

the Social Newsletter



Digi-Lance4SE

Learning Centers for Social Entrepreneurs in the digital era

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C2 Training Overview



Training in Trinity University, Dublin

The theme of the C2 training event was Marketing, with sessions on Digital, Sales and Marketing and Understanding SEO. The workshops and seminars were designed to equip the social entrepreneurs with the underpinning knowledge and understanding of the importance of marketing their product or service, and maximising the digital opportunities on platforms such as Google. A practical workshop was held, demonstrating how each entrepreneur can create dynamic promotional items such as mugs, flasks and water bottles to promote their business.



Group Dinner in Dublin

Project Learners Mobility to Dublin



Digital Marketing Training Programme, Included in the C2 Mobility in Dublin

REINFORCING THE PILOT TRAINING

The C2 Learner Teacher Training Activity (LTTA) takes the format of a blended mobility for learners. In each partner country, learners who completed the pilot training programme, and budding social entrepreneurs were able to express interest in extending their learning in a different EU country, to underpin the knowledge and understanding gained from the training modules. Whilst on the blended mobility, the learners are able to take part in best practice visits, additional learning opportunities and enhance their language and cultural skills.

CULTURAL OPPORTUNITIES



Social Enterprise Walking Tour

For the cultural experience, Gifted Ireland incorporated elements of social entrepreneurship by taking the learners on a Walking Tour, which is a social enterprise operated by a homeless charity.

Partners



BEST PRACTICE VISITS



Chris MM Gordon, CEO Irish Social Enterprise Network

Irish Social Enterprise Network presented the situation in Ireland to the group, detailing the history of enterprises on the island, the journey to legislate for social entrepreneurship and an overview of the diverse range of social businesses which have been set up.

Chris, CEO of the Network also hosted a Question and Answer session with the group, detailing his engagement on a European level, and connectivity between his network and the sharing of expertise across the EU.



Students from Romania, Greece, Italy and Slovenia in Dublin

ELEVATOR PITCH of BUSINESS PLANS



A key element of the training programme was the support for participants to nurture the social business idea, working the concept up into a business plan, outlining the legal context and financial planning, to turn the idea into reality. Participants presented their ideas, which included innovative, unique and visionary concepts, with huge potential not only as a business opportunity, but to deliver social value impact and outcomes, supporting disadvantaged groups. The business ideas embraced sustainability, creativity and inclusion. We look forward to updates from the partnership in future months as the ideas move from concept to incubation and ultimately business realisation and trading.

CULTURAL & LANGUAGE DEVELOPMENT ON MOBILITY



Visit to the New York Digital Portal in Central Dublin

US Independence Day was on day 4 of the mobility. Celebrations for the 4th of July are popular in Ireland. The group paid a visit to the Digital Tourism Portal where they could engage with local people and experience how global tourism is going digital !



Irish Dancing During Dinner in Henry Street



Traditional Irish Music Experience



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