



INCUBATION METHODOLOGY FOR
SOCIALLY EXCLUDED ENTREPRENEURS
SUPPORTED BY COMPANIES

**SOCIAL
SEED**



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IMPLEMENTATION GUIDE AND START OF PILOTING PHASE

The Social Seed project is aimed to create and test a tool to empower socially excluded groups through entrepreneurship, in order to offer a solution to the large part of people excluded from the world of work living in Europe. Currently, a guide to implement the Social Seed methodology has been developed and is in the phase of validation through the Social Seed incubator. At the end of this process the results will be at disposal of any public or private organizations willing to implement business incubation strategies for persons at risk of exclusion.

THE TRAINING MANUAL

The manual that encapsulates the Social Seed incubation methodology is the result of the work carried out by the partnership during the second project output. The business manual and training contents represent the outcome of the analysis of:

- the best entrepreneurship courses at European level focused on improving people's entrepreneurship skills;
- the needs of the target groups, in order to adapt the contents according to the main needs of people at risk of exclusion;
- the best teaching system for these groups.

Specifically, an analysis of existing courses for entrepreneurs and a review of the scientific literature on training needs in the field of entrepreneurship of people at risk of



social exclusion has been undertaken. The results have been validated through 28 interviews from professionals working in the field of support for business start-ups and entrepreneurs from a disadvantaged environment from Spain, Italy, Germany and Poland. You can find the English reports of these studies at the following link <https://socialseedproject.eu/outputs/>

The aim of the manual is to provide a training curriculum that supports business incubation for people at risk of exclusion. It is based on specific needs of this target group and adapted to student profiles coming from disadvantaged groups. The specific objectives of this training programme are to:

- Develop entrepreneurial skills - gain a realistic awareness of the risks and benefits of self-employment
- Clarify business idea and understand the steps to follow in order to establish their own business
- Develop necessary skills to carry out an economically viable and sustainable business
- Generate relevant business knowledge (legislative, tax, funding sources etc.)

THE SOCIAL SEED INCUBATOR

During the third phase of the project, the methodology will be tested with the start of the social incubator for entrepreneurs at risk of social exclusion. 112 people have applied to the form for participating in Social Seed incubator, 50 have been pre-select and invited to an online team building event and finally 32 entrepreneurs have been finally chosen for the incubation programme, which is started the 1st of March.

The Incubation programme consisted of 2 phases: a 13 weeks incubation and 3 months of follow-up. The weekly incubation is divided into:

- Training courses: 4 hours for week will be dedicated to 10 thematic blocks;
- Group works and tasks: 4 hours for week will be spent for group dynamics;
- Mentoring: 2 hours for week will be individual sessions with mentors;
- Coaching: 1 hours for week with professionals psychologist.



THE MANUAL IN ENGLISH IS DOWNLOADABLE FROM THE PROJECT WEBSITE WWW.SOCIALSEEDPROJECT.EU/DOWNLOAD/220/

NEXT STEPS OF SOCIAL SEED PROJECT

The results of the piloting phase will be the base of finalization of the training manual, completed with an analysis of possibilities of European credit transfer system or vocational education and training (ECVET), that will play a key role to validate the methodology and to provide a complete and effective guide.

DO YOU WANT TO KNOW MORE?

To know more about the project please visit our website www.socialseedproject.eu or follow us on the most popular social networks with #SOCIALSEED_PROJECT

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