



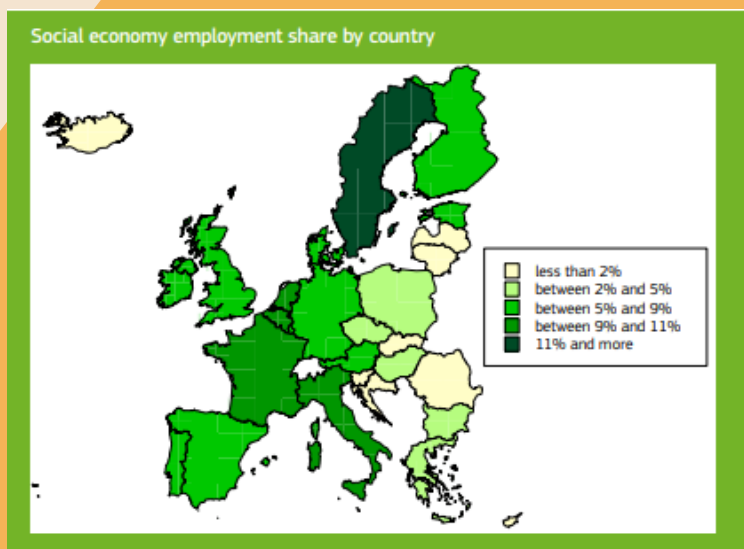
“INSPIRE- Innovative Serious Play for Identifying your Role in a Social Entrepreneurship” project is aiming to INSPIRE and empower young people to engage with Social Entrepreneurship, create teams, ultimately to create their own social startups through an innovative toolkit and a serious game.

WHAT IS SOCIAL ENTREPRENEURSHIP ?

The word entrepreneurship is a translation from the French "entrepreneur" literally means "the one who undertakes". However what is "Social entrepreneurship" and which is the approach of INSPIRE project to it?

“**Social Entrepreneurship has been identified as a powerful mechanism to confront poverty** (Bloom, 2009; Ghauri, Tasavori, & Zaefarian, 2014), **empower women** (Datta & Gailey, 2012), **catalyze social transformation** (Alvord, Brown, & Letts, 2004), **foster inclusive growth in subsistence marketplaces** (Ansari, Munir, & Gregg, 2012; Azmat, Ferdous, & Couchman, 2015), and **bring about institutional change** (Nicholls, 2008). According to the Social Business Initiative (SBI, 2011), a social enterprise:

- has the primary objective to achieve social impact rather than generating profit for owners
- uses its surpluses mainly to achieve its social goals
- is managed in an accountable, transparent and innovative way, by involving members, volunteers, workers, customers and stakeholders affected by its business activity



The social economy in Europe today employs more than 14.5 million people, or 6.5% of the active population of the EU-27 and 7.4% of the EU-15.



WHAT ARE SERIOUS GAMES?

Game industry is gaining more supporters everyday. A serious game is a combination of game mechanisms with an educational target. A serious game offers:

- a story behind the mechanism which make the players engage with the process
- an interactive learning and assessing by "doing" which allow players to "try and fail"
- a specified environment and rules that assures the players can test their skills in different environments and situations and learn with safety
- bigger and smaller challenges that make the players to engage with the targets of the training or assessment

The INSPIRE serious game will ask young people to find solutions in challenges addressing Sustainable Development Goals, and deal with everyday activities and processes in a small social enterprise. Through the game there will be an assessment of the skills, competences and personality of the players. The scope is players to identify - based on their results of their personality assessment- the role they can play in a TEAM of a Social Enterprise.

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COMING SOON

- Methodological guide
- Development of guide for career development and assessment of personality characteristics
- Development of guide for Social Enterprises business models and effective use of Social Medias

