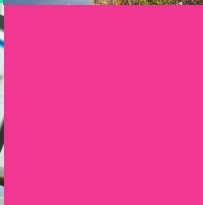
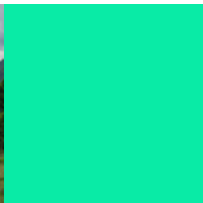
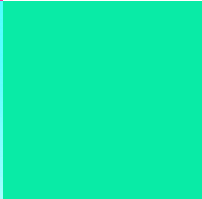


TOOLS



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TOOLS FOR ECOTOURISM AND **SOCIAL ENTREPRENEURSHIP DEVELOPMENT**

HERITAGE FOR YOUTH | European Heritage for Youth involvement and entrepreneurship

This Tool was created in July 2022 in the frame of the project
**"HERITAGE FOR YOUTH - European Heritage for Youth
involvement and entrepreneurship"** (2020-1-IT03-KA205-
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sociale (Marsciano, Italy).

Visit the website: <https://heritage4youth.eu/>

A collaborative work of:



Partners organizations:

- Asociacija Aktyvistai (Kaunas, Lithuania)
- Asociatia pentru Tineret "Emil Racovita 2000" (Vaslui, Romania)
- EPRALIMA - Escola Profissional do Alto Lima - C.I.P.R.L. (Arcos de Valdevez, Portugal)
- Friends of Europe Municipality of Tisno (Tisno, Croatia)
- Interactive Media Knowledge Transfer - InterMediaKT (Patras, Greece)
- Travelogue Associazione di promozione sociale (Marsciano, Italy)
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A BUSINESS PLAN FOR SOCIAL ENTREPRENEURSHIP

THE CANVAS MODEL

Aim of the workshop:

To learn the concept, function and structure of social entrepreneurship, a business plan, and the Canvas model



Duration:

- 1:30 - 2 hours in total
- Presentation of Social Entrepreneurship and introduction: **30 min**
- Brainstorming and creation of business plan: **50 min**
- Final presentation: 5 min/group

Size and Characteristics of the group:

- 4-6 people
- Young people 18-30
- Mixed groups with participants from different countries



Learning Objectives:

- To learn the concept, function, and structure of a Business Plan.
- Developing the knowledge of the concept of social entrepreneurship
- Generating a business idea
- Developing a draft basic business plan following the Canva model in a creative way
- Developing team-working and creative skills
- Stimulating the entrepreneurship competence and active participation





Instruction for the implementation (Methodology and content, methods, techniques and step by step description):

Presentation of the concept of Social Entrepreneurship and the business plan, following the structure of the Canvas template.

The participants are divided in groups with 4-6 participants for each group.

The Canvas template can be drawn on a blank sheet of paper.

The participants will have about 50 minutes for brainstorming, generating a business idea related to social entrepreneurship and developing their business plan.

They can draw or fill in the Canvas template or present it in a creative way.

All the 9 aspects listed in the Canvas model should be addressed:

- Key Partners
- Key Activities
- Key Resources
- Value propositions
- Customer Relationships
- Channels
- Customer Segments
- Cost Structure
- Revenue Streams

Each group will present its idea to the facilitators and the other groups.

Environment and context, tools and materials:



- A room with a table for each group and chairs for the participants
- Laptop and projector for the presentation
- Flip chart paper or posters
- Pens, coloured markers

Supporting documentation:

- PowerPoint presentation about Social Entrepreneurship
- Canva Template



Observations and tips for the facilitator:



The session can also be delivered as a competition to generate the best business idea; the best proposal will be voted by the other participants or by the facilitators and win a prize.

The activity can be implemented with different target groups of participants.

Facilitators will need to support learners to work through and develop the draft business plan

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship projects have already generated a positive impact on more than 622 million people around the world.

Introduction

The notion of social entrepreneurship has long ceased to be a “promise” for a more sustainable future. Today, it is increasingly part of the reality of many citizens willing to solve society's needs in an innovative and profitable way.

What is social entrepreneurship?

We define social entrepreneurship as a business model that generates profit, but it is essentially guided by the purpose of solving economic and socio-environmental needs that are not being met by the market. Generating profit is the main point of differentiation between a social enterprise and an NGO. The first is formally constituted as a company and is supported by the sale of products or services. The second has, as a *modus operandi*, fundraising via donations or voluntary work.

Interesting data on the subject in Portugal

Get to know some relevant information for companies and investors looking to familiarize themselves with the social scene in Portugal:

- The social economy represents about 3% of the Gross Value of the national economy.
- Through the Social Innovation Program alone, 31 million euros have already been mobilized for social entrepreneurship projects, with 655 social investors.
- The North is the region with the most social projects (209 in the Social Innovation and Portugal 2020 initiatives).
- The most popular area of intervention is Social Inclusion (229 projects).

Which are the main features of the business model?

See below the characteristics of social entrepreneurship to know how to differentiate this business model from other projects that seek the support of your company:

- Business model based on solving social problems.
- Structure strongly supported by the idea of innovation.
- The search for partnerships, in general, has the objective of guaranteeing the sustainability of the projects in the short/medium term. In the long run, businesses want to be financially independent.
- They use market knowledge to solve problems in the communities in which they operate.



The best way to start is to stop talking and start working.

Walt Disney



Why invest in social entrepreneurship?

The growing movement of social entrepreneurship has expanded its area of influence. The media, social networks, incubators, investors, and companies are increasingly willing to contribute to the sustainability of initiatives.

Anyone who realizes the undeniable connection between purpose and profit realizes that supporting social entrepreneurship projects is a two-sided coin: good for the businesses supported and good for companies. After all, investing in social impact also:

- Strengthens the company's positioning;
- Stimulates sustainable territorial development;
- Develop skilled labor;
- Enables the exchange of technology and innovation.

THE CANVAS MODEL

Anyone thinking about starting a business – be it digital or physical– needs to do a little exercise known as the Canva Model. For those who are not familiar with the term, it is a brief strategy that seeks to determine whether it is possible to make a business idea viable, contemplating its different facets and simulating the expected revenues as well as the costs necessary to launch the project.

The Canvas Template is therefore a pre-formatted visual map, which has nine blocks where you can organize different information about your idea and thus obtain some visual clarification. Not always what we have in mind, no matter how much sense it makes, becomes viable. The Canvas template map is assumed as a way of summarizing key points of a business plan.

This model, formulated by **Alexander Osterwalder**, is well known, and used by companies all over the world. Not only useful for starting a business, but it can also be useful if you are thinking of making a certain investment and expansion.

Canvas template: The exercise to do before starting a business

Key Partners <i>Who are our key partners?</i>	Key Activities <i>What key activities do our value propositions require?</i>	Value Propositions <i>What value do we deliver/offer to the customer?</i>	Customer Relationships <i>What type of relationship does each of our customer segments expect us to establish and maintain with them?</i>	Customer Segments <i>For whom are we creating value? Who are the customers?</i>
	Key Resources <i>What key resources do our value propositions require?</i>		Channels <i>Through which channels do our customer segments want to be reached?</i>	
Cost Structure <i>What are the most important costs inherent in our business model?</i>			Revenue Streams <i>How do we convert value proposition into financial gain? For what value are our customers really willing to pay?</i>	

The implementation of the workshop in Portugal

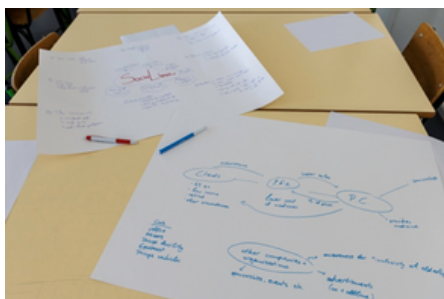
This workshop was implemented in Arcos de Valdevez, Portugal, during the blended mobility of young people of the Erasmus+ project "European Heritage for Youth involvement and entrepreneurship" hosted by Epralima - Escola Profissional do Alto Lima C.I.P.R.L. from June 5th to 10th, 2022.

The **participants** involved were **15 young people** between 16 and 30 years old, coming from all the countries of the consortium: Croatia, Greece, Italy, Lithuania, Portugal, Romania, and Spain.

The workshop was facilitated by a trainer from Epralima.

The presentation about Social Entrepreneurship was implemented on the first day of the training. On the following days, the participants have been able to visit and discover good practices about ecotourism and social entrepreneurship in the local area. The workshop for the creation of the Business plan was implemented on the last day of the training. In this way, the learners were able to use the ideas collected in the previous days and to put them into concrete examples of business ideas related to ecotourism and with a social value.







A collaborative work of:



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