

WP4 0.4.2.

Transnational Dynamic Learning Package

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Introduction

The transnational concept paper of Dynamic Learning Package (DLP) is based on New Generation Skills project partners case studies, transnational peer-learning event as well as on the conclusion paper. It is closely connected to Transnational Innovation Lab concept on the operational model and service portfolio, where shortages and skills gaps of youth in Danube Region have been identified.

DLP is integrated part of IL services focused on supporting youth socially responsible ventures in various fields, esp. social and cultural entrepreneurship, as well as other fields (e.g. technology, environment). It serves as an entry point for the youth to explore (social) entrepreneurship and social innovation paths by acquiring new competences through training and coaching.

DLP transnational concept paper propose key modules, innovative methodologies and tools for engaging the young in the learning process, for building up their skills/competences and for empowering them to generate innovative ideas and turn them into ventures with potential social benefits, adapted to the constantly changing environment.

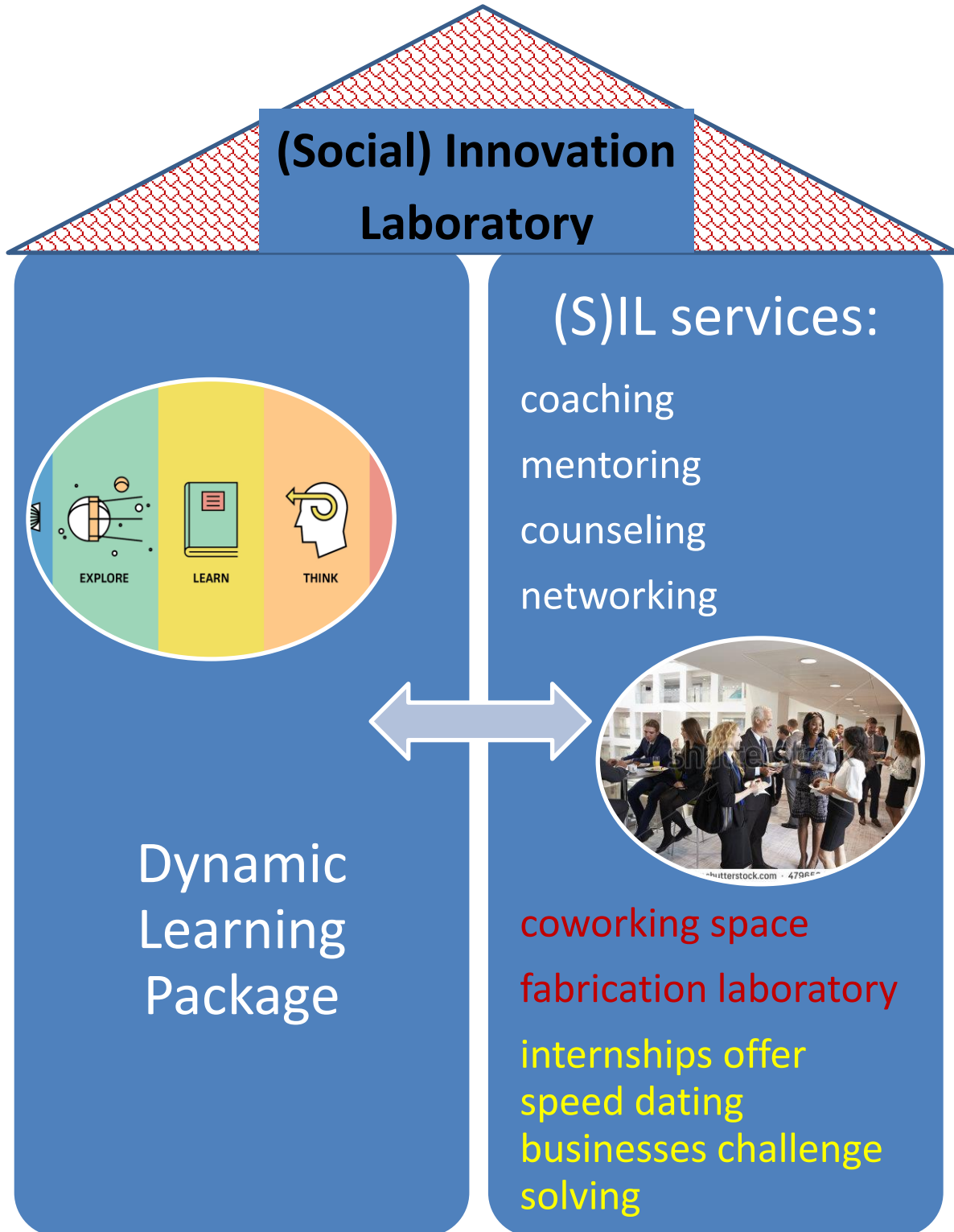
The proposed transnational concept paper of DLP presents common ground that assure similar quantity and quality of knowledge/competences offered to youth in NGS project cities. It enables elaboration of the final common practice oriented DLP, fine-tuning of DLP tools and materials as well as adjustments of DLP that will respond to the partners local needs and circumstances.

1. Dynamic Learning Package as a part of IL's services

Dynamic Learning Package (DLP) is integral part of the (Social) Innovation Lab (S)IL service portfolio. DLP mutually intertwined with other complementary (S)IL services. It is crucial that the DLP mutually intertwined with coaching, mentoring, specialists counselling and networking services of the (S)IL. That is the reason that implementation of DLP and other services should be carefully planned to assure proper and permanent **coaching support** and **mentoring** as well as **specialists counselling support** and **networking** activates that enable youth social innovative ideas to grow and to turn into the socially innovative & socially responsible ventures.

However also other defined (S)IL services are important to support, during DLP developed youth social innovative ventures, to start-up and become sustainable. Enabling infrastructure (i.e. coworking space, Fabrication Laboratory) and (social) entrepreneurship start-up financial schemes should therefore also be available for final success.

DLP and (S)IL service portfolio should also mutually intertwined in supporting youth with innovative ideas that are not interested to start-up new (socially) innovative business or would rather use their potential to contribute to existing businesses growth (get employment). Here (S)IL services: internships offer, speed dating, networking, businesses challenge solving, etc. are important.



Social Innovation by the youth can be catalysed when different ideas, talents, experiences and resources are put together. This activity develops a transnational model building on cross-disciplinary, multi-actor collaboration for the (S)ILs, mainstreaming a new culture for co-creation of ideas together with the youth.

DLP as a transnational learning tool offers young people skills and competences, beyond the curricula of formal education, that drives them towards taking initiative and engaging them in social innovation driven entrepreneurship. The tool targets youth that can significantly contribute to social innovation and sustainable local growth.

DLP is foundational learning tool composed of modules to develop skills and competences generally not available in the formal educational system and identified as being in deficit in partner cities/regions/countries.

During project development and Local case studies partners identified shortages and skills gaps. As initial step towards preparation of DLP, transnational list of gaps was elaborated to define a unified, transnationally applicable set of modules focusing on the most frequently occurring skill and competence gaps that hold back the youth from exploiting their full potential.

Transnational list of competences & skill gaps

Entrepreneurial & innovative culture	Problem sensitivity	Social entrepreneurship
Risk taking	Self-esteem	Leading
Self confidence	Proactivity	Organizing
Persistency	Generating ideas	Communication
Self initiative	Marketing and sales	Teamwork
Creativity	Critical thinking	Strategic thinking

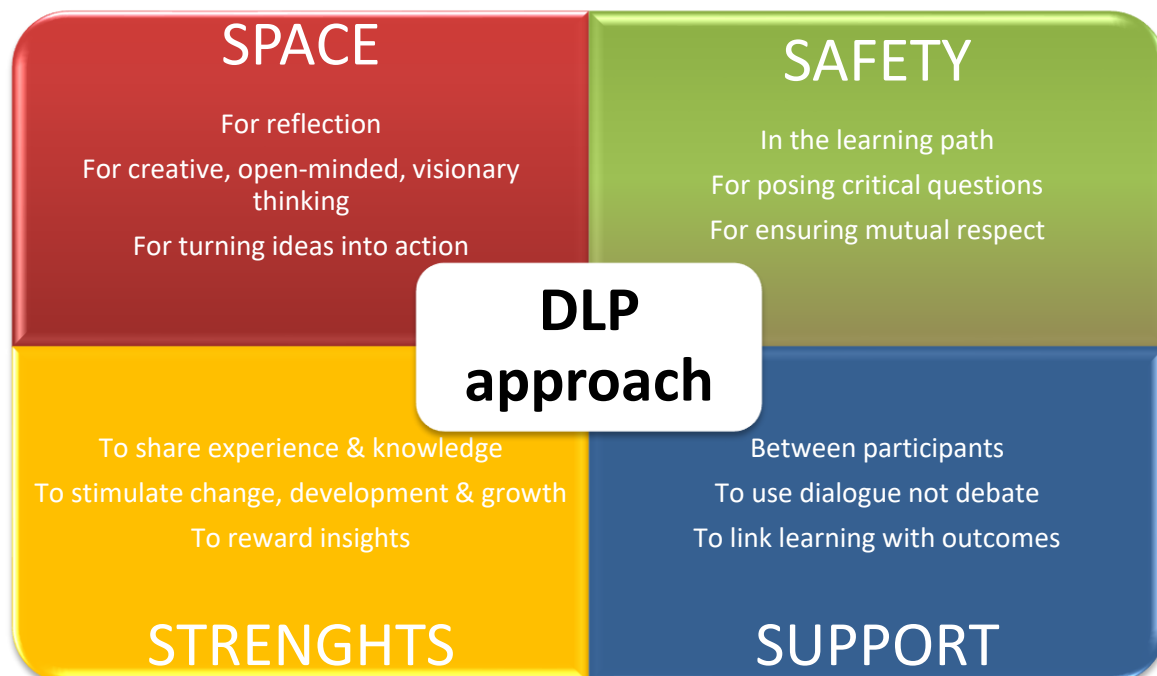
Culture of failure	Making decision	Responsibility
Flexibility	Problem solving	Digital competences
Self-presentation	Interpersonal relationships	Project management
Financial management/crowdfunding	Communication	Legislation
Motivation	Persuasion	Time management

This concept paper defines key modules as the key pillars of the transnational DLP along with list of innovative methodologies for engaging the youth in the learning process building of self-management, responsibility and peer-learning.

2. Dynamic Learning Package description

2.1 DLP learning concept and goals

DLP helps young people to do things differently. It offers them time and space to reflect, plan and act in safe and supportive environment. They can share experiences with peers, and find support, learning and insight in return.



Through the implementation of the DLP program, support will be provided to the individuals and youth initiatives that want to improve the functioning of the society with their social innovative initiatives.

The program enables young people to discover personal competencies and potential for further **career development**, either as a (social) entrepreneur, member of civil initiative (NGO) or as a member of a team that addresses the practical challenges of companies with a social impact.

For those who want to build on social innovative ideas using entrepreneurial or NGO's business structure (social entrepreneurship, "classical entrepreneurship, NGO), DLP with its **"Social Innovation Bootcamp" path**, provides (social) entrepreneurial knowledge that guides an individual or initiative from generating socially innovative ideas and basic (social)entrepreneurial competences, to product/services design and finally to market entry. The purpose of the program is to familiarize participants with all the key areas they need to set up and launch a (social) venture, to help them as a team to develop their (social) entrepreneurial ideas, to set up and run (social) enterprises, cooperatives or NGO's. The goal of the "Social Innovation Bootcamp path" as a part of DLP is to empower future (social) entrepreneurs or NGO's initiatives for the entrepreneurial path, on the other hand it also

empowers individuals to participate in the team, to develop ideas for solving practical social challenges and to broaden the network with companies and other stakeholders in the market.

For those who will be interested in becoming a member of a team that addresses the practical challenges of companies with a social impact, the **“Social Innovation Employability Booster” path** as part of DLC will offer set of activities to give young people insights into the labour market and work practices, as well as to provide practical experience of cooperation with socially responsible companies.

2.2 DLP Teaching and learning methods

The program is performed as a combination of individual and group work as well as self - learning, using modern digital technology. Learning methods, used during training/workshops events, are based on innovative approaches as hackathons, design thinking, storytelling, prototyping in fablabs, peer to peer mutual learning, video lectures/webinars, videos with experts and good practices, worksheet(s)/assignment(s), etc. Selected techniques and tools will allow them to obtain theoretical background for understanding the content and a lot of experiential learning that will be carried out through research, practical exercises, demonstration techniques on site and on line. Basic method of DLP is learning by doing.

2.3 DLP and career development

At the beginning of the program each participant creates an individual career pathway based on the assessment of personal potential and interests. Following their career goals, participants will be divided into groups/teams in which social innovative ideas are developed - either within their own socially innovative business path or as a solution to the challenges of companies with the social impact.

2.4 Evaluation

During the DLP program delivery the effectiveness and impact of learning will be analysed to enable improvement in the future. The evaluation of reaction will help to understand how well the training was received by participants and to improve the program for future participants, including identifying important areas of topics that are missing from the training. With evaluation of learning the increase of knowledge because of training will be measured to support the improvement of future program.

Evaluation techniques and tools to be used:

- (self) assessment of knowledge and skills according to the methodology of the spider network at the beginning and end of training,
- an introductory interview with the mentor/program coordinator,
- check progress or independent work on mentoring/coaching,
- self-evaluation and self-reflection of the learning experience using the methodology of creating personal magazine at the end of the program,
- public presentation by the PITCH method.

2.5 (S)IL support to DLP

Permanent individual and / or group mentoring, and coaching is organized for the participants, which is reasonably upgraded and linked to the contents of the modules/workshops. Mentoring/coaching, conducted by experienced trainers, (social) entrepreneurs and also specialized experts on actual topic (marketing, finance, business organization, ..), will be the common services that must be offered in (S)IL in order to support DLP.

WARM-UP/ MOTIVATION/ ACTIVATION OF YOUTH
 Local inspirational events – hackathons, workshops

- social challenges
- social innovation and local development
- understanding social innovation
- social innovation good practices

SEARCHING FOR YOUR WHY? - EMPOWERMENT FOR GROWTH

- Exploring personal competences and potential – interactive workshops, group coaching
- Assessment of individual potential for personal development and innovation – individual coaching
- Creating individual pathway – individual coaching
- How to pitch (yourself, an idea)

SOCIAL INNOVATION BOOTCAMP

SOCIAL INNOVATION EMPLOYABILITY BOOSTER

Competition for social innovation ideas and business
 Defining criteria and priority areas, which represent the local socio-economic characteristics of the local area, selection of evaluation commission
 PITCH of ideas
 Selection and award 3 best rated ideas

1. module Generating ideas & initiatives for SI	2. module Start-up socially innovative business
3. module Strategic & business planning	4. module Ethical marketing & communication
5. module Sales	6. module Finances, income & tax
7. module Measuring social impact	8. module Management & leadership

Generating ideas for company's challenges

Linking and coordination of various ideas – match making
 Defining teams

Further development of businesses solution

Competition to solve practical challenges of companies with the social impact
 Defining criteria and selection of evaluation board
 PITCH of ideas for solution
 Selection and award 2 best rated ideas

Public presentation of ideas and preparation for the Pitch

POOL OF MENTORS, COACHES, COUNSELLORS – (S)IL

3. Dynamic Learning Package implementation

3.1 Time to Inspire

The aim of the introductory phase of the DLP model is to raise awareness about social challenges and social innovation and activate young people to start developing their abilities to be able to react to this challenge. This will be achieved with the help of the following activities:

- Local inspirational events
- Warm up workshops
- Empowerment for growth program

3.1.1 Warm-up/ motivation/ activation of youth

The aim of the local Warm-up inspirational events is to raise interest of youth people in social innovation and (social) entrepreneurship and motivate them to act.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Social challenges • Social innovation and local development • Understanding Social Innovation • Key elements of social innovation • Difference between Social innovation and Social entrepreneurship • Social innovation good practices • Social change • Fields for social innovation in the local society 	<ul style="list-style-type: none"> • Hackathon • Workshop • Face to face • Group work • virtual learning 	<ul style="list-style-type: none"> • Team work • Creativity • Problem sensitivity • Motivation

3.1.2 Searching for your WHY? – Empowerment for growth program

The aim of empowerment for growth program is to help young people to:

- Discover the power of reflective thinking and develop a growth mindset to lead the change
- Understand their values and strengths and how to act on them.
- Clarify their challenges and potential.
- Gain confidence to grow and find courage to try new ways of thinking and acting
- Be open to the support of peers, mentors, coaches and counsellors and get the best from others
- Create mutual benefit from sharing their experience in a team
- Convince others to do something with good ideas (pitching skills).

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Exploring personal competences and potential. • Assessment of individual potential for personal development and innovation. • Creating individual pathway – action plan. • How to pitch an idea. 	<ul style="list-style-type: none"> • (virtual) learning • Hackathon • Group work • Workshop • Peer to peer learning • Assessment questioner • Personal Branding Canvas model • Communication matrix • Personal swot matrix • Video presentation-pitch practices • Elevator speech (pitch) • Story telling 	<ul style="list-style-type: none"> • Self confidence • Responsibility • Self-presentation • Decision making • Proactivity

3.2 Social Innovation BOOTHCAMP

The main aim of the programme is to give participants insight what needs to be done first with their business and give them confidence that their socially innovative ideas are good and can be a success.

Common competencies and skills developed:

- Digital competence
- Entrepreneurial and innovative culture
- Problem solving

3.2.1 Modular training program

DLP includes modules in the form of interactive workshops. Modules are substantially upgraded and linked. There is suggested that participants are involved in all modules, but there is still possibility to select some of them according to the previous competences.

1. Generating ideas and initiatives for social innovation

A highly practical module that provides the process of creating social innovation – from getting to know the challenges in society to finding answers to this challenges that can be further developed.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Identification of challenges and problems in society • Generating ideas for solutions • Validating, linking and match making ideas • Defining themes of (social) initiatives for further development of (social) entrepreneurship solutions 	<ul style="list-style-type: none"> • Design thinking • Brainstorming • (Virtual) Group work • Ranking ideas • ... 	<ul style="list-style-type: none"> • Generating ideas • Self-initiative • Creativity

2. Module - Start up socially innovative business

The aim of the module is to explore different business structures and check the suitability regarding the business idea.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Introduction to entrepreneurship and social entrepreneurship • Civil society organisations • Comparison of different business structures • Suitability of business structure with respect to the business ideas 	<ul style="list-style-type: none"> • Presentation • Design thinking • Group work • Video lecture • ... 	<ul style="list-style-type: none"> • (Social) Entrepreneurship • Critical thinking • Decision making

3. Module – Strategic & Business planning

A highly practical module that provides all the essentials for participants to develop or start a new business using the business model canvas for social innovation. It is highly adaptable and responsive to experience and needs of participants.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Understanding & planning • Concept & characteristics • Legal & organisational structures • Goals and objectives of business planning 	<ul style="list-style-type: none"> • (Social) business model canvas • (Virtual) Group work • Webinar • Video lecture • ... 	<ul style="list-style-type: none"> • Legislation • Strategic thinking • Project management

4. Module – Ethical Marketing & Communication

The aim of the module is to provide answers to questions such as how to create a recognizable brand, how to draw attention from customers, how to present to the customer that we are better than the others and how to present a social component.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Customers & research • Marketing & promotion • Branding • Communication channels & ICT 	<ul style="list-style-type: none"> • (Social) business model canvas • Webinar • Videos with experts and good practices • (Virtual) Group work • Role-playing • Peer to peer learning • ... 	<ul style="list-style-type: none"> • Communication • Marketing and sales • creativity

5. Module - Sales

The aim of the module is to explore how to sell and whom to sell as much as possible.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Understanding the buying habits of customers • Influencing & changing buying habits • Designing attractive offer • Unique selling point 	<ul style="list-style-type: none"> • (Social) business model canvas • Webinar • Videos with experts and good practices • (Virtual) Group work • Design thinking • Peer to peer learning • Story telling • ... 	<ul style="list-style-type: none"> • Marketing and sales • Communication • flexibility

6. Module - Finance & Income & Tax

A highly practical module that provides all the essentials for participants to manage the financial aspects of running a business.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Financial planning • Cash flow & accounts • Strategy & risk • Costing & pricing 	<ul style="list-style-type: none"> • (Social) Business model canvas • Balance sheets • Webinar • Videos with experts and good practices • Peer to peer learning • ... 	<ul style="list-style-type: none"> • Financial management /crowdfunding • Legislation • Risk taking

7. Module - Measuring social impact

A highly practical module that provides all the essentials on approaches to help organisations understand and account for the impact of their work.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Social Accounting and Audit (SAA) • Social Return on Investment (SROI) • How do SROI and SAA fit together 	<ul style="list-style-type: none"> • (Social) Business model canvas • Study cases • Webinar • Videos with experts and good practices • (Virtual) Group work • Peer to peer learning • ... 	<ul style="list-style-type: none"> • Responsibility • Critical thinking • (Social) Entrepreneurship

8. Module - Management & Leadership

A highly practical module for successful managing and leading of (social) enterprise.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Mapping strengths • Leadership in (social) enterprise • Intellectual property • HR management & planning • Procurement & contracts • Product assessment • Processes & requirements 	<ul style="list-style-type: none"> • (Social) Business model canvas • INSIGHTS analysis and SDI tools • Personal SWOT analysis • Webinar • Videos with experts and good practices • (Virtual) Group work • Role-playing • Peer to peer learning • ... 	<ul style="list-style-type: none"> • Leading • Culture of failure • Organizing

3.2.2 Presentation of ideas

Participants of the training program will with support of mentors, coaches and counsellors prepare presentation of the idea of social innovation and present it during the Pitching event. The selected evaluation commission will select and award the 3 best rated ideas.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Process for preparing and creating presentations • Delivering presentations successfully • Reducing presentation fears and stresses 	<ul style="list-style-type: none"> • Elevator speech (pitch) • Pecha Kucha • Peer to peer learning • Story telling • ... 	<ul style="list-style-type: none"> • Self confidence • Communication • Creativity

3.3 Social innovation employability BOOSTER

Training programme for enhancement of employability of youth with emphasis on (social) entrepreneurial spirit and linking with companies with social impact.

Common competencies and skills developed:

- Entrepreneurial and innovative culture
- Problem solving
- Digital competence

3.3.1 Getting to know the local economy

A set of activities will be carried out to assure young people insight into labour market and work practices in enterprises with social impact.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • An overview of the local economy and businesses • Personal presentation and communication 	<ul style="list-style-type: none"> • Presentation • (Group) research • Speed dating • Open days 	<ul style="list-style-type: none"> • Communication • Self presentation • Self initiative

3.3.2 Solving social challenges with companies

To promote and raise awareness on social challenges the competition to solve practical social challenges of companies will be published.

Young people will be supported by pool of mentors, coaches, counsellors for generating, selecting, match making ideas and linking with teams of young who will further on prepare social business solution for selected companies.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Definition of shared value and cases from practice • Identifying social challenges of the local environment • Designing corporate solutions with social impact 	<ul style="list-style-type: none"> • Competition • Brain storming • Design thinking • Work in teams/groups 	<ul style="list-style-type: none"> • Generating ideas • Creativity • Team work • Decision making • Flexibility • Self initiative • Project management • Culture of failure

3.3.3 Presentation of ideas/solutions

Participants of the training will with support of mentors, coaches and counsellors prepare presentation of the idea for solving social challenges of companies and present it during the Pitching event.

2 best ideas will be selected and awarded on base of criteria selected by evaluation board.

TOPICS	PROPOSED METHODS	COMPETENCIES DEVELOPED
<ul style="list-style-type: none"> • Process for preparing and creating presentations • Delivering presentations successfully • Reducing presentation fears and stresses 	<ul style="list-style-type: none"> • (Virtual) Group work • Design thinking • Elevator speech (pitch) • Pecha Kucha • Story telling • ... 	<ul style="list-style-type: none"> • Self confidence • Communication • Creativity

4. DLP time frame

DLP is approximately 6 months long innovative learning process.

Time to inspire phase is max. 2 months long introductory phase, consists of local inspirational events, warm up workshops and empowerment of growth program. Each event, workshop or training, except of hackathons lasts max 6 hours/day.

Social innovation boothcamp is max. 4 months modular training process. Each module lasts app. 24 hours (6 hours/day = 4 days). Pitching event 1 day.

Social innovation employability booster is max. 4 months training process. Within this period speed dating, open days in companies (one day per week). Competition to solve practical social challenges of companies generating, selecting, match making ideas and linking with teams of young who will further on prepare social business solution for selected companies (4-6 hours/week). Pitching event 1 day.

Support of mentors, coaches and counsellors according to the needs of each participant/teams app. 2 hours/week.

5. Competence profile of DLP provider

Knowledge in the field of expertise (e.i marketing, sales, etc.)

Communication with youth:

- Respect and caring of youth, ability to be open minded and non-judgmental, develop trusting relationships, maintain awareness of diversity and youth culture
- Ability to recognize and address need for intervention
- Ability to advocate for, motivate, recruit and engage youth
- Ability to use modern technology and means of communication used by young people

Assessment and individualized planning:

- Ability to facilitate person-centred planning, including the ability to assess goals, interests, past experience, learning styles, academic skills, needs
- Ability to involve youth in their own planning process by helping youth to set realistic goals and action steps, make informed choices, exercise self-determination, and actively participate in own development

- Knowledge of various assessment tools and strategies and ability to administer assessments

Relationship to Community:

- Resource mapping/ability to connect youth to community institutions, resources
- Ability to engage youth in community service and leadership activities

Program Design and Delivery:

- Ability to design programs using best practices
- Ability to work with groups, foster teamwork, and develop leadership and followership among youth
- Ability to evaluate and adjust programs based on outcome measurement and data

Administrative skills:

- Ability to complete service summaries using common reporting formats and requirements
- Written and verbal communication skills
- Time management skills
- Strong interpersonal skills/ability to work within a team

6. DLP indicators

- min. 300-500 young people per partner city addressed with possibilities to participate in DLP programme
- 70-100 applicants in each partner city participated in local inspirational events (hackathons)
- 25-30 young people selected in each city participated in training session: Social innovation bootcamp or Social innovation employability booster, incl. modules on competence development (e.g. critical thinking, assertive communication, intelligent risk-taking, etc.) through interactive, hands-on sessions in peer groups.
- 5-7 multi-disciplinary peer groups to enhance the efficiency of their learning journey and work together on concrete ideas / ventures.
- up to 7 youngsters per participating city benefitting from a transnational innovation Youth camp in Belgrade
- 5-7 innovative ideas presented at the transnational fair with the potential of becoming successful ventures implemented in the participating cities

7. Annexes

1. List and description of competencies gaining in DLP
2. DLP Toolkit
3. Methodology and tools for DLP evaluation
4. Assessment of personal potential and interests