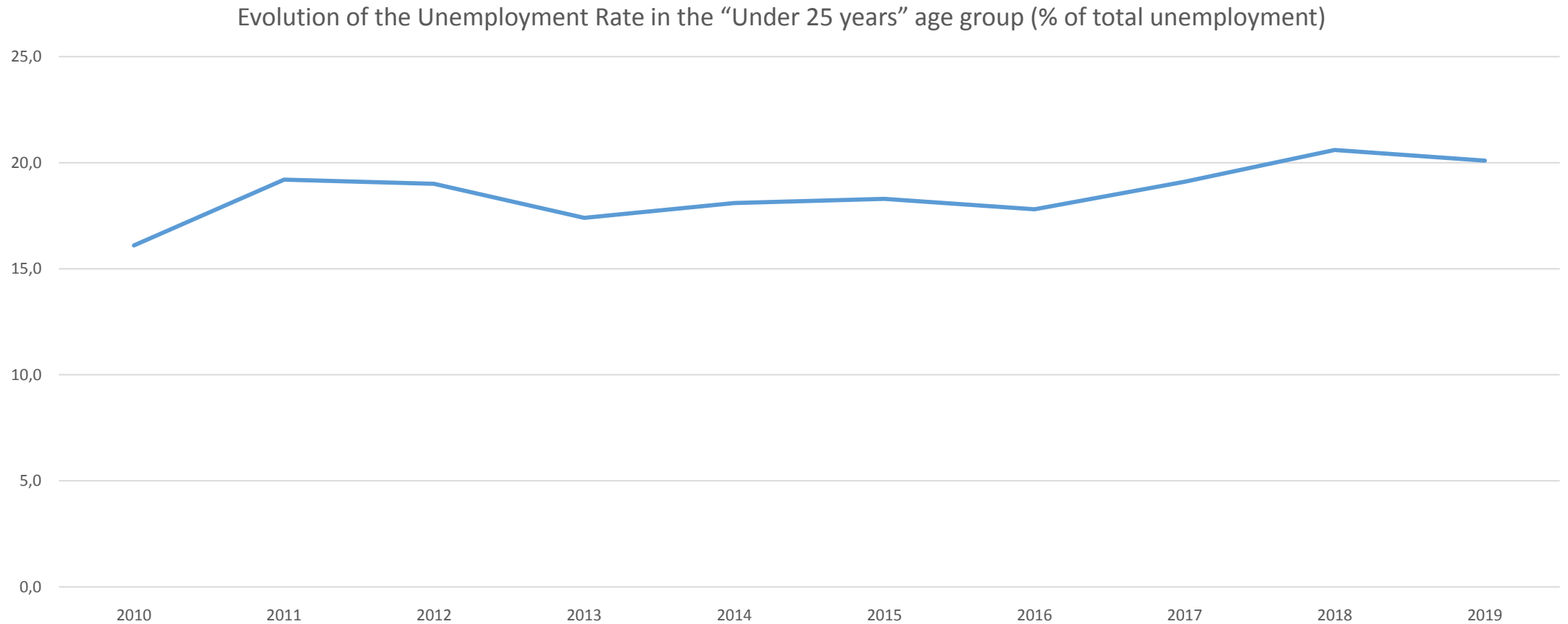


# Connecting NEET (in)to local social institutions through IPB and ADRAT

***351 - SOCIALNEET – From civil society organizations to social entrepreneurship. Combating youth unemployment and addressing the needs of NEETs***

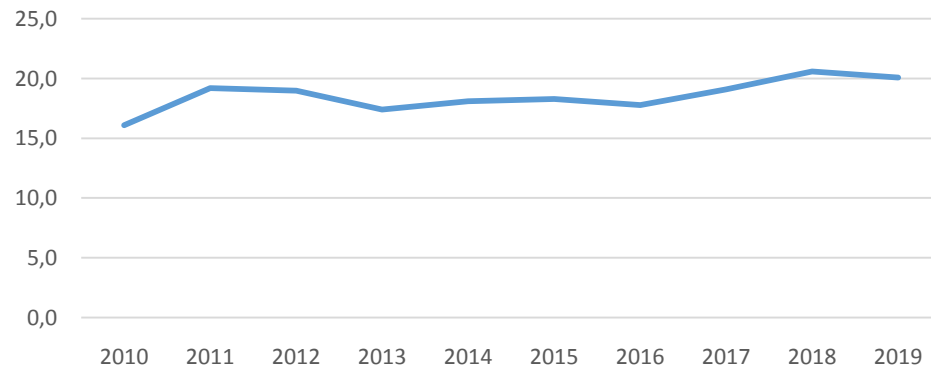
Vera Ferro Lebres, Humberto Sampaio, M.<sup>a</sup> Céu Ribeiro, Sofia Bergano, Vitor Gonçalves  
Polytechnic Institute of Bragança - Instituto Politécnico de Bragança (IPB)

# Situation of youth unemployment in Portugal



# Situation of youth unemployment in Portugal

Evolution of the Unemployment Rate in the “Under 25 years” age group (% of total unemployment)



## And now with COVID-19?

Unemployment rate (Seasonally adjusted -%) of the active population aged between 15 and 74 years old by Sex; Monthly



**July 2020 – 8,1%**  
**March 2020 – 6,2%**

# The project in Portugal

## Main goal:

- the (re)integration in the labor market of young people, through the creation of innovative social business solutions and finding employment in companies or associations in the social sector.

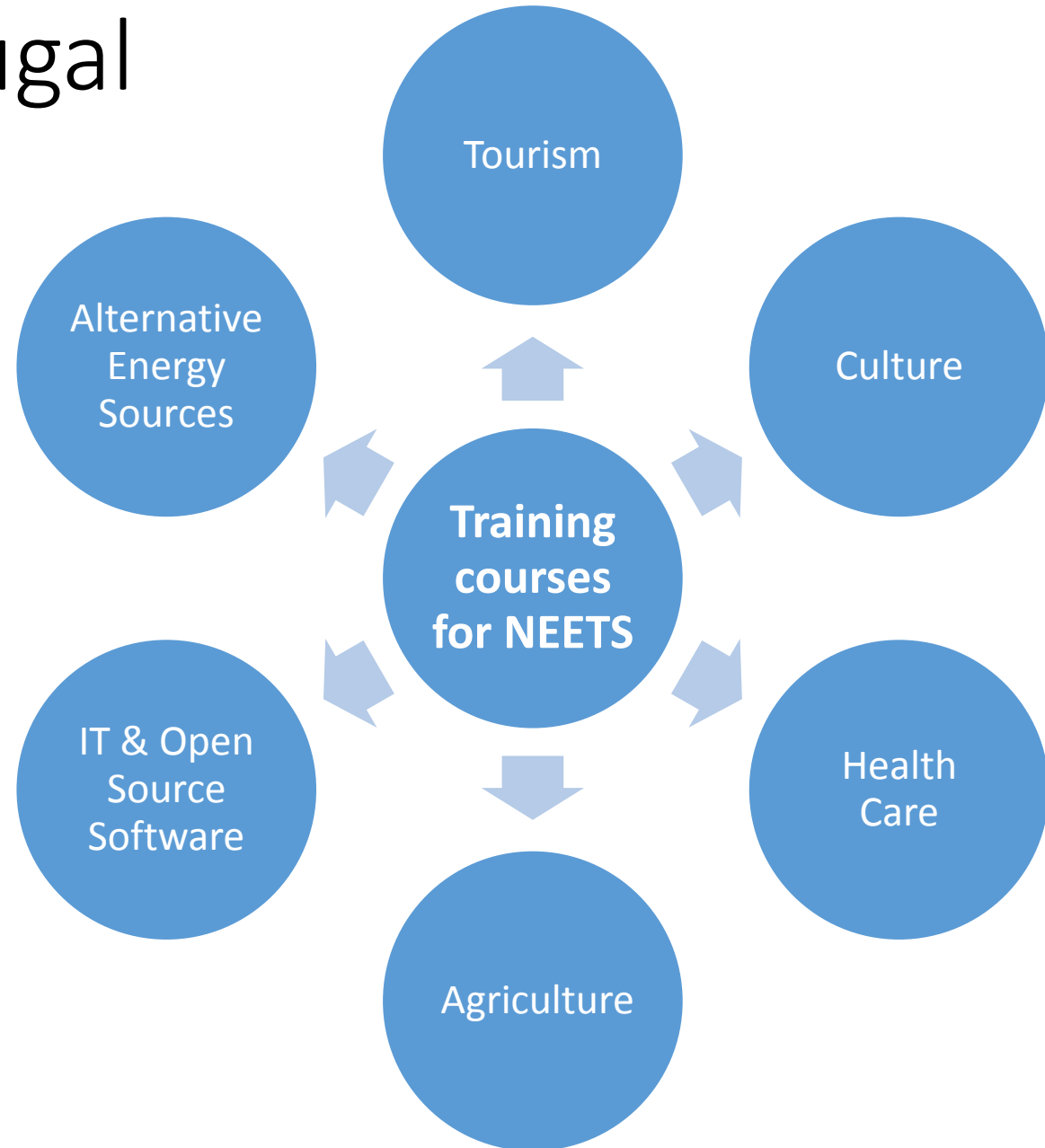
## Main actions for portuguese NEET:

- Creation of a “**Meeting Point**” for NEETs
- Organization of Professional Training Courses, including practices in the context of work in Civil Society Organizations
- Development of Innovative Business Plans
- Provision of advisory and consultancy services for NEETs.

# The project in Portugal

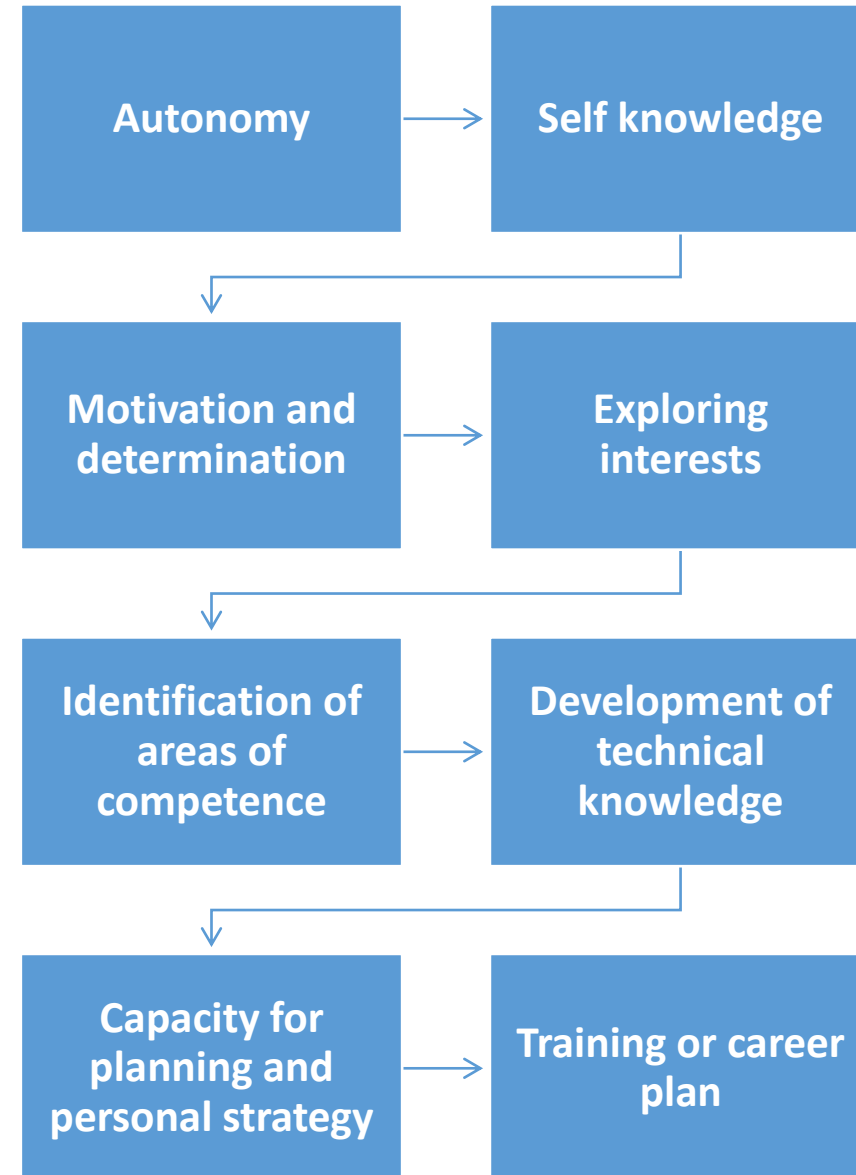
## Training and Capacity Building of NEETS

Workshops/Seminars to  
civil society organizations  
targeting social  
entrepreneurship

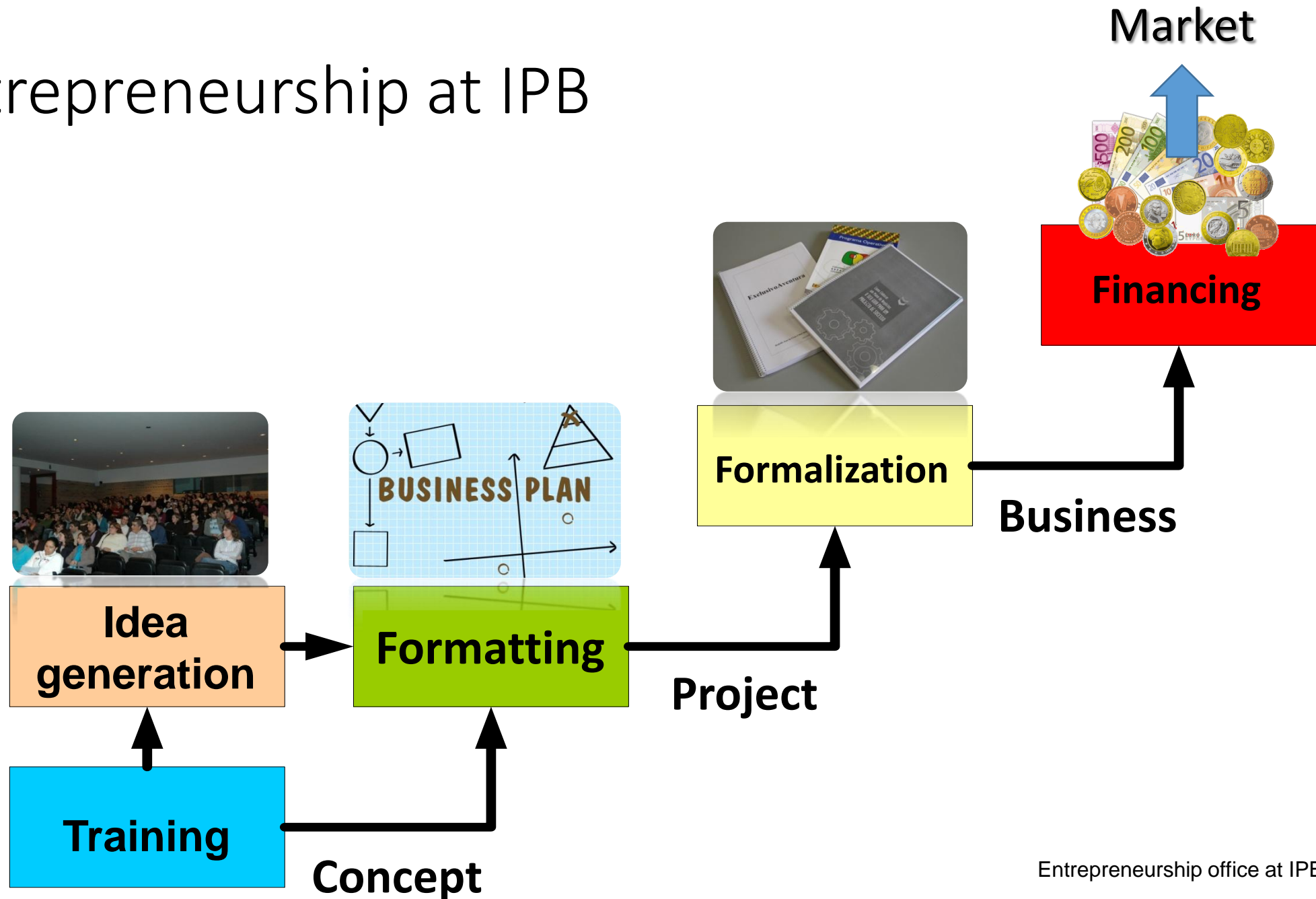


# The training in Portugal


Training methodologies to promote:



# Entrepreneurship at IPB



# Ideas to the training course

- Demystifying the social entrepreneur
  - Right or left part of the brain are both important
  - Get out of your comfort zone
  - Strategies & Models to dream and design creative social business
- 



Logic ↑ Creativity



# Ideas to the training course



**Network**



**Risk / Responsible**



**Be scare**



**Stay strong**



**Sell, even in social models**



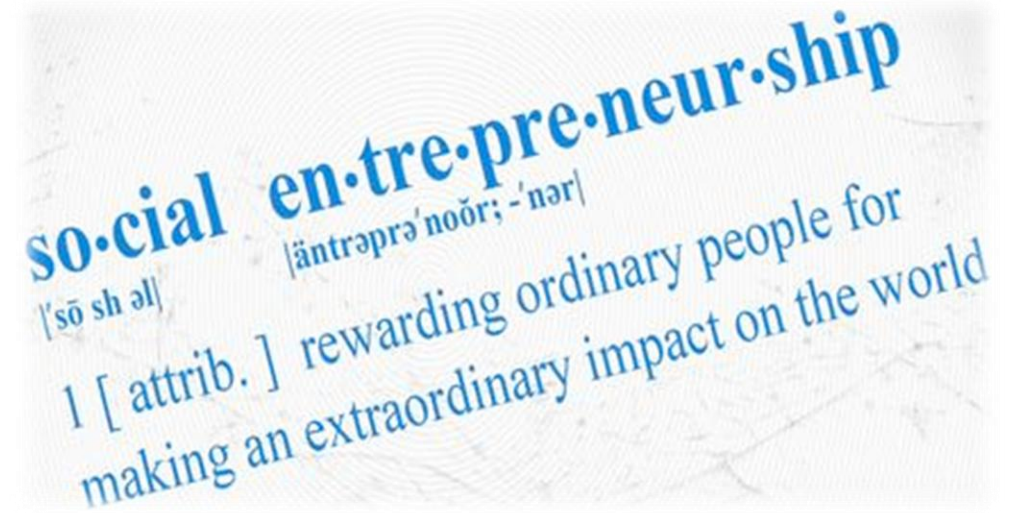
**Inform yourself**



**Stay Motivated**



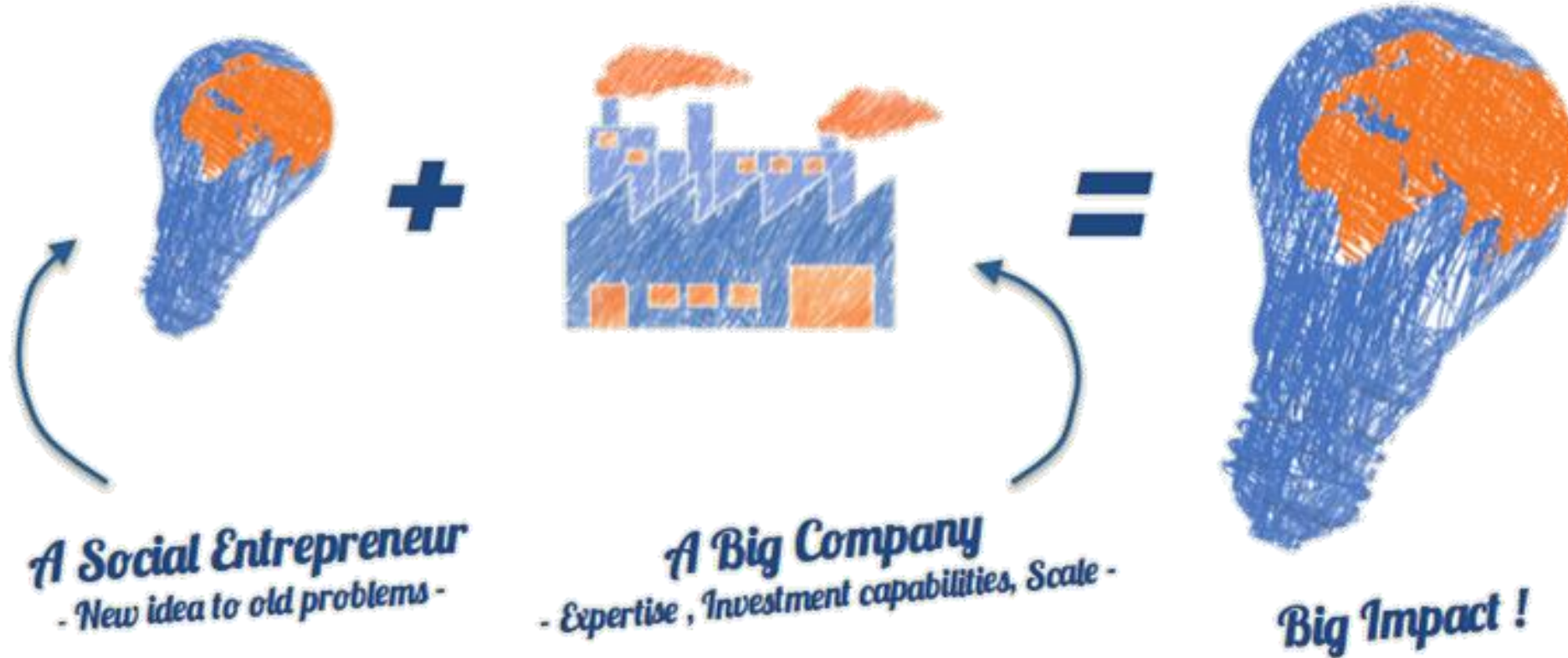
**Work together**



<http://www.atlaspeople.net/pt/odm/>

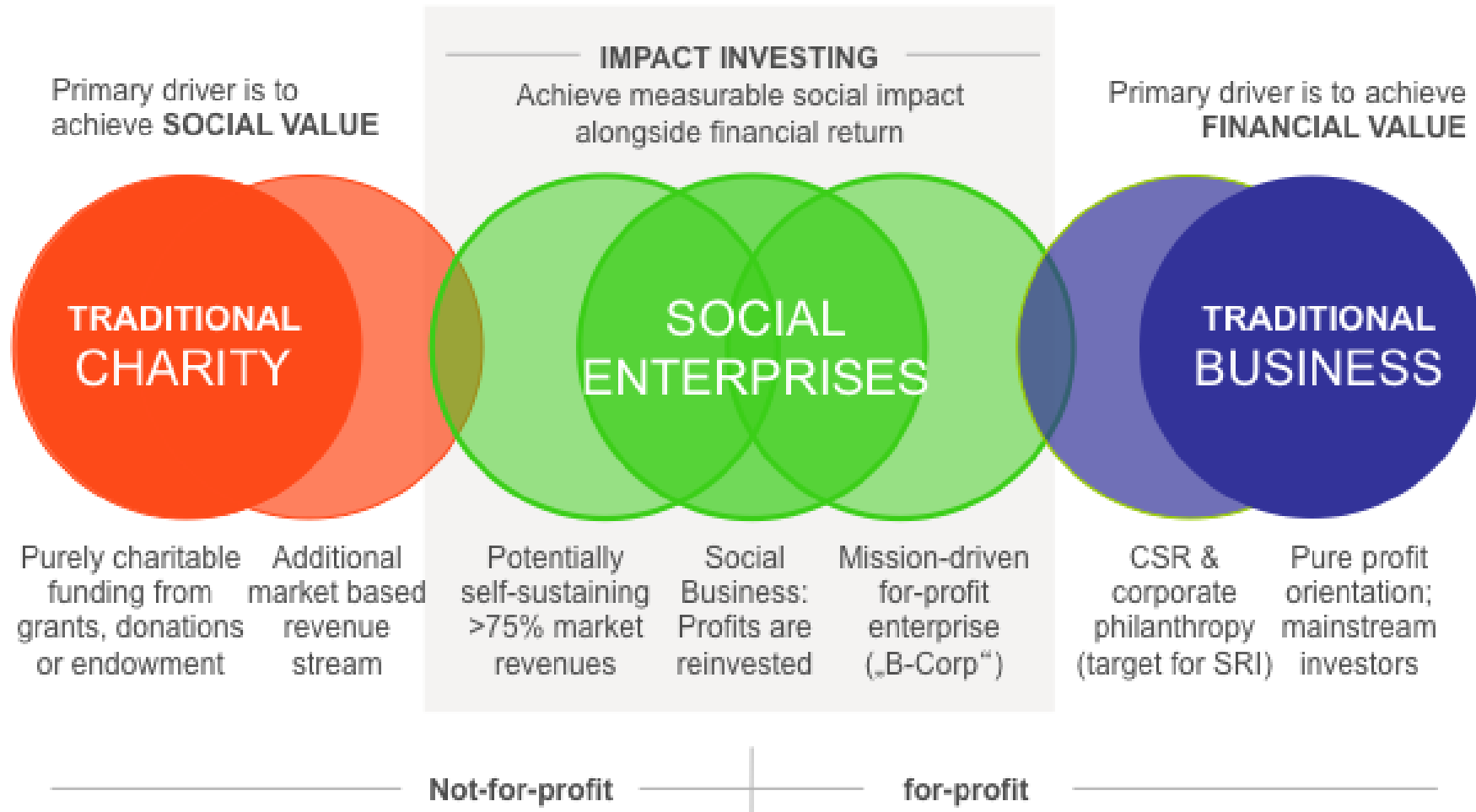
# Ideas to the training course

## *Building alliances to end poverty*



# Ideas to the training course

## The business model spectrum revisited



# Ideas to the training course



Millennium Development Goals (MDGs) between 2000 and 2015



**Sustainable Development Goals (SDGs)**

**20 years ago we all agreed  
But,  
There is still much to do**

**Being an entrepreneur  
can be the way!...**



# Ideas to the training course

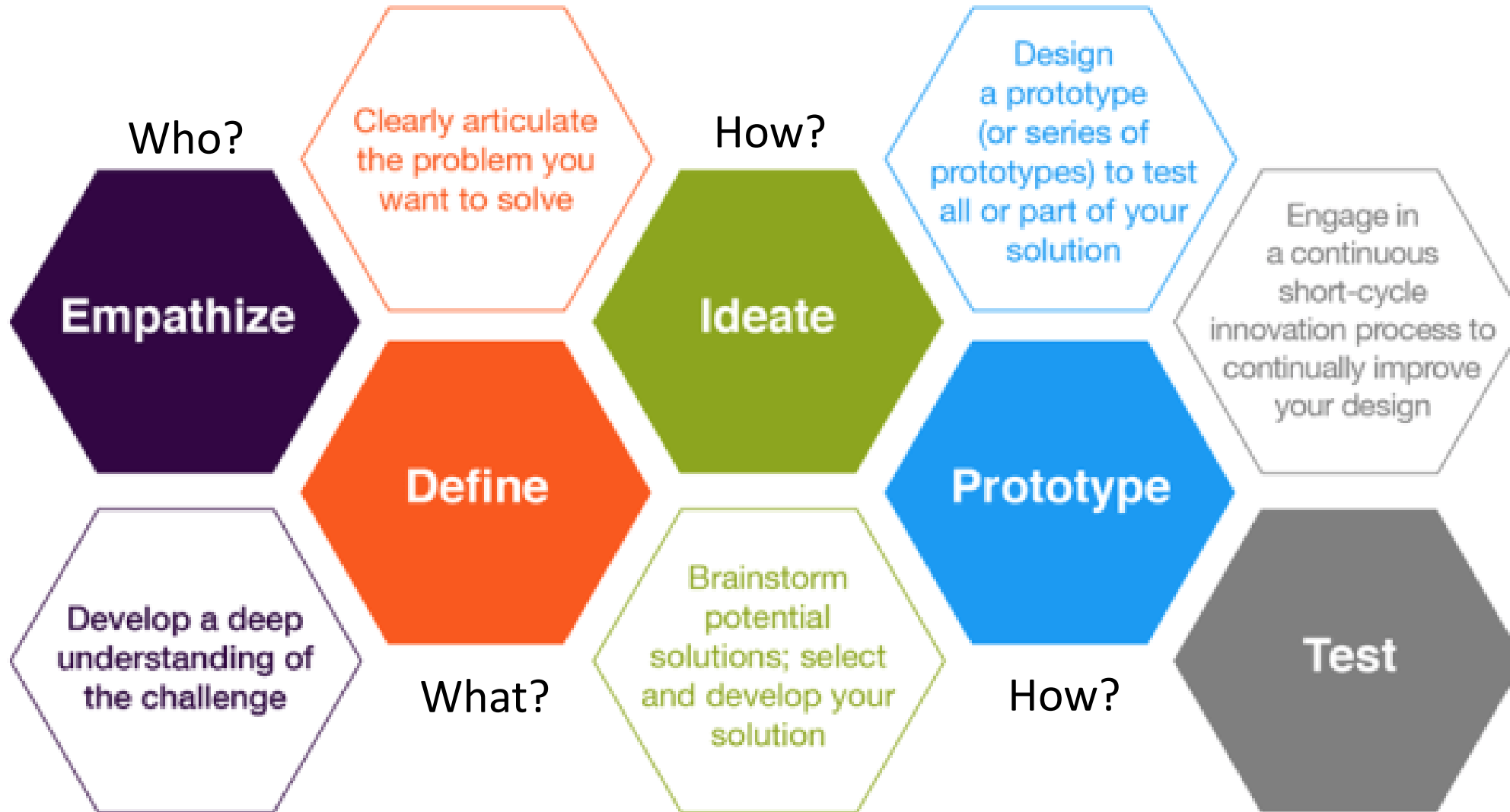
## 1- Knowing me and the others

Who am I and who are the people I'm going to work with?



# Ideas to the training course

## 2- Design Thinking



# Ideas to the training course

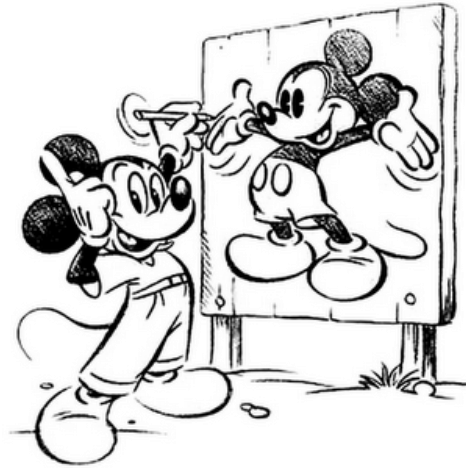
## 3- Model of the 3 Disneys



**Disney's Creative Strategy**  
The Dreamer, The Realist & The Critic

# Ideas to the training course

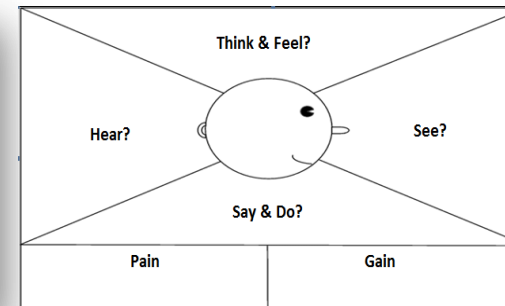
## 3- Model of the 3 Disneys



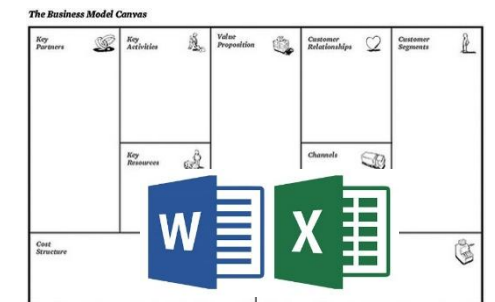
**SCAMPER**



**Mapa mental**  
<https://mind42.com>



**Empathy Map**  
[Michael Porter's value chain](#)

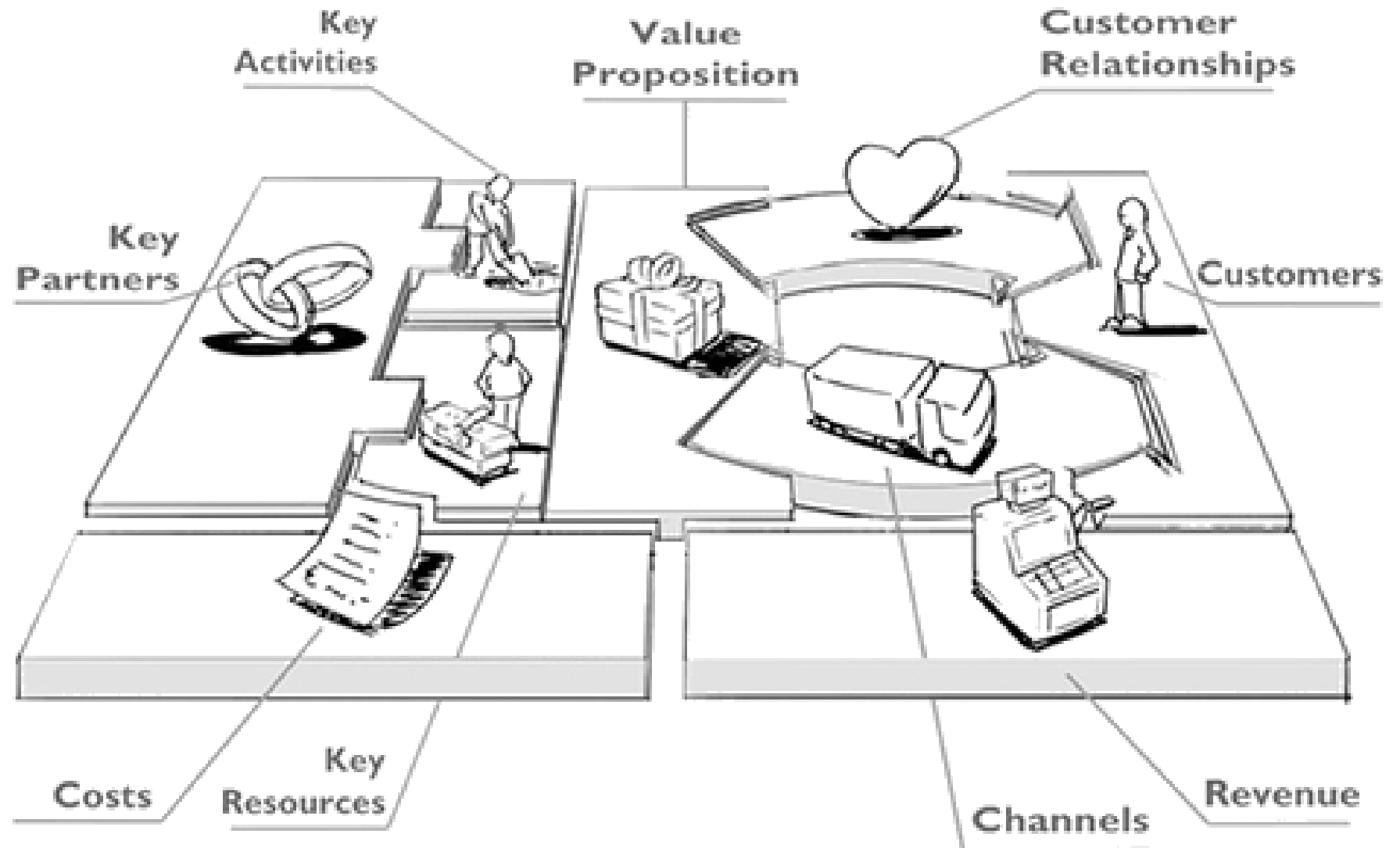


**Business Model Canvas**



# Ideas to the training course

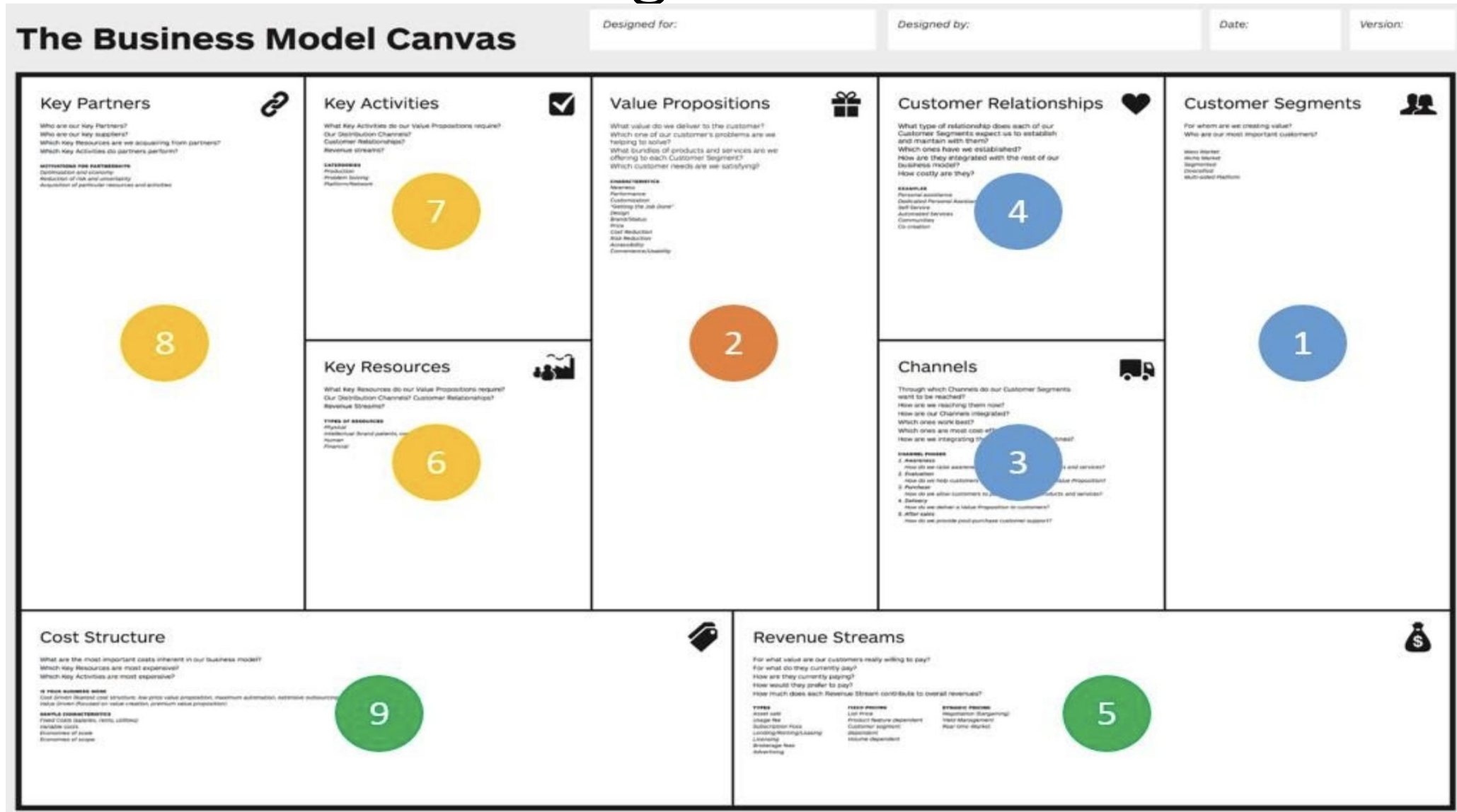
## 4- The Business Model Canvas



Short version:

[https://www.youtube.com/watch?v=UNHCAYx7\\_YY](https://www.youtube.com/watch?v=UNHCAYx7_YY)

# Ideas to the training course



Short version:

[https://www.youtube.com/watch?v=UNHCAYx7\\_YY](https://www.youtube.com/watch?v=UNHCAYx7_YY)

Alexander Osterwalder, The Business Model Canvas

# Conclusions

**Dream:** Don't kill ideas at birth!

**Design:** Put the ideas on paper!

**Analyze:** Calculate the risk of your ideas!

## **Summer with Science:**

a group of 5 students from different areas identified stakeholders and social organizations to be involved in the development of this project in Bragança

All partners have Knowledge, Know-how and Competences to implement this project