



NEWSLETTER 5

CONFERENCE & FINAL



International Conference Investing in Social Challenges



FINAL PROJECT MEETING IN SOFIA, BULGARIA



On 25 June 2019 all partners in the BASET project gathered for the final project meeting in Sofia, Bulgaria, which was scheduled a day after the international conference 'Investing in Social Challenges', organised by the project coordinator Knowledge, Innovation and Strategies Management Club (KISMC) and the project partner CEED Bulgaria, with the strong support and active participation of IDEC, Caban Capital and Creative District... [Read more](#)

INTERNATIONAL CONFERENCE 'INVESTING IN SOCIAL CHALLENGES'

"Making money is happiness. And that's a great incentive. Making other people happy is super-happiness." Muhammad Yunus

The international conference Investing in Social Challenges aimed at drawing the attention of the main stakeholders of social entrepreneurship development in Bulgaria, Greece, UK, Belgium and other countries to discuss the ways of fostering social entrepreneurship through upgrading the knowledge and skills as well as learning methods and tools for boosting positive impact.

The participants were social entrepreneurs, impact enablers, business leaders, think-tanks, policy makers, professionals who consult, mentor, advice, train, coach and facilitate social enterprises, institutional investors, social impact funds managers, bank managers, business angels, professional organizations of the investors, etc.

The event was organized within the project Boost Aid for Social Entrepreneurship through Training, funded by the Erasmus+ Programme. [Find out more](#)



Social Entrepreneurship Development Model



The **Social Entrepreneurship Development Model (SEDM)**, which also serves as a guide for Social Entrepreneurs (SEs) educators, is the 1st output produced under the Project “Boost Aid for Social Entrepreneurship through Training” (BASET), funded by the Erasmus+ Programme of the European Commission. It was created by the team of the Knowledge, Innovation and Strategies Management Club and shares the project team insights and its experience of working with entrepreneurs.

This guide is followed by two other interrelated outputs - **Train the Trainers Toolkit** and **Train the Investors Handbook**. These three tools are components of a **package for professionals who support or invest in the social enterprises’ development**.

[Read more](#)

WHY BUSINESS MODELLING IS IMPORTANT FOR SOCIAL ENTREPRENEURSHIP?

In Europe the interest about social entrepreneurship is strongly driven by the growing recognition of the role social enterprises can play in fostering social inclusion and inclusive growth. How to design, start, manage and lead businesses that benefit people and the society in a financially sustainable way. This question makes the business modelling in social entrepreneurship one of the key topics for people that help, support and facilitate the social entrepreneurs.

SOCIAL BUSINESS MODEL

Business modelling in social entrepreneurship is a process of creating or building up a social business model (SBM), or in other words, of designing a descriptive, holistic, relevant and simplified version of a case of the already started or in the stage of a start-up social business. In the meantime, the professionals who help and train social entrepreneurs have to know how to create business models. Why?

[Read more](#)

Self-assessment of Educators in the BASET Project

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Social Entrepreneurship Development Model (SEDM)

A model and manual for educators (teachers, experts, trainers, mentors, coaches, advisors and investors) who work with social entrepreneurs. It will be a set of practical tools for putting the lessons of social business entrepreneurship to work. It will be very practical and easy-to-use model (handbook) that will be filled with examples, templates, good practices, case studies, exercises, checklists, and action steps that bring the concepts, frameworks, and tools to life.



Train the Trainers Toolkit (TTT)

A practical guide assisting trainers to educate social entrepreneurs. It will give the social entrepreneurship trainers / coaches / mentors the opportunity to learn and be trained to train social entrepreneurs. The toolkit will provide trainers with competencies that will enable them to effectively prepare curricula and programmes, and teach, mentor, facilitate knowledge acquisition, application, and skills in use of the SEDM.



Train the Investors Handbook (TIH)

A handbook preparing investors to measure the social impact prior to the potential investment in social enterprises whereas they will act as mentors to social entrepreneurs on that topic and support them with finance, expertise and networks to grow, reach more people, develop a viable business model for greater impact. It will serve as a guide to investors on measuring social impact for smart investment in social enterprises.

RESULTS OF THE BASET PROJECT

During the 2 years of implementation of BASET, the project partners produced 3 Outputs - illustrated above: Social Entrepreneurship Development Model (SEDM), Train the Trainers Toolkit (TTT) and the Train the Investors Handbook (TIH).

[Find out more](#)

BASET

**BOOST AID FOR SOCIAL
ENTREPRENEURSHIP
THROUGH TRAINING**

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