



Train the Trainers Workshop & Study Visit

Module 5: Social Business Model and Planning for Social Innovation



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What is one social or environmental challenge that you care about?



What is one issue you think is often ignored in your community?



The Social Business Model Canvas (SBMC) is a strategic tool that helps social entrepreneurs design and refine their business models.

The SBMC is an adaptation of the traditional Business Model Canvas (BMC) but focuses on social impact.

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

REASONS FOR PARTNERSHIPS

Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

EXAMPLES

Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS

Newness
Performance
Customization
"Getting the job done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES

Personal assistance
Dedicated Personal Assistance
Self Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Disruptive
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES

1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL

Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (Focused on value creation, premium value proposition)

SAMPLE COST STRUCTURES

Fixed Costs (salaries, rent, utilities)
Variable Costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES

Asset sale
Lump sum
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage Fees
Advertising

FIXED PRICING

List Price
Product Feature dependent
Customer segment
dependent
Volume dependent

DYNAMIC PRICING

Negotiation (Bargaining)
Real-time bidding
Real-time market



FairWear Foundation, an independent, non-profit organisation works to improve conditions for workers in garment factories. FairWear is an example of a foundation that follows the Social Business Model Canvas.

Activity: 30 minutes

Component	Description	Example: FairWear
Mission & Social Value	The core purpose and social impact of the venture.	Reduce textile waste while creating fair-wage jobs.
Customer Segments	Groups that benefit from or support your business.	Ethical consumers, sustainability advocates.
Value Proposition	The unique benefit your venture provides.	Affordable, eco-friendly clothing that promotes fair labor.
Revenue Streams	How the venture generates income.	Direct sales, partnerships with ethical brands.
Cost Structure	Key expenses needed to operate.	Sustainable materials, fair wages, logistics.

Using AI to Develop a Business Model Canvas

What is AI?

- Systems that can perform tasks by imitating human intelligence
- Common applications include language understanding and image recognition

How AI Can Help

- Generate ideas for value propositions and revenue streams
- Analyze market trends and customer segments
- Provide feedback on the canvas and suggest improvements

Prompt:

You are a social entrepreneur from Albania, passionate about creating positive change in your community. Your goal is to solve a pressing social issue through an innovative and sustainable solution. I will give you specific questions to explore—based on these, generate ideas, propose solutions, and think creatively about how to build a social enterprise that addresses the problem effectively.

Activity: 30 minutes

Component	Description	Example: FairWear
Mission & Social Value	The core purpose and social impact of the venture.	Reduce textile waste while creating fair-wage jobs.
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Some key planning elements are:

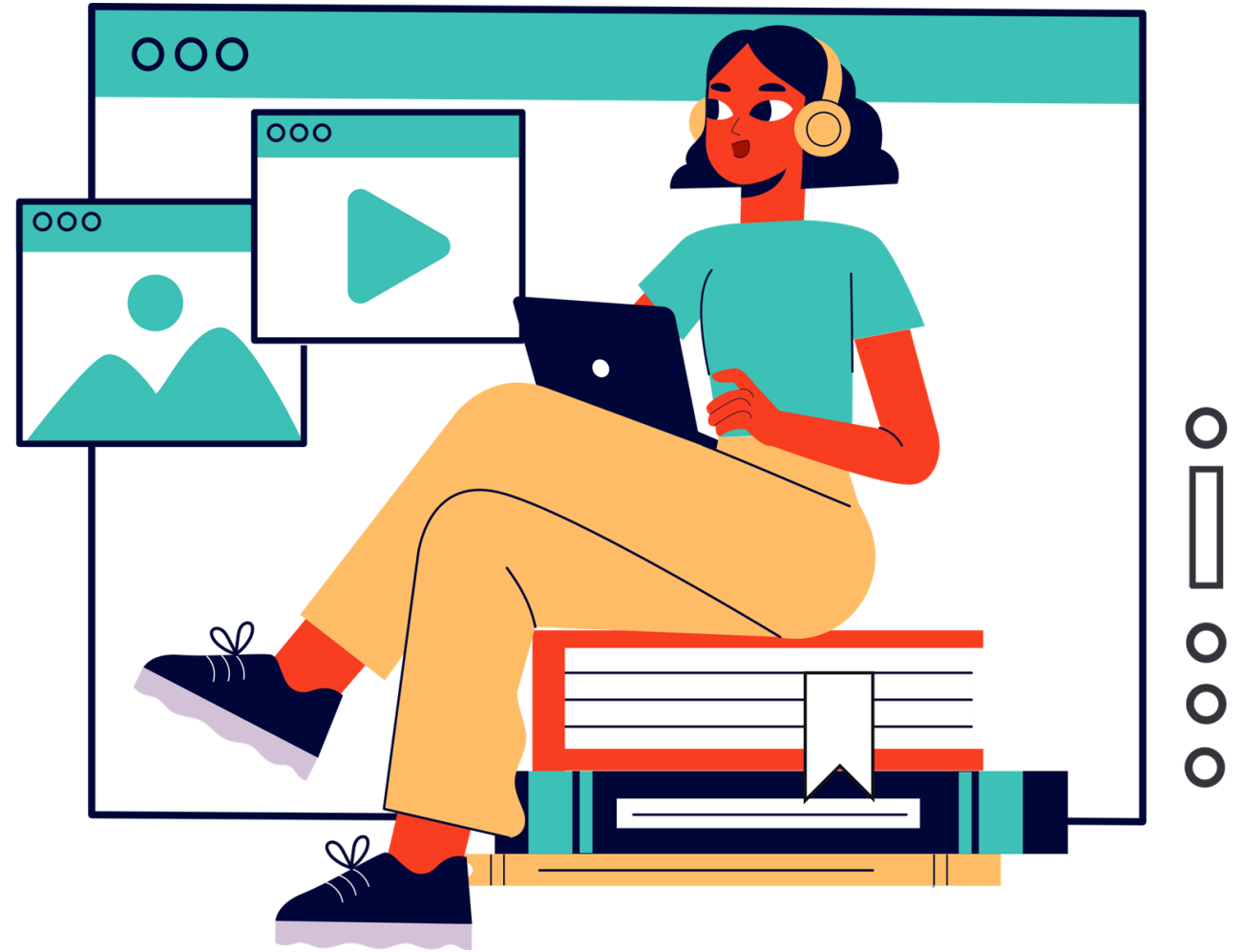
- **Sustainability** – Can this idea generate enough income to survive?
- **Scalability** – Can this grow to reach more people?
- **Team and partners** – Who are the key people who will help you?
- **Legal form** – Will it be a non-profit, a social enterprise, or a cooperative?
- **Impact measurement** – How will you prove your value to funders or communities?



“A helpful tip: Always build with your beneficiaries, not just for them. That’s the heart of social innovation.”



Thank you!



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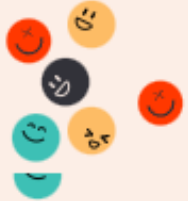
Module 6: Identifying Social Entrepreneurship Opportunities



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Communities thrive when their needs are recognised and addressed.



Understanding these needs is the first step in creating **meaningful change** from access to education and healthcare to environmental sustainability.

Opportunity Discovery

- What problems exist in your community that no one is solving—or not solving well?
- Which everyday struggles could be solved with better systems, tools, or services?
- Are there existing services or solutions that exclude certain groups (e.g. migrants, youth, elderly)? How?
- What local traditions, skills, or resources are underutilized but could be part of a solution?
- What are people already doing informally that could be transformed into a social enterprise?

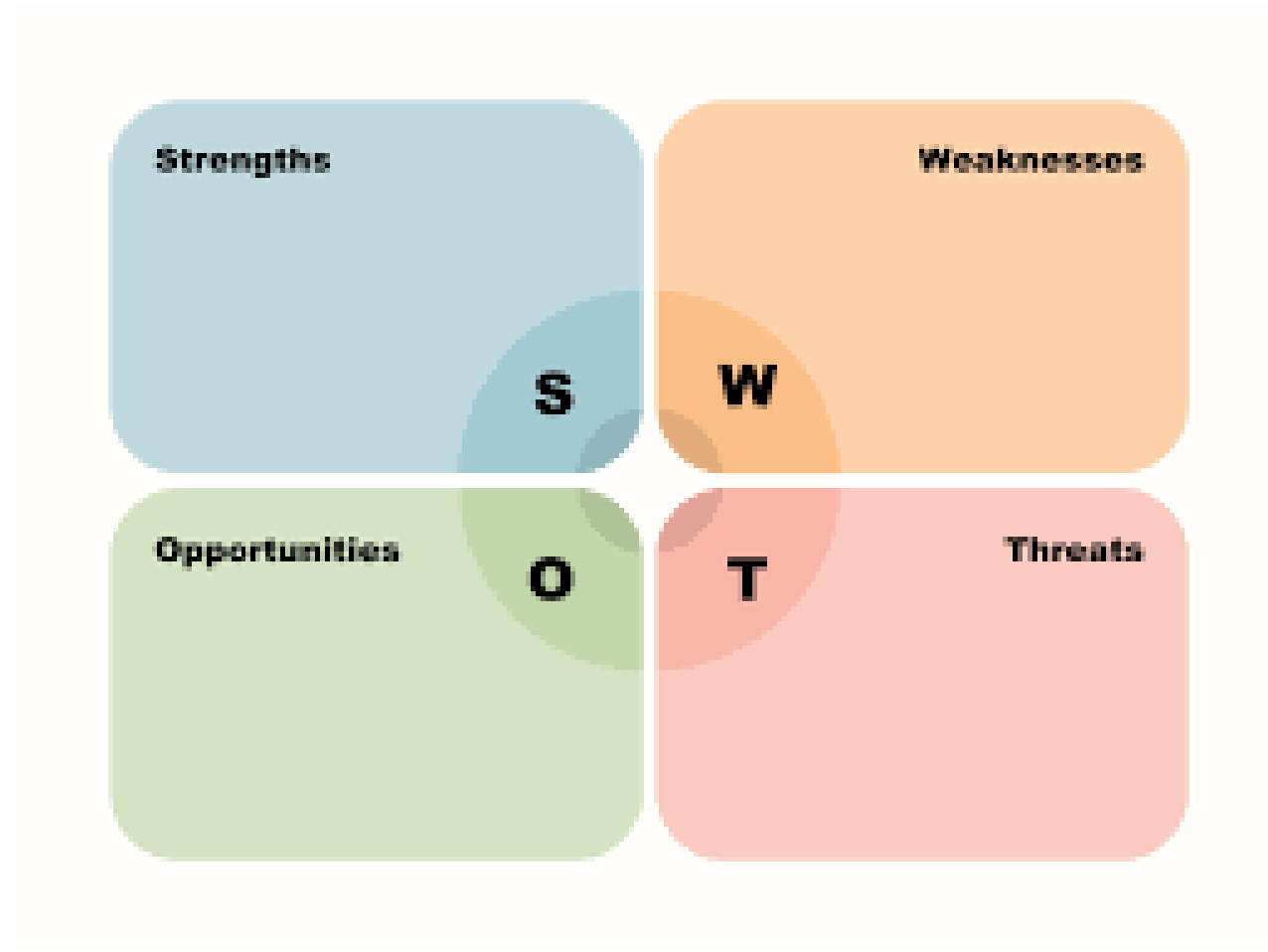
What is the best way to collect data?



Activity: SWOT Analysis for a Social Problem

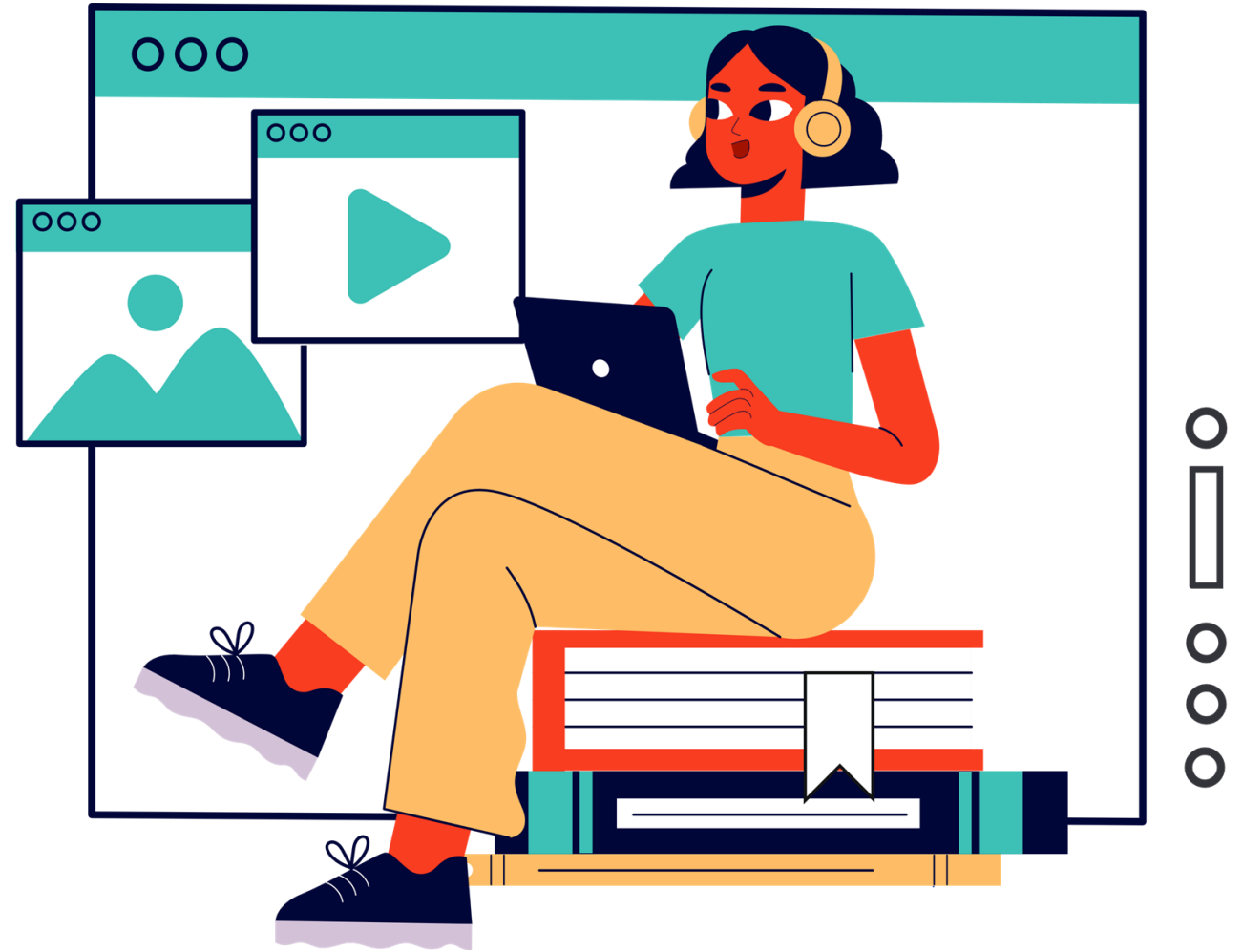
 Duration: 30–40 minutes

 **Objective:** To analyze a real social problem by identifying internal and external factors that affect the potential to solve it through a social entrepreneurship approach.





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