

Activity: Social entrepreneurship

Addresses: Social Entrepreneurship

Aims/Intended Learning Outcomes:

Time required: 45 minutes approx.

Group size: any

Context/setting: In the classroom - On the campus - In the Halls of Residence - Outdoors

Description:

Step One: After a conversation on what Social Entrepreneurship is, history, and a few examples I asked the group to share some social challenges they cared about. Once someone volunteered a social issue they were passionate about, I asked them to write it on one of the paper sheets around the room. We continued until there were about four challenges. (Let me know if you'd like my notes on the Social Entrepreneurship discussion).

Step Two: Each participant writes down as many ideas for any of the social challenges as possible on the provided post-it notes. The idea is to be quick and to write them on individual post-its and then stand up and add them to the relevant space on the papers around the room. Encouragement for random or far-fetched ideas is good to really get brainstorming, no one will know who wrote what, so ideas can be serious, silly, or outrageous!

Step Three: I asked everyone to move to the represented issue they felt most passionate about. It doesn't matter if one issue has only two people and another six, it's more important that the participants identify with the social issue then be evenly distributed.

Step Four: Each team works together to read through all the ideas and make sense of any correlation and choose the most viable solution to the social issue and separate it on the large paper from the others.

Step Five: The team then discuss what would need to happen, who would need to be involved, and the resources required to develop their solution. Once they have some time to brainstorm and record their ideas each smaller group shares with the larger group.

Materials needed: Large paper sheets secured around a room, tables grouped in clusters with post-it notes and markers on each.