

# Social Entrepreneurship in education

## Joe's story

### Introduction

Starting with social entrepreneurship in the field of education can be quite challenging for people with disabilities, because of strict legislation in Slovenia.

However, those who are interested, have abilities, high motivation and have support from others can take the first step towards this. Like Joe has ...

Want to meet Jože  
[Watch the video.](#)

*Most of all, Joe wants to be independent. First, he learned to take care of himself. Next very important step for him was getting his driving license. For an average person, not an achievement to brag about, but for Joe, who has cerebral palsy and spasticity, it was necessary to involve more energy and determination. Now, he is on his way to achieving his next goal, which is to get a national vocational qualification in Web design that will allow him to get an employment. And his next dream? An apartment.*

*His dreams to become independent came true. He is receiving disability benefits and he also has a personal care assistant... On the other hand, desire to earn his own money still remains...*

**Let's help him take the next step towards his dream ...**

### FIRST STEP: Search for ENTREPRENEURIAL OPPORTUNITIES

1. Get familiar with the Education field and its basics: types of services and products
2. Search employment options and legislation in Education for people with disabilities
3. Look for business initiatives for people with disabilities within the Education field

In Slovenia, it is impossible to start with social entrepreneurship for individuals, because of strict legislation. First of all, you have to be a legal body and then under the specific conditions, you can start with your venture (please look General module 1 for more information).

However, you can start with “small work”, like additional work (to your regular income) and earn some additional money. In Slovenia, this work is called “personal supplementary work”. Possible work areas connected to the field of education under “personal supplementary work” are:

- occasional childcare, assistance to the elderly, the sick or disabled at home, escorting people in need of care,
- occasional instructions to help fulfil school or study obligations,
- occasional translation or proofreading

Personal supplementary work can be performed by anyone regardless of status. However, there are certain conditions to be considered and limits on the amount of income. The registration of personal supplementary work is simple, as is the keeping of financial documentation and reporting to the competent services.

For more information visit <http://evem.gov.si/info/razmislijam/nacini-opravljanja-dejavnosti/osebno-dopolnilno-delo/> and consult with your supervisor.

*For example, Joe can find it possible to start with work under this specific type of employment: “occasional instruction to help fulfil school or study obligations”. It best fits his interests, abilities and competences and also opportunities in the local environment. E.g. he can help the elderly at gaining basic ICT skills or learn how to use smartphones and other modern technology.*

**TIP:** Search in detail the legislation in your country connected with this specific field. For support go visit a local organization that offers entrepreneurial guidance. In Slovenia, this guidance is offered by SPOT, the Slovenia business point. You can visit them or search info online at e-VEM <http://evem.gov.si/evem/drzavljani/zacetna.evem>)

The other possibility is also voluntary work in this field. This can give you valuable experience to get the full-time job, but income only covers e.g., your travel expenses.

*Joe didn't gain an official certificate for a website designer, but he attended informal training and also got involved in volunteer work at RIC Novo mesto, where he did similar work, from writing news and publishing on social networks to editing texts. Also, he has strong public speaking skills and easily attracts the attention of an audience. So, as part of his volunteer work at RIC Novo mesto, he helped organize and carry out individual lectures at major events to promote lifelong learning.*

So if you want to get employment in this field search social enterprises in your local environment, and get in touch with those who are working in the field of education.

Can you please help Joe find the right opportunity!

The list of social enterprises in all partner countries are available at <https://entre4all.eu/en/mapping-tool/>

## SECOND STEP: BE AWARE OF SPECIFIC SKILLS NEEDED FOR ENTREPRENEURSHIP IN EDUCATION

### SPECIFIC ICT SKILLS

Basic ICT skills are crucial for Social Entrepreneurship in education. For gaining basic knowledge, please go to the General Module: DIGITAL COMPETENCES

Specific ICT skills are needed as well, but it depends on which specific field of education you will work in or search for work:

Let's look at the specific ICT skills needed and which skills does Joe have.

Skills and competencies needed for this work	Must have	Already has them	Has to learn/ developed
ICT in education and use of it for the teaching-learning interaction and preparation purposes	√	√	
Digital literacy for skills of searching for, discerning and producing information in the education field	√	√	
ICT in education and use of it for the teaching-learning interaction and preparation purposes	√	√	
Digital literacy for skills of searching for, discerning and producing information in the education field	√	√	
Use of ICT for being able to facilitate lessons more effectively (cloud storage and sharing solutions, social media, image editing, presentation software, general multimedia for educational needs)	√	√	
Critical use of media, the role of mass media in education	√	√	
Using audio-visual technology in education as a learning medium (types of audio-visual aids for teaching, projected visual aids of teaching)	√	√	
Classroom communication and interaction by using ICT (approaches to instruction...)	√	√	
Teachers in the digital era & new trends in education	√	partly	√
e-learning and "flipped classroom" model (here students watch lectures at home on the computer and use classroom time for more interactive exercises, (through such approaches as replacing chalkboards with interactive digital whiteboards, using students'/clients' smartphones or other devices for learning during class time, E-readers (electronic devices holding hundreds of books in digital form)	√	partly	√

*He needs all specific ICT skills from the list and has already gained them by visiting several nonformal courses and learning by doing. His basic ICT skills are excellent, he is very good*

at working on social networks and publishing new contents on webpages. However, he needs to learn more regarding on-line tools for education purposes (for example using Teams, Zoom and other applications for on-line individual instructions and creation of educational material in modern ICT tools etc.)

## SPECIFIC SOCIAL SKILLS

Now, let's look at the specific social skills needed for this work and which skills does Joe have.

skills and competences	Needed for this work	Already has	To be developed
Social interactions in education	√	√	
Teamwork (ability to develop a healthy mindset towards teams and groups, learning of establishing a good relationship with others for an effective performance)	√	√	
Attention, memory, language, and motor skills in the field of education	√	√	
Accepting differences, cooperation	√	√	
Active listening Encouraging other techniques in education/motivation of others, being patient and attentive, staying on task	√	partly	√
Giving positive feedbacks	√	partly	√
Interpersonal skills (ability to interact, understand and talk to other people, ability to be empathetic to other people's situations and ability to read body language)	√	√	

Joe is very smart, *communicative*, and *empathic*. He has a lot of his own ideas which he can use at his work. He is an excellent public speaker. He won't get any problems with getting connections with his clients and cooperate with them. However, he still needs to learn some specific social skills connected to giving effective feedback or motivation strategies in education, in case that progress of his clients won't be visible.

## SPECIFIC ORGANISATIONAL SKILLS

Let's look at specific organizational skills and Joe's competencies in this field.

skills and competences	Needed for this work	Already has	To be developed
Classroom management in education (managing and planning of the learning environment, interaction, lesson/course and activities, relationships and behaviours, managing feedback)	√	partly	√
Subject knowledge	√	√	

Understanding the learners	√	√	
Learning technologies	√	partly	√

Joe's organizational skills are at a high level in general in his everyday life. He easily plans his day and activities, not only for leisure, but also for his personal and professional growth. He probably won't have any problems with making a specific plan, or implementation of his teaching plan. On the other hand, he might need some support with monitoring the implementation of activities.

### SPECIFIC MARKETING SKILLS

Finally, let's go through the specific marketing skills.

skills and competences	Needed for this work	Already has	To be developed
Good oral and written communication	√	Partly	√
Social media engagement and management (ability to conceptualize, plan and undertake an entire marketing program, use of social pages as customer care desk, marketing platform, communication tool and for PR purposes)	√	√	√
Creativity as a foundation of effective marketing	√	partly	√
Ways of selling an educational service or product	√	√	
Storytelling – building interest	√	√	

Joe is very good at oral communication, but when he gets tired, he speaks indistinctively. He might also need some help to improve his written communication. For example, in his texts, there are some mistakes, because of his physical disability and he might need additional tools to be faster at writing.

However, he is creative in his marketing plans. He still needs some specific knowledge and skills, concerning how to use creative skills for marketing purposes. He is very good at working on social networks and he can build interest. He is aware that storytelling is an effective tool in understanding the customer experience and improving their buying path.

### THIRD STEP: CREATION OF INDIVIDUAL BUSINESS PLAN

When starting with your new business, it is important to create an individual business plan. You should fill out a business model canvas. It should include all the variables you can think of, that include your vision and objectives, keeping in mind your detailed goals.

While preparing a business plan for a social - entrepreneurial idea in the field of education you should consider market analysis, competitive landscape analysis, implementation plan, financial plan, advertising, measuring performance, providing guidance, growth and pricing strategy and risk analysis.

So, let's try and help Joe with his business model canvas. Joe's business idea is to help the elderly at gaining basic ICT skills or learn how to use smartphones, social media, and other modern technology.

The Business Model Canvas					Designed for:	Designed by:	Date:	Version:
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 				
	Key Resources 		Channels 					
Cost Structure 		Revenue Streams 						

DESIGNED BY: Strategyzer AG  
The makers of Business Model Generation and Strategyzer

**Strategyzer**  
strategyzer.com

### Key partners:

- education organizations for adults, retirement homes (to connect with the target group – ELDERLY)
- education organization (to support the development of his skills)
- personal assistant
- supporters and investors

### Key activities:

- Looking for future partners

- *Promotion of his business on public media*
- *Researching competitors*
- *Searching of supporters and investors*

### **Key resources:**

- *Own knowledge, motivation*
- *Computer and ICT periphery*
- *Good promotional plan to connect with the target group (his potential clients)*
- *Bank loan*
- *Support of personal assistant*

### **Value propositions:**

- *Flexibility*
- *Upgrading of own and others' quality of life and personal growth*

### **Customer relationship:**

- *Face to face*
- *Online (using social networks, online tools like Zoom, Teams...)*
- *Creating a business website with a chat room*

### **Channels:**

- *Internet*
- *Face to face (in case of face-to-face search for a place – in bars (cybercafé), help at their homes) phone consulting*
- *Business proposals to current institutions*
- *Word of mouth*
- *Use of free local media*

### **Customer segments:**

- *elderly*
- *all others who might need basic ICT skills and are willing to pay for help*

**Cost structure:**

- *New Computer,*
- *additional aids for improving written communication*
- *basic expenses (electricity, internet, rent, gas, etc.)*
- *Promotion*

**Revenue streams:**

- *Clients,*
- *donations*