

## Module 2: From Traditional to Social Entrepreneurship

### NGEurope Lesson Plan

**Learning Outcomes:** On completion of this module, the trainees will be able to:

- ❖ Understand the phenomenon of traditional and social entrepreneurship
- ❖ Understand various organizational forms within the hybrid spectrum of enterprises
- ❖ Understand basic statistics of the social economy sector

Contents	Instruction Method	Timing	Materials/ Equipment Required	Advice/Tips for the Trainer	Assessment/ Evaluation	Further Reading/ Link to Resources
<p><i>The hybrid spectrum of enterprises</i> Formal lecture:</p> <ul style="list-style-type: none"> <li>• The several types of existing enterprises were divided in categories in a spectrum that goes from traditional non-profit to tradition for-profit. The first part of Module 2 consists on explaining the different categories of this spectrum by presenting real case examples and explanatory small videos. Focusing on social entrepreneurship in particular the instructor will get into more detail about social entrepreneurship explaining concepts such as entrepreneurship vs. social entrepreneurship and innovation vs. social innovation. Real case examples and explanatory small videos will also be used to clarify the concepts.</li> </ul>	Formal presentation	90 minutes	<ul style="list-style-type: none"> <li>• Projector and laptop</li> <li>• PPT slides</li> <li>• Videos with internet connection</li> </ul>	<ul style="list-style-type: none"> <li>• Ask trainees to participate based on their experience at a national and an international level.</li> </ul>	Trainees will understand the phenomenon of entrepreneurship as well as various organizational forms within the hybrid spectrum of enterprises. Various case examples will be presented using slides and videos.	

<p><b>Statistics</b> Formal lecture:</p> <ul style="list-style-type: none"> <li>• The Third Sector (or Social Economy sector) is of extreme importance for European communities. In the second part of Module 2 some statistics that show its impact both in Europe and the world will be presented.</li> <li>• The initial research phase of the NGEurope project included a mapping of the NGO sector per partner country (IO1 - NGOs across Europe: A research report to diagnose opportunities and needs). The major results are outlined and presented. The trainees are expected to engage in the discussing by exchanging their experiences in the NGO sector with each other and with the instructor.</li> </ul>	Formal presentation	30 minutes	<ul style="list-style-type: none"> <li>• Projector and laptop</li> <li>• PPT slides</li> <li>• Videos with internet connection</li> </ul>	<ul style="list-style-type: none"> <li>• Ask trainees to comment on basic statistics based on their experience at a national and an international level.</li> </ul>	Trainees will become familiar with basic statistics of the social economy sector.	<p><a href="https://ec.europa.eu/growth/sectors/social-economy_en">https://ec.europa.eu/growth/sectors/social-economy_en</a></p> <p><a href="http://www.oecd.org/cfe/leed/social-economy.htm">http://www.oecd.org/cfe/leed/social-economy.htm</a></p> <p><a href="https://www.ngeurope.net/en/content/summary-research-project">https://www.ngeurope.net/en/content/summary-research-project</a></p>
	<b>Total time:</b>	2h				