

Activity 3 (computer-based, learning by doing, group work; writing):

Writing up your social business idea

- Case Study: SOCIAL SOLUCIONES:
http://www.set2cil.tryavna.eu/casestudy/Social_Soluciones_6.pdf
- Video: <https://youtu.be/nlXKcpgPP6M> - introduction to successful ideas and the people who stay behind them

Some learner groups might need a previous introduction to the video content as a preliminary support; with slower learners trainers can do just the first 4-5 min of the video.

Learning objective/s: at the end of the activity learners will be able to select and apply techniques to generate ideas to their own social business.

Approximate time: 40 min

Procedure/description: a follow-up activity of 1 learning-by-doing task intended for group work.

Task 1: Learners watch the video and take notes, in groups they discuss the video and the Case Study and select the best business ideas.

Taks 2: Learners work in groups of 2 or 4. They are encouraged to contact a technician in Social Soluciones (Spanish social enterprise) and ask for advice to develop their own social business idea.