

# ID TALKS!

*A series of 5 online workshops on 5 major topics in the promotion of Inclusion & Diversity (ID) and quality youth work.*



## ID Talks:

DIGITAL  
ORGANISATIONAL  
ENTREPRENEURIAL  
IMPACT  
FUTURE

Download this and other SALTO Inclusion & Diversity booklets for free at [www.SALTO-YOUTH.net/Inclusion/](http://www.SALTO-YOUTH.net/Inclusion/). This document does not necessarily reflect the official views of the European Commission, the SALTO Inclusion & Diversity Resource Centre or the organisation co-operating with them.

## ABOUT SALTO

...‘Support and **A**dvanced **L**earning and **T**raining **O**pportunities within the Erasmus+: Youth in Action and European Solidarity Corps programmes’. The European Commission has created a network of seven SALTO-YOUTH Resource Centres to enhance the implementation of the EU Erasmus+: Youth in Action and European Solidarity Corps programmes, which provide young people with valuable non-formal learning experiences.

SALTO’s aim is to support the implementation of the European Erasmus+: Youth in Action and European Solidarity Corps Programmes with regard to priorities such as Social Inclusion, Diversity, Participation, and Solidarity. SALTO also supports co-operation with regions such as EuroMed, South-East Europe, or Eastern Europe and The Caucasus and coordinates all training and co-operation activities, as well as information tools for National Agencies.

In these European priority areas, SALTO-YOUTH provides resources, information, and training for National Agencies and European youth workers. Most of these resources are offered and disseminated at [www.SALTO-YOUTH.net](http://www.SALTO-YOUTH.net). Find online the [European Training Calendar](#), the [Toolbox for Training and Youth Work](#), the database of youth field trainers active at the European level ([Trainers Online for Youth or TOY](#)), links to online resources, and much more.

SALTO-YOUTH actively co-operates with other actors in the European youth field, among them the National Agencies of the Erasmus+ and European Solidarity Corps programmes, the Council of Europe, the European Youth Forum, European youth workers and trainers, and training organisers.

### **THE SALTO-YOUTH INCLUSION AND DIVERSITY RESOURCE CENTRE [WWW.SALTO-YOUTH.NET/INCLUSION/](http://WWW.SALTO-YOUTH.NET/INCLUSION/)**

The SALTO-YOUTH Inclusion and Diversity Resource Centre (based in Belgium Flanders) works together with the European Commission to support the inclusion of young people with fewer opportunities in the Erasmus+: Youth in Action and European Solidarity Corps programmes. Through that, it works to contribute to social cohesion in society at large. SALTO Inclusion and Diversity also supports the National Agencies and youth workers in their inclusion work by providing training, developing youth work methods, disseminating information via the newsletter, etc. By offering opportunities for training, exchange, and reflection on inclusion practice and diversity management, SALTO Inclusion & Diversity works towards the visibility, accessibility, and transparency of its inclusion & diversity work and resources, and towards making ‘inclusion of young people with fewer opportunities’ and ‘positive diversity management’ a widely supported priority.

For more information and resources, have a look at the Inclusion & Diversity pages at [www.SALTO-YOUTH.net/Inclusion/](http://www.SALTO-YOUTH.net/Inclusion/)



## DISCLAIMER

This magazine contains pictures as a result of the Graphic Recording which is an integral part of all the ID Talks events. There are four types of styles throughout the whole magazine.

- **General Cover Picture.** It is used for promotional reasons throughout the social media channels and the dissemination materials and it depicts the logo of SALTO Inclusion & Diversity, the title, and the graphic elements of each version of the ID Talks events. It is displayed as a cover picture of each ID Talks version.
- **Portrait of Speaker.** It depicts each speaker and a few graphic recording elements such as written parts of their "speech" and/or any other graphics according to the style of each ID Talks version. It is displayed on top of the speaker's description page.
- **Main Graphic Recording Card.** It is used for promotional reasons throughout the social media channels and the dissemination materials and it depicts the logo of SALTO Inclusion & Diversity, the title, and the graphic elements of each version of the ID Talks events, including the specific name of the event, the portrait of the speaker, written quotes of their "speech" and/or any other graphics. It is displayed on top of the first page of each article.
- **Graphic Recording Elements.** Throughout each article, the graphic recording elements complement the text with essential parts of each speaker's "talk".



# ID TALKS!

## What is it all about?

### A short description

ID Talks is a series of 5 stand-alone online events (workshops) of up to 90 minutes each, with inspiring guest speakers, thought-provoking insights, discussion in small groups, and Q&A sessions.

For the international youth work sector, 2020 marks the end of the current Erasmus+ programme and European Solidarity Corps, while a new generation of the EU programmes is forthcoming. On a wider scale, the COVID-19 pandemic is causing a profound impact on cross-border learning activities and mobility projects. Organizations and youth workers have been pushed to find alternative solutions to carry on with their activities.

For all those who wave the Inclusion & Diversity flag, this is the right moment to reflect on what has happened, on what we have achieved, and how to build further on existing knowledge and experiences to get us prepared for current and future challenges.

### For whom?

Youth workers, youth leaders, professionals, and volunteers involved in ID in the EU youth programmes, as well as all those interested in youth work and Inclusion & Diversity topics.

### Main objectives:

- To provide food for thought and learn from inspirational ID stories;
- To provide an opportunity to learn about ID topics from the youth work sector and beyond;
- To get information, inspiration, methods to help the youth sector address ID;
- To inform about and contribute to quality (international) youth work;
- To identify and learn how to tackle existing and future challenges within ID;



## Event Dates:

- 21 October 2020 > **ID Talks Digital:** How do you make online youth activities inclusive? Inclusion & Diversity on the focus of international projects in the age of Digitalization. Guest speaker: Michele Di Paola
- 04 November 2020 > **ID Talks Organisational:** Ok, your projects are inclusive, but is your organisation too? How to build a culture of Inclusion & Diversity beyond mobility projects! Guest speaker: Rahel Aschwanden
- 18 November 2020 > **ID Talks Entrepreneurial:** How can an 'entrepreneurial spirit' boost your Inclusion & Diversity work? Inspiring practices of social entrepreneurship within the Inclusion & Diversity field. Guest speaker: Areg Tadevosyan
- 02 December 2020 > **ID Talks Impact:** Clever ways to measure the impact of your EU Youth project on inclusion & diversity. Measuring the impact of Inclusion & Diversity work within EU youth mobility projects and online activities. Guest speaker: Özgehan Şenyuva
- 16 December 2020 > **ID Talks Future:** The future of Inclusion & Diversity: what kind of society do we want to build? Guest speaker: Erica Bol





# ID Talks Entrepreneurial

*How can an 'entrepreneurial spirit' boost your Inclusion & Diversity work?*

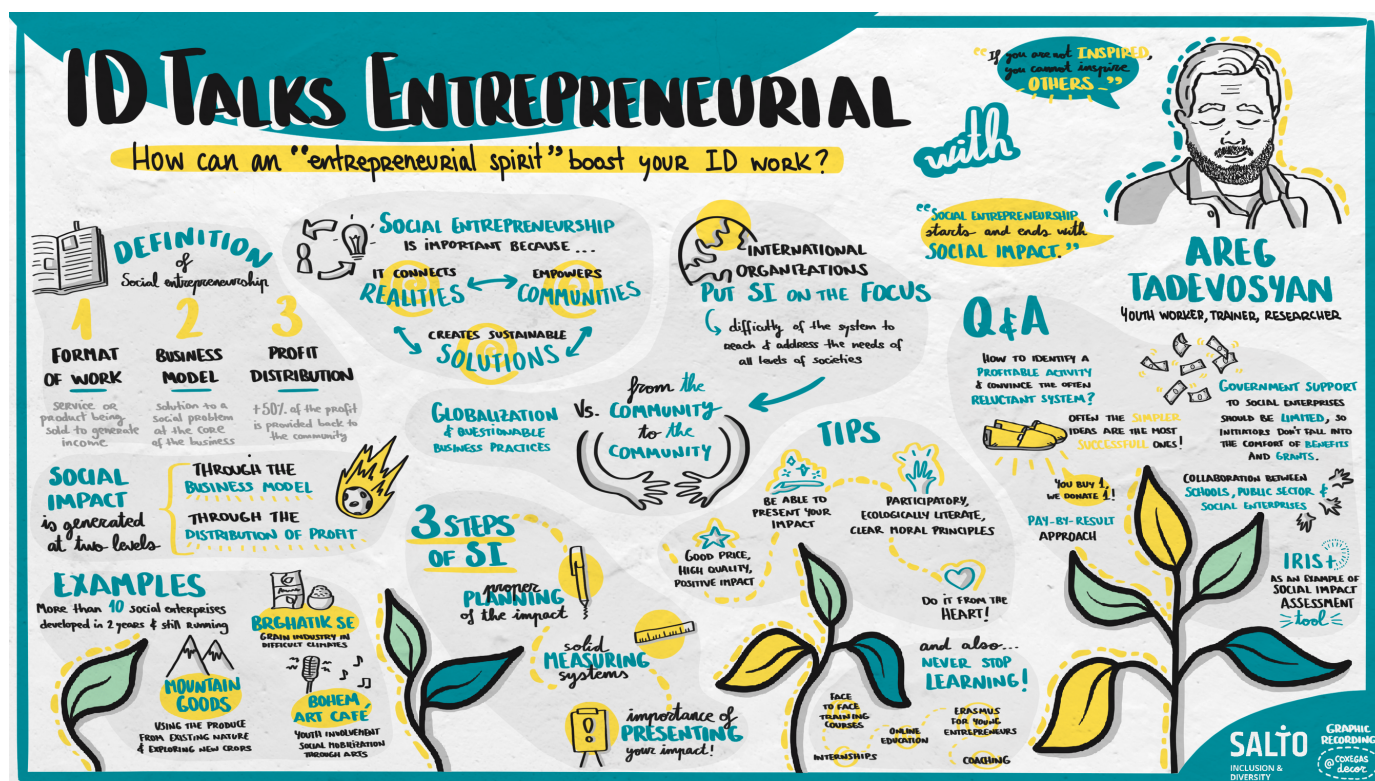


## GUEST SPEAKER: AREG TADEVOSYAN

Areg Tadevosyan has worked since 1993 as a youth worker, trainer, researcher, and consultant for various local and international organizations, NGOs, and state structures. In 1995 he was a member of the initiative group establishing the National Youth Council of Armenia and All-Armenian Student Union and since then has taken part in all the major developments in youth work and youth policy in Armenia. Since 2003 he has been the vice-president of the "International Center for Intercultural Research, Learning and Dialogue" NGO, and from 2020 he is elected the President of the same organization which is renamed "Intercultural Research and Development" NGO. In 2003-2020 he was the president of the National pool of Trainers NGO and was one of the authors of the Non-Formal Education Concept of Armenia. He authored and co-authored a number of articles on youth work and youth policy, as well as several manuals and training kits on youth work, citizenship education, non-formal education, personal development, and intercultural learning.

# Article

by Areg Tadevosyan



## Inspiring practices of social entrepreneurship within the Inclusion & Diversity field

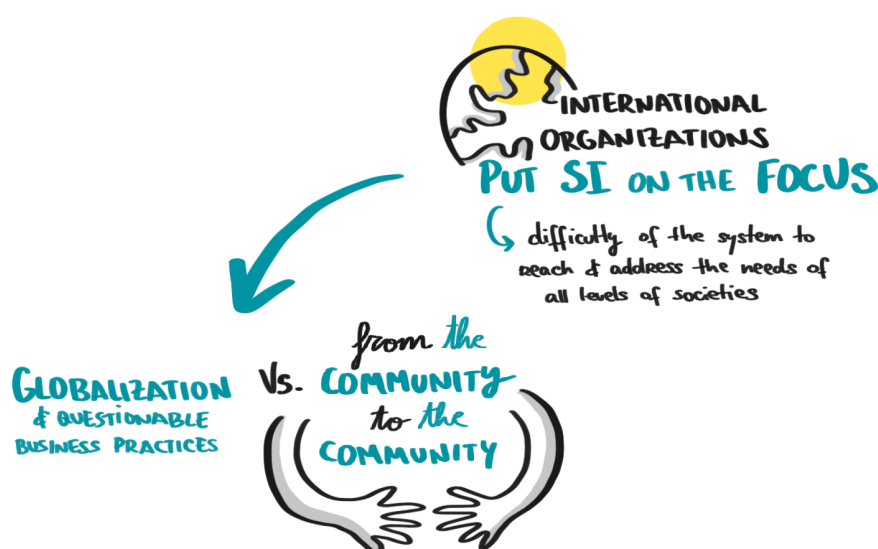
Einstein says,

"No problem can be solved from the same consciousness that created it."



## Why social entrepreneurship?

A new human face of the economy... Almost nobody can doubt that in the last century we are facing tremendous advancements in science and technology which have brought to very advanced economic developments. What we have now in medicine, information, and communication technologies, the military sphere would be definitely regarded as Magic from the medieval point of view. And yet a huge part of the planet lives below the poverty threshold, does not have access to even basic products and services... Those who live in more developed parts of the world, even if in better economic conditions, are far from being satisfied with their lives, especially when global challenges such as COVID-19 and a series of economic crises are constantly shaking their "worlds". Many argue now that the concept of "minimal expenses and maximal profit, and to hell the rest" is leading our planet to even more serious problems. We have to invent a new Economy, one with a more "human face". And here the concepts of Social Entrepreneurship and Social Impact Investment are giving some indication for the possible new path for us. A new path that can take us away from deepening the social, economical, and spiritual divides between us.



## Sustainable and inclusive growth...

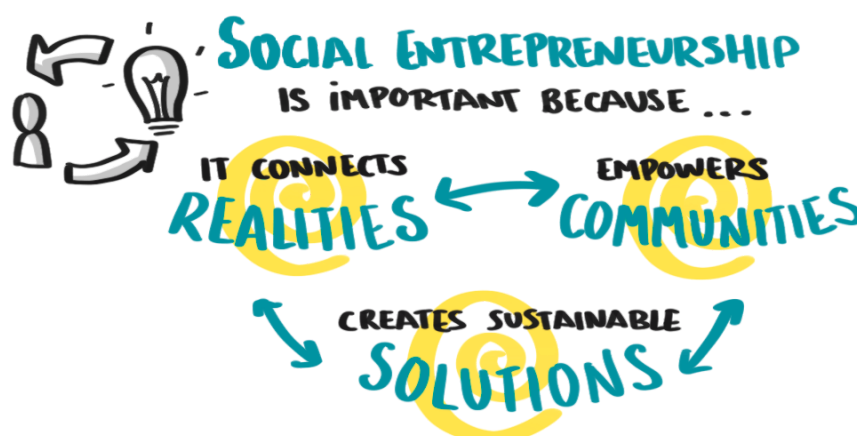
Systemic errors can not be resolved using local solutions. And Social Entrepreneurship and Social Impact Investment institutions walking hand in hand can provide bases for sustainable systemic solutions to a wide range of problems starting from the small community level and finishing with global challenges such as climate change, pollution, and escalating radicalization, etc. Most of the large-scale philanthropic organizations, governments, and international aid and development agencies gradually incorporate these two concepts and their promotion in their priorities. The reason for this is that these two new tools are giving us a chance to get rid of the need for constant donor support and rather to build self-sustainable solutions that are working with profit that can be also contributed into the solution of the same challenges or generation of other positive social transformations.



## What is social entrepreneurship?

The problem of definition and the need for definition... The first challenge that people meet when they start to engage with Social Entrepreneurship is the problem of definition. Here we should take into consideration that it is necessary to find a consensual understanding of the concept at least in the mini-ecosystem of stakeholders dealing with this theme and this task is not a very easy one as there is a wide range of definitions in the international (and sometimes even in the national) "markets". Those who want to establish social enterprise have to understand the nature of this type of structure to be able to design their business plan and communication strategies. If one is an expert or trainer organizing educational activities in the sphere of SE the definition is needed to design appropriate educational curricula or consultancy. For the state actors and international development agencies, a common understanding is necessary to design their support schemes. And amongst all the mentioned actors (and also a number of others not mentioned) it is needed to come to at least an approximate consensus on the nature of this concept to be able to provide minimal synergy in their activities.

Also, it is necessary to consider that this is a rather new concept and a very strict and limiting definition can potentially damage the development processes in this sphere as in the initial stages a minimal "freedom of expression" is a necessary precondition for the new concept to have maximal adaptability and flexibility. Sometimes a definition that can perfectly work in a given reality can be not usable across the border of the country or even in another community of the same country.



## Our definition...

Here we will present to you the definition that is developed in the frameworks of EU funded project "Community development through social entrepreneurship" which is so far the most widely accepted and shared option in our practice.

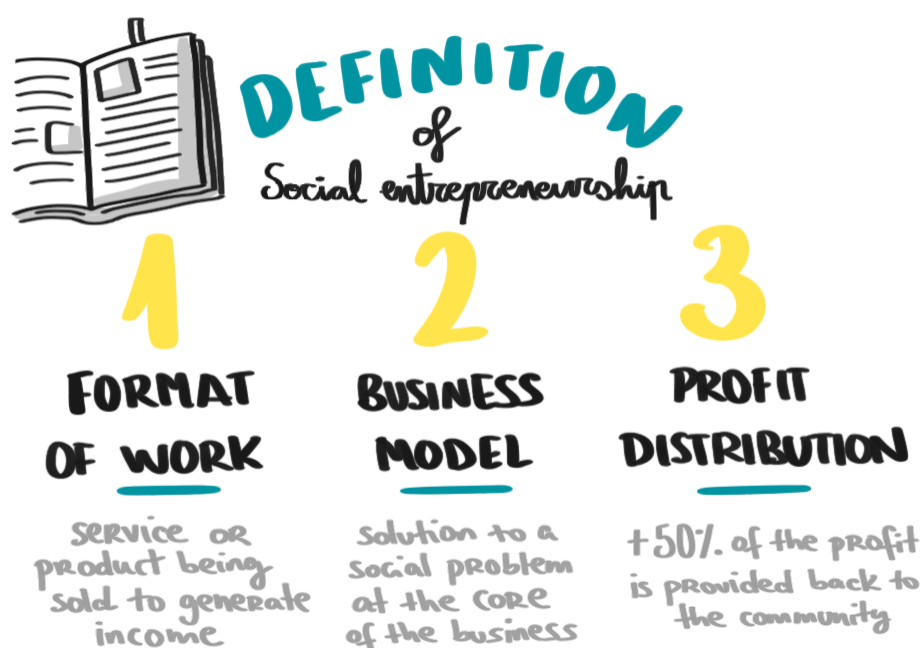
**"Social entrepreneurship is an entrepreneurial activity, which puts the solution of a social problem at the core of its business model, and which dedicates most of its profit to positive social transformation and solution of social challenges".**

## Logics of the definition...

This definition is giving a possibility to differentiate Social Entrepreneurship from other types of activities that might have similar characteristics, such as corporate social responsibility, charity, development projects of civil society, and others. The definition has three main parts and each of them represents certain characteristics of the concept that are making it unique and creating bases of its huge development potential.

- The first part sounds a bit tautological "Social entrepreneurship is an entrepreneurial activity" and it means that SE is an entrepreneurial type of activity so here we should have a service or product that is sold to customers, generating profit. This part of the definition is giving us a possibility to differentiate the SE from development (or not-for-profit) projects or charity activities organized by various actors of civil society.
- The second part is about the business model of the enterprise - "which puts the solution of a social problem at the core of its business model" and says that the business model is built based on and for the solution of a social issue and resolves this issue regardless of the size of the profit... With this part, we are able to differentiate SE from the Corporate Social Responsibility activities organized by various types of regular businesses.
- And the third part is about the distribution of the profit and the core motivation of the entrepreneur, and says - "and which dedicates most of its profit to positive social transformation and solution of social challenges". This part is representing a filter that is testing the motivation of the entrepreneur. Only those who give the community problems they address a higher priority than their own problems will accept this filter and walk into the social entrepreneurship field.

Of course, there are several other definitions of social entrepreneurship and various other conceptual frameworks behind different schools promoting it worldwide. So for practitioners who want to find their definition, it will be worth getting acquainted with other versions as well and also customizing this definition to their realities if they will find that it is too hard or too soft for them...



## Social Impact as the core of Social Entrepreneurship

It is impossible to talk about Social Entrepreneurship without addressing the topic of Social Impact. Generating a social value, social impact is the core mission of the social enterprise. It does not work in a way that after becoming successful businesses enterprises decide if they want to become social enterprises (a very common misunderstanding) but the social enterprise is built around the possibility of a positive social transformation. The entrepreneur sees/feels the pain or development potential in a community and finds a business solution for it. For the customers of the social enterprise, for the entrepreneur him/herself, for the ecosystem of the enterprise, for its supporters it is extremely important to have a clear understanding of its impact on the selected community.

The problem of evaluating the social impact is one of the most difficult issues in the sphere of special entrepreneurship development strategies. There are several international and national organizations and networks that specifically work on the social impact measuring systems, but so far it still remains a not completely resolved problem. One of the best tools so far developed is the IRIS+ system by the Global Impact Investment Network (<https://iris.thegiin.org>). A lot of social enterprises argue that the social impact is such a complex matter that it is impossible to come up with a clear system of its measurement. But nowadays the economic system, behavioral science, and other social sciences have developed such a great toolbox, which, especially combined with new information communication technologies (big data, smart data, Internet of things, artificial intelligence tec.) creates new horizons for social impact-oriented businesses and social impact investors. In general, we can state that we still need a compact system of social impact planning and measures that can be done in a user-friendly manner, made available for various models and sizes of SEs.

On the side of the Social Enterprises themselves the systemic work with social impact is composed of three distinct functions that provide maximization and visibility of the impact on the wider community level:

- Planning of the Social impact; which starts at the stage of creation of the business plan of the SE, and continues at various stages of the planning of different processes of business management.
- Measuring of the social impact; which is realized on a day to day basis as well as summed up at various stages of business process evaluation. Here we measure both economic (that is possible to present in the form of monetized result) and social/cultural (which is not directly transferable to financial outcomes but is displayed as behavioral or social transformations) impact.
- Presenting the social impact; which is extremely important on one hand as we live in information society realities, and on the other hand as we still talk about a concept that is new to the majority of our societies and needs constant awareness-raising measures.

## Need of a new business plan...

The social issue and planned social impact are the core of business plan development and business process management of the social enterprises. So the classical business planning tools are sometimes not quite adequate for social enterprises. There are already quite some teams that customize the traditional Business Canvas model to the social enterprise reality, as well as develop a new set of competences that social entrepreneurs should have, and those can also not 100 percent match with the Entrecomp model of EU or other business competence frameworks.



### Some tips for SE startups

- Social enterprise does not mean that you can have higher prices and lower quality... You must have a very good price, very high quality, plus positive social impact...
- It is especially important for a social enterprise to present the social impact it has created in its community, to its ecosystem, and to other stakeholders.
- The social enterprise must be more participatory, ecologically literate, and positively influential and have clear moral principles in all its functions.
- Do not go for free money, grants, and other free resources... If you do not have an idea that you are sure will work, that will be profitable and you are not ready to start it even with a loan,... keep looking and thinking...

### Some tips for SE learners

You need a lot of knowledge to start a successful social enterprise... Spend a lot of resources on learning!!! Look for people who are already successful in the given field, learn from them. Be sure that if you sincerely want to learn and are not afraid to admit your ignorance, there will be many people who will be willing to help you...

Consider a variety of methods and tools that can enrich your learning such as:

- Face to face training courses on social entrepreneurship;
- Online education on social entrepreneurship;
- Mentoring and Coaching from experts, trainers, and social entrepreneurs;
- Voluntary work and internships in actual social enterprises;
- Books, websites, video lessons, articles, etc.

Summing up we can state that the spheres of Social Entrepreneurship and Social Impact Investment are new, very dynamically growing spheres with a huge potential for development processes on community and global levels and both private and public sectors have a lot to do in order to incorporate them in the contemporary development strategies.



## YOUTUBE LINKS:

- [ID Talks Entrepreneurial – Full Version](#)
- [ID Talks Entrepreneurial Teaser](#)

## RESOURCES:

- ASHOKA is one of the leading worldwide organizations promoting social entrepreneurship: <https://www.ashoka.org/>
- IRIS+ a system of social impact measurement of the Global Impact Investment Network (GIIN): <https://iris.thegiin.org/>
- Social Entrepreneurship Specialization Course on COURSERA by the Copenhagen Business School: <https://www.coursera.org/specializations/social-entrepreneurship-cbs>
- Social Entrepreneurship designed in the framework of Erasmus plus KA2 project: <https://setoolbox.net/>





## EDITORIAL INFORMATION

Published in May 2021 by SALTO-YOUTH Inclusion and Diversity Resource Centre (Support & Advanced Learning and Training Opportunities within The Erasmus+: Youth in Action and European Solidarity Corps programmes)

Official Website: [www.SALTO-YOUTH.net/inclusion/](http://www.SALTO-YOUTH.net/inclusion/)

SALTO-Jint, Grétrystraat26, 1000 Brussel, Belgium

Tel: +32 (0)2 209 07 20 Fax: +32 (0)2 209 07 49

[inclusion@salto-youth.net](mailto:inclusion@salto-youth.net)

Legal info: JINT vzw, 0441.254.285, RPR Nederlandstalige Ondernemingsrechtbank Brussel

Coordination: Henrique Gonçalves and Marija Kljajic ([inclusion@salto-youth.net](mailto:inclusion@salto-youth.net))

Facilitator: Anna Yeghoyan ([ayeghoyan@yahoo.com](mailto:ayeghoyan@yahoo.com))

Digital Co-Facilitator: Maria Kousoula ([marakikousoula@gmail.com](mailto:marakikousoula@gmail.com))

Graphic Facilitator: Olalla González ([olalla@shokkin.org](mailto:olalla@shokkin.org))

General Editor of the Publication: Maria Kousoula ([marakikousoula@gmail.com](mailto:marakikousoula@gmail.com))

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***On behalf of the SALTO Inclusion & Diversity!***

