



Go Social Cy

**Supporting Employability through Social
Entrepreneurship**

**Sosyal GİRİŞİMCİLİKLE İstİHDAMI
DESTEKLEYİN**



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Famagusta Walled City Associ-

MASDER



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Training of Trainers – Day 2

“LET’S GO SOCIAL”
SOCIAL ENTREPRENEURSHIP CAN AND
IS SHAPING A BETTER WORLD!

*Kyriaki Demetriou
GoSocial Team*

Introduction

CAPACITY BUILDING ACTIVITIES

- **TRAINING OF TRAINERS**
- **2 PREPARATORY WORKSHOPS ON GAPS AND NEEDS**
- **2 INTRODUCTORY WORKSHOPS ON SE**
- **2 ADVANCED TRAININGS ON SE**
- **3 STUDY VISITS IN SE IN CYPRUS**
- **STUDY VISIT IN SE IN AN EU MEMBER STATE**
- **3-MONTHS IN-SERVICE TRAINING PROGRAMME FOR UNEMPLOYED**





Capacity Building activities



Two Preparatory Workshops for Stakeholders

on 7th Dec. in Nicosia and 14th Dec. in Famagusta

Main purpose: Identify the social and environmental needs of Cyprus and in particular of the T/C Community – set priorities

Method: Use of Decide4GoSocial tool



Two Preparatory Workshops for Stakeholders

on 7th Dec. in Nicosia and 14th Dec. in Famagusta



Target Groups/ invitees: key stakeholders, decision-makers from public authorities, local authorities, NGOs, employers unions, industry

Role of Trainers: The trainers will work with participants in groups, familiarise with the method and tools, facilitate group discussion, ensure that the participants' opinions and ideas are documented, present group results.



What is DeCyDe-4?

- It is a method developed by ISOTECH that gives a numerical value to a problem or issue that has up to date been considered subjective or difficult to quantify.
- It is a spreadsheet-based decision support method, site- and issue- specific, and highly participatory
- The DeCyDe-4 will be adjusted for the GoSocial Project to identify Social and Environmental needs of Cyprus and in particular the TC community, that could turn into a SE and have significant social or environmental impact



Social and Environmental needs will be evaluated against several predefined criteria e.g:

1. **Importance:** The emergence to tackle these needs
2. **Impact:** the extent to which the need can impact society

Evaluation using the principle of comparing couples and this scoring scale:

Need X		Compared to					Need Y	is
Less important		←			→		More important	
Extremely	Very Strongly	Strongly	Moderately	Equally	Moderately	Strongly	Very Strongly	Extremely
1/9	1/7	1/5	1/3	1	3	5	7	9

DeCyDe-4-GoSocial

Social and Environmental needs of Cyprus that could turn into a SE

IMPACT				The social and envirnmental impact to address these needs				
		Need 1	Need 2	Need 3	Need 4	Need 5	Weight Coef	% Coef
		score	score	score	score	score		
	Need 1	1	1/5	1	3	1/5	0,65	10,8%
	Need 2	5	1	1/7	7	3	1,72	28,4%
	Need 3	1	7	1	1	1/3	1,18	19,6%
	Need 4	1/3	1/7	1	1	1/9	0,35	5,8%
	Need 5	5	1/3	3	9	1	2,14	35,4%
							6,05	100,0%



DeCyDe-4-GoSocial

	Action	Score for Impact	Score for Importance	Overall Score
Social and Environmental needs of Cyprus that could turn into a SE	Need 1	0,11	0,19	0,15
	Need 2	0,28	0,16	0,22
	Need 3	0,20	0,29	0,24
	Need 4	0,06	0,27	0,17
	Need 5	0,35	0,09	0,22







Capacity Building activities



Two Introductory Workshops

Feb.2020

Main purpose: Provide basic knowledge and on self-employment, entrepreneurship and SE, good practices and examples

Method: Presentations, team activities/exercises, role play, audiovisual material



Two Introductory Training Workshops

Feb.2020



Target Groups/ invitees: graduates, unemployed youth, long-term unemployed women, business people, entrepreneurs interested in SE, vulnerable disadvantaged groups, social, cultural, environmental NGOs, unions' representatives, local authorities, governmental competent authorities, general public

Role of Trainers: Facilitate the process, act as mentors, work with participants in group exercises, facilitate discussion, ensure that the participants' opinions and ideas are documented, present group's exercise results.





Introduction to self-employment and entrepreneurship to improve employability

Purpose: to give an overview of entrepreneurship, what it means to be self-employed, what are the challenges

Content: Definitions, myths and realities, the qualities of an entrepreneur, small and large enterprises, how to begin, evaluation of ideas and opportunities, investors, how to pitch your project

How to achieve: use of variety of excersises, games, quizzes, videos, bibliography

Learning outcomes: Increase knowledge, get practical information, acquire practical skills





Describe the ideal employee and the ideal employer

Group Exercise

Four teams

By Yiannis Fessas

Team 1 & 2 Characteristics of Ideal Employee



Team 3 & 4 Characteristics of Ideal Employer





Basics in Social Entrepreneursip, Social Economy, Circular Economy; Characteristics of a social entrepreneur

Purpose: Present the essence of economic activity in a social context

Content: What is **Social Entrepreneurship**, common characteristics in Europe and worldwide, what is **social economy**, social needs and innovative ideas,. What is circular economy, **social circular economy**, benefits for society, environment and economy.

How to achieve: use of variety of examples/good practices from different types of social businesses, work in groups to identify differences between typical business and social enterprise

Learning outcomes: Trainees should get general knowledge about social economy including terms and definitions and a general knowledge about being a social entrepreneur. Demonstrating several good examples will help trainees to start forming their own idea of a social enterprise and improve their competences.

Usuful links: EU documents, EU projects, websites and Youtube videos demonstrating good practices and success stories.





Main fields of work of SE, Set-up your idea, Build-up your team,
What is your product or service, Income streams, Start-up
Resources, Define your business model, Measure your Social
Impact, Create a SE Business Plan

Purpose: Guide trainees to understand the main steps they should follow to prepare a social enterprise, the different options, possible challenges and the particularities of a SE in relation to a conventional one.

Content: Present the main fields of work and relate them to trainees interests. Help trainees set-up their idea and find their social or environmental mission, talk about the product or service, understand the income streams, explore the start-up resources and talk about the human resources in a SE. Help trainees define their business model providing examples and use indicators for measuring the social impact. Present how to prepare a business plan including marketing tools, inform trainees on possible investors, fundraising opportunities and tools.

How to achieve: Make presentations, provide useful links, study-cases and online videos, checklists for the potential social entrepreneurs, use games or quizzes referring to the design of a business plan, group exercises for measuring social impact.

Learning outcomes: Acquire basic knowledge and skills to prepare a social business





How to write a Business Plan

Yiannis Fessas



How to write a Business Plan

Step 1: Preparing To Write Your Business Plan

- 1) Determine the type of business plan you will use.
- 2) Understand the basic structure of the business plan
- 3) Obtain appropriate help.

Step 3: Finalizing Your Business Plan

- 1) Include an Appendix.
- 2) Revise and edit.
- 3) Create a cover page.

Step 2: Writing Your Business Plan

- 1) Format your document correctly (Use a template, there are many available online)
- 2) Write your company description as the first section.
- 3) Write your market analysis.
- 4) Describe your company's organizational structure and management.
- 5) Describe your product or service.
- 6) Write your marketing and sales strategy.
- 7) Make a funding request.
- 8) Write the executive summary.



Good Practices on SE

Michael Loizides



Good Practices on SE

Cyprus



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



www.tiganokinisi.eu

<https://www.youtube.com/watch?v=plfZjWljoT0>





The Great Bubble Barrier

- The Dutch start-up is located in **Amsterdam** and got established in **2017**.
- The project gained momentum and support from competitions such as **Climate-KIC** and through **crowdfunding**

Aims of the Project

- ***Cleaning*** rivers and canals.
- ***Research*** and ***monitor*** plastic pollution.
- Increase ***public awareness***.
- Connect to a circular chain for the ***re-use*** of plastics.



Video: https://www.instagram.com/p/BiMhIQhF87/?utm_source=ig_web_copy_link

Website: <https://thegreatbubblebarrier.com/en/>

Good Practices on SE



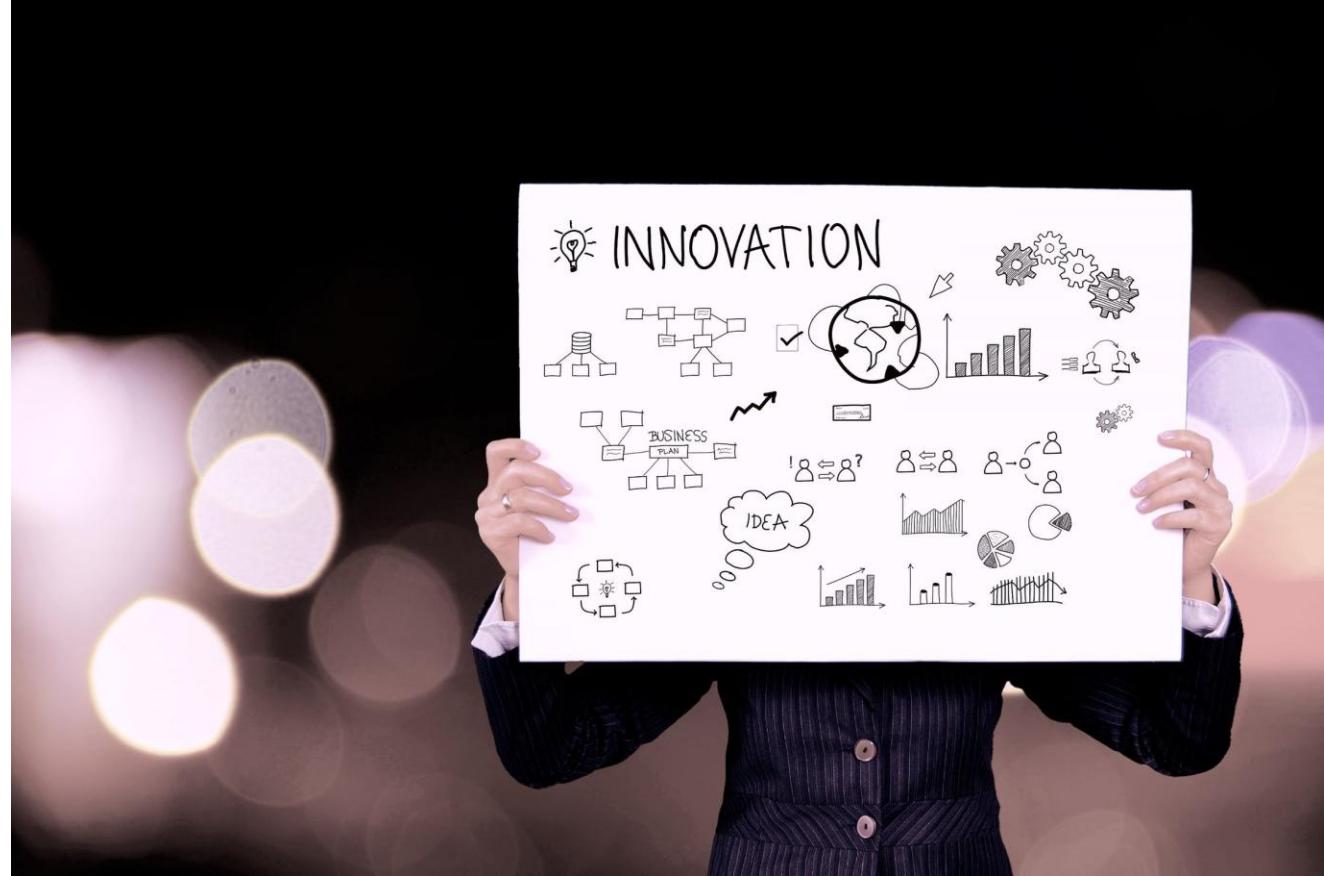
- OLIO is a phone application that was founded in 2015 and it has since pledged to reduce food and non-food waste.
- To do so, OLIO promotes neighbours and local businesses to share their surplus food or unused items with each other for free.
- This way it engages community members and promotes the concept of the circular economy.
- **2,482,702** portions of food was shared, which equivalates to **7,293,416** car miles avoided.

Video: https://www.instagram.com/p/B2o7K2ane0T/?utm_source=ig_web_copy_link

Website: <https://olioex.com/>



Advanced Training Workshop





CREATE

Legal Framework

Purpose: Provide an overview of the legislative framework in which the SE operate in Europe in connection to socioeconomic policies of the EU. Provide information on the steps forward a new legislation for the registration and operation of SE in Cyprus

Content: Present the SE legislation framework of different EU countries, similarities and differences, and the upcoming legislation in Cyprus

How to achieve: Use case-studies from different EU countries, group discussion on important rules and regulations that Cyprus upcoming legislation should include according to participants.

Learning outcomes: Understand the rules and restrictions in which the SE operate and the importance of a favorable legal environment that can allow social enterprises to grow.



Build-up SE ideas

Purpose: Support potential social entrepreneurs to transform improve and develop further their ideas using the business model for SE

Content: Design the business model of a SE using a basic structure provided

How to achieve: work in groups on particular ideas deriving from the preparatory workshops or the participants, provide guidance to develop and assess SE ideas and implementation potential through simplified assessment questions; mentorship; group discussions, presentations.

Learning outcomes: Setting-up SE business based on the business model tool, understand basic economic and financial parameters and social impact measures.



CREATE



Business Model Canvas for SE

By Demetra Petsa











Advanced workshop



The business model canvas of Tiganokinisi



<div>Key Resources</div> <div></div> <div>Dream Team</div> <div>Seed Funding</div> <div>Collection Equipment</div> <div>Educational Material/ Equipment</div> <div>Website</div>	<div>Key Activities</div> <div></div> <div>Used Cooking Oil collection</div> <div>Provision of funds to schools for sustainable investments</div> <div>Environmental Education to Schools</div> <div>Employment of unemployed young Scientists</div>	<div>Type of Intervention</div> <div>Provision of resources (funds and educational) to schools to become sustainable</div> <div>Management of a harmful waste</div> <div>Channels</div> <div>Pedagogical Institute Circulars</div> <div>Educational Presentations</div> <div>Website</div>	<div>Segments Users/Beneficiaries</div> <div>Schools</div> <div>Students</div> <div>Local Community</div> <div>Water/ Wastewater Boards</div> <div>Local Businesses</div> <div>Local Authorities</div> <div>Unemployed Youth</div> <div>Customers</div> <div>Schools</div> <div>Local Businesses</div> <div>Oil collection companies</div> <div>Pedagogical Institute</div> <div></div>	<div>Value Proposition</div> <div>User/Beneficiary Value Proposition</div> <div></div> <div>Funds for green technology and sustainability/ Resource efficiency → € savings</div> <div>Experiential education/ Promotion of STEM</div> <div>Access to UCO disposal services</div> <div>€ savings due to reduced clogs</div> <div>CSR, Increased customer base, Marketing</div> <div>Meeting environmental obligations/Provision of service to constituents</div> <div>Employment, financial stability</div> <div>Impact Measures</div> <div>€ returned to schools</div> <div># participating schools, companies</div> <div># sustainable investments</div> <div>Amount of UCO collected</div> <div># of participating volunteers</div> <div>€ funds provided by sponsors</div> <div>Customer Value Proposition</div> <div>UCO for export</div> <div>Infrastructure for the creation of Sustainable Schools</div> <div></div> <div></div> <div></div>
<div>Cost Structure</div> <div>Oil Collection Staff / Scientific staff, Collection Equipment / Educational equipment</div> <div>Website / Technology Platform /Promotion Actions</div>	<div>Surplus</div> <div>Investments in infrastructure and human resources, educational material etc</div>	<div>Revenue Streams</div> <div>UCO sales/ Funds from sponsors/ Voluntary participations (man-hours)</div> <div></div>		



INNOVATION TO TACKLE social and environmental problems

By Michalis Loizides

- (1) Wood Waste to Social Enterprise- Pancyprrian association of furniture and carpentry industries
- (2) Training vulnerable groups to be integrated into the labor market
- (3) 3D Printing of plastic waste material (Check out our Demo Kit)



Advanced workshop



Study Visits to Cyprus and Europe May-August 2020

Purpose: Provide opportunities to observe and understand social entrepreneurship in practice, learn from good practices and successful initiatives from Cyprus and abroad

Content:

- A group of 10 potential social entrepreneurs will visit at least 3 social enterprises established in Cyprus
- 3-days study visit for 10 people to selected social and environmental businesses in an EU country.

How to achieve: On-the spot-visits, interviews with successful entrepreneurs, establishment of collaborations, networking

Learning outcomes: Increase knowledge, get practical information, learn from good practices and explore new ideas, become familiar with EU policies, priorities and legislation





In-Service Training Programme for unemployed youth

September 2020

Purpose: To provide tangible and practical experience to young unemployed youth

Content: 3 months work experience and training in 3 social/environmental initiatives established in Cyprus for 9 unemployed youth

How to achieve: work under real working conditions, hands-on experience and training on the spot, voluntarism

Learning outcomes: Understanding the mechanism and operation challenges of a social enterprise, acquire new practical skills, networking opportunities with potential employees and organisations





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Thank you!
Teşekkürler!
Ευχαριστώ!

www.gosocialcy.eu



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