

Social Enterprise has the power to transform communities and built resilience against threats like Covid. It shares the power and profit with all of us who engage with it.

In this Newsletter

***Tools and Methods
News from our European
Social Entrepreneurship
Syllabus;***



Tools and methods to train future social enterprise change makers

“We rise by lifting others.” — Robert G. Ingersoll

The ability of a diverse group of organisations to come together and work on a common goal, can lead to new insights and a better understanding of the world around us.

We started ESEN with the goal to spread awareness about best practices in social enterprise education, to the individuals and groups that need this knowledge to build a social enterprise. Little did we know, that this knowledge would become even more crucial because of Covid.

The tools we are developing and the methods that we strive to implement in our syllabus enables entrepreneurs worldwide to part take in our learning activity, building resilience within any community that sees a need for social enterprise education. We see this need rising, the more communities are affected by the effects of this horrible virus.

The problems these communities face are intensified by the struggle of social entrepreneurs and change makers in the community to adapt to social distancing and the lockdowns.

We have collected significant good practices, helpful to anyone interested in designing, developing and implementing social entrepreneurial activities. While adapting to Covid in our workstyle in between the partner organisations of ESEN, we developed a better understanding of the tools and methods that we produce.

We understood that we have to adapt to the new reality and our tools and methods must too. We assured that we craft solutions for social enterprises that adapt to their needs and a new reality.

In doing so we decided that whatever we produce most work in the digital and real world. It must adapt to the



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new environment of the location and the target communities of our partner organisations.

How to build back better?

We ask ourselves how to best package these insights and learnings for such a diverse target group. With ESEN, we strive not just to uplift new and upcoming social entrepreneurs. We all are also very eager to reach social entrepreneurs and change makers that have already an striving enterprise but are now tackling questions of the new age that require new methods of thinking and acting together, enabled by our new technologies and international insights that are localised to work for the community in question.

The central question when thinking about the material and how to present is: how to help the entrepreneur to be successful and rebuilt their communities. When we started we did not think that that would be a need. We did not anticipate that we would need to adapt to a global pandemic and that our existing tools would suffice.

Little did we know, that we had to rebuild our tools and methods, before teaching: 'how to rebuild communities and how to build social enterprises in a global pandemic to others?' While working in the pandemic within our organisations we learned to adapt and to build back better.

The author especially appreciates the care that was taken by all partner organisations when reviewing and drafting the tools and methods that we will spread in ESEN. There was a constant attention to detail when it comes to work that had to be done. Even more heart warming is the care of every project partner towards the other nurturing intense work.

The understanding and appreciation of the hard work of project partners that were themselves individually or as an organisation affected by Covid took the work we are doing to the next level. We all encouraged ourselves and worked together to craft something really special for our target audience.

Working quietly amongst ourselves we are close to lifting the curtain to all the work that we have been doing, since we have published the best practice reports at the beginning of the year. We hope that our learning will enable anyone to adapt a more agile way of thinking and working within their social enterprise.

Keeping our content modular, based in reality and the digital world as well as making sure that our content is adaptable for our diverse target groups is very hard. You will be the judge of how we did. You can be sure of one thing. We will adapt it if you do not like it. As we now know one thing for sure, how to adapt!

The European Social Entrepreneurship Syllabus

A syllabus is one of the main outcomes of ESEN and a tool that we want to use to make sure social entrepreneurs can engage with best practice examples and adapt them to their reality. We will be taking a European perspective, including examples, case studies, business models and strategies from the participating countries, achieving a European impact.

The goal is to set up an innovative and functional learning and training system to support European social entrepreneurship, a flexible instrument incorporating modern scientific concepts, methods & techniques and satisfying the needs of different target groups in an integrative way.

The syllabus that we are finalizing right now will be the foundation of this learning and training system. It spans most aspects relevant for setting up and running a social enterprise. This includes aspects of how to share wealth in a community and amongst your stakeholder to assure sustainable growth as well as aspects of how to run a social enterprise from product or service production to HR.

It spans from fostering an understanding of the social business canvass to creating a perception of marketing and communication strategies towards. It will be very large. Therefore, modularity and the aforementioned agility have to be central features to it.

We have discussed much amongst ourselves about the nature, format and purpose of what we do in the syllabus. We assured that it can be translated in all the relevant partner languages which is a big task, given the size and depth of the material.

All of this will then be moved online into a virtual classroom allowing social entrepreneurs to choose which learning is most applicable to their most immediate concern. This will foster trust amongst the participant towards the rest of the syllabus and the ESEN at large.

An important step of this project will be the testing of our product which is the next step in the project before rolling it out to the wider public. So please stay tuned!

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