



IGNITE EUROPE DEVELOPS AND TESTS NEW MODULES

“Ignite Europe” is a Leonardo da Vinci Transfer of Innovation project, aiming to enable the target group of VET teachers, trainers, tutors and VET institution managers to deliver a programme of support to encourage and develop social entrepreneurship with students facing difficulties in the labour market.

The partners of the consortium are the following: South Sefton Development Trust (United Kingdom), Euro Training (Bulgaria), Synthesis Center for Research and Education Ltd (Cyprus), Kolping (Germany), Social Innovation Fund (Lithuania) and Emmerce (Sweden). South Sefton Development Trust (SSDT) is the coordinator of the partnership.

WHAT HAS BEEN ACCOMPLISHED IN THE LAST SIX MONTHS

The partners have spent the last six months re-developing the existing modules of Ignite project. These modules will make Ignite Europe more flexible and more relevant to certain target groups.

Each partner was responsible for the development and the testing of different modules. More specific, SSDT tested the “Personal Development” module; Emmerce tested “Community Context and Idea Setting; Kolping piloted the “Business Idea” module; Euro training tested “Marketing and Communication”. Synthesis piloted the “Financial Management” module while Social

Innovation Fund elaborated the module on “Mentoring Awareness.”

THE MODULES

Personal Development

South Sefton Development Trust has re-written the original Ignite personal development module to make it more enterprise focused – to help learners develop skills for business and ensure sustainability.

For SSDT it made more sense to divide the module into two half-day sessions with one focusing on “well-being” – techniques and tips for developing resilience when faced with business or personal problems that could impact on the enterprise’s success. This could be run at different stages of the Ignite programme, but more usefully after business planning and at the time the business is due to start.

The other element was an identification of the characteristics of an entrepreneur – “Entype”. Advised by a psychologist, SSDT devised a questionnaire that teased out the dominant traits of would-be social entrepreneurs, and how these would add value to their business. It enables the student to identify those areas where they are not so strong, and where they might need to join with others, or buy in expertise, to ensure business successes.

SSDT has now tested Entype on three different groups: the first, VET trainers



who are likely to delivery Ignite Europe; the second a group of women returners looking to set up in business and the third a group of young 16-17 year olds considering their options for future career development.

75% of end users – ie. target groups – found the training positive: “it was helpful in allowing me to understand myself better.” “IT is interesting to find out what entrepreneurial traits I have.”

The VET trainers all found the session helpful, the materials clear and concise and they understood how to deliver these themselves: “Right level for the client group. Useful information, interesting content.” “Identifies entrepreneurial types and competencies” “Fun, useful, supportive”. “Informative and precise.”

Community Context and Idea settings

At the outset of this project there was a country-level needs assessment carried out that led to the development of a competence framework and a learning model that later on also became the structural and conceptual platform for this module.

Based on these initial efforts the expected competency requirements and the proposed learning outcomes were also formulated. The end-product became a module with three major learning session blocks;

- Elaborations on the concepts of social entrepreneurship and social enterprising.

- Elaborations on social enterprise values, and the process of value development.

- Elaboration on digitalization trends and the implications for social enterprises when entering into a ‘digital era’.

Initially these module blocks were subdivided into three competence levels, accommodating both the differences in entry-level skills as well as the ability to adjust the module to the level of individual participant’s learning ambitions.

The session levels were developed in such way that entry and exit could take place at any of the three levels by the module participants. At a later stage the module was however reduced to only one (basic) level to better accommodate for other implementation contexts than for Nordic/Scandinavian countries.

The developed module is to be provided also in a post-project time-span as an online learning service, with options both for self-managed learning as well as with ‘live’ tutoring supported by the developed series of PPT presentation slides.

The developed module materials can also freely be used by other training providers delivering learning services in the area of social entrepreneurship/enterprising.



Business Idea

After Kolping in Germany has finished the business planning Module, a pilot training was conducted. By testing the Module with participants of the target groups, feedback was sought on the training material as well as on the actual execution of the training.

Overall, the training material was considered useful and just needed some polishing. It became clear that sending additional information via email would make a very good addition to paper-based handouts. This holds especially true for financial planning templates and the like.

The trainer used real life examples emphasising the theory and executed the training in an interactive way which sparked even more interest in the pilot session. Especially the practice sessions on creative techniques turned the training into an amusing afternoon as everyone enjoyed brainstorming and contributing their ideas.

Marketing and Communication

In Stara Zagora, Bulgaria there was implemented a workshop, which gathered participants from two very successful European projects: “Lead-In” and “IGNITE”.

The main goal of the workshop was to share experience and best practices about mentoring in training and education. The project “Lead-In” is

connected directly with mentoring methodology in education and training of adults. One of the training modules from the project “IGNITE” is the Mentoring module, connected directly to the mentoring methodology in the social entrepreneurship trainings. The target group represented the most vulnerable groups in the society, so they really found challenging and very successful participation in the workshop.

One important for the participants’ event was awarding the seminar attendees. They received certificates for attendance of the European pilot training course.

Financial Projections and Funding

After Synthesis Center finished the development of the module, a pilot training was took place with a focus group. The whole module separated in six parts: identifying business cost and pricing, producing a budget and making sure that the enterprise is profitable, producing a cash flow forecast, finding capital, day to day financial capital, understanding the annual account.

After the test, the group was very satisfied with the material and the structure of the module. Participants mentioned that the information they received was very useful and needed; they also positively evaluated the trainer, indicating that he was very good and provided real life examples.

The participants after the training mentioned that they feel more confident



Newsletter

Issue 4.
August 2013



regarding the financial issues may face and now better understand the basic financial terminology.

Mentoring

Social Innovation Fund has finalized the module “Mentoring awareness“. This module has been improved several times: after the pilot trainings for VET trainers in Lithuania and third partnership meeting in Sweden. It has been introduced to Kaunas Labour Exchange office as well. The representatives from Kaunas Labour Exchange office considered the concept of Mentoring on social entrepreneurship to be very interesting and innovative and they decided to suggest this module for VET institutions who organizes trainings for unemployed people. This module will help VET trainers to organize mentoring on social entrepreneurship for unemployed people and other specific target groups. Social entrepreneurial skills are very special, therefore mentoring method, which is based on sharing knowledge, skills, information and perspective with less experienced person(-s), could inspire unemployed people to become social entrepreneurs.

FINAL CONFERENCE

The project is closing with a final Conference to be held in Cyprus on 26th of September 2013. The Conference, titled “Social Entrepreneurship in an Economic Crisis,” invites participants to:

European Conference in Cyprus
‘Social Entrepreneurship in an Economic Crisis’
 26th September 2013
 Nicosia, Cyprus

- Discover the field of social entrepreneurship
- Learn how the Ignite Europe programme is training and supporting social entrepreneurs
- Explore how social entrepreneurship can help Cyprus to alleviate its problems
- Discover how you can raise funds for your NGO/ charity organization or project through “Crowdfunding”
- Take part in one of the Ignite Europe “train-the-trainers” workshop for free.

The Conference’s key address will be delivered by Professor Dr. Wolfgang Schuster, President of the Council of European Municipalities and Regions (CEMR).

The conference will take place in Nicosia, Cyprus and is organised by the Synthesis Center, the Cypriot partner of the consortium.

Participation to the Conference is free and registration can be easily done online at www.synthesis-center.com.

