Training on social innovation and post-Covid challenges in young population (WP3)
First edition

Contents

You SI Net Reload
Call for applicant "First edition: social innovation process"

The Social Innovation course offers a dynamic and collaborative platform to explore the strategies and tools needed to address contemporary social challenges. From problem analysis to creating innovative solutions, this course promotes a holistic approach that integrates creativity, critical thinking and community engagement. Through case studies, discussions and practical projects, participants will develop key skills to catalyze positive change in their communities and beyond, fostering meaningful and sustainable impact on society.

Course Objectives

- Engaging Youth: At its core, You SI Net Reload is dedicated to reaching out to young people across Europe and the Mediterranean, offering them the tools and knowledge to become effective social innovators and entrepreneurs.
- Empowering through Education: By providing access to a virtual education system and a variety of training activities, the project seeks to empower participants with the skills necessary for successful social entrepreneurship.
- Promoting Cross-Border Cooperation: Recognizing the value of intercultural dialogue, You SI Net Reload is set to foster cross-border cooperation among four Mediterranean countries: Italy, Jordan, Morocco, and Egypt.
- Fostering Social Innovation: In the wake of the COVID-19 pandemic, the project underscores the importance of social innovation and entrepreneurship in post-COVID recovery and societal advancement.
- Creating a Vibrant Community: The ultimate goal is to establish a diverse and vibrant community of young individuals, organizations, and social enterprises who are passionate about positive social change.

Schedule and duration

- Public call: From April 23 to May 23
- Application deadline: May 23 (at 17:00 peninsular time)
- Selection and notifications of participants: From May 23 to 31
- Start of training: June 3
- Duration: 15 hours, divided into 5 weekly sessions (3 hours per session).

Participant Profile

- Youth worker with prior experience in social innovation, residing in Spain, Italy, Morocco, Egypt, Tunisia, and Jordan; with English proficiency to attend the training and actively participate and IT skills to engage through digital platforms.

Methodology

- The course will be delivered online using a mix of lectures, group discussions, case studies, practical workshops, and networking activities. Each session will feature expert presentations followed by interactive activities and group work.
- The course will be conducted in English.

Course Content

Session 1: Foundations of Social Innovation

The first session of the course introduces participants to the core concepts and frameworks that define social innovation. Participants will explore different definitions of social innovation to understand its scope and significance in addressing social, environmental, and economic challenges. This session will include:

- Introduction to Social Innovation: Discussing the evolution of social innovation as a field, its importance in contemporary society, and how it differs from traditional business approaches.
- Conceptual Frameworks: Analyzing various frameworks used globally to understand and implement social innovation. Examples include the Social Lean Canvas, Theory of Change, and Systems Thinking.
- Understanding Post-Covid Social Issues: Sharing results from questionnaires distributed prior to the course, highlighting key social challenges identified by participants in their respective regions.
- Local Case Studies: Analyzing how social innovation has addressed these emerging needs, with a focus on resilience and adaptive strategies in different sectors such as health, economy, and community support.

Participants will engage in group discussions to reflect on how these concepts and cases can be adapted or improved upon in their respective contexts.

Session 2: Design Thinking, Creative Problem Solving, and Project Drafting

This session dives into design thinking as a method for creative problem-solving in the realm of social innovation. Participants will learn to apply design thinking stages—empathize, define, ideate, prototype, and test—to develop innovative solutions to real-world problems. Key components include:

- Overview of Design Thinking: Introduction to the design thinking process with specific examples from the social sector.

- Empathy Work: Learning techniques for gaining deep empathetic understanding of the needs of those you are designing for. Activities may include user interviews, shadowing, or immersive experiences.
- Ideation and Prototyping: Facilitated brainstorming sessions to generate ideas and rapid prototyping techniques to turn ideas into tangible products or services.
- Introduction to Project Drafting: Guidance on how to outline a social innovation project, focusing on understanding the problem, defining objectives, and proposing innovative solutions.
- Hands-on Drafting Exercise: Participants will draft a preliminary project outline, addressing a specific post-Covid need identified in their community.

Through a hands-on workshop, participants will apply these concepts to a social issue in their region, working in teams to create prototypes that will be presented and critiqued.

Session 3: Building Sustainable Business Models in Social Innovation

In this session, participants will explore how to build robust business models that are not only economically viable but also socially impactful. This session will cover:

- Selection of Specific Social Needs: Introduction to various fields where social innovation can be applied, such as work integration, environmental protection, and urban rehabilitation. Participants select one based on their interests and local relevance.
- Modeling Exercise: Using the business model canvas, participants refine their project outlines to ensure sustainability and feasibility, focusing on the selected need.
- Business Model Canvas for Social Enterprises: Adapting the traditional business model canvas for social enterprises to include elements such as social impact, stakeholder engagement, and environmental considerations.
- Examples of Successful Models: Analyzing various business models that have succeeded in different socio-cultural contexts, such as social franchising, cooperative models, and hybrid organizations.
- Workshop on Business Model Design: Participants will develop business models for their proposed social innovation projects, utilizing tools like the Lean Canvas adapted for social impact.

The session aims to equip participants with the skills to create business models that ensure their initiatives are both sustainable and capable of scaling.

Session 4: Financing and Economic Sustainability

Securing funding and ensuring the economic sustainability of social innovation projects are critical. This session focuses on:

- Planning for Active Citizenship: Participants will learn how to organize a plan to implement a social innovation action, focusing on engaging local communities and stakeholders.
- Simulation Exercise: In small groups, participants simulate the planning process for a community-based project, from stakeholder engagement to resource allocation.
- Financing Options: Detailed exploration of different financing streams available to social innovators, including grants, impact investments, crowdfunding, and government funding.
- Financial Planning: Teaching financial literacy and planning, focusing on budgeting, forecasting, and financial management tailored to social enterprises.
- Case Studies and Role Play: Interactive role-play exercises where participants pitch their projects to potential investors, receiving feedback on their approach and presentation.

Participants will learn not only how to secure funding but also how to present their projects in a way that aligns with both social impact goals and investor expectations.

Session 5: Impact Measurement and Scaling Up

The final session addresses how to measure and scale social impact, ensuring that projects not only launch successfully but also grow and replicate. Components of this session include:

- Designing Pilot Actions: Guided by facilitators, participants will finalize their social innovation projects for implementation. This includes developing a detailed action plan that can be tested in their communities.
- Presentation and Feedback: Each group presents their pilot project to the cohort and a panel of experts, receiving feedback on scalability, impact potential, and practical implementation.
- Impact Measurement Tools: Introducing quantitative and qualitative tools and methodologies for measuring social and environmental impact, including Social Return on Investment (SROI) and logic models.
- Digital Tools for Impact: Overview of digital tools that can help in collecting data and measuring impact, such as mobile apps and software designed for social impact tracking.
- Scalability and Replication: Strategies for scaling up social innovations effectively, discussing barriers to scale and how to overcome them, including through partnerships, policy advocacy, and community engagement.

In an interactive workshop, participants will apply these tools and strategies to their project plans, preparing them for the final project presentation.

Follow-up, mentoring and Second edition

Once the First edition: social innovation process is finished, a group of youth workers from each country involved (Spain, Italy, Morocco, Jordan, Tunisia and Egypt) will be identified among the training attendees to manage the social innovation pilot actions to be tested. Each group will be

followed locally with an accompanying locally action by an expert in social innovation processes that support the implementation of the social innovation pilot actions. These local actions will be documented with digital storytelling that will be realised thanks to videomaker youth workers participants to open online course in digital storytelling.

Following the initial training, a Second Edition will be held online to showcase the results of the social innovation pilot actions. Youth workers leading these actions will share outcomes and receive guidance on sustaining initiatives through fundraising and network building. Best practices and methodologies will be compiled into a toolkit for future reference.

Join us on this exciting journey towards a more inclusive and sustainable future. Enroll now to be part of this network of social change!

Introduction to You SI Net Reload

Project Overview

Youth Social Innovation Network Reload (You SI Net Reload) is an innovative pilot project designed to foster social innovation and social entrepreneurship among youth. This project is a response to the growing need for empowering young people by equipping them with essential skills and knowledge in these areas. It aims to provide opportunities for learning and development through a series of training activities and a comprehensive virtual education system.

The You SI Net Reload project is not just about imparting skills; it's about creating a platform for young individuals to connect, collaborate, and transform their ideas into tangible social innovations. With a focus on engaging, empowering, and connecting youth workers and young people, You SI Net Reload acts as a bridge between different cultures and countries, particularly across Europe and the southern Mediterranean region.

Goals and Objective

The primary objective of You SI Net Reload is to ensure timely, relevant, and effective communication among all project stakeholders, thereby creating a network of empowered and connected young innovators and entrepreneurs. The project is committed to

Engaging Youth: At its core, You SI Net Reload is dedicated to reaching out to young people across Europe and the Mediterranean, offering them the tools and knowledge to become effective social innovators and entrepreneurs.

Empowering through Education: By providing access to a virtual education system and a variety of training activities, the project seeks to empower participants with the skills necessary for successful social entrepreneurship.

Promoting Cross-Border Cooperation: Recognizing the value of intercultural dialogue, You SI Net Reload is set to foster cross-border cooperation among four Mediterranean countries: Italy, Jordan, Morocco, and Egypt.

Fostering Social Innovation: In the wake of the COVID-19 pandemic, the project underscores the importance of social innovation and entrepreneurship in post-COVID recovery and societal advancement.

Creating a Vibrant Community: The ultimate goal is to establish a diverse and vibrant community of young individuals, organizations, and social enterprises who are passionate about positive social change.

In pursuit of these objectives, You SI Net Reload is focused on building a robust network that resonates with the aspirations and energies of youth, channeling them toward constructive social change. By bringing together like-minded individuals and organizations, You SI Net Reload seeks to create fertile ground for new ideas, collaborations, and innovations that can shape a better future.

Partners' Synergies and Contributions

List and Roles of Partners

The You SI Net Reload project has forged strategic partnerships with various organizations across the Mediterranean region to amplify its impact. These collaborations are essential for pooling resources, sharing expertise, and expanding the project's reach. The key partners involved in the You SI Net Reload project include

Project Ahead (Italy): Which plays a pivotal role in You SI Net Reload by developing the strategic plan of management, handling financial reports, and creating web surveys and questionnaires, ensuring effective project management and stakeholder engagement.

PARACHUTE16 (Jordan): Responsible for crafting the communication plan and orchestrating the dissemination events plan, key in promoting the project's visibility and outreach.

Impact Hub Siracusa (Italy): Contributes by developing the European Framework for Social Innovation and Social Enterprises, and also manages social media, crucial for the project's online presence and engagement.

Fundación Social Desarrollo Responsable (Spain): Focuses on social innovation by developing questionnaires, describing local social innovation actions, and creating a toolkit on how to activate a social innovation process, providing essential resources for understanding and fostering social innovation. They will also be developing the open courses.

Icealex (Egypt): Enhances the project through local digital storytelling on social innovation actions or youth social enterprises, offering a unique and impactful narrative approach. Icealex is also responsible for developing the online platform for the open courses.

Agenzia per la Promozione dei Giovani (Italy): Contributes by drafting a memorandum of understanding with schools and a strategic plan for introducing social innovation education in schools, essential for integrating the project's goals into educational systems.

Happy Smala (Morocco): Instrumental in developing pitches in English and Arabic for business plans and creating e-books on specialist languages for social businesses, resources that are vital for entrepreneurial education and development.

Future Islands (Tunisia): Plays a key role by preparing the Social Change Wave Report, a significant contribution that encapsulates the impact and progression of social change initiatives.

Collaborative Approach and Benefits

The collaboration among these diverse partners brings a multitude of benefits to the You SI Net Reload project:

Diversity of Expertise: Each partner brings unique skills and experiences, ensuring a comprehensive approach to social innovation and entrepreneurship.

Wider Reach and Impact: The combined networks of these organizations extend the project's reach, attracting a larger and more diverse group of participants.

Shared Resources: By pooling resources, the project can maximize its efficiency and effectiveness, offering high-quality training and support to the youth.

Enhanced Learning Opportunities: Collaborations allow for a richer learning environment, where participants can benefit from varied perspectives and methodologies.

Stronger Community Ties: The involvement of local organizations ensures that the project remains grounded in the needs and realities of the communities it serves.

Partners play an integral role in amplifying the impact of the Youth Social Innovation Network Reload (You SI Net Reload) project. Beyond engaging their respective communities through their own social media channels, these partners are encouraged to actively map stakeholders and scout for local partners and like-minded organizations within their respective countries. This initiative aims to build a collective database of contacts who have a vested interest in social innovation and entrepreneurship.

These connections are seen as invaluable to the You SI Net Reload project. They have the potential not only to contribute significantly to the current activities of the project but also to pave the way for future cross-country collaborative projects. Such collaborations are expected to extend the reach of You SI Net Reload far beyond its initial scope, creating a broader, more interconnected network of stakeholders committed to fostering social innovation and entrepreneurial spirit among the youth.

Target Audience

Demographic Analysis

The You SI Net Reload project targets a diverse and dynamic demographic, focusing primarily on young individuals who are poised to become the next generation of social innovators and entrepreneurs. The target audience can be categorized into two main groups:

Youth: This core demographic includes young people from Europe and the Mediterranean region, particularly from the countries directly involved in the project - Italy, Jordan, Morocco, and Egypt. The youth targeted are typically in the age range of 18 to 30 years, a critical period for shaping one's career and ideological perspectives. An important group that will be focused on is NEET (Youth Not In Employment, Education, Or Training) as they were hit hardest by the COVID-19 pandemic. The NEET group is increasing in size and is at the highest risk of experiencing extreme, precarious living conditions and severe forms of exclusion. We will also target students, young professionals, budding entrepreneurs, and those with a keen interest in social innovation and entrepreneurship.

Youth Workers and Organizations: Beyond the youth, You SI Net Reload aims to engage entities that resonate with its mission. This includes social enterprises, cooperative societies, community builders, and non-profit organizations. These stakeholders will create awareness among the youth mentioned above about the importance of developing new skills. This will increase their skills and capacity and allow them to act as innovators and problem solvers who will invest their time and energy in assisting the communities around them.

Reaching Youth and Like-Minded Organizations

The project employs a multi-faceted approach to reach and engage its target audience effectively:

Engaging content on social media: Through platforms like Facebook, Instagram, and LinkedIn, You SI Net Reload aims to connect with its audience through relatable, inspiring, and informative

content. The project will use visually appealing posts, interactive stories, and professional articles to cater to the diverse preferences of its audience.

Inclusive training programs: By offering a variety of online courses the project ensures ease of access for participants from different locations. These educational initiatives are designed to be inclusive and relevant to the needs and interests of young people.

Direct outreach and communication: The project aim to keep the stakeholders informed and engaged through our social media channels. Regular updates, success stories, and opportunities are shared to maintain a constant connection with the audience.