

social 8th NEWSLETTER

E-Playing in Social Entrepreneurship

Empowering Youth through Social Entrepreneurship: The E-SOCIAL Transnational Training of Learners

From May 27 to May 30, 2024, ForMe organized a remarkable Transnational Training of Learners (LTTA) in Thessaloniki, Greece. This event was a significant part of the E-SOCIAL project, focusing on the theme "E-Playing in Social Entrepreneurship." The aim was to educate young people on social entrepreneurship using innovative tools and materials developed during the project, particularly the serious games created to enhance learning.



Day-by-Day Highlights

Day 1: Foundation and Engagement The training kicked off with a welcome session and registration at the Betsson Foundation Hub, followed by an icebreaking activity to set a collaborative tone. The first module, "Defining Social Entrepreneurship and Connection with Social Cohesion Needs," was presented by ForMe. This included the game demonstration, allowing participants to engage hands-on with the educational tools. The day concluded with a discussion and evaluation session, providing immediate feedback and reflections on the learning experience.

Day 2: Real-World Insights The 2nd day was a blend of summary sessions, Q&A, and a comprehensive evaluation. A highlight was the study visit to local social cooperatives, offering participants a glimpse into successful social enterprises in Thessaloniki. These visits underscored the practical applications of the training content and inspired participants with real-world examples.

Day 3: Diving Deeper into Social Needs The second day started with an exploration of "Customer Needs Analysis, Marketing & Advertising," led by Ce.F.A.S. Participants tested the serious games and discussed their applications in real-world scenarios. Later, the focus shifted to "Acceptance of Diversity and Teamwork," facilitated by PAL Network. The day was punctuated with evaluation sessions to capture participant insights and ensure continuous improvement.

Day 3: Strategic Thinking and Business Planning On the third day, 8D Games led the module on "Industry & Competitive SWOT Analysis." This session emphasized critical thinking and strategic planning. The afternoon was dedicated to "Business Planning and Financial Management," presented by Meridaunia, which provided a comprehensive overview of managing social enterprises effectively. Each session included game demonstrations, fostering an interactive and engaging learning environment.



Impact and Reflections

This training not only equipped youngsters with valuable knowledge and skills in social entrepreneurship but also fostered international collaboration and cultural exchange. Participants left with a deeper understanding of how social enterprises can address societal needs and the confidence to pursue their entrepreneurial endeavors.

The Thessaloniki training was a testament to the power of innovative educational tools like serious games in transforming traditional learning methods. It highlighted the importance of practical, hands-on experiences in grasping complex concepts and motivated participants to think creatively about solving social issues.



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