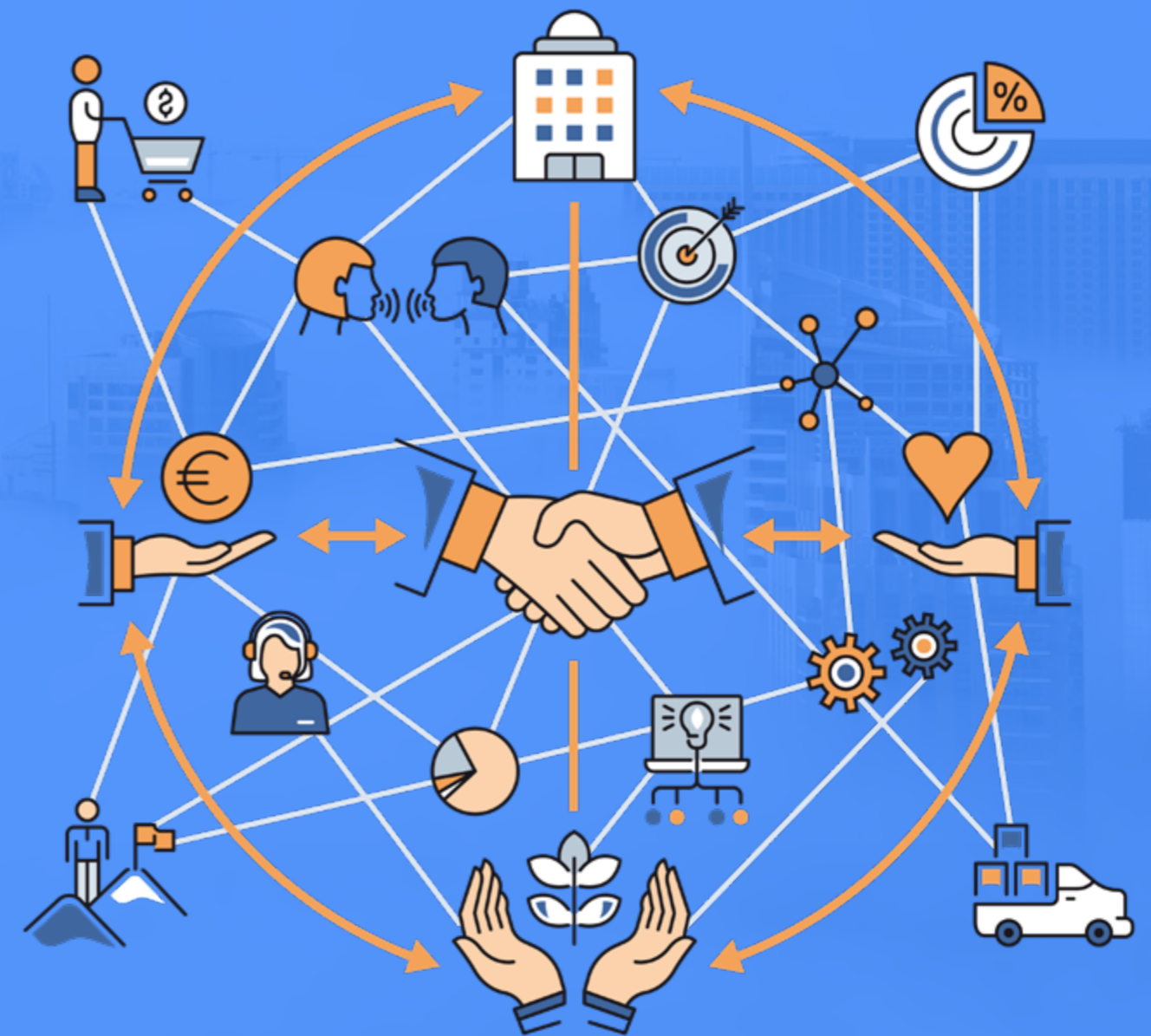
They are characterized by a different way of doing business: a form of entrepreneurship which is driven by the general interest or by a social objective rather than by economic performance and which embodies the principles of solidarity and social justice, with a strong element of participation, co-decision (staff, users, members) and democratic governance.



The social economy is a major socio-economic player of the European social market economy. There are 2.8 million social economy enterprises and organizations, ranging from SMEs to large EU groups, that operate in all sectors, employing 13.6 million citizens and accounting for 8% of the Union's GDP.

The social economy is formed by enterprises and organizations (mutual, cooperatives, associations, foundations and social enterprises) of all sizes, ranging from SMEs to large companies and groups, that operate in all the economic sectors such as:

- industry,
- education,
- healthcare and social services of general interest,
- agri-food,
- ethical and cooperative finance, insurance,
- renewable energy,
- re-use and recycling,
- retail and consumption;
- housing,
- tourism,
- culture and leisure,
- professional services, digital economy, etc.



Definitions and Concepts:
Social Entrepreneur

SOCIAL ENTREPRENEURS have both business goals and social goals.

As a result, their social goals are embedded in their objective, which differentiates them from other organizations and corporations.

A social enterprise's main purpose is to promote, encourage, and make social change. They are sustainable, and earned income from sales is reinvested in their mission. They do not depend on philanthropy and can sustain themselves over the long term.

Their models can be expanded or replicated to other communities to generate more impact.



In recent years, many non-profits have chosen to take on social enterprise models as it has become difficult to obtain financing from outside sources.

This model may allow them to increase their funding and sustainability, and assist them in the pursuit of their social mission.

However, two potential issues emerge:

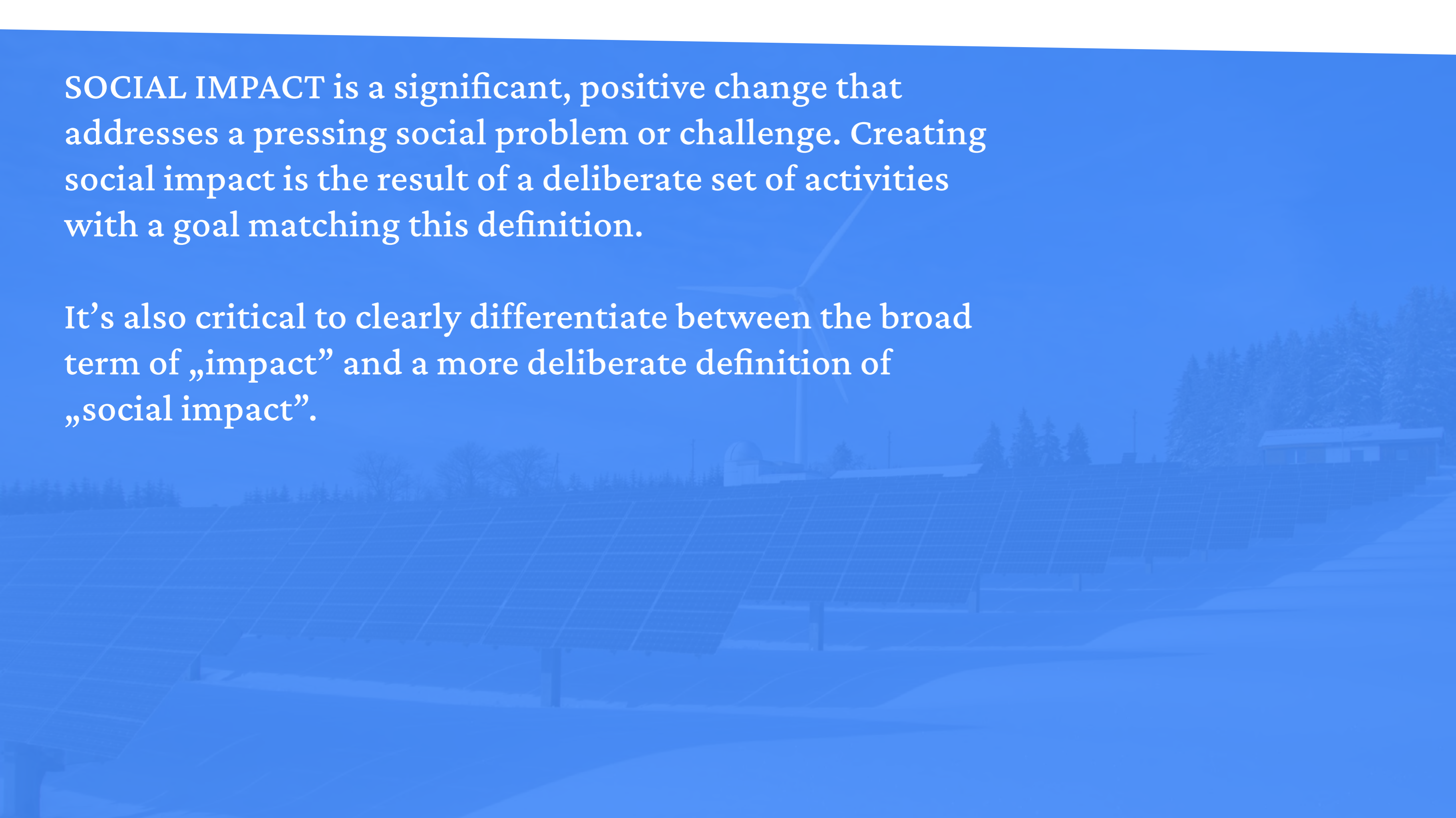
- distraction from the social goal in pursuit of a contradictory business activities and
- inadequate skills, resources, and capabilities for the adoption of the social enterprise model.

SOCIAL ENTERPRISES can be structured as a non-profit or for-profit, and may take the form (depending on in which country the entity exists and the legal forms available) of a co-operative, mutual organizations, a social business, a benefit company, community interest company, a company limited by guarantee or a charity organization.

Definitions and Concepts: Social Impact

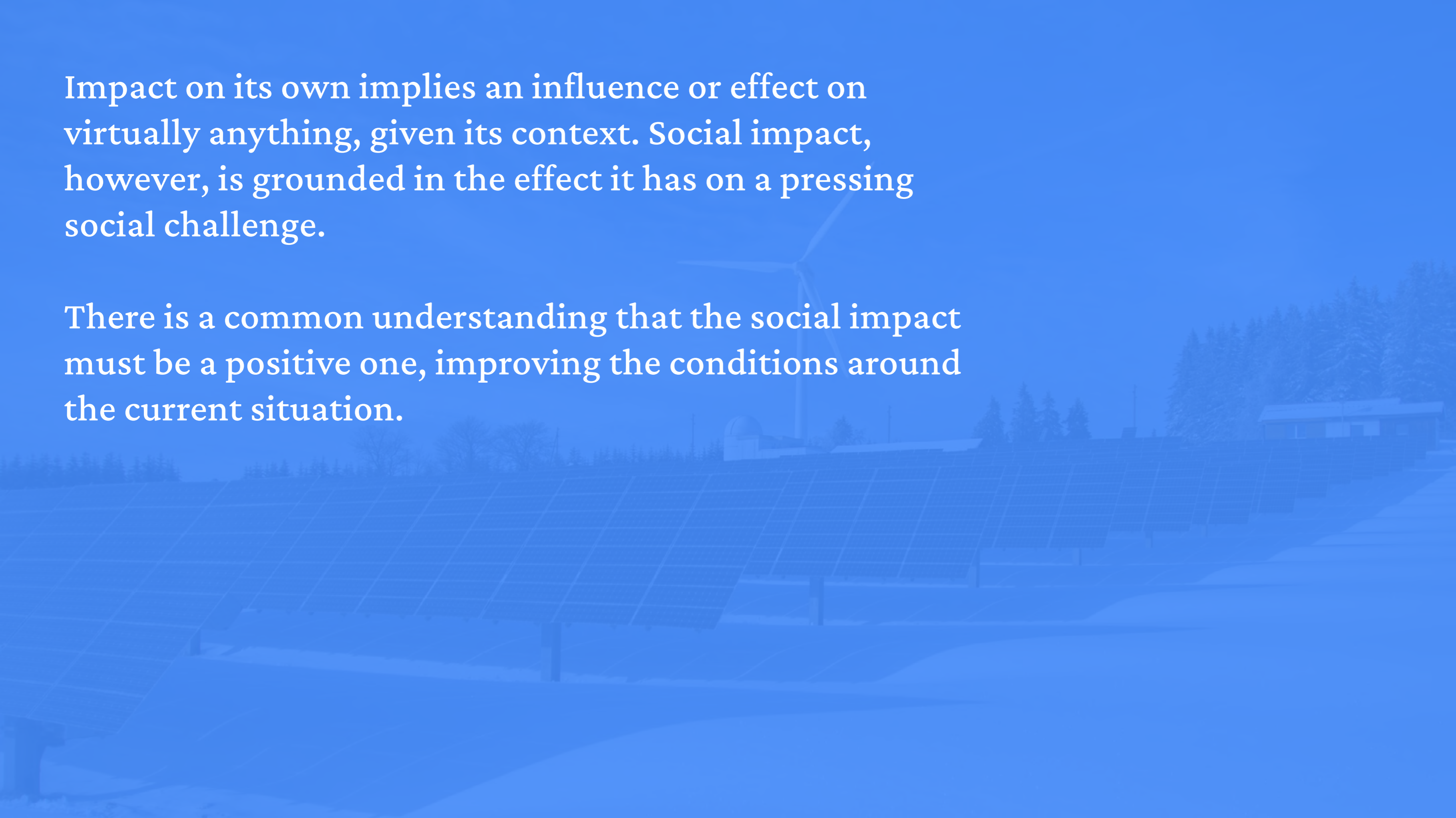
SOCIAL IMPACT is a significant, positive change that addresses a pressing social problem or challenge. Creating social impact is the result of a deliberate set of activities with a goal matching this definition.

It's also critical to clearly differentiate between the broad term of „impact” and a more deliberate definition of „social impact”.



Impact on its own implies an influence or effect on virtually anything, given its context. Social impact, however, is grounded in the effect it has on a pressing social challenge.

There is a common understanding that the social impact must be a positive one, improving the conditions around the current situation.



SOCIAL IMPACT ASSESSMENT/MEASUREMENT includes the processes of

- analyzing,
- monitoring,
- measuring and
- managing

the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions.

Its primary purpose is to bring about a more sustainable and equitable biophysical and human environment.



Exercise #1: Mapping

Exercise No1.

Mapping of the local ecosystem

List of all relevant and important actors and institutions, with their underlying strategies and goals.

Questions & Support

Do you have any questions regarding the curricula?

Feel free to contact us at projektiroda@bkik.hu.



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