



Newsletter

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Ignite
Europe

IGNITE EUROPE PARTNERS MEET IN SWEDEN

Hosted by Emmerce, the Swedish partner of the consortium, the third meeting of the Ignite Europe project took place in Nyköping, Sweden, on 13 and 14th of December 2012.

The main part of the meeting focused on the re-development of the modules. Some partners presented their work and received feedback from their colleagues which will feed back into their re-designed modules. In addition to the modules, dissemination, the project's website and the final conference were also discussed.

IGNITE EUROPE DEVELOPS NEW MODULES

Although the Ignite programme exists and covers specific key competences regarding social entrepreneurship, the partners are re-developing the existing modules. These modules will make Ignite Europe more flexible and more relevant to certain target groups. Each partner is responsible for the development of different modules. SSDT will re-develop the personal development/ personal resilience module. Emmerce re-designs the session on community context and SE Idea-setting. Kolping adds ideas to the Business Planning module; Euro training re-develops "Marketing and Communication". Synthesis works on the finance module while SIF works on the module "Mentoring Awareness."

THE MODULES

Personal Development module

As part of the re-design of the Personal Development module, South Sefton Development Trust is developing a new psychometric test which will identify the entrepreneurial type each Ignite Europe participant best represents. As a result, the student will be able to play to their strengths, and look for partners in areas where they need support: the aim will be to create more rounded entrepreneurs who balance risk-taking with tenacity. Alongside this, the module will explore tips and tools for ensuring personal resilience when times get tough, and a business resilience model that helps new enterprises weather economic uncertainty.

Community context and Idea settings

This new module, developed by Emmerce, includes three module blocks, each containing two learning sessions and one assignment per block. The two learning sessions included in each learning block are each defined with their Learning Outcomes and references to key performance areas that are expected to be improved through this module. An entry test determines the availability of competencies assumed to be acquired prior to the initiation/participation in this module. And an end-of-module block assessment will verify that the expected learning outcomes defined for module have been acquired.



The three module blocks are: 'Social Enterprises and Entrepreneurship', 'Development of Social Thinking and Social Values', and 'Developing Digital Era Social entrepreneurship'.

The purpose of the first module block is to provide participants with a clear and consistent understanding and usage of the concept of social enterprises and social entrepreneurship. The second module block has the purpose of supporting the participants in their development of values consistent with Social Enterprise development.

The third module block has the purpose of providing the participants with the ability to prepare for the entry of their social enterprise into the digital era and the usage of its tools.

Business Idea

Kolping in Germany has added new sections to the existing business planning Module. The focus was on elements relating to promising business ideas that are crucial for setting up new businesses. To begin with, different tools to identify ideas were illustrated. This could be as simple as a business ideas book that every future entrepreneur should keep at hand to note down ideas in a structured way as they occur. Also creative idea generation techniques such as brainstorming were suggested. These methods are designed to be used in group sessions but can also be

undertaken alone at home. Once business ideas have been identified, it is necessary to determine whether they are winning ones. Therefore, techniques for assessing the business idea's viability are explained in detail, such as the SWOT analysis which identifies strengths, weaknesses, opportunities and threats of enterprises or projects whereby internal and external factors are considered.

Marketing and communication

"EURO-training" will re-develop the Module "Marketing and Communication". This module introduces the concept of marketing strategy. It is important to link the marketing strategy with the financial parts of the plan be clear about the level of marketing needed to achieve the sales predicted in the plan. The area of marketing has attracted a great deal of jargon. This module interprets terms that everybody may have come across already, but do not fully understand, such as a 'Mission Statement', 'Product Life Cycle', 'Marketing Mix' and others. The module will help to make basic decisions about the service/product, the market, customers, promotional activity and the most important aspects of selling that the business needs to consider.

Financial Projections and Funding

The module, developed by Synthesis, provides the needed financial knowledge



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for the success of any business, covering key financial terminology (historical financial statements, budgets and financial forecasts as well using financial templates for cash-flow, profit and loss and balance sheet forecasts). In addition, it allows learners to consider the key financial issues encountered by social entrepreneurs and provides an overview of funding and financing at EU level for social entrepreneurs. An innovative component of the module for non UK countries is the introduction of crowd-funding as a source for fund raising.

Mentoring

The module “Mentoring awareness”, developed by SIF, is designed to help VET trainer to organize Mentoring on social entrepreneurship as an additional learning pathway to help target groups develop and implement their social entrepreneurship training. This module will develop necessary introduction and understanding of VET trainers about the importance and effectiveness of Mentoring for social entrepreneurs. It also will explore the number of concepts in respect of Mentoring relationship and will allow the participants the ability to practice a range a Mentoring skills. The module is designed to offer a tailored, learner friendly approach in supporting a and stimulating environment. Different types of training methods are used during this module. The theory, presented by trainer, is combined with active learning methods, such as learning by doing; by

answering questions; by discussion around video clips and by sharing people’s experiences of being a Mentor or Mentee. The training course participants will be provided with a number of hand-outs including useful templates of managing tools which could facilitate the Mentoring process and could be used in the Mentoring relationship.

FINAL CONFERENCE

The final Conference will be held in Cyprus on 26th of September 2013.

The event will be open to the public, and among others, provide an opportunity and space for interaction between participants, social entrepreneurs, and partner organisations.

The conference will draw together around 100 participants including University lecturers, VET trainers, business practioners, business students and social entrepreneurs from across the six partner countries, to exchange views and best practice around Ignite Europe.