



**"SOCIAL ENTREPRENEURSHIP
through the prism of Erasmus"**

A Brief Report of Training Workshop

Following the completion of a training/teaching workshop "Social Entrepreneurship for local development – form idea to plan" in a developing economy.

1. "Social Entrepreneurship for local development – form an idea to plan", Shtip, North Macedonia

2. Objectives:

- Presenting mechanisms to identify problems, gaps, needs, or challenges in the immediate environment and ways to come up with practical solutions.
- Identifying and using one's own skills, knowledge, passion, talents to create social enterprises.
- Knowledge of how to put available resources (land, labor, capital, and time) into productive use (increased income and reduced unemployment).
- Create an opportunity to initiate and maintain a social enterprise project.
- Learning how to transfer the acquired knowledge to others.

3. Trainer:

Trainer of the workshop was Professor Tamara Jovanov Apasieva. She works as an Associate Professor at the Faculty of Economics in Stip, and also as a marketing consultant in the private business sector for almost 10 years now. She has participated in numerous domestic and international projects, symposia, scientific discussions, expert meetings, conferences, seminars, trainings and public debates, at home and abroad (France, Spain, Italy, Turkey, Greece, Bulgaria, Serbia, Bosnia and Herzegovina, Croatia, etc.). Professor Tamara Jovanov Apasieva is a well published author of over 70 scientific and professional papers, chapters, book sections, research studies and essays, including papers in journals indexed in the renowned WoS and Scopus scientific bases. She also organizes free training for young people, entrepreneurs and unemployed in the field of marketing and entrepreneurship. As a visiting professor, she has lectured students from foreign universities, including students at the Faculty of Economics at the University of Banja Luka, Republika Srpska, and through the Erasmus program, students at the Jaume I University in Castellón, Spain.

4. Discussions and training activities:

- Day 1 consisted of intensive lectures and discussion on several key aspects regarding social entrepreneurship:
 - What is Social Entrepreneurship? (Why is it needed?)
 - What are Social Enterprises? (Why are they needed?)
 - Who are social entrepreneurs (examples from around the world and locally).
 - Challenges of Social Entrepreneurship.

- Ways of Financing Social Entrepreneurship.
- Types of business models of social entrepreneurship.
- How to develop a social enterprise business model:
 - Ways of identifying social problems to solve.
 - Canvas Business Model for Social Entrepreneurship.
 - Promotion and communication.
 - Monitoring measures.



- Day 2 was intended for implementation of the previous acquired knowledge through brainstorming, role – play and development of ideas and plans through:
 - Developing Social Business Ideas.
 - Creating a consumer personality.
 - Creating a business model canvas.
 - Presentation and pitching.



5. Recommendations based on the evaluation of training/education

Following the workshop, we got a feedback from the participants on their satisfaction and met expectations based on their overall experience. The key comment of most of the participants was that they feel this kind of training/education is much needed and that they would recommend it to others and would apply again themselves. They gave us the highest grade (5) on a scale from 1 to 5, on organization, communication, the lectures and the work with the trainer, time management and overall satisfaction.

6. Conclusions

We can conclude that the main goal of the project was successfully met. The topic social entrepreneurship is a very important one and should be discussed broadly. Young people in developing economies need help in developing their full potential and putting it to good use. Many of them have business ideas, but don't have the knowledge for creating a business model and plan and some of them have interest in the idea of having one's own business, but don't have an idea where to start. In order to minimize the problem of brain-drain, the society needs to find ways to help and motivate young people to stay and try to set up their own business. One way to do it is through further education and training through workshops, like the one we organized. This way, young people can attain the knowledge they need in order to find or further develop their ideas into marketable business plans. The effects are many and great: Poverty reduction (job creation); Social and economic integration of the disadvantaged and excluded (work integration); Social services of general interest (long-term care for the elderly and disabled; education and child care; employment and training services; social housing; health and medical services); Strengthening democracy, civil rights and digital participation; Environmental activities (reduction of emissions and waste, renewable energy); Putting available resources (land, labor, capital, time) into productive use (adding value); Developing community confidence and strengthening local co-operation networks; Increasing the tax base for social services; Increasing local production rather than imports; Maintaining local wealth (new employees buy and spend more); It enables individuals to use their passion, talent, knowledge and skills in social enterprise.

7. Acknowledgements of collaborations and sponsors

We would like to acknowledge the role of the media and thank them for their interest and coverage of the workshop, helping us in spreading the message about social entrepreneurship and the project itself.

