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Vocational Training in Social Entrepreneurship: Trends and future opportunities.

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Trends in Social Entrepreneurship

Funding of SE

Organizations to scale Grants - Investments

Social enterprises can be run as for-profit or non-profit and sit somewhere in the middle of the traditional corporation and a purely charitable organization. Some organizations are able to generate sufficient income through the sale of socially beneficial goods or services, but many are not. Other funding opportunities include corporate investment, donations and government funding. Approaching investors may not be easy, however, if the organization is perceived as more non-profit than profit-oriented and not likely to make a reasonable return for investors. On the other hand, many donors are distrustful of a social enterprise being run as a for-profit company where too much focus may be placed on wealth generation and too little on social value.

Trends in Social Entrepreneurship

Communicating Value Objectively

The social enterprise delivers more than commercial value, and it is the additional social value that often ignites the passion of the social entrepreneur. This in combination with the fact that social value is not easily measured can make it difficult to communicate the bottom line to investors, donors or the community at large. It is important to stay objective to remain convincing, and to make the right decisions in moving the enterprise toward its goals.

Trends in Social Entrepreneurship

Strategy and Long-Term Focus

It is important to any business to identify a long-term strategy, define appropriate goals and drive growth in a sustainable manner. Difficulties for social enterprises again stem from the fact that the purpose of the organization is to create social benefits. It is often the case that multiple social benefits can mean multiple goals, all of which must be evaluated in terms of cost of provision to ensure true value creation. A strong strategy will identify a unique value proposition compared to other organizations and indicate clearly what the organization will not do. Activities of the social enterprise should work together and reinforce each other.

Trends in Social Entrepreneurship

Remaining True to the Mission

Establishing a good strategy for the social enterprise will help to mitigate the possibility of mission creep. It is often easier to fight fires and not focus on the long-term goals of the organization, but this could result in an undesirable shift in the social value provided. A successful organization will continuously review strategy and work to improve it, but changes in the mission can cause confusion and dilute the organization's impact.

Entrepreneurship Education and Training (EET)

(EET) programs can be classified under two related but distinct categories: *education programs* and *training programs*.

Broadly speaking, both aim to stimulate entrepreneurship, but they are distinguished from one another by objectives or outcomes.

EE and ET overlap or are integrated into a single program -
INNOVENTER

Advancing the classification of EET, programs can also be distinguished by their target audiences.

Entrepreneurship Education and Training (EET)

- EET programs – challenges
- Measurement of EET outcomes
- Conceptual Framework

Conceptual Framework

Conceptual Framework outlines three dimensions to influence the range of EET outcomes:

- (a) the context within which programs are implemented,
- (b) the characteristics of individual participants, and
- (c) the functional characteristics of the program itself.

—can influence the operational characteristics of the program / package (e.g., duration, method of delivery).

In sum, a program's outcomes are shaped by both its own programmatic characteristics *and* the contextual and participant based moderating factors.

EET – outcome

The Conceptual Framework categorizes EET outcomes into a series of four domains:

- (a) entrepreneurial *mindsets*,
- (b) entrepreneurial *capabilities*,
- (c) entrepreneurial *status*, and
- (d) entrepreneurial *performance*

Local Follow Up

Teaching Social Entrepreneurship

Online platform

- local update
- contract host platform
- timing
- ECVET/EQF/NQF requirements
- promotion / visibility
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Local Follow Up

Teaching Social Entrepreneurship

Face to face

- Training package / tool kit update
- target approach
- expanding impact
- INNOVENTER training package to be handled over to the Public VET centers, once the project is over
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Suggestions Albania case

Most relevant suggestions:

This package to be included in the high school curricula (economics and business profile because we have a gap in this filed. In this case this training package will be classified in the third level based on AQF .

b.)this package to be provided by VET centres changing the age criteria min 18 years old. In this case this package training will be classified in the fifth level based on AQF.

- The VET trainers suggest that the mix training to be applied 50% face to face in the classroom and 50 % online.
- Depending on the volume of the course content the VET centres and experts suggest the duration of this training to be 1 year.
- Vulnerable groups do not reach the education criteria to be part of this training package.

Joint Follow Up

Suggestions:

WHAT can be jointly done?

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Joint Follow Up

Suggestions:

HOW can be jointly done?

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Joint Follow Up

Suggestions:

WHO can jointly do?

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Joint Follow Up

Suggestions:

WHERE can be done jointly?

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