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THE DIDACTIC MINE OF YOUTH WORK

For age 6-11

Everyone can be a
Social Entrepreneur!

e-Book



Everyone can be a Social Entrepreneur!



Overview

- Starting from understanding what social problems are, the participants will hear about social entrepreneurs that created successful businesses and finally, they will investigate possible ideas for social enterprises that could give answers to a specific problem: a beach full of litter.
- The activity stimulates creativity, problem-solving skills and teamwork while learning about the social impact of the businesses.
- They will address the topic by making use of a variety of tools: they will be listening, reading, and inventing creative solutions.



Learning objectives

- To explore the meaning of social enterprise and understand what a social entrepreneur does.
- To approach the concept of sustainability.
- To develop a sense of initiative and entrepreneurship.
- To raise awareness on the role of individuals in sustainable development.



Age

8-11 years old.



Time

60 minutes.





Group Size

9-15 participants



Materials

- Pens, markers.
- Blank paper.
- Whiteboard or flipchart board.
- Copies of The Beach Problem, one per participant.
- Video Projector.



Preparation

- Read through the entire activity.
- Write the list of problems from the handouts on the whiteboard or flipchart.
- Write on a flipchart or A3 sheet a simple and clear definition of social problem, you will need as a reference during the session.
- Study the cases from the handout "social entrepreneurs" and get ready to present them to the participants in a way that is clear and simple considering their age. We recommend that you choose a maximum of 3 cases.
- Prepare some A3 panels with keywords that refer to the case to help focalize the attention of the participants.
- Make copies of The Beach Problem worksheet, enough for one per student.



Description

1. Explain the activity: Starting from understanding what social problems they are will go through examples of social entrepreneurs who created successful businesses. Finally, they will investigate possible ideas for social enterprises that could give answers to a specific problem: a beach full of litter.



2. Read loud and if necessary, explain the list of problems that you have written on the flipchart before starting the activity.

3. Work together to classify the problems into “social problems” and “other problems”. Make clear what a social problem is in simple terms.

4. Explain that now you are going to present some good practices of social enterprises that gave answers to problems of the community and read the good practices one by one.

- After each example leave a couple of minutes for questions and comments.

5. Ask them to list the social problems that were addressed by the entrepreneurs.

6. Guide the participants to understand that each of these entrepreneurs noticed a social problem in their community or the world. Then, they created their business to address this problem.

7. Tell them that now it will be their turn to address a social problem. Working in small groups will brainstorm solutions like a social entrepreneur.

8. Create small groups of 3 people and pass out copies of “The Beach Problem”, one per participant.

9. Distribute blank paper, markers, and pens to each group.

10. Read out loud the beach problem, then ask, “What is the social problem present in the story?”.

11. Allow the small groups to discuss and guide them to the understanding that beach pollution is a social problem. It is caused by humans, and it negatively impacts the community.



12. Tell participants that they will be working as a team to brainstorm solutions to the social problem in The Beach Problem. They should come up with possible solutions. For example, a beach cleanup, an educational campaign, the installation of trash and recycle cans on the beach, etc.

13. Bring the group back together to list the solutions.



Tips for facilitators

- Use visual tools, if possible, if you use handwriting make sure that you write clearly and with capital letters.
- If you are having participants of younger age (including 8) it could be better not to have more than 12 participants, so that you are going to have only 4 small groups. Having 5 groups could be boring for the participants and they could lose attention.



Debriefing and Reflection

- The activity is quite long and already a lot of comments and confrontation were allowed. We recommend not to make a long brainstorm and close the session by congratulating the solutions. Remind them that anyone can become a social entrepreneur! Encourage them to look for problems in their community and spend time thinking about how they could solve them.



References

The activity has been readapted and inspired by an activity from [Social Entrepreneurs: Classroom Lesson Plan | Career Girls](#).

- Career Girls is a 501(c)(3) non-profit, while CareerGirls.org is a comprehensive video-based career exploration and readiness tool for girls



HANDOUTS

List of problems

- A kitchen with a leaky faucet
- Poverty
- A community without enough affordable housing
- A father who loses his job
- A park with a broken swing set
- Air pollution caused by cars or factories
- A community that doesn't have enough jobs

Social Entrepreneurs

Social entrepreneurs see a social problem and decide that they want to do something about it and start an organization, or an initiative, or a program to address that problem.

For any social action to create a meaningful impact, you have to somehow build a sustainable model, and a social entrepreneur is somebody who can do that.

Healthy Career Initiative

"I have an organization called a Healthy Career Initiative. We brand our name as a Ghana Code Club, and we go to schools to initiate coding clubs for elementary school children to learn to code."

Annie Cannons

"I run a nonprofit organization called Annie Cannons, which transforms human trafficking survivors into software engineers. Our graduates work with experts on continuously more challenging products so that they can learn new skills, and they're earning at the same time, so they actually make money while they're doing that. And the third piece of what we do is actually build technologies that they ideate, that solve problems they care about. Because we believe that survivors are the ones to imagine solutions to problems that only survivors truly understand."



Helpsy

“95% of all clothing, shoes and other textiles can be given a second life. Sadly, over 85% just ends up in the trash! Reducing, reusing, and recycling textiles and clothing can make an impact on this massive waste issue.

Currently functioning within the northeastern U.S. (and hopefully on a much larger scale, soon), HELPSY has about 2,000 collection bins in eight states and is working with hundreds of nonprofits, businesses, and towns as hosts. It also collects from thrift stores, paying them for overages and hosting clothing drives benefiting organizations. HELPSY also offers free home pick-ups in parts of New York City and Westchester County, with more areas hopefully to follow soon. From there, a whopping 95 percent of what's collected is reused, upcycled, or recycled (and, most importantly, given a second life and kept out of landfills).”

P. M. Kato Consulting

“I’m the owner of P. M. Kato Consulting and I make games for training and education in the healthcare sector. So I work a lot with patients. I also work a lot with doctors who care a lot about their work. And I can see when they play the games that I make that it helps with their relationships, it helps them understand things better, it improves their work, and it makes a difference.”

Meliora Cleaning Products

“Kate Jakubas is an environmental engineer by trade. Growing up as one of the kids who had a “rock collection” instead of a lemonade stand (as she put it), she hadn’t considered herself at any point destined to be a business person.

However, with her care for the environment and her engineering drive to solve problems, she became inspired to determine what potential toxic and environmentally harmful chemicals she could remove from her own personal consumption. She wanted to make sure the ingredients were safe for those in her household and the environment, but the ingredients weren’t even listed! It became clear that it was hard to be a responsible consumer and to do no harm. After formulating her own vegetable soap and using it to do her own laundry, she knew she could offer better products that were rooted in simple ingredients and build a company that was honest about how products are made. This then turned her onto household products and led to the founding of Meliora Cleaning Products, which she runs with her husband, Mike.”



Care Academy

“I am the CEO and co-founder of Care Academy, and we provide online professional development for caregivers. I was a caregiver myself. I’ve been doing it since I was 18 years old and just had an epiphany one day that I could have been better trained. And so what I say to our staff is that I am building something I could have used. And I think that’s the best way that you can be an entrepreneur is to solve a problem that you understand.”

The Beach Problem

Angel was excited to spend a day at the beach. She had collected her beach towel, a new magazine, and plenty of sunscreen. She was ready for a fun day with some of her friends!

After laying out her towel, Angel noticed that there was quite a bit of trash near her spot. Empty food wrappers, plastic cups, and straws littered the ground. She even saw a small crab trapped in a soda bottle down by the water.

“Yuck! When did the beach get so dirty?” Angel asked her friend Jada.

“I don’t remember it being this dirty last summer...” replied Jada.

After carefully stepping over the trash, Angel and Jada waded out into the warm, salty water. While they were swimming, Jada suddenly screamed, “Something is touching my leg! Help!!” Jada reached down and pulled out an old piece of fishing net. “Wow, there is even garbage in the water!” she muttered.

After drying off, Angel, Jada, and their friends started talking about the state of the beach. “It wasn’t like this last year. I wonder what happened?” said Angel.

“I don’t know. But it makes me feel sad for the animals and all the people who want to come here to swim and have fun. We should do something about it. What do you guys think?” asked Jada

