



Socially Agile

Socially Agile Training Curriculum

Introduction

The curriculum is designed to empower youth interested in social innovation or entrepreneurship, providing the necessary knowledge and skills to design and operate effective social enterprises. It covers four main modules, focusing on identifying social entrepreneurship opportunities, understanding social business models and innovation, applying Agile methodology in the social entrepreneurship context, and maximizing the social impact of enterprises. The training incorporates self-paced learning through videos, quizzes, case studies, and individual reflection, aimed at developing confident and competent individuals capable of making significant social impacts through entrepreneurial activities.

Main elements of the Curriculum

Theory and Practice of Social Entrepreneurship: An exploration of the historical and theoretical underpinnings of social entrepreneurship, including key figures, movements, and the evolution of the concept. This should blend academic theory with practical insights from successful social entrepreneurs.

Market Analysis and Need Identification: Guidance on how to conduct thorough market research and needs analysis to identify underserved or unaddressed social problems. This includes understanding target communities, stakeholder analysis, and the principles of human-centered design.

Financial Sustainability: Detailed instruction on financial modeling for social enterprises, including revenue generation strategies, grants, crowdfunding, and impact investment. This ensures that learners can build enterprises that are not only impactful but also financially viable in the long term.

Legal and Ethical Considerations: An overview of the legal structures available for social enterprises and social innovators (e.g., nonprofit, for-profit, hybrid models) and the ethical considerations in running a business that seeks to address social issues. This includes discussions on governance, accountability, and transparency.

Impact Measurement and Reporting: Techniques for measuring, tracking, and communicating the social impact of an enterprise.

Leadership and Team Building: Focus on developing leadership skills specific to social ventures, including how to inspire and manage a team, conflict resolution, and creating a culture of innovation and resilience.

Networking and Partnerships: Strategies for building effective networks and partnerships with other organizations, government bodies, and communities. This includes learning about collaboration, co-creation, and leveraging resources for greater impact.



Scaling and Replication: Insights into how to scale a social enterprise, including strategies for growth, replication models, and sustainability. This involves understanding when and how to expand operations, enter new markets, or adapt the model to different contexts.

Case Studies and Field Projects: Incorporation of real-world case studies and opportunities for field projects or internships with existing social enterprises. This hands-on experience is crucial for applying theoretical knowledge to practical situations.

Incorporated elements into the curriculum will provide a comprehensive and practical foundation for aspiring social entrepreneurs and social innovators, equipping them with the skills, knowledge, and mindset needed to create and sustain impactful social enterprises.

Objectives of the Training

The purpose of this training is to build the capacity of youth interested in either social innovation or social entrepreneurship and to provide participants with the knowledge and skills to design effectively operating social enterprises with the understanding of social entrepreneurship, Agile methodology and social impact fundamentals.

Target group

Existing youth social entrepreneurs, social innovators, youth interested in social projects, and potential young social entrepreneurs.

Training task

The expected outcome of this training is the development of a confident and competent target group in the youth sector with the ability to design, implement, evaluate and communicate social impact through socially responsible activities, including social entrepreneurship.

Training Methods

Self-paced education, consisting of reading, reflection, quizzes, video materials, case studies and role models, presentations and individual work.

Training Structure:

The training program is divided into 4 modules. The length of each module is at least 7- 8 hours depending on the module, some modules contain obligatory and optional content. Each module consists of 5 Activities Activity 1: A State-of-the-Art Overview; Activity 2: Brain Boost Quiz; Activity 3: VideoClassroom Hub; Activity 4: EnlightenMe Reads; Activity 5: Final Quiz).





Module 1 – Identifying Social Entrepreneurship Opportunities. In this module, theoretical and practical aspects of social entrepreneurship are explained. This module seeks to provide participants with fundamental knowledge about social entrepreneurship – models, priority areas, benefits and challenges, examples and case studies.

Module 2 – Social Business Model and Social Innovation. In this model, both theoretical and practical knowledge about different areas, including social innovation and relation to social entrepreneurship is explained. As well as social business models, systemic change and several frameworks, along with cases are presented.

Module 3 – Understanding the Agile Methodology. This module focuses on the fundamentals of Agile methodology and its application and relation in the social entrepreneurship field. It demonstrates case studies and has practical examples and learnings for a better understanding of the concepts.

Module 4 – Unleash the Impact of a Social Enterprise. This module focuses on both – social impact, and its importance as well as proper communication methods of impact. Techniques and practices of proper communication building are part of the module.

Certification – Upon successful completion of all four modules, a certificate to the learner is granted. This certificate attests to a newfound expertise in the subject matter. It serves as a testament to the skills the youth participant has gained through the reflection, individual work and learning process of reading and video materials.



Funded by
the European Union

MODULE 1 - Identifying Social Entrepreneurship Opportunities

Learning goals, objectives, and typology of activities

Title	IDENTIFYING SOCIAL ENTREPRENEURSHIP OPPORTUNITIES
3-5 learning goals	<ul style="list-style-type: none"> • Understanding the concept of social economy • Understanding the social dimension of entrepreneurship and differentiating it from traditional forms of business activity • Identifying and describing the needs that social entrepreneurship answers to • Identifying potential opportunities within social entrepreneurship • Applying social perspective to entrepreneurial activities
3-5 learned competencies/knowledge	Upon the completion of the course, you will be able to identify opportunities for social entrepreneurial activities in your closest environment.
included types of activities (videos, Quizzes, self-reflecting questions, optional e-books, and other reading materials)	<p>8 videos on social economy, social entrepreneurship, and identifying possible niches (approx. 1h20min)</p> <p>3 Quizzes.</p> <p>3 questions to reflect and check your knowledge.</p> <p>reading materials</p>
duration of the module	This module on average will take approximately 5 hours of compulsory educational content and 3+ hours of optional.

ACTIVITY		Tasks
<p>1 In this Activity, through the series of 6 obligatory and 1 optional collection of podcasts, a learner is acquainted with identifying social entrepreneurship opportunities.</p>		<p>A State-of-the-Art Overview</p> <p>Topic 1: What is social entrepreneurship?</p> <p>Topic 2: Basics of social entrepreneurship</p> <p>Topic 3: “The Rise of Social Enterprises and the Social Entrepreneurs”</p> <p>Topic 4: How to start a social enterprise? A simple example</p> <p>Topic 5: Simple social entrepreneurial ideas</p> <p>Topic 6: Social entrepreneurs and their stories – best practices!</p> <p>Topic 7: How to identify an opportunity?</p> <p>Topic 8: How do you measure social impact?</p> <p>Optional topic: 16 podcasts dedicated to the social economy.</p>
<p>2 In this activity, we investigate opinions about social enterprises and related opportunities.</p>		<p>Brain Boost Quiz and Reflection: Consists of 3 Quizzes and 1 reflection on social enterprises and understanding the opportunities.</p>
<p>3 Activity is dedicated to social economy and social entrepreneurs, how to identify social opportunities and what it takes to become a social entrepreneur. Finally, how to get started!</p>		<p>Video Classroom:</p> <p>Topic 1: Introduction</p> <p>Topic 2: Step-by-step into social entrepreneurship</p> <p>Topic 3: Challenges young entrepreneurs face</p>
<p>4 In this section, we continue building knowledge about social entrepreneurship. Re-cap on social economy and entrepreneurship, identifying social needs that can be answered, as well as the importance of this dimension.</p>		<p>Insightful read library:</p> <p>Topic 1: 6 Questions To Ask Before You Start A Social Enterprise.</p> <p>Topic 2: Social enterprise in 10 steps</p> <p>Topic 3: 3 models of social entrepreneurship: Which is the most successful?</p> <p>Topic 4: Exploring Funding Opportunities for Social Entrepreneurs (Chapter 11)</p>

<p>5 In this activity, finalization of knowledge acquisition takes place by reflection. The important part of this reflection is a self-paced understanding of the subjects you recently have learned.</p>		<p>Final Quiz: Three questions for reflection are offered based on the reading material and overall understanding of the topic and a short, 9-question Quiz.</p>
--	--	---

MODULE 2 - Social Business Model and Social Innovation

Learning goals, objectives, and typology of activities

Title	SOCIAL BUSINESS MODEL AND SOCIAL INNOVATION
<p>3-5 learning goals</p>	<ul style="list-style-type: none"> ● What is social innovation and what is not? ● What is the difference between social innovation and social enterprise? ● Examples of social innovations and social innovators ● Models, methods, and tools ● Systemic change and why it is important ● Social business models
<p>3-5 learned competencies /knowledge</p>	<ul style="list-style-type: none"> • Understanding the broadness of the social innovation concept • Possibility to distinguish social innovation from social business • Ability to choose the right tools/methods for implementing social innovation or running a social enterprise • Understanding the models of social innovation/stages and hence being able to move forward successfully
<p>Included types of activities (videos, Quizzes, self-reflecting questions, optional e-book and other readings)</p>	<p>12 videos about social innovation and social business models 2 Quizzes 6 questions to reflect and check your knowledge 4 materials for reading about social innovation and social business models 1 (optional) e-book</p>
<p>duration of the module</p>	<p>This module on average will take at least 6 hours</p>

	ACTIVITY	Tasks
<p>1.</p>	<p>Exploring the concept of social innovation</p>	<p>A State-of-the-Art Overview In this activity, 6 obligatory and 1 optional video is provided for the learners to explore the following topics: Definition; The ABC of SOCIAL INNOVATION A must-know keyword for your idea! What is Social Innovation? Types of Social Innovation. What Is the Difference between Social Innovation,</p>

		Social Entrepreneurship, and Social Enterprise? Interview: (...) innovative solutions to social problems- finding the value in both agile methodologies and empathy along the way.
2.	In this activity opinion about social innovation and understanding is investigated?	Brain Boost Quiz and Reflection: Question 1. What are the most impactful social innovation examples that come to your mind in your community/country and what are their success factors? Question 2 Choose a social business that failed (national or international). Do you think you can think of why it has happened? Question 3 What is the main difference between social innovation and social entrepreneurship?
3.	Through the series of 6 videos, fundamental knowledge of social innovation and related terms are provided, including social business models.	Video Classroom: Topic 1: Social innovation Topic 2: Social innovators versus social enterprises Topic 3: Social innovators Topic 4: Systemic change Topic 5: Methods & Tools Topic 6: Social business models
4.	In this activity, the building of knowledge about social innovation and social business models is continued. Pre-selected materials focus on the gaps and areas previously discussed or bring a new angle to the topic. Re-cap on social innovation, its impact measurement and business models, as well as the meaning of the social innovation streams, are the focus of this part of the section.	Insightful read library Topic 1: Understand the fundamentals of Social Innovation Social Entrepreneurship. Topic 2: Social business models Topic 3: Methods: Identifying and Analyzing the Social Innovation Streams; read subsection - The Social Innovation Streams (p.60-68). Topic 4: Guidelines Social impact communication in youth organizations and youth social enterprises
5.	In this activity, we want to finalize knowledge acquisition by getting your reflection. We ask tricky questions to make you think about a subject from different perspectives. The important part of this reflection is a self-paced understanding of the subjects you recently have learned.	Final Quiz: Three questions for reflection are offered based on the material of the module to test overall understanding of the topic: Question 1 What is the most important learning about social innovation, and can you identify any social innovation within your community or country? Question 2 Do you think Social Business Model Canvas is valuable or not for planning social innovation or is it applicable only for social business planning? Question 3 Do you think that you have enough knowledge to choose between s social innovation initiative or social enterprise if you would need to start one? The final part consists of short, Quiz questions.

MODULE 3 - Understanding the Agile Methodology

Learning goals, objectives, and typology of activities.

<p>3-5 learning goals</p>	<ul style="list-style-type: none"> ● Becoming proficient in applying Agile frameworks like Scrum and Kanban for effective project management. ● Leveraging Agile methodologies to enhance the positive societal impact of social entrepreneurship initiatives. ● Establishing a culture of continuous learning, experimentation, and transparency within social entrepreneurship organizations, embracing Agile values and principles. ● Using Agile practices to optimize resource allocation, measure social impact, and adapt strategies.
<p>3-5 learned competencies/knowledge</p>	<ul style="list-style-type: none"> ● Gain a strong understanding of Agile methodologies, including principles, frameworks, and practical applications ● Learn how to adapt Agile practices to the unique context of social entrepreneurship ● Acquire the competencies to lead and facilitate cultural transformation within organizations, fostering a culture of flexibility, experimentation, and continuous improvement ● Develop the ability to define key performance indicators (KPIs) aligned with social impact goals and use data-driven decision-making to measure and evaluate the effectiveness of Agile practices in achieving positive societal outcomes ● Understand the strategies and practices for actively involving communities and stakeholders throughout the Agile process
<p>including types of activities (videos, Quizzes, self-reflecting questions, optional e-book and other reading materials)</p>	<p>8 videos on agile methodology (approx. 1h10min) 3 Quizzes. 3 questions to reflect and check your knowledge. reading materials</p>
<p>duration of the module</p>	<p>This module on average will take approximately 6 hours</p>

	Topics	Subtopics
1.	Exploring Concept of Agile Methodology and Tools	<p>A State-of-the-Art Overview</p> <p>In this activity, 8 obligatory and 1 optional video are provided for the learners to explore the following topics:</p> <ul style="list-style-type: none"> ●What Is Agile Methodology? ● Agile project management methodology explained (with burgers?!) ●Simplest Explanation of Agile Methodology Ever! ●Scrum in 20 mins... (with examples) ●What is Kanban? - Agile Coach ● XP - Extreme Programming Agile and Lean Frameworks from the Agile Practice Guide ●Agile Project Management for Business Analysts ● Agile Methodology Tutorial For Beginners: How Agile Works ●Top 10 Agile Podcasts
2.	In this activity opinion about agile methodology and understanding the opportunities is investigated.	<p>Brain Boost Quiz and Reflection:</p> <p>This section consists of three reflective questions and three Quizzes.</p> <p>Question 1: In what ways does Agile methodology differ from traditional project management approaches, and why might these differences be beneficial?</p> <p>Question 2: In what ways can Agile practices foster collaboration among diverse stakeholders in social entrepreneurship? Share examples of how collaboration positively influences project outcomes.</p> <p>Question 3: How do Agile principles, such as adaptability and collaboration, align with the long-term goals and sustainability efforts of social entrepreneurship initiatives? Provide specific examples to illustrate your points.</p>
3.	Through the series of 6 videos, Agile methodology is explored in different forms, including comics-based storytelling and open questions to raise interactivity and engagement of the learners.	<p>Video Classroom:</p> <p>Topic 1: Introduction to Agile Methodology</p> <p>Topic 2: Deep Dive into Agile Practices for Social Entrepreneurship</p> <p>Topic 3: Implementing and Sustaining Agile in Social Entrepreneurship</p>

4.		<p>Topic 4: Agile methodology: Stories & good practices</p> <p>Topic 5: Adapting with Agile: A Story of Transforming a Social Enterprise</p> <p>Topic 6: Practical Activities</p>
5.	<p>This activity provides an overview of Agile methodology, its key principles, frameworks like Scrum and Kanban, and their practical applications in project management. It emphasizes the contrast between Agile and traditional project management methods and showcases real-world examples of successful Agile adoption.</p>	<p>Insightful reads library</p> <p>Topic 1: Introduction to Agile Methodology</p> <p>Topic 2: Deep Dive into Agile Practices for Social Entrepreneurship</p> <p>Topic 3: Implementing and Sustaining Agile in Social Entrepreneurship</p>
6.	<p>The final part of the module explores overall understanding of the learner and examines abilities to apply Agile frameworks and specific techniques within the daily life of existing or potential social enterprises.</p>	<p>Final quiz</p> <p>This section consists of three final review questions and 9 short quizzes.</p> <p>Question 1 How does the Agile Manifesto's emphasis on individuals and interactions align with the values of social entrepreneurship?</p> <p>Question 2 In what ways can Agile frameworks like Scrum or Kanban benefit organizations engaged in social impact initiatives?</p> <p>Question 3 Reflect on a project where traditional project management methods were used. How might an Agile approach have improved the outcomes?</p>

MODULE 4 - Unleash the Impact of a Social Enterprise Learning goals, objectives, and typology of activities

3-5 learning goals	<ul style="list-style-type: none"> • What is social innovation impact and how to unleash it? • What are the moral limits of the social entrepreneur market • How you can act on changing the world for the better • How to make your social enterprise more visible online
3-5 learned competencies/knowledge	<ul style="list-style-type: none"> • Knowing the difference between social and commercial entrepreneurship • Understanding the phases of Social Impact Assessment • Ability to measure your Social Impact
included types of activities (videos, Quizzes, self-reflecting questions, optional e-book and other reading materials)	<p>7 videos inspiring you to unleash your potential for social innovation</p> <p>5 questions to reflect and check your knowledge</p> <p>3 materials for reading about the impact that you can create through social innovation</p>
duration of the module	approx. 7 hours

	ACTIVITY	Tasks
1.	In this activity, you are guided through the series of videos to get deeper insights about moral, and social impact in its essence and also tools to measure it. It also focuses on why regular business might not be good enough to solve some of the issues society is facing.	<p>A State-of-the-Art Overview</p> <p>In this activity, 8 videos are provided for the learners to explore the following topics:</p> <ul style="list-style-type: none"> • Debate: The Michael (Porter) v. Michael (Sandel) • Business Enlightenment Roadshow (exclusive video) <p>What money can't buy? The moral limits of markets.</p> <ul style="list-style-type: none"> • Hardworking Waste Workers -- A Peruvian Woman Turns Workers Into Small-Scale Entrepreneurs; • Measuring your Social Impact: Using Results; • ABC 7 Salutes the Institute for OneWorld Health; • Measuring your Social Impact: Using Results; • Why business can be good at solving social problems?

2.	<p>The activity uses real-life examples to expose users to contemporary developments in the field, encouraging them to think critically about the issues faced by social ventures across the globe. Assignments are included to provide learners with hands-on experience in creating and managing their social ventures.</p>	<p>Brain Boost Quiz and Reflection: This activity consists of 2 reflective questions, a collection of impact measurement tools and a Quiz consisting of 5 questions.</p>
3.	<p>This video classroom is dedicated to educating learners about the the perspective of emotional, and economic perspectives of becoming a social entrepreneur as well as communicating impact to the target audience wisely.</p>	<p>Video Classroom: Topic 1: Is It Ever Better to Lend Than to Give? Topic 2: Compassion as a Determinant of Social Entrepreneurship Topic 3: Entrepreneurs as Signals of Healthy Community Rebound Topic 4: Meaning is a fundamental aspect of life Topic 5: Making Value Visible Topic 6: Making Value Visible Part 2</p>
4.	<p>This reading activity provides a sense of scientific comparison of social and conventional entrepreneurs and the values both might have. It also discusses organizational culture in one of the articles, focusing on the organizational culture which might be different in the social enterprise versus conventional.</p>	<p>Insightful reads library: Topic 1: Be a don't knower: One of Eileen Fisher's secrets to success. HuffPost Business. Social and commercial entrepreneurship: Same, Topic 2: different, or both? Entrepreneurship Theory and Practice, 30(1), 1–22. Topic 3: THE PEOPLE MAKE THE PLACE.</p>
5.	<p>The final activity consists of 1 personality type and 2 open questions.</p>	<p>Final Quiz: Activity 1 Consider taking a personality test, for instance: https://www.16personalities.com/free-personality-test. Use the results to know yourself better and the type of entrepreneur you are, as well strength and respective impact you can make. Question 1 Suppose that you have been hired as a consultant to help a social venture measure its performance and social impact. One of your tasks is to help the social venture develop a social impact management system. How would you go about developing and helping to implement this system? Be specific and analyze with around 400 words abstract. Question 2 Do you think it is important to communicate the social impact of social enterprise to society or it is rather a waste of time because social enterprises (management and employees) are aware of the positive difference they make? Analyze with around 400 words abstract.</p>