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VIDEO GAMES FOR GOOD

Building Inclusive Social Enterprises

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Duration:	90– 120 mins
Age:	20 – 25 years
Group size:	3 – 6 participants in a group
Aim:	To foster creativity, teamwork, and problem-solving by collaboratively developing social business ideas that promote inclusivity and sustainable impact.
Objectives:	• To introduce participants to the fundamentals of social entrepreneurship and sustainable business development. • To provide an overview of key principles in designing inclusive business models. • To enhance problem-solving and critical thinking skills by addressing challenges in social enterprises.
Material needed:	• Large sheets of paper, sticky notes, markers, pens, and business model templates. • Optional digital tools (Canva, Miro, Google Docs). • Case studies of successful social enterprises focused on inclusivity and impact.

In this interactive workshop, participants will explore the principles of social entrepreneurship and develop their own inclusive business ideas. Through a mix of group discussions, brainstorming activities, and collaborative storytelling, they will identify key social challenges, design sustainable business solutions, and present their ideas. The session includes hands-on exercises to help participants avoid common pitfalls such as tokenism and cultural insensitivity, while also encouraging authentic engagement with diverse communities. By the end of the workshop, participants will have a structured social enterprise concept that promotes meaningful change.

Workshop Structure

1. Preparation (before the Workshop)

- Gather materials and case studies of successful social enterprises that promote inclusion, accessibility, and community impact.

Tip: Try to find diverse ones focusing on different problems and diverse contexts.

- Prepare a presentation on social entrepreneurship principles, highlighting:

2. Icebreaker and energiser game (10 minutes):

- Start with a fun, interactive activity to help participants feel relaxed and ready to collaborate.

3. Group discussion: What is Social Entrepreneurship? (10 minutes)

Guiding questions:

- What does social entrepreneurship mean to you?
- How is a social business different from a regular business?
- Can you think of examples of businesses that focus on social good?
- What do you think makes a good social enterprise?

Facilitator Tips:

- Allow participants to share their thoughts freely.
- Write key takeaways on a whiteboard for reference during the next activity.
- Connect their ideas to the key principles of social entrepreneurship in the next session.

4. Key principles of social entrepreneurship (15 minutes)
Presentation topics:

- What is Social Entrepreneurship?
  - Businesses that prioritise social impact over just making a profit.
  - Long-term, sustainable solutions instead of short-term charity.
- Key success factors:
  - Authenticity: Engaging with communities to ensure real impact.
  - Sustainability: Creating business models that last.
  - Inclusivity: Ensuring diverse communities benefit directly.
- Common pitfalls in Social Enterprises:
  - Tokenism – Claiming inclusivity without meaningful action.
  - Short-term thinking – Addressing symptoms instead of root causes.
  - Cultural insensitivity – Imposing solutions without consulting affected communities.

5. Identifying social challenges (10-15 minutes)
Instructions:

- Divide participants into small groups (3–5 people).
- Each group chooses a social challenge their business will solve (e.g., lack of jobs for people with disabilities, food insecurity, educational barriers).
- Use guiding questions to refine their ideas:
  - What is the problem?
  - Who is affected?
  - What are the barriers preventing change?

Goal:

- Each group defines a clear challenge that their social enterprise will aim to solve.

6. Designing a Social Enterprise (30-40 minutes)
Instructions:

- Groups develop a business idea to solve their chosen challenge using a structured template:
  - Business name & mission: What does your enterprise do?
  - Target audience: Who benefits from your business?
  - Core solution: What product/service do you offer?
  - Impact measurement: How do you track success?
  - Revenue model: How will the business sustain itself?
- Groups use sticky notes or diagrams to map out their social business ideas.

7. Business pitch & feedback (20 minutes)
Instructions:

- Each group presents their social enterprise idea in 3 minutes.
- The audience provides constructive feedback, focusing on:
  - How well the business addresses inclusion and accessibility.
  - Whether the business model is realistic and sustainable.
  - Suggestions for improving impact and scalability.

8. Debriefing & Reflection (10 minutes)
Discussion questions:

- What did you learn about designing inclusive businesses?
- How did your business idea improve through feedback?
- What challenges did you face in balancing social impact and financial sustainability?
- How can you apply these principles in real-world projects?