



# NEWSLETTER 1

## THE BASET KICK OFF



### THE BASET PROJECT

BASET is a project co-funded by the Erasmus+ Programme of the European Union. It aims to foster social entrepreneurship in Europe through elaborating, testing and providing a set of learning and training tools to lecturers, consultants, coaches, mentors, investors and experts to upgrade their skills on supporting, inspiring and training social entrepreneurs to innovate, design business models and business plans through gamification, access grants and seed capital and to actively participate within the social entrepreneurship ecosystem by maximising social impact...

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### BASET KICK OFF IN SOFIA, BULGARIA

On 26 October 2017 the BASET project kicked off with a meeting in Sofia, Bulgaria where all partners - the project coordinator Knowledge, Innovation and Strategies Management Club (KISMC) and the project partners CEED Bulgaria, IDEC, Caban Capital and Creative District - launched BASET: Boost Aid for Social Entrepreneurship through Training [Project No. 2017-1-BG01-KA204-036360]... [Read more](#)



## General Profiling and Benchmarking of Social Entrepreneurs



During the BASET project development the partners involved in the project had to answer one important question: how can an Educator (trainer, mentor or coach) identify social entrepreneurs before they start working with him/her to help start-up or develop the social enterprise? The answer was a milestone for the further model development and a basis for creating a questionnaire-based test for social entrepreneurs.

So, whilst working on the project the project team realized that the first step for an educator is to understand profoundly the profile (basic characteristics) of the social entrepreneur and then to do benchmark of the target social entrepreneur(s) with this profile.

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### PROFILE OF A SOCIAL ENTREPRENEUR

The definition of the term “social entrepreneurship” starts with the word “entrepreneurship.” Social entrepreneur is a man/woman who finds innovative solutions to society’s social problems. Social entrepreneur often has a personal experience of the need he/she is addressing and as such he/she is uniquely positioned to address some of our most pressing social challenges. Social entrepreneur is usually passionate, driven and committed.

The border between classic and social entrepreneurship is not always very clear: classic entrepreneurs may also produce social value in the process of generating shareholder wealth, while social entrepreneurs may produce private gains in their mission to create social value.

What differentiates social entrepreneurs from classic entrepreneurs are not necessarily specific abilities, such as confidence or persistence, but their **determination to succeed in achieving a long-term social goal they strongly believe in.**

[Find out more](#)



## ENTREPRENEUR VS SOCIAL ENTREPRENEUR

Usually, the difference between traditional (classic) and social entrepreneur is as follows:

- **Traditional entrepreneur** is a person who stimulates economic progress by identifying new and better ways of doing things and is responsible for the identification, evaluation and exploitation of opportunities that generate private wealth for the owner or shareholders. The wealth creation itself is the main way of measuring the success of the activity of one classic entrepreneur. He/she is passionate about his/her products or services, but this passion refers to the ability to make money by satisfying customers. Classic entrepreneurs may exploit the weak by looking to obtain profit at any cost and producing money for themselves.
- **Social entrepreneur** is something more in comparison with the classic one since he/she is with a social mission and goes a step further by tackling the opportunities that result in social value. It is possible even to consider that social entrepreneurship is developing due to the problems created by successes of classic entrepreneurship. The social entrepreneur does not look to create vast personal wealth or a large corporation, rather, he/she is passionate about the social problem that is intended to be solved, and his/her main objective is creating sustainable social change, this drive being often founded on personal experience of injustice, inhumanity or inequality. Social entrepreneurs strengthen the weak, work to implement sustainable change and to make money for others. Compared to classic entrepreneurship, social one develops on a more talent-intensive basis.

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# **BASET**

**BOOST AID FOR SOCIAL  
ENTREPRENEURSHIP  
THROUGH TRAINING**

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