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**Act. Grow. Lead.  
DoYou(th)**

# **Social Entrepreneurship**

## **NON-FORMAL EDUCATION MATERIALS**



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Adapted by GrowUnited e.V in 2025



## Disclaimer

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## Introduction

Welcome!

This handbook is part of the DoYou(th) Project, a transnational initiative that connects organizations and youth workers from across Europe and more specific from the Western Balkans to empower young people through creative, inclusive, and sustainable approaches. One of DoYouth's main goals is to strengthen the capacity of youth workers like you; who support young people in developing new ideas based on what they are passionate about, what their community needs, building confidence, and creating positive change.

This material is especially thought for youth workers who want to explore and facilitate social entrepreneurship knowledge with young people. It is built around the Social Business Canvas model, and helps guide the process from identifying a problem to building a meaningful, community-based solution.

This updated handbook is thought to be accessible for different youth workers contexts. It reflects a blended approach, combining non-formal education principles with digital learning tools.

## How to use this handbook

This is not a textbook! it's a flexible, practical guide with steps, activity ideas, and visual tools to help you explore social entrepreneurship with young people. This material suggests a basic structure to guide you on how to lead a session or sessions on the topic social entrepreneurship. It's designed so you can adapt it to your own group, timing, and style.

The handbook is built around three core topics that should be covered in your training. You decide how deep to go and how long to spend on each part.

You can:

- Run it as a short session or over several days
- Use it fully or just pick what fits
- Facilitate online, offline, or blended

Just **Read it, try it, adapt it**

**Just remember:** try not to leave too much time between the theory and practical parts, keep ideas fresh for your group.

[Explanatory video of this material-](#)

# 1. Introduction and Basics of Social Entrepreneurship

## overview

The participants are introduced to the concept of Social Entrepreneurship (SE). The goal is to help them understand how SE differs from other businesses or enterprise's labels, the advantages and disadvantages, examples of well known Social Enterprises and to start connecting their personal values to social or environmental issues in their communities.

## learning Goals

- Knowledge: Understand what Social Entrepreneurship is and how it differs from traditional businesses or NGOs.
- Insight: Recognize an opportunity for self-employment through SE, connecting real-world problems and the Sustainable Development Goals (SDGs).
- Ability: Begin identifying what kinds of issues could be solved with a social enterprise.
- Attitude: Be curious and motivated to explore SE as a practical way to create impact and self-sustainability.

## Suggested session Flow

Estimated time	Instructions	Tips for facilitator	Materials & Tools
5-10 min	Warm-up discussion: Ask <i>“What do you think a social entrepreneur does? or What is a Social Enterprise?”</i>	<p>1.- Write down keywords shared by participants.</p> <p>2.- Then give the definition from the Social Enterprise World Forum: <b>“social enterprise has a social and/or environmental mission and operates as a business selling a product and/or service. Unlike traditional businesses that focus on private profit, social enterprises are mission-locked, reinvesting in their mission.”</b></p>	<p>Board, markers. (Physical or digital like )</p> <p><a href="#">Presentation</a></p> <p><a href="#">Video</a></p> <p><a href="#">"what is SE?"</a></p> <p><a href="#">Social Enterprise World Forum</a></p>
10-15 min	Connect SE to SDGs: Brief explanation of the 17 Sustainable Development Goals	<ul style="list-style-type: none"><li>• Explain that SE can help address these goals. Emphasize that <b>even local problems are part of these global goals.</b></li><li>• Encourage participants to identify a goal they care about.</li></ul>	<p>SDG slide or printout</p> <p>SDGs link: <a href="#">climatepartner.com/SDGs</a></p>

Estimated time	Instructions	Tips for facilitator	Materials & Tools
10 min	Comparison & differences: SE vs. Nonprofit vs. Traditional Business	<ol style="list-style-type: none"> <li>1.- Highlight these differences:</li> <li>2.- Mention that SE uses business tools for solving problems and reinvests profit for impact.</li> </ol>	Comparative table on the board or digitally. (See <a href="#">example activity idea below</a> )
5-10 min	Examples discussion: Share 2-3 real social enterprises.	<ol style="list-style-type: none"> <li>1.- Small intro to the companies.</li> <li>2.- Explain how these companies address environmental and social problems while selling products.</li> </ol> <p><b>Ask: What problem are they solving? What makes their model “social”?</b></p>	Printed or digital stories of SEs
10-15 min	Reflection activity: In individually or small groups, ask: “What’s a problem in your community that you’d like to solve?”	<b>Encourage them to think locally:</b> bullying, lack of access to education, pollution, discrimination. These reflections can feed into later SBMC activities.	Notebook, or do it verbally.  Another example activity can be found next page

## 1. Activity idea: “Compare and Contrast”

### How it works:

Create 4 columns on a board or large paper: Traditional Business, Nonprofit and Social Entrepreneurship.

**Ask the participants to write answers to the following questions on each column:**

- Where do they get their money?
- What is their goal?
- Who do they serve?

Variation: Use a worksheet or breakout rooms to fill this in.

## 2. IKIGAI activity idea: “Finding purpose as a key to professional fulfillment”

Why this activity matters?

Participants begin to see where their personal motivation overlaps with social impact. This gives their future business idea not only direction—but meaning.

### How it works:

Introduce the Japanese concept of IKIGAI, which means “a reason for being.” It helps participants reflect on 4 guiding questions:

- What am I good at?
- What do I love to do?
- What does the world need?
- What can I be paid for?

Each participant draws the 4-circle IKIGAI diagram (or you can give a printout). They begin filling it in only with the answers to these 4 questions.

The rest of the diagram can be completed later as “homework.”

**Suggested time:** 8–10 minutes for reflection, optional sharing afterward.



## 2. Introduction and Basics of Social Entrepreneurship

### overview

In this section, participants are introduced to the Social Business Model Canvas (SBMC) as a visual tool to design a social enterprise. It is a simplified version of a business plan focused on social impact, developed by the Social Innovation Lab and inspired by Alexander Osterwalder's Business Model Canvas.

### learning Goals

- Knowledge: Understand what the SBMC is and its purpose.
- Insight: Identify the key areas of the SBMC and their function.
- Ability: Relate the fields of the SBMC to one another and apply them to a real ones.
- Attitude: Appreciate the SBMC as a useful tool for designing social ventures.

### Suggested session Flow

Estimated time	Instructions	Tips for facilitator	Materials & Tools
5-10 min	Intro to the Canvas concept	<p>Explain it's a visual and flexible way to present a business model.</p> <p>The SBMC has 13 key fields.</p> <p><b>Ask:</b> "Has anyone used a Canvas before?"</p>	<a href="#">Video - Introduction to the BMC</a>
15-20 min	Brief explanation of each SBMC block	<p>Explain each box with simple examples.</p> <p>E.g., "<b>Value Proposition</b>" includes social value, customer value, and impact measurement. "<b>Segments</b>" is divided into beneficiaries and customers.</p>	printed or digital version of SBMC <a href="#">Presentation</a>
15-20 min	Group activity: Fill in one SBMC block	<p>Each group or individual picks one box to fill in with 2-3 brief points, using only the given enterprise example info. (See <a href="#">Presentation to View example</a>)</p>	Tablets/laptops or printed Canvas copies  <b>Detailed activity idea found next page.</b> <a href="#">Presentation</a>

## Activity idea: “Fill in one section of the SBMC”

### How it works:

Read the enterprise example (you as the youthworker prior chose one) out loud. Then each group/individual chooses one SBMC block (e.g., Key Resources, Value Proposition, Revenue) They write 1–3 bullet points relevant to that block based only on the example. They can be creative about it.

Variation: Use Padlet for collaborative input.

[Click here to be redirected to a colorful template.](#)



**Link to:**

[Real Course Example - Activity Results](#)

### Extra suggested tools and material:

- Regional incubator for social entrepreneurs (Balkans) [Click here to link](#)
- Padlet: [click here to link](#)
- Swarthmore Resource: <https://socialbusinessmodelcanvas.swarthmore.edu>

### 3. Working on Real Problems Using the Social Business Canvas (SBMC)

#### overview

The participants learn to use the Social Business Model Canvas dynamically, to adapt and respond to real-world challenges. This helps them develop social business ideas that are flexible, resilient, and truly impactful. They will learn to think critically, apply feedback, and improve their model by reacting to changes or new needs in the community.

#### learning Goals

- Knowledge: Understand what dynamic work with the SBMC means.
- Insight: Recognize how different parts of the SBMC interact when a change happens.
- Ability: Apply changes or adaptations to the SBMC based on a challenge or new situation.
- Attitude: Feel confident to use the SBMC to improve or pivot a business idea.

#### Suggested session Flow

Estimated time	Instructions	Tips for facilitator	Materials & Tools
5-10 min	<p>Introduce the challenge: <b>How can a social business respond to change?</b></p>	<p><b>Ask:</b> "What would happen if energy costs doubled in your business idea?"</p> <p>Explain that adapting the Canvas is part of developing a strong social enterprise.</p> <p>Encourage them to think of real-life disruptions.</p>	<p>Whiteboard or projector</p> <p><a href="#">Project: Coeur Courage sample presentation</a></p>
15-20 min	<p>Brainstorm possible external or internal challenges ("blows") that could affect a social business</p>	<p>1.- Explain that social businesses, like all businesses, face unexpected events.</p> <p><b>Ask:</b> "What kinds of problems could suddenly affect your business idea?" Write down their answers.</p> <p>You can give examples to guide them:</p> <ul style="list-style-type: none"><li>• sharp increase in material energy costs</li><li>• changes in customer needs</li><li>• arrival of new competitors</li><li>• social changes like a sudden rise in migration.</li></ul> <p>Encourage them to think of both risks and opportunities.</p>	<p>Whiteboard, post-its or flipchart</p> <p><a href="#">Padlet</a></p>

Estimated time	Instructions	Tips for facilitator	Materials & Tools
15–20 min	<p><b>Activity:</b> Choose a challenge and modify the Canvas</p>	<p>1.- In groups, select one of the previously discussed problems.</p> <p>2.- Modify 2–3 blocks in their SBMC to respond to that challenge. E.g., if funding drops, can they change revenue sources?</p>	<p>SBMC (printed or digital), markers or devices</p>
10 min	<p><b>Present the:</b> “Before and After” Canvas</p>	<p>Groups explain how and why they changed certain elements.</p> <p>Encourage discussion: Did the changes affect other blocks too? What surprised them?</p>	<p>Presentation board or project the digital presentation.</p>
5–10 min	<p>Reflect on the overall impact of the changes and connect with the “<b>Three Zeros</b>” vision</p>	<p><b>Ask :</b> “What does your new model look like as a whole?” Encourage them to think about how one change affected other blocks.</p> <p>Then Muhammad Yunus’ vision of a better world through social business: <b>Zero Poverty, Zero Unemployment, and Zero Net Carbon Emissions.</b></p> <p><b>Ask:</b> “How close is your idea to contributing to one or more of these goals?”</p>	<p><a href="#">Click here to watch</a></p>  <p><a href="#">Yunus Center - Social business</a></p>

### Suggested Closing Section: Wrapping Up the Workshop

To wrap up the workshop, we recommend closing with something light, interactive, and fun.

Suggestion: Kahoot Quiz – Final Activity  
 Link to game made for this handbook. [Click Here](#)

Purpose: Reinforce key concepts and celebrate the learning journey