



INCUBATION METHODOLOGY FOR  
SOCIALLY EXCLUDED ENTREPRENEURS  
SUPPORTED BY COMPANIES

# SOCIAL SEED



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## Newsletter #3

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### SOCIAL SEED BEGINS TO BEAR FRUIT

Events to disseminate and discuss  
the results and next steps of the project

#### MULTIPLIER EVENTS IN SPAIN, ITALY, POLAND AND GERMANY

The Social Seed project, which started in November 2019, during its various phases built and tested a new methodology to support business creation for people at risk of social exclusion, taking into account the national contexts and opportunities of the project partner countries. In November 2021, progress and main achievements were shared and discussed during dedicated events in the different partner countries. The aim of these events was to present the project's outcomes with strategic stakeholders, such as NGO workers working on the integration of people at risk of social exclusion, private companies, public organisations and sectors of the country's Corporate Social Responsibility. The participation of these relevant organisations had a twofold benefit: on the one hand, it allowed to share the innovative products of Social Seed, promoting the visibility and replicability of the methodology, and on the other hand, it allowed to stimulate a discussion on what has been achieved on the basis of the experience of the various realities involved and through a participatory approach. The participants showed interest in the work done



Figure 1 - Multiplier event in Poland



Figure 2 - Multiplier event in Italy

within the project Social Seed and appreciated the organisation of the events. During the various sessions they paid constant attention and participated with relevant observations and suggestions that will be the basis for the finalisation and conclusion of the project. A further and final multiplier event will be held in April in Spain, with the aim of disseminating internationally all the results, with an invitation to replicate the methodology of social incubation for vulnerable groups.



Figure 3 - Multiplier event in Spain

## 4TH TRANSNATIONAL PARTNER MEETING ONLINE

The Social Seed partnership met on 20<sup>th</sup> December for the fourth TPM of the project. Several topics were discussed, such as:

- how to disseminate the results achieved by the social incubation methodology developed so as to maximise their potential
- how to maximise the potential of this methodology through the creation of an e-learning course for NGOs and enterprises interested in creating a social incubation pathway
- how to guarantee high standard results through a work of improvement and refinement of the achieved results
- how to guarantee the sustainability of the project, which sowed good practices that will have to germinate also after the end of the project itself.

The partners have developed several strategies, which will be implemented as they approach the final months of the project. The project has enabled strong growth not only for disadvantaged entrepreneurs, but also for the participating partner organisations, which have developed new competences and skills to be applied in this field.



## **NEXT STEPS**

### **PUBLICATION OF THE VALIDATION OF SOCIAL SEED METHODOLOGY MANUAL**

Soon the Manual encapsulating the validation of the Social Seed incubation methodology will be online. The report will serve all NGOs in Europe, containing a guide on how to design a path for people at risk of exclusion, to create employment opportunities for them. The manual will delve into the training plan to be offered, how to implement a “bank of ideas” for future entrepreneurs, how to involve mentors, coaches and volunteers, but also how to evaluate the effectiveness of the process, how to assess the psychological and professional growth of entrepreneurs, how to seek funding for start-ups.

### **SOCIAL SEED ONLINE COURSE - FROM LEARNING TO ACTION**

We are in the process of transforming our experience into an e-learning course, addressing NGOs, public administrations and companies over Europe which are willing to creating a new business model of cooperation between private companies and no profit organization. In Social Seed online course all acquired knowledge, material developed and results achieved will be gathered. The training will help them to have all the information, knowledge and skills they need to embark on an incubation path that interconnects the non-profit social world with the entrepreneurial one.

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