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**EUROPEAN UNION**

**„Camp for Social Entrepreneurship” organized within the project**

"Social Entrepreneurship Ecosystem Development"

**28-30.10.2020 / Hotel Sirius**

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| **28.10.2020** | **Wednesday** | | |
|  | Arrival and accommodation of participants | |  |
| 12:00-12:30 | Registration of participants and welcome coffee | |  |
| 12:30 -13:15 | Presentation of participants and trainers (experts) | | Interactive presentation |
| 13:15-13:30 | Project presentation - goals and expected results  Goals and expectations from the camp | | Presentation and discussion |
| 13:30-14:10 | Presentation of social business ideas to the Bulgarian participants | | Maximum 3 minutes for the team to present the idea, feedback from the participants |
| 14:10: 14:50 | Presentation of ideas for social business of the Macedonian participants | | Maximum 3 minutes of the team for presentation of the idea, feedback from the participants |
| 14:50-15:30 | Lunch break | |  |
| 15:30- 16:00 | Presentation and communication skills, target audience, message for communication in social business | | Presentation and discussion |
| 16:00 – 16:10 | Keywords for social enterprise | | Brainstorming team communication |
| 16:10 – 16:40 | Social enterprise marketing | | Presentation and discussion |
| 16:40 – 17:00 | Ways to Advertise | | Brainstorming Social Enterprise Teams |
| 17:00 – 17:30 | Coffee break summary | |  |
| 17:30 – 18:00 | Summary - conclusions and recommendations | |  |
| 19:30 | Working dinner | |  |
| **29.10.2020** | **Thursday** | | |
| 9:00 – 9:10 | Goals and tasks of the day |  | |
| 9:10– 10:00 | Innovative Thinking and Approach - Risk Taking | Presentations | |
| 10:00-10:30 | Coffee break and networking |  | |
| 10:30-11:30 | Marketing and sales of a specific product of a social enterprise. | Team work for skills formation and application of knowledge, support from experts | |
| 11:30-12:00 | Presentation of the results from the groups |  | |
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| 12:00-13:00 | Lunch |  | |
| 13:00-14:30 | Competitive advantage of my product / service for social business, social effect, positive changes, how I get followers, partners, supporters | Individual work on the specific ideas of the participants presented the previous day together with the experts | |
| 14:30-15:00 | Coffee break and networking |  | |
| 15:00-15:45 | Opportunities for financing social ideas | Presentations and discussions | |
| 15:45-16:30 | How to prepare and present your social business idea in order to get funding? | Discussions | |
| 16:30-17:00 | Summary of the day and recommendations |  | |
| 19.30 | Working dinner |  | |
| **30.10.2020** | **Friday** | | |
| 9:00 -9:15 | Goals and tasks of the day |  | |
| 9:15 – 9:45 | Presentation of developed and improved business ideas for social entrepreneurship | Bulgarian teams | |
| 9:45 –10:15 | Presentation of developed and improved business ideas for social entrepreneurship | Macedonian teams | |
| 10:15 – 10:45 | Coffee break |  | |
| 10:45 – 12:00 | Good European practices, what ideas to present at an entrepreneurship fair | Presentations and discussions | |
| 12:00 – 13:00 | Lunch |  | |
| 13:00 – 14:00 | Awarding certificates |  | |
| 14:00 – 14:30 | Discussions and next steps |  | |
| 14:30 – 15:00 | Filling in evaluation lists |  | |
| 15:00 – 15:30 | Summary, closing of the seminar |  | |
| 15:30 – 16:00 | Coffee and departure of participants |  | |

Trainers / Moderators:

• Rosica Dzambazova, Director of Business Incubator - Goce Delchev

•Sokrat Manchev, Foundation for Development of Small and Medium Enterprises - Strumica