WHAT I NEED, WHAT WE NEED?

SOCIAL ENTREPRENEURSHIP: UNDERSTANDING NEEDS AND CREATING IMPACTFUL SOLUTIONS

KEY TOPICS

- social sensitivity and social cohesion
- needs and business opportunity assessment
- creativity for social entrepreneurship

SUMMARY

The workshop examines the participants' local environment to develop a viable business idea. It helps participants identify the needs of different groups and find common ground among various social categories, such as age, education, and wealth.

TECHNICALITIES

6-24 participants (up to 32 possible)

220 – 240 minutes

A4 paper, markers, paper tape, flipchart paper, pens, printouts

TOPIC INTRODUCTION

Social entrepreneurship combines traditional business strategies with the mission of addressing social challenges. Unlike regular businesses that focus on profits, social enterprises aim to create sustainable solutions that generate both economic value and social impact. This approach is increasingly important in tackling issues like poverty, inequality, environmental degradation, and limited access to education and healthcare.

At its core, social entrepreneurship involves identifying urgent needs within a community and developing meaningful business solutions. Successful social enterprises start with a deep understanding of their communities, recognising that real impact comes from solving actual problems. This might include providing jobs for marginalised groups, offering eco-friendly products, or improving access to essential services.

A key aspect of social entrepreneurship is its focus on “added value.” While financial sustainability is essential, social enterprises measure success by the positive change they create. This model supports communities by stimulating economic activity, promoting social inclusion, and encouraging environmentally friendly practices.

Finding a suitable business idea requires empathy, creativity, and a commitment to social betterment. Entrepreneurs should ask: “What problems does my community face? How can my business address these while being financially viable?” The most effective social enterprises meet these needs in scalable ways.

Social entrepreneurship is gaining traction as consumers and investors increasingly prioritise ethical and sustainable businesses. By embracing this model, entrepreneurs can create successful companies that profit and drive positive social change.

This workshop draws inspiration from the story of “Zakwas,” a ceramic workshop and community centre in Wroclaw, Poland.

WORKSHOP INTRO

Methods	Objectives	Praparatory
• enegriser/ ice-breaker • case study • brainstorming • mapping • discussion	• Understand social entrepreneurship • Increase sensitivity to the different needs of various social groups. • Learn to develop business ideas with an awareness of their potential social impact	• Print the materials • Put chairs in a circle • Connect the laptop and speakers to the projector

Energiser: Fruit Salad

10 minutes

none

- Create an energetic and open atmosphere.
- Grab the group's attention.

Instructions

1. Form the Circle: Ask everyone to sit in a circle on chairs.
2. Share Favourite Fruits: Have each participant share their three favourite fruits.
3. Count by Fruits: Instruct participants to count around the circle to 3 using their chosen fruits. They should memorise which fruit they represent (e.g., banana, apple, grape).
4. Stand Up: Once familiar with their fruits, ask everyone to stand up, remove their chairs, and close the circle.
5. Introduce the Game: Explain the rules:
   a. Say, "There are not enough chairs, and I want to sit. I will call out one of the fruits we selected. Everyone who chose that fruit (apple, banana, or grape) must stand up and switch places. I will try to sit in one of the empty chairs."
   b. If someone is left without a chair, they get to call out another fruit to start the next round.
   c. You can also say, "Fruit salad," everyone must change places. Note that sitting in the chair next to you is not allowed.
6. Continue the Game: Play for several rounds, allowing participants to switch seats and have fun.
7. End the Game: After a few turns, step out of the circle, allowing everyone to sit down and naturally finish the game.

Video: ZAKWAS. Exploring No-Waste, Upcycling, and Social Entrepreneurship

60 minutes

post-it notes, pens, computer and projector, link to the Zakwas video, flipchart paper (1 per group of participants), markers (2-3 per group)

Learning objectives

- Build a common understanding of social entrepreneurship.
- Understand how a social enterprise operates in practice.
- Reflect on what can be defined as a social enterprise.

Instructions

1. Distribute Materials: Give each participant three Post-it notes and a pen.
2. Individual Reflection: Ask participants to spend 3 minutes reflecting on what social entrepreneurship means to them and what they associate with social enterprises. Instruct them to write down the three most essential points on the Post-it notes.
3. Group Formation: Divide participants into groups of 3-4. You can do this by having them count off or grouping those sitting close together. Provide each group with one piece of flipchart paper and 3-4 markers.
4. Group Discussion: Participants discuss their notes in their groups and create a familiar figure of a "social enterprise superhero" (like Superman or Batman). They should illustrate the superhero and any necessary tools they might need, considering skills, knowledge, resources, and support.
5. Present Superheroes: Have each group present their superhero, explaining its superpowers and the tools it possesses to help in social entrepreneurship.
6. Show Video: After the presentations, show the video about "Zakwas"

Debrief Discussion: Lead a discussion on whether "Zakwas" fits their understanding of social enterprises.

- What aligns with their knowledge?
- What differences do they notice?
- Should there be strict rules about the areas social enterprises can cover?

Society – groups and structure. Group division

25 minutes

printed and cut-out role cards labeling different social groups, masking tape

Learning objectives

Understand how our social roles affect our social interactions, particularly in communication.

Instructions

Distribute Materials: Hand each participant a role card and a piece of masking tape. Instruct them to fold the tape in half with the sticky side facing inward and not to show their cards to anyone.

Role Placement: Ask each participant to place their role card on the back of the person to their left using the masking tape, without revealing their roles.

Walk and Interact: Once all participants have their roles on their backs, ask everyone to casually walk around and engage in everyday social situations (like greeting people on the street or having small talk). Instruct them to address others based on the social group indicated on their card. Allow 5-10 minutes for these interactions.

Reflection: After the interactions, ask participants about their role and how it felt to be treated in a certain way. Did they notice any differences in treatment compared to their everyday experiences? How did they feel –comfortable or uncomfortable? Why?

Reveal Roles: Encourage participants to help one another reveal their roles by gently removing the cards from each other's backs.
Group Formation: After revealing their roles, have participants form smaller groups of four based on their roles from the game.

Ideal City

75-90 minutes

printed role cards, A4 paper, markers

Learning objectives

Reflect on the needs and priorities of various social groups.
Develop negotiating and understanding others' needs.

Instructions

Small Group Formation: Ask participants to gather into the small groups they formed in the previous activity. Hand each group a piece of flipchart paper and 3-4 markers.

Brainstorming Session: Instruct groups to brainstorm the basic needs of their assigned social group from the prior activity. Based on these needs, they should create a plan for their ideal city.

Ideal city

A plan for their ideal city shall meet their designated group's needs. Encourage them to come up with a name for their city. They have 30 minutes for this task.

Bigger Group Formation: After the small groups finish, combine them into larger groups of 8. Encourage them to introduce their cities to one another and explain the reasoning behind their choices.

Creating an Ideal City: In their joint groups, participants should integrate the needs of both social groups to design a new ideal city that accommodates everyone. They should also choose a name for this combined city. Give them 15 minutes to complete this task.

Presentations: Ask each larger group to present their ideal city to the workshop.

Debriefing:
Ask participants how it felt to create a city tailored for their group.
Discuss the experience of combining the needs of two different groups.

- What is needed to serve everyone in the public space?
- How does it feel to step into someone else's shoes?
- Is it possible to create a public space that meets everyone's needs?

Animal Sounds - Energiser

5 minutes

Printed and cut-out cards with six different animals, a bag or a box bag to hold the cut-out roles

Learning objectives

- Create an energetic and open atmosphere.
- Divide the group into smaller groups of 4.

Instructions
Instructions:

1. Circle Formation: Have participants sit in a circle.
2. Distribute Animal Cards: Randomly give each participant a cutout animal card from the box or bag. Instruct them not to reveal their animal to others.
3. Movement and Sounds: Ask everyone to stand up and act like their assigned animal, making the appropriate sounds as they do so.
4. Form Groups: Instruct participants to find and group with others with the same animal.
5. Animal Identification: Once in groups, ask each group to announce their animal and mimic the sound it makes again.
6. Transition: Inform participants that they have just formed groups for their next activity.

Additional Comments:
If you happen to have more participants, feel free to add animals to the game.

Business Idea for Social Change

45 minutes

A4 paper, pens

Learning objectives

- Develop the ability to identify business opportunities.
- Broaden thinking about societal needs.
- Improve critical evaluation of others' ideas and provide valuable feedback.

Instructions

Distribute Materials: Hand each group a sheet of A4 paper and some pens.

Brainstorm Business Ideas: Ask participants to develop a business idea that fits their ideal cities and meets the needs of different social groups.
Allow 15 minutes for groups to brainstorm and write down their ideas.

Business for Positive Social Impact

Participants should consider the following aspects:

- Name of the enterprise
- Products or services offered
- Target groups
- Community or societal benefits

Present to Neighbouring Groups: After 15 minutes, instruct one representative from each group to take notes and present their idea to the group on their right. The receiving group should listen carefully and provide feedback, focusing on the social aspects of the concept.

Feedback Discussion: Give 5 minutes for presentations and feedback. After this, ask presenters to return to their original groups and share the feedback they received.

Revise Ideas: Allow 5 minutes for each group to consider the feedback and improve their business idea.

Final Presentations: Ask each group to briefly present their revised idea, emphasising its impact on society, such as what problems it will solve and what needs it will meet.

Debriefing Questions:

- How was the process of coming up with a business idea?
- How did you feel when receiving feedback? Was it easy to incorporate into your ideas?
- What would you say is one key takeaway from this activity that you can apply to future projects in social entrepreneurship?

Debriefing of the workshop and strengthening the learning outcomes

- **Reflection Circle**: Ask participants to form a circle to facilitate open sharing. Facilitate the debriefing by asking participants:
  - What does it mean for you to think about business and social needs? How can we support this focus?
  - How can businesses create social impact? Can you share examples of successful social enterprises in your area?
  - How does adding social values to a business change your view of society?
  - How did this workshop change your understanding of social change and entrepreneurship?
  - What action will you take or one idea you will pursue based on what you learned about the intersection of business and social impact during this workshop?
- **Summary and Gratitude**: Conclude the debriefing by summarising the main points discussed and thanking the group for their active participation.

Sustainability tips

Use as few resources as possible during the workshop. Opt for recycled and recyclable materials, such as used paper. If you plan to rerun this workshop, you can laminate role cards to reuse them.

Handouts

- Video on the Zakwas
- Supporting material - animals
- Supporting material - role cards