Social enterprise from niche to norm

What do you need:
- Slides
- Sticky notes
- Pens
- Mentimeter

If you see that in this program where you do the training, some tasks are more suitable and you need more time, then feel free to change the length of the parts. Also, if you get less time to do the training, parts with green colored times in front of them are more important than other tasks.

Schedule:
00-00.10 Introduction
00.10-00.15 Expectations
- What do you want to get out of this seminar? They write their thoughts on sticky notes, and we discuss some answers

00.15-1.30 Social entrepreneurship & the situation in your country
- 00.15-00.20 They answer the question "What does social entrepreneurship mean to you?"
  - Why do you see it that way?
- 00.20-00.40 Our definition
  - A social enterprise is a company that is committed to creating a positive impact through a business model
  - Examples - 3 from each Baltic country
- 00.40-1.00 What are the characteristics of a social enterprise?
  - The main goal is to positively influence people's livelihood, well-being or the environment, which is measured
  - A sustainable economic model
    - The company offers goods or services for a fee, earning a profit
    - 50.1% of the profit is reinvested in achieving the main goal
- 1.00-1.15 They answer the question "How well are we doing with social entrepreneurship?" - in a scale 1-10, where 10 - really good, 1 - really bad
  - We can use the mentimeter
  - Discussion why they think like that
- 1.15-1.30 Our explanation how is the situation in your country

1.30-1.40 Break

1.40-1.45 What do you see as the key skills or characteristics required of successful entrepreneurs (both social and for profit)?
1.45-1.50 What do you see as the main similarities and differences between social and for-profit entrepreneurs?
- Different source of motivation
- Different measure of success
- Very similar otherwise
- A lot can be learned from successful for-profit entrepreneurs

1.50-2.10 Debate on "Social entrepreneurship will be the most common form of entrepreneurship in the future"
- 1.50-2.00 Preparation in groups
- 2.00-2.10 Debate

2.10-2.20 How can you change your company into social enterprise
- 2.10-2.15 Brainstorm
- 2.15-2.20 Sharing the ideas

2.20-2.30 Your organization introduction (the organization that is doing the workshop) & IBESI project introduction (hackathons and accelerators)

2.30-2.45 Questions, feedback & reflection
- Do you have any questions
- Feedback survey
- Reflection - What word would you use to sum up today's workshop?
- Key Takeaway - The primary work of every entrepreneur, social and for-profit, involves solving problems. Together we can change social entrepreneurship from a niche to the norm