

Project Partners

Swide*s*



1506  
UNIVERSITÀ  
DEGLI STUDI  
DI URBINO  
CARLO BO

Lai-momo

SIMORA  
RAZVOJNA AGENCIJA  
SISAČKO MOSLAVAČKE ŽUPANIJE



# INSPIRING

# REVOLUTIONARY

# EDUCATIONAL CREDENTIALS

# MODULE 8

One Block for Educational Credentials (OBEC)  
2020-1-SE01-KA204-077803

Co-funded by the  
Erasmus+ Programme  
of the European Union



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# SOFT SKILLS FOR

# RESPONSIBLE

# ENTREPRENEURIAL MINDSET

# MODULE CONTENT

OBEC - One Block for Educational Credentials

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SESSION 1</b></p>	<p><b>INTRODUCTION TO RESPONSIBLE ENTREPRENEURSHIP</b></p> <ul style="list-style-type: none"> <li>• Social Entrepreneurship</li> <li>• Eco-Entrepreneurship</li> <li>• Why become a social and eco-entrepreneur?</li> <li>• Reflection</li> <li>• Quiz</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SESSION 2</b></p>	<p><b>MOVING ACROSS CULTURES</b></p> <ul style="list-style-type: none"> <li>• The main obstacles to full integration</li> <li>• Storytelling exercise</li> <li>• Basics of intercultural communication</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>SESSION 3</b></p>	<p><b>SOFT SKILLS</b></p> <ul style="list-style-type: none"> <li>• Understanding taboo language</li> <li>• Understanding stereotypes</li> <li>• Understanding nonverbal communication</li> <li>• How to communicate with institutions</li> </ul>

# WHY OBEC?

**“Outdated credential systems limit our ability to create new pathways to education, in particular for those who lack access and need it most”**

Joint Research Centre;  
Grech, A. and Camilleri, A.  
F., 2017

**A student from Bangladesh University should be able to demonstrate that a certificate is authentic and verifiable without having to contact the country that issued the certificate in the first place.**

Professor Giaglis, quoted in  
Grech, A. and Camilleri, A. F.,  
2017

**More than 40% of the employed highly educated third-country nationals work below their qualification levels in the EU.**

European Commission,  
n.d.

# GET TO KNOW EACH OTHER

## INTRODUCE YOUR PARTNER!



- Form pairs.
- 5 min to get to know each other.
- Come back and present your partner to the group!



# INTRODUCTION TO RESPONSIBLE ENTREPRENEURSHIP

SESSION 1





# SOCIAL ENTREPRENEURSHIP



# SOCIAL ENTREPRENEURSHIP



Refers to the identification, evaluation, and exploitation of opportunities that result in social value.

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Has an acute understanding of social needs, and fulfills these needs through creative organization.

---

“An innovative, social value-creating activity that can occur within or across the nonprofit, business, or government sectors.”  
-Austin et al.



# COMMERCIAL VS SOCIAL ENTREPRENEURSHIP

## MISSION

- *Commercial entrepreneurs* are primarily concerned with private gains.
- *Social entrepreneurs* are more concerned with creating social value.

## PERFORMANCE MEASUREMENT

- *Commercial entrepreneurs* measure performance in terms of financial performance (return on assets, sales growth, etc.)
- *Social entrepreneurs* measure performance in terms of its social impact.

## RESOURCE MOBILIZATION

- When considering financial resources:
- *Commercial entrepreneurs* focus on potential returns
  - *Social entrepreneurs* focus on identifying funding sources that are primarily interested in creating social



# WHO IS THE SOCIAL ENTREPRENEUR?

1. Adopt a mission to create and sustain social value (**have a mission**)
2. Recognize and spot new opportunities to achieve what they want (**take action**)
3. Is always part of a process of learning and novation (**active education**)
4. Are not limited by the resources they have in hand (**resources**)
5. Have a sense of accountability to those served and the outcomes created (**results/outcomes**).





# 01

## OBSTACLES

- **Performance/impact assessment:** how the measures may be used to “quantify” the performance
- **Dynamic environment:** changing social needs or government policy
- **Investors fit:** Find the fit between social values and investor values
- **Resource mobilization:** Lacking the institutions, networks, and resources required to support their growth while also maintaining their focus on a social mission
- **Scalability dilemma:** Difficulty to scale up their activities





# INCENTIVES

- **Improving enterprise's reputation:** People are more aware of societal needs, and seeing a venture trying to address them improves the venture's reputation.
- **Adding value to the company:** Social entrepreneurship allows the company to have a positive impact on society
- **Encouraging innovation:** Social entrepreneurship allows the company to find more innovative solutions to meet societal needs.
- **Having a positive financial impact on the company in the long term:** Considering society while setting your company goals will reflect positivity on the companies finance in the long run
- **Bringing satisfaction to its owners:** Company owners will feel that they are doing something good and contributing to making a better society

# 02



# GOOD PRACTICE

# 03

## *Johnson & Johnson*

By investing in employee wellness programs, Johnson & Johnson has saved \$ 250 million on health care costs

---

## *Olam International (a leading cashew producer)*

By switching to local production, Olam has cut processing and shipping costs by 25% while providing direct employment to 17,000 people (95% of whom are women) and indirect employment opportunities in rural areas where jobs otherwise were not available.

# GOOD PRACTICE - STARTUPS & SME

# 03

## *ECOALF*

sustainable fashion brand that produces clothing and accessories made from recycled plastic bottles

---

## *Fairphone*

The company was founded in 2013 with the goal of creating a more sustainable and ethical supply chain for mobile devices. Fairphone takes a holistic approach to Fair Trade, ensuring that all workers involved in the production process are treated fairly and paid a livable wage.v



# ECO- ENTREPRENEURSHIP



# ECO- ENTREPRENEURSHIP



To start a business with the aim to earn profit and minimize the negative (or maximize the positive) impact on the environment

- Tries to link between the economy, the environment, and sustainability
- Creates value throughout ecological innovations and products



## **RE-EXAMINE THE COMPANY'S GOALS**

Equalizing the ecological and economic goals of the company

## **RE-EXAMINE THE COMPANY'S BUSINESS MODEL**

Developing a business model that leads to ecological economic development

## **INTRODUCE MORE SUSTAINABLE SOLUTIONS**

Introducing innovative sustainable solutions to production and consumption problems

# **HOW?**

## **CHANGE CONSUMPTION BEHAVIOR**

Offering products or services which contribute to changing consumers' behavior and reducing negative effects on the environment

## **SPOT THE RIGHT BUSINESS OPPORTUNITY**

Discovering new opportunities which are targeted towards the new requirements of the society



# 01

## OBSTACLES

- Low level of green infrastructure
- Limited know-how
- Absence of appropriate regulatory regime





# INCENTIVES

- **Support innovation:** Eco-entrepreneurship allows the company to find more innovative solutions to meet environmental needs.
- **Better enterprise's reputation:** People are more aware of environmental needs, and seeing a venture trying to address them improves the venture's reputation.
- **Big added-value:** Eco-entrepreneurship allows the company to have a positive impact on the environment.
- **Better environmental quality:** If each enterprise considered the environmental aspects while setting its goals, it will have a huge positive impact on the environment
- **Affects company's finance in the long run:** it reflects positively on the company's finances
- **Satisfaction from the enterprise owners:** Company owners will feel that they are doing something good and contributing to improving the environment

# 02



# GOOD PRACTICE 03

## *Wal-Mart*

By reducing its packaging and cutting 100 million miles from the delivery routes of its trucks, Wal-Mart lowered carbon emissions and saved \$200 million in costs

---

## *Dow Chemical*

Saved \$4 million by reducing consumption of fresh water at its largest production site by one billion gallons -enough water to supply nearly 40,000 people in the U.S. for a year- resulting in savings of \$4 million.



# GOOD PRACTICE

-

# STARTUPS & SME

# 03

## *Toast Ale*

A beer brewed with leftover bread that would otherwise be thrown away. Toast Ale is committed to reducing food waste, and they partner with bakeries, businesses, and households to rescue surplus bread.

---

## *VerdraaidGoed, Coffee Based, Beat the Bag and LoopedGoods*

Founded by the entrepreneur Lisanne Addink-Dölle  
The consultancy company VerdraaidGoed engages in a wide range of innovative undertakings, including turning roadside emergency phones into charging stations for electric vehicles.

VerdraaidGoed generated three spin-off companies: Coffee Based, Beat the Bag and LoopedGoods.





# SHARED VALUE

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"Policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connection between societal and economic progress" (Porter & Kramer, 2011)



# SHORT COFFEE BREAK (10 MINUTES)



# WHY BE A SOCIAL AND ECO-ENTREPRENEUR?

Being responsible for your community and for our planet.

1



2



3



4





## WHY BE A SOCIAL AND ECO-ENTREPRENEUR? THE SOCIAL BENEFITS

- *It's considered a universal cure for societal/environmental problems*
- *Allows the company to gain a competitive advantage and increase its chance of surviving in a competitive market.*

1



## WHY BE A SOCIAL AND ECO-ENTREPRENEUR? THE ECONOMIC BENEFITS

*“Reimagining value chains from the perspective of shared value will offer significant new ways to innovate and unlock new economic value that most businesses have missed”*

*(Porter & Kramer, 2011)*

2



## WHY BE A SOCIAL AND ECO-ENTREPRENEUR? THE ENVIRONMENTAL BENEFITS

*"Eco-innovation is a key element because it increases value for both producers and consumers while reducing negative impacts on the environment"*

*(María Rodríguez-García, 2019)*

3



WHY BE A SOCIAL AND ECO-ENTREPRENEUR?  
CONTRAST WITH PROFIT-ORIENTED BUSINESSES

*"Ethics and a focus  
towards the common good  
are key concepts that are  
vital in today's business  
world"*

*(Shawn, Dianne & Andrew 2016)*

4



# REFLECT

01

How can you or your business benefit from this?

02

How can you implement these concepts?

# QUIZ

03

Test your knowledge

# SHORT COFFEE BREAK (10 MINUTES)





# MOVING ACROSS CULTURES

# 02

SESSION 2



# THE MAIN OBSTACLES TO FULL INTEGRATION







# THE MAIN OBSTACLES TO FULL INTEGRATION

- Language Learning
- Cultural Adaptation
- Social Inclusion
- Housing
- Lack of clear information
- Different National Regulations
- Education
- Labour Market
- Different social norms



# 1 in 5



people in Sweden are foreign-born

Source: SCB, 2020

## 6%



## 15%



Of the adults in Sweden are actively involved in setting up businesses they will own or co-own.

Among them, between 15-20% are foreign-born.

Sources: Science Business, 2016; GEM, 2020; Ekonomifakta, 2021

# THE SOCIAL AND ECONOMIC BENEFITS OF ENTREPRENEURSHIP

- Contribution to economic development
- Creation of jobs & employment opportunities
- Social value creation
- Social contribution = innovation & creativity
- Transfer of knowledge from one country to another

(OECD report 2015)

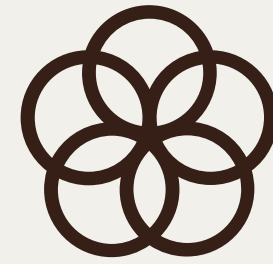
# 20 per 1000

"In Sweden overall there are 20 start-ups—here defined as companies of any size that have been around for at most three years—per 1,000 employees, compared to just five in the United States"

- The Atlantic, 2017 -

# STORIES

Some examples



## Karma

*offers an application to minimize the food waste in grocery stores and restaurants*

"We feel the most purpose when we connect with a process or product that makes a difference in people's lives"

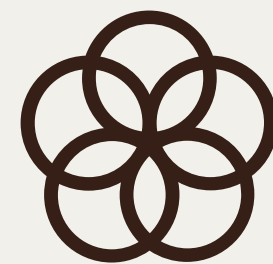
**Elsa Bernadotte, the co-founder and the COO of Karma app**



## Pyramid Spisbröd

*They bake and sell a tasty hard bread that combines Egyptian origins with Swedish crispbread traditions.*

"I was like iron. There was no time to cry. It was about life or death." **Emad Bayoumy, CEO**



## Panion

*An app that allows people to network based in interests and hobbies*

After the COVID pandemic, the percentage of conversations through the Panion App increased by:

- 500% in Sweden
- 791 % in Nigeria
- 2000% in the US

# END OF DAY 1

Assessment and evaluation!



# STORYTELLING



# STORYTELLING

**STORYTELLING IS A SKILL, AN ART AND A FORM OF HUMAN EXPRESSION.**

## **Origin:**

- Storytelling is universal to the human experience: All cultures tell stories.
- First stories: cave drawings
- Next stories humans developed were oral: epic poems, chants, songs, legends, prayers, etc.
- Today's stories: printed, written, recorded, images... Now with media, they are everywhere!

## **Why, then, are people drawn to stories?**

- helps us feel control, feel that we understand what is going on, to create our arguments and our reality
- understand others' feelings --> empathize
- share information in a memorable way, feel that you are part of the story --> improves cooperation and a sense of being part of the group

**Did you know that our brains remember the best if we tell them stories?**



# STORYTELLING EXERCISE

## Purpose

This activity is a fun way to get people to share stories that you experienced at another country, or with someone who's from another culture, while helping people learn similarities or common interests. Keep in mind! The focus should be on the obstacles you have faced!

## Setup

You'll be divided into groups.

The goal of the game is to connect mini-stories in an interesting way.

The longer the chain of items that can be created, the better.

Write down a few words on a post-it note or Word document to keep track of each part of the story.

## Activity

Each person must share at least one item that connects to the other mini-stories.

1. The first player begins by sharing an interesting memory or experience that she/he had.
2. Any other person can tell a related story that has any similar themes or elements to the previous story
3. The next player, based upon the previous story shared, can say something related. Any person can then add to the story
4. At the end of the game, the group with the longest connected chain of stories is the winner
5. Share the story with the whole group



# FOOD FOR THOUGHT: THE MAIN OBSTACLES TO FULL INTEGRATION

- Language Learning
- Cultural Adaptation
- Social Inclusion
- Housing
- Lack of clear information
- Different National Regulations
- Education
- Labour Market
- Different social norms



**WHAT IS  
INTER-  
CULTURAL  
COMMUN  
ICATION?**

# BASICS OF INTER- CULTURAL COMMUN ICATION



## Language

As a foreigner and/or as an entrepreneur, it is important to learn the language and to be able to be understood.



## Body language

Understanding the other person's message also involves how they communicate without words.



## Social Conventions

Each culture might have their own, for instance having small talk, using humor, or going straight to the point.

## Intercultural communication

"The sharing of information on different levels of awareness between people with different cultural backgrounds"

"Intercultural communication refers to exchanges taking place between different cultures. It relates to interactions among people from different cultures" - Ehliou

## Take into account...

- Who is saying it?
- Where is the communication taking place?
- When is it taking place?
- What meaning is conveyed?
- Why is it said in that way?
- How is the message being interpreted?

## Problems arise as a result of a person:

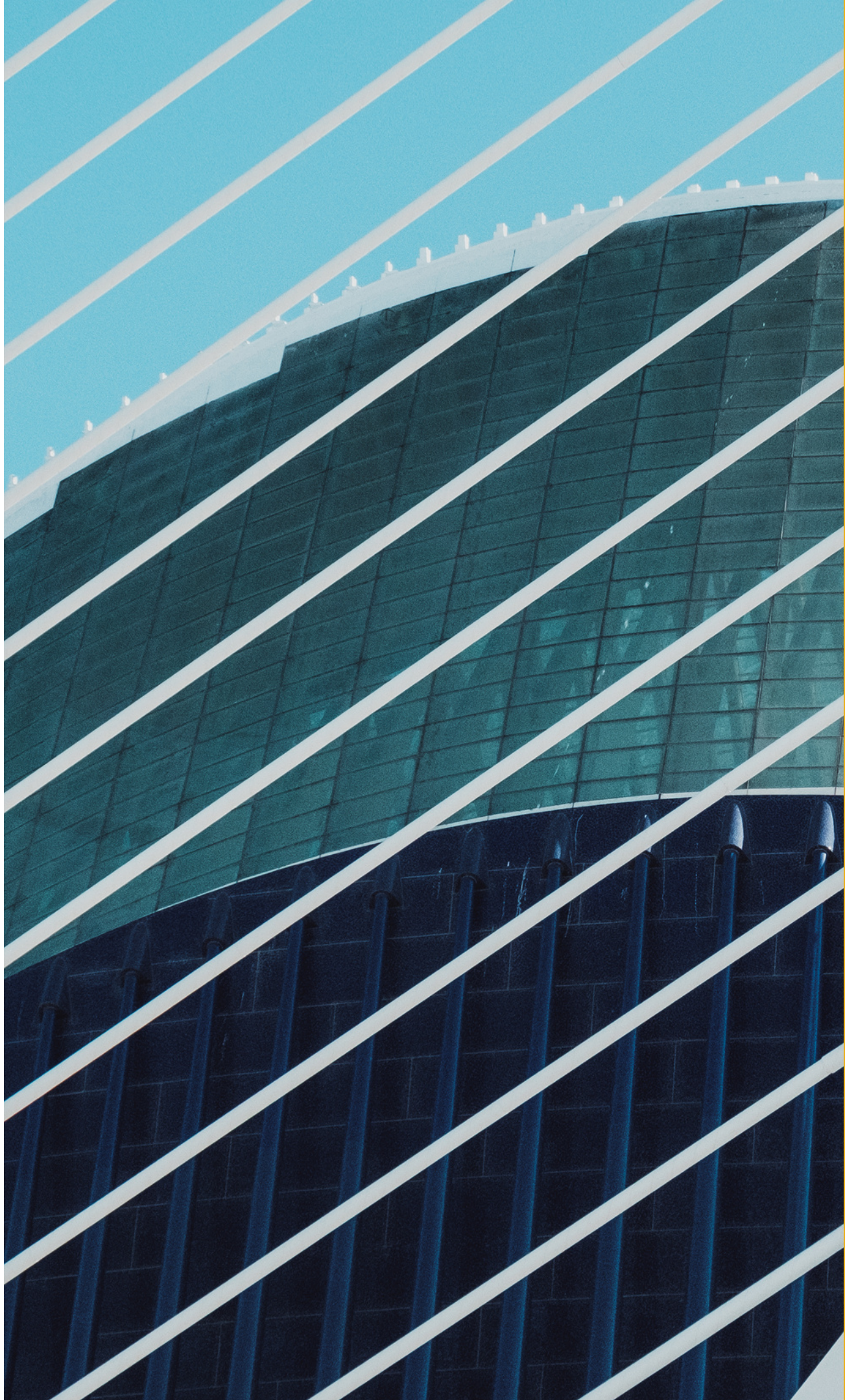
1. not recognizing the uniqueness of the individual,
2. not focusing on the message,
3. not understanding the belief systems and values upon which cultures are established,
4. making judgements from the perspective of one's own culture.

## FACTORS

1. **Physical:** location, environment, distance, setting, infrastructure, noise, temperature, seating arrangement and technology.
2. **Social:** power, hierarchy, rules, norms, formality, history, relationship and gender.
3. **Psychological:** attitudes, feelings, emotion, perceptions, tones, pressure, stress, trauma, self-concept, views, bias, stereotypes, prejudice and prior experience.
4. **Temporal:** time and timing.
5. **Physiological:** health, well-being, illness, disability and hearing loss.

# SHORT COFFEE BREAK (10 MINUTES)





# SOFT SKILLS

# 03

SESSION 3

**SOFT  
SKILLS  
FOR  
ENTREPRE  
NEURS**





## Public speaking

When you're the head of a company, you're usually leading frequent presentations and meetings, pitching investors or selling to new clients, and appearing on video or audio content for your digital marketing.



## Networking

Being a good networker helps you establish a database of people you can turn to when you need something



## Negotiating

From contracts with vendors to salaries with future employees, negotiating is essential.



## Writing

Knowing how to be engaging with your words and writing in a clear and concise way can really help you communicate confidently in the written form.



## Active Listening

When you're a strong listener, you often pick up on feedback more quickly and can better understand the perspective of the person you're communicating with, whether a client or an investor.

# SOFT SKILLS FOR ENTREPRE NEURS

Source:  
<https://www.businessinsider.com/soft-skills-entrepreneur-should-know-how-to-learn-for-free-2021-5?r=US&IR=T>

# TABOO LANGUAGE

## 01

### WHAT IS TABOO LANGUAGE?

it "refers to words that are typically deemed immoral or inappropriate in everyday language". But remember: topics can also be taboos!

## 02

### WHY DOES THIS MATTER?

Because, even if you might know the taboo words and topics in your own language, taboos might differ among cultures.

## 03

### WHY IS THIS RELEVANT FOR ENTREPRENEURS?

Simply, because you must be aware of words that you shouldn't say or topics you shouldn't mention to make sure you'll achieve your goals!





# 01

## TABOOS - SWEDEN

1. Arguments and confrontation.
  2. Over-stretching the truth and superlatives
  3. Marks of rank or status or income
  4. Getting too personal (e.g. family, income, and personal background)
  5. Criticizing their way of life, welfare system, economy, government, or culture.
  6. Racist or sexist jokes
  7. Making jokes or refer to stereotypes about different ethnicities or cultures.
- **Were you aware of these taboos? Are any of them new to you? Have you encountered any issue due to them?**





# 01

**WHICH OTHER TABOOS  
DID YOU ENCOUNTER?  
CAN YOU NAME SOME  
TABOOS FROM YOUR  
COUNTRY?**



# STEREOTYPES

## 01

### WHAT ARE STEREOTYPES?

"a stereotype is a fixed, over generalized belief about a particular group or class of people"

- McLeod, 2015

## 02

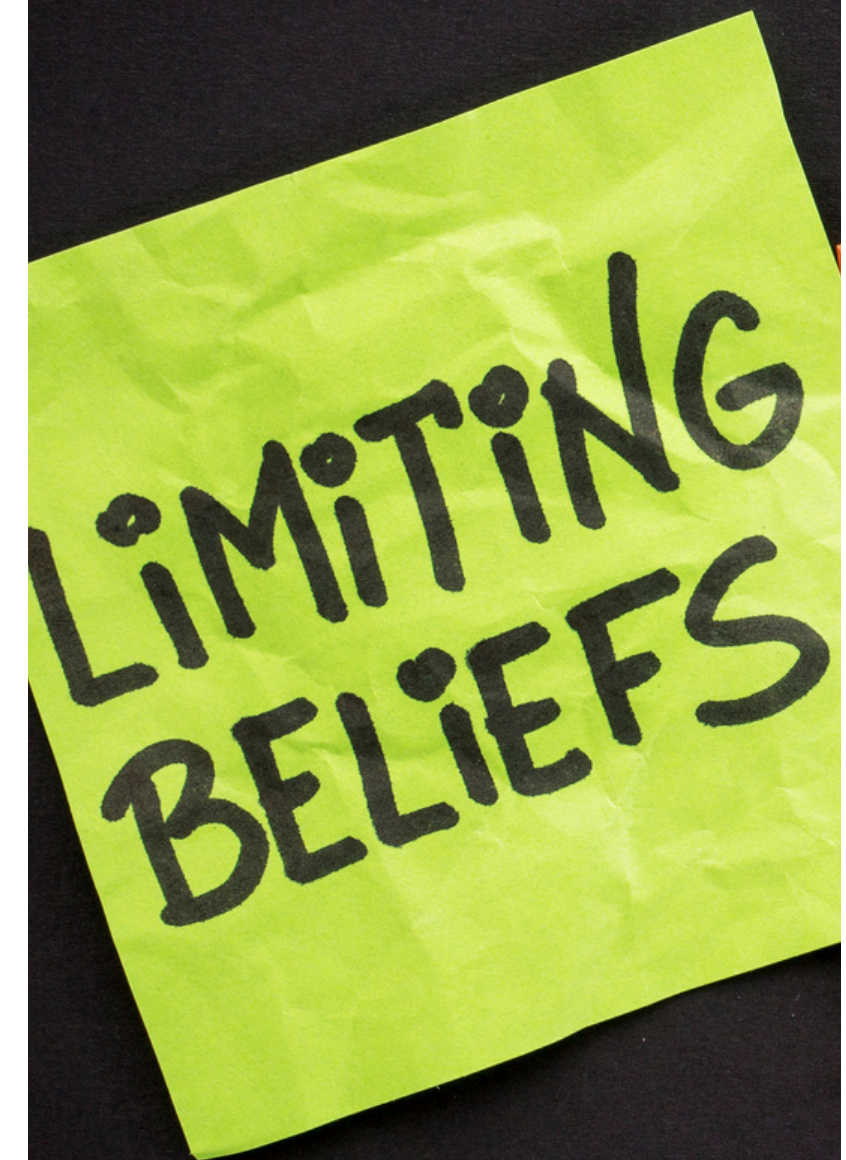
### WHY DOES THIS MATTER?

Because if you assume someone can be defined by a stereotype, this might create tension in social interactions.

## 03

### WHY IS THIS RELEVANT FOR ENTREPRENEURS?

Simply, because although you should be aware of cultural aspects, it is important not to limit yourself to them, to be open, and not to be judgemental.





# STEREOTYPES

1. All Swedes are blue-eyed blondes
2. Swedes avoid conflict
3. Everybody drives a Volvo
4. All Swedes pay really high taxes
5. Swedes are unemotional
6. Everyone is a suicidal depressive
7. Swedes are sexually liberated
8. Swedes are reserved

**Were you aware of these stereotypes? Are any of them new to you? Have you encountered any issue due to them?**

# 02

## **Keep in mind:**

Avoid making comparisons between Sweden and other Nordic countries (Denmark, Norway, Finland and Iceland) that homogenise the people.





**WHICH OTHER  
STEREOTYPES DID YOU  
ENCOUNTER?  
CAN YOU NAME SOME  
FROM YOUR COUNTRY?**

**02**





# NONVERBAL COMMUNICATION

## 01

### WHAT ARE NONVERBAL CUES?

"nonverbal cues include all the ways you present and express yourself, apart from the actual words you speak"

- Darlene Price (Forbes, 2013)

## 02

### WHY DOES THIS MATTER?

"Because perception is reality"! So, the image you give out reflects on the response you get

## 03

### WHY IS THIS RELEVANT FOR ENTREPRENEURS?

"Nonverbal cues can help business people determine others' motivations and analyze business interactions with much more richness, depth, and insight than can come from simply relying on spoken or printed words" - Patti Woods (Forbes, 2013)







# NONVERBAL COMMUNICATION

# 03

## Don'ts

- Use raised voices and highly animated body language
- Interrupt someone
- Use excessive gestures
- Engage in physical contact without knowing the person well

## Do's

- Respect personal space
- Be punctual, make plans ahead, avoid changing plans, and respect business hours (9am-4pm)
- Prepare an agenda and good background information
- Be tidy and clean after yourself
- Respect your turn and only speak when the other is finished
- Maintain eye contact
- Bring gifts to social events - not in the beginning of business dealings
- Dress properly - formally for business meetings, but be aware of the egalitarianism and avoid flashy things



**SO, LET'S AVOID  
CULTURE  
SHOCK!**

**AND THE NEGATIVE EFFECTS IT  
CAN HAVE ON YOUR BUSINESS**



# SHORT COFFEE BREAK (10 MINUTES)



# COMMUNICATING WITH INSTITUTIONS

**SWEDEN IS A HIGHLY DIGITAL COUNTRY, WITH PLENTY OF ONLINE SOLUTIONS. MANY ERRANDS AT THE SWEDISH TAX AGENCY, FOR INSTANCE, CAN BE DONE ELECTRONICALLY. IN 2021, A RECORD 6.7 MILLION SWEDES SUBMITTED THEIR TAX RETURNS ONLINE. HOW'S THAT FOR SAVING THE PAPER IN PAPERWORK?**

**- SWEDEN.SE, N.D. -**

**SWEDES ARE WIDELY RATED AS ONE OF THE BEST AT ENGLISH AS A SECOND LANGUAGE. THEREFORE IT MIGHT TAKE YOU LONGER TO LEARN SWEDISH, AND THE CATCH-22 IS THAT FLUENCY IN THE LANGUAGE IS CRUCIAL TO FULL INTEGRATION. KNOWING SOME SWEDISH WILL ALSO HELP YOU IN YOUR CONTACTS WITH THE AUTHORITIES, THE TAX AGENCY FOR EXAMPLE.**

**- SWEDEN.SE, N.D. -**

**THE SWEDES ARE KNOWN TO BE PROGRESSIVE AND DIGITALIZED WHEN IT COMES TO BANKING AND ONLINE PAYMENT METHODS.**

**- GLOBUZZER, N.D. -**

# COMMUNICATING WITH INSTITUTIONS

## INSTITUTIONS IN SWEDEN



### Skatteverket

Swedish Tax Agency



### Arbetsförmedlingen

Swedish Public Employment Service



### Migrationsverket

Swedish Migration Agency



### Försäkringskassan

Swedish Social Insurance Agency



### A-Kassa

Unemployment insurance

# COMMUNICATING WITH INSTITUTIONS

## APPS AND PLATFORM IN SWEDEN



### BankID

The Leading Electronic Identification in Sweden



### Kivra

Secure, Electronic Mailing Software in Sweden



### Swish

A Mobile Payment System In Sweden



### Klarna

Online payment solutions

**IS IT MUCH DIFFERENT FROM YOUR COUNTRY?  
HAVE YOU HAD ANY ISSUES SO FAR WITH THESE INSTITUTIONS AND/OR APPS IN SWEDEN?**

# REFLECT

01

How can you use these soft skills to improve your integration?

02

How can you use these soft skills to improve the way you communicate with potential employers or consumers?

# QUIZ

03

Test your knowledge + Feedback



# THANK YOU!

## Phone Number

+46 (0) 72 831 9996

## Website

[www.swideas.se](http://www.swideas.se)

## Email Address

[info@swideas.se](mailto:info@swideas.se)






Swide<sup>s</sup>

**SIMORA**  
RAZVOJNA AGENCIJA  
SISAČKO MOSLAVAČKE ŽUPANIJE

*Lai-momo*

 1506  
UNIVERSITÀ  
DEGLI STUDI  
DI URBINO  
CARLO BO

  
eurada

 **OBEC**

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