ICE BREAKING ACTIVITY - Write your name and a super power you want to have!

Dora - reading minds

Asimina- To make people happy!

Konstantina - time travel

IRINI- Fly to see the planets!

LETICIA - teleportation

Georgia: Eliminate all fatal diseases!

Alexander - Immortality

Eleftheria - Invisibility

Myrto - Speaking in all of the languages

Afroditi - be nice to people !

Andrea p - time travel

Andrea G- teleportation

Clara - to read minds

WRITE YOUR REFLECTIONS ON DAY 1

1ST ACTIVITY

Be hardworking and work be him/her self to work on the common target

Skills and qualities of a successful social entrepreneur

His/her speech to be inspiring and can persuade people towards his/her goals of social company

Be authentic

empathy

ABOUT IO1

be innovative

Leadership Skills, Disclipine, Research Skills, Self-awareness, Empathy, Confident,

Assertiveness

Resilience

Problem-solving approach

Social consciousness, positivism (to motivate the team)

Creative thinking

Communication skills

Afrodity- It was very interesting

Clara- I was not familiar and understood more about social enterpreneurship

Eleyutheria- I didn't know many things about entrepreneurship and I wait to learn more during the training

sports field, sights, administrative centers, identify characteristic of the population... place yourself in it Write down an issue that troubles you in your neighborhood / community and that you would like to

exchange ideas, respect others opinions

Do we all beleive that founding a social entreprise is the only and best solution?

experience, trust, priorities

Consensus - same ideas, diffferent perspectives

how get consensus?

FEEDBACK to Activity 1

Leticia - most of the skills we have identified are soft-skills (which I think is an interesting point to reflect on)

Myrto - Thinking of everyday problems and their solutions was challenging. Also working in teams helped us to carry through with our ideas and be more openminded. It was an interesting activity.

Dora - Teams are a necessity when we wish to adress social problems

maybe it is better to assess personality indirectly and not to ask directly about person characteristics

Georgia- Indirect questions you end up having a result about your self

Konstantina - I think that it was very interesting to try to provide solutions for problems existing in a certain area. And also it ws very interesting the way the team worked (voluntarily taking up certain roles)

Alexander - Team composition is more important/complex than i thought

just a challenge for solving a problem but then I realized that it was for understanding how people behave in a group and what is your role. It was mind blowing. The second part of the activity was also good. That all participants wrote the

be, Since we make it virtually to ask precisely who will answer a question in order not the same persons have to, or take anyway the speech. 2. To involve each participant in writing his/her answer in each question in a

Andrea G- I think that it was useful to think about what different attributes we all have that can make us a good leader

Asimina- The important thing after the activity was that the TEAM is very important in a social cause!

FEEDBACK to Activity 2

and try to understand their roles or to Start from the activity and then based on what participants said to go to the Roles presentation and theory. I think now we just wrote down like copy paste what we think we need in the group. Another idea

2nd Activity

issue you have selected you must now decide how to make a difference and what needs to be done to make your social enterprise successful . Who will run the enterprise and why? Name your group members, what

FSC team
Plant: Irene
Resource Investigator-Monitor Evaluator: Mary
Team worker: Lena
Completer:Popi
Specialist: Dora

We think that all group members should be team-workers

Coordinator

Implementer

MC2020 team

Monitor-Evaluator

Shaper

CIP team

C.i.P. team, Georgia: coordinator because she is good at facilitating and implementing ideas. Also, team worker because she tries to find a bridge of communication among people.

C.i.P team, Eleutheria: Implementer, she turns ideas into a plan and a concrete set of actions. Furthermore, she is a completer, always optimizing and perfecting her work.

resource investigator

CHALLEDU team

Coordinator-Monitor evaluator

specialists - for construction based interventions

In our team we will have the cityzens, who can be seperated according to their skills

Reflection of Day 1

First I was a little bit worried about the topic but after the part of the activities and the videos everything got more clear!

Irene - just a quick reminder to ALL Please complete your personal MBTI questionnaire. Thank you!

Dora: So nice to see most of the participants engaging in the activities and the discussion. I feel satisfied that you seem to have grasped the more applicable aspect of the guide that we were hoping you to.

Overall, very interesting, and I am curious to see what is next :)

Asimina- It was a great experience with all these activities and videos. Even for me that have supported the development of IO2 were new things that I want to search again!

I found really fruitful today's session! It has been great to see the results of IO2, good job team!

DAY 2

Asimina- INTP

Irene - INFP

Leticia - ISTJ

Eleytheria - ISFJ

Myrto - ENFP

Dora: ENFP

Andrea G- ENFJ

ENFJ GEORGIA

Konstantina - INFJ

Popi- ISFJ

Clara - ENFP

Afroditi - INFP

Alexander - INTJ

Gulliermo-INTJ

Feedback on Activity 3 Team building

Big Picture ->
1. Involvement
2. Leading role
3. Trust
4. Encourage to mentor each other
5. Give detailed and specific instructions to avoid misunderstandings

An enriching activity. Thank you so much!

Interesting to see the different ways people give instructions and communicate within the team as well as the results of this procedure.

I agree with Georgia that it is very important for each activity to write more things about the scope and results of the activity. Maybe even some topics to discuss with participants afterwards. This is important for all

I realised that wanting to help others in your team doesn't always benefit them

ACTIVITY 2: Try to find an innovative idea of social enterprise for solving a challenge based on a SDG: describe it briefly and try to complete the social business canvas

GROUP 1

Mission Statement

+ Externalities

Problem

SDG n5- GENDER EQUALITY

Imbalance between work and family -Women

Key Activities

Different workshops, engaging father's in the process

Creation of a children cloth brand, based on sustainable materials

Value proposition

Support the SDG 5 thought visible, balanced and recognized family care work

Beneficiary relationships

Beneficiaries

Customer Segment: women, mothers, between 25-40 years

Solution

Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social awareness

Key Metrics

Channels

Social media: Instagram, Facebook, LinkedIn, etc.

Children's school

Key partners

Local Governments

Collaboration with different Facebook pages and other associations

- Externalities

Cost structure

Financial sustainability

GROUP 2

Mission Statement

Problem

SDG 13 - CLIMATE ACTION

Key Activities

Advocacy campaign towards enterprises about the harm in the environment of spreys

Value proposition

Badge to entreprises that they support SDG13

Beneficiary relationships

Beneficiaries

Environment and all people

NGOs

NGOs working towards Climate innitiatives

+ Externalities

Solution

Replacement of spreys by non harmful products

Key Metrics

Number of Enterprises that engages this initiative and are clear

Channels

Email to entreprises and then phone call and personal meeting

Key partners

Entreprises that produce spreys

- Externalities

Cost structure

European funds for Climate change

Financial sustainability

Corporate responsibility funds

GROUP 3

Mission Statement

+ Externalities

Problem

SDG 12- Responsible consumption

Waste

Key Activities

Up-cycling

Separate the waste.

Value proposition

Beneficiary relationships

Automate services- electric bins

Team workshops in up-cycling

Beneficiaries

Solution

Recycling - Upcycling

Key Metrics

Channels

Social media

Schools and Universities

Key partners

Young people, university students

- Externalities

Cost structure

State funds

Donations from people

Services (eg. rent of equipment, events)

Financial sustainability

Reflections on Day 2

Konstantina-Very nice training, I liked the practice on Social Business canvas. It gives an other notion to a social entrepreneur to organize his/her idea on it.

Afrodity- I enjoyed it. I really like the last activity because we had the chance to brainstorm and turn an idea to a project. It goes beyond the theoritical and it is practical

Leticia-All tools in the guide are practical and useful. Social business canva is of course very important in all ideas.

was very informative! I really enjoyed the activity on Social Business canvas because we had the chance to work with people from other organizations and share our ideas on common issues that our society faces.

Andrea- Social Business canvas was important. We understood how much work we have to do in a social enterprise.

Leticia- We don't only need our skills but also what we are going to confront as a team

Irene 3- Leticia is very supportive and good in recongnizing the work done so far and smootly empower others to go on

Georgia- The guide will be very fruitful

the guide. Now I understand how many tools exists in the guide. Very interesting guide and easy to follow the structure that I heard. The materials and tools and activities are good but I suppose that it is up to the

Irene 1-The guide is full of information and this presentation heped me sight out the tools

Leticia- Team building activity would be a turning point especially if we did it face to face. We are planing to do it in our organization

there were real examples, video and canva. The activity was very interesting. It was easy to collaborate. It also appears that when you have a plan like canva you can organize your work better. This really

Leticia- I had the feeling that you might loose the point and forgot the big picture. But with the presentation in training was useful for us to understand and remember what we are doing

interesting workshop. All the activities and presentation. I really liked the presentation that presented the key points of the guide and well elaborated examples with their websites. I also liked the activity with the canva. Thank

Alexander - The knowledge of today's training was completely new to me so the guide will be a very useful tool for the creation of the serious game

Leticia- THat's why I included this activity. Some people might find it difficult to fill the canva. It depends on the facilitator and the participants.

related to business Canva is really useful. Sometimes young people we need a realistic example of the theories that are explained. So throughout this tool it could be seen how easy is to organize and plan a real business

Irene 2- the facilitator is the key to the assimilation of the theory and the effective use of the tools. We need to include relevant tips in both guides

Introductory activity: Please complete the SWOT analysis for the idea of social enterprise previously designed

STRENGHTS

Innovative

If we have the skill of writing proposals to fund the cause it is a strength

Network (schools, young people, volunteers)

Group 1-Quick capacity of diffusion through social media channels

Know-how

We know there are alternative products and we will promote it

our team

Digital marketing

Our value for a better waste management, offering a more sustainable city

Experience from other projects

Good relation among the team

WEAKNESSES

Limited state cooperation

Find enterprises to collaborate.

Group 1-Limited budget to start

No budget and equipment

Not adequate workforce

OPPORTUNITIES

People (in Europe) support initiatives towards Environmental change

Interest from state funding or Eu funding

There are funds for environmental issues

Group 1-Social awareness about the gender equality

Environmental awareness

Group 1- Capacity of social engagement and collaboration in terms of gender equality

Dealing with a global problem

Lack of recycling

THREATS

Public sector deals with recycle

COVID - 19

big industries and enterprises that produces these products are strong economically and have collaboration with most states

Group 1-Alternative projects of the similar topic

Competition by other social enterprises working on the field

Bureaucracy

Legislation outside Europe is not so strict

Group 1: Groups that are against gender equality (e.g. political parties)

Competition

Group 1

Persona Template

Name: Alexandra

Age: 27-37

Profession: Teacher, NGO worker, social worker

"Customer quote"

Needs, wants & expectations

Help those in need, she search for local development and empowering young families

Bio

PR kind of skills, she is mother, social studies, previous experciences of cooperating with NGOs/social initiatives

Motivations & attitudes

Socially commited, person-oriented, empathetic,

Relevant jobs to be done

Frustrations

Channel or product preference

Social Media, blogs related to her field of expertise, Parents' School Groups (either virtual or real), schools, nurseries

Group 2

Persona Template

Name: Young Parents

Age: Under 30

Profession: Unemployed - Low economic class

"Customer quote"

Needs, wants & expectations

These young parents don't have enough resources so they need first necessity products for their children

Bio

Motivations & attitudes

Better social status

Relevant jobs to be done

Give the clothes that they don't need any more, to be taken from somebody else

Find the products that they want for their children

Frustrations

Not being able to sustain their families

Channel or product preference

Channel: social media

Posts with products, posts linked the website

Group 3

Persona Template

Name Yiayia Marika

Age 61

Profession Pastry Chef

"Customer quote"

Waste nothing.

Needs, wants & expectations

- want to rearrange her house and offer the clothes of her grandchildren

Bio

- is a widow in a small age
- Lives in a small apartment
- she has 2 children and 5 grandchildren (1-7 years old)
- likes cooking

Motivations & attitudes

- optimist
- she wants to be generous and help her community
- -wants to offer, be kind and acceptable

Relevant jobs to be done

- Delivery (e.g. courier)
- Find families in need

Frustrations

- doesn't like things going to waste
- communication with families
- a sense of community doesn't exist anymore
- Difficult to choose familly

Channel or product preference

- Facebook groups
- clothes for newborns

Group 1

Social Media Canvas

Project name: *Date:* *Version:*

Goal
Write what success looks like for you.

- To engage our "personas" in our social innitiative - to donate clothes
- Raise awarness of the topic
- To reach and engage a large number of "personas"-donators

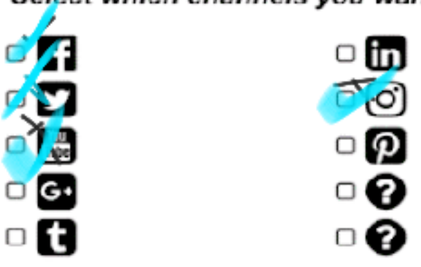
Content Topics
Jot down a few key categories you can post around.

- Statistics on the issue and real stories or interviews in order to raise awareness on the topic and on the topic of gender equality and promote cooperation
- Donnation campaigns: specific
- "What have we done" section with photos and short videos

Team
Pick who will coordinate.

- SEO, a social media manager

Channels
Select which channels you want to leverage.



Content Format
Identify what post formats your users prefer.

- Short videos
- Images, infographics
- Short texts: including questions to engage the reader
- Polls
- Include specific hashtags

Budget
Outline your spending.

- Facebook: pay for reaching more people with the posts. Instagram a daily budget of 10 euros.

Rhythm
Plan when you will post on social media.

- Twitter, Facebook and Instagram: on a daily basis (12pm-1pm) / Youtube: twice or three times per month

Content Tone
Choose a tone to create the feeling users want.

- Informal and familiar. Appealling to the emotions of the readers. Humour in some cases will be a good option as well

Social Media Canvas | © Orange Cube Group | orangecubegroup.com

COOL TOOLS

- Google Trends: in order to know which are the relevant topics at a particular moment.
- Google Key Words: to search key words of your business activity on social media

Group 2

Social Media Canvas

Project name: *Date:* *Version:*

Goal
Write what success looks like for you.

- Recycle clothes, give a second opportunity
- Posts on social media and online events so that people can exchange clothes
- Make people more interconnected: exchange clothes they can

Content Topics
Jot down a few key categories you can post around.

- Interviews to people with no resources
- News, testimonials, guides

Team
Pick who will coordinate.

- Digital marketing experts, influencers

Channels
Select which channels you want to leverage.

Content Format
Identify what post formats your users prefer.

- **Show data: graphs**
- Videos, pictures, graphs
- Motivational texts

Budget
Outline your spending.

- Budget needed for advertising in social media, to be promoted

Rhythm
Plan when you will post on social media.

- Special events for special seasons such as Christmas
- Posts every 2 days to remind people our action

Content Tone
Choose a tone to create the feeling users want.

- Sad tone - Experiences of people, reality
- Conscientiousness

cial Media Canvas | © Orange Cube Group | orangecubegroup.com

Group 3

Have people sharing our posts

reach our target audience through optimising our social media marketing strategy

eg. "2X" posts per months which lead at least to X commited "yiayias"

pictures of happy kids

pictures of good standing clothes in bins

photographs, videos and stories of people sharing their clothes

photographer and videographer, social media expert who coaches volunteers

Social Media Canvas

Project name:

Date:

Ve

Goal

Write what success looks like for you.

Content Topics

Jot down a few key categ... around.

photographs, posts and videos

Team

Pick who will coordinate.

most of the budget will be spent on paid online content

ask companies to contribute with media experts through their CSR programmes

content creation will depend on volunteers or interns

Channels

Select which ch... to leverage.

daily from 17:00 to 21:00

Content For...

Iden... rmats ...fer.

the feeling of helping someone in need

we want people to gain a sense of community

avoid wasting

Bu...

Ou... spending.

Social Media Canvas

Project name: *Date:* *Version:*

Goal

Write what success looks like for you.

This is the "why". Focus on desired user actions.
What action(s) do you want users to take?
Common user actions are phone call, email, message, liking post, commenting, sharing, subscribing, joining drip campaign, etc.
How do you measure success?

Content Topics

Jot down a few key categories you can post around.

This is the "what". Focus on content that adds value to your users.
Common topics include success stories, helpful guides, testimonials, interesting news, "edutainment".
Give your users what they want, not what you want.
What problems can you help your user with? What entertains your users?
It's not all about you. Share content from outside your industry that your users would find helpful.
Review the performance of past posts to inspire future posts.
Storytelling is a must. People tend to connect better with stories, not just factoids.
Consider sharing user generated content.

Team

Pick who will coordinate.

This is the "who". Focus on responsibility.
Main roles include posting, interacting with users, and outreach.
Establish posting procedure, with one person overseeing all social media.

Channels

Select which channels you want to leverage.

This is the "where". Focus on platforms where your users are.
Ideally, each channel has a different strategy.
Remember that each channel has a unique culture.
Don't overcommit. Focus on perfecting one platform at a time.
Ensure each profile is set up correctly such as having a profile picture, header image, and completing the about section.

Content Format

Identify what post formats your users prefer.

This is the "what". Focus on what formats your users engage with.
Formats include pictures, videos, gifs, short text posts, long-form text posts, live streams, podcasts, links, infographics, VR & 360 content, downloadable items, etc.
Ensure your channels support the content format you create.
Not all topics deserve the same level of production quality.
No content will be perfect. Remember that done is better than perfect.

Budget

Outline your spending.

If social media is a big part of your marketing, expect to spend money.
Unless your content is highly shareable, you'll need to pay to extend its reach.
Ensure your spending helps you reach your goal.
Don't be afraid to change tactics if you aren't getting a good ROI.

Rhythm

Plan when you will post on social media.

This is the "when". Focus on posting consistency.
Create a calendar for when and what you're going to post.
Posting times matter. Optimizing timing can increase impact.
Integrate with your larger marketing plan.
Consider seasons and specials.
Ideal time to post is based on your target users habits.

Content Tone

Choose a tone to create the feeling users want.

This is the "what". Focus on presentation and perception of your content.
Your branding should dictate your tone.
Your tone can be based on experience, style, luxury, performance, value, innovation, service, conscientiousness, and disruptiveness. See Denise Yohn's work for more details.
Cultivate a personality.

Social Media Canvas | © Orange Cube Group | orangecubegroup.com

REFLECTIONS on DAY 3

Irene-usefull tools that I did not know and I can use them for both my self as a free-lancer and the organizations I work with

Leticia - I found the activities amazing! They really help you developing a social start-up. I even have the feeling that after these 3 days we could create one!

Asimina- I now want to create one more!!!Hahaha

Asimina- It was very fruitful. All activities presented. It will be good if we can have an attachment to the great guide that CIP has also created for HOOTSUITE

Andrea G- I think it was very interesting to learn about how to manage a Social Media campaign, as even if we are digital natives we lack a lot of information and it is a very useful tool to promote our different projects.

Alexander - I m not really familiar with social media so today's information was really helpful. Thank you very much!

Konstantina: for me the tools presented today were also very interesting. I have used some tools in another context than the one I used. Also, the combination of personas and social media strategy was very inspiring.

Dora: I knew social media were an important aspect of an entreprise but I feel delighted to understand the ways they are being used

Afroditi - Inspiring! It showed me how I can turn ideas into action and the material used was appropriate. I learned about new tools that will be useful to me in the future.

Also, I really enjoyed the persona activity. It was an amazing opportunity to explore the idea in a very unique framework. Thank you Georgia <3

Dora: It's so useful to get to the core of building your target group and determine the main aspects of an enterprise

Myrto - I found the day's field very fresh and up to the point. Anyone who wants to build a social enterprise needs to be well-informed about social media and tools.

really helpful. Not only contributes to your learning about business entrepreneurship, but also helps you to identify your personality and in which way it would be useful in a team. The activities are essential in order to make

whole project. Sometimes when you are the insider you cannot see it with a 3rd person's eye. It was very useful to finalise for me IO3 Part b. Now I have a clearer picture of what is useful and not and how to

Clara: I wasn't familiar with some concepts so it was quite helpful, the activities were interesting and well-structured. The self-assesment tools in particular were very useful.

Andrea G- It was wonderful to share our different opinions about social entrepreneurship.

The tools presented are going to be very useful for us, not only to develop our campaigns, but also to know ourselves better, our objectives and our traits.

Irene- well structured event, I had a good time, I didn't feel tired! Thus, I missed the trip to Spain :-(

Eleftheria - Although I am not familiar with entrepreneurship and business, the activities help me to understand how general thoughts could be put into action and make our society more sustainable!

Asimina- I liked this training very much because it had many hands on activities even though it was not implemented face to face. It was also good to cooperate all together and listed to the feedback of the participants

offer an interesting variety. It gave me an interesting insight of the self assessment tools. Also the activities for tools for structuring an idea for a certain enterprise as well as exploring customer segments were very interesting

REFLECTIONS on whole TRAINING

Leticia - I have loved the LTTA, I really got to understand all the concepts we have been addressing in our guides. I have a clearer picture of the project (and of the topic of course).

I really enjoyed the activities, and the participants' comittment with the training

Dora: So many interesting tools and activities. I feel ready to start implementing my social entrepreneurship idea (when I come up with a good one...)

Myrto - The field of Inspire training was new to me. It was the first time I thought about how to build an enterprise from the start, think of the personas and the dissemination in social.

Afroditi - Inspiring! It gave me a new reflection on many things and it will be useful to me in the future :):)