



**UPGRADING OF THE CONDITIONS FOR SOCIAL ENTREPRENEURSHIP
DEVELOPMENT THROUGH FLEXIBLE METHODS OF TRAINING
(PRESENTATION OF THE SOCIAL ENTREPRENEURSHIP STRATEGY PLANNING
PROJECT – SESP)**

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The general goal of the SESP Project is to contribute to the development of Social Entrepreneurship across the EU by transfer of innovative products and processes and exchange of good practice.

The SESP project transfers a developed innovative learning models and (e-) learning content which are flexible enough to address the specific needs of the Social Entrepreneurship, are adoptable and modular and reflect the practical needs of the end users. The project upgrades the developed under Strategy-Train learning model on enterprise strategy and strategic management for decision-makers in SMEs. The intangible outcome of the SESP project is an innovation of the available curriculum and training programmes, which are adapted to address specific SEs needs in strategic planning.

The results of the SESP project:

- Cross-cultural analysis - Throughout National Researches giving a clear picture of the state of the art of SEs in participating countries and of the conditions on EU level affecting their development;
- Learning model: Based on existing good practices and the needs of SEs a learning model combining collaborative e-learning

methods, community approaches and on-site training, outlined in a detailed report, serving as the basis for the implementation of the e-learning modules and the necessary e-collaboration tools as well as the tutors' instructions;

- SESP Curriculum and Content - Adapted curriculum and relevant learning content on SE strategy assembled for the on-site sessions as well as for the e-learning modules;;
- Instructions for Trainers A detailed documentation for tutors and trainers guaranteeing the transferability of the elaborated learning modules and materials;
- Training Modules Adapted modular course programme consisting of different learning blocks which are relevant to the target group;

Target groups of the SESP are managers / decision-makers of social enterprises, regardless of the sector to which they belong.

- Primary target group: Managers / owners / decision-makers of social enterprises
- Secondary target group: Educational institutions, trainers, tutors, coaches, consultants

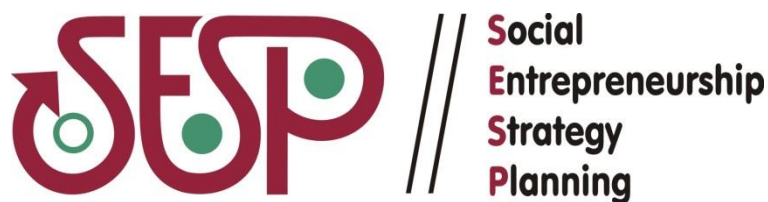
Social enterprises (SE) in EU represent 2 million enterprises and employ over 11 million employees in almost every sector of the economy. In their majority SEs are from the SMEs category. SEs are characterised by a strong personal involvement of its members in the management of the company and the absence of seeking profits in order to remunerate shareholders capital. SEs are set up to fulfil social needs, generate employment, tackle poverty, encourage local economic development, promote citizen participation in policy-making processes, integrate disadvantaged groups into the labour market, innovate production and provision of goods and services, and yield social added value.

In Commission's enterprise policy is pointed that "The so-called Social Economy, including cooperatives, mutual societies, foundations and

GROZEVA R.

social enterprises, provides a wide range of products and services across Europe and generates millions of jobs". SEs are part of this policy aiming at promoting enterprises, in general and more specifically SMEs, independently of their business form. The actions foreseen in the Small Business Act for Europe also benefit SEs to face the challenges arising out of globalisation, rapid technological change and global economic downturn.

In order to be able to respond to the changing global economic environment, those enterprises which look to the future and which plan strategically have a competitive advantage over their competitors. Strategic planning is considered one of the most important indicators for innovation and development processes, balanced growth and strengthening of a company's profile.



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Lifelong Learning Programme

Този проект е финансиран с подкрепата на Европейската комисия. Тази публикация отразява само личните виждания на нейния автор и от Комисията не може да бъде търсена отговорност за използването на съдържащата се в нея информация.