THE VITAL ROLE OF CREATIVITY IN SOCIAL ENTREPRENEURSHIP

A KEY TO SUCCESS AND INNOVATION

KEY TOPICS

- Creative group problem-solving
- Time management
- Social responsability

SUMMARY

The workshop aims to actively engage participants in a creative approach to solving tasks. Participants will learn about a social enterprise and put it into practice by developing and implementing projects under time pressure, delegating roles, and working in teams, preparing them for real-world social entrepreneurship challenges.

TECHNICALITIES

small groups of 3-4 persons (up to 30 participants)

Up to 120 minutes

computer, projector, sheets of paper, adhesive tapes, flipchart paper, cardboard, timer, apples, markers

TOPIC INTRODUCTION

The workshop aims to creatively address tasks viewed as challenges, emphasising the role of social enterprises, which prioritise social goals over profit and face unique obstacles. These enterprises, often employing people with special needs and relying on subsidies, require innovative solutions for success.

Creativity is beneficial not only in artistic professions but also in everyday tasks. It enhances knowledge transfer and improves both professional and personal life. It helps navigate challenges, turning them into positive experiences.

Applying creative solutions is essential in social enterprises to explore new areas of activity with social impact. A film about **the Discovery Foundation** in Wroclaw, Poland, showcases how its staff employs creative methods to tackle social entrepreneurship challenges.

WORKSHOP INTRODUCTION

Methods	Objectives	Praparatory
• enegriser/ ice-breaker • brainstorming • simulation • case study • group discussion	• Increasing knowledge of the concept of social entrepreneurship • Reflecting on challenges that social entrepreneurs face • Developing creative thinking and group work skills	• Print the materials • Put chairs in a circle • Place under chairs printed parts of the social enterprise definition • Connect the laptop and speakers to the projector

Depending on the familiarity of the workshop participants, the facilitator can choose between the 'Ice-breaking exercise' for unfamiliar groups or the 'Energizer exercise' for groups who already know each other.

Ice-breaker: Human Bingo

30 minutes

Supporting material – Ice-breaking: Human bingo!

Learning objectives

- Getting to know each other
- Fostering a proactive and cooperative attitude
- Creating a friendly and open atmosphere.

It is recommended for a group where the participants do not know each other.

Instructions

1. Give each person printed sheets with a human bingo chart and a pen.
2. Explain that the group has 30 minutes to mingle, introduce themselves, and find people matching the card's traits. They should put the person's name in the corresponding box or have the person sign the appropriate square. The person who fills five boxes across or down yells "Bingo!" and can finish the game (but also may continue playing).

Energiser: Make It Rain

10 minutes

Ensure the space for the group standing in a circle

Learning objectives

- Create a comfortable environment for participants.
- Foster teamwork among participants.

It is recommended for a group where the participants know each other.

Instructions

1. Have participants stand in a circle.
2. Explain the activity: You will demonstrate gestures, and they will repeat them individually, not all at once.
3. Start by clapping. When you clap, the person to your right will clap after you, creating a wave effect.
4. You can start a new gesture when the last person on your left joins in.
5. You can use different sounds, such as clapping, whistling, slapping thighs, or stamping feet, to mimic various types of rain (drizzle, summer rain, showers, storms).
6. Begin with quiet sounds (like finger taps) and gradually increase to louder sounds (like stomping).
7. After reaching a loud point, gradually decrease the volume until it is entirely silent.
8. Once everyone understands the game, you can change the pace and direction.
9. Aim to create ten different noises throughout the activity.

Crafting the Definition of Social Entrepreneurship

20 minutes

Words from the definition printed on A4 sheets, with one word per sheet (Supporting material: Definition Crafting

Learning objectives

- Introduce the values of social entrepreneurship.
- Gain a clear understanding of the differences between social and business enterprises.
- Learn the fundamentals of social enterprises.

Instructions

1. Place word cards that form the definition of social entrepreneurship under some chairs and, if there's space, in other areas.
2. Explain to participants that they will build the definition using these cards.
3. Their task is to collect all the cards and arrange them into the correct order.
4. After they have assembled the definition, suggest showing a film about Fundacja Odkrycie (The Discovery Foundation), an example of a social enterprise.

Case study: the Discovery Foundation video clip

20 minutes

video clip of the Discovery Foundation, flip chart, markers

Learning objectives

- Learn about the Discovery Foundation as a specific example of a social enterprise.
- Understand the mission and impact of the Discovery Foundation in social entrepreneurship.

It is recommended for a group where the participants know each other.

Instructions

1. Watch the video together with the participants.
2. After the video, initiate a discussion about it.

Suggested discussion questions:

- What do you think about the Discovery Foundation?
- How do the employees use creativity in their work?
- What do you think about the company's business profile?
- What goals do social enterprises aim to achieve?
- How do social enterprises differ from traditional businesses?
- What types of people work in social enterprises?
- Would you be interested in working for a social enterprise?
- Can you name any other examples of social enterprises?

You can use a flipchart to write down the key points from the discussion.

Simulation: The Tallest Paper Tower

up to 1 hour

- For each team: 50 sheets of paper, two sheets of flipchart paper, one roll of adhesive tape, one cardboard piece (20 cm x 20 cm)
- apple, timer

Learning objectives

- Reflect on the importance of team cooperation
- Learn what makes creative problem-solving successful.
- Understand creativity in social entrepreneurship.

Instructions

Task Overview:

- Participants will work in small teams to build the tallest tower possible using paper and tape. The tower should handle an apple on top.
- The tower symbolises a social enterprise: a taller tower indicates better development.
- Paper represents available resources, while time represents comfort at work.

CREATIVITY WORKSHOP FLOW

Team Formation:

Divide participants into teams of 3-4.
Each team represents a social enterprise and gets:

- 10 sheets of paper
- 1 roll of tape
- 1 hour to complete the task

Market Stage:

After distributing materials, introduce the market stage. This stage simulates a fund that provides additional resources if teams implement social changes.

Each team can purchase challenges (values important for social enterprises):

Each challenge allows teams to gain extra materials but deducts time from their building phase.

Challenges for Purchase:

- Sustainable products (5 sheets of paper | -5 minutes)
- Partially employing socially excluded individuals (1 cardboard piece | -7 minutes)
- Exclusively employing socially excluded individuals (2 sheets of flipchart paper | -10 minutes)
- Using environmentally friendly transport (5 sheets of paper | -5 minutes)
- Utilising inclusive language (5 sheets of paper | -5 minutes)
- Ensuring accessibility for people with special needs (5 sheets of paper | -5 minutes)
- Offering employee benefits (5 sheets of paper | -5 minutes)
- Informal dress code (2 sheets of paper | -2 minutes)
- Flexible working hours (2 sheets of paper | -2 minutes)
- Remote work options (2 sheets of paper | -2 minutes)

Finalizing Assets:

After the market stage, summarize each team's paper and time assets.

Tower Building Rules:

1. Use only paper and tape for construction; no tools for support.
2. The tower can only be taped to the horizontal surface beneath it (not to walls or legs).
3. Teams can fold, bend, roll, or cut paper.
4. The tower must support the apple for at least one minute without collapsing, and the apple should be removable and not taped to the tower.

Stages of Work:

1. **Design**:
   - Brainstorm and sketch designs before building. Sketch paper does not count toward the tower's total materials.

2. **Build**:
   - As teams build, they can test the tower's stability. They can adjust as needed; only the final structure counts for scoring.

3. **Internal Test**:
   - After the tower is built, gently place the apple on top to test stability.

4. **Official Test**:
   - A facilitator will place the apple on the tower and time it for one minute. The tower must not collapse within this duration, and the team cannot make any adjustments.

5. **Scoring**:
   - The tallest tower wins the competition.

Important: Game Changers

- During the Design and Build stage, introduce game changers that impact all teams:
  - A new tax was introduced by the government (-10 sheets of paper)
  - Grant received from a local institution (+10 sheets of paper)

- Introduce these challenges within the first 5-10 minutes, starting with the negative one. Adjust any challenges for teams needing to maintain a chance to build.

Conclusion Discussion:

After the exercise, facilitate a discussion with these questions:

- How did you feel during the activity?
- Why did you choose to purchase specific challenges?
- Did this make your task easier or harder?
- What difficulties did you have in designing the tower?
- Who took the lead within your group?
- Was the division of roles fair, or did one person dominate?
- How did time pressure affect your work?
- What factors contributed to your group's success?
- How does this experience relate to starting an actual social enterprise? What challenges might arise? What could be helpful?

Debriefing of the workshop and strengthening the learning outcomes

- After the workshop activities, have participants sit in a circle.
- **Review the flow of the workshop**, including:
  - Definition building
  - Watching the movie
  - Building the tower

3. **Summarise the experiences** from the workshop.

Questions for Discussion:
- What did you find difficult, easy, or enjoyable during the activities?
- How do you perceive the management of a social enterprise?
- What factors make running a successful social enterprise easier, and what challenges do you face?
- What key takeaways will you remember from this workshop?
- How can you help spread the idea of social enterprises?

Estimated time for this discussion: approx. 20 minutes.

Sustainability tips

Instead of using new sheets of paper, a flipchart, or cardboard, use those already printed or used.

Handouts

- A movie: The Discovery Foundation
- Ice-breaking activity: Human Bingo
- Supporting material: Definition of Social Entrepreneurship