

PARALLEL THEMATIC WORKSHOPS

Social Innovation and Social Entrepreneurship for Creating Social and Economic Value

12th of November 2018, 16:00 – 17:30

<p>Main objectives of the workshop</p>	<p>The workshop introduces the concept of social entrepreneurship for beginners in the field and underlines the links and importance between social impact actions and using business tools for solving social challenges. In the foundation of social entrepreneurship concept lies the social innovation spiral which tracks the outreach one single action can have towards the whole system and how we can adapt tools and methods in order to affect and reach a systematic change. Participants will gain knowledge about successful social entrepreneurs and how they are creating solutions to address societal problems.</p> <p>The workshop covers the following topics:</p> <ul style="list-style-type: none"> • Definition of social entrepreneurship • Social Business Models and tools: <ul style="list-style-type: none"> - What is a business model - Social Business Model Canvas to design and challenge business models of social enterprises - Customer Map - MVP (Minimum Viable product) - Empathy Map - Lean Canvas - Social business model framework • Concept of Social Innovation • Business and Social Balance • Success and Failure Stories of social entrepreneurs from Bulgaria, Georgia, and Russia.
<p>Speakers/Resource persons</p>	<p>Sophia Shakirova, Center for Network Initiatives Support (Russia) Maya Doneva, Karin dom Foundation (Bulgaria) Tamar Jangulashvili, Social Innovation&Entrepreneurship Center SiNC (Georgia)</p>
<p>Proposed methodology</p>	<p>A variety of methodologies will be used, including presentation, guided discussion, video discussion, Q&A and demonstration that will provide ample opportunity to understand the role social entrepreneurship plays in solving societal problems.</p>

Other information

<https://drive.google.com/file/d/1Lqpx93HFq-Kn7hj5XJL3HTpJei6IZ7ZD/view>

<https://www.pinterest.com/universalgiving/social-entrepreneurship/?lp=true>

<https://www.youthactionnet.org/blog/social-enterprise-infographic>

<http://www.notationsonnonprofits.com/education/social-entrepreneurship-explained-visual-infographic/>

<https://www.slideshare.net/MarcusCoetzee/3-business-models-for-social-entrepreneurs-1-feb-2015>

<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=2812&furtherNews=yes>

https://www.youtube.com/watch?v=9_g5RqwW51I

<https://www.youtube.com/watch?v=1ecKK3S8DOE>

<https://www.youtube.com/watch?v=mx9MEuxoWn0>

<https://www.ashoka.org/>

<https://www.investopedia.com/articles/investing/092515/10-most-successful-social-entrepreneurs.asp>

<https://www.lifehack.org/articles/work/10-innovative-social-enterprises-that-are-improving-the-world.html>