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Social Entrepreneurship
Innovation Camp
Methodology Handbook

2021



To be interesting – be interested...

Dale Carnegie (1888-1955) – an American writer and lecturer. The developer of courses in self-improvement, salesmanship, corporate training, public speaking, and interpersonal skills.



Table of Contents

Indigise: Social Entrepreneurship Development in the Baltic Sea Region
/page 6

Introduction /page 7

What Is Social Entrepreneurship? /page 8

What Is the Innovation Camp? /page 9

General Parameters /page 10

Time /page 10

Venue /page 10

Target group /page 10

Organizer /page 10

Sponsors /page 11

Judges /page 11

Advisors and Experts /page 11

Trainers /page 11

Moderator /page

Volunteers /page 11

Insurance /page 11

Language /page 12

Time Schedule to Prepare for the Event /page 13

4 months before the event /page 13

3 months before the event /page 13

2 months before the event /page 13

The event /page 14

After the event /page 14

Judging and Evaluation /page 15

Roles of the Judges /page 15

Composition of the Judging panel /page 15

General criteria for the selection of Judges /page 15

Profiles of the Judges /page 15

Judges' briefing and debriefing /page 16

Judging procedure: an evaluation algorithm /page 16
Template: Possible evaluation algorithm for the final assessment /page 16
Good ideas portion: Ideas for judging /page 17

Selection of Participants /page 20

How to select the most motivated participants for the event? /page 20
Good ideas portion: Ideas for selection of participants /page 20

Awards and Sponsors /page 24

How to find Sponsors? /page 24
Reasons to be a Sponsor? /page 24
Awards and co-sponsorship /page 24
Good ideas portion: Ideas for prizes /page 24
Recognition of participants /page 28

Public Relations and Reporting /page 29

Before the event suggestions /page 29
During the event suggestions /page 29
After the event suggestions /page 29

The Different Stages of the Innovation Camp /page 30

Stage 1: FORMATION OF THE TEAMS /page 30

Stage 2: GAMIFICATION /page 30

Good ideas portion: Ideas for gamification /page 30

Stage 3: INTRODUCTION OF THE TASK /page 37

Template: Possible template for written part of the task /page 37

How to select the task? /page 38

Technical equipment and special tools /page 39

Good ideas portion: Ideas of ICT tools /page 39

Stage 4: SOCIAL PROGRAMME /page 43

Stage 5: PRESENTATION OF FINAL IDEAS /page 44

Suggested Timetable for the Innovation Camp /page 45

DAY 1 /page 45

DAY 2 /page 46

DAY 3 /page 46



Information Packages for Participants /page 47

First information package /page 47

Second information package /page 47

Welcome pack /page 48

Accommodation /page 48

Responsibilities /page 49

The Organizer /page 49

The Sponsor /page 49

The Trainer /page 49

The Moderator /page 49

The Volunteers /page 50

The Participants /page 50

List of Templates /page 51

Useful Links /page 52

INDIGISE: Social Entrepreneurship Development in the Baltic Sea Region

The lack of visibility, specialized training, support network and infrastructure, as well as limited access to finance are the main burdens that slow down the transition towards social economy and interfere social entrepreneurs for a larger scale social impact. Nevertheless, social entrepreneurship is getting more seen and valued thanks to the activity of youth leaders and support of educators, NGOs, specially designed legislative and CSR business support, social business networks, alternative financing and infrastructure, that allows modern youth to become successful in changing tomorrow. The access to the information on social business development practices and tools needs to be provided to the larger society groups, therefore *special attention in a new social-impact-oriented INDIGISE project is putting on youth social entrepreneurship empowerment.*

The target audience of INDIGISE project are young people who seek positive social or environmental changes in society, feel the need to create own business, but lack support of competencies and finance. Combining the experience of universities', NGOs' and business networks' professionals, and operating with latest trends in education, *INDIGISE project partners from Lithuania, Latvia, Poland and Norway provide such support and promote youth social entrepreneurship in the Baltic Sea Region by digital and informal education tools.*

Project partners:

- Klaipeda University (Lithuania) – *Coordinator*
- Social Innovation Centre (Latvia)
- Baltic Institute for Regional Affairs, BISER (Poland)
- Stowarzyszenie Gmin RP Euroregion Baltyk (Poland)
- Kristiansand Katedralskole Gimle (Norway)

Associated partners:

- Junior Achievement Norway, Agder (Norway)
- National Youth Council (Latvia)
- Baltic Sea NGO Network (Poland)

Project duration: April, 2020 – March, 2022



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Introduction

Social Entrepreneurship Innovation Camp Methodology Handbook is an outline of the guidelines for organizing Innovation Camps or similar events with strong focus on social entrepreneurship.

This Handbook has been developed in the framework of the *INDIGISE project*. The manual is a set of interactive and innovative educational material and ICT tools as well as gamification and brainstorming methods dedicated to training, educating and *raising awareness on the subject of social entrepreneurship among youth* that is recommended to use later by other EU countries' schools, universities, NGOs etc.

In Europe there is a long tradition of organising events that bring pupils and students, academic, government and business representatives together from across the country and even the continents. These events create a mutual focus for participating countries, give them a fantastic opportunity to bring staff, supporters, volunteers, and especially young people together at the same time and place.

Entrepreneurship is not only about creating successful businesses, rather it is a competence that allows to improve the environment we live in, by tackling old and new problems, addressing unmet needs and having the ambition to tackle well-known and emerging challenges, such as achieving a carbon neutral economy, eradicating poverty or cleaning plastic from the oceans etc.



What Is Social Entrepreneurship?

Social entrepreneurship is a unique idea - mission of the 21st century that, because of different historical and business ecosystem development as well as present attitude in different countries, is perceived and defined differently. The definitions as well as the principles of social entrepreneurship differ by European Union countries. Therefore, this topic is especially important both, to identify what the social entrepreneurship is and to show to young learners why innovative and socially responsible ways of thinking are important. Social responsibility should be in our every strategic (business) and daily live steps.

Social entrepreneurship is a model of activity, the essential mission of which is to solve social and environmental challenges through commercial activities. Social businesses use innovative and business-based approaches to make life better in our communities or to address environmental issues.

We believe that with *Social Entrepreneurship Innovation Camp a social business idea will become more usual, understandable, and attractive*. This may also lead to the popularity of social business as a measure to resolve social problems in different countries. Sometimes, it does not matter, whether emerging or already operating businesses are positioning themselves as making a social mission instead of being social enterprises, it is more about attitude and intentions. We hope, in some cases, more and more people would think that a career in social business would be more meaningful than in a large business organization or corporation where the main activities are not to meet societal needs but to increase the profitability of the business in all possible ways.



What Is the Innovation Camp?

At the Innovation Camp students get together to face with business challenges specifically related to social entrepreneurship. They come up with different creative and innovative ideas that could solve the given problem.

The Innovation Camp is an intense experience since participants have to propose a solution within a relatively short timeframe, given access to tools, information and resources. The team members may not know each other and will have to adapt to each other quickly to find out how to work together most efficiently. At the beginning, there could be a series of ice-breaking activities and work to learn some basics about creative thinking. The students are not told about the tasks until they are on-site. The participants are recommended to be spitted into teams of 4 to 6 students each and “launched” into the problem-solving phase. They can divide the different tasks among themselves while making use of the individual strengths of everyone in the group and develop further their interpersonal skills at the same time.

Innovation Camp can be done virtually anywhere and at any time – online or at fixed place and can include *from 20 to 50 students and even more*, plus other participants – *academic, government and business representatives.*

Innovation Camps are the perfect way to educate and motivate key players, such as academic staff, non-formal education providers, industry experts, about how to encourage more entrepreneurship education in the classroom. *Innovation Camps with a focus on social entrepreneurship are an important step in inculcating the importance and significance of social entrepreneurship among young people.* They are also a highly effective tool for steering young people towards developing social business ideas, that may one day be realized, something which is not always easily achieved in a traditional classroom context. The learners will have the possibility to foster an understanding of the world of work and a spirit of entrepreneurship through the principle of “learning by doing”. They will be able to develop their problem-solving skills and learn how to work under very tight deadlines.

General Parameters

This section proposes key parameters that can be applied organizing Innovation Camps with focus on social entrepreneurship. Many of the parameters listed below are more detailed and explained in other sections of this *Handbook*.

Time

Innovation Camp can be organized at any time preferably during the school year and can last from one day to even a whole week. Usually, Innovation camps are organized as *a two – three full days challenge*.

Venue

Innovation Camps can be organized in two different ways: *virtually and (or) physically*. The virtual space can be a good option for students from different regions (or even continents) or due to Covid-19 restrictions. There are enough virtual rooms for participants and all technical equipment is available at practically no cost. If the Innovation Camp is going to be organized physically, a school or university, a business incubator or a creative coworking space would be a great place for the event.

How to choose the best type of venue?

- Estimate the number of participants and their geographical destination.
- Be sure that there are enough rooms for participants and all technical equipment.
- Guarantee that students are provided with access to special tools and technical equipment that might be useful in project development and presenting stages.

Ideally, depending on the given task, there might also be the opportunity for the students to produce simple prototypes of their created products, thus the physically organized venue should also dispose for a special room with some relevant equipment or (and) materials.

Target group

Participants for the Innovation Camp ideally should be *strongly motivated, creative, open-minded, communicative individuals of similar age*, according to the purpose of activities. The INDIGISE project targets pupils and students aged 16-30 as a target group of focus.

Intergenerational and cross-sectoral learning brings additional benefits, when learners are grouped with older stakeholders from distinct fields of action, such as experienced industry professionals, non-governmental and public actors.



Organizer

The event may have one or more organizers such as educational institutions, science and technology parks, incubators, youth organizations, conventional and social business representatives etc.

Sponsors

The event may have sponsors who can set up and fund prizes as well as to be a part of the judging committee and share good practice with participants during the Innovation Camp.

Judges

Each event must have judges who should evaluate the performances of the teams – participants according to the task implementation level in comparison with overall level of all participating teams.

Advisors and Experts

Advisers or (and) experts should be persons with strong experience in the relevant fields who can help the teams – participants with advices, give a lecture on the topic of the Innovation Camp or even be a member of judging committee.

Trainers

There should be trainers for every event, who are practicing experts of the field to share good practice as well as educate young learners during the Innovation Camp. Trainers can be representatives of academic, conventional and social business, public sector etc.

Moderator

It is recommended to appoint a communicative, energetic, tolerant and creative moderator for the event. The moderator should be able to attract the attention of young learners and interest them to participate fruitfully in the Innovation Camp's program.

Volunteers

The event can include volunteers – students, teachers, social or (and) conventional business entrepreneurs and their employees. The number of volunteers should be planned in this way: *1-2 persons with clearly defined duties for 1 team of 4-6 participants*, participating in the Innovation Camp. All volunteers should be trained before the event about the Innovation Camp's program, plans, rules etc.



Insurance

Most secondary and high schools have insurance to cover learner's health from accidents. It is recommended for each Innovation Camp participant to have additional personal health, life, travel or (and) accident insurance.

Language

The Innovation Camp may take place in the national language of the organizing country if all participants would be the same country's citizens or speak the same language fluently. It should be noted that the selected students participating in the international event *should have a good knowledge of English* as this language would be the main language of the event. The same requirement applies to the judging committee, trainers, moderator, advisors and experts, volunteers.

Time Schedule to Prepare for the Event

In order to plan the Innovation Camp properly and to manage everything on time, there are some implementation steps and recommendations listed below in order of precedence.

4 months before the event:

- *Form the organizational team* and distribute tasks.
- Book a date and place for the Innovation Camp.
- Come up with a theme and the draft plan for the upcoming Innovation Camp.

3 months before the event:

- Call for judges and trainers.
- Call for sponsors and conventional or (and) social business representatives (if planned).
- Call for experts of social economy or (and) politics (if planned).
- Call for moderator and volunteers (if planned).
- Call for participants: management of competition between candidates and selection of the most motivated ones.

2 months before the event:

- Develop at least brief information package for participants, judges, trainers, sponsors and experts, as well as for moderator and volunteers, and publish it online or (and) send to each participant of the upcoming Innovation Camp.
- Prepare a short list of possible social business challenges or problems for the Innovation Camp (participants will be asked to develop a viable idea to solve them/it).
- Prepare templates for judges committee to evaluate final written and (or) oral presentations made by participants.
- Prepare templates for participating teams for written and (or) oral presentations of their resolved tasks.
- Compile the final program of the upcoming Innovation Camp: tasks, ICT tools, gamification, social program, breaks etc.
- Identify prize list for participants.

- Negotiate with local social business representatives about their participation in the Innovation Camp or (and) to arrange a short tour inside their social businesses.
- Organize the logistics of the participants: transportation from the airport to the accommodation place, and other days transportation to the Innovation Camp's place (if necessary).
- Arrange for meals and room assignments (if necessary).

The event:

- *Before the event starts.* Make a brief training for judges, experts and (or) advisors, trainers, moderator and volunteers.
- *During the event.* Monitor regularly whether things are going according to the plan and to react promptly to any unforeseen changes.
- *During the event (the last day).* Collect the social business ideas generated by participants that the organizers of the Innovation Camp can archive or (and) present to the social businesses if their issues were solving during the innovation event.

After the event (in 4/5 weeks):

- Send a “*Letter of Thanks*” to participants of the event and ask to fill the “*Feedback Form*”.
- A final report with general insights of the finished event can be done including main steps made and challenges faced with during the Innovation Camp:
 - ✓ General information about participants, judges, experts and advisors, sponsors and other key players.
 - ✓ Program of the event: given tasks, oral and written presentations of participants, social program, gamification etc.
 - ✓ Short description of meetings with social or (and) conventional businesses entrepreneurs (if included).
 - ✓ Interesting, creative and even extraordinary discoveries of the participants.
 - ✓ First, second and third place winners.
 - ✓ Photos and (or) videos of the event.

Judging and Evaluation

Roles of the Judges

Judges that are going to evaluate the participants of the Innovation Camp, have an especially important role that should be clarified well before the event, giving them the possibility to prepare themselves. Immediately upon arrival at the event, the judges should have a full briefing on the guidelines, scoring, objectives. *The judge must be neutral, uninterested in favour of one team or individual, open to innovation, open-minded, and honest in judging the tasks performed by the teams.*

Composition of the Judging panel

The judging panel can differ from the number of experts included to their qualification and (or) working experience. The more professionally diverse composition of judging panel is, covering academic, conventional and social business, public sector representatives, the better. Various thematic fields related to social entrepreneurship can be covered during the Innovation Camp. *The judging panel may consist of 5-10 experts, plus 1 chairman.* If there is an international event each judge should have good knowledge of English language. An odd number of judges is recommended. The panel will be evaluating oral and written tasks performed by teams during the Innovation Camp.

Some tasks accomplished during the Innovation Camp could be assessed by both judging panel and participants, for instance, by secret ballot. In this way, the participants will have to discuss and make a single decision about the best solution of the given task made by another team.

General criteria for the selection of Judges

Judges should:

- Have an interest in supporting youths' skills and competences development.
- Be familiar with the different functions of conventional and socially oriented business: product development, finance, economics, marketing, sales etc.
- Be neutral, uninterested in favour of one team or individual, open to innovation and honest in judging the tasks performed by the teams.
- Have good knowledge of English in case of international event.

Profiles of the Judges

Possible profiles for judges can be:

- *Business representatives*: leaders of social and (or) conventional businesses, analysts, experts, advisors etc.

- *Academic community representatives*: scientists or teachers interested in conventional and (or) social business.
- *Government or public representatives*: experts working on the specifics of conventional and (or) social business.

Judges' briefing and debriefing

An initial briefing session should be arranged before the judging commences. An evaluation method should be provided and explained to the judges. Judges will have the possibility to ask questions for further understanding. The following general points should be included:

- Objectives and purpose of the Innovation Camp.
- Tasks and sections of the Innovation Camp.
- Evaluation method and criteria of the prepared tasks.
- Evaluation protocol and the purpose of it (if included).

Judging procedure: an evaluation algorithm

It is important to prepare a special *evaluation algorithm* for the prepared tasks during the Innovation Camp and this method can be different for every new event. Each of the judges should receive all necessary information about evaluation algorithm for the prepared tasks before the event starts. Judges will be asked to score each prepared task according to the provided evaluation templates with predefined evaluation criteria. The evaluations of each judge will be collected, processed and assigned to the respective teams.

A possible example of the assessment of a separate task or a full final presentation for each judge is listed below. Maximum score for the template is 30 points. The template can be used if the teams-participants will be asked to create a new social business idea to solve an important present-day issue that would be presented in written and oral ways.

Template 1: Possible evaluation algorithm for the final assessment

No.	Criteria:	Points range:	Given points:
1.	<p><i>The quality of content and technique of the oral presentation:</i></p> <ul style="list-style-type: none"> — The innovativeness and creativity of the social business idea. — The level of problem solving: full or partly (the product or service would resolve the problem at all or only a part of it; possible positive or (and) negative further chain effect). 	<p><i>max score is 10 points</i></p>	

	— Clarity and logics of the ideas presented.		
2.	<i>The quality of content and technique of the written part:</i> — The innovativeness and creativity of the social business idea. — The level of problem solving: full or partly (the product or service would resolve the problem at all or only a part of it; possible positive or (and) negative further chain effect). — Clarity and logics of the ideas presented.	<i>max score is 10 points</i>	
3.	<i>Team spirit and engagement to final result.</i>	<i>max score is 10 points</i>	
<i>Total result:</i>		<i>max 30 points</i>	

Good ideas portion: Ideas for judging

There are alternative ideas on how to organize conscientious, responsible and independent judging during the Innovation Camp. There is a possibility to use in advance prepared template for judging or to use already existing online platforms or techniques for it. We suggest choosing one of the options listed below or a synthesis of several options.

The best team judged by judges

Evaluations of completed tasks will be performed by judges. It is desirable that the number of experts would be odd. For the evaluation, we propose to envisage and develop a standardized principle of judging of completed tasks. The following points may be included in the evaluation:

- 1. The problem, including who they are solving this problem for and why the team is passionate about solving this problem.*
- 2. The innovativeness of solution and its impact including what makes it innovative (why is it new/ different/ better).*

The path to implementation, demonstrating that the team has thought about the reality of the innovative solution and how to move the project forward etc.

Leader of the team judged by judges

Throughout Innovation Camp, *each participants team will be represented by one leader*, elected by the team for the whole event duration. The leader will represent the team: will present the tasks performed on its behalf, will answer questions from the audience and experts. Evaluations of teams' leaders performance will be made by a team of experts. It is desirable that the number of experts would be odd. For the

evaluation, we propose to envisage and develop a standardized principle of judging of completed tasks.

Social sympathy judged by participants

Participant teams secretly vote for the best team - competitor, in accordance with the principle of honesty, i.e. excluding voting for themselves.

Wrong pitching contest

Each participant team at the end of the training has to present their developed project to other Innovation Camp participants. When all presentations are done, *organizers ask each team to prepare short presentation in a form of a pitch (3-5 minutes) and convince the audience why this product should not in any case be purchased*, delivering arguments on why this social enterprise and the product is harmful and should be neglected. In this speech participants should be asked to use all the imagination and sense of humour to make others laugh. After the speech participants can vote for the funniest teams that convinced not to purchase the product. Additionally, another voting should be dedicated to identify the team which has the best project idea and plan of implementation, that could not even be spoiled by anti-advertisement. One team can be awarded in each category.



[Ideaclouds](#) tool can be used during the public workshops, private judging committee sessions or a team-work of participants. Participants of the event need to make Ideaclouds account prior the event. Administrator of the events should send the link to particular “board”, where the work will be organized. Ideaclouds tool allows to structure thematic “cards”, which consist of picture (if necessary) + text (as short as possible, for instance, project presented in 1 short sentence). Each user has the access to these cards, can zoom in/zoom out when necessary, add more cards with comments, structure in different colours and categories, etc. The evaluation can take place if the cards present each separate project idea of participants, as Ideaclouds tool allow to enable rating of each card after cards are presented. Administrator sets the rating criteria (the question) and the scale. Each participant can rate card by card. When all have rated, immediate ranking is available, so everyone can see the results and discuss.



[JudgeFest](#) is a judging platform for schools, not-for-profit organizations and community groups. In the app, multiple events can be created and questions (incl. multiple choice questions



with options to write own answers) designed for judging purposes. Administration interface allows to manage participants. Participants can simply download the app, enter the event code and judge teams or entries based on various pre-set categories. The results are set on a Leaderboard – an internet-enabled screen, projector or TV. App can be downloaded for free from the Apple App Store or Google Play Store, no credit card required. This app can be used to evaluate project ideas, presentations, pitches and all present participants can take part.

Selection of Participants

How to select the most motivated participants for the event?

Before organizing the competition and selection of the best pupils and (or) students as candidates for the future Innovation Camp, it is recommended to create the *selection algorithm* with unique criteria that could be absolutely different for every event. These criteria can include both person's character traits, competencies and knowledge or even gained experience.

Good ideas portion: Ideas for selection of participants

There are alternative ideas how to organize and choose the most motivated learners for Innovation Camp if the competition will be organized. We suggest choosing one of the options listed below or a synthesis of several options.

My future social business idea (an on-line questionnaire form)

Selection process: *The person will have to fill in an online questionnaire and answer the main questions about the social business idea he/she wants to implement.* It is desirable to have a short number of questions - up to 4/5 units. Answers would allow to evaluate the person's goals, ambitions and willingness to participate in the Innovation Camp and to develop his social business idea. Online questionnaire questions could include the following:

- 1. The concept of social business idea (an idea, problem that would be solved)? (3-4 sentences)*
- 2. Why and how the social business idea came about? (3-4 sentences)*
- 3. What kind of significance the social business idea has: regional/ national/ international? (1-2 sentences)*
- 4. What type of social business will the participant create with his business idea: embedded social business/ integrated social business/ external social business? Why? (1-2 sentences)*
- 5. How does this idea help to develop Your personality?*

Questionnaire ICT tools: We suggest using ICT tools as [Typeform](#) or [Google Forms](#) to create an online questionnaire. The mentioned ICT tools are available online and basic plans are available for free.

Selection of participants: Each questionnaire would be evaluated by an odd number of experts: at least 3 experts are proposed.

Submission period: 1 to 1.5 month.

Questionnaire location: Online.

Creativity test

Selection process: *Each candidate will be asked to answer the following questions:*

- 1. If you were an animal, what would it be and why? (3-4 sentences)*

2. *Which book would you take with you to a desert island? (3-4 sentences)*
3. *Which 5 Sustainable Development Goals (SDG) are the most crucial to you? A collage in any technique.*

Questionnaire ICT tools: We suggest using [Typeform](#) or [Google Forms](#) to create an online questionnaire. The mentioned ICT tools' basic plans are available for free.

Selection of participants: Each questionnaire would be evaluated by an odd number of experts: at least 3 experts are proposed.

Submission period: 1 to 1.5 month.

Questionnaire location: Online.

An original solution to the same problem (an essay or a video presentation)

Selection process: All participants will be given the same task presented in a form of important up-to-date socio-economic problem. *Each person will be asked to provide an original solution to the problem.* The solution can be presented in various ways: in written (an essay or a creative presentation) or in a short video.

Task tools: We suggest using the ICT tools listed below that basic plans are available online for free.

Design tools:

- [Canva](#) is a graphic design platform that allows to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations. There is no need to download any software, Canva is a browser-based tool.
- [Piktochart](#) is a web-based design application which allows to create infographics and visuals, using themed templates without intensive experience in a graphic design.
- [Datawrapper](#) allows to create beautiful charts, maps, data images and tables.

Editing tools:

- [Unscreen](#) allows to remove the background of any online video automatically. This tool works online without downloading of any software.

Video tools:

- [Powtoon](#) is a web-based animation software that allows users to create animated presentations by using pre-created objects, imported images, provided music and user-created voice-overs.
- [Biteable](#) helps to make stunning videos in a snap with the Biteable video maker; with studio-quality animation, footage, and effects.

Online mind maps:

- [Coggle](#) is an online tool that allows to create collaborative mind maps to easily share complex of information. With it, person can create information to share with friends and work together on their ideas, brainstorm, plan, or make something creative in real-time collaboration and online.
- [Popplet](#) is a tool for the tablet and web to capture and organise person's ideas.

Selection of participants: Each original solution of the problem (writing an essay or making a presentation; video way) would be evaluated by an odd number of experts: at least 3 experts are proposed.

Submission period: 1 to 1.5 month.

Task location: Online.

Social entrepreneurs in my locality (a video application)

Application: *Participants can film the video (3-5 minutes long) of one-self (or several persons if the teams is applying) speaking about the social entrepreneurs in their locality and their role in socio-economic framework.* The best is to engage social entrepreneur him-/herself, if it is possible, so the video can be used as promotional material and published too. If a potential participant owns a social enterprise, he/she can tell about own experience of running enterprise. The video should use the storytelling technique to tell about the topic.

Technical issues: Camera and microphone are required, as well as well-prepared speech. No special technical requirements are set - even simple phone camera can be used for a video. The video can be uploaded to the project website or send by mail, or if the video is too large, link to the cloud-based folder can be submitted by email.

Selection: The best video owners are selected for the event and later on the video can be showcased during the event or published on a website. At least 3 persons (selection committee) should rate the video in a scale of 1-5 points, particularly focusing on the presentation skills and engagement of participant with the topic. All gained points are summed up to identify the winners.

Submission period: 1 to 1.5 month.

Setting: online.

Social enterprises in my locality (an essay)

Application: *Participants write an essay (1-2 page long) on the social enterprises in their locality that inspires them the most* and submit by email. If a potential participant owns a social enterprise, he/she can write about own experience of running enterprise. The best essay owners are selected for the event.

Technical issues: The essay can simply be sent to the coordinator in PDF format by the email.

Selection: At least 3 selection team members should rate the essay on a scale 1-10 points. All gained points are summed up to identify the winners.

Submission period: 1 to 1.5 month.

Setting: online.

Pitching according to the hand model

Application: As guide for the pitch, a person can use the fingers of his hand. *With each finger folded, a person names something about him/herself.* Firstly, a person should introduce him/herself. During the introduction, a person may say the name, age,

place of residence and the education he/she is following. The presentation can be in written or video way, should contain the following steps, mentioned below:

1. *Your thumb.* What am I good at and what do I like to do? Talk about your qualities. For example, the sport you are active in, your hobbies, your job and how you spend your free time.
2. *Your forefinger.* Where do you want to go, what is your goal, what are your plans for the future, where will you be in 10 years?
3. *Your middle finger.* What do you dislike? Also think about what annoys you about certain people (not keeping to agreements, cursing/badmouthing, tardiness, handling the environment, social behaviour, etc).
4. *Your ring finger.* What are you loyal to, what is really important to you, who is important to you?
5. *Your little finger.* This is your smallest finger. This finger tells you how you want to grow and in what you would like to develop.

Selection of participants: Each made video or written task would be evaluated by an odd number of experts: at least 3 experts are proposed.

Submission period: 1 to 1.5 month.

Setting: online.

SPARK HIRE

Application: [Spark Hire's video interviewing platform](#) can be used for selecting participants. Potential participants would be required to answer short questionnaire: name, surname, occupation (place of studies or work), projects or researches where participant took part (optional – with links). The questions about own social business idea/project can be added to be filled in by participants. The main part of the questionnaire is short video (1-2 minutes long), where potential participant is asked to tell about the motivation to take part and relation to social entrepreneurship, including own idea, if there is any.

Technical issues: In Spark Hire platform there is an opportunity to record the video several times from computer and submit the best version of the video. During the recording software counts the time left. To do that, camera and microphone is required, as well as well-prepared speech. The questionnaire can be saved and finished later.

Selection: The best video owners are selected for the event. At least 3 persons (selection committee) should rate the video in a scale of 1-5 points according to several criteria: (1) participants motivation, (2) relation to social entrepreneurship/social innovation, (3) presentation and creativity of the video. All gained points are summed up to identify the winners.

Submission period: 1 to 1.5 month.

Setting: online.

Awards and Sponsors

How to find Sponsors?

It is recommended to search for sponsors for the Innovation Camp according to the theme of the upcoming event. For example, if the Innovation Camp is focused on social business of some specific sector, social entrepreneurs representing the field can be invited to join the event as sponsors.

Reasons to be a Sponsor?

Being a sponsor of the Innovation Camp is important due to many factors. This is a great opportunity to a sponsor:

- To present his/her conventional or social business logic, current and emerging innovative ideas.
- To get feedback from the participants of the event (learners, other experts and entrepreneurs), to get new ideas or advices for his/her business model.
- To look for interns and (or) future employees for his/her company.
- To share his/her good practice and knowledge, as well as to establish main or (and) additional prizes for the participants of the event.
- To advertise his/her innovative products or (and) services.

Awards and co-sponsorship

Prizes can vary but cash coupons are not good offers. *The essence of the award (prize) is to create added value to the participants.* We offer to award the 1st place team – winner, as well as the 2nd and 3rd place.

Good ideas portion: Ideas for prizes

There are alternative ideas for the main prizes for the 1st, 2nd and 3rd place team-winners of the Innovation Camp, as well as additional ones for other participants, that can be given by sponsors or bought by organizers of the event.

Gift coupon

This is a great alternative for the team to decide what it needs the most and to absorb the value of the coupon in a way that is beneficial to itself. We offer *a gift voucher to the bookstore, a water theme park or other leisure space, or a gift voucher for a short travel.* All the listed options will alliance the team and promote the balance of decisions. If there are companies participating at the Innovation Camp as sponsors, they can offer their gift cards for the winning team. Otherwise, social businesses can be approached asking for gift-products and services with discounts or full-price.

Specific and innovative product



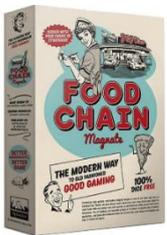
- [Semi-professional tripods for smartphones + professional camera + backdrop + lightning + microphone set](#) can be bought to support commercial and marketing activities of young entrepreneurs. It will help to boost the quality of professional videos and photos of products and other promotional materials. Can be bought in advance on global market platforms or local stores. Prizes may be high, so blogger- level sets can be purchased for 200-300 EUR.



- [All-new Echo Show 10 \(3rd Gen\) - HD smart display with motion and Alexa – the smart home device.](#) Price: approx. 230 EUR.
- [Holy Stone HS720 Foldable GPS drone – 4K FHD camera drone with GPS.](#) Price: approx. 270 EUR.

Interactive games

- [A set of board games](#) for internal climate and communication improvement in a team. Can be bought online or at local game stores and topic can be adjusted. There are big variety of board games for workplaces. The prices vary from 20 EUR to 50 EUR per game, so several games can be purchased online for the winner team.



- [Food Chain Magnate](#) is a heavy strategy game about building a fast-food chain. The focus is on building a company using a card-driven (human) resource management system. Players compete on a variable city map through purchasing, marketing and sales, and on a job market for key staff members. The game can be played by 2-5 serious gamers in 2-4 hours. The price is around 100 EUR.



- [Spirit Island](#) is a complex and thematic cooperative game about defending person's island home from colonizing Invaders. Players are different spirits of the land, each with its own unique elemental powers. Every turn, players simultaneously choose which of their power cards to play, paying energy to do so. Using combinations of power cards that match a spirit's elemental affinities can grant free bonus effects. Faster powers take effect immediately, before the Invaders spread and ravage, but other magics are slower, requiring forethought and planning to use effectively. In the Spirit phase, spirits gain energy, and choose how/whether to grow: to reclaim used power cards, to seek for new power, or to spread presence into new areas of the island. The price is around 50 EUR.

Live or online meeting with social entrepreneur

Live or online conversation with an influential social entrepreneur or (and) leader of social business philosophy. It is a great opportunity for the winner-team to improve communication skills, to learn about new strategic decisions, to adjust and improve their idea of social business. Also, meetings with business consultants can be offered as prizes in order to enhance development of commercial potential of developed ideas.

Internship at academic institution or social business incubator place

Opportunity for internship at academic institutions or at social business incubators. In this case, the trip, living expenses would be covered. The winning team would be able to observe R&D processes from the inside, to follow the ongoing research in social economics field and to monitor the process of scientific insights that are generating on the academic platform. Also, the team will be able to meet the institution's students and discuss with them social business future prospects.

Internship in the social enterprise

An opportunity to do an internship in socially responsible company: to face with the problems that social business is solving; to see all the process from within, not in theory. The team can gain invaluable experience: to offer its possible changes for social business, to develop communication skills as well as flexibility and innovative thinking both, as a team and individually. The team will be paid for travel and living expenses during the internship.

Social entrepreneurship (innovation) courses

Opportunity to participate in social entrepreneurship (innovation) courses or in open business sprints (hackathons, challenges or other). It is a great opportunity to continue improving skills for social business development, as well as to get to know new like-minded people interested in social entrepreneurship. For instance, the following social entrepreneurship trainings are available in Lithuania:



VALDYMO
INOVACIJŲ
AGENTŪRA

[Management Innovation Agency](#)

(place: Vilnius)

MANAGER.LT
Academy

[Manager.lt Academy](#)

(places: Klaipeda, Vilnius)



[Social business platform "Turn On Effects"](#)

(places: Klaipeda, Palanga)



[Junior Achievement Lithuania](#)

(place: Vilnius)



[Udemy](#) is an online learning and teaching marketplace with over 130 000 courses and 35 million students. The winners of events can be granted free Udemy courses of their choice to continue learning path. Although Udemy courses cannot be founded by simple gift cards, they can be purchased and transferred to other users, so they use them for free. Course price range starting from 12 EUR per course, so several can be combined depending on an interest of the price winner and total amount of the prize. The mechanism can be the following: the winner registers to Udemy, select several courses of interest and contact the organisers who purchase necessary courses and transfer free of charge access by email.

Acumen Academy

The World's School for Social Change

[Acumen Academy](#) online courses help to build a purpose-driven brand aligned with the social mission. Some of the courses are paid, some are offered for free. At Acumen Academy success defines not on how the privileged fare but on how the poor, vulnerable and the earth are treated. Acumen Academy is unique online place, where new role-models and business models are created and celebrated, where competence meets character, practical skills meet moral imagination and urgency meets action.



[HUBRO Education](#) is a business online simulation tool, which is used by education institutions. Simulations are the ultimate way to link theory and practice. The programme deals with business, marketing and finance simulation. See more details on Page 40.

Online language courses



An online language course/courses is/are a great opportunity to learn a new language or to improve the language learners have already known. [Rosetta Stone](#) uses cloud-based solutions to help all types of learners read, write, and speak more than 30 languages, including several endangered languages. The company's innovative digital solutions drive positive learning outcomes for the inspired learner at home or in schools and workplaces around the world. There is a possibility to learn the chosen language for 3, 12, 24 months or even to have unlimited access to the languages learning platform. Price of the gift depends on the chosen language and the duration of learning.



Yearly subscription to local coworking space

Local yearly subscription to local coworking space to support technical operations of emerging social entrepreneurs (innovators) – highly depends on the locality. Can be bought from the service provider and granted at the award ceremony if the placement of the winner is known. However, organisers should assure they really know where the participants come from. Can't be bought in advance if event participants are coming from all around the region/country, however, can be reimbursed with a fixed gift sum when the winner applies with the service provider at his/her local settings.

Funding of social idea

To fully/partly fund the social business idea that the winner team will be developing during the Innovation Camp. This is a great incentive prize, thanks to which a new innovative social business will appear in the region. Some rules on how to spend the money should be established by organizers to ensure the prize is invested directly into business development.

Recognition of participants

Each participant regardless of competition results should be awarded with *Certificate of participation* signed by the team of experts of the Innovation Camp.



Public Relations and Reporting

The Innovation Camp should be interesting both, as for the learners and judges, sponsors, trainers, volunteers, as well as for the public and media. There are some steps listed below that could strength and enhance the visibility of the event.

Before the event suggestions:

- **Media coverage.** An official pre-event press release could be prepared, based on main information about the upcoming Innovation Camp and its importance to educate youth to think responsible and to be socially oriented in every step. The mentioned information can be published on the event organizer's and sponsors' Facebook, Instagram or other social media platforms.

During the event suggestions:

- **Video shots and photos.** During the Innovation Camp it is important to make good quality video shots and digital photos for further publication online, for media representatives and for the final report. However, before publishing *General Data Protection Regulation (GDPR) rules must be followed and all participants consulted to make sure videos and photos can be published.*
- **Media coverage.** An official press release could be prepared during the event, based on main and interesting information about the Innovation Camp and its importance to promote social entrepreneurship among young learners.

After the event suggestions:

- **Media coverage.** An official after event press release could be prepared, based on the number of learners and schools participated, main social business topics and issues discussed during the Innovation Camp, highlighting the most motivated teams – winners.
- **Video.** The hosting organization can prepare the video presentation after the event. The video shot can contain the highlights of the event, quotes from the social or conventional business representatives and experts, as well as from participants. This video can be published on the event organizer's and sponsors' Facebook, Instagram or other media platforms.

The Different Stages of the Innovation Camp

Stage 1: Formation of the teams

At the first stage of the event the participants should be divided into groups/teams. There is no single right way how to do this, but it is always recommended to combine teams of unfamiliar members. If there are pupils or (and) students from different countries attending the Innovation Camp, then it is recommended to combine different nationalities into one team in random order. In this way learners will develop their English language skills and will be able to take over the good experience of other students.

Stage 2: Gamification

To appeal to young people and to ensure greater impact of their learning, new approaches should be incorporated into youth work in order to develop the potential of young learners. One approach that can be considered is gamification. *Gamification is the application of game elements and digital game design techniques to non-game problems, such as conventional or social business challenges.* It is a motivation-based approach to increase the engagement and contributions of the target audience, as well as the achievement of necessary results through active involvement.

The moderator of the event should offer “icebreaking” activities through which the respective team members get to know each other. This is of particular importance in the case of international events where the learners come from different countries and backgrounds. Therefore, *more time for icebreaking should be allocated in the international events in comparison with national events.* Furthermore, exercises to warm up the young learners for creative thinking and idea development should be offered. If pupils and (or) students are given some specific training tools prior to the event and gain some experience of idea development upfront, the quality of their ideas will be noticeably better during the competition itself.

Good ideas portion: Ideas for gamification

There are alternative ideas of Gamification that could be used during the Innovation Camp. Some of the below mentioned gamification tools can be used online, some offline, some are for free and some are paid. We suggest choosing one of the options listed below or a synthesis of several options.

Who is responsible?

Each team of participants of the Innovation Camp receives a list of clipped *problems and challenges* that are listed below. The problems and challenges can be different, and even could be sorted by topic or economic sector. This gamified tool can be divided into two or even more stages.

<i>reduction of poverty</i>	<i>reduction of inequality</i>	<i>gender equality</i>	<i>quality of education</i>	<i>good health and well-being</i>
<i>mitigating the effects of climate change</i>	<i>clean water, hygiene</i>	<i>clean air</i>	<i>affordable and clean energy</i>	<i>sustainable cities and community</i>
<i>innovative industry and infrastructure</i>	<i>innovative products and services</i>	<i>responsible consumption</i>	<i>responsible production</i>	<i>partnership to achieve common goals</i>

Stage 1: Teams should be asked to divide all problems into four groups according to who in their opinion should take care of or be responsible for these problems: (1) the government, (2) conventional business, (3) social business, (4) non-governmental (non-profit) organization. After, all teams should briefly present their results and discuss why they made these decisions and what determined their choices. This gamified method will help learner to understand who can or even *must be responsible* for the problems and challenges humanity faces with, as well can help in *developing logical and purposeful as well as creative thinking*. If the Innovation Camp will be an international event, participants will be able to *share good practice* of their countries.

Stage 2: From the problems that the participants attributed to social entrepreneurship, each team can choose one problem and can try to come up with an innovative or even unconventional solution for it.

This gamified method can be done without ICT tools or special technical equipment. Each team will be given a sheet of paper larger than A4 formation where four groups will be indicated as responsible for solving defined problems: (1) the government, (2) conventional business, (3) social business, (4) non-governmental (non-profit) organization. Each problem and challenge can be written on a sticky note. Teams will have to assign and to stick each sticky note to the responsible organization. Later, the same action can be done with the moderator of the game with all teams together.

Failed social business idea game

Each team should come up with a “failed social business idea” and write it down on a piece of paper¹. The idea should be funny or even crazy. Then, wrinkle the leaflet and throw

¹ The original version is placed via link: https://lja.lt/wp-content/uploads/2019/09/Socialinis_verslas_Lietuvos_Junior_Achievement_2019-m.pdf (page 8)

it in the trash. Participating teams should take the "failed ideas" out of the trash, present the idea to the audience, explain why it might be a failed idea and then discuss how it could be turned into a good idea. This game will develop elements of unconventional and creative thinking, as well as communication and storytelling skills; will encourage the Innovation Camp participants and allow to get to know each other better.

Collaborative face drawing

The collaborative face drawing is a fun interactive activity that helps with name memorisation if the participants do not know each other or get to know the co-workers in a different way².

Game process and rules are:

1. Give each participant paper and a pen.
2. Instruct the participants to write their name on the bottom of the paper.
3. Ask everyone to walk randomly in the room (around the table or other stuff) until the moderator of the event says the word "stop".
4. Everyone should take a paper that was stopped next to and to draw eyes of the person, whose name is written on the bottom of the paper, as well as write down a funny or even crazy question to this person.
5. Repeat steps 1 to 4 for all facial features (eyes, nose, ears, chin, hair).
6. Ask each participant to present his portrait and briefly answer the listed questions.



Hackathon³ is a fun way to demonstrate that a lot can be achieved when people work collaboratively together, building solutions rapidly and with an agile approach. *The idea of hackathons lays in teams of 3-4 participants identifying Sustainable Development Goals (SDGs) challenges related to youth issues and working together to create possible solutions* (maybe even future business ideas). Each team has to focus on one SDG and prepare an educational campaign for pre-school and school children, using different methods and digital tools to present their work. A spirit of open collaboration underpins the hacking philosophy. Bringing together a broad spectrum of intelligent people with diverse backgrounds can result in problem-solving solutions that would never have occurred through any one group in isolation.

² The original version is placed via link:

https://publications.jrc.ec.europa.eu/repository/bitstream/JRC120487/jrc120487_entrecomp_playbook.pdf
(page 55)

³ Idea was inspired by: <https://afriko.wixsite.com/smartcities>



Dixit is a communication game with artistic cards that enhances to use imagination and based on associations build the storylines and reflect on own experience. Dixit is used by many trainers, especially in youth trainings. Each pack of Dixit cards includes 84 evocative images, and they can be used in many creative ways. Some of the more straightforward ones are in storytelling, presentation skills, self-awareness development and team building. They can also be used for goal setting, personal planning or anything else where the power of visualization and imagination can be beneficial. Some examples:

- *For teamwork, communication, challenge assumption: One person from a team (storyteller) is given a card and explains to other members of the team (artists) what is pictured there. Others have to use imagination and draw the same picture without seeing it.*
- *For goal setting, inspiration, visualization: When used for closure of a training or an event, participants can choose a card representing them or their actions in the future, creating anchors for their action plans.*
- *For creative thinking, goal setting: Each team member chooses a card representing something that happened during the training and other team members write what they think the card represents.*
- *For Brainstorming, problem solving, ideation: When faced with an issue, use one or several of the cards as random stimuli to generate more ideas. You can pull out a card and think of ways it is related to the problem or think how the card can be presented as a solution.*

Dixit is a popular game and can be bought in local stores or online – price range from 20-35 EUR.

Kahoot!

Kahoot! is a free game – based *learning platform that makes it fun to create content and learn any topic, in any language, on any device, for all ages.* Trainers and learners can design social-entrepreneurship related questionnaires. Kahoot!'s core concepts and pedagogy methods are to encourage youth to develop from learners to leaders, from listeners to presenters and facilitators. Young people can be learners, taking quiz and answering questions designed by teachers/coaches, or design own quizzes for their teammates and initiate peer-learning. Students can play individually or in teams, design and answer multiple choice quiz questions, true-false questions, tasks asking to sequence answers in the right order, place and watch pictures and videos, appoint time for answering and points for correct answers, as well as collect statistics on group progress, depending on the price plan selected.

The Basic package can be used for free. More advanced packages are paid: Pro (3\$ per month), Premium (6\$ per month) and Premium+ (9\$ per month). Quiz takers can use Kahoot! app for free as well.

GEOCACHING

GeoCaching is the world's largest treasure hunt and it can be applied in getting to know social entrepreneurs of the local setting. GeoCaching consists of an app, which shows hidden object in a map and gives hints for finding them. Anyone can search for object and hide them, using containers/spots with objects and directions, informative descriptions, guidelines on what to do next after finding the object. In social entrepreneurship training social entrepreneurs and their localities can be the places to visit with a purpose to meet specific persons and get some information from them. Players then can mark all the objects visited in an app, register answers to predefined questions (if organisers opt for some quiz) and collect points, which may afterwards be turned into prizes. Comments with pictures can be left by participants under each of the places visited.

The GeoCaching platform available for free for everyone, however extended map with instructions is available for paid users' accounts. It is necessary for players to have well-charged smartphone (the app takes a lot of charger power, unfortunately) with GPS. Internet connection may be required to leave comments and see hints. Paid membership costs 9.99 EUR/3 months or 29.99 EUR/year for one user.



SuperBetter builds resilience - the ability to stay strong, motivated and optimistic even in the face of change and difficult challenges. Playing SuperBetter unlocks heroic potential to overcome tough situations and achieve goals that matter most. SuperBetter is a motivational app that comprises a series of games and challenges. By using words that relate to gaming, the app aims to get to build on person's strengths and overcome his/her weaknesses. The app has categories that have some science behind them. For example:

- *“Power-ups”* are anything that makes person feel better which in turn sparks positive emotions.
- *“Quests”* enable to track person's daily and weekly goals.
- *“Bad guys”* involves battling bad habits and mindsets.
- *“Allies”* are person's strong social relationships.
- *“Future boosts”* are things person looks forward to.

Tell your Story

Tell Your Stories is an educational card game that can develop personal and professional competences, as well as inspire. There are different game types:

Game type: for introduction during the training

- **Number of participants:** unlimited.
- **Materials to be used:** Tell Your Story cards.
- **Instruction:** *each participant takes one card, discuss in couples answers for the question listed in the card, then change the team and do the same with another person.*
- **Benefits:**
 - ✓ creates a relaxed atmosphere,
 - ✓ helps to know each other better and to find common interests,
 - ✓ helps to open up, encourages to speak up and express yourself.

Game type: for empathy training

- **Number of participants:** unlimited.
- **Materials to be used:** Tell Your Story cards.
- **Instructions:** *each participant takes one card and tries to answer the question listed in the card. The answer to the question shouldn't be about himself but about any other participant from the team.*
- **Benefits:**
 - ✓ increased empathy,
 - ✓ possibility to see person from other perspective,
 - ✓ team - building.

G great group games

Great group games is an online platform with a wide range of interactive games. One of the games from the mentioned platform is an Interview game. *Interview game is a great icebreaker game, the goal of which is to find out as much information about other peers as possible.* Preparation for the game:

1. *Split everyone into pairs. Distribute the list of questions, that can be found via [link](#) and pens/pencils to one person in each pair.*
2. *The person with the paper will be given five minutes to ask as many questions as they can about their partner based on the questions on the list, without showing their partner the questions. The questions may be asked in any order. After five minutes, everyone stops asking questions.*
3. *Announce how the points are distributed (in the Interview Game's *Points download*, that can be found via [link](#), the highlighted questions are worth three points, while the non-highlighted questions are worth one point). Each person has to calculate the number of points he/she has received. Whoever has the most points wins the game.*



[Minecraft: Education Edition](#) is a collaborative and versatile game-based platform, which can be used by the educators to promote creativity, cooperation and problem-solving in an immersive environment. Set as a group activity, it is classroom friendly. Young learners collaborate on mutual projects, document their work and share progress, personalize their game-based experience, effectively communicate learning objectives using digital resources. Minecraft: Education Edition helps to prepare students for the future workplace, building skills like collaboration, communication, critical thinking and systems thinking.



[Simbols](#) (an online version) is an excellent virtual experiential learning activity for improving communication skills within a team and based on the highly successful face to face *Simbols* physical activity. The team must quickly develop a common language, use problem-solving techniques and strategic thinking to succeed in this challenging online team activity. Simbols works well with groups of between 5 and 15 people and these can be arranged as either a single large team or sub-teams. Game lasts for up to 60 minutes. Facilitate *Simbols* (online version) using any simple online video conferencing solution such as Zoom or Google Meet. If a customer purchases both the original physical and online versions, it is possible to deliver a completely online, blended, or live face to face learning experience. Learning focuses on: *Collaboration, Effective communication, Improving performance, Problem solving, Strategic thinking, Teambuilding.*

To assemble an online visual puzzle, team members need to do three things:

1. *Set up and manage an effective communication system that everyone understands and can use efficiently.*
2. *Develop a dialogue which will lead to a common understanding of abstract concepts.*
3. *Deliver, against very tight time and quality targets, a successful solution to the problem they face.*

Excellent communication is not enough: the team must also demonstrate excellent project planning and process improvement. Teams respond to the challenge the activity offers, enjoying 'pitting their wits' against the problem and seeing tangible proof of improving performance. In addition, they develop key skills that are of significant value in team briefing, coaching, instructing and delegating task responsibility to others. The prize for the online game is 179£.

Stage 3: Introduction of the task

The different teams get together in assigned rooms and start to work on the task. There can be one general task that would be worked on during all Innovation Camp period (for two or even three days) or there could be a new task for every day. As more extraordinary, innovative and even crazy task would be as more the participants would be involved in the process.

In all ways, participants should receive the same *task resolving form (a template)* in order to have the same rules applied to everybody. The content of the template would be the basis on which the teams will be judged as well as how they would present their ideas orally. *The template can be structured in the listed below way. The template for a written part of the task can be used if the teams-participants will be asked to create a new social business idea to solve an important present-day issue.*

Template 2: Possible template for written part of the task

1.	<i>Concept and implementation.</i> The concept of social business idea: what is unique about it, problem that would be solved?	(3-4 sentences)
2.	<i>Innovativeness.</i> Is your product or service going to be innovative?	(1-2 sentences)
3.	<i>Scale.</i> What kind of significance the social business idea has: regional/national/international?	(1-2 sentences)
4.	<i>Business type.</i> What type of social business will you create with the social business idea: embedded social business/integrated social business/external social business? Why?	(1-2 sentences)
5.	<i>Product.</i> Describe your product or service.	(3-4 sentences)
6.	<i>Clients.</i> Briefly identify your product's or service's target group.	(3-4 sentences)

7.	<i>Price.</i> Determine the price of the product or service you are going to create and who will cover it?	(1-2 sentences)
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8.	<i>Finance.</i> Describe how you intend to finance the endeavour as well to cover other additional business costs?	(3-4 sentences)
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9.	<i>Marketing.</i> Develop marketing and sales plan (if needed).	(3-4 sentences)
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There should be *an advisory section* after every phase of teamwork where the participants can consult with experts (advisors) and (or) the social entrepreneurs on certain topics such as product development, finance, marketing, sales etc.

How to select the task?

The organizer of the event should come up with an appropriate *task (tasks) related to social entrepreneurship*. *Task (tasks) can be created in conjunction with the event's sponsors, experts, advisors, trainers etc.* The task should be challenging but not too difficult to be solved. If the challenge is too broad in scope, the solutions will be too superficial. If the challenge is too specific, there is a danger that the students do not come up with any solution at all.

The young learners are not told what the topic would be before they get on-site. It is preferable that the challenges presented to the participants would be the real ones and that their solutions could actually be used as it will increase their motivation during the task resolving process.

The challenge or task could be referring to the concrete social enterprise and its specific product or service, as we do not see the commercializing or promotion way of it. It is important to find and offer several ways of problem resolving that the chosen social business faces with. It is also important to emphasize the importance and necessity of social business in modern life.

During the Innovation Camp the tasks can be given in several options:

- *Give a problem that should be solved.*
- *Give an already made solution to a problem and ask participants to find mistakes in the solving the problem process.*
- *Come up with a strange (not demanded, unsuitable or non-functioning) product or service and ask participants to change them into suitable ones etc.*

Some examples of the tasks related to social entrepreneurship without focusing on a definite social enterprise:

- 1. Develop a product or service idea that can have a synthesis of different tasks at the same time. For instance, an MP3 player that measures a pulse when a person is exercising; the music stops playing when the heart rate is too low or high.*
- 2. Modern technology, such as smartphone, has transformed all our lives and changed the way we behave. Can you think of other innovative solutions that could be just as transformational in the future and not harmful to the environment?*
- 3. Come up with an idea how to encourage reductions in consumption of goods and (or) services. For instance, to set up a section in each grocery store that will sell culinary and confectionery products made from products that are good quality but unsightly.*
- 4. Create a product or service to help the handicapped.*
- 5. Create a product to help parents of small children.*
- 6. Create an energy saving product for a home.*
- 7. Create an electronic product for the elderly.*
- 8. Describe a new solution that would improve secondary school pupils' attitudes to health and nutrition.*
- 9. Develop a product or service for the modern senior, etc.*

Technical equipment and special tools

It must be ensured that the participants have access to adequate technical equipment and information sources such as computers, the internet and ICT tools.

Good ideas portion: Ideas of ICT tools

There are alternative ideas of ICT tools that could be used during the Innovation Camp. Some of the below listed ones are for free (basic packages), some are paid. We suggest choosing one of the options listed below or a synthesis of several options.



Toolkits provides tools and resources to help to develop a sustainable social enterprise that can deliver social impact at scale. With clear milestones to work toward, and concrete action points to implement along the way, these tools will take through the development stages from Proof of Concept to Scaling Readiness. The Toolkits platform offers learning modules as well as blanks modules that should be filled in to identify whether the social idea of the future entrepreneur is well developed or no. The Toolkits platform is offering 4 basic levels of studying and a social business development: (1) *Effective solution*, (2) *Leadership and team*, (3) *Financial sustainability*, (4) *Systems change*.

The Toolkits platform is free of charge.



[Miro](#) whiteboards can be used individually or in teams to present discussions or project ideas and conduct mini-workshops with the training participants online. Miro is an interactive infinite canvas tool for brainstorming, where every user can write on various kinds of shapes and move them according to the objective of the discussion. Simultaneously meeting software as Zoom or Google Hangouts can be used to discuss the process on the board. The tool can be used to create timelines, storyboards and even structured infographics.

Small teams can work for 8 EUR/member/month, but work in teams of 20+ persons costs 16 EUR/member/month.



[Hubro](#) is a business, finance and marketing simulation games that gives students a bird's-eye view of a company, while also letting them practice specific marketing skills. It can be used in a wide array of courses, like, for instance, principles of marketing, marketing management, marketing strategy and even entrepreneurship. Students will learn about:

1. *Segmentation.* What is a market segment? In what ways can we segment a market? How do we use this information in our decision making?
2. *Targeting.* Which segment(s) should we target in our marketing?
3. *Pricing strategy.* What's the right way to price our products? Cost plus margin? Value-based pricing? Skimming the market?
4. *Marketing planning.* What does the market look like if we analyse it with for instance PESTEL or SWOT? What should our market goals be, and what plan of action will take us to our goals?
5. *Market research.* Can we get a competitive advantage by learning more about the market or discovering a new segment?
6. *Market mix.* How do we reach our target segment(s) with products, promotion, distribution and pricing?
7. *Market strategy.* What kind of marketing strategy should we have? Should we for instance be a cost leader or a focused differentiator? And how should we respond to the competitive situation?
8. *Sustainability and ethics.* What should a company do when confront with difficult situations, where what's right and what's profitable are not the same?



[Animoto](#) is free and easy-to-use video maker that allows for the creation and sharing of videos online. Since it is cloud-based and browser-accessible, it works with nearly any device.

This is a great way for teachers and students to create videos without the need for lots of technological skills. Animoto is an online, cloud-based video creation platform. It can be used to create videos, not only from video content, but also from photos. Animoto is simple in use, from creating presentation slideshows with audio to making polished videos with soundtracks. The platform includes templates to make it even more user-friendly. Animoto also makes sharing very simple, ideal for teachers who want to integrate videos in teaching platforms such as Google Classroom, Edmodo, ClassDojo and others.

The Basic package can be used for free. More advanced packages are paid: Professional (14 EUR per month) and Team (14 EUR per month).



[Ideaclouds](#) *tool can be used online for organising group workshops on the topics of the interest.* Participants of the event need to make Ideaclouds account prior the event. Administrator of the events should send the link to particular “board”, where the work will be organized. Ideaclouds tool allows to structure thematic “cards”, which consist of picture (if necessary) + text (as short as possible, for instance, project presented in 1 short sentence). Each user has the access to these cards, can zoom in/zoom out when necessary, add more cards with comments, structure in different colours and categories etc. The evaluation can take place if the cards present each separate project idea of participants, as Ideaclouds tool allow to enable rating of each card after cards are presented. Administrator sets the rating criteria (the question) and the scale. Each participant can rate card by card. When all have rated, immediate ranking is available, so everyone can see the results and discuss. This tool can be used during the public workshops, private judging committee sessions or a team-work of participants.

The tool has to be purchased and costs 39 EUR/month for usage of up to 20 participants of the workshop. 30-day trial is available for free.



[Trello](#) *is a collaboration tool that organizes projects into boards.* In one glance, Trello tells a person or a team what's being worked on, who's working on what, and where something is in a process.



[Instagram](#) and/or [TikTok](#) can be used to train analytical, critical thinking and researching skills, as well as develop some knowledge on the marketing. These *social*

media tools can be used to browse through existing social enterprises using keywords and hashtags, and research on various topics such as visual identities of social enterprises, community engagement through social media, variety of profiles of social enterprises, target groups of specific social enterprises etc. Research is done using the short content of the images, videos and comments/descriptions.

Canva

[Canva](#) is a graphic design platform that allows to create social media graphics, presentations, posters and other visual content. It is available on web and mobile, and integrates millions of images, fonts, templates and illustrations. There is no need to download any software, Canva is a browser-based tool. With Canva Innovation Camp's learners can work on their presentations of social and innovative ideas, as well as create individual videos or posters that could be used on Social media platforms as Facebook, Instagram, YouTube etc. This will cultivate teams' creativity and make social entrepreneurship idea more visible to other Social media users.

A basic plan of Canva is free of charge. More advanced packages are paid: Professional (109.99 EUR per year or 9.16 EUR per month) and Enterprise (27 EUR per person).

Design tools

PIKTOCHART

[Piktochart](#) is a web-based infographic application which allows without intensive experience as a graphic designer to create easily infographics and visuals, using themed templates.

Datawrapper

[Datawrapper](#) allows to create beautiful charts, maps, data images and tables. Instead of presenting data in a Microsoft Excel table, we suggest to try this ICT tool to make presentations look better.

Mind map tools

coggle

[Coggle](#) is an online tool that allows to create collaborative mind maps to easily share complex information. With it, person can create information to share with friends and work together on their ideas, brainstorm, plan, or make something creative in real-time collaboration and online. A basic plan is free of charge. This tool is important to show to Innovation Camp's participants that the strict and clear plan of actions and decisions is important to reach the best social business implementation way.

popplet

[Popplet](#) is a tool for the tablet and web to capture and organise person's ideas. The Popplet helps to learners to organize and design their thoughts and creative ideas, and to present them schematically to team members to understand the essence of the problem quickly.

Editing tools



[Unscreen](#) allows to remove the background of any online video automatically. This tool works online without download of any software.

Video tools



[Powtoon](#) is a web-based animation software that allows users to create animated presentations by using pre-created objects, imported images, provided music and user-created voice-overs.

Biteable

[Biteable](#) helps to make stunning videos in a snap with the Biteable video maker; with studio-quality animation, footage, and effects.

Stage 4: Social programme

If time allows the Innovation Camp should contain a social program to take short breaks between stages and (or) to fill the waiting time for the participants, which can include sports, a music performance, movie etc. In case the event takes place in a local school, the school should be encouraged to take care of the social events by involving their pupils or students to assume parts of the responsibility for the arrangements (for instance, the school's choir, orchestra or theatre can perform, sports sections can be involved etc.).

For longer breaks we offer to have a short tour in the downtown of the city where the Innovation Camp will take place or through unique and historical places of it, or even to have a short tour at the social business place to see how it works from the inside.

Stage 5: Presentation of final ideas

The task's/tasks' evaluation algorithm will strongly depend on the way the task/tasks will be given to learners. If there will be different unrelated tasks for every new competition day, the everyday results should be summed up for the final assessment. If there will be one general task for the period of Innovation Camp, the final assessment will be the last day evaluation. Anyway, *the final evaluation can be divided into three parts when each part will have the same or equal weight:*

- 1 part: written part,
- 2 part: oral part,
- 3 part: team's spirit and engagement to final results.

General guidelines for the oral presentations:

1. The maximum time allocated for each presentation is *up to 15 minutes (up to 10 minutes for the oral presentation, plus questions session is included)*. Oral presentations should be brief, creative and even funny, to seem logical and clear to everybody.
2. Learners will have to use a microphone.
3. Learners may use a PowerPoint presentation or other programs as Canva, Piktochart etc.
4. The style of presentation is preferred as business-like but may include some original humour. Creativity is welcome.
5. The judges will have the possibility to ask questions to the team after the presentation.
6. Other teams will have the possibility to ask questions to the team after its presentation.

The teams with the most votes will take first, second and third place, respectively. *All participants will receive original Certificates of participation in the Innovation Camp at the end of the event.*

Suggested Timetable for the Innovation Camp

There is a possible *3 full days for 5 teams Innovation Camp Program* listed below that can be easily and flexibly modified, according to the frame of the campus and thematic focus, as well as expectations.

In this example the Program is prepared considering *a new task for every day*. The Program is rich and diverse, includes gamification and social programme elements, possible meetings with well-known social business representatives and experts, as well as advisors working in social entrepreneurship sphere. *The first-place winner will be the team that scores the most points in three Innovation Camp's days.*

Day 1

09:00	Arrival and registration of the participants
10:00	Welcome part: brief information about the Innovation Camp, its structure and main program for the upcoming days
10:30	Team building and games to get to know each other
11:00	Lecture: <i>Perspectives and directions of modern economy: circular, social, green and blue economies. Why it is important?</i>
12:00	Lunch
13:00	First day's task: introduction of the task, working in the team
13:30	First day's task: working with the Experts (advisory session)
14:00	First day's task: working in the team
14:30	Gamification time
15:00	Interactive time: <i>A short video about successful social enterprise</i>
15:30	First day's task: working in the team (final ideas)
16:00	First day's task: written and oral (up to 15 min.: up to 10 minutes for the oral presentation, plus questions session is included) presentation of the ideas
17:30	Dinner
18:30	Judge's decision about the first day semi-winner
19:00	Social program: singing, dancing, games, movie with light snacks, etc.

Day 2

09:00	Breakfast
10:00	Welcome part: brief information about the main program for the second day
10:15	Lecture: <i>Peculiarities of conventional and social businesses: are there any differences?</i>
11:00	Gamification time
11:30	Second day's task: introduction of the task, working in the team
12:00	Second day's task: working with the Experts (advisory session)
12:30	Second day's task: working in the team
13:00	Lunch
14:00	Gamification time
14:30	Interactive time: <i>Live or online conversation with an influential social entrepreneur or (and) leader of social business philosophy</i>
15:30	Second day's task: working in the team (final ideas)
16:00	Second day's task: written and oral (up to 15 min.: up to 10 minutes for the oral presentation, plus questions session is included) presentation of the ideas
17:30	Dinner
18:30	Judge's decision about the second day semi-winner
19:00	Social program: a short tour in the downtown of the city where the Innovation Camp will take place or through unique and historical places; or even visit the social business and to see how it works from the inside

Day 3

09:00	Breakfast
10:00	Welcome part: brief information about the main program for the third day
10:15	Lecture from the social entrepreneur. <i>A true example of social business: reasons for starting this.</i>
11:00	Gamification time
11:30	Third day's task: introduction of the task, working in the teams
12:00	Third day's task: working with the Experts (advisory session)
12:30	Third day's task: working in the team (final ideas)
13:00	Lunch
14:00	Third day's task: written and oral (up to 15 min.: up to 10 minutes for the oral presentation, plus questions session is included) presentation of the ideas
15:30	Judge's decision about the third day semi-winner and about the first, second and third place winners. <i>Ceremony with main and additional prizes. Certificates of participation.</i>

Information Packages for Participants

Participants should get the most possible information prior to the event. The information package should include as the basic information of the upcoming event, as well as the main responsibilities of the participants. It is recommended to prepare a short but creative and even non-standard presentation of the upcoming Innovation Camp in order to interest pupils and (or) students to participate in the competition of it. It is offered to make two information packages for participants:

- *First*, before selection of the most motivated ones for the Innovation Camp (if competition included).
- *Second*, for the selected participants to the Innovation Camp, before the event.

First information package can include:

- Common aims of the Innovation Camp with focus on social entrepreneurship.
- Short explanation about the place, time, duration, as well as about uniqueness of the Program of the Innovation Camp.
- Short explanation about the possible main and additional prizes, opportunities for winners of the Innovation Camp.
- Short explanation about the responsibilities of the Innovation Camp's host, possible sponsors and what expenditures would be covered by them.
- Explanation of the given task for the competition, when and how it should or could be resolved, and how the best and most motivated candidates would be selected.
- An attached list of useful books, ICT tools, links, or even business templates that could help pupils and (or) students to solve the given task.

Second information package can include:

- Common aims of the Innovation Camp with focus on social entrepreneurship.
- Full Program (schedule) of the Innovation Camp.
- Arrival and local transportation details: how to get to the venue.
- Accommodation details (if provided).
- Meals (if provided).
- Other useful information: peculiarities and traditions of the country, emergency numbers, climate etc.
- Medical insurance (level of coverage).
- Responsibility and behaviour of participants.
- Dress code (if applicable).

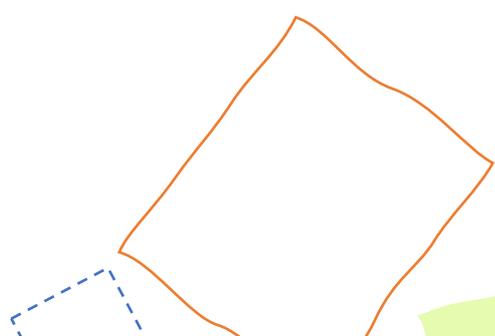


Welcome pack

On arrival all delegates will be issued a welcome pack. This should include Innovation Camp's full Program, maps and other useful and necessary information concerning the event and place itself.

Accommodation

Accommodation, if it is possible, should be in the same building as the Innovation Camp will take place or close to it.



Responsibilities

The Organizer of the event is responsible for:

- Arrangement for venue, accommodation and catering.
- Logistics of ground transportation.
- Management and creation of the full Program for the event: tasks, gamification, social programme, special speakers etc.
- Selection and formation of the judges panel, ensuring fair evaluation of participants according to the in advance prepared *transparent evaluation of participants algorithm*.
- Selection and formation of the experts/advisory team (if necessary).
- Invitation of special speakers for the event (if necessary).
- Invitation of trainers for the event (if necessary).
- Search of volunteers for the event (if necessary).
- Search of potential sponsors for the event (if necessary).
- Management and search for prizes for the winners (if necessary).
- Preparation of original and good quality *Certificates of participation* to participants.
- Management of the event advertising campaign (if necessary).
- Photography, video making during the event (if necessary).

The Sponsor of the event can be responsible for:

- Defining a task/tasks or (and) problem/problems to be solved by participants (if necessary).
- Making oral presentations about uniqueness of his/her business (if necessary).
- Providing volunteers (if necessary).
- Supplying of main or (and) additional prizes for the winning teams.
- Supplying of some promotional presents to all participants of the event.

The Trainer of the event should properly prepare the material on the theme of the Innovation Camp, to present it clearly and creatively to the participants, as well as to participate in the discussions with the audience during and after his/her presentation.

The Moderator of the event should manage the Innovation Camp's Program: to start and to finish the Program's sessions on time, be fair and conscientious to all teams-participants.



The Volunteers of the Innovation Camp should help to organize the event and assist during it, ideally for free of charge.

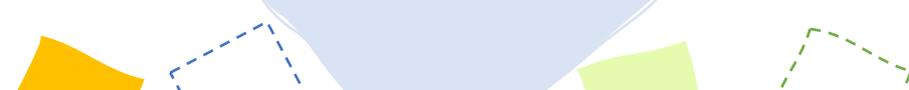
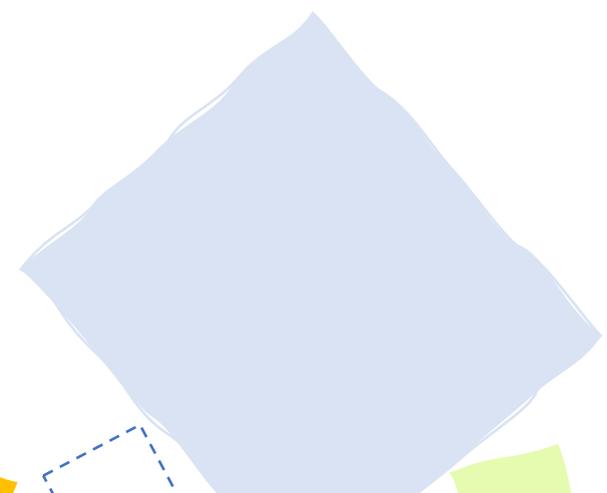
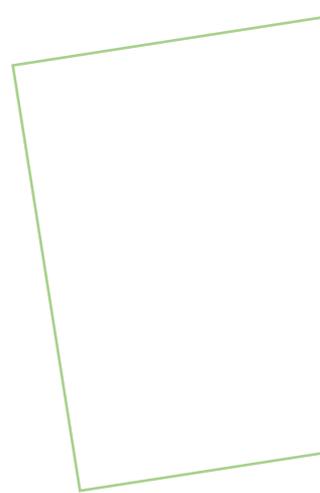
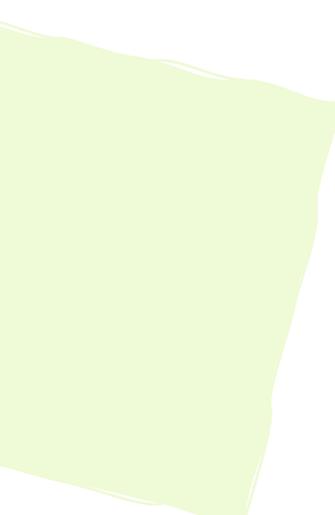
The Participants of the Innovation Camp should compliance to the full norm of behaviour and etiquette, respect each learner, judge, expert, organizer, trainer, moderator, volunteer.



List of Templates

Template 1: Possible evaluation algorithm for the final assessment /page 16

Template 2: Possible template for written part of the task /page 37



Useful Links

<http://www.tellyourstorycards.com/home/>
<https://acumenacademy.org/course/debbie-millman-on-branding-for-social-change>
<https://afriko.wixsite.com/smartcities>
<https://animoto.com/>
<https://biteable.com/>
<https://changemakerson.com/ijunkpoveiki/klaipeda/>
<https://coggle.it/>
<https://docs.google.com/forms>
<https://education.minecraft.net/>
<https://hubro.education/no/om-oss>
<https://judgefest.com/>
<https://kahoot.com/what-is-kahoot/>
<https://manager.lt/category/mokymai/>
<https://miro.com/lite/?miroexp=mirolite&source=online-whiteboard>
<https://payments.geocaching.com/>
<https://piktochart.com/>
<https://rsvpdesign.co.uk/simbols-online-version.html>
<https://support.udemy.com/hc/en-us/articles/229231187-How-to-Send-a-Udemy-Gift>
<https://toolkits.reachforchange.org/en/>. The registration is free of charge.
<https://trello.com/home>
<https://www.canva.com/>
<https://www.datawrapper.de/>
<https://www.greatgroupgames.com/interview-game>
<https://www.ideaclouds.net/>
<https://www.instagram.com>
<https://www.popplet.com/>
<https://www.powtoon.com/>
<https://www.sparkhire.com/>
<https://www.superbetter.com/>
<https://www.tiktok.com/en>
<https://www.typeform.com/>
<https://www.unscreen.com/>

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Project partners:



<https://www.ku.lt/en/>

Social Innovation Centre

<http://socialinnovation.lv/en/>



<https://biser-en.org.pl/>



<http://eurobalt.org.pl/>



Kristiansand
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<https://keg.vgs.no/>

Associated partners:



UNGT
ENTRE
PRENØR
SKAP

<http://www.jaeurope.org/about/network.html>

<https://www.ue.no/>



<https://ljp.lv/national-youth-council-latvia>

