



## 01 PROJECT

### → What is the purpose of this theme for a project ?

This module will provide the entrepreneur with the tools that will enable him to position himself in a social, solidarity and sustainable approach. The goals and ethical values of the project give meaning to the potential future company: its social utility, its commitments for environmental, cultural and social fields. Examples and networks working in this direction on a European scale will also be introduced to the project leader.

However, he will have to exchange with the other participants on the meaning of the terms, the different social aims according to the territories and national cultures.

## 02 GOALS AND COMPETENCES

### → What will the participant be able to do/to achieve with the proposed content of the module ?

#### 1. If he/she is still shaping up his/her idea :

- ✓ Express, in its own words, the social goals of the project and the values he/she is attached to
- ✓ Look him/herself ahead for possible partnerships with a European dimension
- ✓ Exchange and talk with project leaders on the creation of companies involved in social and solidarity-based approaches on a European scale

#### 2. If her/she already have a project at his/her disposal :

- ✓ Position yourself as an eco-responsible entrepreneur
- ✓ Exchange and talk with European entrepreneurs on networks and actions to create together

## 03 PROGRAM-SEQUENCES AND TOOL SHEETS

### → Quels sont les résultats attendus du Program ?

#### 1) Learning to exchange and understand each other

- ✓ Get to know each other and develop a common vocabulary
- ✓ Facilitating the exchanges within the group
- ✓ Be aware of language differences on key concepts

#### 2) Elaborating common references on european ethical issues

- ✓ Identifying the ethical values of each country and those of Europe
- ✓ Acquiring knowledge of European policies in the social and environmental field
- ✓ Strengthening European citizenship and opportunities
- ✓ Valuing the diverse approaches to social utility and situating them in the geopolitical contexts of each country

#### 3) Building your project by establishing a network

- ✓ Meeting companies with values
- ✓ Working on a definition of values and goals
- ✓ Looking ourselves ahead together around common desires
- ✓ Get introduced to concrete examples of social and solidarity entrepreneurship in different countries



## → What are the different contents addressed in the two proposals?



### PROGRAM 1

#### Day 1

MORNING

sequence  
**S1**

- Meet the group, Understand the project, the culture, the ethical values.
- Vocabulaire commun pour les marchés (valeurs, visions, etc.).

#### Day 2

sequence  
**S3**

- Local and global challenges
- Ethical values and contradictions

#### Day 3

sequence  
**S5**

- History and evolution of ethical values in Europe

#### LUNCH

AFTER NOON

sequence  
**S2**

- Visit – interview
- Creation of a inventory of ethical values
- exchange of good practices

sequence  
**S4**

- Linguistic diversity
- cultural diversity

sequence  
**S6**

- European dimension of the participants' business projects.
- exchange of good practices
- final evaluation



### PROGRAM 2

#### Day 1

MORNING

sequence  
**S1**

- Presentation of the participants by a round table followed by a knowledge game
- Non-verbal role play on intercomprehension
- Selection of ethics keywords and translation into the three languages

#### Day 2

sequence  
**S3**

- « utopia en el tiempo » «Utopia in time»
- «European directives and its durable values»

#### Day 3

sequence  
**S5**

- Presentation of the company's own project.
- Individualization of ethical values on each project.
- collaborative construction of a business project with individual projects

#### LUNCH

AFTER NOON

sequence  
**S2**

- Work by national group on the representations / stereotypes of other countries and the values of their country

sequence  
**S4**

- visit of a company and interview on its values

sequence  
**S6**

- Presentation of the collaborative projects
- 3-day evaluation



## → Tool sheets to be used

### LEARNING TO EXCHANGE AND TO UNDERSTAND EACH OTHER



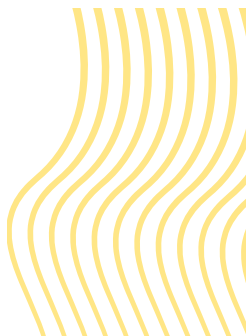
- ✓ *Getting to know each other and building a common vocabulary*
- ✓ *Faciliter les échanges dans le groupe Facilitate the exchanges within the group*
- ✓ *Be aware of language differences on key concepts*
- Get-to-know game
- The clock's appointment
- "Intercomprehension" role-play
- Cultural diversity
- Language diversity
- *Representations and stereotypes*

### ELABORATE COMMON REFERENCES ON EUROPEAN ETHICAL ISSUES



- ✓ *Identifying the ethical values of each country and those of Europe*
- ✓ *Acquiring knowledge of European policies in the social and environmental field*
- ✓ *Strengthening European citizenship and opportunities*
- ✓ *Valuing the diverse approaches to social utility and situating them in the geopolitical contexts of each country*
- The European dimension of the project
- European instructions
- Values' history and evolutions in Europe
- Local challenges/global challenges

### BUILDING YOUR PROJECT BY ESTABLISHING A NETWORK



- ✓ *Meeting companies with values*
- ✓ *Working on a definition of values and goals*
- ✓ *Looking ourselves ahead together around common desires*
- ✓ *Concrete examples of social and solidarity entrepreneurship in different countries.*
- Suitcase of values
- The company's values
- Ethical values and contradictions
- Ethical key words
- Utopia en el tiempo
- Final assessment

## → Tool sheets to be created :

Construction of a collective project with individual projects and their social aims

### HOW WILL THE INTERCULTURAL DIMENSION BE ADDRESSED IN THIS MODULE?



- ✓ *Awareness of the differences in ethical representations*  
Through role playing, lexical games and exchanges between participants
- ✓ *Better knowledge of Europe's orientations in social and environmental policies*  
Based on documents and research to be carried out in groups on the following themes
- ✓ *Application to his/her entrepreneurial project*  
Through reflection work to be done alone and shared with others, by discovering already existing companies



## 04 PROJECT EXAMPLES



[assomathi.com/autisme/le-projet/](http://assomathi.com/autisme/le-projet/)

The founders are a Franco-Italian family living in Rennes (France) and parents of two children, one of whom is a 10 year old non-verbal autistic child.

They created the Mathi association bringing together professionals, parents, families and friends of children and young adults with ASD and whose goal is to promote quality behavioral support in the management of autism, and which must allow :

- *To fight against prejudices, to develop the inclusion of people with ASD in a regular/standard environment, to train the people who take care of them and to develop the ABA and Montessori approach through training, workshops and school support.*
- *To create an economic activity of social and solidarity model, to assist young people with Autism Spectrum Disorders (ASD) in their social and professional integration, in an ordinary environment, training, housing support, catering, leisure activities etc...*

The association decided to create an innovative space around Italy as a topic. Young people with ASD are included in this space to receive an education in catering and sales so that they can develop their social skills and integrate into the world of work in the ordinary environment surrounded by educators and volunteers trained in applied behavior analysis. comportement.

