

# ▶ CURRICU- LUM ◀



**social  
start ups**



# Social Start Ups Programme Curriculum



This Curriculum was developed by Futures Entrepreneurship Centre, Plymouth University, with contributions from Dr Haya Al-Dajani, Judith Reynolds and Sybille Schiffmann.

## Social Start Ups Project Partners:



The goal of Social Start Ups was to develop, test and validate a learning methodology for adult learners by experimenting the Ethical Purchasing Groups (EPGs) model as a real laboratory for the acquisition of key competences. To do this, the Social Start Ups project adopted a ‘learning by doing’ approach, which included the direct involvement of adult participants in the Ethical Purchasing Groups start-up and management activities.

The project also aimed to define, through a participatory approach, a sustainable model of EPGs that met the needs of both producers and consumers. EPGs in Croatia, France and Italy, aim to enhance the agri-food localities through organizing local agri-food production communities into EPGs. In doing so, the EPGs empower local producers and consumers through the adoption of ethical production processes, fair pricing, improved health through quality ‘slow food’ products, and a strong awareness of the natural cycle and the need for environmental protection. However, these EPGs continue to face a number of challenges that hamper their growth and impact. As a result, the Social Start Ups programme curriculum has been designed to include training content and sessions as shown below, to address these challenges and to enhance the effectiveness of the EPGs. Assigned, trained mentors who are familiar with this model and content, will lead the 7 training sessions with the members of the EPGs. Each training session is designed as a half a working day, extending over 4 hours.

<b>Session</b>	<b>Training Session</b>	<b>Content</b>	<b>Activity to complete before next session</b>
1	<b>Starting Out Week 1</b>	Defining Social Start Ups Ideation (Brainstorming) Roles and Responsibilities	Finalize ideas
2	<b>Social Start Up Structure Week 2</b>	Structures, Roles and Responsibilities Communication, Negotiation and Consultative Decision Making within the Social Start Up	Finalize roles and responsibilities
3	<b>Marketing Planning and Implementation Week 4</b>	Vision, mission, values Branding Logo, marketing materials, marketing campaigns and social media	Market research: customer development, SWOT , PESTLE etc Setting up social media channels. E.g., Facebook, website Developing the marketing materials discussed in the session
4	<b>Sales, Finance and Pricing Week 8</b>	Finance sources and opportunities (fund raising), membership fees and other finance channels Finance tools: cashflow, breakeven analysis, profit and loss account Pricing strategies	Finalizing the marketing materials Researching funding sources Experimenting with financial and pricing scenarios and determining the most suitable for the Social Start Up

5	<b>Production Week 12</b>	Food Safety, Hygiene and Quality Production Planning Certification and Registration: regulations, costs, processes, benefits Share finalised ideas	Production On-going marketing
6	<b>Enterprising / Sales Week 16</b>	Managing and implementing the following: Creating a market Increasing number of producers Improving produce quality Expanding the membership of consumers Creating awareness about the EPG amongst the public / stakeholders / both Increasing sales of produce Increasing production Networking Relationship building	Ongoing production On-going marketing Selling Financial Tracking
7	<b>Consolidation and Future Planning Week 20</b>	Future Planning, Evaluation and Consolidation Sustainability and Growth	



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