

SETTING UP
SOCIAL ENTREPRENEURSHIP EDUCATION
in SCHOOLS
OCTOBER 7-9, 2025, BRUSSELS, BELGIUM



Social Entrepreneurship Handbook

**EMPOWER AND INNOVATE:
DESIGN THINKING
STRATEGIES
FOR SOCIAL IMPACT**

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Objectives



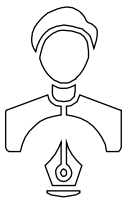
Introduction to the handbook as a practical resource



Design thinking framework in Social Entrepreneurship development process

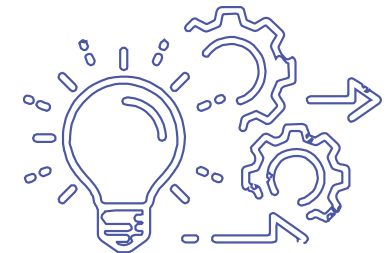


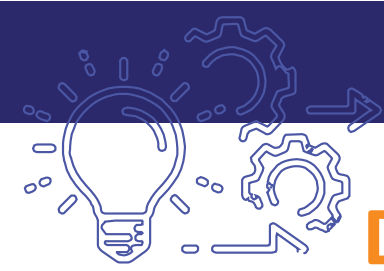
The curious case of Moo Tag



Overview of the Contents

1. Introduction
2. Build: design think your SE
3. Mastering the most popular and valuable innovation methods
4. Applying design thinking in SE
5. Case Study
6. Funding and Financing
7. Board structure, compliance and governance
8. Understanding the concepts of SE vs T
9. Go Live

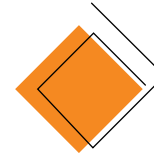




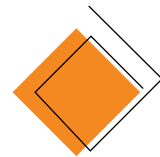
DESIGN THINK YOUR SOCIAL ENTERPRISE.



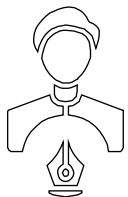
Design Thinking has been proven as a way to help businesses and organizations respond to customer needs with innovative and human centered solutions.

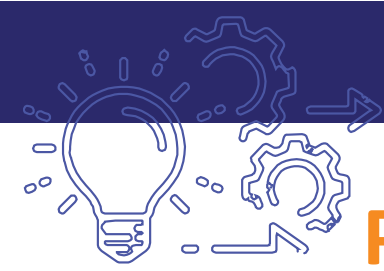


- Intuition
- Creativity
- Non-linear thinking
- Visualization



Inspiration-ideation-implementation





Practical tools and frameworks

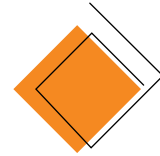


For each step the handbook allows you to:

Discover the topic

Practice the concepts

Use the tools to apply

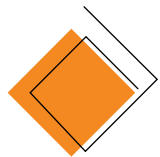


What is it?

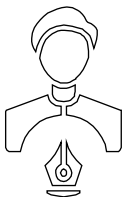
Why is it important?

How to do it?

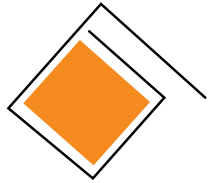
Resources



Go to page 10, Step 1 and page 70. Let's discover together and experience the handbook.



MAJOR CHARACTERISTICS OF SOCIAL ENTREPRENEURS



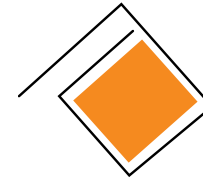
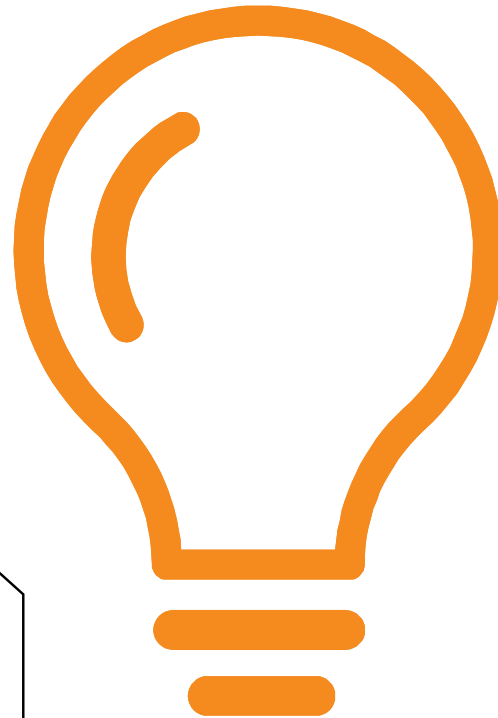
Innovation

Social entrepreneurs find thoughtful and novel solutions, by addressing root causes and offering innovative, more fundamental, and systematic changes to a problem.



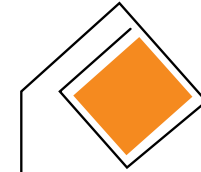
Passion and Team Playing

- They have great passion and the belief that their ideas are going to help in solving that social problem.
- They are team players and believe in the collective power.



Optimism

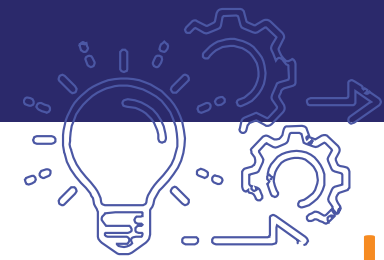
They strongly believe that their positive thinking will help to overcome all possible obstacles.



Hard Work and Productivity

- They are hard workers, who try hard to reach their social goals and objectives.
- They focus on productivity to reach good results.



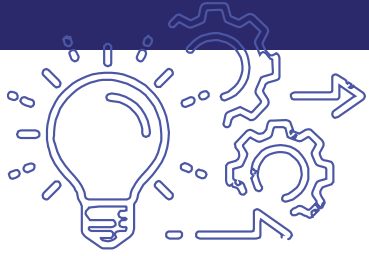


Go live

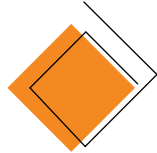
Implement and scale SE

1. Understand the ecosystem
2. Understand the DT process
3. Validate your scale-up BM
4. Scale the idea and raise Impact Investment
5. Build the right team and develop their skills
6. Manage your team
7. Build partnerships to keep growing
8. Measure and evaluate impact
9. Overcome challenges and stay motivated
10. Rinse and Repeat



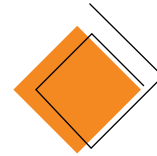


Funding and financial sustainability



Core Concepts

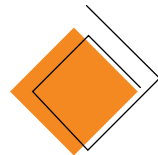
- crowdfunding
- impact investing
- grants and foundation
- donor-centric fundraising



Funding vehicles

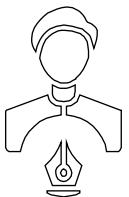
The handbook allows you to make a sound plan in regards to what funding path or a crowdfunding platform to choose and why, how to get prepared for a successful outcome.

Go to page 76 and 94 to discover



Sustainability (donor-centric-fundraising)

Awareness
Trust
Connectedness
Ownership
Promotion





Board Structure, Compliance and Governance.



Board



Competent, committed, diverse, competent, ethical members.



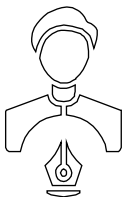
Comply with the bylaws, policies and rules in the organization.

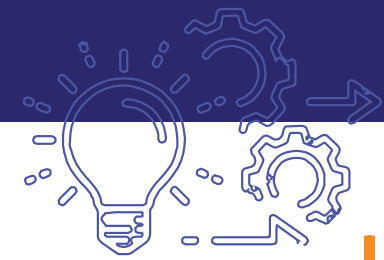


Follow healthy governance practices.



Add value to SE in terms of strategic growth, resource development and sustainability.





Go live

Implement and scale SE

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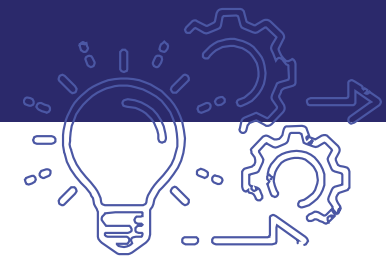


Moo Tag

MOOTAG

The Moo you can trust





The problem

- Delayed diagnosis, reduced yield and sudden death
- Missed heat cycles
- Outdated techniques



The solution

MooTag

- Temperature sensor: Finds fever and heat stress
- Motion sensor: Shows low movement and calving signs



Thank You





Social Entrepreneur ship

Giving Capitalism a Social
Conscience