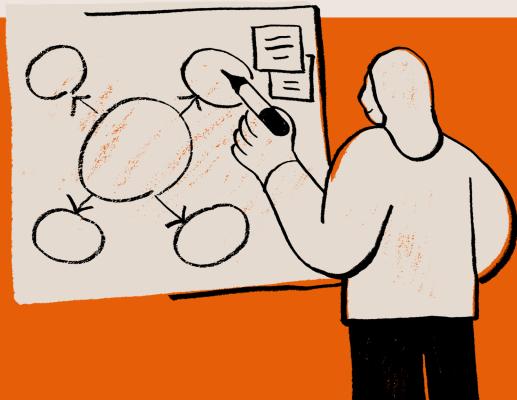


STRONG SOCIAL

ENTERPRENEUR GIRLS







2024-1-DE02-KA210-VET-000245119

Module 2 – Topic 1: Introduction to Entrepreneurship

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

Topic Snapshot

- Recommended duration: 3-4 hours (e.g., $2 \times 90-120$ minutes).
- ·Audience: High school female students aspiring to be young entrepreneurs.
- ·Aim: Build foundational understanding of entrepreneurship with a focus on social impact, creativity, and inclusion; connect to module-wide hands-on activities.

Alignment with Module 2 (Methods & Assessment)

- •Methods: : Group discussions, interactive workshops, hands-on projects/creative labs, case studies Σ role-playing, community engagement activities.
- •<u>Assessment</u>: ·: ·Participation δ teamwork; contribution toward a module-level final group project (entrepreneurial solution + presentation).

LEARNING OBJECTIVES (TOPIC 2)

- Define entrepreneurship and social entrepreneurship; distinguish profit-first vs. mission-driven models.
- Identify core entrepreneurial traits and mindsets (curiosity, resilience, empathy, ethical awareness).
- Spot community problems/opportunities and translate them into opportunity statements.
- Draft a first-pass mission statement and social value proposition (beneficiaries, change, metrics).

• Relate ideas to SDGs, inclusion, and sustainability; list basic digital tools for branding/storytelling (e.g., Canva, AI aids).



SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Interactive Lecture: What is entrepreneurship? Entrepreneur vs. social entrepreneur; examples from local/European contexts.	20
2	Founder Role-Play: 'My why' — pairs share imagined or real founder stories; debrief on traits/mindsets.	20
3	Opportunity Walk: identify local problems/needs (education, health, waste, crafts, access). Teams write 3 opportunity statements.	25
4	Workshop: Social Value Proposition (beneficiaries, problem, proposed change, simple metric).	35
5	Mini-Case: Analyze a short social enterprise case; map model & outcomes; discuss inclusion/ethics.	30
6	Share-out & Reflection: 60–90s elevator pitch + feedback; commit to one week action.	20

Block 1 — Interactive Lecture (20')

- Definitions: entrepreneurship, social entrepreneurship; value creation (economic + social).
- • Examples: product/service innovation; circular/upcycling; digital platforms; community-based ventures.
- ·Contrast: revenue-first vs. mission-lock (impact + revenue).
- Quick check: Ask learners to give one local example and name its primary beneficiaries.

Block 2 — Founder Role-Play (20')

- Pairs: Student A (founder) tells a 60s origin story; Student B (interviewer) asks 2 clarifying questions; swap roles.
- Debrief as a group: which traits surfaced (resilience, empathy, creativity, collaboration, ethical awareness)?
- Tip: Model a short founder story first; provide question stems to avoid leading questions.

Block 3 — Opportunity Walk (25')

- Prompt: 'Where do you see friction or unmet needs in your school, neighborhood, or online communities?'
- • Teams write 3 opportunity statements: 'For [beneficiaries] who need [job/relief], we will [change] by [approach/tech].'
- Collect statements on a wall; vote with stickers to choose one per team.



Block 4 — Workshop: Social Value Proposition (35')

- • Use the 'Social Value Proposition Canvas' (included) to capture beneficiaries, pains/gains, change theory, and success metric.
- • Encourage use of Canva/AI to sketch a simple poster or oneslide visual.

Block 5 — Mini-Case Analysis (30')

- Provide a one-page case; teams fill the 'Mini-Case Map' (problem, model, outcomes, inclusion/ethics).
- Plenary: 'What would we adapt locally?'

Block 6 — Share-out & Reflection (20')

- • Each team delivers a 60–90s mission pitch using the outline provided.
- Peers give $+1/\Delta 1$ feedback (one thing to keep; one change).
- Learners log one 1-week action (who/what/metric).



Participation & Teamwork

Criterion	0–10
Engagement in discussions & role-play	
Quality of contributions to worksheets	
Constructive peer feedback (+1/Δ1)	

Mission Pitch (60-90s)

Criterion	0–10
Problem & beneficiaries clarity	
Social value proposition (change & metric)	
Feasibility & ethics (privacy, inclusion)	
Delivery (time, voice, visuals)	

MATERIALS CHECKLIST

- ·Slides (definitions; examples; SDGs & inclusion).
- Printouts: Mindset Checklist; Opportunity Statements; Stakeholder Map; Social Value Proposition Canvas; Mini-Case Map; SDG Checklist; Mission Pitch Outline; Reflection Journal.
- ·Markers, stickers; projector; devices with internet/Canva access.

INCLUSION & SAFETY

- ·Use plain-language definitions; maintain a live glossary.
- Rotate roles; ensure one-mic norm; schedule breaks considerate of caregiving needs.
 - ·Collect minimal personal data; obtain consent for any recordings; ensure accessibility of materials.

Module 2 – Topic 2: Creative & Critical Thinking

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

- ..Recommended duration: 3–4 hours (e.g., two 90–120 minute blocks).
- ·Audience: High school female students aspiring to be young entrepreneurs.
- ·Aim: Generate bold ideas (divergent), evaluate them rigorously (convergent), and select ethical, feasible concepts to take into prototyping

Alignment with Module 2 (Methods & Assessment)

•Methods: •Group discussions, interactive workshops, creative labs (brainwriting/SCAMPER), case studies δ role-playing, community engagement activities.

•Assessment: : Participation δ teamwork; quality of idea generation and reasoned selection; inputs to the module-level final project.

LEARNING OBJECTIVES (TOPIC 2)

- Practice divergent idea generation using structured methods (3-3-3, SCAMPER, 6-3-5 Brainwriting).
- Apply convergent thinking tools (Impact × Feasibility matrix, weighted scorecards) to prioritize ideas.
- ·Use critical reasoning frameworks (Claim-Evidence-Reasoning), assess sources (CRAAP), and identify common biases/fallacies.
- Embed ethics/inclusion and SDG relevance into idea selection.
- Present and defend a reasoned recommendation with clear next steps.

SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Creative Warm-ups & Divergent Thinking: icebreakers, 3-3-3 ideation, random prompts.	25
2	Structured Ideation: SCAMPER walkthrough; 6-3-5 Brainwriting round.	35
3	Critical Thinking Tools: CER, CRAAP source check, bias/fallacy spotter.	35
4	Convergent Prioritization: Impact × Feasibility matrix; weighted scorecard.	30
5	Mini-Debate / Fishbowl: argue for/against top concepts; stress-test assumptions.	25
6	Decision & Reflection: pick 1 concept; define first test and success metric; journal.	20

Block 1 — Interactive Lecture (25')

- ·3-3-3: 3 minutes × 3 rounds × 3 ideas per round; no judging, build on others ('Yes-and').
- Random prompt: pull a random word/object; connect it to the problem to spark lateral ideas.
- • Gallery parking lot: post all ideas on a wall; keep pace and energy high.

Block 2 — Founder Role-Play (35')

- • SCAMPER mini-demo then teams fill the matrix (Substitute, Combine, Adapt, Modify, Put to other use, Eliminate, Reverse).
- ·6-3-5 Brainwriting: 6 participants, 3 ideas each, 5 minutes; pass sheets clockwise for 2-3 rounds.

Block 3 — Opportunity Walk (35')

- • CER (Claim-Evidence-Reasoning): state claim; list 2-3 evidence points; write reasoning linking evidence to claim.
- Bias & Fallacies: spotlight confirmation bias, survivorship bias, sunk cost, false dilemma; invite examples.



Block 4 — Workshop: Social Value Proposition (30')

- Impact × Feasibility matrix: quickly place ideas; shortlist the top-right quadrant.
- • Weighted Scorecard: criteria (impact, feasibility, inclusivity/ethics, novelty); team assigns weights and scores.

Block 5 — Mini-Case Analysis (25')

- • Two chairs (for/against) rotate with audience; each side must present CER-structured arguments.
- Observer role captures fallacies/biases spotted and whether evidence quality meets CRAAP thresholds.

Block 6 — Share-out & Reflection (20')

- Decision record: selected concept, top assumptions, first test (2-week), success metric/threshold.
- Reflection prompts: what changed our minds; where do we still lack evidence; one inclusive safeguard.



Idea Generation (Divergent)

Criterion	0-10
Fluency (volume) & flexibility (variety)	
Originality & building on others	
Documentation quality (SCAMPER/brainwriting)	

Reasoned Recommendation (Convergent)

Criterion	0–10
Use of CER & evidence quality (CRAAP)	
Prioritization logic (Impact × Feasibility; weights)	
Ethics/inclusion & feasibility considerations	
Clarity of first test & metric	

Participation & Teamwork

Behavior	Evidence
Active contribution & listening	Brainwriting sheets; +1/Δ1 comments
Constructive questioning & debate	CER notes; bias/fallacy spotting

MATERIALS CHECKLIST

- ·Slides: creative vs critical thinking; SCAMPER; CER; CRAAP; bias/fallacies; Impact × Feasibility; scorecards
- ·Printouts: 3-3-3 sheet; SCAMPER matrix; 6-3-5 sheets; CER template; CRAAP checklist; Bias Spotter; Impact × Feasibility matrix; Weighted scorecard; Debate prep; Decision log; Reflection journal
- ·Markers, post-its; timer; projector; optional role-model video + transcript

INCLUSION & SAFETY

- ·Use plain-language prompts; rotate roles; enforce 'one-mic'.
- Acknowledge different thinking styles; ensure psychological safety; offer low-bandwidth printables.
 - ·Consider privacy and accessibility in examples and selected concepts.



Module 2 – Topic 3: Teamwork & Collaboration

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

- Recommended duration: 3–4 hours (two 90–120 minute blocks).
- ·Audience: High school female students preparing for team-based creative/social entrepreneurship projects.
- ·Aim: Build healthy collaboration habits (norms, roles, communication, feedback, conflict resolution) for project success in low-bandwidth and in-person settings.

Alignment with Module 2 (Methods & Assessment)

- •<u>Methods</u>: Group discussions, interactive workshops, hands-on team labs, role-play/case work, community engagement activities.
- •<u>Assessment</u>: Participation δ teamwork behaviours; quality of team charter, RACI/DACI and decision logs; peer feedback; contribution to module-level final project.

LEARNING OBJECTIVES (TOPIC 3)

- ·Co-create a Team Charter & Collaboration Agreement (values, norms, availability, tools).
- ·Use roles/responsibilities frameworks (RACI/DACI) and simple task boards to organise work.
- Establish communication cadences, meeting hygiene, and file/version practices.
- ·Give/receive feedback with the SBI framework; handle friction using DESC steps ethically.
- Run short retrospectives (Start/Stop/Continue) and maintain a decision log.



SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Team Formation & Icebreakers; Collaboration Mindset	20
2	Team Charter & Working Agreements (norms, availability, tools)	35
3	Roles & Responsibilities: RACI/DACI + Task Board basics	35
4	Communication & Meetings: cadences, agendas, notes, file practices	30
5	Feedback & Conflict: SBI practice + DESC role-play	35
6	Retrospective & Decision Log: Start/Stop/Continue; action items	20

Block 1 — Formation & Mindset (20')

- ·Icebreaker options: 'Two Truths & a Wish' (share a skill you bring + a skill to learn).
- • Mindset mini-input: psychological safety, one-mic rule, inclusive turn-taking, role rotation.

Block 2 — Team Charter & Working Agreements (35')

- • Guide teams through the Charter template (values, norms, availability, support needs).
- Ensure explicit inclusion items: accessibility, caregiving constraints, language preferences.

Block 3 — Roles & Responsibilities (35')

- • Explain RACI (Responsible, Accountable, Consulted, Informed) and DACI (Driver, Approver, Contributors, Informed).
- Teams complete a RACI/DACI for 6-8 key tasks; set a simple Kanban (To-Do/Doing/Done).



Block 4 — Communication & Meetings (30')

- • Communication Canvas: channels (chat/email/in-person), response times, escalation path.
- • Meeting hygiene: clear agenda, time-boxes, roles (facilitator, scribe, timekeeper), notes and next steps.
- • File practices: folder structure, naming conventions, single source of truth.

Block 5 — Feedback & Conflict (35')

- • SBI practice (Situation-Behavior-Impact) with peer role-play and prompts.
- DESC conflict tool (Describe-Express-Specify-Confirm) with scripted scenarios.

Block 6 — Retro & Decision Log (20')

- Run a 10-minute Start/Stop/Continue; log 3 improvements with owners/dates.
- • Create or update a Decision Log (DACI), including rationale and date.



Team Charter & Collaboration Artifacts

Criterion	0-10
Clarity & completeness (values, norms, cadences)	
RACI/DACI accuracy & coverage	
Usability (task board, meeting/notes, file practices)	
Inclusion & accessibility considerations	

Participation & Teamwork Behaviours

Behavior	Evidence
Active listening & equitable airtime	Turn-taking, one-mic observed
Constructive feedback & conflict handling	SBI/DESC notes, observer logs
Follow-through on action items	Decision log & retro actions closed

MATERIALS CHECKLIST

- ·Slides: collaboration mindsets; RACI/DACI; comms cadences; SBI & DESC; retrospectives.
- ·Printouts: Team Charter; Communication Canvas; RACI/DACI; Meeting Agenda/Notes; Task Board; Decision Log; SBI/DESC cards; Retro; Peer Assessment; Reflection Journal.
- ·Markers, post-its; timer; projector; low-bandwidth printables.

INCLUSION & SAFETY

• Establish a respectful-language rule; rotate roles; use accessible fonts/layouts.

• Accommodate caregiving/time constraints with clear availability windows and async options.

·Avoid sensitive personal data in shared docs; gain consent for any recordings.

Module 2 – Topic 4: Use of Digital Tools

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

- Recommended duration: 4 hours (two 2-hour blocks)
- expandable to a 1-day digital lab.
- ·Audience: High school female students preparing for hands-on creative/social entrepreneurship projects.
- ·Aim: Build practical fluency with essential digital tools for productivity, collaboration, content/storytelling, data basics, automation, and ethical/secure use.

LEARNING OBJECTIVES (TOPIC 4)

- Set up a simple, secure workspace: cloud storage, foldering, naming, permissions, and backups.
- Collaborate effectively using shared docs, comments, task boards, and version practices.
- Create basic content assets (poster/slide/short video) with accessible design principles.
- ·Use simple data skills (tables/CSV), and visualize with a chart; interpret one KPI.
- Automate a small workflow using no-code concepts (form → sheet → notification).
 - Apply privacy, security, and accessibility safeguards; use AI tools responsibly (prompting + verification).

SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Workspace Setup & Cyber Hygiene: cloud, naming, permissions, MFA, backups	35
2	Collaboration & Versioning: shared docs, comments, task board, change log	35
3	Content & Storytelling: poster/slide/video basics; accessibility checks	40
4	Data Basics: import CSV, clean table, make a chart; pick one KPI	30
5	Automation & Al Assistants: no-code flow + prompt-to-draft responsibly	30
6	Mini-showcase & Reflection: demo assets; note lessons & next steps	20

Block 1 — Workspace Setup & Cyber Hygiene (35')

- • Create project folders; adopt naming: YYYYMMDD_project_topic_v01; set view/edit permissions.
- • Enable MFA; use passphrases; beware phishing; keep devices updated.
- Backups: single source of truth + weekly archive; store consent/PII separately

Block 2 — Collaboration & Versioning (35')

- Real-time co-editing; comments @mentions; suggestion mode; change log.
- • Task board (To-Do/Doing/Done) with owners/dates; meeting notes template.
- Version practice: v01/v02 + changelog line; use 'final' only after peer check

Block 3 — Content & Storytelling (40')

- Design basics: contrast, alignment, hierarchy, whitespace; readable fonts; colour contrast.
- • Create one poster/slide: add title, problem, beneficiaries, solution; export PDF.
- Accessibility: alt text for images; captions/transcripts for video; large touch targets in links.



Block 4 — Data Basics (30')

- Open/import CSV; clean headers; types; remove duplicates; calculate a simple rate/percentage.
- • Create one chart (bar/line) and write a 1-line insight; choose a basic KPI and owner.

Block 5 — Automation & Al Assistants (30')

- No-code recipe: form → sheet → notification; define trigger, action, and owner.
- All responsibly: write a prompt for a poster draft or email; verify facts; cite sources; avoid sensitive data.

Block 6 — Mini-showcase & Reflection (20')

- Each team demos: organized folder, 1 collaborative doc, 1 content asset, 1 chart, and a simple automation/Al artifact.
- Peers give $+1/\Delta 1$ feedback; log one improvement and next step.



Digital Workspace & Collaboration

Criterion	0–10
Foldering & naming; permissions set; backup noted	
Task board & change log in use	
Meeting notes & action tracking	
Privacy/security practices documented	

Content & Data Artifact

Criterion	0–10
Readable, accessible design (alt text/captions)	
Clear message & storytelling	
Correct chart & 1-line insight	
KPI owner & cadence defined	

Participation & Responsible Use

Behavior	Evidence
Collaboration behaviours (comments, @mentions)	Doc history; task updates
Responsible AI & privacy	Prompt sheet; consent/logs

MATERIALS CHECKLIST

- Slides: workspace setup; collaboration/versioning; content basics; data basics; automation; responsible AI; accessibility & privacy.
- Printouts: Foldering & Naming Guide; Permissions Checklist; Task Board; Meeting Notes; Content Checklist; Accessibility Checklist; Data Cleaning Steps; KPI sheet; Automation Recipe; AI Prompt Sheet; Reflection Journal.
- Projector; markers; sample CSV; devices with office/no-code tools; low-bandwidth printables.

INCLUSION & SAFETY

• Offer transcripts/captions; use accessible fonts/contrast; provide print/PDF alternatives.

• ·Avoid collecting sensitive data; gain consent; anonymize; restrict sharing; log access.

·Accommodate bandwidth limits with offline files/USB; rotate roles; one-mic rule.

Module 2 – Topic 5: Storytelling for Branding

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

- "Duration: 3–4 hours (two 90–120 min blocks).
- ·Audience: High school female students building a social/creative venture brand.
- ·Aim: Craft an inclusive brand story; produce a poster/slide and a storyboard or social post set.

LEARNING OBJECTIVES (TOPIC 5)

- Define brand basics; identify audience and value proposition.
- ·Use ABT and 3-Act frames to draft a core story.
- Select voice & tone; write key messages and CTA.
- Produce two assets with accessibility & consent checks.
- Plan KPIs and an A/B test.





SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Brand basics & equity-minded storytelling	25
2	Audience & message (personas, value, messages)	35
3	Narrative (ABT/3-Act) draft	35
4	Voice/Tone & visual brief; accessibility/consent	30
5	Production lab (poster+storyboard/social)	40
6	Publishing, KPIs & A/B test	15

Brand Narrative Pitch

Criterion	0–10
Problem/beneficiary clarity	
Narrative structure (ABT/3-Act)	
Voice & tone fit	
Ethics & consent	

Content Artifact

Criterion	0–10
Message & CTA clarity	
Accessible design	
Consistency (voice/visuals)	
Credible proof	

INCLUSION & SAFETY

- Obtain informed consent for identifiable people; anonymize minors.
- Avoid stereotypes; focus on agency of beneficiaries.
- Ensure accessibility: alt text, captions, readable contrast.





Module 2 – Topic 6: Social Inclusion & Sustainability

Facilitator Guide (Creative Social Entrepreneurship)

Topic Snapshot

- Recommended duration: 4 hours (two 2-hour blocks).
- ·Audience: High school female students working on community-focused ventures.
- ·Aim: Embed inclusion, accessibility, and sustainability into team projects with clear commitments, safeguards, and measurable indicators.

LEARNING OBJECTIVES (TOPIC 6)

- Define social inclusion, equity vs. equality, intersectionality, accessibility, and sustainability (environmental, social, economic).
- ·Map stakeholders—especially underserved groups—and identify barriers and enablers.
- Apply inclusive/universal design checks to content, spaces, and processes.
- ·Use lifecycle thinking (Make-Use-End) and circular strategies (reduce, reuse, repair, recycle) to choose 2–3 sustainability practices.
- Draft a safeguarding & consent plan; follow data minimization and privacy basics.
- Select indicators; create a simple monitoring plan and ethics checklist.
- Present a 3-minute 'Inclusive & Sustainable Plan' pitch.



SESSION PLAN (SUGGESTED)

Block	Focus & Activity	Time
1	Foundations: concepts & vocabulary (inclusion, intersectionality, SDGs, sustainability)	30
2	Stakeholders & Barriers: who's left out, why, and how to include	35
3	Lifecycle & Circular Opportunities: reduce waste/energy; responsible sourcing	35
4	Safeguarding, Consent & Data Ethics: practical policies for the project	30
5	Integration Studio: Inclusive & Sustainable Plan canvas + indicators	40
6	Pitches & Reflection: 3-minute plan + peer scorecards	20

Block 1 — Foundations (30')

- • Mini-input: inclusion (equity vs. equality), intersectionality; accessibility basics; sustainability (people-planet-prosperity); SDG links (5, 10, 11, 12, 13).
- • Glossary wall: learners contribute examples from local contexts.

Block 2 — Stakeholders & Barriers (35')

- • Teams complete Stakeholder & Barrier Map (groups, barriers, channels, safeguards).
- Write three concrete inclusion commitments (e.g., language options, childcare window, travel stipend).

Block 3 — Lifecycle & Circular Opportunities (35')

- Walk through Make → Use → End; brainstorm reduce/reuse/repair/recycle options.
- • Choose 2–3 sustainability practices (e.g., local materials, reusables, low-energy tools).



DETAILED FACILITATION NOTES

Block 4 — Safeguarding, Consent & Data Ethics (30')

- Draft a one-page policy: consent types, photo/video rules, private data handling, escalation contacts.
- ·Use 'Data Minimization' checklist; set retention and access controls.

Block 5 — Integration Studio (40')

- Fill the Inclusive & Sustainable Plan Canvas: inclusion commitments, accessibility, sustainability practices, indicators, owners, dates.
- Peer review with Ethics & Accessibility checklist; refine once.

Block 6 — Pitches & Reflection (20')

- ·3-minute pitch + 1 minute Q&A using the scorecard provided.
- Reflection journal: one barrier we'll anticipate; one metric we'll track.



DETAILED FACILITATION NOTES

Inclusive & Sustainable Plan — 3-Minute Pitch

Criterion	0–10
Beneficiaries & barriers clarity	
Inclusion commitments & accessibility checks	
Sustainability practices (lifecycle/circular fit)	
Safeguarding & data ethics	
Indicators (baseline/target/owner) & feasibility	

Participation & Teamwork — Evidence

Behavior	Evidence
Active, respectful collaboration	Charter updates; equitable airtime
Constructive peer review	Checklist notes; +1/Δ1 feedback
Follow-through on actions	Canvas complete; indicators assigned

MATERIALS CHECKLIST

- Slides: inclusion & accessibility basics; lifecycle & circular strategies; safeguarding & data ethics; indicators & SDGs.
- Printouts: Stakeholder & Barrier Map; Inclusion Commitments; Accessibility Checklist; Lifecycle Map; Footprint Estimator; Waste/Resource Plan; Safeguarding & Consent Plan; Ethics Checklist; Indicator Plan; Inclusive & Sustainable Plan Canvas; Pitch Scorecard; Reflection Journal.
- ·Markers, post-its; projector; optional low-bandwidth printables.

INCLUSION & SAFETY

• ·Use plain-language; provide translations if needed; offer print/PDF alternatives.

• Obtain informed consent for identifiable people; anonymize minors/sensitive data; restrict access.

·Accessibility: readable fonts/contrast; alt text; captions/transcripts; physical access considerations.

