

MODULE 4, Kit 2, Activity 3 (task-based, computer-based, learning by doing, group work; reading, listening and speaking)*Task 1:*

- Work in groups of 2 or 4. Follow the link below and read the case study:
http://set2cil.tryavna.eu/casestudy/Bulgaria_Case_study_4_Social_Tea_House.pdf
Visit the Social Tea House web site and FB page;
- Please discuss the following 2 questions within your group, write your conclusions down and choose a speaker to present your ideas to class:
 1. One of the main themes of the SBI is “Easier funding for social enterprises”.
Which priority measures under this theme will be useful for the Social Tea House?
 2. *What did the Social Tea House do to increase their visibility? What else can they do to further improve?*
- Summarize all ideas and decide which of them are applicable to your own social business.

Task 2:

- Crowd funding promotional video: <https://www.indiegogo.com/projects/social-teahouse#/>

Work in groups of 2. Follow the link above and watch the Social Tea House promotional video for fund-raising. Please, discuss the following questions and report to the class:

- * *Do you like the video?*
- * *Would you become a backer?*
- * *Do you know people who would support the Social Tea House?*
- * *Do you think crowd-funding is a good way to fund-raise for social initiatives?*
- * *Is crowd-funding a fund-raising option for your own social business?*

Task 3:

Contact the Social Tea House and ask them if crowd funding was a success for them and what they think about it in general. Compare your thoughts to theirs. (0.5 h independent work)