EMPOWERHER

ENSURING DIGITAL INNOVATION (GAMIFICATION), QUALITY AND RECOGNITION IN YW FOR BETTER GENDER BALANCE IN ENTREPRENEURSHIP EDUCATION

2023-2-PL01-KA220-YOU-000180172

# TEMPLATE FOR DEVELOPING EMPOWERHER ENTREPRENEURSHIP ACTIVITIES

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# EmpowerHER Activity Template

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| **Title of the Activity** | **The Changemaker's canva**<br><br>In this activity, the participants will be asked to firstly identify a real-world problem and then proceed with developing their first social business idea on a collaborative digital canva. Through this activity, the process of ideation, the skill of problem analysis, and teamwork are addressed. |
| **Partner** | EMPHASYS |
| **EmpowerHER Competence Framework reference** | 4. Social Entrepreneurship |
| **Competences** | • Understand the theoretical background, definitions, and key frameworks of social entrepreneurship<br>• The process of ideation in social entrepreneurship<br>• Problem analysis<br>• Teamwork |
| **Format** | Online delivery |
| **Target Group** | Young girls and women between 16 – 25 years old interested in social change and entrepreneurship. No previous knowledge or expertise in social entrepreneurship is needed. |
| **Duration** | 60 minutes |
| **Materials & Tools Needed** | • Any video conferencing platform (e.g. Google Meet, Zoom, Microsoft Teams etc.) with the possibility of creating breakout rooms during the call.<br>• Any collaborative whiteboard tool (e.g. Miro, Jamboard, Canva etc.)<br>• A simple predesigned Social Business Model Canva uploaded on the shared whiteboards to give hints to the participants. |
| **Methodology** | **0 – 10 minutes:** The youth worker introduces the concept of Social Entrepreneurship to the participants. Ideally, they share real life cases of women social entrepreneurs.<br>**10 – 25 minutes:** Participants are randomly divided into break out rooms to talk and brainstorm on real social or environmental issues that occur in their community. The participants will be asked to identify how young women might be affected by these possible issues. Lastly, the participants will be asked to focus on one social issue. |

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| | **25 – 45 minutes:** Participants in their groups will work collaboratively on the Social Business Model Canvas focusing on the issue they decided earlier on.<br>**45 – 60 minutes:** All groups will go back to the main meeting room, and one representative of each group will present the social issue they chose and will also present the Social Business Model they developed in order to achieve social impact regarding the issue. |
| **Reflection & Evaluation** | Indicative questions:<br>• Considering the issues you identified, what new connection did you identify between this community issue and an idea for a new business?<br>• What was the most challenging part when trying to fit the social issue you identified into your Social Business Model Canvas, and what did this process teach you when it comes to prioritization?<br>• Did any new idea come to your mind when you heard other groups' ideas? Please, elaborate. |
| **Resources** | Miro: https://miro.com/index/<br>Jamboard: https://shorturl.at/5k2SK<br>Social Business Model Canvas Template: https://bmtoolbox.net/tools/social-business-model-canvas/ |

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