



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

Topic 1: Introduction to social entrepreneurship



3D4DEAF

TOPIC:

Introduction to social entrepreneurship

SUB TOPICS:

- Introduction to entrepreneurship & important skills of an entrepreneur
- Introduction to social entrepreneurship for deaf people
- Differences between ideas and opportunities

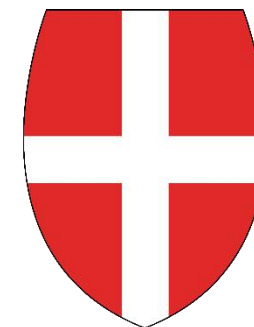


Developed by:  **elearn**
EUROPEAN DIGITAL LEARNING NETWORK ETS

Project Consortium



SPOŁECZNA AKADEMIA NAUK
UNIVERSITY OF SOCIAL SCIENCES



ISTITUTO DEI SORDI
DI TORINO



PITAGORAS
STOWARZYSZENIE ROZWOJU



Emphasys
CENTRE



Content of presentation



- **Subtopic 1:** Introduction to entrepreneurship & important skills of an entrepreneur
- **Subtopic 2:** Introduction to social entrepreneurship for deaf people
- **Subtopic 3:** Differences between ideas and opportunities

Key Symbols



Definition



Activity



Tips



Video



Additional resources



Topic Description

The acquisition of new skills is essential for the appetibility and inclusion in the labour market and represents an added value to the vulnerable group of young people suffering hearing related disabilities.

The main objective of this topic is to provide a general overview of entrepreneurship, social entrepreneurship and explain the main skills that a social entrepreneur must have.



Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

In this topic we will explain what **entrepreneurship** is and **social entrepreneurship**, we will also form a list with the most important **entrepreneurial skills**. Furthermore, a short introduction to **The European Entrepreneurship Competence Framework** to promote entrepreneurial learning will be given.



Source: www.pixabay.com



Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

ENTREPRENEURSHIP:



- The state of being an entrepreneur, or a person who **organizes, manages,** and **assumes** the **risk** of a business with the goal of generating **economic value**. The term is derived from the Old French verb *entreprenre*, “to undertake.” - [Britannica Money](#)
- The **capacity** to act upon **opportunities** and **ideas**, and **transform** them into **value** for others. The value that is created can be **financial, cultural** or **social**.- [EntreComp](#)

Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

Why is entrepreneurship important?

- major driver of **economic growth** (spurring transformation, the creation of new markets, innovation, and building wealth)
- the creation of **new markets**
- **employment opportunities** (with the creation of new jobs the unemployment rate reduces)
- **GDP contribution** (Starting a business increases economic output as the company's products and services are added to the market)
- **competitive markets** (embracing new technologies allows to reduce costs, and improve customer satisfaction)

Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

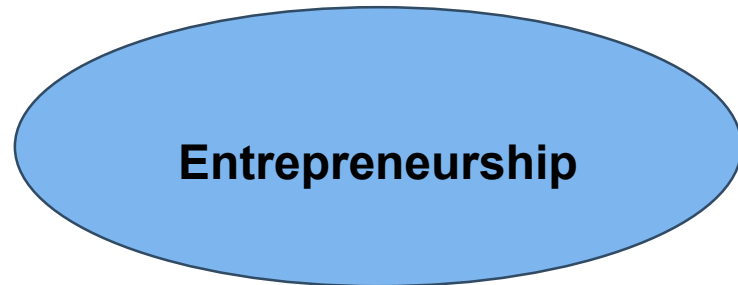
Why is entrepreneurship important?

- **new product** development (investing in innovation and technology)
- **problem-solving** (the need to identify existing problems and creating innovative solutions)
- **global integration** (through innovative solutions create new opportunities for worldwide integration)
- **high quality products** (customers' satisfaction seeking for the best products and services which leads to more cutting-edge technology)
- **local investment**

Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

IMPORTANT SKILLS OF AN ENTREPRENEUR

Entrepreneurial skills are very important for students as well as professionals. As we saw before:

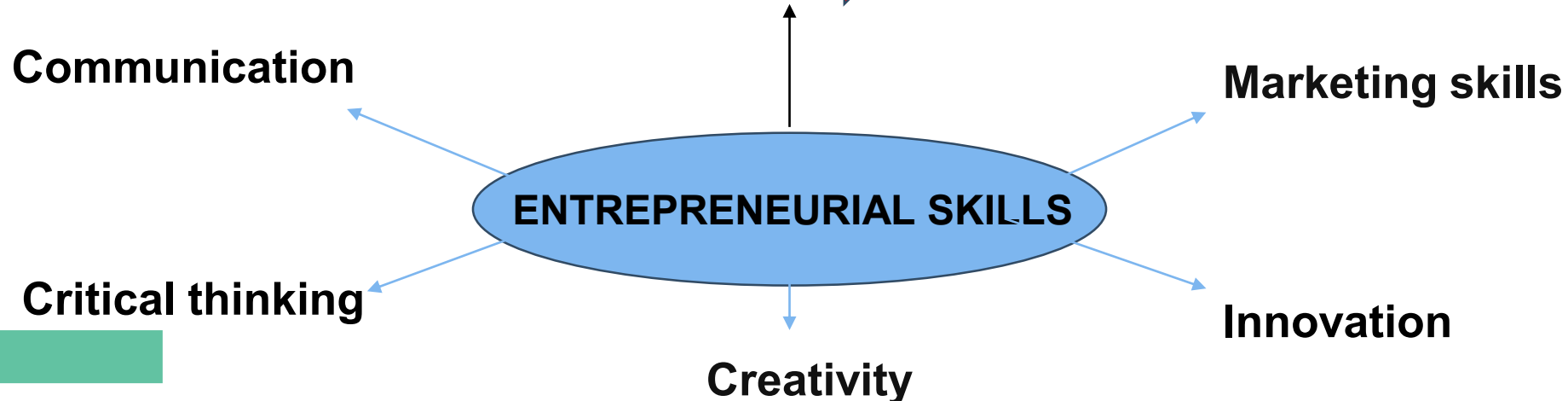


Sub-topic 1: Introduction to entrepreneurship & important skills of an entrepreneur

IMPORTANT SKILLS OF AN ENTREPRENEUR

Every entrepreneur, to be successful, requires **entrepreneurship skills**. Entrepreneurship without skills limits the potential growth.

Entrepreneurs transform an **idea**  a **product** or **service** that has value to customers.



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10 important entrepreneurial skills:

1. Business Management Skills

- It is a set of skills: leadership, strategic thinking, budget management, communication
- They are essential for planning, organizing, directing and controlling
- It builds credibility, improves efficiency, creates a positive company culture

2. Communication and Listening

- They allow to express thoughts, ideas, and feelings through speaking, writing, and other forms of expression
- They help to understand and respond appropriately
- Many types: written, non-verbal, active listening, stress management

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3. Critical and Creative Thinking Skills

- Strong critical and creative thinking are essential for the growth
- It allows to analyse all the information using evidences and analyse from various point of views
- Includes analysis, brainstorming, evaluation, research

4. Strategic Thinking and Planning Skills

- It means analysing information, adapt, manage, and solve problems
- Requires analysis, implementation, flexibility, attention to details

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5. Networking, and marketing skills

- These skills help to scale the business and to boost opportunities
- It allows to analyse all the information using evidences and analyse from various point of views
- The most important parts of it: collaboration, communication, interpersonal skills, creativity, collaboration

6. Teamwork and Leadership Skills

- It promotes a positive and collaborative organisational culture, leading to greater employee satisfaction and improved performance
- These skills include good communication, emotional intelligence, delegation, conflict resolution

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7. Time Management and Organizational Skills

- It is important to know how to delegate and prioritise tasks, manage the time and resources, and maintain a well-structured and efficient work environment
- Prioritising, goal setting, multitasking, decision making, collaboration

8. Stress Management Skills

- Running a business can lead a toll on an entrepreneur's well-being.
- It helps to maintain good physical and mental health and improve the overall quality of life.
- Meditation, positive thinking, mindfulness, exercises.

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9. Resilience

- Running an entrepreneurship can be challenging, entrepreneurs need to be able to handle setbacks.
- Entrepreneurs need to stay motivated, learn from mistakes and persevere through difficult times.

10. Customer service skills

- Effective customer service skills can help to connect with the customer base and ensure that the brand provides the products or services the market needs.

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How to improve entrepreneurial skills?

- ✓ Define goals
- ✓ Learn
- ✓ Take an online course, attend events
- ✓ Mentorship, look for experienced mentors
- ✓ Work hard
- ✓ Be adaptable
- ✓ Foster a growth mind-set

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THE ENTRECOMP FRAMEWORK - The European Entrepreneurship Competence Framework

- The EntreComp framework **defines** and **describes** entrepreneurship as a competence, while describing its components in terms of knowledge, skills and attitudes. The framework aims to establish a **bridge** between the **worlds of education** and **work** and to be taken as a **reference** de facto by any initiative which aims to foster entrepreneurial learning (EntreComp, 2016).
- It is a **free, flexible reference** framework that can be adapted to support development and understanding of entrepreneurial settings which was launched in 2016.
- It is set up by key building blocks which highlight the variety of supporting possibilities for a more entrepreneurial Europe. Each area contains 5 competences, and together these make up the 15 competences that create an **entrepreneurial mindset**.

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THE ENTRECOMP FRAMEWORK - The European Entrepreneurship Competence Framework

- Improving Entrecomp skills would be very useful for those who want to start a business, but also for those who want to grow personally and professionally. The value generated can be economic, cultural or social in nature. It is one of the eight key competences for lifelong learning.
- These skills apply in a general way and are not specialist, they can be individual or collective and are suitable for all life paths, building a bridge between the world of education and the professional one.
- The 15 skills include a total of 60 thematic threads, each of which is divided into eight skill levels, resulting in 442 possible learning outcomes.
- The framework identifies 3 competence areas: 1. Ideas & opportunities 2. Resources 3. Into action. Each of these areas are split in five specific competences:

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The framework identifies 3 competence areas: 1. Ideas & opportunities 2. Resources 3. Into action. Each of these areas are split in five specific competences:

1. Ideas & opportunities:

Spotting opportunities

Creativity

Vision

Valuing ideas

Ethical and sustainable thinking

2. Resources:

Self-awareness & self-efficacy

Motivation & perseverance

Mobilising resources

Financial & economic literacy

Working with others

Mobilising others

3. Mobilising others:

Taking the initiative

Planning & management

Coping with uncertainty,
ambiguity & risk

Learning through experience



Sub-topic 2: Introduction to social entrepreneurship for deaf people

This topic will explain what are the **difficulties** for **deaf** and **hard of hearing** community, what **social entrepreneurship** is, the **differences** between social and traditional entrepreneurship through **real-life examples**.



Sub-topic 2: Introduction to social entrepreneurship for deaf people

Challenges for the Deaf Community (deaf and hard of hearing - HOH)

- Hearing challenges affect all ages. It has changed significantly in the past half-century
- **Policy changes** and new **technologies** have provided solutions for many
- The **emergence of the internet** and electronic devices continued to transform the way deaf and HOH individuals communicate. As email, online messengers, texting, and smartphones become increasingly popular and accessible
- **Social media** have enabled deaf people to find and connect with each other more easily,

Sub-topic 2: Introduction to social entrepreneurship for deaf people

A “**deaf entrepreneur**” is a person involved in the creation and realization of a commercial enterprise with the anticipation of profit by assuming the financial risk.

The difference makes the perseverance to overcome barriers to communication and the stereotypes about what deaf people are capable of while encouraging and inspiring other deaf and hard of hearing people to pursue their business passions.

There are some key enabling factors that can help the deaf community to develop entrepreneurial skills:

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Technological advances:

- ✓ internet,
- ✓ [Video relay services \(VRS\)](#) - to communicate in sign language with an interpreter
- ✓ [Video remote interpreting \(VRI\)](#),
- ✓ smartphones and apps like [Ava](#) - created by deaf people for deaf people, provide real-time captions
- ✓ Remote steno captioning for teleconference calls

Mentorship: it can make a difference finding a mentor who is sensitive to the nature of deaf person.



Sub-topic 2: Introduction to social entrepreneurship for deaf people

Education: to have a solid knowledge base on which to build the whole enterprise

Deaf-specific business directories: website directory where you can find and support Deaf-owned businesses, schools, organizations

Networking events and conferences: to increase the networking



Sub-topic 2: Introduction to social entrepreneurship for deaf people

The entrepreneurial specificities of the deaf and hard-hearing community

- The **number** of deaf people owning a business has **increased** exponentially over the years. Becoming an entrepreneur is a viable career option for many deaf and hard of hearing people. A key reason for the dramatic growth of deaf-owned businesses is a series of **technology advances**.
 - These advances have lowered the cost and complexity of the communication; and one of the most powerful has been simply the widespread proliferation of broadband internet service.
 - With the rise of “Internet” and with the modern technology new opportunities were coming for the employment and entrepreneurship of the deaf and hard-of-hearing people.

Sub-topic 2: Introduction to social entrepreneurship for deaf people

What does
**social
entrepreneurship**
mean?



Social entrepreneurship is the organization of a business around specific social and environmental causes, and can include both nonprofit organizations and charities and for-profit social enterprises. - [definition social entrepreneurship](#)

Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. – [Wikipedia](#)

Sub-topic 2: Introduction to social entrepreneurship for deaf people

The characteristics of social entrepreneurship

Social entrepreneurs can bring about **positive change** in the larger community directly through their **activities** but also by **involving marginalized** individuals in their operations.

- An initiative launched by an individual or group of individuals;
- An explicit aim to benefit the community;
- Decision-making power not based on capital ownership;
- Participatory governance involving those affected by the venture;
- Limited profit distribution.

(Bidet and Jeong, 2016)

Sub-topic 2: Introduction to social entrepreneurship for deaf people

	Mission and goals	Customer base	Funding sources	Measuring success	Business models
Social Entrepreneurship	to create social and/or environmental impact/challenges	Customer base	grants, impact investors, or other sources of funding	measures success in terms of the positive social and environmental outcomes	innovative business models that integrate social and environmental impact
Traditional Entrepreneurship	to create a profitable business	a specific disadvantaged or marginalised population	venture capital or other forms of investment	measures success in financial terms, such as revenue and profit	traditional business models

Sub-topic 2: Introduction to social entrepreneurship for deaf people

How to start a social entrepreneurship

1. Research on social entrepreneurship
2. Discover the appropriate market
3. Ask for advice – mentoring
4. Have a clear social mission
5. Find out about finances - financial planning
6. Identify the legal forms of social enterprise
7. Find out how costumers will find you – social media
8. Prepare the business plan
9. Impact information

Sub-topic 2: Introduction to social entrepreneurship for deaf people

FAMOUS SOCIAL ENTREPRENEURS:

Bill Drayton:

- The person responsible for bringing **social entrepreneurship** into mainstream society.
- In 1980, Drayton established the non-profit organization known as **Ashoka: Innovators for the Public**, to help support, connect, and build up social entrepreneurs and their ideas. Many of the most innovative and successful social entrepreneurs of our time have received grants, fellowships, peer and other support through Ashoka
- <https://www.ashoka.org/en-us>



Sub-topic 2: Introduction to social entrepreneurship for deaf people

Blake Mycoskie, TOMS Founder

- Blake Mycoskie is the Founder of TOMS and the brains behind the brand's One for One® model.
- His business model was created to promote corporate responsibility and conscious consumerism. For every pair of shoes sold, TOMS would provide a new pair to a person in need.
 - His idea came from a trip to Argentina in 2006, where he saw the hardships faced by children without shoes, from a lack of basic protection to the inability to attend school.
 - Nowadays has partnered with many organizations such as UNICEF, Save the Children, Partners in Health, The Red Cross, Everytown, Faith in Action, March for Our Lives, and others.
 - <https://www.toms.com/>



Sub-topic 2: Introduction to social entrepreneurship for deaf people

Muhammad Yunus, Grameen Bank

- According to Yunus the poor should have access to basic banking services, to complete his vision he founded the Grameen Bank (Bank for the Poor) in Bangladesh in 1983.
- The Grameen Bank provides small loans to those living in poverty so that they would be able to become financially self-sufficient without any collateral from its borrowers.
 - More than 97 percent of bank's borrowers are women and these women pay their loans back at a rate of 97 percent.
 - The Grameen Bank has managed to bring in a net income of \$10 million and because of its success, Yunus has received the Nobel Prize, among other awards.
 - <https://www.grameen.com/>



Sub-topic 2: Introduction to social entrepreneurship for deaf people

Jeffrey Hollender, Seventh Generation

- A company specializing in the production of eco-friendly household cleaning products and personal hygiene products.
- The products -free of harsh chemicals -donate 10 percent of its profits to non-profit organizations and businesses dedicated to social and environmental causes.
- Hollender's company was established on morals and systems perceived as unprofitable and limiting. By 2010 the revenue reached the amount of \$150 million.
- It is a perfect examples of corporate social responsibility and how much a socially responsible company can grow.
- <https://www.seventhgeneration.com>



Sub-topic 2: Introduction to social entrepreneurship for deaf people

DON8URI

- The social enterprise F&B (co-founded by a deaf and a hearing person) supports the social integration of deaf people by providing them with paid employment with the ultimate social mission of equipping them with the relevant skills and, ultimately, the ability to embark on their respective entrepreneurial path towards paying it forward.
 - They serve a selection of gourmet donburi curated by deaf advocates
 - They are also conducting sign language workshops to foster greater inclusion and bridge communication between the Deaf and the hearing.
 - <https://www.don8uri.com/>



Source: www.unsplash.com

Sub-topic 3: Differences between ideas and opportunities

In the following we will see the differences between ideas and opportunities from entrepreneurial point of view.



www.pixabay.com



Sub-topic 3: Differences between ideas and opportunities

Idea: a suggestion or plan for doing something - [Cambridge Dictionary](#)



Opportunity: an occasion or situation that makes it possible to do something that you want to do or have to do, or the possibility of doing something - [Cambridge Dictionary](#)

Sub-topic 3: Differences between ideas and opportunities

	Nature	Potential	Alignment with goals	Market demand:	Viability	Timing
Idea	creative thought / concept	potential to solve a problem or meet a need	personal experiences, market trends, or customer feedback	may not account market demand and potential for profit	not assessed for market demand and potential for success	can be developed at any time
Opportunity	chance to bring that idea to life and make it a reality	to generate income and create value for customers	align with an entrepreneur's vision and goals	do take account of market demand and potential for profit	are viable and profitable	driven by timing and the right market conditions

Sub-topic 3: Differences between ideas and opportunities

The **characteristics** of a promising business **idea**:

- Relevant (fulfill customers' needs or solve their problems)
- Innovative
- Unique
- Clear focus
- Profitable in the long run

Sub-topic 3: Differences between ideas and opportunities

The transformation of business ideas into market opportunities is at the **core** of entrepreneurship.

What is needed to turn an entrepreneurial idea into a profitable **business opportunity**?

- Conduct a [market research](#)
- Conduct a [feasibility study](#)
- Prepare a [business plan](#)
- Set up a **business team**

attract **investors**
get the needed **financing**



Additional resources & Recommended literature

[Social Entrepreneurship: Objectives, Innovation, Implementation and Impact on Entrepreneurship](#)

[How to Identify a Social Entrepreneurship Opportunity](#)

[Creating a Social Business Model](#)

[Deaf Support For Deaf Business Owners](#)

Recommended literature:

1. Abu-Saifan, S. (2012). Social Entrepreneurship: Definition and Boundaries. Technology Innovation Management Review.
2. Dees J.G. (2001). The Meaning of "Social Entrepreneurship".



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