

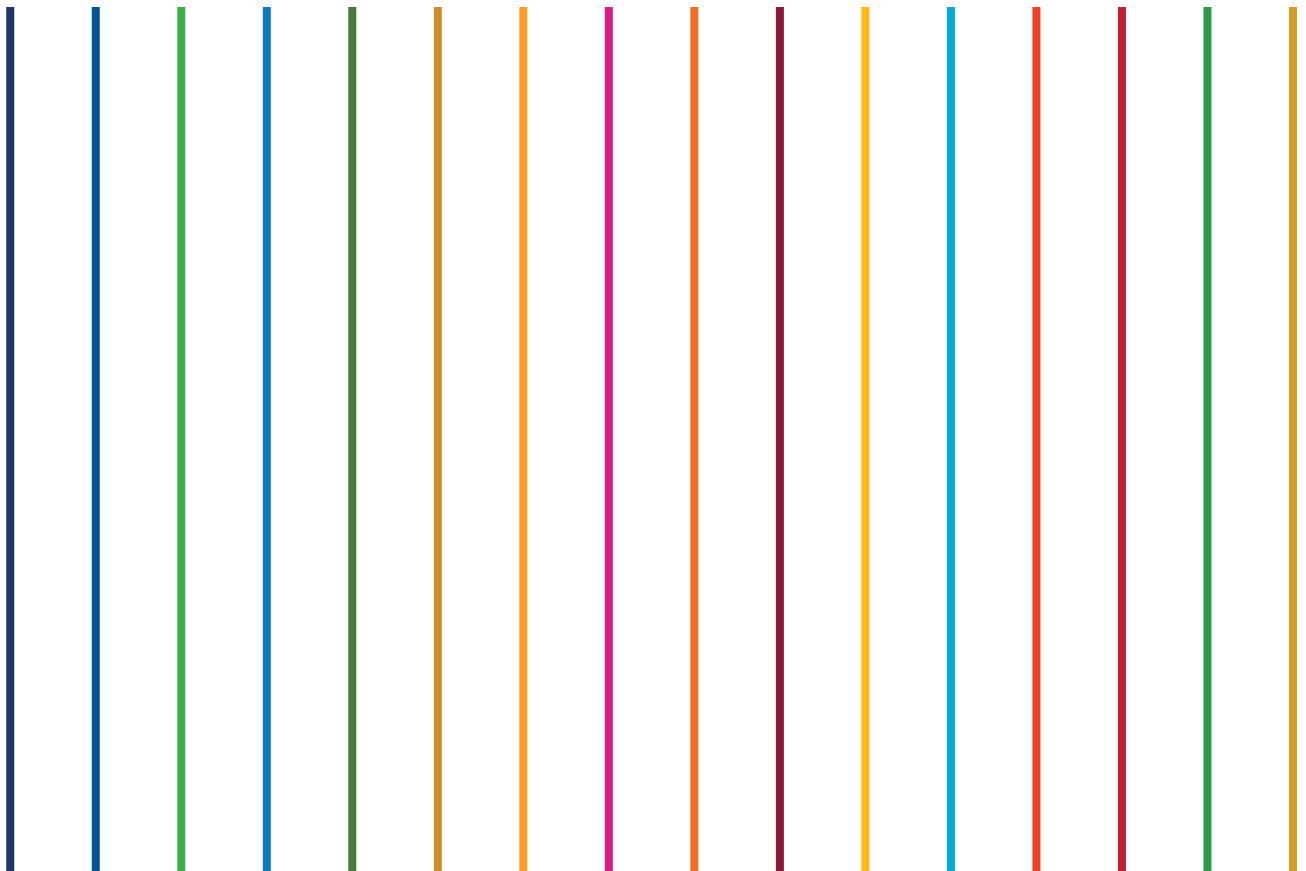


ევროკავშირი
საქართველოსთვის
The European Union for Georgia



COMMUNITY BUILDING

don't do it alone...



Introduction

Hello and welcome to this online do-it-yourself toolbox, full of practical tips and materials around starting your social business.

In this edition, you will be able to get to know social impact ideas, social businesses, and social connectors from different corners of the world and we hope that by sharing those, we will inspire different people, especially youngsters, to launch their social ventures.

In general, this toolbox is developed in order to help increase the capacities of the youth organizations from Armenia and Georgia to embrace socio-political and economic diversity. It is meant to help increase the knowledge, expertise, leadership, and sustainability of individual entrepreneurs or organizations working in the social entrepreneurship field.

By the time you check and use all elements of this toolbox, you will be comfortable in:

- Understanding of the value and purpose of social enterprise models;
- Learning from real examples of social enterprises;
- Identifying possible fundraising models and revenue models;
- Understanding the need for a mindset shift to enable the successful transition to income generation models;
- Learning the importance of community building
- Take practical steps to use storytelling and branding for your organization or social enterprise
- Learning and implementing the basics of impact measurement.

Additionally, the toolkit will provide you with inspiration to improve, adjust or change your organization or social business towards long-term sustainability.

WELCOME AND HAVE FUN!

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Interaction both with the stakeholders and the local community is crucial for any civic organization to survive in the long term. It is vital to choose a strategy that prevents an organization/ social business to become isolated and, roughly speaking, cut off from the local community. A sustainable organization/ social business is in all respects dependent on mutual interaction with all parts of the local community.

Who and what is «the local community» in this context?

Usual players include:

- (Social) Businesses;
- Organizations – NGOs;
- Politicians – decision-makers;
- Educational institutions;
- Media.

Why Is Building Community So Important'?

1. COMMUNITY-BUILDING FOSTERS CONNECTION

We are social beings. The socialization process happens within community spaces throughout our whole life (school, family, hometown, workplaces, etc.). People seek to connect with other humans about things, experiences, and topics that matter to them.

Building communities is a crucial process that fosters connections amongst people and creates infrastructures for these connections to happen.

2. CREATES SPACE FOR SHARING

Building communities can also become a space offering experience sharing. Community spaces - if led through safety, openness, and good moderation – allow people to learn from one another when sharing experiences. Sharing is empowering practice that can turn into a source of motivation, inspiration, learning, and support for the people in the community.

1. <https://fairforceberlin.medium.com/why-building-community-is-so-important-6f1a3953c1d7>

3. CB IS ABOUT COLLECTIVE LEARNING

The act of sharing can be a very empowering practice but also a major source of collective learning. Community spaces call for ongoing exchanges between members, experience sharing that becomes knowledge sharing and often knowledge production systems. People who feel safe to share what they know and are happy to involve others in this sharing process are the ones creating values by creating opportunities for collective learning.

4. ENGAGES COLLECTIVE GROWTH

Collective growth happens via collective learning. Dialogues and open conversations allow getting multiple perspectives and opinions. Sharing experiences enhance community activities and mutual support and people get the chance to advance their own knowledge and benefit from it for their own journey.

Community is the experience that the members make of it and how the community experience impacts them and helps them grow. Community building needs to focus on providing value-driven experiences that support the members to grow and transform.

5. IT ALLOWS TRUST-BUILDING & MOVEMENT FORMATION

Community-building strategies and practices are crucial to building trust. As for an organization, it is crucial to build a portfolio of trust with the target audience, users, clients, supporters, stakeholders, etc. Collective learning via contributing to joint efforts toward shared goals is grounded in a strengthened sense of trust and loyalty.

Building communities is forming a movement. When people come together, they get stronger, louder and more visible. Each community has the potential to amplify missions and causes and to set themselves proactively to engage with impact-driven transformations.

6. FOSTERS INNOVATION

Community spaces have a big potential to create innovation. Collective spaces are full of diversity of perspectives, backgrounds, experiences and opinions where new ideas can be born easier.

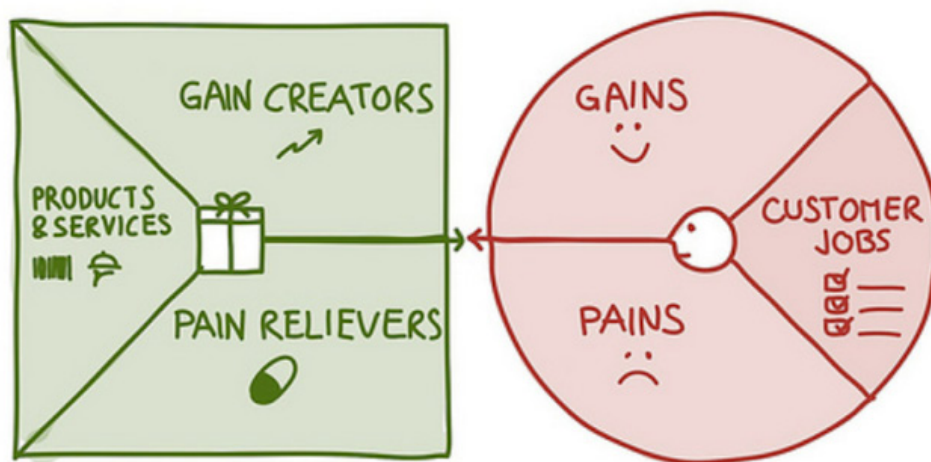
Many brains, souls, hearts and points of view working together result in higher chances to get brand-new solutions and approaches that can help coming up with innovative systems and answers to specific issues or challenges.

BUILD YOUR ACTIVITIES ON COMMUNITY NEEDS AND VALUES

What is a value proposition in a nutshell?

- A “Unique Selling Point” for your product or service;
- Literally – ‘what value do I bring to my customers and beneficiaries?’;
- Shapes your marketing and branding;
- Can lead to the creation of a ‘slogan’ or ‘strapline’;
- Enables specific (customer) market segmentation and targeting;
- Useful for stakeholder analyses and building business relationships and partnerships.

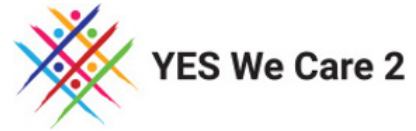
Value Proposition – the Essentials



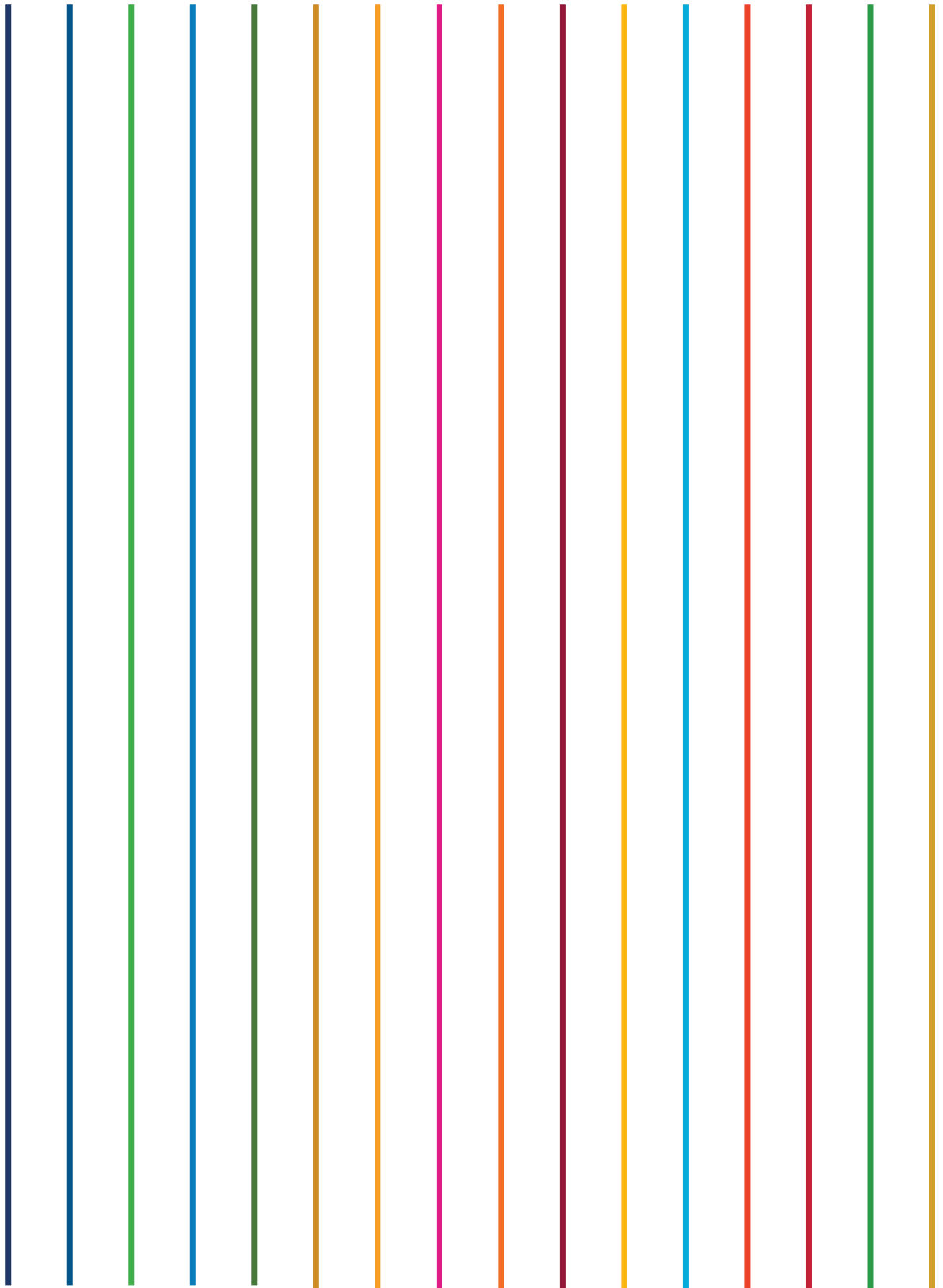
PRACTICAL EXERCISES:

- Map your surroundings. Who are/ can become the most important collaborators for your organization/ social business?
- **Ask yourself the following questions:**
 - What is your target audience?
 - What are the service-led ‘gain creators’ and ‘pain relievers’ (by the graphics)?

FOR THE DEVELOPMENT OF THIS TOOLBOX, WE THANK:



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