**Promoting digital transformation and social innovation in VET for better access of deaf students to the labour market**

2022-1-PL01-KA220-VET-000086953

# 3D4DEAF DUAL TRAINING PACK

## Module 2: Social Entrepreneurship

Co-funded by the European Union

# 3D4DEAF

TOPIC 5:

Creativity&Vision in Social Entrepreneurship

SUB  TOPICS:

- Introduction to creativity and why creativity is important for deaf people.
- Creativity and social entrepreneurship
- Develop a vision to turn ideas into action

Developed by:

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**Funded by the European Union**

# Project Consortium

# Content of presentation

- **Subtopic 1:** Introduction to creativity and why creativity is important for deaf people.
- **Subtopic 2:** Creativity and social entrepreneurship.
- **Subtopic 3:** Develop a vision to turn ideas into action.

# Key Symbols

✏️ Definition

⚙️ Activity

💡 Tips

🎬 Video

🔍 Additional resources

# Learning outcomes

| Module Social Entrepreneurship Topic 5: Creativity & Vision in Social Entrepreneurship | | |
|---|---|---|
| KNOWLEDGE | SKILLS | ATTITUDES |
| Sub-topic: Introduction to creativity and why creativity is important for deaf people | | |
| **STARTERS**<br>• Creativity on 3D printing applied to social entrepreneurship.<br>• Social perspective on benefits, challenges and advantages of 3D technologies.<br>• Getting basic 3d designs thinking on social ideas. | • Imagination<br>• Divergent thinking<br>• Communication (both listening and speaking skills)<br>• Organizational skills | • Flexibility/Adaptability<br>• Situational awareness<br>• Focus on a specific task |

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# Learning outcomes

| Module Social Entrepreneurship<br>Topic 5: Creativity & Vision in Social Entrepreneurship | | |
|---|---|---|
| KNOWLEDGE | SKILLS | ATTITUDES |
| Sub-topic: Creativity and social entrepreneurship. | | |
| **MOVERS**<br><br>• 3D models acquisition from (free) online repositories and promoting social value.<br>• Basics of modeling in 3D adding creativity value thinking on business opportunities taking reduced financial risk. | • Creativity<br>• Divergent thinking<br>• Teamwork<br>• Collaboration skills<br>• Communication (both listening and speaking skills)<br>• Problem solving | • Information discovery and retrieval.<br>• Critical thinking<br>• Flexibility/Adaptability<br>• Experimenting<br>• Improvisation<br>• Situational awareness<br>• Focus on a specific task<br>• Goal setting<br>• Patience |

# Learning outcomes

| Module Social Entrepreneurship Topic 5: Creativity & Vision in Social Entrepreneurship | | |
|---|---|---|
| KNOWLEDGE | SKILLS | ATTITUDES |
| Sub-topic: Develop a vision to turn ideas into action. | | |
| **EXPERTS**<br><br>• 3D design choices and their implementation in social entrepreneurship plan.<br>• Scenarios where experimentation, solutions' generation, and problem solving day to day life. | • 3D design choices and their implementation<br>• Experimentation, solutions' generation, and problem solving<br>• Ability to export 3D model files from TinkerCAD. | • Imagination • Creativity •Resourcefulness<br>• Patience • Divergent thinking<br>• Communication (both listening and speaking skills)<br>• Organizational skills • Problem solving<br>• Decision making • Critical thinking<br>• Flexibility/Adaptability<br>• Experimenting • Improvisation<br>• Situational awareness • Focus on a specific task • Time management<br>• Goal setting |

# Topic Description

Currently, the added value to a product is determined by its material quality, as well as its utility and aesthetics, where creative vision and imagination are crucial. We aim to fulfill the Sustainable Development Goals (SDGs) in our entrepreneurship by seeking ideas.

Sub-topic 1:
**Introduction to creativity and why creativity is important for deaf people**

# LEARNING CONTENT

The first sub-topic includes:

-**Introduction** to creativity and why creativity is important for deaf people

- **Explores** how creativity serves as a vital means of expression and empowerment for the deaf community

- It highlights the significance of creativity in **transcending** communication barriers.

- Enhancing the **quality of life**, and amplifying the voices of deaf individuals in society

# Artistic creativity

[Creating a logo](). Basic understandings to take into account.(7 min)

# How to make a good logo?

1. Explore conceptual icons
2. Use the space you have
3. Play around with caps or lowercase
4. Consider handwritten fonts
5. Balance your tagline
6. Adjust your name and tagline
7. Let your logo breathe

1. Ensure readability
2. Create a scalable design
3. Give your background contrast
4. Align all your elements
5. Size up your icon
6. Know your competition
7. Stay as timeless as possible
8. Be memorable

Tool create a logo for free. Video using canvas. (7 min)

# 5 steps for an effective brainstorming

[Effective brainstorming](.)(7 min) Basic understanding to take into account in order to identify barriers to creativity for the deaf.
Students will brainstorm solutions to overcome these barriers.
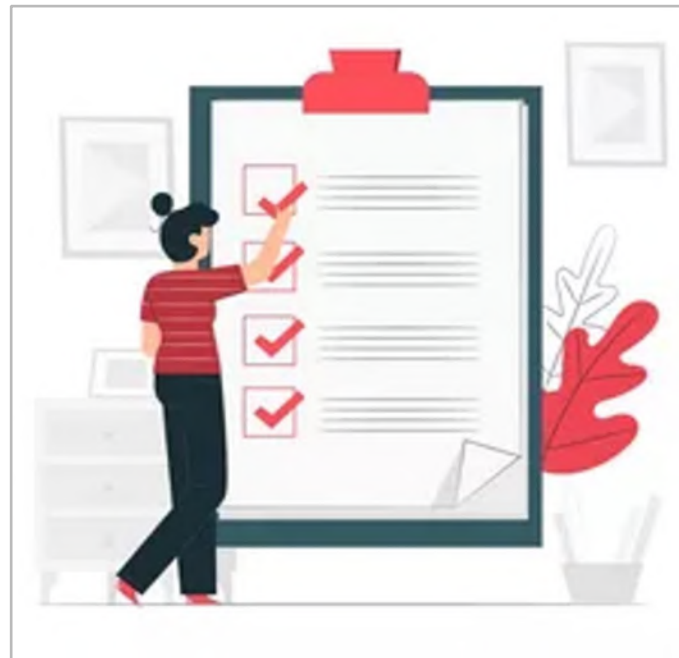
# A five-Step process for effective brainstorming?

1. Be clear about the problem. Before you sit down to brainstorm, you want to clearly **identify the problem** you're looking to solve.(Ej.**recommendations** and **limitations for deaf people)**
2. Collect your tools.
3. Focus on ideas.
4. Narrow down your list.
5. Present your findings.

Once you've zeroed in on your top 2-3 ideas, it's time to present them to your team or other parties who need to make a decision. Use the questions in the fourth step to help explain your **recommendations** and **limitations for deaf people**, as well as to talk about why other solutions wouldn't be as effective in deaf culture.

# Sign language poetry into slogan.

**Sign Language Slogans:** Communicating Without Words

**Sign language slogans are** short and <u>meaningful phrases</u> expressed in sign language that promote a certain **message, belief or idea.**

# Empathy Mapping for Social Innovation

**Empathy mapping.** An Empathy Map **is a visual tool** that analyzes and describes behavioral aspects of the ideal customer.

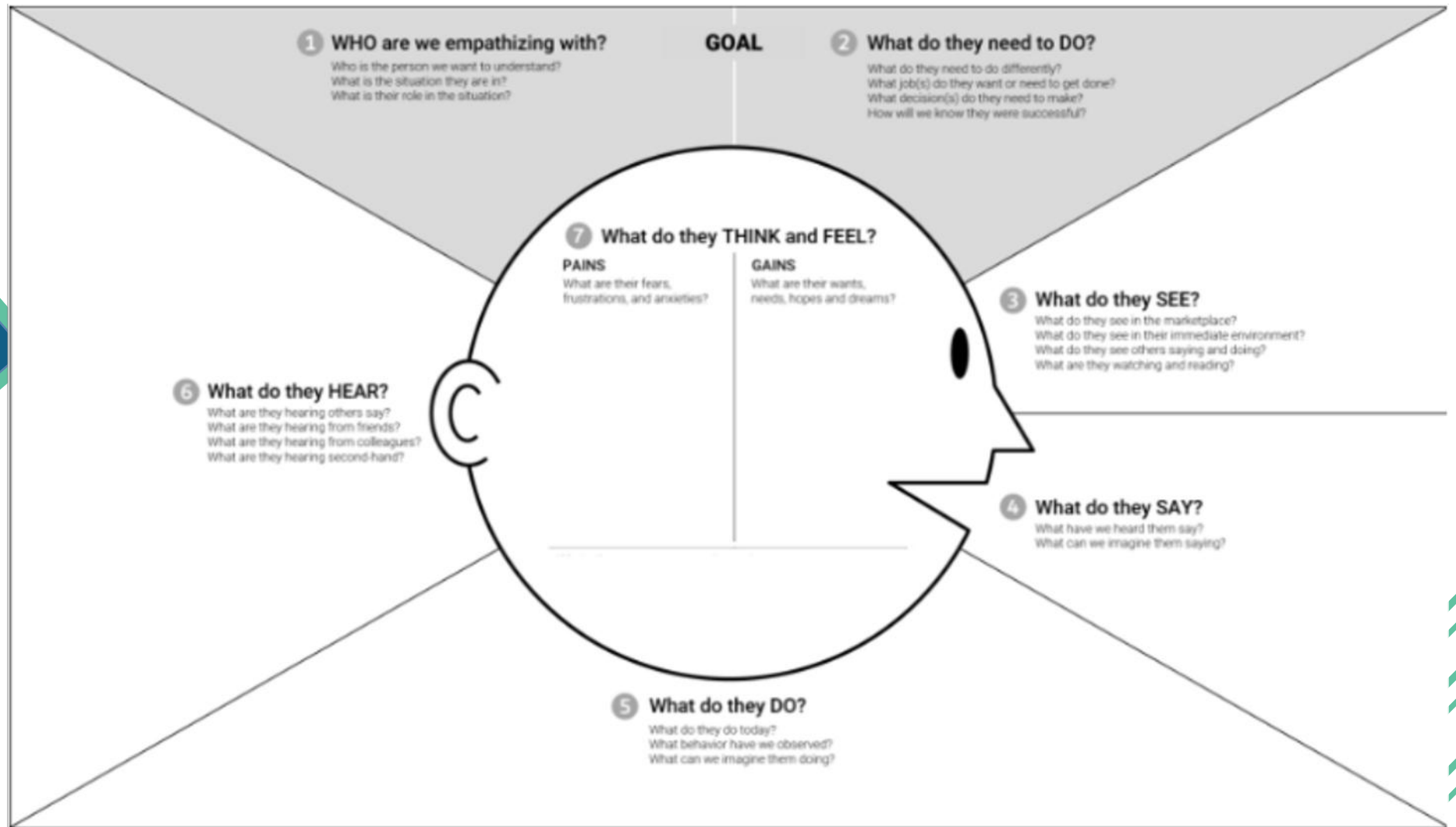# A five-Step process in empathy Mapping for Social Innovation

- The protagonist of the Map is always the customer. But the customer is not a single figure. They can be app users, deaf members, service consumers. In other words, anyone who relates to what your business offers.

**What problems does the Empathy Map seek to solve?**

- It's a challenge for companies to understand their customers. Traditional methods have always tried to understand, quantify, and segment who the target audience is.

- When it comes to understanding your customers, details make all the difference. People are not just percentages. They are more than gender, location, age, and profession. They have characteristics in common, and some that set them apart as well.

# A five-Step process in empathy Mapping for Social Innovation

# A five-Step process in empathy Mapping for Social Innovation

Students will engage in empathy mapping exercises to understand the challenges faced by the deaf community.

The discussion **will center on how creativity can drive social innovation, contributing to topic: Goal 10 (Reduced Inequalities) and Goal 8 (Decent Work and Economic Growth).** Use five-step process empathy in [template](#) "Linear Steps Circular Diagram" to help you.

Create a logo and a slogan of each topic.

# Summary

In order to get Introduction to creativity and why creativity is important for deaf people, a final task has been implemented to apply design thinking throughout empathy maps or brainstorming and being able to display them using logo tools or slogans in a SDG situation.

# Sub-topic 2: **Creativity and social entrepreneurship**

# LEARNING CONTENT

"The second sub-topic includes:

- The **dynamic connection** between creativity and innovative solutions in the field of social entrepreneurship

- It **showcases** how creative thinking becomes the driving force behind ventures that aim to address pressing societal challenges

- **Fostering positive change** and lasting impact within communities and beyond

# Ideation Workshop 1

**Mind Mapping**:

- Topic Mapping: Start with a central theme or problem related to **SDGs issues**. *Branch out to explore various aspects and potential solutions*.

- Attribute Listing: **Identify key attributes** or features associated with a social problem and brainstorm ideas based on each attribute.

- Cluster Mapping: Group related ideas into clusters to **identify patterns and connections**, which may lead to innovative solutions.

# Ideation Workshop 2

**Brainstorming Sessions**:

- Traditional Brainstorming: Encourage participants to freely express ideas related to a specific SDGs issue without judgment. Quantity is prioritized over quality at this stage.
- Reverse Brainstorming: Instead of generating ideas to solve a problem, brainstorm ways to **exacerbate** or **create the problem**. Then, **reverse** these negative ideas into positive solutions.
- Challenging Assumptions: Question assumptions related to a social problem and brainstorm solutions that challenge those assumptions.

# Case Study Analysis

**Session**:

- Access to **safe water, sanitation and hygiene** is the most basic human need for health and well-being. Billions of people will lack access to these basic services in 2030 **unless progress quadruples.**.
- <u>Brainstorm solutions</u> that challenge last assumptions.
- Understand how creativity can be applied in real-world social entrepreneurship projects.

# Guest Speaker Presentation

**[Climate change and opportunities](#) (4 min)**

- A guest speaker, who is an accomplished social entrepreneur, will share their journey, highlighting the role of creativity in their work. Students will have the opportunity to imagine possible questions and gain practical insights.
- Students will learn from a successful social entrepreneur's experiences.
- Understand how creativity can be applied in real-world social entrepreneurship projects

# Creative Project Proposal

Session:

- Recognize the potential of creativity to drive positive social change.
- To apply creative thinking to develop a social entrepreneurship project proposal.
- Proposal: Contamination of the planet.
- For brainstorming it is possible to access to https://www.archives.gov/research/catalog, and search through "contamination", we will see the range of possible danger….

# Creative Project Proposal

Session:

- Recognize the potential of creativity to drive positive social change changing negative impacts.

# Idea Pitch and Feedback

Session:

- Recognize the potential of creativity to drive positive social change changing negative impacts.
- Record a video: **Making a documentary**, less than 5 minutes, where you express your creative thinking from the last point "Project proposal".
- Making an script.
- Use creative thinking tools to develop the problem.
- Impactful Creative Conclusion.
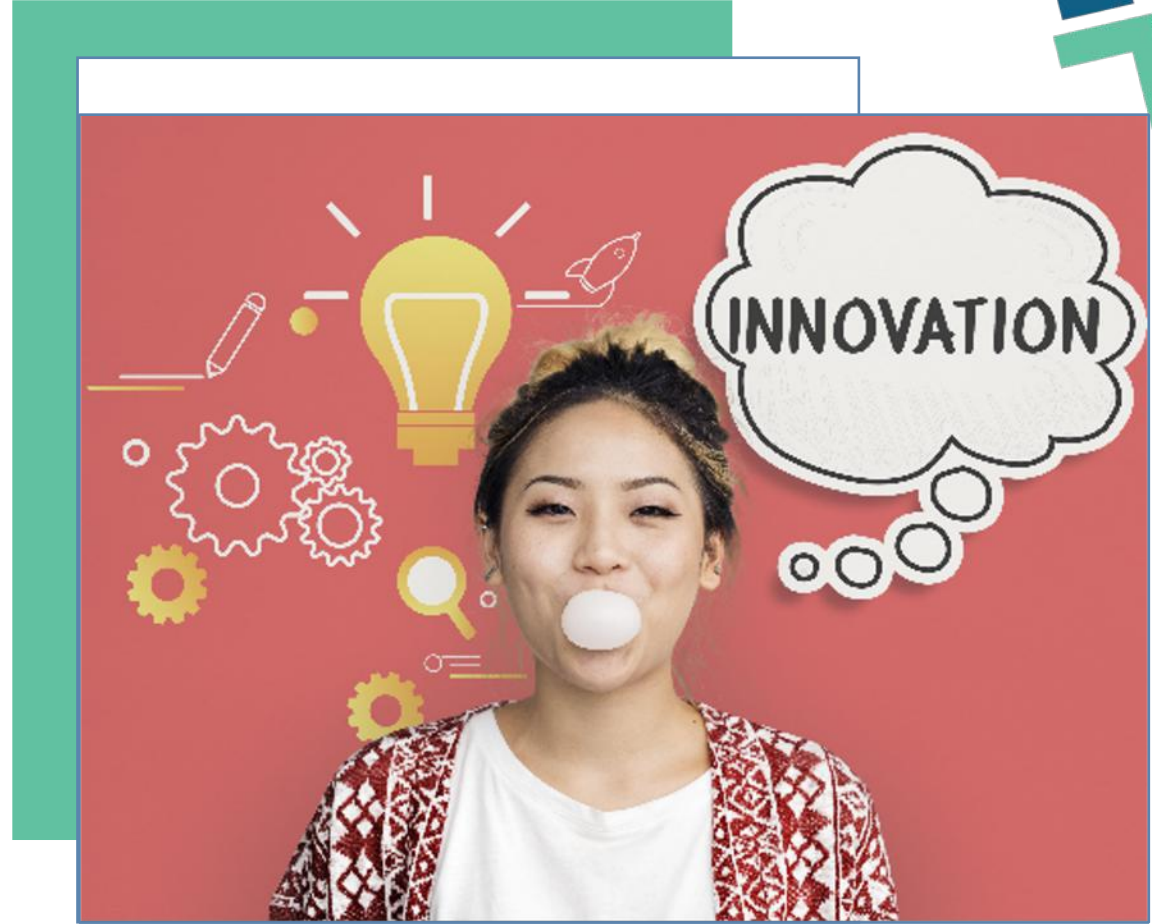- Use canva to present your project and feedback in conclusión.

# Summary

Recap the key takeaways from the lesson, emphasizing the role of creativity in addressing social issues and encouraging students to apply creative thinking to their own social entrepreneurship ideas.

# Sub-topic 3:
## Develop a vision to turn ideas into action


By freepik

# LEARNING CONTENT

"The third sub-topic includes:

- The critical aspect of crafting a compelling vision that guides and **transforms creative** ideas into tangible, **actionable initiatives**

- It emphasizes the importance of aligning **aspirations** with practical steps and resources, empowering individuals to **bring innovative** concepts to life and create lasting, **positive impacts** on the world"



By FREEPIK

# Vision Statement Workshop.

In this workshop, students will learn about the significance of a **vision statement in guiding their actions throughout strategic plan.**. They will work individually or in groups to develop a vision statement for a project or idea they want to pursue.

Joining vision, we always have **mission and values**, here are some tips:
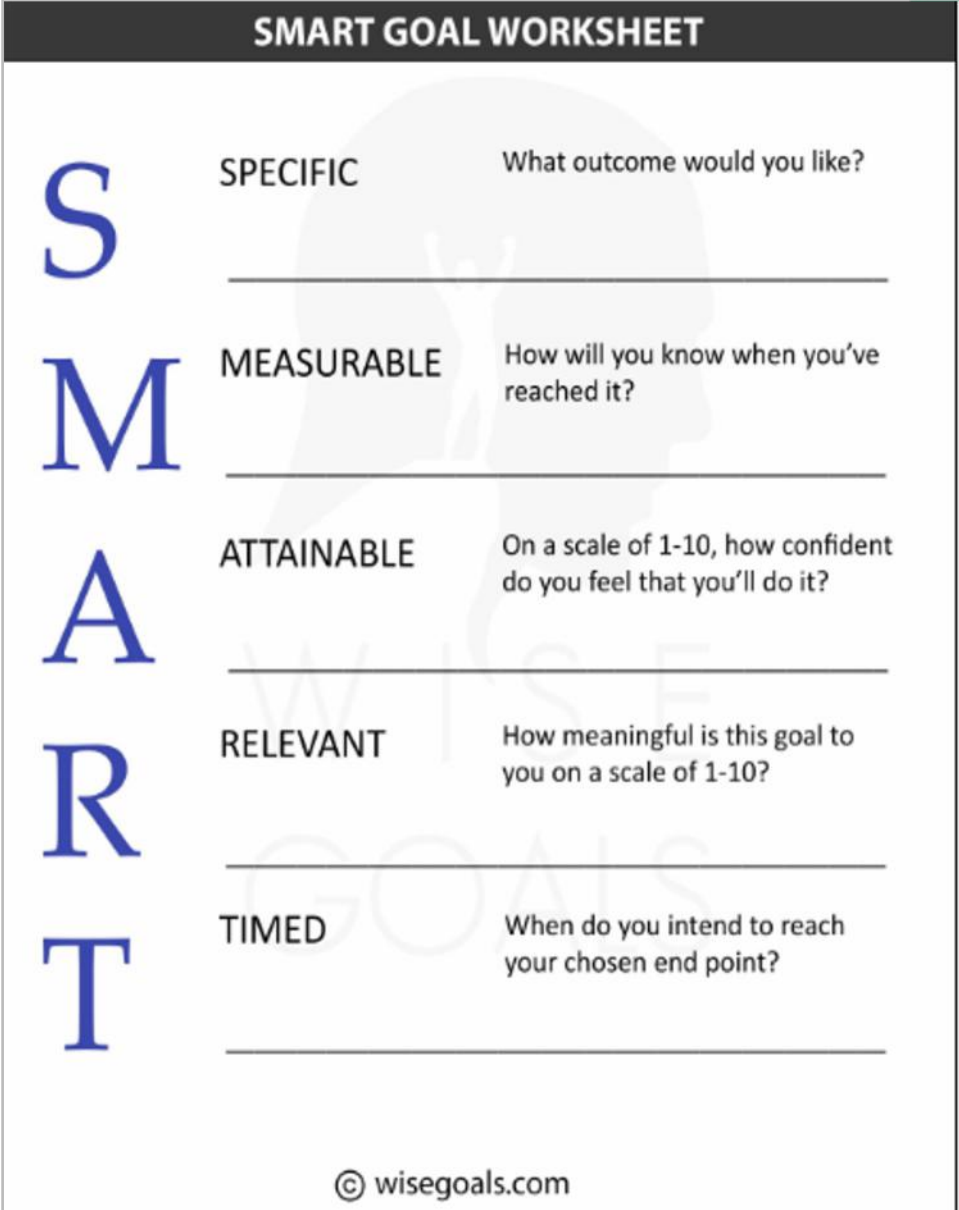
# Vision Statement Workshop.

Let's start off with **defining what vision, mission and values** mean. we are going to used on strategy and innovation programmes in universities and commercially as well. These are pretty accepted definitions, but of course you'll also find variations on those themes.

- **A vision is aspirational.** It's a statement of where the business, team or person wants to be in the future. A great vision looks ahead, is **purposefully ambitious** and realistically stretchy.
- **The mission of a team or a business is** the core purpose. It's why that team or business actually exists, the very reason a team or business has been set up. The mission really defines the '**why**?' behind what what the organisation does, and its reasons for doing it.
- **The values** are the **important principles**, important beliefs, ways of behaving and seeing the world that connect everyone. They represent how the business does business.

# SMART Goal Setting

Think about an **strategic plan** for your business, looking up the scheme and answering the questions in the next template that can be made with **canvas**.



## SMART GOAL WORKSHEET

**S** SPECIFIC — What outcome would you like?

**M** MEASURABLE — How will you know when you've reached it?

**A** ATTAINABLE — On a scale of 1-10, how confident do you feel that you'll do it?

**R** RELEVANT — How meaningful is this goal to you on a scale of 1-10?

**T** TIMED — When do you intend to reach your chosen end point?

© wisegoals.com

# SMART Goal Setting

Students will apply the criteria to their projects and develop action plans with clear steps and timelines.
**Canvas Template on Smart goal planner**

# Peer Feedback and Refinement

Students will present their vision statements in canvas from the previous point and action plans to peers. They will receive feedback and suggestions for improvement, fostering collaboration and growth.

**Feedback** is a critical element of the learning process (Butler & Winne, 1995; Hattie, 1999). Research consistently reports that good feedback can guide students' learning and lead to higher performance and achievement (Geitz et al., 2015).



By free pik

# Peer Feedback and Refinement

Design Principles for Collaborative Peer Feedback Based on the theoretical framework, **seven design principles** are derived to guide the implementation of sound dialogic peer feedback practices.
The principles P1, P2 and P3 correspond to the first phase; P4 and P5 correspond to the second phase; and P6 and P7 correspond to the third phase in the framework.

**First phase:**
**P1.Connect <u>self-evaluation</u> with peer evaluations.**
**P2.Provide <u>opportunities to resolve</u> the <u>discrepancies</u> in students' perspectives about the quality of the work.**
**P3.Provide <u>mechanisms</u> to (collectively) plan the feedback before its provision.**

# Peer Feedback and Refinement

**Second phase:**

**P4.Enable <u>dialogue</u> around the feedback to <u>support</u> its uptake.**

**P5.Enable students to set goals and create an <u>action plan</u> with peers based on the feedback.**
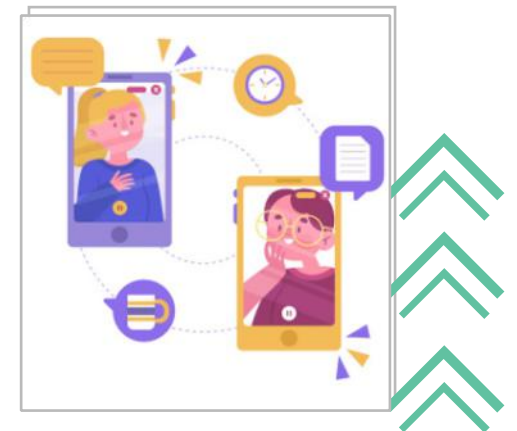
**Third phase:**

**P6. Enable students to <u>track</u>, monitor, and evaluate their progress on the learning actions.**

**P7.Enable <u>dialogue</u> with peers while students are <u>revising</u> their work.**

**Use canvas template (<u>modern-mind-map-graph</u>) to addapt the 7 points.**

by Freepik

# Interactive Goal Visualization

In this activity, students will use visualization tools to create mental images of their goals. They will discuss how visualization can inspire them to take action and stay focused on their objectives.

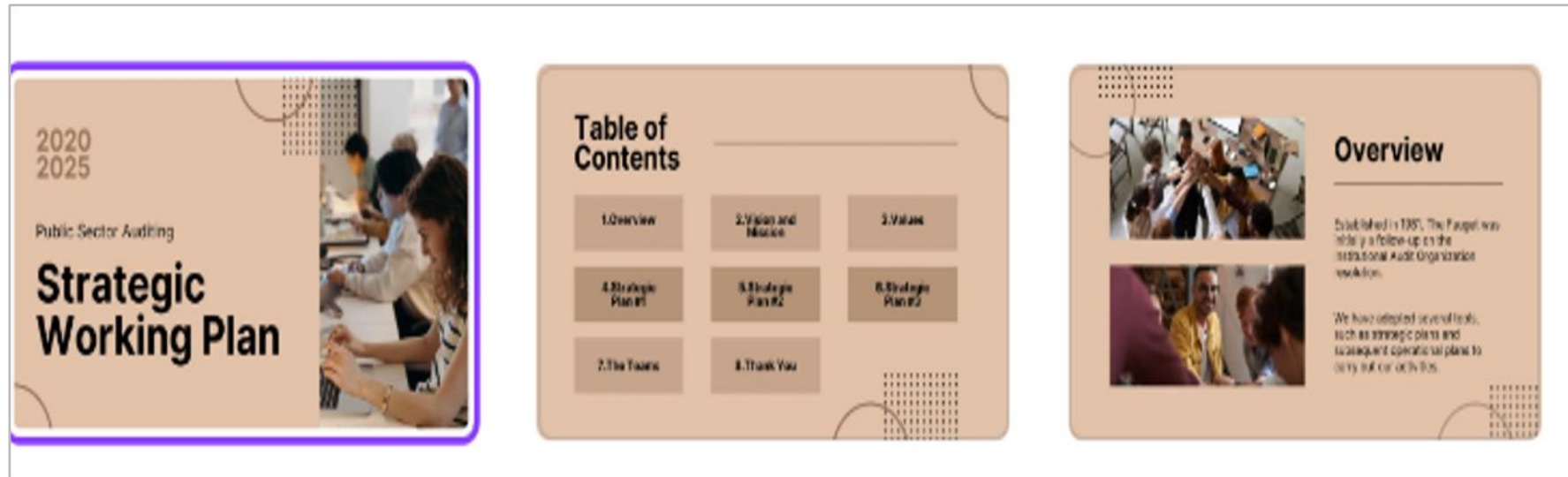Use a canvas template to create an [Introduction to visualization tools](#).

By freepik

# Action Plan Presentation

Students will present their action plans to a small audience, such as their peers or the instructor. This activity offers them the chance to practice presenting their ideas and get valuable feedback to refine their plans.



Canvas Template:

# Summary

This lesson plan is designed to teach students the significance of creating a vision to implement their ideas effectively.

The plan includes five activities that will guide students in developing a vision and turning their ideas into action.

Recap the key takeaways from the lesson, emphasizing the importance of having a clear vision and actionable (strategic plan) plan to bring ideas to life.

# Glossary

**Slogans are** short and meaningful phrases expressed in sign language that promote a certain message, belief or idea.

**Empathy Map** is a visual tool that analyzes and describes behavioral aspects of the ideal customer.

**Vision is aspirational.** It's a statement of where the business, team or person wants to be in the future.

**The mission** really defines the '**why**?' behind what the organisation does, and its reasons for doing it.

**Values** are the **important principles**, important beliefs, ways of behaving and seeing the world that connect everyone.

# References

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REF: Productivity workflow.

https://www.taskade.com/signup

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