Training Module

Module Number:5 Module Title: "M'imprendo la scuola"
(I'm taking over the school)
(I entrepreneur my school)

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Introduction
M'imprendo la scuola (I entrepreneur my school)

▶ **Background and Scope**

   ▶ A path for upper secondary students to discover their entrepreneurial potential within the context whose critical issues and opportunities they know best, their school. A way to develop both creativity and awareness of one's desires, shortcomings and future visions, imagining the creation of a spin-off of the school as a social enterprise managed by the students themselves.

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Introduction

- Outline of this Module

- 5-steps activity for the creation of a structured social enterprise idea
  - Entrecomp frame

    Creative CV

    Moodboard

    Brainwriting

  - Cards and materials provided

- Goal
  - Stimulate creativity by following models of social enterprise creation

- Learning Outcomes
  - Use of creative strategies for presentation and recognition of personal skills (link with schoolcurriculum)

- Rationalization from idea to content, business plan, advertising campaign

  - Communication skills - presentation of the idea and advertising / reaching of stakeholders
  - Training Approach
  - Cooperative learning
  - Problem solving
  - Active communication
  - Citizenship Skills

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Schedule

STAGE AND ACTIVITIES	PROCESS	TIME
1. WARM UP/LEAD IN/ REVIEW	Presentation of the path	10 Minutes
2. ICE BREAKER	M'imprendo (I entrepreneur myself)	30 Minutes
	COFFEE/COMFORT BREAK	
3. Activity 2	My creative CV	60 MInutes
4. Activity 3	I had a vision	60 Minutes
5. Activity 4	My school is different	60 Minutes
	LUNCH/COMFORT BREAK	
6. Activity 5	I promote social/mentally	40 Minutes
7. Plenary	Restitution and presentation of the final product	40 MInutes

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ICE BREAKER

- I entrepreneur myself
- Awareness of entrepreneurial skills
- EntreComp

- Presentation of the European framework of reference for entrepreneurial skills EntreComp.

- After completing the Entrecomp form on self-assessment, reflect on your answers and therefore on your entrepreneurial skills and levels of mastery together with the class, trying to give concrete examples on your creative resources and entrepreneurial limits.

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ACTIVITY 2

▶ Name of the activity
My creative CV

▶ Purpose of the session

  ▶ After completing the Entrecomp form on self-assessment, reflect on your answers and therefore on your entrepreneurial skills and levels of mastery together with the class, trying to give concrete examples on your creative resources and entrepreneurial limits.

▶ Materials and resources required

Videocamera

Mobile phone

Tablet

https://www.pinterest.it/robadagrafici/curriculum-vitae-creativi/

▶ Creation of a short video curriculum to present one's strengths (both with the mobile phone and with the iPad). Students are advised to draw from their social "archive" to search for written passages and photos that speak of what they are passionate about, typing in the search keywords such as pleasure, love, passion etc ... From like to what I really like

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ACTIVITY 3

- I had a vision
- Purpose of the session

  - Learn to use the mood-board model (development of creativity skills, free associations, concept introduction and focus)

- Materials and resources required

  https://www.adobe.com/it/express/create/mood-board

➢ Let the students imagine school as the first social enterprise they really know closely and let them reflect on what they would like to become part of the school services.

- Let them tell their vision of the future in an aesthetic way. Creation of a group Moodboard panel, a collage that is inspirational with photos, colors, phrases, a table that collects the suggestions of each student to restore the atmosphere and style of the project, a mind map that can help find the concept.

- At a glance we will clearly see the opportunities and criticalities of the visions, but also an aesthetic restitution that could help us later in the promotion.

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ACTIVITY 4

▶ My school is different

▶ Purpose of the session

Learn how to use brainwriting

▶ Materials and resources required

https://www.mindtools.com/pages/article/newct_86.htm

https://italianonprofit.it/risorse/definizioni/imprese-sociali/

▶ From careful and group observation of the Moodboard we pass in order not to exclude the more timid contributions to Brainwriting. What kind of social enterprise would they create to complement the normal educational work and offer new services dedicated to the well-being of young people.

▶ The students are divided into four groups and have to write anonymously how they would solve (management and business plan) the creation of a real spin-off within the school run by the students and then pass those sheets in such a way that one second-round student writes on the paper previously used by another..

▶ After the third round, all the proposals are written on a single blackboard until the most creative and innovative ones are identified to make a synthesis of them and arrive at a single proposal.

▶ Drafting of a document for sustainability. Activities planning, business plan, services provided

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ACTIVITY 5

- ▶ I promote social/mentally

- ▶ Purpose of the session
  Planning an advertising campaign of social promotion

- ▶ Materials and resources required

  Attached form to fill out

- ➢ Once you arrive at the final idea, decide how to promote it using social tools as a content manager would do: decide the best channel, content and format suitable for the target (meme, challenge, graphics, illustration, photo album, video), create a hashtag or a starting call to action that tells about the school spin-off.

- ▶ With more time, you can request the creation of a real social campaign following digital storytelling and some viral advertisements.

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PLENARY

- ► Timed presentation to the class

- ► Purpose of the session

  - ► Presentation of the campaign (development of awareness and digital skills - mother tongue communication skills)

- ► Materials and resources required

  Campaign carried out by groups:

  Powerpoint, video etc..

➢ In this last step the students will present their papers describing the path they have taken, the creative ideas, the tools used and the final product.

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ADDITIONAL RESOURCE MATERIALS/LINKS

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