



embrace

CORPORATE SOCIAL ENTREPRENEURSHIP (CSE) CURRICULUM

Project News | Partnership | CSE and more

THREE DIMENSIONS

TO DEVELOP

A favourable climate for social economy stakeholders to be aware of the need to identify actions to increase the visibility of the necessity for Corporate Social Entrepreneurship and the development of a more socially aware entrepreneurial society in regions.

TO CO-CREATE

An innovative, multidisciplinary European Corporate Social Entrepreneurship Curriculum (ECSEC) to be incorporated into HEI education programmes across all disciplines.

TO ESTABLISH

A sustainable environment that facilitates the exchange, flow and co-creation of knowledge between HEIs and enterprises: resulting in the creation of new business opportunities dealing with social change both within and external to organisations.

#CSEmbrace

#CSE4EU

THE FUTURE IS SOCIAL

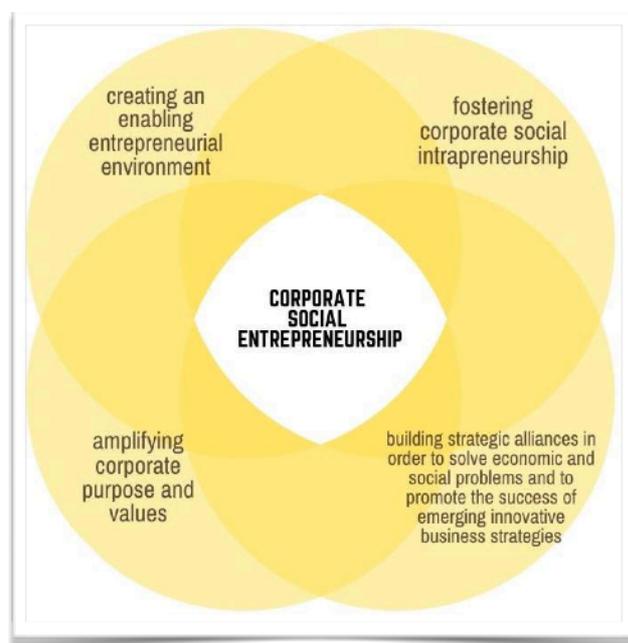
NOW AVAILABLE THE HANDBOOK FOR CORPORATE SOCIAL ENTREPRENEURS

The EMBRACE Handbook is now available on the website. This Handbook bridges the lack of awareness regarding this emergent business model approach, by exploring CSE cases and practices that have been used across Europe by a heterogeneous set of organisations (companies from different economic sectors, for profit, not-for-profit, public sector, and civic society organisations (CSO)). Examples from nine European countries, Germany, Greece, Hungary, Ireland, Lithuania, Netherlands, Portugal, Romania and Spain, were considered as part of the research.

The data presented in it, is a result of a robust empirical research made between May and September, 2020 based on a mixed method approach, that included a qualitative component, comprising interviews to two different profiles of key-actors: company managers (25) and experts on CSE (16), content analysis of 75 institutional websites of different organisations and a quantitative approach, based on an online survey applied to corporate entrepreneurs (220) from different organisations.

With this Handbook, organisations can learn and explore how to create and implement social and economic value through Corporate Social Entrepreneurship (CSE) practices.

Do not wait any longer to download the Handbook! We wish you a good journey through this EMBRACE CSE approach!



PARTNER:



VISIT OUR WEBSITE



 <http://csembrace.eu>

Project news and updates
 Info about partners
 Project results
 Information in 9 languages
 Access to EMBRACEedulab

WHAT IS CORPORATE SOCIAL ENTREPRENEURSHIP?

Corporate Social Entrepreneurship (CSE) is 'a way of doing business' so that all staff in any given organisation (public, private or third sector) are fully aware of their role responsibility and contribution to the sustainable socioeconomic enhancement of their organisation and the communities in which they live and work. The CSE process includes: creating an enabling entrepreneurial environment, fostering corporate social intrapreneurship, amplifying corporate purpose and values as well as building strategic alliances in order to solve economic and social problems and to promote the success of emerging innovative business strategies.

EMBRACEedulab - lasting legacy of the project

The lasting legacy of the project is the EMBRACEedulab which will provide a learning journey and meeting point for both university students and business sector employees to train in CSE skills and competences. EMBRACEedulab is a set of tools, tips, methods and templates to help people progress along their career journey. The innovate approach of EMBRACEedulab will aggregate and leverage the professionals, content, practices, and resources on a single global platform.

EMBRACEedulab will not just be an open and collaborative platform that will promote and boost the knowledge and learning on social corporate entrepreneurship, but it will also be a networking tool for organising off-line events, creating efficient collaboration, making appropriate matches among stakeholders, identifying relevant or new social challenges and supporting engagement with investors or sponsors. This online environment will be one of the primary communication channels between universities, companies and young talent (students, wannabe entrepreneurs), which requires it to be under constant supervision and updating.





UPCOMING EVENT! TRANSFORMING ORGANISATIONS AND EDUCATION FOR SOCIETAL SUSTAINABILITY

Organisations becoming more socially and sustainably aware has been a developing trend in recent years. This is true for businesses, academic institutions, state agencies and everything in between. The time has now come for education to meet the demand for graduates and professionals with societal understanding, entrepreneurial spirit and ability to guide organisations towards a more socially sustainable future. The EMBRACE project consortium is developing the building blocks for educators in higher education institutions (HEIs) and trainers in organisations to shape Corporate

Social Entrepreneurship curricula. For anyone, at any level, at any time. Throughout several sessions, you will be able to view and comment on the building blocks to suit the needs of trainers and educators. By the end of summer 2021, you will gain access to a complete set of building blocks and the roadmap to develop a custom Corporate Social Entrepreneurship curriculum that suits your HEI or business's needs.

A 1-day online event hosted by the EMBRACE project consortium lead by the Hanze University in Groningen, the Netherlands.

Session I 10:00-12:00 (CEST)

10:00-10:10 Introduction by Project Leader Professor Bill O'Gorman of the Waterford Institute of Technology

10:10-10:20 Introducing the Building Blocks by Anu Manickam from Hanze University

10:20-11:10 CSE Collaboration Practices. Speakers from HEIs and businesses will show projects that were done in collaboration with students, businesses and other institutions.

11:10-11:55 Building Blocks and Roadmap Testing Session by José Eggink from Hanze University.

11:55-12:00 Wrap up of session by an Embrace Advisory Board Member

A 1-hour break leading up to session II.

Session II 13:00-15:00 (CEST)

13:00-13:05 Introduction for the Afternoon by Anu Manickam from Hanze University

13:05-14:00 Profiles & Competences Framework Validation Session by José Eggink from Hanze Univ.

14:00-14:10 Wrap up of session by an Embrace Advisory Board Member

14:10-14:25 15 minute break

14:25-14:50 Corporate Social Entrepreneurship Project Session. I

14:50-14:55 Wrap up of session by an Embrace Advisory Board Member

14:55-15:00 Wrap up of the day by Professor Bill O'Gorman

Are you unable to join the sessions on the 27th? On the 31st of May and 1st of June we are hosting additional Profiles & Competences Framework Validation Sessions and Building Blocks and Roadmap Testing Sessions. On both days there are timeslots from 10:00-12:00 and 13:00-15:00.

Follow the LINK to sign up: <https://bit.ly/3fyaFPe>

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