

TRAINING MODULE

NAME OF MODULE	Social Economy and Social Enterprises
DESCRIPTION OF MODULE	Social Economy and its application through Social Enterprises
<p>The proposed teaching should include the following topics, which are estimated that could help the trainees to comprehend the concepts which are necessary for social economy and social entrepreneurs up to how they will support their function as members or employees.</p> <ol style="list-style-type: none"> 1. Definition of Social Economy (S.O) 2. Social Entreneurships in EU. 3.Social Entreneurship in Greece (It will change for every country, Italy, Poland e.g.) 4. Establishment and function of the S.E. 5.Organizinga and managing of the S.E 6.Marketing of the S.E 	
Contents	PLAN OF THE MODULE
<ol style="list-style-type: none"> 1. Definition of social economy. <ol style="list-style-type: none"> 1.1. Social Economy: The third sector of economy. 1.2. Social Economy as a tool in local growth. 1.3. Social Enterprises. 2. Social Enterprises in EU. <ol style="list-style-type: none"> 2.1.The initiation of EU for Social Enterprises – Experts Group GEGES 2.2. European «Good Practices». 2.3. European funds for Social Entrepreneurship. 3. Social Entrepreneurship in Greece (It will change for every country, Italy, Poland e.g.) <ol style="list-style-type: none"> 3.1. Legal Framework for the establishment of the S.E. 3.2. Types of S.E. 	

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	<p>4. Establishment and function of the S.E</p> <p>4.1. Procedures establishment steps.</p> <p>4.2. Insurance and tax obligations.</p> <p>4.3. Health and security inside work place in every sector of the S.E.</p> <p>4.4. S.E Services and Production of Goods.</p> <p>5. Organizing and management of the S.E.</p> <p>5.1. Segmentation of tasks.</p> <p>5.2. Assigning roles and responsibilities.</p> <p>5.3. Finding materials - relations with suppliers.</p> <p>5.4. Adopting prototypes of quality – authentication.</p> <p>5.5. Costing – Logistic observation.</p> <p>5.6. Storage – transport.</p> <p>5.7. Methods of analyzing goals and results.</p> <p>5.8. Designing procedures, programming, Implementation, control, and feedback.</p> <p>6. Marketing of the S.E.</p> <p>6.1. Target Market - Market Segmentation</p> <p>6.2. Designing product output or services.</p> <p>6.3. In Store and Out of Store Sales</p> <p>6.4. Promotion, Advertising, Publicity and Public Relations</p>	
Objectives	– skills, knowledge	<p>The first three topics are about the knowledge which is acquired by the trainees in order to understand the wider frame and strategic development of the S.O. and S.E.</p> <p>The last three modules grand the trainees with more practical knowledge and help them develop skills on how to set up and operate an S.E.</p> <p>There for the trainees in every theme are going to:</p> <p>1. Learn the basic concepts for Social Economy. They are going to be in position to understand the goals of development pursued by S.O and means of Implementation of S.E.</p> <p>2. Learn the development framework of the S.E in E.U.</p>

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		<p>and are going to be in position to understand the strategic goals of the E.U for the promotion of the S.O and of the S.E. in the member states. Also they should learn about the European funding of the S.E.</p> <p>3. Learn the institutional framework of the recommendation and function of the S.E. in every country from the transnational project partners but also the types of S.E in every country.</p> <p>4. Learn the basic steps of recommending an S.E. Also to be in position to know what they should do in order to establish an S.E, how they will respond to the tax and insurance obligations, and basic rules about health and security inside the work area.</p> <p>5. Learn targeted management issues and be in position to know how to organize an S.E, how to allocate work tasks, assign roles, know the value of quality during production of goods and services but also issues of costing and administration of the S.E.</p> <p>6. Learn targeted management issues and know how to recognize a target market of an S.E. depending on the services or products it offers and plan their promotion programs.</p>
Working	- working methods	<ol style="list-style-type: none"> 1. Education in class, using multimedia 2. Educational workshops and Focus group 3. Roles Playing 4. "Best Practices" presentations
<p>Resources – helpful links</p> <ul style="list-style-type: none"> - EU-level representative institution for the social economy: www.socialeconomy.eu.org - Institute of Social Economy: http://www.social-economy.com - Special department of Greece for Social Integration and the Social Economy: http://www.keko.gr - EU web site to promoting social economy: http://ec.europa.eu/enterprise/policies/sme/promoting-entrepreneurship/social-economy - European Commission, Publication “An update on the field: social innovation in the midst of budgetary crisis”: https://webgate.ec.europa.eu/socialinnovationeurope/directory/greece/news/upd 		

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	<p>ate-field-social-innovation-midst-budgetary-crisis</p> <ul style="list-style-type: none"> - Greek Social Cooperatives: http://www.socialcooperatives.gr/page/40/41/social-economy-europe - Social Activism of Athens: http://socialactivism.gr/
Additional activities	<ul style="list-style-type: none"> - Visits in two (2) S.E for the immediate brief and acquaintance with the workplace and employees. - Discussions with experts. (members of the board from selected S.E and qualified employees in S.E).
EXTRA LINKS, BIBLIOGRAPHY	<ul style="list-style-type: none"> - International Review of Social Research, Social and Political Institutions Academic Laboratory by Ioannis Nasioulas, Sociology Department, University of the Aegean Volume 2, Issue 2, June 2012, 151-171: http://www.social-economy.com/Nasioulas%20-%20Social%20Cooperatives%20in%20Greece.pdf - Bureau of European Policy Advisers (BEPA), Consideration “Empowering people, driving change Social Innovation in the European Union”: http://ec.europa.eu/bepa/pdf/publications_pdf/social_innovation.pdf - European Economic and Social Committee (EESC), Consideration “The Social Economy in the European Union”: http://www.eesc.europa.eu/resources/docs/12_368-gr3-env2.pdf - Joint Venture GOODWORX³, Research “Social Economy (legal, framework, policies) Corporate Social Responsibility: Country Report on Horizontal Issues (Greece, Italy and Spain): http://goodworx.eu/templates/theme1021/files/WP2_D3_Report_Country_Specific_Research_FINAL.pdf - REVES (European Network of Cities and Regions for the Social Economy): http://www.revesnetwork.eu/projects.php
TIMING	<p>The above proposed teaching is recommended to take place in six (6) three-hour workshops, one for each module. The visits and discussions with experts is also recommended to take place in an additional two (2) three-hour workshops.</p> <p>Total: 24 hours</p>

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