M4 INNOVATION AND CREATIVITY

ECO-SE E-TRAINING
ONLINE NON-FORMAL EDUCATION TRAINING FOR YOUTH WORKERS

This session highlights the role of innovation and creativity in entrepreneurship. Youth workers, as participants, will explore techniques for generating creative ideas, developing innovative products and services, and fostering a culture of innovation in their organizations. As result, they will gain knowledge and materials on how to equip young people with creative skills in business.

Name of the workshop	**Innovation and Creativity**
Objective of the workshop	● Generating creative ideas ● Developing innovative products and services ● Fostering a culture of innovation ● Encouraging out-of-the-box thinking
Main activities of the workshop: Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.	Before the start of the first activity of the workshop, the trainers will go through and explain tools of the Design thinking methodology. There is no need to go in-depth with these tools, merely to explain the order in which they are used and their purposes. This part of the workshop should last about 15 minutes. Then, the participants play the game "Strategize" - https://gd.games/kalimeracroatia/strategize to get acquainted with the concept of SWOT. This should last 5 minutes at most. Later, the next activity is the SWOT Role Play. Different roles need to be assigned to each participant within respective teams (e.g., CEO, customer, competitor, market analyst, employee). Each team should be presented with a different business scenario. Each role should implement the Design Thinking method to get closer to their persona. The participants will be handed out the Design Thinking tools: Empathy Map, Stakeholder Map and Persona Chart. After filling out these tools, they need to recognize one Strength, one Weakness, one Opportunity and one Threat respectively for their business scenario, then organize all of the given items on their SWOT Analysis chart. Scenario 1: A technology company is planning to launch a new sustainable smartwatch. This product has innovative features but there are concerns about the competitive market and customer adoption.

Roles: CEO, Customer, Competitor, Market Analyst, Employee.

Scenario 2: A successful vegan food chain in the US is considering expanding into the European market. They need to analyze potential challenges and opportunities in the new market.
Roles: CEO, European Customer, Local Competitor, Market Analyst, Franchise Manager.

Scenario 3: A popular organic clothes retail brand faces a public relations crisis due to a controversial advertisement. They need to assess the impact and strategize a response.
Roles: CEO, Customer, PR Competitor, Market Analyst, Store Manager.

Scenario 4: A traditional manufacturing green company is undergoing digital transformation to stay competitive. They are investing in automation and AI technologies.
Roles: CEO, Employee, Competitor, IT Market Analyst, Supplier.

Scenario 5: A small but innovative startup has the opportunity to partner with a large multinational corporation. They need to evaluate the potential benefits and risks of this partnership.
Roles: Startup CEO, Corporate Partner Executive, Competitor, Market Analyst, Startup Employee.

This activity should last 15 minutes, where the participants will be given 10 minutes to fill in the aforementioned Design Thinking tools and 5 minutes to assess the SWOT organize them in the chart.

After this, a group discussion of 5 minutes will be held when the participants can share their thoughts with the trainers and the rest of the group. The participants will need to keep their filled in SWOT Analyses and Design Thinking tools for later use.

Afterwards, in the brainstorm activity, the participants reflect on their SWOT Analyses from the SWOT role-play activity and the trainers encourage them to implement innovative and creative

	solutions in their strengths and opportunities to make them even more viable, as well as to mitigate the weaknesses and threats in their situations, by using the rest of the Design Thinking tools. The trainers should remain available and accessible for all questions that the participants may have individually or as a team. This activity should last no more than 25 minutes.
	After the brainstorming activity, each team will present their respective solutions and receive feedback from the trainers and other participants. This part of the workshop should not last longer than 20 minutes.
	The last 5 minutes will be used to reflect on the workshop, give feedback to the trainers and vote on which team had the most creative and innovative ideas.
Methods used	- Team Building - Energizer - SWOT Analysis - Design Thinking
Needed materials and setting requirements	Internet Access Laptop Google Jamboard Design Thinking Tools Ability to share screen for trainers and participants Ability for teams to be split into virtual rooms
Competences gained by this workshop	- Ability to implement the basics of Design Thinking - Ability to implement SWOT Analysis - Ability to think outside of the box - Understanding the difference between innovation and invention - Boosted creativity - Ability to overcome inspiration block
Download module and materials	

ADDITIONAL RESOURCES FROM THE BC4ESE PROJECT

O1: E-book "Eco-social entrepreneurship analysis: needs, obstacles and good practices"

The e-book "Eco-social entrepreneurship analysis: needs, obstacles and good practices" aims to provide a comprehensive examination of the eco-social economy in Europe and the Western Balkans. The ultimate goal of this document is to inspire and support young people to start and develop eco-social enterprises by ensuring that they have access to the necessary resources and support at every stage of their entrepreneurial journey.

Link: https://ecosocent.eu/eco-social-entrepreneurship-analysis-needs-obstacles-and-good-practices/

O2: Educational production e-book "Gamified eco-entrepreneurship education"

The e-book "Gamified eco-entrepreneurship education" explores the use of digital gamification and role model education methods in teaching entrepreneurship to young people across Europe and the Western Balkans. The publication aims to develop engaging, gamified digital educational resources that promote social and eco-entrepreneurship, ultimately encouraging more young people to start and grow eco-social enterprises.

Link: https://ecosocent.eu/gamified-eco-entrepreneurship-education/

O3: Interactive web platform "Eco-SE-E-lab"

"Eco-SE-E-lab is an innovative and interactive online platform designed to empower young people in the field of eco-social entrepreneurship. The platform offers 18 gamified educational modules, each carefully designed to immerse users in the field of eco-social entrepreneurship through a mix of interactive games, virtual challenges and digital activities.

Link: https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/