

Citizenship Badge Stage 2 - Introduction to Social Entrepreneurship

Venture Overview

4 Tracks: Literacy, Poverty, Health, Food

Group Media Product: Powerpoint Presentation (Slideshare/Googledoc)

The Presentation should contain 6 Powerpoint slides of the following content:

- Slide 1: Title and Image of the Social Entrepreneur(s)
- Slide 2-3: Introduction to the Social Entrepreneur(s)
- Slide 4-5: History and Impact of their Venture
- Slide 6: Credits of Sources; Team Names

Approval of Venture Team

Stage 1 – DISCOVER what's at the heart of a Social Entrepreneur

1a: What made the social entrepreneur decide to come up with the initiative? What inspired him/her?

Tip: Read the articles at [Track Resources!](#)

1b: Did it cost the social entrepreneur anything to pursue the venture?

Tip: Were there family, career or financial sacrifices that had to be made?

1c: What was the social entrepreneur hoping to achieve?

Tip: What was his/her idea of a successful venture?

1d1 (Social): How are you affected by the situation of people around you?

1d2 (Emotional): What aspect of the social entrepreneur did you find most inspiring?

1d3 (Leadership): Would you leave familiar and comfortable surroundings to help others?

Stage 2 – UNDERSTAND and grow empathy to the plight of others

2a: What do you think it's like to be a child facing illiteracy, poverty, a lack of sanitation, or food?

Tip: Imagine you are a child trying to study in a school that doesn't have electricity or books!

2b: Would it change your life if someone came and helped you out of that situation?

Tip: Would these actions have a small or big impact on you?

2c: What are some really difficult situations that children face around the world?

Tip: Play a game! Explore [Darfur is Dying](#) or [Food Force](#).

2d1 (Social): Do you think your actions can make a difference?

2d2 (Emotional): Do you feel you have a responsibility to act?

2d3 (Leadership): What resources do you have on hand that you can use?

Stage 3 – RESEARCH a social venture of your choice

3a: What is another person or group you admire who has stepped out to help others through a social venture?

Tip: Brainstorm as a group and do some research in the Track you selected!

3b: What do you think motivated them to start the venture?

Tip: Were there any situations they encountered that touched them personally?

3c: What challenges did they have to overcome?

Tip: Look at the costs to themselves and difficulties faced in the situations.

3d1 (Social): Can you think of situations around you in which you can make a difference?

3d2 (Emotional): What is one idea that is personally meaningful to you?

3d3 (Leadership): What is one idea that really inspires everyone?

Approval of Presentation (Slideshare/Googledoc) for Launch into Gallery

Approval of Check-Ins

Stage 4 – SHOWCASE your selected social venture to others

4a: Who did you share your presentation with?

Tip: Can you get people you know to view your presentation?

4b: How did others like your presentation?

Tip: Was the message easy to understand? engaging? helpful? inspiring?

4c: What could you do to build on the presentation?

Tip: Do your friends or team mates have any ideas for improvement?

4d1 (Social): How did people feel about your presentation?

4d2 (Emotional): What have you discovered that's new about yourself?

4d3 (Leadership): Do you find that working as a team helps you increase your impact?

Citizenship Badge Stage 3 - Planning a Social Venture

Venture Overview

4 Tracks: Literacy, Poverty, Health, Food

Group Media Product: Blog (e.g. brocadesfromtheheart.wordpress.com)

The Blog must include 3 pages/posts with the following content:

- 1: Introduction to the Target Community and Needs – WHO, WHAT, WHERE
- 2: Social Venture Concept and Plan – WHY, HOW, WHEN
- 3: Team Profile and Contact Email

Approval of Venture Team

Stage 1 – IDENTIFY the people you want to help

1a: WHO - Who are the people you want to help? Describe the community or group.

Tip: What is the language, culture of the community? What is the political and economic situation?

1b: WHAT - What is the main livelihood of this community you want to help?

Tip: e.g. farming, fishing, livestock, sewing, crafts, tourism, drugs, transport

1c: WHERE - Where do they live? Describe the physical location, terrain, and living conditions.

Tip: Look up the country, province, town, village. What's the terrain, climate, rainfall, accessibility like?

1d1 (Social): WHY - What do you think you can do to improve these people's lives?

1d2 (Emotional): WHY - Why do you feel you want to help them?

1d3 (Leadership): WHY - What are some ideas you are excited about?

Stage 2 – BRAINSTORM concepts for a community project

2a: HOW - What kind of product/service can you think of to help your target community?

Tip: What concept does the team agree on and how would you organize people and support for it? Consider both the community you wish to help and possible supporters of the project.

2b: HOW - What are the likely project costs?

Tip: What are the production or operational costs to consider? How could this be funded?

2c: HOW - What part can the community play in the product/service?

Tip: How can they be best involved in the project? What responsibilities would be appropriate to assign them?

2d1 (Social): What are some roles you can play in the team?

2d2 (Emotional): What do you hope to learn from this venture?

2d3 (Leadership): What are the strong and weak points of the concept so far?

Stage 3 – PLAN what you need to get it going

3a: HOW - How, where and when will the product/service be delivered? Estimate your delivery costs.

Tip: What are the channels, resources and costs of delivering the service/product?

3b: HOW - How will you build support for your project? What are the suitable communication channels to use?

Estimate your promotion costs.

Tip: Can you share your message in a way that others will easily accept, or pause and consider?

3c: WHEN - What else do you need to put your plan into action? When will it be ready to launch?

Tip: What do you want to complete and when? Review your earlier answers if you need.

3d1 (Social): What problems are the team facing that you can help?

3d2 (Emotional): What has been most challenging for you so far?

3d3 (Leadership): What usually holds you back from taking action as a leader? What things move you to act?

Approval of Group Blog (Blogger/Wordpress) for Launch into Gallery

Approval of Check-Ins

Stage 4 – TEST your ideas and learn from the process

4a: Test your ideas in a recce or by talking with an expert. Do the ground conditions support your original ideas?

Tip: Look for someone who has experience with a similar project or a social enterprise.

4b: What are the changes that need to be made?

Tip: Review the earlier steps and revise the plan.

4c: Share your project blog with others. How did people respond after reading about your project?

Tip: How can you improve the blog to increase awareness and support?

4d1 (Social): In what way has this venture been meaningful for the team?

4d2 (Emotional): What are some new things you are now able to do?

4d3 (Leadership): What do you think is most important in making such a venture succeed?