

# MANUAL FOR USING AN EDUCATIONAL TOOL:

## Build a social enterprise with a positive impact on the environment



Making Learning Fun  
and Ecological





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Welcome to our imaginary **social enterprise with a positive impact on the environment.**



To build the same, we offer tools, methods, and materials starting from building the idea, then creating your brand and entering the market.

The educational tool is intended primarily for young people who are considering setting up their own company, but also for those who already have, but would like to have a positive impact on the environment, offering green solutions.

Also, professors and educators who work with young people benefit from using it and can use it as part of extracurricular activities or in the realization of educational training focusing on social entrepreneurship as the main topic.

So, let's start 😊



**The purpose of the educational tool is:** to motivate young people to think and be in the role of social entrepreneurs, to encourage creativity, to develop research and analytical skills, to acquire competencies for defining a problem and an idea, and to understand the necessary stages for the realization of a social enterprise.



**Manner of realization:**

The participants of the tool pass the process through self-learning. That is, it contains instructions, useful and research resources, but the participant individually fills in the necessary documents for successful implementation.



**Resources offered by the tool are:**

- ✓ Presentations, articles, videos that are informative and serve to introduce social entrepreneurship in general, but also the topics that are important for the creation and sustainability of green solutions: Eco-design, cleaner production, and consumption, sustainable development, tools, and methods for sustainable development, etc. The materials are part of the created modules, which are also available on the site: [www.green-entrepreneur.net](http://www.green-entrepreneur.net)
- ✓ Completion documents for idea development (marketing research, problem definition, idea and mission definition, empathy map, business plan writing, business tooling, prototyping and then entering green aspects, etc.)
- ✓ Quizzes between the separate fields for checking the acquired knowledge, but also for the whole learning process by solving quiz questions.
- ✓ Inspirational thoughts and stories.
- ✓ The tool is constructed based on the "Design Thinking" methodology which aims to discover and understand the real needs, problems and boundaries, intending to develop creative solutions. The process involves methods that foster empathy for people.



**Individual/teamwork:**

The tool can be used individually or in a team. But keep in mind that it is advisable to use a browser to follow the steps and the documents themselves can be shared between team members via email or in print.



**Online work/work in physical conditions:**

The tool is primarily intended for online use but can be adjusted when it comes to performing training in physical conditions so that participants should be divided into groups, one of the participants to have an active search engine where the tool is available and after the person which will be guided, to download the offered documents/templates and to solve them together.



When it is realized in physical conditions, the role of the educator who will moderate the whole process is especially important. Also, the filling materials can be downloaded from the tool before the start of the training and have them in a printed version for participants to use when they move.



### Required resources:

For online operations:

- Good internet connection
- Internet Browser through which you will open PDF documents fill in and what is important to save the document at the very end of the changes;
- If you lack more space to fill, the text may be visible by moving ("scroll with the mouse") through the space to fill.

For physical work:

- Quite the most common resources/materials such as pen, pencil, sticker, markers, etc.



### Language:

The phases and all materials contained in the tool are in English.



### Duration:

- For teamwork: within a few days of training
- For individual work: depends on the engagement of the participant. The purpose of the tool is not measurability of time, but the success of the result. Our suggestion: 7 to 10 days to go through the whole process, to fill in the documents properly, to think in detail about each of them, and to go back to some of the stages if any change is needed. During the stages, you may need a little break to reflect on whether you are in the right direction.



### Tips for using an educational tool:

- We recommend: do not rush when moving through the process. That is, at each step where it requires you to fill out a document, it in, and then proceed to the next stages. Create a folder on your computer example: "My Social Enterprise" and create subfolders there as you move from stage to stage. But in any case, we leave it to your way of working, organization, and creation for easier learning and working;
- Because no one supervises you through the process, be committed, detailed, honest with yourself, and ready to learn, think creatively, and make personal decisions;
- These materials are the starting point for creating a product/service concept with green aspects but don't stop there. Continue to research, inform and follow trends and policies towards establishing a social enterprise. Make sure the documents you



fill out throughout the process are not just one of many folders forgotten on your computer. Let the idea come to life, and we will be satisfied if we have motivated you to think "green" and set up your own company or to make the existing one "green"!

### **Technical tips:**

- We recommend that the educational tool be used for the desktop version;
- If you want to go through the process, without finally receiving confirmation of participation, then you do not need to log in. But keep in mind that if you need more days to follow all the stages, it is necessary to work on the same browser for the system to "remember" you;
- The system will remember where you left off 30 days from the start;
- If you want to go through the process and get a confirmation of participation, you need to log in as a user.

At the end of the tool follows a quiz, which is a summary of what they have heard, seen, read. If you answer 90% of the questions correctly, a confirmation of participation follows.

- If you want to go back to the beginning you need to click on the button on the right "reset" or open the link via "Incognito window";

Let's walk you through your social enterprise now. That is, the steps needed to fulfil your dream and reach the final destination – the right "door" 😊

The tool is divided into several stages. In each field, you have an introduction to the activity or exercise you need to do.

At the end of one phase, a "door" appears.

The door is synonymous, the opening of a new opportunity and the search for the ultimate goal, entering your enterprise.

We wish you a successful job!



The following fields, are the part of the most important aspects, contained in the educational tool:


### Phase I- Let's start with your reflection and analysis

Phase I - Let's start with your personal reflection and analysis

#### What are your qualities and skills?

Ask yourself these questions:

- What are your talents, skills, or natural-born gifts?
- Which of your achievements are you most proud of?
- What values do you believe in that other fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?



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Phase I - Let's start with your personal reflection and analysis


#### Personal SWOT analysis

Identifying the strengths and weaknesses and analyzing the opportunities and threats that flow from them SWOT Analysis is a useful technique that helps you do this.

SWOT stands for "strength, weakness, opportunity and threat" analysis.

The goal of a SWOT analysis is to evaluate the past, present, and future of your company or individual career goals.

- [Read an article](#)
- [Make your personal SWOT analysis](#)



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Phase I - Let's start with your personal reflection and analysis


#### Create a personal vision

Your personal statement for a vision leads your life and gives the direction needed to dictate the course of your days and the choices you make for your career.

If you have a personal vision, you will:

- have a guide for decisions,
- become meaning-driven and inner-directed,
- think in the long-term, and
- maintain balance in your life.

[Read an article](#) [Fill the questionnaire](#)



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Phase I - Let's start with your personal reflection and analysis

#### Learn the characteristics of an entrepreneur

To become a social/green entrepreneur, you should be aware as much as possible about your current surroundings (also the perspective from nature as a human) and conditions for starting business and state of your inner selves as well.

Through this activity, you should discover to what extent your characteristics, values, and beliefs, attitudes, strengths, and weaknesses, but also, your focus and mindset, all together and each of them separately, match with your social business idea and set of necessary skills for leading a green business.

The final purpose is to increase self-awareness, which is the basics for unlocking the potential as a green entrepreneur.

Follow the PowerPoint presentation, where you can find directions and questions to make your self-awareness of the entrepreneurial characteristics.

[Download the PPT](#)



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### Phase II - Introduction to the social and green entrepreneurship

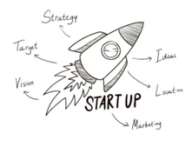
Phase II - Introduction to the social and green entrepreneurship

#### What is a social entrepreneurship?

Social entrepreneurship is run by people called social entrepreneurs, who aim at solving social, cultural, or environmental issues, often without the need to make profit.

The ultimate goal of an entrepreneur is to create economic wealth, while the ultimate goal of the social entrepreneurs is to fulfill their social mission.

[Follow the PPT](#)



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Phase II - Introduction to the social and green entrepreneurship

#### What is a green entrepreneur?

Green entrepreneur is someone who starts and runs an entrepreneurial venture that is designed to be green in its products and processes from the very moment it is set up.

- [Introduction Document](#)
- [Description of activity](#)
- [Resources for activity](#)



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## Phase III- Policies and trends for social entrepreneurship

Phase III - Policies and trend for social entrepreneurship

### Social entrepreneurship trends

What are the trends regarding social entrepreneurship in your country and in general in World/ Europe?

Click:

- World social entrepreneurship trends.
- Europe social entrepreneurship trends.
- Social entrepreneurship trends in the Republic of North Macedonia.
- Social entrepreneurship trends in Cyprus.
- Social entrepreneurship trends in Slovenia.

Option 1 Option 2 Option 3 Option 4 Option 5

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Phase III - Policies and trend for social entrepreneurship

### Social entrepreneurship policies

When you are building a social enterprise, it is very important to be informed about policy in your country and in general in Europe.

- Social entrepreneurship policy in Europe.
- Social entrepreneurship policy in the Republic of North Macedonia.
- Social entrepreneurship trends in Cyprus.
- Social entrepreneurship trends in Slovenia.

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Phase III - Policies and trend for social entrepreneurship

### Network of social enterprises

On the following links you can see what types of social enterprises exist in your country:

- Social enterprises in Republic of North Macedonia
- Social enterprises in Cyprus
- Social enterprises in Slovenia

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Phase III - Policies and trend for social entrepreneurship

### Questions for social enterprises

Networking is not only about trading information, but also serves as an avenue to create long-term relationships with mutual benefits.

You may have some doubts about starting a social enterprise, so it would be good if you are informed about the good practices of the enterprises in your environment.

We are suggesting questions, that you might ask its representatives and be helpful, motivating for you.

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## Phase IV- Define the mission and make market analysis

Phase IV- Define the mission and make market analysis

### Let's continue with idea development

Define the problem or opportunity.

Although this seems obvious, the more accurately you're able to describe your current or perceived problem or opportunity, the better chances you have of actually generating useful ideas.

Before you start, try to gather as much information about the problem as possible to get to the heart of the problem. Identify what you already know about it and what information is still needed.

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Phase IV- Define the mission and make market analysis

### Define your mission

The social and economic mission of one social enterprise must stem from the society we are trying to support and strengthen. Social entrepreneurs see opportunities in the challenges. Be precise in the problem you choose to resolve and how you will achieve this in the line of work.

When you will be thinking about defining the mission, take a consideration the green aspects.

[Download](#)

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IV- Define the mission and make market analysis

### What are the market place needs?

Market research questionnaires are answered by customers or potential consumers, to understand their perception and opinion on a given subject, typically about a product or service feasibility, understanding consumer needs and interests, and pricing concepts.

Following are samples of some of the market research questionnaires

[Download file](#)

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Phase IV - Define the mission and make market analysis

### EMPATHY MAP

An Empathy Map is just one tool that can help you empathise and synthesise your observations from the research phase, and draw out unexpected insights about your user's needs.

An Empathy Map allows us to sum up our learning from engagements with people in the field of design research.

Fulfill the matrix and take a moment to reflect.

[Download Empathy Matrix](#)

[Read Article](#)

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## Phase V- Get a information about “Eco Design” and “ Sustainable development and sustainable communities“

Phase V - Get a Information about "Eco Design" and " Sustainable development and sustainable communities"

### What is "Eco Design"?

Eco design can be explained as an integral project activity in which the focus is on the designer/engineer that by making decisions for design is mainly lead by the consequences on the environment, taking into consideration all phases of the lifecycle: from extraction of raw materials to the moment of removing of the product.

In this field, you can gain new knowledge about:

- ✓ Term and need of eco design; Analysis of the lifespan of materials and their influence over the environment; Eco data

For further information, you can see the:

- PowerPoint presentations: [Presentation #1](#); [Presentation #2](#); [Presentation #3](#)
- [Read Article](#)

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Phase V - Get a Information about "Eco Design" and " Sustainable development and sustainable communities"

### Sustainable development and sustainable communities

**(The role in social entrepreneurship)**

Making sustainable community means trying to use renewable sources without giving any harm to environment and giving bad impact later.

In this field, you can gain new knowledge about:

Getting to know Sustainable development goals - SDG's; Getting to know Sustainable development goals - SDG's; How to take an action.

For further information, you can see the:

- PowerPoint presentations: [Presentation #1](#); [Presentation #2](#); [Presentation #3](#)

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## Phase VI - How to define your idea better

Phase VI - How to define your idea better

### How to define your idea better?

Methods of Generating New Ideas:

Even with such a wide variety of sources available, it can still be problematic to come up with an idea to serve as the basis for a new venture. The entrepreneur can use several methods to help generate & test new ideas, such as:

- Focus groups
- Brainstorming
- Brain writing &
- Problem inventory & analysis.

For more information:

1. [Read the PPT](#)
2. [Read the article](#)
3. [Fill the template SMART goals](#)

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## Phase VII - Research the impact of your idea

Phase VII - Research the impact of your idea

### "Values Toolbox" (Edition on Sustainable Development)

Tool aims to create a systematic discussion when analyzing a goal during workshops or training courses.

The tool is suitable for discussing various topics where a comprehensive approach is needed.

The main purpose of the tool is to stimulate discussion to achieve a certain goal by identifying the benefits and challenges and perceiving their impact from four different aspects: political, economic, social and environmental.

The tool is recommended for teamwork.

More information you can find on [following link](#).

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Phase VII - Get a information about "Social Innovation" and "Resource Efficient and Cleaner Production"

### Make a choice for business analysis tools

Business Analysis is popular to many company owners with the functions to analyze, examine data, and figure out the most appropriate plan or priority for the company to achieve their goals. There are several analytical tools used to support businessmen to perform a business analysis.

You can choose on which you will work.

- [Download what is PESTLE Analysis.](#)
- [Download SWOT Analysis Worksheet.](#)

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## Phase VIII- Get a information about “Social innovation” and “Resource Efficient and Cleaner Production”

Phase VIII - Get a information about "Social Innovation" and "Resource Efficient and Cleaner Production"

### Social innovation

[Download Social and Eco Innovations presentation](#)  
[Download Challenges Solutions presentation](#)

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Phase VIII - Get a information about "Social Innovation" and "Resource Efficient and Cleaner Production"

### Resource Efficient and Cleaner Production

In accordance with the United Nations Environment Programme (UNEP), Cleaner Production is understood to mean: The continual application of an integrated environmental prevention strategy in processes, products and services, with the aim of reducing risks for humans and the environment, to increase the company's competitiveness and guarantee its economic viability.

For further information, you can see the Power Point presentations:

- [Concept of Resource Efficient and Cleaner Production](#)
- [Methodology of the concept of Resource Efficient and Cleaner Production](#)
- [Key indicators of performance](#)

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## Phase IX- Addressing business and personal environmental protection habits

Phase IX - Addressing business and personal environmental protection habits

### Analysis of the lifespan of materials and their influence over the environment

The goal of the activity is to explore the best practice on eco-designed products/ services and after that conduct analysis through working on the matrix, by downloading the pdf format or use the jam board.

\* You can make analysis as well for your own product/ service that you would develop.

- [Download the activity](#)
- [Download the template for activity](#)

If you want to inform more about analysis of the lifespan of materials and their influence over the environment read more on:

[Next](#) [Back](#)

Phase IX - Addressing business and personal environmental protection habits

### Check personal carbon footprint

What is your footprint calculator? How many planets does it take to support your lifestyles?

Web quiz that consists of four different chapters with questions about personal habits. The first is about food, the second is about transportation and traveling, the third is about energy use in the household and the last one is about saving money. However, at the end of each quiz you will find your personal footprint result.

Just be honest! 😊

[Go to the Quiz](#)

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Phase IX - Addressing business and personal environmental protection habits

### Monthly plan for 3 R principle

The three R's stands for: Reduce, Reuse and Recycle. This rule is part of the waste hierarchy which is a process used to protect the environment and conserve resources through a priority approach. The aim is to get the most practical benefits from products and to generate the minimum amount of waste.

Make an evaluation for your daily habits for caring for the environment, and following the 3 R principle (reduce, reuse and recycle). Based on these answers, you will out your own monthly plan for realization and implementation of the principle 3Rs.

- [Download the activity](#)
- [Download the resources for activity: Monthly plan for the household 3Rs: Self-evaluation for the concept 3Rs](#)

**REDUCE-REUSE-RECYCLE**

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## Phase X - Get a information about Sustainable development in business

Phase X - Get a information about Sustainable development in business

### Sustainable development in business - Why do the SDG's matter for business?

Business is a vital partner in achieving the Sustainable Development Goals. Companies can contribute through their core activities, and we ask companies everywhere to assess their impact, set ambitious goals and communicate transparently about the results.

Why do the SDG's matter for business and how to follow these directions, read the PowerPoint presentations.

- [Sustainable development and planning](#)
- [Tools and methods for organization and realization of sustainable development and social enterprises](#)

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## Phase XI – Prototyping


Phase XI - Prototyping

### Create a persona

Personas can be created by taking to users and segmenting various demographic and psychographic data to improve or create the product and marketing strategy.

The aim of exercise is participants to creates user persona- a character based on current (or ideal) customer.

- Download the exercise
- Download the template for exercise



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Phase XI - Prototyping

Prototyping is a foundational process for developing a new product through the physical representation of an idea. Prototyping helps designers turn a concept into a functioning item.

To get more information about: What is a Prototype: Importance of Prototype, methodology, types etc.

Read the [PowerPoint presentation](#).

After that, [make a preliminary plan for making a prototype](#).



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Phase XI - Prototyping


### Check list for eco designed product/service

What is the purpose of eco-design products?

- Developing products by taking into account ecological and economic issues
- Create optimized variants of the product or service to select the least impacting.
- Analyze life cycles to integrate them as much as possible in the circular economy
- Improve and optimize production costs
- Bring a global vision and a company structure adapted to sustainable development

Make a checklist if your idea or already developed product/ service is on that direction.

[Download checklist](#)



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Phase XI - Prototyping


### Ecolizer

Through usage of the Ecolizer, you can quickly and easily calculate the influence over the environment from your product. You can calculate the overall influence over the environment, but also the influence of each phase in the lifecycle of the product in order to be able to deal with the phase of the lifecycle with massive influence over the environment. As attached to the product analysis, you can also compare the results with one another.

Go to the following link to make a analysis: <https://www.ecolizer.be/>

[Download the document](#)

**\*Read a description about using the "ecolizer"**



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## Phase XII - Brand and “green image” creation of enterprise


Phase XII - Brand and "green image" creation of enterprise

### Social responsibility policy

By applying the concept of Resource Efficient and Cleaner Production, at the same time functioning as a social enterprise, the legal entity acquires the image of a socially responsible. But how to keep that image? What is the long-term vision, principles, and goals? How can it be clearly stated so that it can communicate with outside parties?

In this regard, prepare a policy for a socially responsible enterprise in which one of the practices with a positive environmental impact is following the concept of Resource Efficient and Cleaner Production.

- Read the document with guidelines for the preparation of social responsibility policy.
- Template for Social Responsibility Policy.



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Phase XII - Brand and "green image" creation of enterprise

### Brand creation

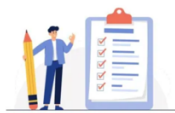
Brand is the vehicle that propels a company's product or service into customer's lives and hearts. Brand creation may seem to be an easy process, but in fact, is a thorough procedure that needs to be addressed with special attention.

Read the Tips & Tricks to build your brand through PowerPoint Presentation

As moving through the process, its necessary to give a special attention to how competitors present themselves in terms of common visual elements, trends, industry-specific visual themes, brand personalities, etc.

In order to execute this, as part of the first steps of creation a brand, the participants need to create a careful competitor analysis.

- Follow the [PowerPoint presentation](#)
- Create a careful [competitor analysis](#)



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Phase XII - Brand and "green image" creation of enterprise

### Business plan


You don't have to have a degree in something, a lot of money in a bank account and maybe business experience to start on something that could be your next large success.

Still, you need a plan and an idea.

Check this step-by-step guide to use it as help for turning your large idea in a successful business.

After that, make your own business plan.

- Download: [Complete manual for starting a business in 12 steps](#)
- Download: [Preparation a business plan for a social enterprise](#)
- Download: [Questions on which you need to answer – your business plan](#)



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## Phase XIII – Pitching

Phase XIII - Pitching

### How to pitch

Pitching has become the standard means of communicating information for entrepreneurs. It began as a way of speaking with very busy individuals who needed to decide in a short period and has evolved to fulfill several needs a startup has in the long run – like raising capital, applying and competing in startup competitions, establishing partnerships, giving keynotes, selling products, applying for accelerator and incubator programs.

Because it has become an important part of the entrepreneurial journey, every individual who plans to start up a business needs to know how to structure his/her pitch and be compelling at the same time.

1. Read a PowerPoint presentation "How to pitch".
2. Fill the power point presentation template i.e create your pitch template.

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**pitch deck presentation?**

## Phase IX- Final stage

### Congratulations!

You are ready to think about developing a green aspect for your social enterprise.

For further information about the topic, [follow the link](#).

"You must never doubt your ability to achieve anything, overcome anything, and inspire everything, because the truth is, there are no superheroes. There is just us, and too often we are the ones that we keep waiting for". -Shiza Sahid, Co-Founder of the Malala Fund

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Link to access the educational tool: [https://green-entrepreneur.net/interactive-tools/#ax\\_s0](https://green-entrepreneur.net/interactive-tools/#ax_s0)

Don't forget: *"You must never doubt your ability to achieve anything, overcome anything, and inspire everything, because the truth is, there are no superheroes. There is just us, and too often we are the ones that we keep waiting for". - Shiza Sahid, Co-Founder of the Malala Fund.*



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