

SONY
make.believe



European Graduate Programme

www.sony.eu/egp

egp European
Graduate
Programme



Social Entrepreneurship

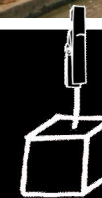
Eurograds collaborate in teams during the final year of the EGP to provide business expertise to social enterprises

Application of acquired business skills to income-generating projects

Presentation of social impact to Top Management

Project Example:
Moving The Goalposts, Kilifi district, Kenya

“Create Business Plan to develop a social enterprise making affordable sanitary pads from locally available materials”





Social Entrepreneurship: Objectives

Community development

- Provide **business expertise** to network members of Sony's streetfootballworld partnership
- Specific focus on **income-generating business projects**
- Aim to create **recommendations, reports and information** *as outputs* that may benefit all member organisations of streetfootballworld

Professional development

- An important part of your learning will be **adaptability** to a new context (not-for-profit / less structured / fast changing)
- The application of your business training **outside of the traditional comfort zone**
- Work in **virtual teams** effectively on global projects
- The projects should be platforms that encourage **creativity and innovation**



SOCIAL ENTREPRENEURSHIP

Graduates collaborate in groups and apply their business skills making a real contribution to a social project.

Moving The Goalposts

Location: Kilifi district, Kenya

Field of work:

- Health promotion
- children's rights and education

Project:

- Create a business plan to develop a social enterprise making affordable sanitary pads from locally available materials



Dads Against Drugs

Location: Hull and East Riding, UK

Fields of work:

- Health promotion
- Anti-discrimination and social integration

Project:

- Create own Fashion Label "Eleven"
- Brand strategy for a social clothing range



Starfinder Foundation

Location: Philadelphia, USA

Field of work:

- Children's rights and education
- Health promotion

Project:

- develop a marketing strategy to maximize asset income in the off-peak season





SOCIAL ENTREPRENEURSHIP

Graduates collaborate in groups and apply their business skills making a real contribution to a social project.



Kick Off

- EGP teams setup
- Meet senior sponsors
- Meet social enterprises
- Project scope definition

Match time

- Virtual collaboration
- Engage with social enterprise
- Implementation of project
- Feedback progress to senior sponsors

Full time

- Celebrate success
- Presentation to Top Management
- EGP closing