

Module 3: The basics of Social NGOs

NGEurope Lesson Plan

Learning Outcomes: On completion of this module, the trainees will be able to:

- ❖ Understand the basics of social NGOs in terms of problems, impact and shared value

Contents	Instruction Method	Timing	Materials/ Equipment Required	Advice/Tips for the Trainer	Assessment/ Evaluation	Further Reading/ Link to Resources
<p><i>The basics of social NGOs/enterprises in terms of problems, impact and shared value</i></p> <p>Formal lecture:</p> <ul style="list-style-type: none"> • Not all problems are social and green. Using the PowerPoint for Module 3, the trainer will focus on how to trace social and environmental problems that social entrepreneurs aim to solve. • After identifying those problems, it is important to come up with solutions to solve them and understand the impact of those proposed solutions on the community. Does it answer to the community need? Is it possible to scale up? Is it making a positive difference in the community? Focus on the triple bottom-line approach that embraces impact in terms of social, economic and environmental aspects and on the importance of multiplying the impact allowing social ventures to be scalable and sustainable. • Understanding the concept of shared value is crucial to explain how social enterprises will 	Formal presentation	30 minutes	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Internet connection 	<ul style="list-style-type: none"> • Ask trainees to participate based on their working experience at a national and an international level • Be available to answer questions; • Be sure to focus on real social and green problems. 	<p>Trainees will have a deeper understanding of social NGOs and the challenges they face. Trainees will also understand how social enterprises have evolved throughout time in their action models and how it is expected to be the future of social entrepreneurship</p>	<ul style="list-style-type: none"> • Elkington, J. (1997). <i>Cannibals with Forks: The Triple Bottom Line of 21st Century Business</i>. Capstone Publishing Ltd., UK. • Porter, M. E. and Kramer, M. R. (2011), "Creating shared value", Harvard business review, Vol. 89, pp. 62-77 • https://www.sharevalue.org/about-shared-value

<p>be in 2020. Social enterprises will be captured based on 8 key parameters, namely definition, impact, influence, leadership, connected, growth, uncertainty and investment. Shared value involves how the collaboration between commercial (traditional/conventional) and social enterprises along with governmental support will ensure social progress and economic efficiency in the long run. Use the videos to help explain the steps to generate shared value.</p>						
<p><i>Practice on shared value</i> Group activity:</p> <ul style="list-style-type: none"> • The trainer delivers the activity as described in Annex 2 • After the exercise, the trainer hosts a short reflection to ascertain how the learners found the experience. 	Group Activity	90 minutes	<ul style="list-style-type: none"> • Projector and laptop • PPT slides • Internet connection • Annex 2 and 3 • Paper and pencil/pen 	<ul style="list-style-type: none"> • Ask learners to work in groups and respond to case example questions • Promote discussion and participation of everyone • Be available to answer questions. 	<p>Trainees will be able to practice on the topics covered in the formal lecture.</p> <p>Evaluation on this exercise should be based on the trainers' comments on the exercise results.</p>	
<p><i>Practice on impact</i> Group activity:</p> <ul style="list-style-type: none"> • The trainer delivers the activity as described in Annex 3 • After the exercise, the trainer hosts a short reflection to ascertain how the learners found the experience. 			Total time:	2h		