

EU Sector 3 Project

Newsletter No. 2

The second transnational meeting of the project took place from 4th to 6th April 2016 at the Enterprise Centre in Bury, Greater Manchester. This newsletter is a report of that event.

Participants:

Aydin Valiligai Ab Ve Dis Iliskiler Koordinasyon Merkezi, Aydin, Turkey: Ms Reyhan Turkmen

VSI Socialiniu Inovaciju Centras, Siauliai, Lithuania: Ms Diana Kontrimienė
Technical University Dresden, Germany: Prof Thomas Köhler; Ms Franziska Günther

The Synthesis Center, Nicosia, Cyprus: Mr George Isaias

Instituto De Empreendedorismo Social (IES), Cascais, Portugal - Lisbon: Mr Nuno Frazão

AC Amics de la Biblioteca de la Fonteta, Valencia, Spain: Mr Antonio Benaches

The Enterprise Centre (TEC), Greater Manchester, UK: Ms Alison Hornsby, Dr Allan Lawrence



ESE delegates at The Enterprise Centre in Bury, April 5th 2016. Guests were from Cyprus, Germany, Lithuania, Portugal, Spain, Turkey and

from social enterprises in the Greater Manchester area.

A brief introduction of the participants and partners:

AC Amica de la Biblioteca, Spain: AC Amics de la Biblioteca based near Valencia is a social enterprise established in 2005 that focuses on empowerment of citizens through active participation and training. Originally it was a community development organisation but it has grown and become regional in its scope.

TEC/ UK: Started as a social enterprise based in the Northern Quarter of Manchester, TEC is now based at the Naturally Enterprising Centre in Bury supporting young people into economic empowerment. It provides training and volunteering opportunities leading to employment and/ or vocational training.

IES, Portugal: Nuno Frazao is a social entrepreneur and engineer and represents the organisation IES. It is a training provider for Social Business, involved with research and training. They are experts in the mapping of social impact. Within this project, IES are an example of a SBSP.

Technical University Dresden, Germany: Prof. Thomas Koehler described the Media Center of TUD whose expertise is the use of media technologies for education and research. Part of the Research Center remit is to develop infrastructures and online services.

The Synthesis Center, Cyprus: George Isaias is the Director of the Synthesis Center. The organization started as an empowerment entity working with women and developed later into a social enterprise. It is situated in the buffer zone, working with the Turkish Cypriots and the Greek Cypriots. Developing the HUB Nicosia.

VSI, Lithuania: Diana Kontrimiene represented the NGO, VSI, which is working in three streams. The first is training (mainly for social workers), another is to develop projects to support soft-skills to encourage their trainees to enter the labour market), and they also work with people with disabilities.

Aydin Governorship, Turkey: Reyhan Turkmen works in the EU Partnership Department of the Aydin Governorship. Their function is to raise awareness of the EU and the empowerment of civil society. Entrepreneurship is a new term in Turkey and there is no standard training in formal education. The Governorship supports a large number of fledgling social enterprises and NGOs.

Products produced to date

1. The Research report – key findings.

The key findings of the research project aimed at identifying the needs of SBSPs and social businesses are summarised below:

- General awareness amongst students of what is a social enterprise is low.
- Mentoring programmes are considered to be important and, together with Networking, is seen as an important area of support among social businesses.
- For students, the free resources and the case studies and networking are the priority.
- Regarding the social business processes, the most important is to show that social enterprise has a social impact in solving a social problem.
- As for the students, solving the social problem is also the most important, but also the management and strategic planning.
- With respect to media attitudes and understanding of the importance of computers and ICT, related to the online incubator, most of the business people feel confident working with computers.
- As for the student group, there are more students that would avoid working with computers, yet the majority feel confident using them.
- Concerning the use of social web applications, the majority of business people use social networks, chat messengers and the professional networks such as LinkedIn.
- As for the student group, we find similar answers, but the professional networks, the video and photo communities increase their power and influence. It is surprising that wiki's do not seem to be very popular... A view expressed was that wikis are powerful when they are telling a "story" and there is passion in it, but if there is no "story behind", it is sterile and empty.
- Regarding computer related attitudes, most respondents state that computers are useful for their work and learning processes. We have to keep in mind that many respondents state that the computer is not the ONLY tool, and especially when dealing with social business, where the interaction with the clients gains importance.
- We have found very similar answers in both sectors (students and business). They all agree that efficiency increases when a computer is used, however students are more critical of the "reliability" of ICT and they state that computer is cold and impersonal.

The key comments are that:

1. Internet and computers are only tools, and it is important not to miss the human approach of the business.
2. Funding information is considered as necessary
3. The visibility of social enterprise is important hence the importance of marketing.
4. Social media has been a revolution for the third sector.

Interview with Steve Ralph

He has a social business EUDEMONIA, with many projects with Africa and many social innovative projects. He had some key ideas regarding funding and he advised checking out <https://www.clearlyso.com/> which will give useful advice on crowd-funding and how to find the right finance at the right time for your idea!



2. Online incubator

The website for the whole project has been prepared as a draft or Beta version. There are a lot of free resources and materials that can be collected and redistributed through our platform. The structure needs to include the following: Survey results; Free resources; Funding Information and Financing; Leadership and Management training materials (linking to existing ones); Networking opportunities; Mentoring to link the new entrepreneurs with other “mentor” entrepreneurs.

As this is a big process and will be hard to implement, we will use this project as a starting point for a further project application that can happen later on based on the VALUE OF MENTORSHIP FOR SOCIAL ENTREPRENEURS. The online incubator will also include Case studies - good practices – videos; How to measure social impact and Branding and marketing

3. Website of the project

Diana Kontrimiene presented the draft version of the website. There was a debate about having one general website or two websites. One could be the 'frame website' of the whole project, and there will be a second platform for the ONLINE INCUBATOR (use skoll.org as an example).

Regarding the translation of the content, the core information of the project will be translated by each partner into their own language. The Online incubator materials will be specific for each country and therefore in each language. We will have a "log in" section to start creating a community that will also provide an interesting database for dissemination of the results and even for future project ideas.

4. Social Business Support Model

There is a website that includes the Online Incubator, and inside the Incubator we will find the SBSM and other networking materials. As a result of the survey, respondents were interested in (1) Funding and Finance; (2) Management and Leadership; (3) Measuring Social Impact and (4) Marketing.

Online Infrastructure. All the sections will include free resources and case studies (videos). Each partner will have to signpost the information linked to each of the contents.

The next meeting in Cyprus

Dates: Arrival on the 26th of September, Meeting on the 27th, Multiplier event on the 28th, and future project planning on the 29th. Then departure will be on the 30th of September.

**European Social Entrepreneurs (ESE)/ EU Sector 3
Agenda for Project meeting in Larnaca/ CY**

Date: Tuesday 27th September 2016

Time	Topic	Who is involved
09.30 – 10.00	Welcome and presentation - Logistics - Conference update	Led by SYNTHESIS
10.00 - 11.00	Administration and Project Management - Review - Timesheets and contracts - Preparation of Interim report inc. budgets	Led by THE ENTERPRISE CENTRE (TEC)
11.00 - 11.15	Coffee break	
11.15 – 12.15	Progress reports - Review of state of the Art reports - Development of Online Incubator	Led by TEC
12.15 – 13.00	Social Business Support Model Progress to date by each partner CY - Mentoring and Networking ES - Funding and Finance PT – Social Impact Assessment TR – Leadership and Management UK - Marketing	All
13.00 - 14.00	Lunch	

14.00 - 15.00	Social Business Support Model (continued)	All
15.00 - 15.30	Dissemination and Exploitation	Led by TEC
15.30– 16.00	Internal and External Evaluation	Led by TEC
16.00 – 16.30	Planning for ME2 (Valencia) and ME3 (Aydin)	Led by AMICS DE LA BIBLIOTECA DE LA FONTETA
16.30 – 17.00	Planning for Project Development Day and ME1	Led by SYNTHESIS
19.00	Social Dinner	

Wednesday, 28th September 2016

Time	Topic	Who is involved
08.00	Departure from the hotel to Nicosia	
09.00 – 16.00	Conference	
16.20	Arrival at HUB Nicosia	
16.20 - 16.35	Review of first day discussions	Led by TEC
16.35 - 17.30	Final Report	All
16.35 - 17.10	Conclusions and Recommendations by the partners Questions / Discussion / Conclusions	