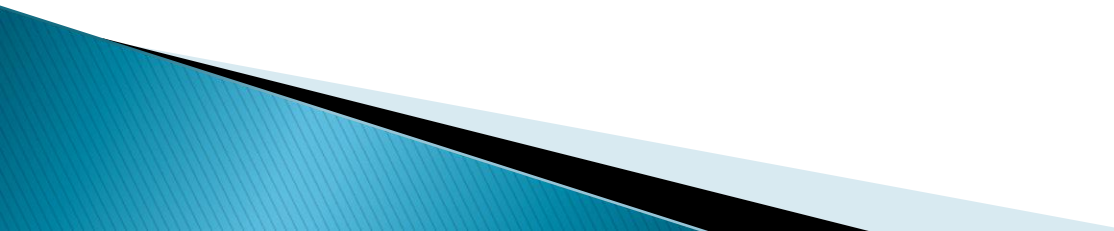# Young Social Enterprises with Young Entrepreneurs
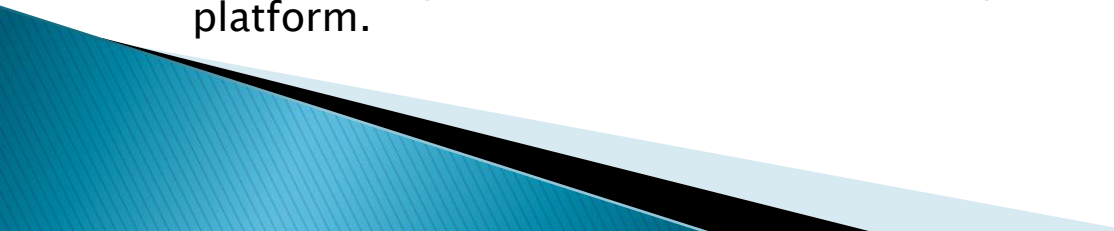
*Kick Off Meeting 04-05 May 2015*

# Introduction – Overall Objective

▸ Overall objective of the project is to contribute development of new social enterprises and increasing institutional and financial capacity of the existing social enterprises by analyzing the needs and raising awareness among different institutions at different levels.
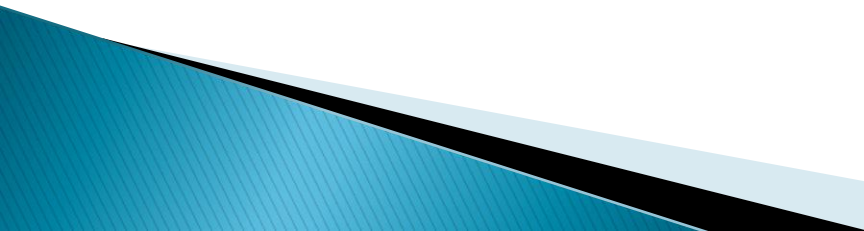
# Introduction – Aims

- Project purposes are,
- a) Giving support to new social enterprises by developing a self-learning and teaching/training materials for trainers/mentors.
- b) Increasing institutional & management capacity of existing social enterprises by providing access free materials via digital platforms.
- c) Increasing financial capacity of existing social enterprises by facilitating access to external fund mechanisms via databases and learning/teaching/training materials.
- d) Raising awareness on social entrepreneurship by various activities (dissemination, training, valorization, exploitation, multiplier events, promotion etc.) which will be implemented.
- e) Increasing the number of competent young people and trainers/mentors in social business sector by enhancing their management, enterpreneurial skills and knowledge with non-formal methodology.
- f) Building capacity and creating network among partners from different countries and organizations with different set of skills, capacity and cultures in the context of social entrepreneurship.
- g) Enabling to free access to knowledge with Open Educational Resources (OER) and materials in this area which has scarce resources in terms of educational materials and intellectual outputs.
- h) Increasing opportunities for e-learning/blended learning in this area via digital platform.

# Introduction – Summary

- Young Social Enterprises with Young Entrepreneurs (YoSE) project is a research based project.

- 9 intellectual outputs will be created with training needs analysis of target group and non formal methodology integrated to them to compansate the needs. Intellectual outputs aims young people between age of 18-30 who would like to become social entrepreneurs and enhance their capacity on social entrepreneurship.

- Outputs will be tested with 2 pilot and 1 international trainings. 90 learners are aimed to receive the first pilot trainings in 4 countries by 6 partner organizations.

# Introduction – Summary

- Project is also designed to create a training of trainers.

- 90 trainers will attend to second pilot trainings in 4 countries by 6 partner organizations.

- 26 participants will enjoy international learning opportunity held in Paris to demonstrate the impact of intellectual outputs. These trainings will be certified in order to ensure recognition of skills acquired.

# Workpackages / Outputs (General)

- ## **Output 1-2 (WP1) (Leader :Pendik Municipality)**
  - *Output 1*: Social Entrepreneurship Database
    - Activity 1: Collection and Selection of Social Entrepreneurship Examples

  - *Output 2*: Needs Analysis
    - Activity 1: Preparation and Implementation of Survey and Interviews
    - Activity 2: Evaluation of Results and Creation of Analysis Report

# Workpackages / Outputs (General)

- ## Output 3-4-5 (WP2) (Leader :Friedrich-Alexander-Universitat Erlangen Nurnberg / Coleader: Okan University)

  - *Output 3-4-5*: Create Your Social Business Plan / Manage and Improve Your Social Business Model / Guidebook For Capacity Building via External Mechanisms

    - Activity 1:Literature Review and Data Collection
    - Activity 2: Determination of Outlines and Creation of Content based on Needs Analysis and Non formal Training Methodology
    - Activity 3: Pilot Trainings
    - Activity 4: Feedback Evaluation & Revising and Finalizing Methodology

# Workpackages / Outputs (General)

▸ **Output 6-7 (WP3) (Leader :Zirve Eğitim LTD./ Coleader: Pendik Municipality)**

○ *Output 6-7*: e-Learning Web Platform / Interactive Disc

- Activity 1:Design and Establishment
- Activity 2: Transferring and Uploading Methodology
- Activity 3: Feedbacks & Revisions

# Workpackages / Outputs (General)

- Output 8 (WP4) (Leader : Glafka S.r.o Co-Leader: Okan Uni. & Friedrich Alexander Uni.)

  ◦ *Output 8*: Instructions for Mentors/Trainers

    · Activity 1:Determination and Integration of Non Formal Methodology and Instructions
    · Activity 2: Creation of Instructions for e-Learning/Blended Learning
    · Activity 3: Pilot Trainings
    · Activity 4: Feedback Evaluation & Revising and Finalizing Methodology

# Workpackages / Outputs (General)

- **Output 9 (WP5) (Leader : Pendik Municipality)**
  - Internal Quality Report
  - External Quality Report (by third party)
  - Training Evaluation Report

# Multiplier Event

▸ Social Entrepreneurship Conference

◦ Held in Turkey by Okan University

◦ O1, O2, O3, O4, O5, O6, O7, O8 will be introduced

◦ 150 local participants, 20 Foreign Participants

# International Training Activity

- Blended mobility of young people
- Duration: 7 days
- Held in Paris/France
- Topic: Output 3-4-5-8
- Number of Participants per Organization:
  ◦ Pendik Mun. & FRIEDRICH-ALEXANDER UNI. & GLAFKA & e-Juniors: 5
  ◦ Okan University & Zirve Egitim LTD: 3

  **Number of Accompanying Persons**: 5 (should be covered from Project Management and Implementation Budget)

# Output 1-2 in Details

- Social Entrepreneurship Database (O1)
  - A database that involves examples of social entreprises in various areas from partner countries will be created for the use of trainees, trainers and relevant organizations. This study aims to draw a starting path for users and researchers about social entrepreneurship.

  - Action: Collection and Selection of Social Entrepreneurship Examples
  - Partners will collect and select best practices & projects in their countries.
  - Number of examples: 4 (per country) x 15 = 60

# Output 1-2 in Details

- Social Entrepreneurship Database (O1)
- Samples might involve: (*a format needed to be determined*)
  - Name of entrepreneurship, entrepreneur and/or project
  - Date and Duration
  - Sector and description
  - Location
  - Main activities
  - Logo (if it has)
  - Partner(s) (if there is)
  - Contact information, phone numbers, fax, e-mail and address.

# Output 1-2 in Details

- Needs Analysis (O2)
- Need analysis will be a solid base for training and creation of a tailor made methodology which aims specifically the target group of the project.
- Action 1: Preparation and Implementation of Survey and Interviews
  - Pendik Municipality & Okan University will draw a framework and prepare content for a common survey. Feedbacks will be received from partners.
  - 75 surveys will be implemented by each partner. (Except Pendik Mun. & Okan Uni.)
  - Digital copies (results and scanned versions) of the surveys will be sent to Pendik Municipality.

# Output 1-2 in Details

▸ Needs Analysis (O2)

▸ Action 2: Evaluation of Results and Creation of Analysis Report

  ◦ Results of surveys and interviews will be evaluated and documented as need analysis report.

  ◦ Pendik Municipality will evaluate the results and categorize them (age, gender, education, country, profession, income, physical and social conditions and environment etc.).
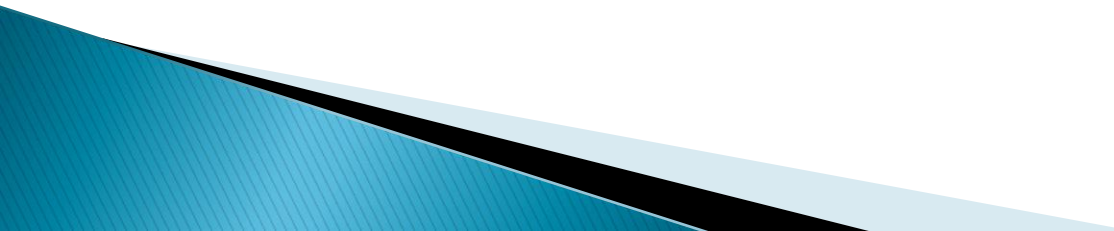
# Output 3-4-5 in Details

- Create Your Social Business Plan (O3), Manage and Improve Your Social Business Model (O4), Guidebook For Capacity Building via External Mechanisms (O5) will be created simultaneously.
- Common Action 1: Literature Review and Data Collection
  - Each partner will research on their sources, databases about the content and send it to Friedrich-Alexander Uni. & Okan Uni.

# Output 3-4-5 in Details

▸ Common Action 2: Determination of Outlines and Creation of Content based on Needs Analysis and Non formal Training Methodology

  ◦ Output 3 – Create Your Social Business Plan: Content (foreseen in the Proposal however it will be determined and created by partners in parallel with the needs analysis.)
  - Conducting a Market analysis,
  - Preparing a Marketing plan,
  - Preparing a Operations plan,
  - Preparing a Financial plan,
  - Conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and matrix,
  - Determination of vision, mission and policy and regulations,
  - Making Business environment analysis,
  - Preparing Industry backround research,
  - Conducting Competitior analysis,
  - Determining Milestones and preparation of strategic plan (inc. objectives, activities, indicators)

# Output 3-4-5 in Details

- Output 4 – Manage and Improve Your Social Business Model – Content will be determined and created by partners in parallel with the needs analysis.

- Output 5– Guidebook for Capacity Building via External Mechanisms – Content will be determined and created by partners in parallel with the needs analysis.

# Output 3-4-5 in Details

- Common Action 3: Pilot Trainings
  - Coordinated by WP leader.
  - Min. 15 learner per partner will receive this training.
  - Surveys will be conducted after each training to receive feedback from participants to revise the methodology.
  - In parallel with the feedback, revisions will be made by WP leader and co-leader.
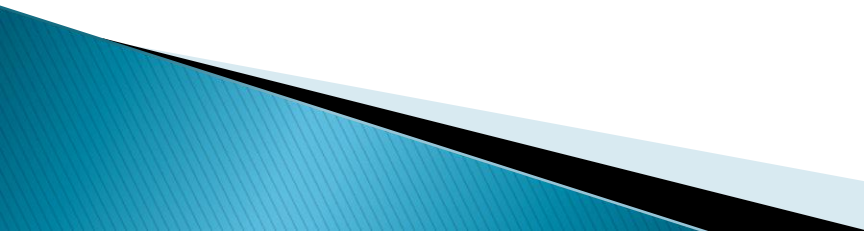  - Surveys will be evaluated by Pendik Municipality for O9.

# Output 3-4-5 in Details

- Common Action 4: Feedback Evaluation & Revising and Finalizing Methodology
  - Surveys will be evaluated and reported by Pendik Municipality.
  - Feedbacks will be integrated to methodology and content by WP leader & co-leader.
  - Final version of the intellectual material will be examined and improved/approved by partners.

  - Translations are budgeted under the exceptional costs. Materials will be translated to 4 languages (and English).
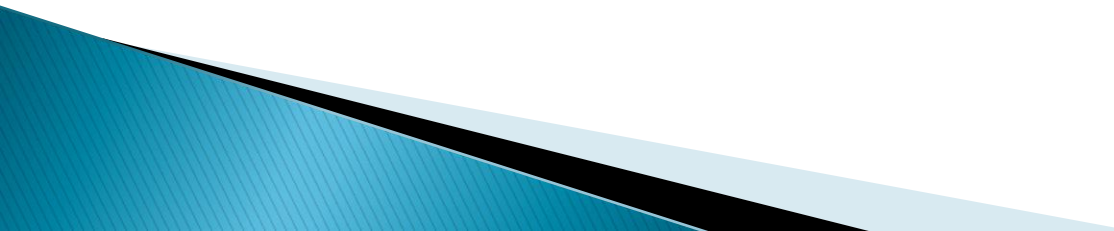  - Working language will be English.

# Communication Plan

- 1. Project Team Meetings

- Description: Meeting involving local team members to discuss the work in progress, recently completed, coming up among themselves
- Method: Verbal
- Frequency: Weekly

- 2. Quality Review Meetings
- Description: Regular meetings involving the quality manager and quality review staff to ascertain the level of quality of all project deliverables.
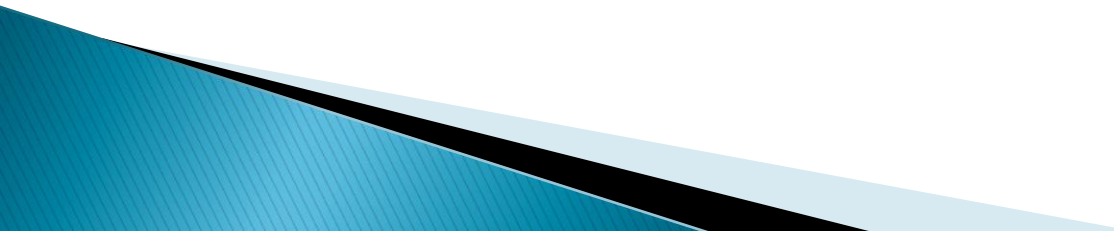- Method: Verbal (online)
- Frequency: Monthly

# Communication Plan

- 3. Workpackage Meetings

- Description: Formal meetings held at the end of each phase to identify the overall status of the project, the quality of the deliverables produced and any outstanding risks, issues or changes
- Method: Verbal (online)
- Frequency: Monthly

- 4. Change Approval Meetings

- Description: If necessary, in order to overcome difficulties and to ensure the smooth operation of project, change requests will be considered among partners. Coordinator will contact with National Agency before making any formal requests.
- Method: Verbal/written (online communication, e-mails, face to face if possible)
- Frequency: Upon request

# Communication Plan

- 5. Supplier Meetings

- Description: Regular meetings with each supplier to discuss performance issues and product delivery status.
- Method: Verbal
- Frequency: Two weeks before service/product provided

- 6. Status Reports

- Description: Reports providing the status of the schedule, budget, risks and issues
- Method: Status report
- Frequency: Monthly

# Communication Plan

- International Meetings:
- 1st: At Turkey
- 2nd: At Germany
- 3rd: At Czech Republic
- 4th: At France
- 5th: At Turkey
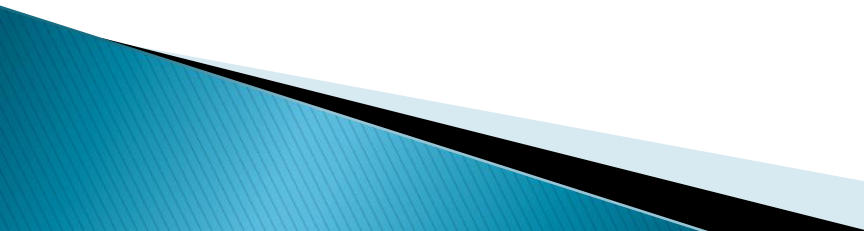- Number of participants per meeting: 2 (except Zirve Egitim)

# Dissemination Plan

- International Meetings with Partners: (internal dissemination). International meetings will be held and hosted at partner countries on 1-6-12-18-24. months of project.

- Online Discussion Groups: will be used throughout project and will be used after project implementation for following up and valorization.

- Newsletters will be published quarterly (once in a six month). It will be used to announce the project, give regular updates, develop a profile. It will be handed out by partners to their networks and in their own activities and. Also electronic version of the newsletter will be circulated in networks and social media accounts.

- Brochures will also be published both printed and virtual. Brochures in printed form will be handed out at activities, meetings, conferences and to colleagues at institutions of project consortium. E-version will also be circulated electronically to virtual networks. Two brochure designs will be used, one of them will be published on 3rd month and the other version will be published on 14th month of project. First version includes project objectives, aims and general promotion and project logo, website, information and logos of stakeholders. Second version will be an updated version of the first one and will involve project outputs and e-learning.

# Dissemination Plan

- Posters will be used at activities, trainings, conference as well as in buildings of partner organizations and their other activities and projects. Posters will include project name, website, logo(s). Posters will be printed on 3rd month of project and disseminated during and after project implementation.

- Press Releases and Conferences: Local press members will be invited to project kick off and final meetings held at Turkey. Press release documents will be prepared quarterly (1, 6,12, 18, 24th month of project) and sent to local press in cities where every partner organization is located.

- Multiplier event: An international conference for project dissemination will be held on 22th month of project. Project and outputs will be introduced and printed documents will be handed out to participants.
- Newspaper Articles
- Pilot Trainings
- Official letters and announcements
- Project Website
- Social Media
- Registration to Digital Platforms
- Multiplier event

# Project Documentation

- **A. Project management and implementation**

- (a) Calculation of the grant amount: the grant amount is calculated by multiplying the total number of months of the project duration by the unit contribution applicable to the beneficiary, as specified in Annex III of the Agreement.

- (b) Triggering event: the event that conditions the entitlement to the grant is that the beneficiary implements the activities and produces the outputs to be covered from this budget category as applied for in the grant application and as approved by the National Agency.

- (c) Supporting documents: proof of activities undertaken and outputs produced will be provided in the form of a description of these activities and outputs in the final report. In addition, outputs produced will be uploaded by the coordinator in the Dissemination Platform and, depending on their nature, available for checks and audits at the premises of the beneficiaries.

# Project Documentation

- **B. Transnational project meetings**
- (a) Calculation of the grant amount: the grant amount is calculated by multiplying the total number of participations with the unit contribution applicable, as specified in Annex III of the Agreement.
- (b) Triggering event: the event that conditions the entitlement to the grant is that the participant has actually participated in the transnational project meeting and undertaken the reported travel.
- (c) Supporting documents:
- - For travel taking place between the sending organisation and the receiving organisation: proof of attendance of the activity abroad in the form of a declaration signed by the receiving organisation specifying the name of the participant, the purpose of the activity abroad, as well as its starting and end date;

    - In case of travel from a place different than that where the sending organisation is located and/or travel to a place different than that where the receiving organisation is located, the actual travel itinerary shall be supported with travel tickets or other invoices specifying the place of departure and the place of arrival.

# Project Documentation

- C. Intellectual outputs
- (a) Calculation of the grant amount: the grant amount is calculated by multiplying the number of days of work performed by the staff of the beneficiaries by the unit contribution applicable per day for the category of staff for the country in which the beneficiary concerned is established, as specified in Annex III of the Agreement.
- (b) Triggering event: the event that conditions the entitlement to the grant is that the intellectual output has been produced and that it is of an acceptable quality level, as determined by the evaluation of the NA.
- (c) Supporting documents:
- – proof of the intellectual output produced, which will be uploaded in the Dissemination Platform and/or, depending on its nature, available for checks and audits at the premises of the beneficiaries;
- – proof of the staff time invested in the production of the intellectual output in the form of a time sheet per person, identifying the name of the person, the category of staff in terms of the 4 categories specified in Annex III, the dates and the total number of days of work of the person for the production of the intellectual output;
- – proof of the nature of the relationship between the person and the beneficiary concerned (such as type of employment contract, voluntary work, etc.), as registered in the official records of the beneficiary.

# Project Documentation

- **D. Multiplier events**
- (a) Calculation of the grant amount: the grant amount is calculated by multiplying the number of participants from organisations other than the beneficiary and other project partner organisations as specified in the Agreement by the unit contribution applicable per participant, as specified in Annex III of the Agreement.
- (b) Triggering event: the event that conditions the entitlement to the grant is that the multiplier event has taken place and that it is of an acceptable quality level, as determined by the evaluation of the NA.
- (c) Supporting documents:
- – Description of the multiplier event in the final report;
- – proof of attendance of the multiplier event in the form of a participants list signed by the participants specifying the name, date and place of the multiplier event, and for each participant: name, e-mail address and signature of the person, name and address of the sending organisation of the person;
- – detailed agenda and any documents used or distributed at the multiplier event.

# Project Documentation

- E. Learning, teaching and training activities
- (a) Calculation of the grant amount: the grant amount takes the form of a unit contribution towards the travel, individual support and linguistic support. It is calculated as follows:
- **Travel**: the grant amount is calculated by multiplying the number of participants with the unit contribution applicable to the distance band for the travel abroad, as specified in Annex III of the Agreement;
- **Individual support**: the grant amount is calculated by multiplying the number of days/months per participant with the unit contribution applicable per day/month for the type of participant and for the host country concerned, as specified in Annex III of the Agreement. In the case of incomplete months for activities exceeding 2 months, the grant amount is calculated by multiplying the number of days of the incomplete month with 1/30 of the unit contribution per month.

# Project Documentation

- (b) Triggering event:
- - Travel: the triggering event for the entitlement to the grant is that the participant has actually undertaken the reported travel.
- - Individual support: the event that conditions the entitlement to the grant is that the participant has actually undertaken the activity abroad.
- (c) Supporting documents: (i) Travel:

- - For travel taking place between the sending organisation and the receiving organisation: proof of attendance of the activity abroad in the form of a declaration signed by the receiving organisation specifying the name of the participant, the purpose of the activity abroad, as well as its starting and end date;

- - In case of travel from a place different than that where the sending organisation is located and/or travel to a place different than that where the receiving organisation is located, the actual travel itinerary shall be supported with travel tickets or other invoices specifying the place of departure and the place of arrival.

# Project Documentation

- (iii) Supporting documents:
- – Proof of attendance of courses in the form of a declaration signed by the course provider, specifying the name of the participant, the language taught, the format and duration of the linguistic support provided, or

- – Invoice for the purchase of learning materials, specifying the language concerned, the name and address of the body issuing the invoice, the amount and currency, and the date of the invoice, or

- – In case the linguistic support is provided directly by the beneficiary: a declaration signed and dated by the participant, specifying the name of the participant, the language taught, the format and duration of the linguistic support received.