



# **NON-FORMAL EDUCATION TOOLKIT: Promoting social entrepreneurship in youth work**



This toolkit contains 7 interactive exercises that can show how to **integrate social entrepreneurship into youth work and education** to combat youth unemployment and social problems. They are tools that can be used by youth-workers, non-formal education facilitators, trainers and teachers, as well as social entrepreneurs. It has been prepared and tested by a group of 20 youth workers and young entrepreneurs from 12 countries in Wisła, Poland, between 15th and 23rd November 2017. The toolkit is a result of a project “**Entrepreneurship goes social**” organized by “**Dobry Rozwój**” **Foundation** and financed by European Commission within the framework of Erasmus+ Programme.

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The toolkit is a result of collective work of representatives of 12 organizations and do not necessarily represent the views of “Dobry Rozwój” or their respective organizations.

“**Dobry Rozwój**” **Foundation** is a non-governmental organization established in 2014 by Ewa Solarz and Katarzyna Chotkowska to promote sustainable development and responsible business. The Foundation runs, among others, workshops and activities for students and young people related to responsible business, responsible consumption, social economy and social innovation. It cooperates with universities, local libraries and other non-governmental organizations. The activities carried out by the Foundation's members are oriented first and foremost to the positive and long-lasting effect on society, the environment and economy - the three pillars of sustainable development.



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# TOOL 1: Human sculpture

**Tool aim:** Learning to work together, icebreaking, consolidating knowledge about a topic after theoretical introduction.

**Number of participants:**  
20-30.

**Time needed:** 30-60 minutes.

**Materials needed:** None, only space for preparation and making human sculptures.

## **Description:**

1. This exercise is meant to help people memorize knowledge about specific topic.

It should be carried after trainer explained the topic and participants have understood it.

2. Participants are divided in groups of 4-6 people.

3. Each group of participants is given one name connected to the topic (for example: "Social Economy types" or "one of Sustainable Development Goals"). The names are secret to other groups.

4. Each group has a task to depict ideas of topic to make a sculpture (a shape) of their bodies and stand still. Groups have 10 minutes to prepare their sculptures.

5. Then all groups meet in the same room and every group, one by one, is presenting the sculpture. It is important that other participants don't know about topics before and they have to guess.

6. At the end give the list of all the topics to participants and explain them.

## **Topic examples:**

- Social injustice
- Migration
- Entrepreneurship
- Non-formal education
- Gender inequality

**Contributed by:** Laura Aidukienė, Jūratė Marcišauskienė, Lina Liutvinienė.



## TOOL 2: Value the values - group coaching

**Tool aim:** To make participants realize their core values and think if their businesses and actions match these values. To raise awareness of the importance of identifying personal core values and creating a concept around them in order to start a social business.

**Number of participants:** 6-20.

**Time needed:** 120-150 minutes.

**Materials needed:** 2 A4 paper sheets per participant, pens, flipchart sheets, coloured markers and colour pencils or crayons.

### Description:



1. Welcome the participants and energize the group with an energizer - the aim of the energizer is to increase group cohesion and make the group laugh.

### 2. Exercise no 1

Give each participant 2 A4 paper. Ask the participants to write 3 activities that they enjoyed more in the: **last 3 days, last month, last year** than put the paper in their pocket :)

Addressing Q no 1 to the group: What a core value is?

A no 1: a very important concept, thing, for the individual, like some personal traffic signs or indicators of our daily life.

Ask the participants for examples (eg. friendship, honesty, punctuality...)

### 3. Exercise no 2

Ask each participant to fold the second A4 paper in 8 even parts. Write on each part one important personal value. Than tear it in 8 even pieces.

Explain to participants: "This is an introspective exercise, so please, in silence, remove one by one a value, negotiating with yourself, until only one remains. Then put them back in a list, respecting the order in which they were removed. The result will be your values at this moment."

*Q no 2* : where are the personal values reflected? *A no 2* : in actions and behaviours

Now ask the participants to compare the list from their pockets with this hierarchy.

Is there a coherence? Is there a match?

*Q no 3* If not what is there to do? *A no 3* - to modify the behaviour starting from now (10 min).

#### **4. Exercise no 3**

Divide the group in 5 teams and having in mind the scenario that each group will start a social enterprise together, ask each group to create a mindmap reflecting the core values of the social enterprise (15 min).

Ask the group to come back together. Ask if they have any final questions?

"Does the social enterprise reflect the core value of each member?"

Yes? = passion:) Keep up the great work!

Ask "How does it feel like?"

No?

Ask "What should we do ?" = communicate and negotiate (5 min).

#### **5. Exercise no 4**

End with a reflection exercise - ask the group to stay in circle and each of them step one by one in the circle saying their name and sharing one important value with the group. The exercise has the role to sum up the experience and the participants get to know each other in a different way.

**Contributed by:** Delia Rosca, Serafim Armanca.

## **TOOL 3: Where do I stand?**

**Tool aim:** Reflecting and understanding one's own position on issues relating to social enterprises and issues and comparing them with those of other participants. Confronting participants with different views.

**Number of participants:** 10+.

**Time needed:** 30-90 minutes.

**Materials needed:** Enough room so that the participants can get divided into groups of 8-10; Flip chart papers with the 5-10 statements. **Agree, Disagree, Mostly Agree, Mostly Disagree** signs fixed in the corners of the room.

### Description:

1. Prepare 5-10 statements that touch the various aspects of social business and social dilemmas. The statements should be clear not to raise discussions of how to perceive them. Try to find a good balance of making the statement not too obvious.
2. Introduce the exercise to the participants. A statement is going to be contributed to them. They are asked to decide whether they agree or disagree with the statement and go to the appropriate side of the room (Agree, Disagree and mostly Agree/Disagree). Everybody has to take a stand, you cannot remain in the middle. Everybody is free to change sides during the discussion, if you have been convinced by an argument you heard.
3. Start the exercise by showing the first statement. Give people time to read and understand the statement. Ask people to take their side, and, once everybody has decided, invite them to explain their decision.
4. It is not the purpose of the exercise at this stage to reach a consensus. Decide for yourself when you feel it is a good time to finish the discussion and move on to the next statement.
5. Move through all the statements following this routine. When you have finished, you might want to ask participants about how they felt and give room to resolve any outstanding issues.

### Statement examples:



1. Profit should always be top priority for a business.
2. Social co-operative is sustainable in the long run.
3. Giving benefits for employing more women is discriminating to men.
4. Governments should give incentives, grants for social initiatives/businesses.
5. Creating a product that is helping the community, the environment is more important than using environment friendly raw materials.

**Optional:** Why was it so difficult to find common ground on some questions? Which questions were more ambiguous and which ones were relatively easy to draw a viewpoint on?

**Contributed by:** László Lévai, Richárd Levente Kovács.

## TOOL 4: Social business brainstorming

**Tool aim:** Encourage young people to think like entrepreneurs in a problem solving/need satisfying way.

**Number of participants:** 5- 20 participants divided in smaller groups.

**Time needed:** 1 hour.

**Materials needed:** post-its, pens, paper sheets.

### **Description:**

The task of each group is to think of certain problems they can see/find in their societies and find possible business solutions to them.



1. The 20 participants should divide themselves in groups of four. Each group should spend 10 minutes brainstorming ideas between each other, thinking of situations, problems, needs (of the society, nation, local community, or any other they should think of) that could be solved by an entrepreneurship (money generating idea). They put ideas on paper or flipchart. As many as possible.
2. After brainstorming, each group should choose 3-4 most suitable ideas that could fit in the idea of a social business or a business with a social component based on these criteria: resources (both human and material) needed for solving the problem/situation, the product they come up with, the buyer/user/customers of the product or the financial component.
3. Analysing the ideas. All the groups should sit together in a circle and present ideas they chose. They should discuss/debate the problems and the possible solutions and decide which one would be the best option to choose and proceed with. The chosen option should be based on the best arguments contributed by groups (both from the social and the business point of view), considering the resources they would have to solve the problem, the necessity of the product, who the buyers/users will be and the finances they can use.

**Contributed by:** Matej Peretin, Sonja Novoselić, Bojan Stojanoski, Ivanka Simeonova, Kancho Yakimov Dimitrov, Tamara Ivkovikj.

## TOOL 5: What do you see?

**Tool aim:** The aim of the workshop is to encourage participants to develop creative thinking about social entrepreneurship and social economy.

**Number of participants:** 10-25 (groups of 5).

**Time needed:** 1h - 1h 30 minutes.

**Materials needed:** Photos, pens, colour pencils, crayons, papers, laptops (optional).



### Description:

1. First, divide all participants into groups. Groups should contain max. 5 members (5 min).
2. Each team gets the same folder with 10 random pictures. Pictures represent different aspects of social economy.
3. Each team must choose 3 out of 10 photos and develop a story about social economy or business connected to the photos they choose (30 minutes).
4. Each team should present the story they created with the help of photos. Team has maximum 5 minutes for presentation (around 20 minutes).
5. Each individual is invited to comment on stories that groups contributed. Goal is to establish an open debate about the good ideas that were invented (35 minutes).



**Contributed by:** Gašper Sovdat, Iris Nuhanovic.



**WHAT DO YOU SEE?**

## TOOL 6: Business Negotiation Simulation

**Tool aim:** To boost creativity about social economy, to look for business solutions and partnerships to reduce common social problems. Practicing negotiating between groups with different interests.

**Number of participants:** 12-25.

**Time needed:** 60 minutes.

**Materials needed:** paper sheets, pencils, name tags, hand sheet tables.

### Description:

1. Divide participants into 5 groups and assign one of the below business roles to your group. Assign a role of **BUSINESS ANGEL** to 1 or 2 people who seat aside from the group.
2. Each group has to offer a business idea that will help to solve 4 social issues. You may have many crazy ideas but finally you can present just one solution to each problem. You may draft down idea in the table sheet.
3. Each group has to choose a person who is a leader-negotiator who will have a role in the further phase of the game.
4. Remember your team can't solve any problem alone. To solve each problem you are obliged to choose a business partner from other groups and include it in your business idea (you can choose each partner just once).
5. After 10 min of discussion you present your ideas to all the groups.

### POINTS AND NEGOTIATIONS

All groups listen to presentations and give points.

Each group can give only 2 points during the game, choose most convincing partners.

If a potential business partner is fond to work with you, they can give you a 1 point. If the partner feels not convinced your negotiator has 10 minutes to negotiate a deal with a leader of other group to convince them. If someone needs to convince all the groups he/she also has only 10 minutes.

### BUSINESS ANGELS POINTS

At any point of the presentations the business angel roles can give 2 points to their favorite idea of the group. They can give 1 or 2 point to one group. **Team that collects the most points wins!**

**Remember!** When crafting your business solution remember to explain: Who is your partner?

What is the business model that you propose? What do you do what your partner do? What are financial and non-financial benefits for both of you? What are the possible obstacles to make this business idea work? What is the impact on the social problem.

## SCOREBOARD

Issue	Group 1: Public transport company	Group 2: City hall (government)	Group 3: Fashion company	Group 4: Restaurant
Homelessness	<i>Write the points here</i>			
Elderly people are not active in society				
Air pollution				
Malnutrition among students				

## TABLES FOR EACH GROUP

<b>YOUR GROUP:</b>	partner	partner	partner	partner
<b>Homelessness</b>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>
<b>Elderly people are not active in society</b>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>
<b>Malnutrition</b>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>
<b>Air pollution</b>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>	<i>Proposed solution</i>

**Contributed by:** Nina Kołodziejek, Edyta Bednarczyk, Mateusz Wiszowaty.

## TOOL 7: Milk Market Simulation

**Tool aim:** The SES is an exercise that is used to help participants especially if they come from different sectors and backgrounds to understand the thin line between the individual responsibility and the systemic viewpoint of a social problem. In this case the main aim is to provoke participants to think about how can a system create problems and not be able to support the NEET (a person not in employment, education, or training) youth if the different actors do not cooperate together. The participants will represent the whole system of milk production from farmer to end user.

**Number of participants:** 20+. Participants (stakeholders) are separated into groups of 2-3 and each group has a different role in the chain of milk production.

**Time needed:** 90-120 minutes.

**Materials needed:** Printer to print rules for each participant, papers, pens and calculators (or mobile phones) for each participant (role/group).

### Description:

During the simulation there are specific rules that each group has to follow. The main aim of all groups is to sell the milk to the end user. The simulation is build in a way that is impossible to achieve the end goal if they do not cooperate with each other. However, different roles, backgrounds, perceptions, ambitions make it hard to do so. All the above are discussed in the final debriefing while the



connection with the NEETissue, system and cross sectoral approach is brought to light buy the participants themselves.

**Contributed by:** Bojan Stojanoski, Sonja Novoselić, Matej Peretin, Ivanka Simeonova, Tamara Ivkovikj, Kancho Yakimov Dimitrov.

## **Roles (print them, cut and give to each participant)**

### **Family:**

You consume 2 liters/day on a normal day.

Monday-Saturday: You consume 2 liters.

Sunday you have visitors so you consume 4 liters.

You can only consume milk that is packaged and has an expiry date.

You buy your milk only from the store, the supermarket or the medium size store.

The milk expires three (3) days after it is packed.

Your budget is 11,2 Euro for milk per week.

### **Cafeteria:**

You consume 25 liters/day on a normal day.

Monday: Normal consumption.

Wednesday: you are closed.

Saturday: Extra amount of consumers come so you consume 30 liters.

You can only consume milk that is packaged and has an expire date.

You buy your milk only from the store, the supermarket or the medium size store.

The milk expires three (3) days after it is being packed.

Your budget is 108,5 Euro per week.

### **Hospital:**

You consume 12 liters/day on a normal day.

You can only consume milk that is packaged and has an expire date.

The milk expires three (3) days after is being packed.

You buy your milk only from the store, the supermarket or the medium size store.

There are no specific events happening during week.

Your budget is 84 Euro per week.

### **Store:**

Day 1: You have 3 liters on a shelf.

You can set whatever price you want to sell your milk.

You can only buy and sell milk that is packaged and has an expiry date.

The milk expires three (3) days after is being packed.

You buy milk only from the Milk Brand seller or supermarket.

### **Medium size store:**

Day 1: you have 10 liters of milk.

You can set whatever price you want to sell your milk.

You can only buy and sell milk that is packaged and has an expiry date.

The milk expires three (3) days after is being packed.

You buy milk only from the Milk Brand seller or supermarket.

**Supermarket:**

Day 1: you have 30 liters of milk on a shelf.

You can set whatever price you want to sell your milk.

You buy milk only from the commercial department of the factory.

You can only buy and sell milk that is packed and has an expiry date.

The milk expires three (3) days after it is packed.

**Milk brand seller:**

You have 43 liters of milk on a shelf.

The minimum price is 50 cents/liter of milk.

You can only buy and sell milk that is packed and has an expiry date.

The milk expires three (3) days after is being packed.

You get milk for selling for the factory.

You can only sell the milk to the store, the supermarket or the medium size store and you get the milk from the factory.

**Factory:**

You have 43 packages and 43 liters of milk.

The total production cost of 1 liter of milk is 50 cents.

You need to pack the milk that comes from the Transportation Company.

You need to buy packages to pack the milk that comes from the packages factory.

You need to buy the milk that comes from the milk transporter.

Packing milk includes packaging of the milk and a stamp with expire date.

The milk expires three (3) days after it is packed.

You sell the milk to the commercial department – you can only sell packaged milk.

**The Packaging Company:**

The cost of producing your packs is 25 cents per each.

You have 43 packs on the day 0. You sell your packagings to the factory.

**Milk transporter:**

You can sell 1 liter of milk at the minimum price of 20 cents.

On the Day 0 you have 43 liters of milk in your tracks.

You buy milk only from the Farmer and you sell it to the Factory.

You cannot sell the milk to any other stakeholder because it is not packed properly.

**Farmer:**

The only stakeholder who can buy your milk is the milk transportation company.

The cost of producing 1 liter of milk is 15 cents.

At the day 0 you have 43 liters of milk at your farm, ready to be sold.

You can produce a maximum of 43 liters/day.

## How did we make this toolkit?



This toolkit was created by international team of youth workers, volunteers and young entrepreneurs, who worked together in Wisła, Poland between 15th and 22nd of November 2017 within the framework of "Entrepreneurship goes social" project. Participants representing 12 countries (Bulgaria, Croatia, Greece, Spain, Latvia, Lithuania, Macedonia, Malta, Germany, Romania, Slovenia, Hungary and Poland) contributed to development of this toolkit and testing it, for what we are very grateful.

We hope that this publication will allow organizations in our network, as well as other NGOs, social enterprises and youth workers to integrate social entrepreneurship in their youth work and activities and young entrepreneurs to integrate social dimension in their daily work. If you use the tools and would like to inform us about the results or have any questions please contact us at: [dobry.rozwoj.erasmus@gmail.com](mailto:dobry.rozwoj.erasmus@gmail.com). We hope that you will enjoy using this publication as much as we enjoyed making it.