



Train the Trainers Workshop & Study Visit

Module 3: Linking Social Work/Initiatives and Entrepreneurship

KMOP EIH



Co-funded by
the European Union

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.
[Project Number: ERASMUS-YOUTH-2023-CB]

Core Social Work Values

 **Advocacy**  **Empowerment**  **Inclusion**  **Social Justice**

Advocacy

Amplifying Unheard Voices

Advocacy is the active effort to **influence** public policy and resource allocation to benefit marginalized or underrepresented groups. In social work, it means **speaking out** on behalf of individuals or communities who may not have the means, platform, or power to defend their rights or express their needs.

In the context of social entrepreneurship, advocacy can take the form of:

- Campaigning for systemic change.
- Raising awareness about social injustices through business platforms.
- Using storytelling and branding to humanize the issues faced by beneficiaries.

Example: A social enterprise working with refugees might use its marketing to educate the public about refugee experiences and push for more inclusive immigration policies.

Inclusion

Everyone at the Table, Everyone in the Conversation

Inclusion goes beyond just inviting people into a space—it's about **making sure** every voice matters and influences outcomes. This value demands that social structures and systems are **accessible and fair** to all, especially those historically excluded due to race, gender, ability, or economic status.

In a social enterprise, this might include:

- Inclusive hiring practices.
- Product design that accommodates all users.
- Decision-making processes that integrate feedback from the community served.

Example: A food business run by women from minority backgrounds that allows them to help shape company strategy and culture, not just be workers.

Social Justice

Rewriting the Rules for Fairness

Social justice is about challenging and changing systems that produce inequality. It's not just about charity or helping individuals; it's about confronting the root causes of oppression—whether legal, economic, cultural, or institutional.

For both social workers and social entrepreneurs, this means:

- Questioning who benefits from current systems.
- Designing models that redistribute power and resources.
- Working to dismantle racism, sexism, classism, ableism, and other forms of discrimination.

Example: A cooperative housing initiative that allows low-income residents to own and govern their homes challenges the norms of wealth concentration in real estate.

The Convergence

Two paths, one destination

 Creating waves of **sustainable** change:

Both social work and social entrepreneurship aim not just to make a short-term impact, but to create lasting, systemic change. This involves addressing social issues in ways that can sustain themselves over time — through community ownership, policy reform, or financially viable models.

In social entrepreneurship, sustainability often comes from:

- Business models that generate income while achieving a mission.
- Innovations that can scale without depending solely on donations.

In social work, it might mean:

- Building community capacity.
- Ensuring programs are culturally relevant and owned by the people they serve.



*Building solutions **WITH** communities, not **FOR** them*

This is about **co-creation**—an essential value in both fields. Instead of imposing external solutions, both social workers and social entrepreneurs strive to **listen, engage, and partner** with communities to identify what's truly needed.

This approach:

Respects local knowledge and lived experience.

Prevents paternalism and fosters dignity.

Leads to more relevant, accepted, and impactful interventions.

Tackling root causes, not just symptoms

Both fields understand that solving social problems isn't just about managing the effects—it's about going upstream to the root causes. Whether it's poverty, discrimination, or lack of access to education, effective efforts must challenge the systems and structures that create inequality in the first place.

Examples of root cause work:

- Advocating for policy change.
- Creating job opportunities in underserved communities.
- Reforming education, healthcare, or criminal justice systems.

- ✨ *Seeing potential where others see problems*

Where others see deficit or dysfunction, social entrepreneurs and social workers see strengths, resilience, and opportunity. This strengths-based perspective is central to both professions and is about redefining narratives around vulnerable populations.

For social entrepreneurs:

This might mean hiring people considered “unemployable” by traditional businesses.

Turning community pain points into innovative social ventures.

For social workers:

It means building on a client’s existing skills and networks.

Recognizing that every person has the capacity to change and lead.

Current Trends

-  Purpose is the new profit - businesses with a conscience
-  Tech for good revolution
-  Unusual alliances - breaking down sector silos
-  17 SDGs - the world's to-do list guiding social innovation

Social Enterprise Pivot Challenge

Transform a traditional business into a social enterprise

Process:

- Choose a well known traditional business
- Choose a societal issue
- Challenge: There is a constraint! How would you solve it?

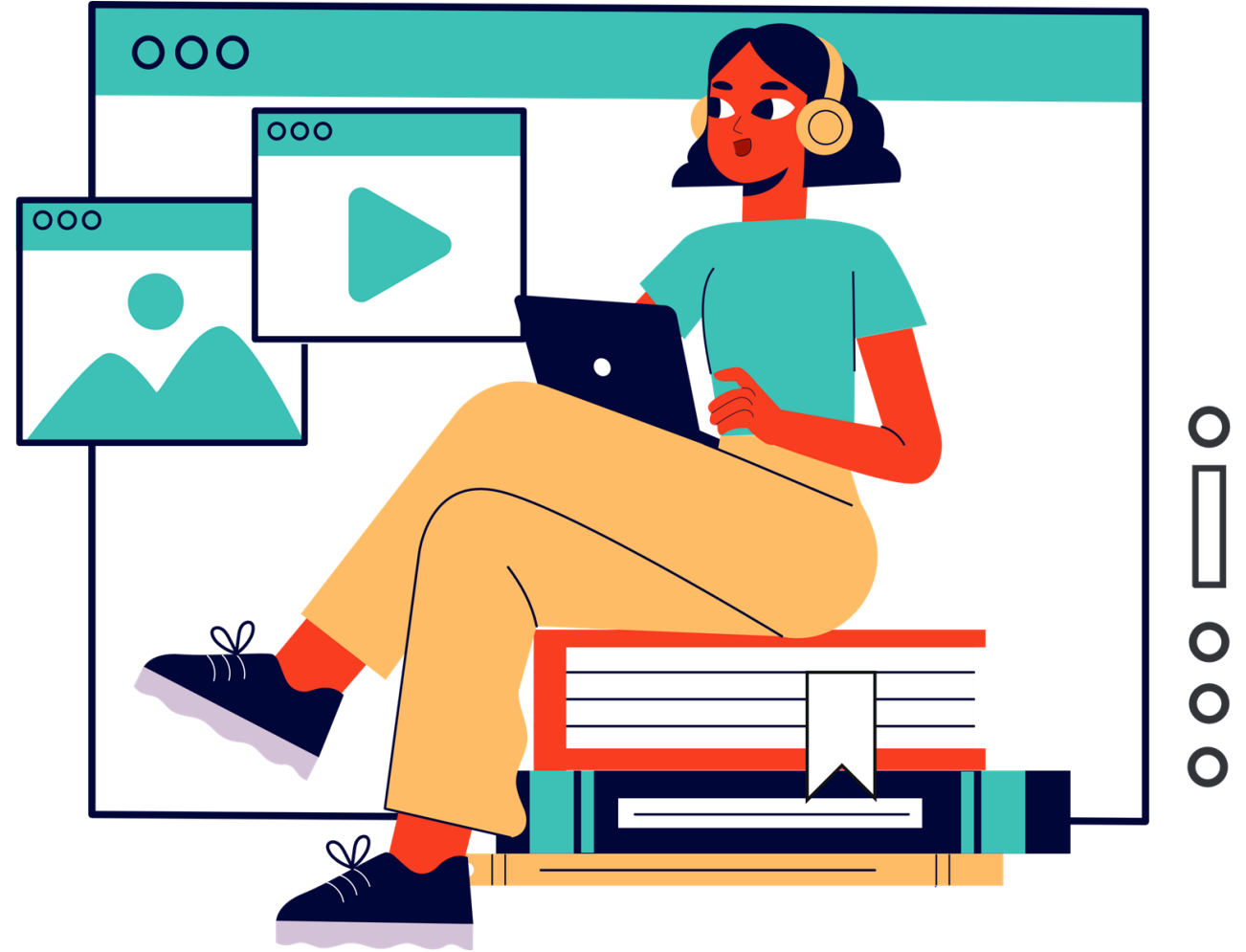
Pitch your idea with the rest of the trainees

Kahoot game!

https://play.kahoot.it/v2/*?quizId=d89e7745-ab30-413f-953e-f6820864f837



Questions?



Co-funded by
the European Union

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.
[Project Number: ERASMUS-YOUTH-2023-CB]