



Master Class “BSOs at the Service of Social Entrepreneurs”



April 30th – May 02nd 2017, Sousse (Tunisia)

The Master Class “BSOs at the Service of Social Entrepreneurs” was held in Sousse (Tunisia), from April 30th to May 02nd 2017. This initiative was jointly organized by BUSINESSMED and the Euro-Arab Business Council (EABC) in the margin of “the JCI 2017 Area Conference of Africa and Middle East”, an event that gathers hundreds of young entrepreneurs, social leaders and active citizens in 400 local organizations from 29 countries.

The three-day training brought together more than 25 participants (BSOs’ representatives, entrepreneurs, civil society activists, etc.) from 9 Mediterranean countries notably Syria, Algeria, Jordan, Tunisia, Lebanon, Egypt, UK, Portugal and France. The different sessions were moderated by two experts namely M. Carlos Azevedo, the Academic Director of IES Social Business school and M. Elias Sadkni the founder of the House of Peace (HOPe), as well as the active intervention of M. Paco Llorente, Specialist in project management and social innovation from iesMed.

The training's 1st day was dedicated to explore the context and conflict analysis tools following a participatory approach. It aimed at assessing the role of social entrepreneurship in building peace across the Southern Mediterranean region.

During the 2nd the 3rd day, the participants identified certain societal problems that social entrepreneurs are currently facing, designed relevant sustainable solutions, and presented their social business models before a jury for evaluation and coronation of the best pitch. This Social Enterprise Bootcamp workshop covered several topics such as: identity and ethics, leadership, business plan design, fundraising and revenue models, partnerships, and impact measurement.

The Master Class was a unique occasion for Business Support Organizations to strengthen the capacity building and to examine the ways to improve the services offered to social entrepreneurs operating in the Southern Mediterranean Neighborhood as they had an overview of social entrepreneurs' challenges and future perspectives.

<http://www.businessmed-umce.org/index.php/2017/05/12/master-class-bsos-at-the-service-of-social-entrepreneurs-2/>

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