

M5 BUSINESS PLANNING AND STRATEGY

ECO-SE E-TRAINING

ONLINE NON-FORMAL EDUCATION TRAINING FOR YOUTH WORKERS



Co-funded by
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This module covers the basics of business planning and strategy development. Youth workers will practice creating business plans, conducting market research, and developing strategic goals and action plans to guide their businesses toward growth and success. As a result, they will have the knowledge, digital tools and materials (e.g. Canvas model) to introduce young people to business planning and strategic approaches at the beginning of this process.

Name of the workshop	Business Planning and Strategy
Objective of the workshop	<ul style="list-style-type: none"> • Equip youth workers with essential skills and knowledge for guiding young people in business planning and strategic business development. • Teach participants to create comprehensive business plans, conduct effective market research, and develop strategic goals and action plans. • Ensure proficiency in using digital tools and models, such as the digital game Strategize, to facilitate the business planning process
<p>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.</p>	<p>STEP 1: The workshop starts with an introduction and icebreaker in order to create a welcoming environment and allow participants to introduce themselves. Trainers welcome the participants to the workshop and introduce themselves in a few sentences. Everybody also says their name and something interesting about themselves. <i>Duration of this step will be 5 minutes.</i></p> <p>STEP 2: After the introduction, the trainer will prepare a short lecture followed by a Q&A session discussing the key components of a business plan (executive summary, business description, market analysis, organizational structure, product line, marketing, and sales strategy, funding request, financial projections). With this step trainer will provide a foundational understanding of what business planning entails. <i>Duration of this step will be 20 minutes.</i></p> <p>STEP 3: This step is very important for the participants. The trainer will talk about conducting market research using SWOT and will introduce a practical tool for analysis (digital tool: Strategize). Participants will practice conducting a SWOT</p>

analysis (Strengths, Weaknesses, Opportunities, Threats) for a hypothetical business using this digital tool. This includes:

- Strengths: Identifying internal factors that give the business an advantage in the market.
- Weaknesses: Recognizing internal factors that could be detrimental to the business's success.
- Opportunities: Analyzing external factors that the business could exploit for growth and success.
- Threats: Assessing external factors that could pose risks to the business.

Duration of this step will be 30 minutes.

STEP 4: This step will include strategic goal setting and action planning. After the digital tool and SWOT analysis, trainer will focus attention on the importance of setting clear and measurable business goals and after that to create actionable plans to achieve them. This will be an interactive group activity where participants use the SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound) to set strategic goals. They will then outline an action plan to achieve one of their goals, including necessary steps, resources, and timelines. They will work in groups according to the similarities of business ideas.

Duration of this step will be 15 minutes.

STEP 5: After setting the goals, we continue with the presentation of the Business Model Canvas, using the sustainable [BMC](#). Trainer will introduce a practical tool for visualizing and developing business models and give it to the participants so they can practice on their own business ideas. They will work in groups, discussing the model and how to fulfill it.

Duration of this step will be 15 minutes.

After the participants have commented on the BMC in groups, we close the workshop with a review of the model and questions. Trainer will Reinforce the key points covered and provide an opportunity for final clarifications.

	<p>The trainer will finish the workshop with next questions for reflection: <i>What was the most valuable insight you gained from today's workshop? Which activity did you find most helpful, and why? How do you plan to apply what you've learned today in your work? Are there any specific tools or concepts from this workshop that you think will be particularly useful in your future business planning efforts?</i></p> <p><i>What did you find most challenging about today's workshop, and how did you overcome it? Can you share an example of how you might use the Business Model Canvas in a real-world scenario?</i></p>
<p>Methods used</p>	<ul style="list-style-type: none"> • Team building: To create a welcoming environment and allow participants to introduce themselves. • Interactive Lectures: To provide theoretical knowledge and context. • Group Activities: To foster collaboration and peer learning. • Q&A Sessions: To clarify doubts and reinforce understanding. • Digital Tools Demonstration: To introduce useful digital tools for business planning.
<p>Needed materials and setting requirements</p>	<p>Printed copies of the Sustainable Business Model Canvas Computers or tablets with internet access Projector and screen Market research tools and resources (digital games) Stationery (pens, notepads)</p>
<p>Competences gained by this workshop</p>	<ul style="list-style-type: none"> • Business Planning Skills • Market Research Skills • Strategic Thinking • Digital Literacy • Collaborative Skills • Practical Application
<p>Download module and materials</p>	

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/>



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