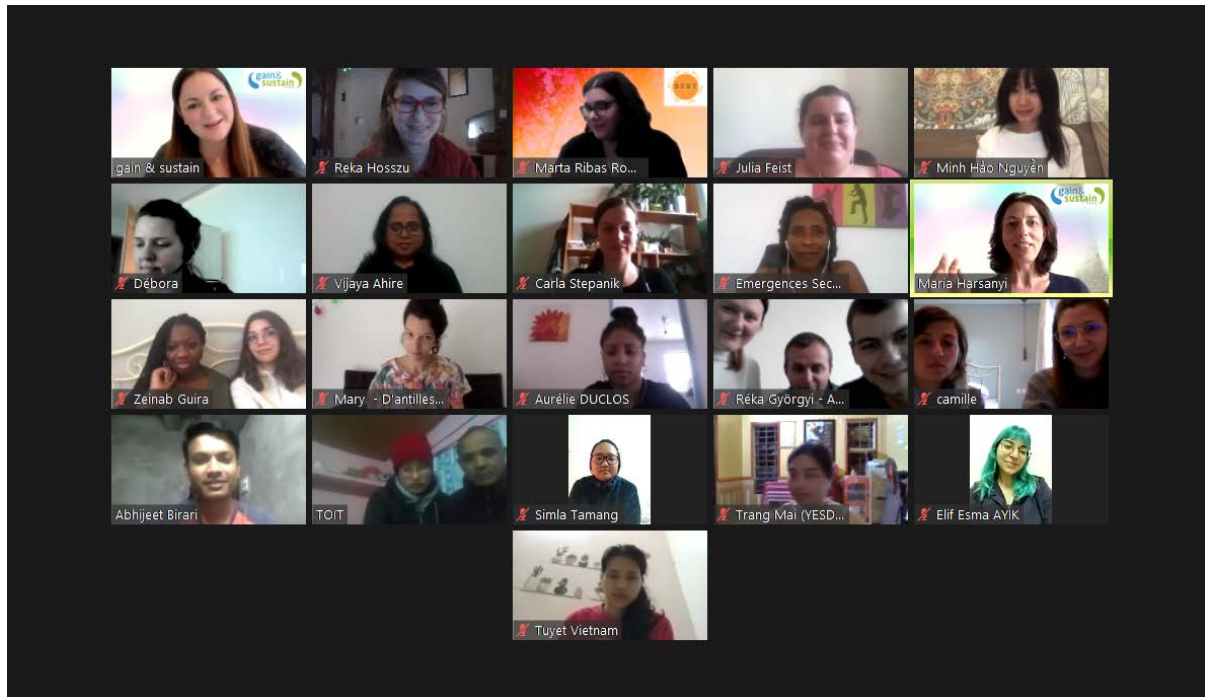


"YES Club - Youth Entrepreneurs Social Club"
2nd Training session: 01/02-04/02 first group
02/02-05/05 2021 second group (Online)

Report

Become E-mentor for **YES club** in collaboration with
Gain & Sustain in the frame of **BEST** project - Training hosted by **Gain&Sustain:Europe**



Working language: English
Online in 2 sessions (3 hour each session)

Summary:

Nowadays, the social entrepreneurship has been acknowledged as an effective means to the end of creating new jobs, improving the standard of living and encouraging the citizens' participation in the decision making process at all levels. It can also contribute to the integration of marginal and precarious strata of the population, the creation of wealth and re-investment or making new investments in various countries across the globe.

In order to enhance the social entrepreneurship in our countries, it would be absolutely necessary to supply the young people who dream of becoming social entrepreneurs with appropriate competences, contacts and the will to launch social entrepreneurs commensurate to their own profile & the needs of their milieu.

In this context, we organized the 2nd online mentoring training to favour the experiences' exchange and develop the competences of several youth workers from our partners so that they can come up with innovative educational and mentoring methods about the social entrepreneurship and act as multipliers who will help this type of entrepreneurship to spread

among the young people in their countries and elsewhere. This training course aims to educate the youth workers into becoming E-mentors in favour of the young people who benefit from the above mentioned club.

30 participants took part from various parts of the world like Nepal, Argentina, India, Spain, Greece, Austria, Morocco and Turkey, France, Martinique, Vietnam, Romania in the 2nd phase of this TC series. Thanks to this intercultural team, the meeting was a success due to the various ideas and experiences shared related to social entrepreneurship.

Objectives of the Training course:

Main objective:

- Forming a new generation of E-mentors to become able to
 - a) Provide appropriate support to the members of our virtual club.
 - b) Update the club to meet the changing needs of its members.

AIM of this train- the- trainer course:

- To equip multipliers to organize BEST-courses in their communities to foster entrepreneurial skills of their target groups

After this course you will...

- Know how to use the different materials, (online) tools and exercises in order to facilitate BEST-courses with your target group
- Be empowered to implement interactive, non-formal trainings on the topic of Social Business Modelling based on the 5 BEST modules
- Have a specific plan how to organize and promote your courses based on a Canvas
- Be a certified and motivated BEST-trainer able to generate positive impact in your environment and be a role-model for others!

Specific objective:

- To enable a group of youth workers and staff of various youth organizations to exchange and acquire knowledge, skills and competences about innovative methods for non formal education of young people related to social entrepreneurship, networking, On line training, support and coaching

- To promote innovative practices in social entrepreneurship education by developing personalized and collaborative learning and networking approaches through strategic use of ICTs and open educational resources.

- Promote the virtual youth club that aims to:

- a) Connect young people with their peers, who wish to become social entrepreneurs and resource persons from different countries around the world.
- b) Offering dynamic distance-based training on the theme that meets the needs of young people with personalized and sustainable support.
- c) Promoting dialogue between young people and decision-makers
- d) Establish professional links and promote distance cooperation between young people from various places who wish to engage them self in social entrepreneurship.

Related materials:

Website: <https://youthclub.eu/>

Website for trainings: <https://e-learning.youthclub.eu/>


Session 1 - 1st group – 1st February / 2nd group – 2nd February 2021 via Zoom

Programm

- Introduction, ice-breakers
- Presentation of training modules
- eCoffee break
- Social Business Model Canvas
- Feasibility of a local training
- eCoffee break
- Demonstration of the BEST Moodle platform
- Feedback from participants and closing remarks
- Leaving meeting


Introduction of the BEST program

- Boosting Entrepreneurial Skills as Tool of Integration of migrants to labour market / (BEST)



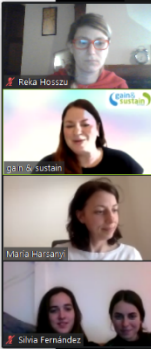
- BEST project is co-funded by AMIF → main target group migrants (TCN)
- Problem → Difficult access to labour market & acknowledgement procedure of profession/education
- Solution → Empowering entrepreneurial skills and changing mindset: Be a "creator" of your own professional path instead of a "victim" of the system
- Strong network and peer-to-peer support together with continuous coaching by experts
- Now final phase of the project: Sustainability!

😊 We need YOU to MULTIPLY the IMPACT! 😊

 This project is co-financed by the

Facts & Figures

- 243 participants
- 16-35 years of age
- 45 different nationalities and 4 continents
- Courses in Austria, Slovenia, Italy and Croatia
- 10% of participants have started



- Interacting location of participants through Zoom platform -



- Getting to know each other – presentation of participants –all participants had the chance to present: name, organization, one thing that they like most about their country/culture, the change they would like to see + hopes and expectations for this TC

Presentation of training modules

- Interactive presentation of the online module topics by drag and drop through - <https://padlet.com/bharsanyimaria/j5btagk50f1lq6ig>

	Module 1: Business idea creation	Module 2: Product/service development	Module 3: Finances	Module 4: Social change and networks	Module 5: Social impact
	What is the social challenge that needs to be overcome? What do I have to do to solve the challenge?	Which product/service do you offer? What is your target market like?	What does the cost structure look like? How does the company generate income?	Which partners and relations do I need for my business? How can I scale and expand my business?	How can I have an impact? How can I measure my social impact?
Introduction	Introduction: Method: Associative drawing to create a sketch of a social entrepreneur.	Introduction: Method: Associative drawing to create a sketch of a favorite product and on how it can be bought now.	Introduction: Method: associative drawing to sketch what does money mean to participants and what can they do with it.	Introduction: Method: associative drawing on what is a business model and ecologically sustainable business.	Introduction: Method: Associative drawing to make a sketch how is world like right now and how will be tomorrow?
Part 1	Part 1: Method: World-Café to discuss social challenges, opportunities and goals.	Part 1: Method: Lean canvas to connect the problem with a solution and identify customers.	Part 1: Method: Lean Canvas to define cost structure and from where the money will come from	Part 1: Social Stakeholder Business Model Canvas to screen partners, relations that a business needs.	Part 1: Method: Sustainable Development Goals (SDGs) to define what impact can be made.
Part 2	Part 2: Method: Wishful thinking about desirable and undesirable results in society.	Part 2: Method: Customer personas to define target market/target customer		Part 2: St. Galler Business Model Navigator to check how expand a business.	Part 2: Method: Empathy map to be able measure social impact.
Part 3	Part 3: Method: Evaluation matrix to assess ideas of other participants	Part 3: Method: Customer Profile and Value Map to understand target customer and better define product.			
Part 4		Part 4: Method: Matching Value Map and Customer Profile.			
Part 5		Part 5: Method: Prototyping to create a tangible or online sample of product/service.			

- *Key persons – social entrepreneur and social business trainer* – brainstorming in teams using Google Jamboard - Associative drawings – 5 minutes
 - 1st breakout room: social entrepreneur – 3-4 persons
<https://jamboard.google.com/d/1KpveqyrlOJ-yqMauinoH580JfzFV8woabTeKVat0a6Y/edit?usp=sharing>
 - 2nd breakout room: social business trainer – 3-4 persons
https://jamboard.google.com/d/1qBxFwnp2Xz_fM9rbx-WuTOMdpmFgBXkSwsmfEnreJak/edit?usp=sharing
 - 3rd breakout room: social entrepreneur – 3-4 persons
https://jamboard.google.com/d/1MATC8fa1mJSevK1NCzfQldOSOjgOr9cig_RjQBshvMI/edit?usp=sharing

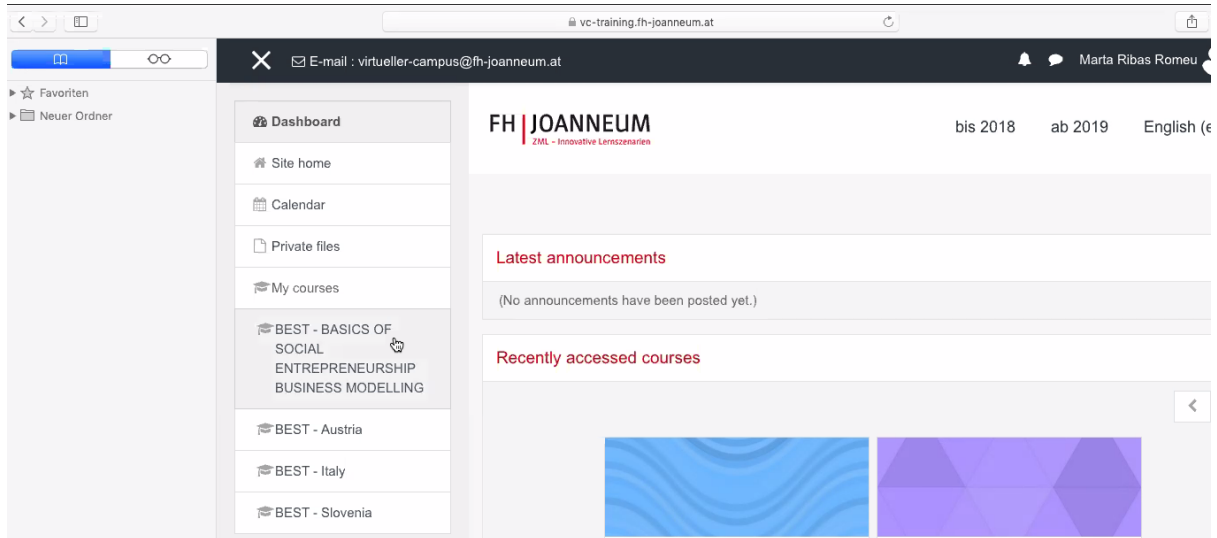
SOCIAL BUSINESS Trainer

- become a lifelong learner
- design learner-centered activities
- develop people's thinking, awareness and the process of developing into an activity.
- make the learning self-managed by the learner
- see the learner as an active participant
- provide deep reflection on the activities
- learn and implement different methods and tools (somatic, visual, auditory and intellectual)
- deal with groups with diverse background, needs and motivation.

Presentation and interactive activity presenting Social Business Model Canvas & Social Stakeholder Business Model Canvas – using jamboard - placing the post its in the right place in the template.

Demonstration of Moodle platform

- Training materials are available on a special platform hosted by the University of Applied Sciences FH Joanneum: <https://vc-training.fh-joanneum.at/> (you will get a trainer-access upon request)
- Languages: English, German, Spanish & French
- Compilation of 5 Modules (ppt) plus additional materials such as Case Studies, quizzes, guidelines to open a company and further inspiring resources, forum to exchange with participants



Feedback of participants

Wrap up and tasks

Participant were asked to complete the business Canvas for their individual local training as an exercise and send it to before part 2 of the session.

Session 2

1st group – 4th February / 2nd group – 5th February 2021 via Zoom

Programm

- Connecting to Zoom
- Energizers, wish list
- Lessons learnt of the project BEST
- eCoffee break
- Online facilitation: how to actively engage with participants
- Online facilitation: tools and methods
- eCoffee break
- Presentation of the Handbook and training material
- Q&A, Wrap-up

Where are our new networking partners? Future travel map

The session started with locating each other on the map, digital mapping – sharing our pages from the organizations so we could take a fast virtual tour and plan a future trip in the same time visiting each other organizations.



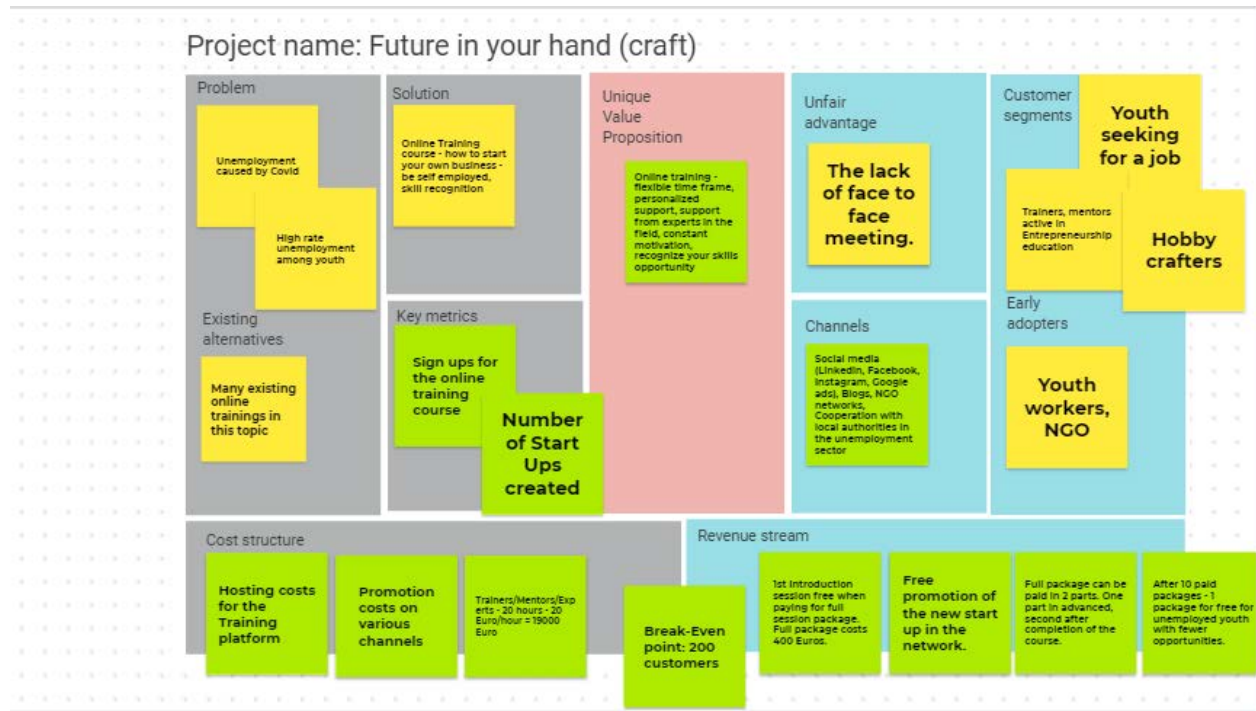
Wish list – Sustainable development goals –

From the Sustainable development goals visual each participants had to choose 3 goals which would like to be focused on in their local community.



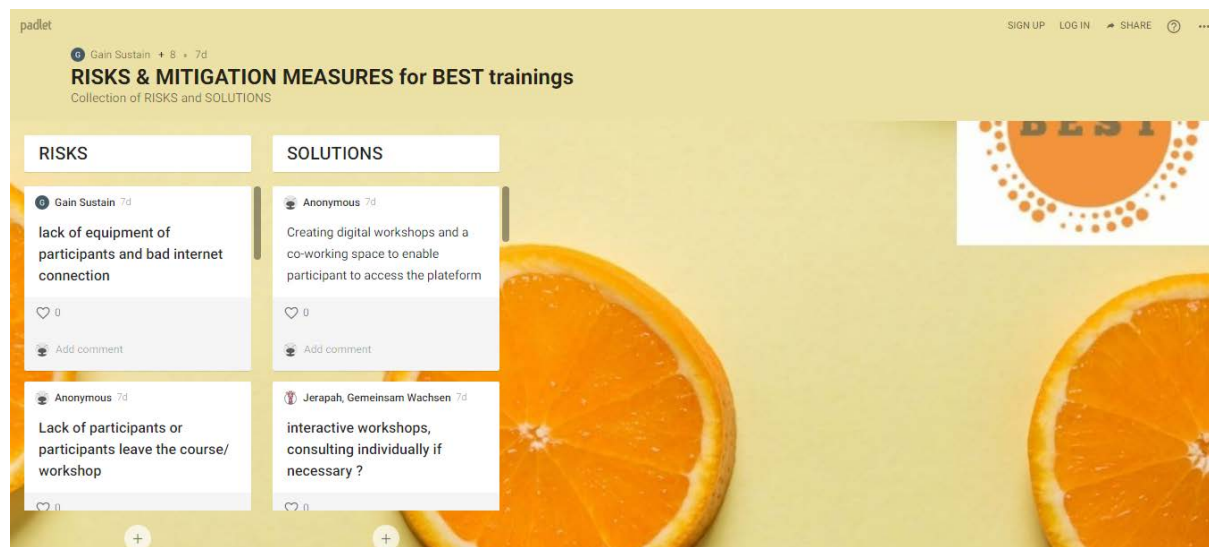
Lessons learnt - Presentation of the canvases

Presentation of the lane business canvases prepared by the participants and analyzing within the group members.



Lessons learnt of the project BEST

Mitigation of risks during the times of COVID19-pandemic in: Recruiting & Promotion, Implementation of online training, Coaching & Follow up
Brainstorming on RISKS and possible mitigation measures using padlet –



padlet

Gain Sustain + 8 + 7d

RISKS & MITIGATION MEASURES for BEST trainings

Collection of RISKS and SOLUTIONS

RISKS	SOLUTIONS
<p>Gain Sustain 7d</p> <p>lack of equipment of participants and bad internet connection</p> <p>0</p> <p>Add comment</p>	<p>Anonymous 7d</p> <p>Creating digital workshops and a co-working space to enable participant to access the platform</p> <p>0</p> <p>Add comment</p>
<p>Anonymous 7d</p> <p>Lack of participants or participants leave the course/ workshop</p> <p>0</p>	<p>Jerapah, Gemeinsam Wachsen 7d</p> <p>interactive workshops, consulting individually if necessary ?</p> <p>0</p>

A few ideas for risk and solutions as follows were shared: lack of equipment of participants and bad internet connection, creating digital workshops and a co-working space to enable participant to access the platform, interactive workshops, consulting individually if necessary?, Lack of participants or participants leave the course/ workshop, difficulties to access and use the digital platforms, suitable time management and knowing the background information of the participants, With the help of some language translator app we can solve language problem etc.

Small presentation was made on how to solve challenges that might occur in various fields

- Recruiting participants through Social channels, promoting at business brunches, contacting organizations and contacting participants directly in the form of e-mails and newsletters.

In case of no equipment or digital skills to work from homes → some solutions are using coworking spaces, sharing desks.

Social problem-solving - sharing of case studies and practical experience of role models, guest lecture, inviting external speakers.

Coaching - coaching is essential to help the participants understand (social) impact of their business idea from a different perspective, technical areas of setting up a business,

- 5 coaching topics were presented as follows - Understanding the drivers, Harnessing the power of networks, Collaboration and open source thinking, Growing stimulation and leadership, Advocating a strength-based approach

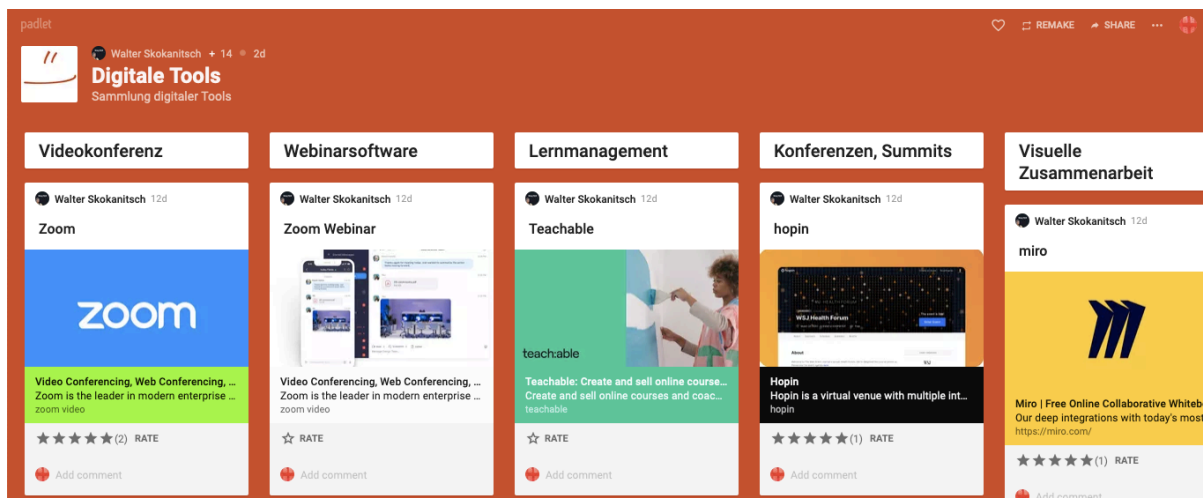
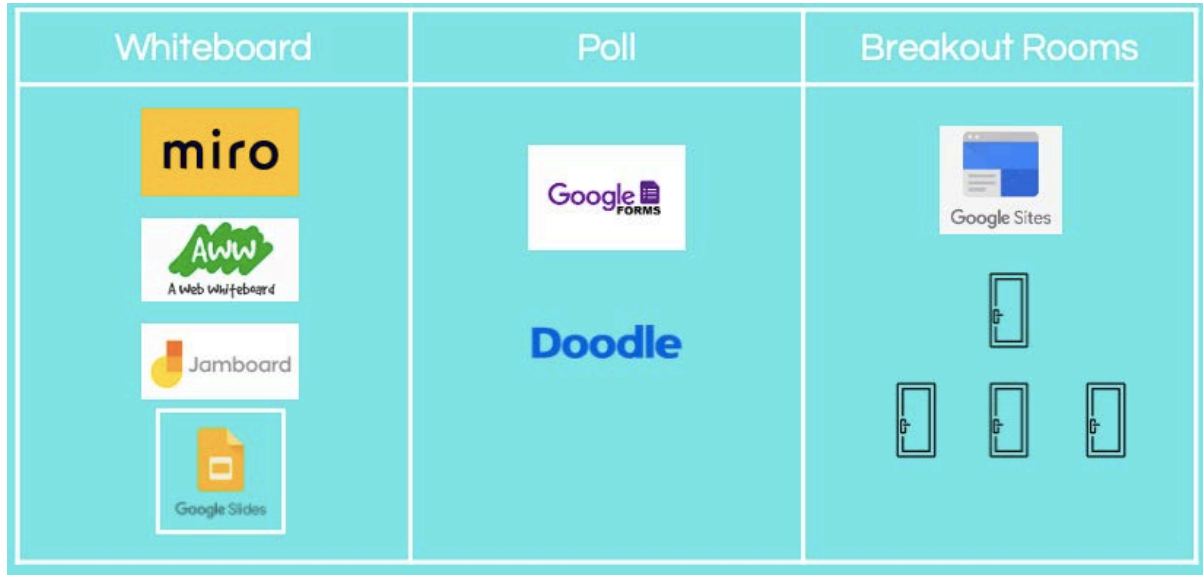
Partners had to learn new online facilitation techniques to keep the participants active and involved during the online sessions.

Online facilitation: how to actively engage with participants

Tips were presented how to plan and lead an online meeting

- Create a clear learning objective for each online session
- Prepare well and test the links and access rights before
- Always have a Plan B (Co-host, second device, internet connection)
- Invite people to join 10 minutes before start
- Communicate transparently and never speak longer than 5 minutes in a row
- Use different tools adapted to the skills of your target group
- Keep a balance between content and energy level
- Plan breaks at least every 90 minutes, for 10 minutes
- Give enough space for contribution of participants and team work
- Entertaining Feedback and Debriefing techniques to sum up learning
- Most importantly: Love what you do and spread the motivation! SMILE! 😊

Several online facilitation tools and methods were shared as well by the organizers that can be used when we speak about online meeting, trainings etc.



Open source collection:

<https://padlet.com/bilduenger/Toolsammlung>

BEST collection: <https://padlet.com/bharsanyimaria/sqhk6w7t795ifiv>

Presentation of the Handbook and training material

During the second session the handbook created for the Best project was presented and its structure explained:

Unit 1. Theoretical and Policy Context

Unit 2. Teaching and Learning for Social Change: Lessons learned

Unit 3. Entrepreneurship Courses – Modelling of Social Business

Unit 4. Feedback, Debriefing and Evaluation Techniques

Unit 5. Best practices for Future Endeavours

Unit 6. Engagement of Stakeholders

Close to the end of the session a wordcloud method was used to sum up the learning about social business and online learning



Go to www.menti.com and use the code 30 24 92 6

<https://www.menti.com/hs9ex5b8q8>

As last activity the meymethod of pitch desk was presented as a powerful and must know tool. Pitch desk is: a brief presentation (PowerPoint, Keynote or Prezi) used to provide your audience with a quick overview of your business model canvas.

Used during face-to-face or online meetings with potential investors, customers, partners, and co-founders.



At the end was given the opportunity for the participants to reserve their spot for 1:1 Coaching session & Pitch presentation for further learning.

What's next? – Upcoming events and projects were shared in the network as an engagement motivator for the participants.

