



BeChangeMaker

INSPIRING ACTION AND INCREASING AWARENESS OF SOCIAL ENTREPRENEURSHIP

The BeChangeMaker (BCM) is a series of online social entrepreneurial skill training projects that enable youth with skills and great ideas to explore their career potential as a social entrepreneur. WorldSkills International and the HP Foundation have created this pilot to inspire action and increase awareness of social entrepreneurship using the largest platform of skills excellence and development in the world. The BCM encourages the WorldSkills Champions to team up with other talented and like-minded young people from their own communities to co-learn virtually and co-create locally.

Through the online courses offered on HP LIFE, virtual mentorship, webinars, and online pitch competitions, participants will explore their interest in social entrepreneurship, identify social issues in their communities, design solutions/social venture ideas, and test their scalability.

Three top teams will be chosen at the end of the project to receive seed funding which includes further training by business incubators/accelerators in their own countries to support post-project development. In the period of three-six months after the project, the team that has proven to have made the most progress will receive additional resources and opportunities to bring their business idea closer to reality.

WHO CAN JOIN?

- You are between 18 and 30 years old.
- You are receiving or have finished vocational education and training.
- You want to develop your career as an entrepreneur, while creating social impact in your community and the world with the power of skills.



HOW TO JOIN?

- Enrol in the course of social entrepreneurship to gain a basic understanding.
- Understand the United Nations Sustainable Development Goals and choose a social issue your community is facing that is also affecting other communities around the world.
- Find one to a maximum of four other team mates from your community, who are also eligible to participate and can contribute with their skills.
- Fill out the [application form](#) and record a one-minute team video. Upload your video as unlisted to YouTube.
- To join the BeChangeMaker, send your completed application form to grace.lung@worldskills.org by **9 March 2017**.
- Can't find a team mate? Contact us and we will try our best to match you with someone who is geographically close to you.
- Please [read the official rules of the BeChangeMaker](#) carefully before submitting your application form.

YOUR BECHANGE MAKER JOURNEY

STAGE 1: JAN-MAR 2017



EXPLORE SOCIAL ISSUES, FORM A TEAM, AND JOIN THE RACE

- Explore what it means to be a social entrepreneur on [HP LIFE](#).
- Understand the United Nations Sustainable Development Goals and brainstorm on the social issues you want tackle. Discover what solutions are out there – what's working and what's not.
- Form a multi-skilled team with youth from your own community – encourage those who don't know about WorldSkills yet to join!
- Apply to join the race of the BeChangeMaker by **9 March**.
- [Download the programme and assignment guide](#) for more details.

STAGE 2: MAR-APR 2017



DESIGN FOR YOUR COMMUNITY

- Apply design thinking process to find a solution to the social issue, create a prototype, and test (HP LIFE).
- Join the design thinking webinar **on 8 March** (webinar will be recorded for later viewing).
- Use business planning tool on HP LIFE to create business model and test financial feasibility.
- Learn about basics of finance (HP LIFE).
- Get to know about setting prices (HP LIFE).
- Learn about unique value proposition (HP LIFE).
- Talk to your mentor.
- Submit your assignment by **7 April**.
- Join the first online pitch competition on **12 April**.
- Public voting **13-15 April**.
- Result to be announced **17 April**.
- [Download the programme and assignment guide](#) for more details.



STAGE 3: APR-MAY 2017



BRING YOUR IDEA TO MARKET

- Learn how to market on social media (HP LIFE).
- Explore sources for funding (HP LIFE).
- Join the crowdfunding webinar on **4 April**.
- Talk to your mentor.
- Join the business growth and scalability webinar on **26 April**.
- Submit summary of your work by **15 May**.
- Join the final online pitch competition on **19 May**.
- Public voting **20-22 May**.
- Result to be announced **23 May**.
- [Download the programme and assignment guide](#) for more details.

KEY ONLINE COURSES ON HP LIFE



SOCIAL ENTREPRENEURSHIP

Info on how to build a financially sound business idea for a community problem.



DESIGN THINKING

A process that enables users to identify and understand problems, then ideate, prototype, and test new products or services to solve the problem.



BASICS OF FINANCE

Covers the key expense types and how these expenses affect profits and how to calculate the break-even point. Break-even point can be used to test the financial feasibility of a product or service.



SETTING PRICES

Effective product or service pricing, including what variables to consider and common mistakes when setting prices for a product or service.



UNIQUE VALUE PROPOSITION

Uses customer reviews of a business and its competition to help pinpoint the business's unique value.



SOCIAL MEDIA MARKETING

Social media marketing principles and how to create an effective and inexpensive social media campaign to reach target customers.



FINDING FUNDING

Different funding sources, guidance on selecting the best funding source to match the business needs and what to consider before applying for funding.



FIND THE SOCIAL ISSUES THAT YOU CARE ABOUT

In September 2015 193 world leaders agreed to 17 Sustainable Development Goals (SDGs) – also known as the Global Goals. The commitment is to achieve these goals by 2030 with governments' support and most importantly – everyone's action and effort. Understand the [Global Goals](#) and see how these reflect the social issues faced in your community and think about what you can do to contribute to the shared global challenges in your own way as a Change Maker. [Here](#) are some examples of social entrepreneurs who dedicate their work to help achieve the SDGs.



CONTACT US

There are so much more that the project has to offer and support you in the path of exploring your career as a social entrepreneur. Feel free to drop us a line if you have any questions or simply want to know more about the BeChangeMaker – grace.lung@worldskills.org Grace Lung, Partnership and Projects Manager, WorldSkills International. Visit us at www.worldskills.org/what/career/bechangemaker.

IN PARTNERSHIP WITH THE HP FOUNDATION

