



Delivering entrepreneurship education

Introduction

Welcome to this guideline for **ArtiYOUth project**, this guideline's purpose is to support youth workers in delivering inclusive and practical entrepreneurship education. You will be informed on the Project, its aims, the partnership, and the deliverables of the project, including the Learning Platform developed with 5 entrepreneurship modules in 6 languages, and Artisanship Video Series.

About The Project:

ArtiYOUth is an Erasmus+ partnership started in 2023 and ending in 2025 and is financed by European Union. It aims to transform lives of disadvantaged youth through accessible entrepreneurship and creative skills training.

- **Target audience:**

1. Disadvantaged youth (NEETs, migrants, rural youth, etc.)
2. Youth workers, educators, trainers working with disadvantaged youth.

- **Deliverables:**

- **Online courses** to develop business thinking, and essential entrepreneurial skills.
- **Video Tutorials** that cover different artisan skills such as pottery, mosaic making etc.
- **Specialized Content** on how to manage stress, and create emotional health.



Partnership

ArtiYOUth project partnership consists of six dedicated partners, which are experts in their respective fields:

Bridge Language Study House Association:

The Project Coordinator, Bridge Language Study House is a Non-Profit, based in Cluj-Napoca, Romania. It is focused on digital skills, language learning, youth work, and inclusion.

Centrum Edukacyjne EST:

Centrum is an adult education institution based in Wadowice, Poland. They have successfully participated in EU programs, blending arts, crafts, and digital entrepreneurship.

Foundation Sizigija:

is a NGO based in Skopje, North Macedonia. It consists of experts on education, culture, and social development.



Partnership

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Modus ry:

Modus is based in Tampere, Finland, and a nationally renowned and recognised institution that promotes professional design, arts and crafts. It consists of design and applied arts specialists in creative industries.

Mathemagenesis IKE:

Mathemagenesis is a Greek SME located in Thessaloniki. Its staff is formed by eLearning experts in business, educational technology, and instructional design. Their portfolio includes self-paced online course and they are also experts in providing Virtual Reality Trainings.

Innosouth:

Innosouth is a young SME based in Otura, Spain. It is dedicated to consulting and training service to companies in the areas of education, technology, and social enterprise.



Understanding the learners

Who are disadvantaged youth?

ArtiYOUth dealt with young people facing economic hardship, limited education, social exclusion, or geographic isolation.

Common barriers

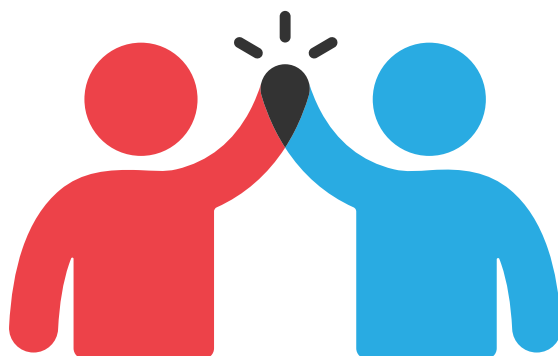
- Economic: lack of resources for training/tools.
- Social: stigma, discrimination, weak support networks.
- Educational: low literacy, limited prior learning.
- Geographic: rural isolation, poor digital access.

Why ArtiYOUth focused on entrepreneurship & artisanship?

The project focuses on entrepreneurship and artisanship because artisanship offers a practical and accessible path to income generation with minimal financial investment, while entrepreneurship education equips disadvantaged youth with the mindset, confidence, and skills needed to turn their talents into sustainable businesses, thereby increasing their employability, independence, and social inclusion.

The combination of these 2 competences:

- Create self-employment opportunities.
- Build empowerment and confidence.
- Strengthens social and economic integration.



Understanding the learners

In ArtiYOUth we discovered, that disadvantaged youth face some specific learning needs, such as: an increased fear of failure, low self-confidence and self-efficacy, lack of supportive networks and knowledge gaps. Therefore, those who want to teach entrepreneurship to disadvantaged youth need to be equipped with:

Tailoring approaches

- Use inclusive, learner-centered, experiential methods.
 - Build trust through respect, encouragement, and small wins.
 - Adapt with simple language, visual aids, peer mentoring, and flexible pacing.
- **Engagement strategies**
 - Gamification (points, badges, challenges).
 - Role play and storytelling for real-life context.
 - Mentorship and peer support to sustain motivation.
 - **Overcoming barriers to participation**
 - Provide scholarships, transport or digital access support.
 - Offer flexible schedules and blended formats.
 - Encourage a safe, supportive learning environment.



How to Access the Entrepreneurship Courses?

To access the ArtiYOUth Entrepreneurship courses on the Moodle platform, please follow the steps below:

1. Visit the Project Website

Go to <https://best4artisans.eu/artiyouth/>.

2. Access the Moodle Platform

On the page, click the link that directs you to the Moodle platform or go directly to:

<https://online.blsh.ro/moodle/login/signup.php>

3. Create a New Account

On the login page, select the option to create a new account.

4. Complete the Registration Form

- Choose a username and enter all required personal details. (use smallcaps for your username)
- Pay close attention to spelling and capitalization, as this information will appear on your course certificate.
- Make sure all information is accurate.

5. Select Your Preferred Language

At the end of the form, select the preferred language of the course you want access to!

Once registered, you will get an automatic email. Log in to the platform again from this link:

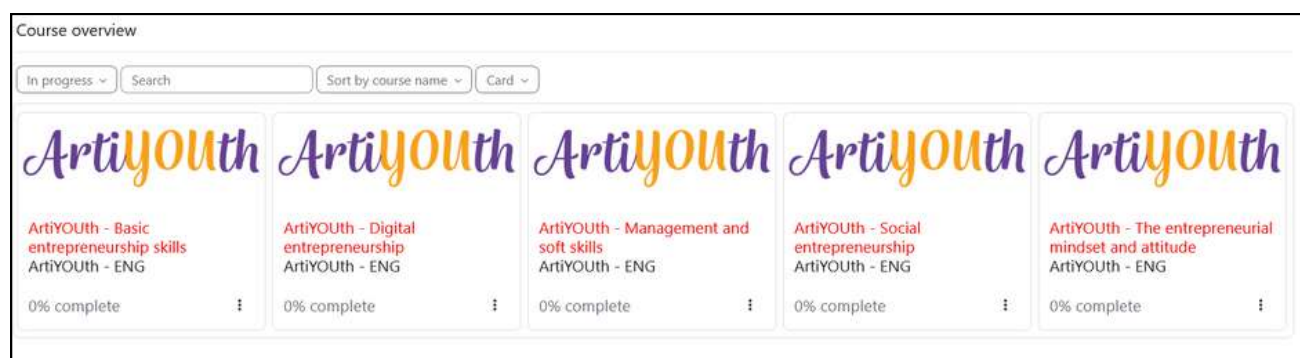
<https://online.blsh.ro/moodle/login/index.php> using your credentials and start exploring!



How to Navigate Moodle Effectively?

Once you login, you can see the overview of courses you have registered.

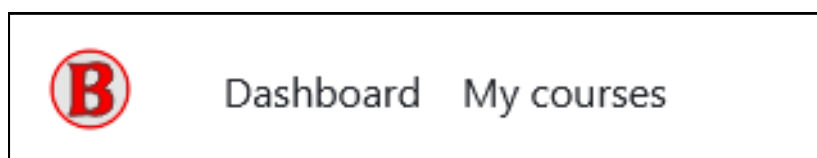
Each boxes contain the name of the course and the percentage of completion. This percentage will increase as you complete the course.



The screenshot shows the 'Course overview' page in Moodle. At the top, there are filters for 'In progress', a search bar, and sorting options 'Sort by course name' and 'Card'. Below these are five course cards, each for 'Artiyouth'. The cards are:

- Artiyouth - Basic entrepreneurship skills
Artiyouth - ENG
0% complete
- Artiyouth - Digital entrepreneurship
Artiyouth - ENG
0% complete
- Artiyouth - Management and soft skills
Artiyouth - ENG
0% complete
- Artiyouth - Social entrepreneurship
Artiyouth - ENG
0% complete
- Artiyouth - The entrepreneurial mindset and attitude
Artiyouth - ENG
0% complete

You can always go back to the overview of your all courses by clicking on Dashboard on top-left corner of the webpage.



The screenshot shows the Moodle navigation bar. On the left is a red circular logo with a white letter 'B'. To its right are two links: 'Dashboard' and 'My courses'.



Co-funded by
the European Union

Artiyouth



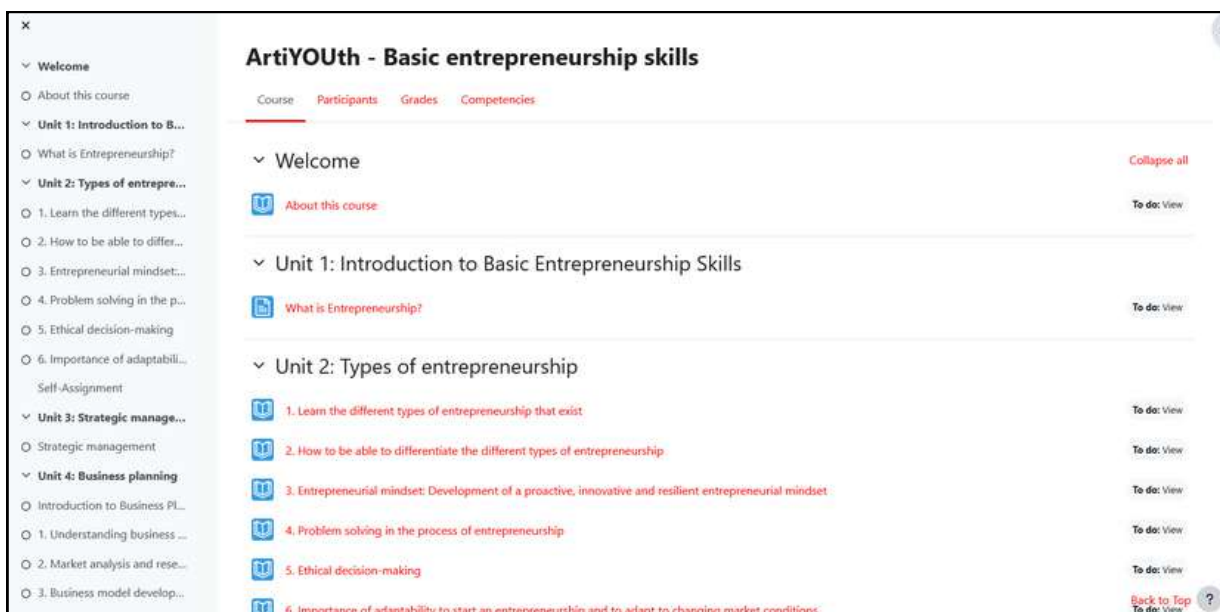
How to Navigate Moodle Effectively?

Once you click on a course, you'll see the main course page with:

Left sidebar: Course navigation and progress tracking

Center area: Course content and activities

Top navigation: Course tabs (Participants, Grades, etc.)



Using the Left-Side Panel: The left panel is your roadmap through the course:

- **Welcome section:** Course overview and introduction
- **Course units:** Organized by topics or weeks
- **Progress indicators:** Shows completed activities with green dots

TIP: Click on any item in the left panel to jump directly to that section

Tips on Using Moodle

Book Activities: Read through each page using "Next" and "Previous" buttons. Complete any embedded activities or reflection questions as you go.

Assignments: Upload files using the drag-and-drop area or browse to select files from your device

Practice Quizzes (Between Units) These short quizzes help you check your understanding:

- Give informal insight into your current knowledge level
- Can be attempted multiple times - use them to practice!
- Review any topics you're unsure about before moving on.

Final Course Assessment: Your main assessment to earn certification:

- Time limit: 15 minutes
- Passing grade: 70 out of 100
- Grading method: Highest grade (you can retake if needed)
- Certificate: Earned when you score 70% or higher



How to Access the ArtiYOUth Video Series?

Some videos may be embedded directly in course units.
But to see all ARTISANSHIP TUTORIALS go to our YouTube channel:

<https://www.youtube.com/@best4artisans495>

Using Video Controls

Play/Pause: Click the video or use spacebar

Volume: Use the volume slider or your keyboard

Full Screen: Click the expand icon for better viewing

Speed Control: Adjust playback speed (0.5x to 2x) if available

Managing Subtitles/Captions

- Look for the "CC" button at the bottom of the video player
- Click "CC" to turn subtitles on/off
- **For YouTube videos:** Click the settings gear icon (⚙️) to:
 - Choose subtitle language
 - Adjust subtitle size and color
 - Turn auto-generated captions on/off
- **For Moodle videos:** Subtitle options may be limited to what's provided



Learn a new craft skill

See all ARTISANSHIP TUTORIALS in our YouTube channel.

1. [How to make driftwood constructions](#)
2. [How to make paper pulp constructions](#)
3. [How to make a mosaic art panel](#)
4. [How to create pebble art](#)
5. [How to make salt soap](#)
6. [How to decorate eggs using wax](#)
7. [How to make pottery](#)
 - [How to make Pottery Part 2](#)
8. [How to make natural wax candles](#)
9. [How to Weave a Basket](#)
10. [How to Do Needle-Binding](#)
11. [How to Make Accessories from Recycled Spoons](#)
12. [How to Make a Headband from Upcycled Materials](#)
13. [How to Make Lip balm](#)
14. [How to Make recycled roses from textile](#)
15. [How to Make recycled flowers form textile](#)
16. [How to Make decoupage](#)
17. [How to Make prayer bracelet](#)
18. [How to do stamp printing](#)
19. [How to make a traditional Dobra-style Easter palm](#)
20. [How to make a folk wooden dragon toy](#)
21. [How to make makrame keychains](#)
22. [How to make beaded earrings](#)
23. [How to make Necklaces with recycled paper](#)
24. [How to make crochet](#)

BONUS VIDEO

[Coping and emotional well-being through artisanship](#)



Overview of the course modules

Module 1: Entrepreneurial mindset and attitude



Module summary

This module focuses on fostering an entrepreneurial mindset by addressing common stereotypes, encouraging self-reflection, and teaching basic financial and business concepts. Key topics include understanding personal definitions of success, financial literacy (e.g. passive income), and using tools like SWOT analysis and Lean Canvas to shape business ideas. It also emphasizes self-awareness, resilience, mentorship, and adapting to change.

Key learning outcomes

Participants will be able to:

- Challenge entrepreneurship myths and define personal success.
- Grasp key financial concepts and create a personal dream chart.
- Conduct SWOT analysis and use Lean Canvas.
- Value risk-taking, innovation, and continuous learning.
- Develop self-management skills (e.g. SMART goals, stress and time management).

Practical tips for Youth Workers to deliver the content

- Use discussions, storytelling, and real-life examples.
- Encourage journaling and personal reflection.
- Promote group work for peer learning.
- Foster a safe and flexible learning environment.

Recommended delivery format

- Small groups with space for individual work.
- Mix of presentations, guided discussions, journaling, and workshops.



Suggested activities

- Prejudices and stereotypes of creative entrepreneurship
 1. Group discussion: “What does success mean to me?” – compare personal views vs. common stereotypes.
 2. Debate: “Are entrepreneurs born or made?” to challenge myths.
 3. Role-play: participants act out situations where stereotypes might discourage someone from pursuing ideas.
- Personal financial management
 1. Create a “dream chart” or vision board mapping personal financial goals.
 2. Simple budgeting simulation: managing limited resources to reach a goal.
 3. Explore examples of passive income and discuss feasibility for youth.
- Identifying and maximising opportunities
 1. Brainstorming session: map personal skills and passions, then match with real-world opportunities.
 2. Practice using a SWOT analysis for an everyday idea (e.g., a school café).
- Assessing risks of entrepreneurship
 1. Risk ranking: give participants different scenarios and have them rank from low to high risk, then justify.
 2. Introduce the Lean Canvas through a hands-on mini-project.
- Predicting mistakes and learning from them
 1. Case study analysis of failed businesses – identify mistakes and lessons.
 2. Reflection exercise: share a personal mistake and what was learned from it..



Module 1: Entrepreneurial mindset and attitude

- Recognising the power of knowledge
 1. Mentor interviews (live or recorded) to explore real-world insights.
 2. Brainstorm sources of knowledge (formal and informal) and map them.
- Planning on being action-oriented
 1. SMART goals workshop: write individual goals and share with peers.
 2. Action planning: each participant drafts a small step to move closer to their dream chart/idea.



Structuring workshops & sessions

- Divide the module into 7 sessions of 1.5–2 hours, each covering one unit.
- Suggested flow for each session:
 - a. Icebreaker/Reflection (10–15 min) → connect with prior knowledge or personal experiences.
 - b. Core activity (45–60 min) → practical, group-based exercises (debates, SWOT, Lean Canvas, etc.).
 - c. Wrap-up/Reflection (20–30 min) → journaling, peer feedback, or group discussion.
- Group size: ideally 6–12 participants, but activities can be adapted for larger or smaller groups.
- Encourage linking units together (e.g., using the dream chart from Unit 2 in later units when planning action steps).



Monitoring and encouraging progress

- Reflection journals: after each unit, youth write a short entry based on the assignments from each unit;
- Project-based evaluation: build a simple Lean Canvas or financial plan for a business idea; update it as the module progresses.
- Peer feedback sessions: present business ideas or risk assessments to the group and collect constructive feedback.
- Progress tracking tools: use checklists (e.g., mastered SWOT, defined SMART goals) so participants can see achievements.
- Mini-pitches or presentations: at the end of the module, each participant shares their action plan or idea. Builds confidence, accountability, and communication skills.
- Mentor/teacher encouragement: highlight small wins, resilience in facing challenges, and creativity, not just final outcomes.



ACTIVITY EXAMPLE - Say "NO" to negative beliefs about financial well-being

Learning objectives:

- Become aware of limiting beliefs about money and well-being.
- Develop critical thinking by analyzing evidence that supports or refutes a belief.
- Learn to transform negative beliefs into constructive affirmations.
- Improve self-esteem and confidence in one's financial potential.
- Create a visual self-motivation tool (positive list) to support a healthy mindset about money.

Duration: 30-40 minutes

Steps:

- Display the list of negative beliefs about well-being from the ArtiYOUth course.
- Participants choose at least 3 beliefs that they most align with.
- Each participant takes the beliefs they have noted down one by one and decides whether they are really true, asking themselves the following questions: Is this belief really mine, or have I taken on someone else's judgment? Is this belief based on evidence? Look for evidence that disproves the belief (e.g. stories of people who have proven it wrong; statistics).
- We apply the mirror method, transforming negative beliefs that are not actually true into positive ones! For example:

Negative belief: "I'm not good enough to get rich."

Positive belief: "I have these skills, knowledge, abilities... and what I don't have, I can learn this way..."

- We ask each participant to display the positive list in a place where they can see it often (e.g., their phone screensaver). The more often they see it, the more it becomes part of their thinking!



Overview of the course modules

Module 2: Basic entrepreneurship skills



Module summary

This module introduces young people to the fundamental skills of entrepreneurship. It covers core concepts such as creativity and innovation, business planning, financial literacy, marketing basics, and problem-solving. The aim is to empower youth to develop entrepreneurial mindsets, explore business opportunities, and build the confidence to start and manage small initiatives.

Key learning outcomes

By the end of the module, participants will be able to:

- Understand what entrepreneurship is and why it matters.
- Identify personal strengths and skills relevant to entrepreneurship.
- Develop basic business ideas and simple business plans.
- Apply basic financial and budgeting skills.
- Understand marketing and sales fundamentals.
- Demonstrate teamwork, communication, and problem-solving skills.



Practical tips for youth workers on how to deliver the content

- Use examples of young entrepreneurs or youth-led initiatives.
- Encourage participants to share their own business ideas and experiences.
- Link entrepreneurship concepts to local community needs and opportunities.
- Balance theory with practical, hands-on exercises.
- Foster an open, supportive environment that encourages creativity and risk-taking

Recommended delivery format

- Group sessions: Brainstorming, teamwork, role-plays.
- Individual tasks: Reflection exercises, idea generation, journaling.
- Hands-on activities: Designing mini-business projects, simulations, pitching ideas.
- Online learning: Use digital tools for collaboration (e.g., shared whiteboards, business simulation apps).



Suggested activities/methods

- Icebreaker: "Pitch yourself in 30 seconds."
- Group activity: Brainstorm business ideas solving everyday problems.
- Case study: Analyze a successful youth entrepreneur's journey.
- Simulation: Create a simple budget for a small project.
- Role-play: Practice pitching a business idea to "investors."
- Reflection: Write in a journal about what skills they discovered in themselves

Structuring workshops & sessions

- Duration: 60–90 minutes per session.
- Structure:
 - Introduction (10 min)
 - Concept explanation (15–20 min)
 - Activity / group work (30–40 min)
 - Reflection and feedback (10–15 min)
- Group size: 10–20 participants for optimal interaction.

Monitoring and encouraging progress

- Use assignments such as drafting a one-page business idea.
- Collect evaluation forms after each session.
- Apply project-based evaluation: participants develop and present a small entrepreneurship project.
- Encourage reflection journals to track personal growth.
- Provide peer feedback during group presentations and idea pitches.



ACTIVITY EXAMPLE - The 5 Euro challenge

Learning objectives:

- Develop creativity and entrepreneurial thinking in conditions of limited resources.
- Practice teamwork and quick decision-making.
- Become familiar with the Business Model Canvas.
- Develop skills for presenting and arguing a business idea.

Duration: 90–120 minutes.

Steps:

- Participants divide into groups of 3–4 people
- The trainer explains the rules of the exercise: each team receives an envelope with a secret amount of money (5 euros). The goal: to find the best way to turn this money into a profit, i.e., to choose a feasible business idea that they can grow starting from the 5 euros.
- Teams present their idea and give each other feedback.
- Watch the short video from the ArtiYOUth course on completing the Business Model Canvas. Each team completes their own Business Model Canvas for the idea they tested.
- Teams present their business idea, process, results, and completed Canvas to the others. The rest of the group and the trainer provide constructive feedback (strengths, areas for improvement).

Alternative: If participants are having trouble identifying a business, it may be advisable to introduce them to the IKIGAI model for identifying a field of activity (it is useful for both future professional careers and the entrepreneurial environment).



ACTIVITY EXAMPLE - "From business idea to planning"

Learning objectives:

- to develop creative thinking.
- to develop information gathering and structuring skills.

Duration: 50 minutes (50 minutes is realistic if there has been a prior lesson on SWOT analysis; if students are unfamiliar with this analysis, then two hours are needed).

Steps:

- Divide the class into groups of 5 students.
- Each group will be a company and will have to find a name and identify a single product/service.
- Each group will have to perform a SWOT analysis for the success of the product/service:

What are the strengths/weaknesses?

What are the opportunities/threats?

- Based on the SWOT analysis, each group will have to define the 5W1H of the product/service: who, what, where, when, why, and how.
- At the end, each group will present the analysis of the product/service from the perspective of the two tools.
- Feedback.



ACTIVITY EXAMPLE - "From business idea to planning"

Learning objectives:

- to develop creative thinking,
- to develop information gathering and structuring skills,
- to develop message formulation skills through writing/speaking.

Duration: 50 minutes (this lesson complements the previous one or can be an alternative; the time is realistic if students have digital skills, otherwise this task will take two hours).

Steps:

- Divide the class into groups of 5 students.
- Each group will form a company and will have to find a name and identify a single product/service.
- Each group will have to define the customer avatar for the product they have created:

Who is the ideal customer - demographic data, goals and motivations, problems, behaviors and habits (including where they get their information).

- Based on this avatar, students will create a key message in the form of a leaflet and/or short video.
- Feedback.



Overview of the course modules

Module 3: Management and soft skills



Module summary

In today's dynamic work environment, strong management and soft skills are essential for success. This module focuses on essential management and soft skills that support the development of entrepreneurial competencies in educational settings. Participants will explore the fundamentals of human resource management, learn how to build and lead effective teams, enhance communication strategies, apply practical problem-solving techniques, and understand the basics of financial management.

Key learning outcomes

After going through the module, participants will be able to develop human resource management knowledge, skills and competences; build team-building and communication and acquire competences related to basic financial management.

Practical tips for youth workers on how to deliver the content

1. *Adapt to the learners' experience level* - start with a self-assessment or icebreaker to gauge learners' understanding. Our course-check test might give you a big help 😊
2. *Mix teaching formats* - combine short presentations (10–15 min) using slides/videos to explain key concepts with guided reflection or group analysis. Use the provided templates to consolidate the knowledge and practice it (eg. use the interview questions for role-plays; the case study for a financial plan).



3. Use *experiential learning* techniques, such as Kolb's cycle: experience → reflect → conceptualize → apply.
4. Facilitate *peer learning*, eg. organize small group activities where learners solve challenges together, encourage peer presentations of team ideas, use rotating leadership within groups to develop soft skills.
5. Encourage *action plans*, give participants homework or projects to apply what they learned to their own initiatives.

Recommended delivery format

- Blended learning: online presentations/videos combined with in-person group discussions, group and individual work.
- Hands-on and reflective: practical exercises paired with short reflection sessions.

Suggested activities

Human resource management

- Brainstorming about the importance and need of HR.
- Role-play hiring and interview processes using simple personas.
- Discuss fairness, diversity, and team dynamics.

Soft skills

- Team challenges (e.g. build a business idea in 30 mins).
- Case studies or "escape room"-style puzzles related to business.
- Role plays for communication styles and for practicing active listening.
- Give constructive feedback to each others projects.

Financial management

- Youth-led budget simulations or a "mini-company" exercise.
- Use the study case on own examples.



Structuring workshops & sessions

Break down the module in sessions of 1.5-2 hours.

Recommended session topics:

- Understanding HR management, practicing interviews;
- Practicing soft skills (one session for each soft-skill - communication, problem-solving, team-building);
- Understanding and practicing financial management.

We recommend a group size of 6-12 people, though the activities can be adapted to smaller or larger groups.

Monitoring and encouraging progress

- Use the end-of-module test to evaluate understanding and application of core concepts (included in the module);
- Include project-based evaluation to encourage real-world application and deeper engagement, eg. own financial plan; HR selection announcement. Reflect on challenges and successes. If you include presentation or pitch you can build confidence and accountability.
- Integrate reflection journals especially for soft skills to foster self-awareness and personal growth. Encourage regular journaling eg. "What did I contribute to the team today?".
- Encourage peer feedback - especially using the constructive feedback elements - to strengthen team dynamics and help youth learn from one another.



ACTIVITY EXAMPLE - Job interview

Learning objectives:

- To develop concise speaking and writing skills,
- To prepare and simulate an interview,
- To correlate the interview with entrepreneurial thinking (self-presentation as a personal brand)

Duration: 100 minutes (2 hours of 50 minutes each).

Steps:

- Divide the class into groups of students and each group says: How would I present myself as a product or service. Write down a few examples on the board.
- Discussion: what an interview means and what the steps are (research, outfit, resume, advertisement, communication channels), how it unfolds, common questions, conclusion, and follow-up.
- The actual preparation (can be connected to previous lessons).
- Role-playing, followed by communication of the results.
- Self-reflection & reflection - what worked, how to build a personal brand.
- Assignment: prepare a pitch for the next class.



Overview of the course modules

Module 4: Digital entrepreneurship

Branding – promotional material creation and editing



Summary

This unit introduces the core principles of branding for young entrepreneurs, especially artisans, and explores digital tools - primarily Canva - for creating consistent and appealing promotional materials. It combines conceptual branding knowledge with practical exercises using design platforms, empowering learners to build a compelling visual identity and communicate their brand values effectively online.

Key learning outcomes

By the end of this module, learners will be able to:

- Understand branding fundamentals (visual identity, tone, consistency).
- Identify and apply the key elements of brand creation (logo, colours, fonts, messaging).
- Evaluate and choose graphic design platforms suitable for their needs.
- Use Canva to create visually cohesive marketing materials.
- Reflect branding values and mission through design and content choices.
- Build promotional materials that enhance online presence and customer engagement.

Canva 



Practical tips for youth workers

- Start with storytelling: encourage learners to define their brand story before diving into visuals.
- Use local examples: adapt the artisan examples (e.g., Nash and Jones, Tatte Bakery) to the learners' context for relevance.
- Scaffold Canva training: begin with basic navigation, then progress to more complex customisation features.
- Encourage experimentation: let learners explore different styles in Canva before finalising their brand look.
- Integrate feedback loops: use peer reviews and group critiques to refine understanding of brand consistency.



Recommended delivery format

- Blended learning: online Canva tutorials combined with in-person or live virtual group discussions.
- Group and individual work: group brainstorming for brand identity, individual hands-on design projects.
- Hands-on and reflective: practical exercises paired with short reflection sessions.



Suggested activities / methods

- Brand audit: learners assess a well-known brand's identity and consistency across platforms.
- Design sprint: create a social media post or flyer in 30 minutes using Canva templates.
- Peer review sessions: groups give feedback on each other's promotional materials.
- Story behind the brand: learners write and present their brand's mission and values narrative.

Structuring workshops & sessions

- Workshop duration: 3 - 5 sessions (1.5–2 hours each)
- Suggested pacing:
 - Session 1: introduction to Branding
 - Session 2: brand elements & case studies
 - Session 3: Canva basics & practice
 - Session 4: hands-on design projects
 - Session 5: presentations & peer feedback
- Group size: 6–12 participants (ideal for hands-on feedback and individual support).

Monitoring and encouraging progress

- Course assignments: social media post and flyer creation using Canva templates.
- Evaluation forms: pre/post self-assessment on branding knowledge and design confidence.
- Project-based evaluation: final branding package presentation including visuals and narrative.
- Peer feedback: structured rubrics for assessing consistency, creativity, and alignment with brand values.



ACTIVITY EXAMPLE - Teamwork in Trello

Learning objectives:

- Familiarize participants with the use of a digital work organization platform (Trello).
- Develop skills for planning and managing tasks in a team project.
- Learn to set deadlines and assume individual responsibilities within a group.
- Encourage collaboration and coordination among team members by using common tools.
- Create a practical teamwork experience that mimics real-life project management situations.

Duration: 60-90 minutes

Steps:

- Watch the ArtiYOUth tutorial on Trello
- In pairs (or individually), we create a Trello board step by step, assign tasks, set deadlines, etc.

Alternatively: we use Trello for a team effort/joint project among young people to plan tasks, set deadlines, involve team members, coordinate work, etc.



Overview of the course modules

Module 5: Social entrepreneurship



Module summary

Built from the lens of “idea-to-impact,” this module reframes entrepreneurship as a vehicle for social change—clarifying what social entrepreneurship is, tracing its European roots, unpacking the traits of social enterprises, and linking mission to the SDGs while showing how impact and financial sustainability reinforce each other in real ventures. Through case-led, hands-on work, learners generate and pressure-test a social enterprise idea using PESTEL, market research, and empathy maps; map stakeholders and supportive ecosystems; compare funding paths (crowdfunding, investor pitching, PPPs); and conclude with a crisp business plan and pitch that communicate impact, feasibility, and a credible growth path.

Key learning outcomes

- Define social entrepreneurship (SE), distinguish it from traditional business/NGOs, and link mission to relevant SDGs (sustainable development goals).
- Craft a clear social value proposition and simple theory of change.
- Map stakeholders and the supportive ecosystem to identify partners and resources.
- Generate and vet SE ideas using PESTEL, market research, and empathy maps; validate key assumptions.
- Design a viable business model and basic financials (pricing, costs, breakeven).
- Compare funding options (earned revenue, grants, crowdfunding, impact investors, PPPs) and outline a funding plan.
- Set impact key performance indicators and produce a one-page business plan plus a focused 3-minute pitch.



Practical tips for youth workers on how to deliver the content

- Keep it lean: Prototype with paper canvases and 1-pager concept notes before slides.
- Balance mission & money: Use a “dual bottom line” checklist in critiques.
- Build safe rooms: Encourage respectful debate; normalize iteration and pivots.
- Accessibility: Provide printable templates and low-bandwidth options.

Recommended delivery format

- Blended learning: Short concept videos/readings + live workshops.
- Group & individual work: Teams to explore problems; individuals to draft concept notes.
- Hands-on + reflection: 60% practical, 40% case development
- Guest voice (optional): Invite a local social entrepreneur or do a short virtual case study.

Suggested activities/methods

- Problem tree (45–60 min): causes ↔ effects to sharpen the problem statement.
- Beneficiary persona & journey (45 min): map pains/gains and barriers.
- Mission test (20 min)
- Social BMC Sprint (60–90 min): Fill a canvas with an added “Impact” block and “Key Partners (social)” block.



Structuring workshops & sessions

- Duration: 90–120 min per session.
- Pacing: Mix input (30–40 min), group work (40–50 min), reflection (20–30 min).
- Group size: 12–20 participants, working in teams of 3–5.

Example flow:

- Session 1: Intro to SE + problem tree (homework)
- Session 2: Beneficiaries & value/impact propositions
- Session 3: Models & money (Social BMC, pricing)
- Session 5: Funding & partnerships
- Session 6: Pitches & peer review

Monitoring and encouraging progress

- Course assignments:
- 1-Pager Concept Note: Problem, beneficiary, solution, value/impact propositions.
- Social BMC: Snapshot of model + impact block.
- Simple business plan.
- 90-Second Pitch: Script

Evaluation forms: Pre/post self-assessment (concept clarity, confidence, impact thinking).

- Problem clarity & relevance
- Beneficiary insight & inclusion
- Model viability (mission–money fit)
- Communication (pitch clarity & credibility)



Activity example - "From social problem to social enterprise idea"

Learning objectives:

- to develop critical and creative thinking,
- to connect notions of social value with entrepreneurial solutions.

Duration: 45–60 minutes.

Steps:

- Divide the class into groups of 3–5 students.
- Each group receives a list of 4–5 social challenges (e.g., school dropouts, urban pollution, exclusion of people with disabilities, youth unemployment).
- Students must choose a problem and analyze it using the "Empathy Map" method (from the "Mapping Empathy" module).

Who is the affected audience?

What do they think/feel/need?

What solutions would be realistic for them?

- The groups formulate a social enterprise idea that addresses the problem in the form of a clear sentence: "Our social enterprise would help X by Y, in order to achieve Z."
- At the end, each group presents their idea in 2 minutes, and the class votes for the idea with the greatest potential for social impact.



Activity example - "Social Investors – Pitch & Feedback"

Learning objective:

- to practice presenting (pitching) and understand the criteria for evaluating a social enterprise.

Duration: 60–75 minutes

Steps:

- Students work in groups and develop their idea from the previous exercise into a simplified mini-business plan (from the "Business Plan Template" unit):

The problem and the intended social impact.

The solution/service/product.

The target group and beneficiaries.

Possible sources of funding (e.g., crowdfunding, partnerships, grants).

- Each group prepares a 3-minute pitch in front of their classmates.
- The rest of the class plays the role of social investors: they receive an evaluation sheet with 3 simple criteria (social impact, feasibility, innovation).
- After the presentations, feedback is collected and discussed as to which ideas would be most sustainable in reality and why.



Integrating the artisanship DIY video series



The ArtiYOUTH DIY videos showcase hands-on tutorials for creating traditional and creative crafts such as macramé keychains, prayer bracelets, mosaic art panels, driftwood constructions or wooden toys. Their main purpose is to show practical applications of entrepreneurship in artisanship fields.

They are available on this YouTube channel:

<https://www.youtube.com/@best4artisans495>

Beyond demonstrating artisan techniques, these videos offer excellent case studies for applying entrepreneurial concepts, as they bridge creativity with real business potential. Integrated into the course, they make abstract ideas tangible and inspire learners to see how small craft products can evolve into viable ventures.

The following are some suggestions for their blended use, combining the videos with module content for contextual learning.



Module 1: Entrepreneurial Mindset and Attitude

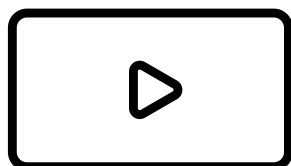
The videos challenge stereotypes by showing how simple crafts can become entrepreneurial opportunities. Learners can reflect on their own definitions of success, calculate costs and risks, and use tools like SWOT and Lean Canvas to turn a craft into a structured business idea.

Module 2: Basic Entrepreneurship Skills

By working with the crafts shown, learners can practice product development, market research and pricing strategies. They can explore potential customer groups, sales channels and marketing approaches, while also applying budgeting and communication skills in pitching these products.

Module 3: Management and Soft Skills

The videos provide material for group activities where learners manage the process of creating a craft, assign roles and solve problems collaboratively. This reinforces human resource management, leadership, teamwork and effective communication in a practical, engaging way.



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Module 4: Branding, Promotional Material Creation and Editing

Using the crafts as examples, learners can design brand identities and promotional materials in Canva. They can create logos, flyers, and social media posts that communicate brand values, ensuring consistency in style and messaging.

Module 5: Social Entrepreneurship

Finally, the videos help illustrate how artisan products can have social impact, from preserving cultural traditions to creating income for marginalized groups or promoting eco-friendly practices. Learners can design initiatives that link profit with purpose, turning crafts into meaningful contributions to society.

