

NON-FORMAL METHODS ON ENTREPRENEURSHIP BOOKLET

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This booklet is a collection of non-formal methods focussed on social entrepreneurship that was developed and piloted during the “Social Entrepreneurial Skills for Advancing Employability” Erasmus+ youth exchange.

The booklet has been designed and created by young people during the mobility to reflect on their learning and to record the successful workshops and sessions they delivered.



Social Entrepreneurial Skills For Advancing Employability (SESAE) is an Erasmus + Youth Exchange project that aims to improve entrepreneurial skills and promote a sense of initiative in youth entrepreneurship, while fostering intercultural dialogue and awareness through workshops prepared and presented by young people.



ENERGISERS AND TEAM BUILDING ACTIVITIES

ENERGISER - DANCE MURDER

This is an energizer to warm up the room and the group.

Duration: 10 minutes

Materials Needed: Music

Steps:

1. Make a circle and choose one person to be the hunter. They will go outside and wait.
2. Choose one person as a leader. The leader will start making some dancing moves and the others will follow.
3. The hunter will come back to the room and stand in middle of the circle. They will try and find the leader. The leader must change moves from time to time.

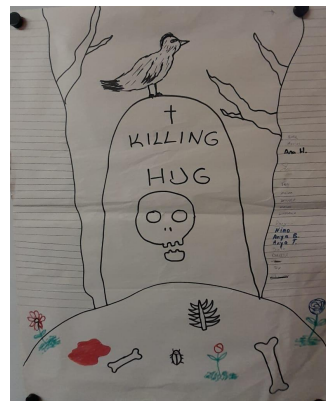


GAME - KILLING HUG

We introduced a game to play during the mobility, where everyone is both a hunter and a prey.

Steps:

1. Create name tags, fold them and make participants pick one blindfolded.
2. To kill a target, the person has to hug them. After each successful hunt, the hunter writes the name of the hunted person on a hanging tombstone. After hunting their own prey, the new target of that person becomes the target of the person they hunted. Those who survive until the final day of the project win the game.



TEAM BUILDING - COLOUR TRANSMISSION

Duration: 10 minutes

Materials: 3 coloured markers

Steps:

1. Divide participants into two teams. Each team has to come up with a physical code corresponding to each colour.
2. Teams form two rows. The facilitator at the end of the rows shows one colour to the person at the end of the rows, who will start transmitting the colour with the agreed code. The person in front of the rows has the markers. The first team to raise the marker of the correct color wins.



ENERGISER - THE OLD GRANNY

Duration: 10 minutes

Materials: Material to blindfold, music

Steps:

Blindfold a person and spin them 10 times.
The person has to chase the others and try to catch them. The person that is caught becomes the old granny.



ENERGISER - THE PINGUIN DANCE

Duration: 10 minutes

Materials: Music

Steps:

Create a snake and follow the first person instruction. The Penguin Dance is a traditional dance in Moldova's weddings



GERMANY SESSIONS

20.09.2023

SESSION 1 - INTRODUCTION TO ENTREPRENEURSHIP

Duration: 1hr and 30min

Materials: Presentation, pen, paper, flipchart, markers

Steps:

1. **Presentation:** we gave a brief presentation about the history of entrepreneurship and examples of its different types. We named social, environmental, cultural and digital entrepreneurship.



SESSION 1 - ENTREPRENEURSHIP

2. **Group work:** we divided participants into 4 groups, each one representing one Avenger, which identified the 4 types of entrepreneurship. Each group discussed the issues and needs related to their Avenger. Then we discussed them together.

The Avengers were the following:

- Black Panther: social entrepreneurship
- Hulk: eco-entrepreneurship
- Iron-Man: digital entrepreneurship
- Thor: cultural entrepreneurship



SESSION 2 - BASIC ENTREPRENEURSHIP VOCABULARY

SESSION 2 - BASIC ENTREPRENEURSHIP VOCABULARY

Duration: 30min

Materials: Presentation, pen, paper, flip chart, markers

Steps:

1. **Wordwall game:** we introduced participants to basic entrepreneurship vocabulary with a word-definition association game
2. **Presentation:** we explained the new words with a brief presentation



SESSION 3 - ENTREPRENEURIAL SKILLS

SESSION 3 - ENTREPRENEURIAL SKILLS

Duration: 1hr

Materials: Presentation, pen, paper, flip chart, markers

Steps:

1. **Video:** we showed a brief video explaining the key characteristics and skills of a successful entrepreneur

2. **Group work:** we divided participants in groups. Each group was assigned 1 macro skill explained in the video and had to come up with a more specific list of skills, as if they were writing an entrepreneur CV.



TÜRKİYE SESSIONS

21.09.2023

SESSION 1 - INTRODUCTION TO SOCIAL ENTREPRENEURSHIP

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Duration: 1h 30min

Materials: Paper, pen, flipcharts and markers

Steps:

1. Presentation: we explained the basic concepts of social entrepreneurship to introduce the topic to the group.



SESSION 1 - INTRODUCTION TO SOCIAL ENTREPRENEURSHIP

2. Group workshop: we split participants into groups of 5. Each group had to find 25 challenges on the given topic and develop a business model to solve those challenges. They presented them by using the “Elevator speech” method.



SESSION 2 - CULTURAL EXCHANGE ON ENTREPRENEURSHIP CHALLENGES

SESSION 2 - CULTURAL EXCHANGE ON ENTREPRENEURSHIP CHALLENGES

Duration: 2hr

Materials: Paper, pen, flipcharts and markers

Steps:

1. Presentation: we presented 6 case studies on cultural entrepreneurship for each country. We also introduced an example of local activities on entrepreneurship dissemination in Turkey. We gave a brief introduction about the concept of cultural entrepreneurship



SESSION 2 - CULTURAL EXCHANGE ON ENTREPRENEURSHIP CHALLENGES

2. Group Workshop: we created national team groups. By using the forum theatre technique, each group created a 2-min theatre play on a cultural challenge/issue that characterise their country. They will perform their theatre play twice. During the second one, participants from the public can ask to become the actor, change the story and find a solution to the situation presented.



IRELAND SESSIONS

22-23.09.2023

SESSION 1 - VISIT TO BRADOG YOUTH CENTRE

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We went to Dublin for our cultural tour day.

The first step was a visit to Bradog Youth Center. Here one of the youth workers presented their work and answered questions about what they do.

The youth centre has many ongoing projects for young people and it mainly targets minorities that are looking for support. Bradog is also involved in the ERASMUS + and the ESC programs.

As two of us from the Irish team come from this Youth centre, we showed the place around to the group and talked about our own experiences at Bradog.



SESSION 2 - DUBLIN CITY CULTURAL TOUR

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After lunch, we led the Dublin city cultural tour.

We visited the main landmarks in the city centre and provided the group with a brief explanation for each point.



SESSION 2 - DUBLIN CITY CULTURAL TOUR

We visited:

- THE SPIRE
- GPO
- O'CONNELL STREET
& BRIDGE
- TRINITY COLLEGE
- MOLLY MALONE
- TEMPLE BAR



SESSION 3 - SUCCESSFUL ENTREPRENEURS

SESSION 3 - SUCCESSFUL ENTREPRENEURS

Duration: 1h 30min

Materials: Google slides

Steps:

1. **Group work:** we divided the group in country teams and they had to research a successful businesses/ enterprise in their countries.
2. **Group presentation:** each group had to present the enterprise and convince participants to work for it. The group that received the highest number of employees won.



SESSION 3 - SUCCESSFUL ENTREPRENEURS

BMW - a successful German car company



SESSION 3 - SUCCESSFUL ENTREPRENEURS



Tsikolia - Georgian sustainable and
high-quality watch brand



SESSION 3 - SUCCESSFUL ENTREPRENEURS

Alexandru Bordea -
Business consulting for entrepreneurs in Moldova



SESSION 3 - SUCCESSFUL ENTREPRENEURS

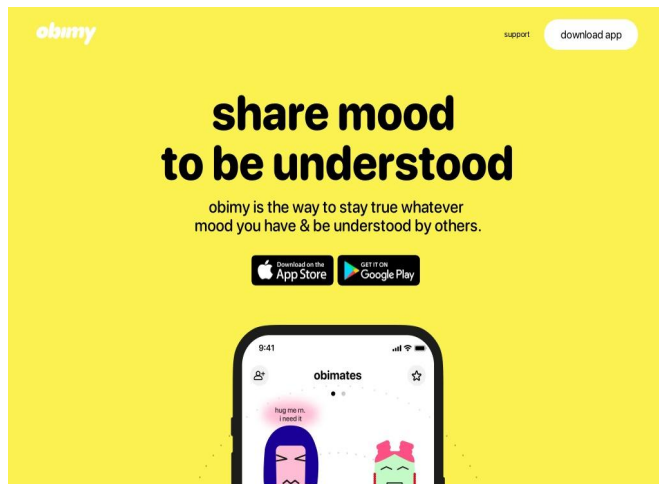


Getir - a Turkish company that provides on-demand delivery services for grocery items and a courier service for restaurant food deliveries



SESSION 3 - SUCCESSFUL ENTREPRENEURS

Obimy - an Ukrainian app to share
love and attention



SESSION 4 - EU YEAR OF SKILLS AND YOUTH ENTREPRENEURSHIP

SESSION 4 - EU YEAR OF SKILLS AND YOUTH ENTREPRENEURSHIP

Duration: 1h 30min

Materials: Google slides, pen and paper, laptops

Steps:

1. Presentation and group discussion: we introduced the European Year of Skills, as this was connected to the project topic of entrepreneurship. We brainstormed how our project objectives were related to this EU initiative's objectives.

2. Group research and presentation: we divided participants in country team. Each group had to research the initiatives in their countries and present them to the other groups.



UKRAINE SESSIONS

23.09.2023

SESSION 1 - KEY POINTS FOR START-UP CREATION

SESSION 1 - KEY POINTS FOR START-UP CREATION

Duration: 1h and 30min

Materials: Presentation

Steps:

1. Presentation: we gave a presentation about the key points to consider when creating a start-up. We included: market research, business plan, team building, funding, product-market fit, financial management, networking and mentoring



SESSION 1 - KEY POINTS FOR START-UP CREATION

2. **Moving debate:** we pinned two signs to the wall (Agree & Disagree) and provided some sentences. Participants had to move to the sign corresponding to their opinions and debate by holding and passing a small ball. They could change opinion by physically moving towards those who were speaking. We discussed the following statements:

- Risk-taking is more important than a thorough analysis
- Experience is better than an optimistic approach
- Success can be achieved only if you do what you are passionate about
- Hard skills are better than soft skills
- Ideas are better than money



SESSION 2 - MEDITATION

SESSION 2 - MEDITATION

Duration: 1h and 30min

Materials: Script

Steps: The meditation session consisted of 4 parts

1. Participants were guided from passive through progressive relaxation to let go of the stress and dive into their mind
2. They completed a group guided imagery 'sound' to learn to shut out distracting noises
3. To switch up the pace, they relaxed tensed muscles with a neck stretch.
4. In a state of relaxation, participants identified their needs and values through performing imaginary actions with a large sum of money in their personal life and as entrepreneurs.



MOLDOVA SESSIONS

24.09.2023

SESSION 1 - INTRODUCTION TO BUSINESS PLAN

SESSION 1 - INTRODUCTION TO BUSINESS PLAN

Duration: 1h and 15min

Materials: Paper, pen, flipcharts and markers

Steps:

1. Presentation: we started with a presentation about what a business plan means, the different types and its parts.



SESSION 1 - INTRODUCTION TO BUSINESS PLAN

2. **Group work:** we asked participants to reflect on their own interests and personal abilities. Then we divided them in country teams and they had to think about business ideas that combine their abilities and interests with a social problem to solve in their country.



SESSION 2 - DRAFTING A START-UP BUSINESS PLAN

SESSION 2 - DRAFTING A START UP BUSINESS PLAN

Duration: 1h and 30min

Materials: Paper, pen, flipcharts and markers

Steps:

1. **Presentation:** we introduced what design thinking process is. We presented a video about canvas business model, its steps and structure.

2. **Group work:** we guided the country groups in the drafting of each section of the business plan.



SESSION 3 - LIMITED RESOURCES

SESSION 3 - LIMITED RESOURCES

Duration: 1h and 30min

Materials: Paper, pen, flipcharts and markers

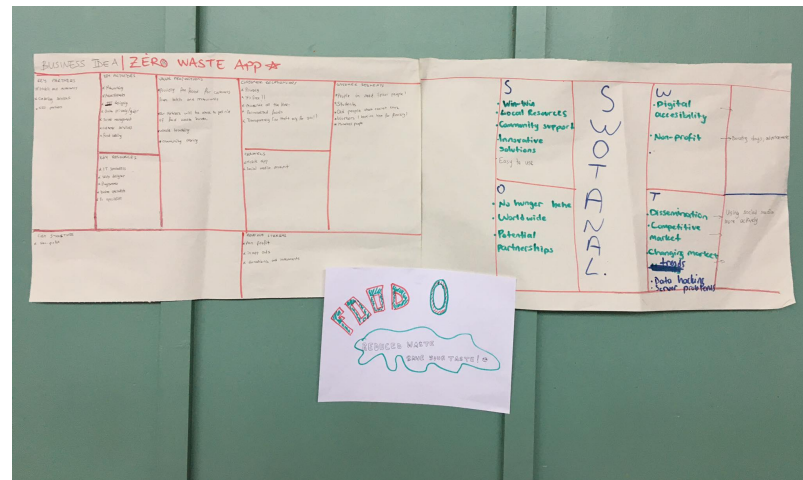
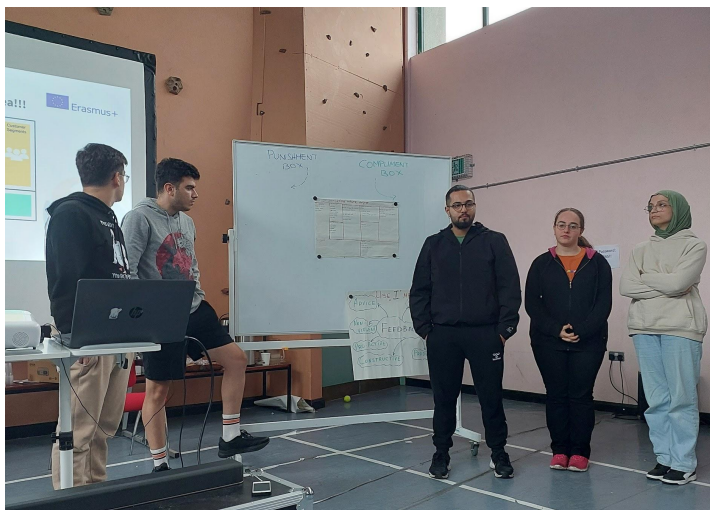
Steps:

1. **Presentation:** we introduced the SWOT analysis.
2. **Group work:** we guided participants in the drafting of their business SWOT analysis. They looked for solutions that were supposed to overcome the risks and weaknesses of their business plan. Every team presented their work.



SESSION 3 - LIMITED RESOURCES

Turkey proposed a business plan that was supposed to solve the food excess problem in their country.



Their business idea was to create an app called “zero waste app”

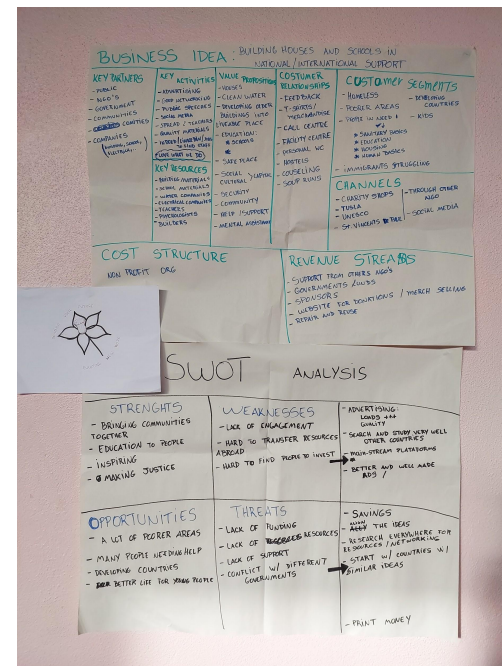
SESSION 3 - LIMITED RESOURCES



The Irish team proposed a business plan to solve the homelessness problem in their country.



Their business idea focussed on building houses and schools with national and international support.

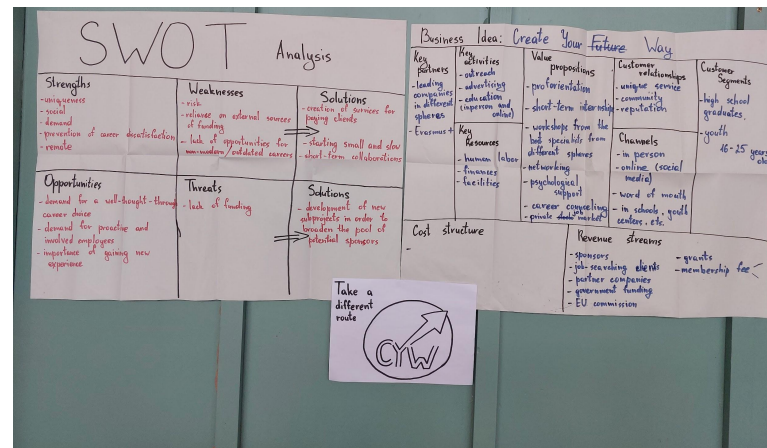


SESSION 3 - LIMITED RESOURCES



Erasmus+

Ukraine came up with a business idea to help the professional orientation of young people problem in their country.



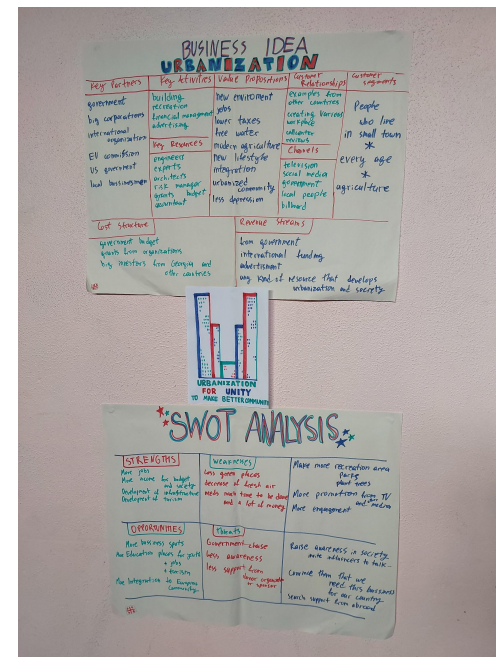
Their business idea was centred around a study programme called “Create your way”.

SESSION 3 - LIMITED RESOURCES



Erasmus+

The Georgian team wanted to solve the urbanisation problem in their country. Their business idea was to create and implement a project called “urbanisation to make a better community”



Germany proposed a business plan to address the lack of communication between neighbours in their country.

[illegible]

Their business idea was to create an app called “hello neighbour”.

SESSION 4 - HOW CULTURE AND LIFESTYLE AFFECT BUSINESS DEVELOPMENT

SESSION 4 - CULTURE AND BUSINESS



Erasmus+

Duration: 30min

Materials: Presentation

Steps:

1. **Group reflection:** each country team analysed how the lifestyle and culture from their country can influence in a positive and negative way their business ideas.

2. **Group discussion:** we shared what we discussed



GEORGIA SESSIONS

25.09.2023

SESSION 1 - WORLD CAFE

SESSION 1 - WORLD CAFE

Duration: 30min

Materials: Presentation

Steps:

1. **Group discussion:** we divided participants into 4 groups. Each team was given a topic to discuss and then exchange ideas with each other.

2. **Group discussion:** we shared what we discussed



SESSION 2 - ENTREPRENEUR SITUATION THEATRE

SESSION 2 - ENTREPRENEUR SITUATION THEATRE

Duration: 1hr and 30min

Materials: Presentation, pen, paper

Steps:

1. **Group work:** we divided participants into groups. Each group had to come up with a small theatre play representing a typical situation that entrepreneurs face.

2. **Theatre play:** each group performed the small play and participants had to guess the situation they represented.



SESSION 3 - SHARK TANK IMITATION

SESSION 3 - SHARK TANK IMITATION

Duration: 1hr and 15min

Materials: Presentation, pen, paper, laptops

Steps:

1. **Group work:** we divided participants into 5 teams. Each team was given a criteria for start-up creation and they had to come up with a presentation.

2. **Group presentation:** each group presented their enterprise. The Georgian participants were the jury members (aka the sharks).



SESSION 4 - REGULATIONS

SESSION 4 - REGULATIONS

Duration: 1hr and 15min

Materials: Pen, paper, laptops

Steps:

- 1. Group work:** Participants were grouped by country and searched for regulations that exist in their country regarding business.
- 2. Group presentation:** each group presented their findings and discussed.



CONTACT INFORMATION



Project coordinator: Hanta Educational Services Ltd.

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HESL Instagram: https://instagram.com/hesl_eu