

# *SUSTAIN YOUR LIFE THROUGH SOCIAL ENTREPRENEURSHIP*

## **TRAINING COURSE**

### **Social and Cultural Entrepreneurship**

## **NETHERLANDS - ROTTERDAM**

**31<sup>st</sup> OCTOBER 2016 – 4<sup>th</sup> NOVEMBER 2016**

**INFO-PACK**

**HOGESCHOOL ROTTERDAM**



## **INDEX**

**SUSTAIN YOUR LIFE THROUGH SOCIAL ENTREPRENEURSHIP, the project**

**THE PARTNERSHIP**

**TRAINING COURSE in the NETHERLANDS**

**PROGRAMME in a nutshell**

**PREPARATION WORK**

**TRAVEL COSTS**

**TRAVEL INFORMATION: HOW TO GET TO ROTTERDAM**

**BOOKING YOUR FLIGHTS**

**DEADLINES**

**REIMBURSEMENT OF TRAVEL TICKETS**

**ACCOMMODATION**

**ROTTERDAM**

**THE FACEBOOK PAGE**

**THE EUROPEAN HEALTH INSURANCE CARD**

## SUSTAIN YOUR LIFE THROUGH SOCIAL ENTREPRENEURSHIP

### *Project dates*

Start Date: 01-12-2015

End Date: 01-12-2017

### *Summary*

The project aims to contribute to exchange of practices and the creation of a favourable environment to encourage and enable youth workers to pursue social entrepreneurship in their local and global communities. In a period when Europe and its neighbours face an economic crisis that has increased levels of youth unemployment and reduced youth participation in the labour market, the project aims at promoting social entrepreneurship as a sustainable way in addressing these challenges.

Indeed, entrepreneurship and self-employment could help young people to develop key competences, to respond to emerging social needs and fully participate in society and economy development. The overall goal is to engage youth workers and young people in social entrepreneurship, as ambassadors of sustainable development and growth in their local and global communities.

### *Specific objectives:*

- To equip and support youth workers and young people with knowledge, key competences and tools related to social entrepreneurship and social innovation that are needed to turn entrepreneurial ideas into social start-ups, with a view to tackling challenges and problems identified within their communities.
- To exchange experiences and practices related to social entrepreneurship and social innovation among organizations active in the youth field from different social and cultural contexts in Europe.
- To develop a better understanding of this emerging field through non-formal education approaches on social entrepreneurship.
- To foster cooperation and build new opportunities for further collaboration on social entrepreneurship between organizations active in the youth field from different EU countries.

### *Target groups:*

Youth workers interested in social entrepreneurship and local community development.

## THE PARTNERSHIP

PRISM-Promozione Internazionale Sicilia-Mondo - Italy  
 Società Consortile Rocca di Cerere - Italy  
 Consulta Europa Projects and Innovation - Spain  
 Hogeschool Rotterdam/School of Social Work - Netherlands  
 Asociatia Dominou - Romania  
 Freguesia de Cascais e Estoril - Portugal  
 Vilniaus Kolegija - Lithuania

TRAINING COURSE IN ROTTERDAM SOCIAL AND CULTURAL ENTREPRENEURSHIP		
<b>Venue:</b> Museumpark, Rotterdam, Netherlands	<b>Date:</b> 31 <sup>st</sup> of October – 4 <sup>th</sup> of November <b>Arrival:</b> 30 <sup>th</sup> of October (Sunday) <b>Departure:</b> 5 <sup>th</sup> of November (Saturday)	
<b>Hosting organization:</b> Hogeschool Rotterdam / Rotterdam University of Applied Sciences		
Name of the organisations involved	Country	Number of youth workers involved
PRISM Promozione Internazionale Sicilia-Mondo	Italy	2
Società Consortile Rocca di Cerere	Italy	2
Consulta Europa Projects And Innovation	Spain	4
Stichting Hogeschool Rotterdam	The Netherlands	8
Asociatia Dominou	Romania	4
Freguesia de Cascais e Estoril	Portugal	4
Vilniaus Kolegija	Lithuania	4

## CONTENTS OF THE TRAINING COURSE IN THE NETHERLANDS

The TC will equip participants with the entrepreneurial tools and basics of business and financial management models for social enterprises. By visiting a diversity of good practices in Rotterdam, participants will get acquainted with the decision making processes of the social entrepreneurs involved. By comparing and contrasting, the participants will be able to establish what the key success factors are for social and cultural entrepreneurship.

At the end of the TC participants will be able to:

- compare, contrast and analyse business models
- identify and interpret successful business and finance models in order to take well-founded decisions when starting up their own social enterprise
- understand the match between the specific context and the models chosen
- appraise the ups and downs as well as solutions found by social entrepreneurs in the Rotterdam area
- apply these lessons learned in their own context.

Topics of the TC include:

- from personal passion to shared social value business
- meditation, inspiration and communication in networks, creating shared value together
- how to use the business canvas model
- models for social cultural entrepreneurship (a.o. Dirk Noordman model and soul business modelling) and new ways of making cultural values work
- co-creating and co-financing
- introduction to the Balance Score Card measuring success
- allocation of resources and responsibility matrix
- the do's and don't's of social entrepreneurship
- new trends
- designing an action plan for the creation of a social enterprise
- learning from inspiring and successful practices such as : *Resto Van Harte, Verhalenhuis Belvedere, Leeszaal Rotterdam West, Zwaanshals, Culture Scouts etc.*

### Venue

Rotterdam, The Netherlands

Rotterdam University of Applied Sciences, location Museumpark

### Dates

Training course: 31<sup>st</sup> October – 4<sup>th</sup> November, 2015, 5 days

Arrival day: Sunday, 30<sup>th</sup> October July 2016

Departure day: Saturday, 5<sup>th</sup> November 2016



### Participants

- Participants profile: young people involved in social entrepreneurship initiatives or third sector organizations, and youth workers engaged with different groups of young people in many different ways – through social movements, youth organizations and associations, by faith groups, the non-governmental sector and national, regional and local youth policy.
- No age limits
- Able to communicate in English (intermediate level)
- Willing to act as multiplier in the local communities upon return home.

Gender balance in each national group should be ensured as follows:

		M	F
ITALY	PRISM-Promozione Internazionale Sicilia-Mondo	1	1
ITALY	Società Consortile Rocca di Cerere	1	1
SPAIN	Consulta Europa Projects And Innovation	2	2
THE NETHERLANDS	Stichting Hogeschool Rotterdam	4	4
ROMANIA	Asociatia Dominou	2	2
PORTUGAL	Freguesia de Cascais e Estoril	2	2
LITHUANIA	Vilniaus Kolegija	2	2
<b>TOT.</b>		<b>14</b>	<b>14</b>

Please send your request to [mobility@associazioneprism.eu](mailto:mobility@associazioneprism.eu)

### PREPARATION WORK TO BE DONE BEFORE DEPARTURE

Each national group is invited to actively participate in the training course by:

- **Preparing for an intercultural evening:** participants are asked to prepare a stand to “give a taste” of their culture to other participants, including food, drinks, and other elements like music, dance, map ....
- **Preparing for a presentation** of one or two social (cultural) enterprises in your own region / country. (for a maximum of 10 minutes, using PPT, prezi or VIDEO or any other way)

## TRAVEL COSTS

According to the grant support to travel costs in the Erasmus+ Programme, travel distances have been calculated using the distance calculator provided below:

[http://ec.europa.eu/programmes/erasmus-plus/tools/distance\\_en.htm?utm\\_source=ExisT+-+European+Volunteers%27+Newsletter&utm\\_campaign=ec3710eb6b-ExisT+Newsletter+-+Maggio+2014&utm\\_medium=email&utm\\_term=0\\_f50d5476ea-ec3710eb6b-73540869](http://ec.europa.eu/programmes/erasmus-plus/tools/distance_en.htm?utm_source=ExisT+-+European+Volunteers%27+Newsletter&utm_campaign=ec3710eb6b-ExisT+Newsletter+-+Maggio+2014&utm_medium=email&utm_term=0_f50d5476ea-ec3710eb6b-73540869)

Travel costs for each participant are covered 100% according to the flat rate as indicated below. Possible extra costs due to extra services e.g. should be covered by participants themselves.

<i>Number of participants</i>	<i>Sending Organisation and country</i>	<i>From</i>	<i>To</i>	<i>Total</i>
2	PRISM	Caltanissetta	Rotterdam, NL	€ 275,00
2	Rocca di Cerere	Enna	Rotterdam, NL	€ 275,00
4	Consulta Europa	Las Palmas	Rotterdam, NL	€ 360,00
8	Stichting Hogeschool Rotterdam	Rotterdam	Rotterdam, NL	€ 0,00
4	Asociatia Dominou	Craiova	Rotterdam, NL	€ 275,00
4	Freguesia de Cascais e Estoril	Cascais	Rotterdam, NL	€ 275,00
4	Vilniaus Kolegija	Vilnius	Rotterdam, NL	€ 275,00

## ACCOMMODATION

Accommodation and meals are covered 100%.

You will be accommodated in Rotterdam city centre, in the vibrant Witte de Withstraat, in either the [King Kong Hostel](#) or [Hotel Bazar](#). Breakfast is arranged for you in your hotel.

NB Use of minibar or any other additional service is at your own expense !

Please keep in my mind that check-in is from 14.00 - 23.00 hrs at Hotel Bazar and from 15.00 hrs at King Kong.

Participants will be assigned to their rooms on arrival.

This is the location of Witte de Withstraat

<https://www.google.it/maps/place/Witte+de+Withstraat,+Rotterdam,+Paesi+Bassi/data=!4m2!3m1!1s0x47c4335ffb5ffc1f:0x34ac65e69d3d0861?sa=X&ved=0ahUKEwjTyLTek4fOAhXpJ8AKHWkpBUQQ8gEIHTAA>

Moving to the left side of the map you'll notice Hogeschool Rotterdam coming into view, at Museumpark, opposite Het Nieuwe Instituut.

## MEALS

- Lunch and dinner will be fully covered for the duration of the Training Course and offered in different eateries and places in Rotterdam city.
- Meals are only covered during the participants' stay in Rotterdam, in other words during the TC.
- Subsistence costs during the journey are not included in the budget.

## THE CITY OF Rotterdam

Rotterdam is making a splash as a uniquely modern destination, offering a constantly evolving selection of arts, architecture and culture. As the city continues to put its own spin on 21-st century living, take a peek at some of its most enticing attractions!

This is what Lonely Planet says about Rotterdam:

*Futuristic architecture, inspired initiatives such as inner-city canal surfing, a proliferation of art, and a surge of drinking, dining and nightlife venues make Rotterdam one of Europe's most exhilarating cities right now.*

*The Netherlands' second-biggest metropolis, on the vast Nieuwe Maas river, is a veritable open-air gallery of modern, postmodern and contemporary construction. It's a remarkable feat for a city largely razed to the ground by WWII bombers. Rebuilding has continued unabated ever since with ingenuity and vision.*

And this about King Kong Hostel:

*artist-designed King Kong Hostel (a vintage- and industrial-furniture-filled haven on Witte de Withstraat, the city's coolest street).*

## THE FACEBOOK PAGE

All project coordinators and participants are invited to join the Facebook page looking for “**Sustain your Life through Social Entrepreneurship**” - <https://www.facebook.com/Sustain-Your-Life-Through-Social-Entrepreneurship-1535269770106985/>

## THE EUROPEAN HEALTH INSURANCE CARD

Though not compulsory, we recommend all participants to issue by themselves a European Health Insurance Card. What is the European Health Insurance Card?

A free card that gives you access to medically necessary, state-provided healthcare during a temporary stay in any of the 28 EU countries, Iceland, Lichtenstein, Norway and Switzerland, under the same conditions and at the same cost (free in some countries) as people insured in that country.

Cards are issued by your national health insurance provider:

<http://ec.europa.eu/social/main.jsp?catId=563&langId=en#nationalinfo>



