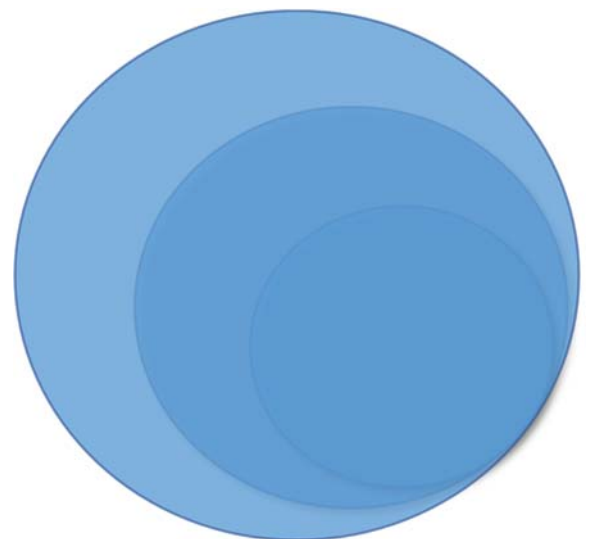


SOFIA DYNAMIC LEARNING PACKAGE



WP4 0.4.2

NGS project | Sofia Development Association

Contents

Introduction	3
1. Dynamic Learning Package as a part of IL's services	3
2. Dynamic Learning Package description	5
2.1 DLP learning concept and goals	5
2.2 DLP Teaching and learning methods	7
2.3 Evaluation	7
2.4 IL support to DLP	7
3. Dynamic Learning Package implementation	11
3.1 Entrepreneurship path modular program	11
3.2 Employability path programme	13
3.3 DLP providers' selection profile	14
4. Sofia DLP indicators	15

Introduction

The Sofia Dynamic Learning Package (DLP) is based on the transnational DPL concept of the New Generation Skills project. 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. It is based on Sofia-specific needs, opportunities and circumstances, but also takes into consideration partners case studies, transnational peer-learning event as well as on the conclusion paper.

DLP is integrated part of the Innovation Lab (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.

Sofia DLP outlines 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.

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

Dynamic Learning Package (DLP) is integral part of the (Social) Innovation Lab service portfolio. DLP mutually intertwined with other complementary IL services. It is crucial that the DLP mutually intertwined with coaching, mentoring, specialists counselling and networking services of the IL. That is the reason that implementation of DLP and other services is 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 IL services are important to support, during DLP developed youth social innovative ventures, to start-up and become sustainable. Enabling infrastructure (i.e. co-working space, exhibition space) and (social) entrepreneurship start-up financial schemes should therefore also be available for final success. It is important in that respect to link the IL services to the new Sofia Municipal Social Fund to be established next year for social entrepreneurial projects.

DLP and IL service portfolio are 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 IL services like speed dating, networking, businesses challenge solving, etc. are important.

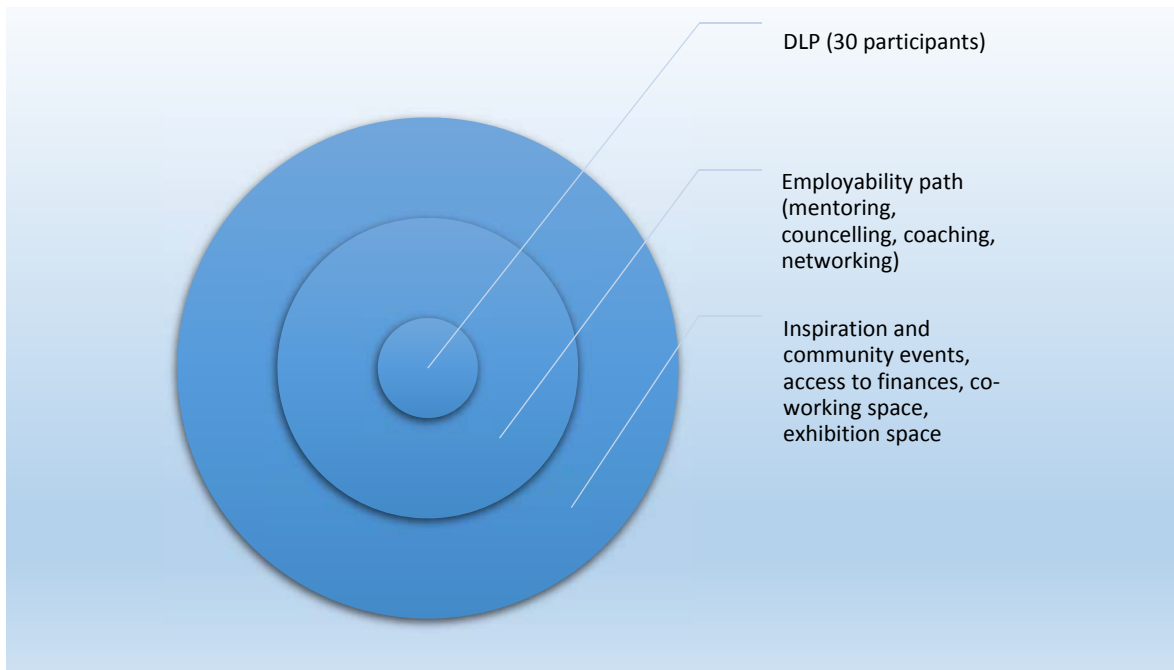


Figure 1: IL services and DLP

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

DLP as a 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 Sofia.

Developing Sofia Local case study we have identified shortages and skills gaps. In adaptation

of the transnational DLP for Sofia purposes the list of gaps served as a basis to define the 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 culture	Complex problem solving	Communications
Risk taking	(Ethical) marketing	Presentation skills
Creativity	Financial management	Social change
Critical thinking	Organizing	Innovations
Digital competences	Failure	Project management

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 wants 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.

The DLP and IL envision to offer two paths for youth engagement in the pilot phase:



Figure 2: IL and DLP paths

The first path – **Entrepreneurship path** – is intended for those who want to build on social innovative ideas using entrepreneurial or NGO’s business structure (social entrepreneurship, “classical entrepreneurship, NGO). DLP 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 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.

The primary target for this path are secondary school students in their last years in schools – 10th to 12th grade (16 – 19 year olds), although young people 20 to 29-year-old would also be accepted. It is envisioned to select via applications 30 participants and engage them into a 6 module training process.

The second path – **Employability path** – aims to provide assistance to young people at risk of youth unemployment. It targets young people at the last grades in secondary schools - 10th to 12th grade (16 – 19 year olds) in disenfranchised situations, not likely to continue their education and/or lacking the skills to find meaningful employment. The path aims to enhance opportunities for disadvantaged youth through giving young people insights into the labour market and work practices, mentoring and career guidance, catch-up training for skills development, as well as inspirational and community events attracting socially responsible companies and employers.

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/workshop events, are based on innovative approaches as hackathons, design thinking, storytelling, prototyping, peer-to-peer mutual learning, webinars, videos with experts and good practices, worksheet(s)/assignment(s), etc. Selected techniques and tools will allow participants 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 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;
- public presentation by the PITCH method and final mentor/program coordinator assessment;
- participants testimonies (voluntary method).

2.4 IL support to DLP

The operations of the IL in the pilot phase are focused on the two paths of the DLP: entrepreneurship and employability, while the first one is the core activity engaging limited number of people, and the second one is more open and allowing flexible

numbers of young people to take part. For sustainability purposes it is important to that IL should have visible community and promotional events as well beyond the DLP application.

Step 1: Preparation

Timeline: May – August, 2018

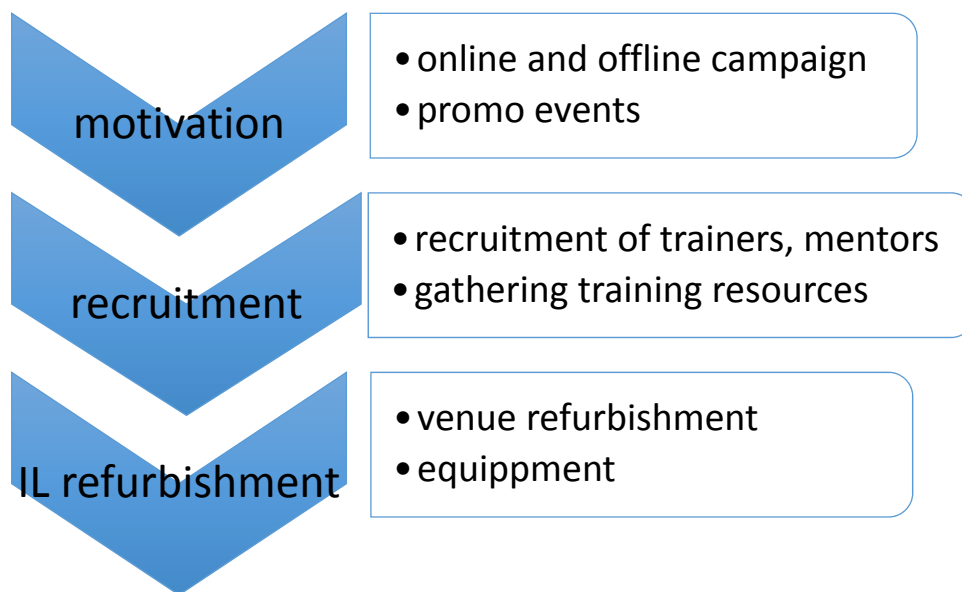


Figure 3: Preparation phase components

In result of step 1, the IL will be broadly promoted among the target group and the community at large. Two recruitment processes will be implemented simultaneously: the recruitment of trainers/mentors/coaches, starting from the representative of Sofia Local Innovation Advisory Group, and the recruitment of young people to undergo the 6-module training programme. Each module lasts app. 24 hours (6 hours/day = 4 days). Pitching event 1 day.

Diverse events will be used to promote the IL – both organized and funded by the NGS project, and events of stakeholders. To guarantee equal chance of all young people, the selection will be done not in result of a single event but via simple application process. The application and selection will be based on candidates ideas and motivation, while it will also contain some self-evaluation questions to serve as a baseline for tracking development and progress.

Step 2: Implementation

Timeline: September – December, 2018

In September the training programme in the IL will be launched, together with the official opening of the IL itself. 25-30 young people will undergo the 6-module training, while a flexible number of disadvantaged young people in their last years in secondary school will have regular engagements to improve their employability: digital skills training, CV design, soft skills, job interview, meeting with socially responsible employers.

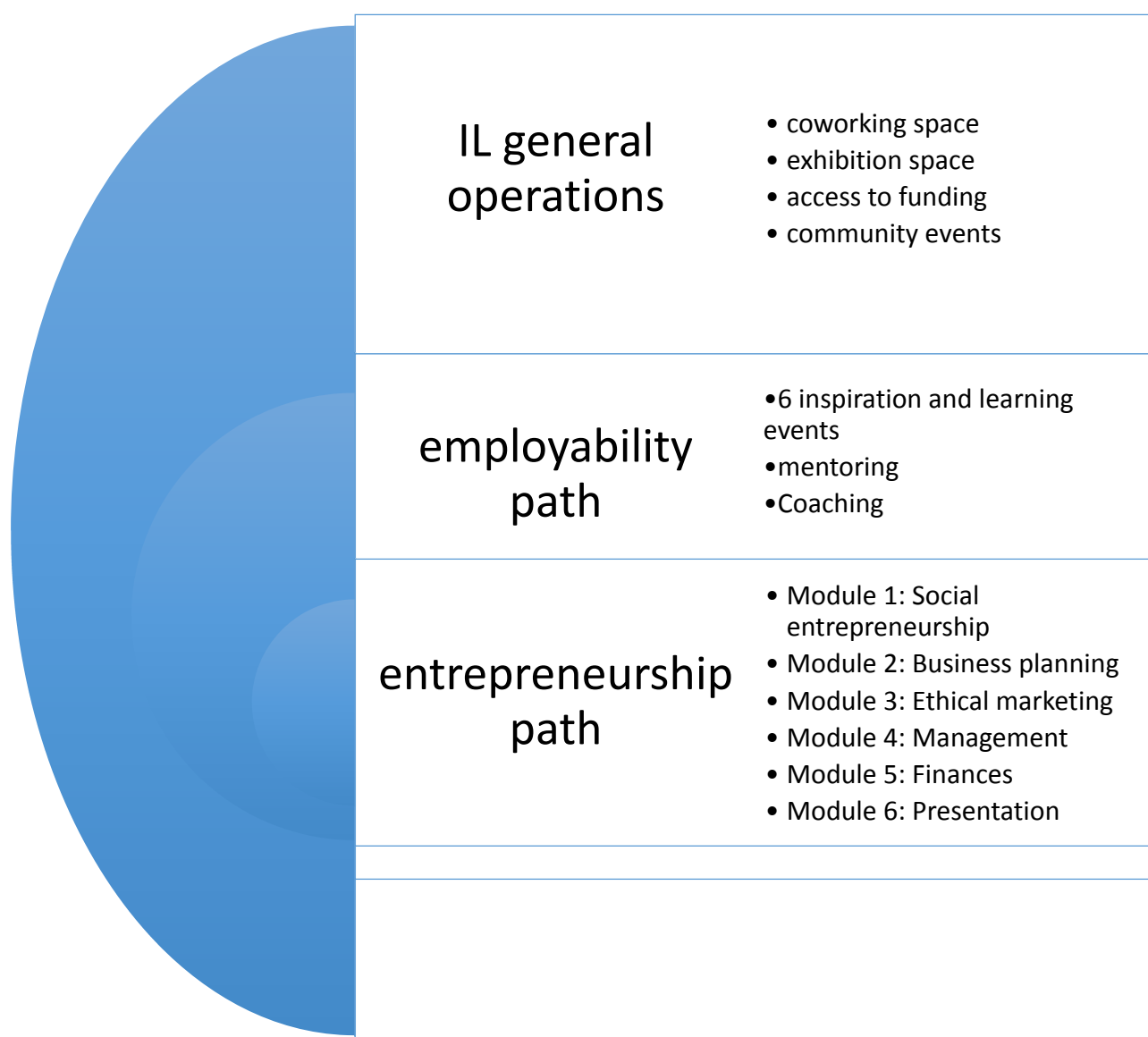


Figure 4: IL support for DLP

Parallel with that, the IL will organize community and promotional events to showcase its work, to get integrated into Sofia innovation ecosystem and to promote its capacities as a basis for its suitability.

At the end of Step 2, the trainees will have developed their idea to a prototype/minimum viable product, and will present it to potential investors, employers, end users. The event will be accompanied by an employability fair, showing community volunteer options, job openings, socially responsible employers, etc. The event will be used to evaluate the progress of the DLP trainees, which will be done by the IL coordinators and the mentors and trainers. The best 3 evaluated projects will be selected to take part in the final interregional event of the NGS project in Budapest in May 2019.

Step 3: Evaluation and further planning

Timeline: January – May, 2019

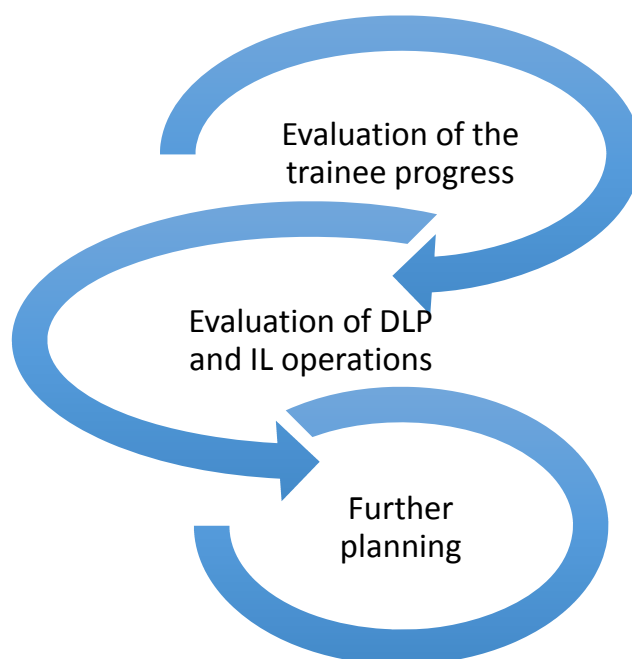


Figure 5: IL and DLP evaluation

The DLP and IL operations and efficiency will be evaluated with the participation of the Sofia project team (SDA and Sofia Municipality), the Local Innovation Advisory Group, the IL coordinators and mentors/trainers, and young people - beneficiaries.

The results of the evaluation will be used to update the DLP and the IL service portfolio, the IL operational model, the involvement of different stakeholders and the progress made

towards achieving the NGS project indicators and goals. The evaluation will also be the basis for the development of the final Action Plan to be produced in the framework of the NGO project.

3. Dynamic Learning Package implementation

3.1 Entrepreneurship path modular program

DLP includes modules in the form of interactive workshops. Modules are substantially upgraded and linked. To complete successfully the modular programme, participants are involved in all modules.

Module 1 - Start up socially innovative business

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

themes	competences developed
Introduction to entrepreneurship and social entrepreneurship Social change Comparison between different business structures	Identifying social niches Measuring social impact Analysing and choosing appropriate business structures/models Complex problem solving

Module 2 – 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.

themes	competences developed
Understanding legal and organizational structures Planning: goals, objectives, targets, indicators, actions Monitoring and evaluation Social/business assets	Strategic thinking Project management Teamwork Decision-making

Module 3 - Ethical marketing and communications

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.

themes	competences developed
Customer research Marketing and promotion Fair trade Communication channels Selling proposition	Communication and digital skills Ethical business standards Corporate social responsibility Creativity

Module 4 – Management and Leadership

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

themes	competences developed
HR management Time management Vision and innovation	Organizational skills Management skills LEAN, SIGMA methods

Module 5 – Financial management

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

themes	competences developed
Investments	Financial literacy
Procurement and contracting	Public procurement
Crowdfunding	Bookkeeping
Taxes, revenues	

Module 6 – Presentation and pitching

Participants of the training program with support of mentors, coaches and counsellors gain skills to present ideas of social innovation/products to potential investors/customers.

themes	competences developed
Preparing presentations	Public speaking
Delivering presentations	Q&A interaction
Uniqueness of the product	Storytelling

3.2 Employability path programme

Training programme for enhancement of employability of youth with emphasis on (social) entrepreneurial spirit and linking with companies with social impact. A set of activities will be carried out to assure young people insight into labour market and work practices in enterprises with social impact.

themes	competences developed
Sofia economy and labour market trends	Career design
The professions of 2040	CV preparation
HR essentials (resume, job interview, Q&A)	Job interview, motivation letter
Digital competences for XXI century	Digital skills
Insights from employers	Soft skills

3.3 DLP providers' selection profile

Knowledge in the field of expertise (e.g. 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.

4. Sofia DLP indicators

- min. 300 young people addressed with possibilities to participate in DLP programme;
- 70-100 applicants participated in local inspirational events;
- 25-30 young people selected participated in training session;
- 5-7 multi-disciplinary peer groups to work together on concrete ideas/ventures;
- up to 7 youngsters participating in a transnational innovation Youth camp in Belgrade;
- 5-7 innovative ideas presented at the transnational fair.