

# Project-based learning

## Objectives and how to use it

Project-based learning (PBL) is an active learning methodology, from which a set of tasks based on the resolution of challenges are implemented, through a process of knowledge creation by the students, who work autonomously and with a high level of involvement and cooperation, culminating in a final product presented to the rest of the group.

In this process, the teacher/counsellor takes on the role of facilitator who guides the process.

Through the two presented activities the students should reflect on social entrepreneurship and learn how to apply SDG´s into their projects.

## Description

This resource offers two challenges based on the project-based learning methodology. The students should find solutions to the challenges presented.

## Resources / Material required

- On the next pages you will find two activities with the corresponding activity.



## Activity 1

Aim: To work on empathy in the process of setting up an entrepreneurship project.

Your objective as a counsellor is to get future entrepreneurs to reflect on the value of social entrepreneurship. To do this we are going to work on social commitment when considering a business idea.

Dimensions to be worked on:

- Commitment to the social dimension of the business idea.
- Values of social entrepreneurship
- Relationship and communication with clients. Implement communication systems with customers, ensuring the reliability and quality of the products and services offered.

## Challenge 1

Anna is 24 years old and comes from a rural area with serious depopulation problems. She has been living in a big city for 6 years and has moved there to study. This year she has finished her degree in business administration and management. A couple of months ago she received a call from her parents. Her father is retiring and leaving the family business, a farm that has always been the livelihood and the illusion of all of them. Anna is at a turning point as she has to decide which direction to take in her career.

On the one hand, she has the dream of starting up a company committed to her village, developing an activity that has a positive impact on the environment and that takes care of people's wellbeing through an economically sustainable and viable activity. Anna's idea is to set up a Farm School together with other colleagues, and to this end they are considering a business option that they have been informed about: social entrepreneurship.

Otherwise she could opt for a salaried job which would take her away from her roots but which has other advantages.

Help Anna to make a reflection matrix about her employment plan!  
Let's together the feasibility of Anna's social enterprise idea!

- Analysis of the environment
- Who are we targeting?
- Social Marketing
- Role within the entrepreneurship team, Profiles needed
- Product definition according to social values



## Activity 2

Objective: To work on the integration of the SDGs in an entrepreneurship project.

Your objective as a coach will be to get people to reflect on the extent to which the business idea can contribute to improving our society in line with the SDGs.

Dimensions to be worked on:

- Valuing individual commitment to improve society
- Understand what social entrepreneurship means
- Enable to generate concrete actions to improve our environment.
- Improve the lives of humans in the environment
- To know the SDGs

## Challenge 2

Mario was the manager of a large food store until 6 months ago. Now he has turned his life around and, together with other colleagues, he wants to start an online platform for healthy products with a guarantee seal of responsible local production. All products will also be grown according to the principles of the "green economy" which will ensure a production with a focus on reducing the consumption of water, energy and chemicals.

Mario Heard about the possibility of collective entrepreneurship and also about the term social entrepreneurship.

Can you help him?

We have several tasks to start working on:

1. Review the SDGs and their role in the social economy.
2. Identify the SDG(s) in which Mario's business idea is situated
3. Identify the social value of his business
4. Propose to him the different types of enterprise to choose from.
5. Carry out a SWOT analysis

