



EXERCISES

Module 12 : Self-employment and social entrepreneurship

Exercise 1 -

With the help of previous activities and knowledge you acquired, find your skills, passions and qualities. Then, think of how you could use them in a social enterprise (or your own).

Exercise 2 -

take a basic idea of an enterprise, imagine it or find it on the web. imagine a customer considering their demographic, needs, motivation and potential purchasing behavior. Elaborate how you could come up with effective solutions by adapting and aligning your production to the customer's needs.

Exercise 3 -

in order to get familiar with this field, choose one enterprise and take time to analyze it. What field does it tackle ? Is it new ? What social or environmental issues do they solve ? What do they offer ? Where does their profit come from at the same time of creating social impact ?

Make your own report on it ; resume everything and come up to a conclusion on how this enterprise manages to balance business goals and environmental/social impact.

Exercise 4 -

You can now try to do the same exercise (number 3) but with your own idea of enterprise.

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union