

DELIVERABLE D.T2.2.1

IDENTIFICATION OF TECHNICAL
CHARACTERISTICS OF THE PLATFORM

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1. INTRODUCTION

CE RESPONSIBLE project supports social entrepreneurs and connects them to established industries and entrepreneurs, called altruistic entrepreneurs.

Project will build ecosystem for social entrepreneurs to thrive and grow, by setting up

- O.T2.1 CE support and networking platform and 7 pilot tools to connect social entrepreneurs and altruistic entrepreneurs and by O.T2.2 testing of 7 bottom-up pilot support tools.

Through setting up the platform, project would like to offer win-win situation for social entrepreneurs and altruistic entrepreneurs: while the social entrepreneurs will gain needed knowledge and expertise, successful entrepreneurs will receive an organized system to provide support.

In this deliverable D.T2.2.1 we will identify main technical characteristics of the platform and technical features, which need to be taken into consideration in the design phase of the platform. This information will be provided to ICT expert in order to understand the technical needs of the O.T2.1 CE support and networking platform and 7 pilot tools.

Besides understanding the technical needs for platform, also connection between functioning of the platform and other projects deliverables was identified, due to the reason that these deliverables will influence on development and operation of the platform. We summarized the key deliverables in the table below.

Table 1: Project deliverables connected with O.T2.1 CE support and networking platform and 7 pilot tools.

PROJECT DELIVERABLES IN SPECIFIC WORK PACKAGE
<p>WPT1: Mapping of the existing situation and the potentials of social entrepreneurship</p> <p>Relevant deliverables:</p> <ul style="list-style-type: none"> ▪ D.T1.1.1 Database of potential altruistic entrepreneurs ▪ D.T1.1.2 Database of of social entrepreneurs ▪ D.T1.2.1 Analysis of existing needs, capacity gaps and development barriers of social entrepreneurship ▪ D.T1.2.3 List of support services altruistic entrepreneurs could offer to social entrepreneurship sector ▪ D.T1.3.1 Finding common ethical values and fields of interests of altruistic entrepreneurs and social entrepreneurs ▪ D.T1.3.2: Identification and analysis of good practices of social entrepreneurship in participating regions ▪ D.T1.3.3 Analysis of existing mentorship programmes and practices “Entrepreneur-to-entrepreneur” ▪ D.T1.3.4 The responsibility of wealth - motivation paper



- D.T1.4.1: Preparation and design of CE Roadmap

WPT2: Platform and tools to connect social entrepreneurs with altruistic entrepreneurs

Relevant deliverables:

- D.T2.1.1 List of ethical orientation and standards of CE altru-preneur's community
- D.T2.1.3 Altruistic entrepreneur association
- D.T2.1.4 Altruistic entrepreneur label
- D.T2.3.1 Identification report of topics of innovative social projects/initiatives

WPT3: Capacity building of social entrepreneurs and altruistic entrepreneurs

Relevant deliverables:

- D.T3.1.4 9 national coaching reports
- D.T3.1.5 Designing coaching material into Coaching Toolbox for social enterprises
- D.T3.3.1 Organization and implementation of web meeting sessions

WPT4: Setting up a framework model to support social entrepreneurship/policy recommendations

Relevant deliverables:

- D.T4.2.2 Guideline manual how to set-up sustainable framework model in participating regions
- D.T4.3.3 Policy recommendation for tailored policy measures supporting social entrepreneurship
- D.T4.3.4 Legal recommendation for supporting cooperation among social entrepreneurship and altruistic entrepreneurs

WPC: Communication

Relevant deliverables:

- D.C.3.1 E-version coaching toolbox publication for social entrepreneurs
- D.C.3.2 E-version coaching toolbox publication for altruistic entrepreneurs
- D.C.6.1 Facebook and twitter social media platforms reports
- D.C.6.3 Video pitches of 3 most successful social projects per country
- D.C.6.4 Promotional video animation presenting support and networking platform and platform support tool



2. TECHNICAL SPECIFICATIONS OF PLATFORM & PILOT TOOLS

2.1 Platform features required

Platform will be developed and managed in the Content Management System “WordPress” in the form of the website platform.

The WordPress management system was chosen due to following characteristics:

- Blog posts: the platform needs an option for creating posts, user profiles and a users’ comments system. Blogs also enable to set-up a “blogging theme”. This will provide the right look and layout for a blog. Also, some “basic plug-in” functions will be added to make blogs more user friendly (anti-spam plugin, a contact form plugin, and a Search Engine Optimization (SEO) plugin).
- Portfolios: will include a contact page, a services page, filtering and matching mode due to identifying one of the 7 tools
- Monitoring of page visit: possibility of monitoring the platform use
- Domain: project partners chosen the domain <http://net4socialimpact.eu/> and it was purchased.

Main Functionalities of the platform

- Home page (about the platform and project)
- Menu navigation
- Subpages of 7 pilot tools (description of aim and purpose)
- Subpage Altruistic entrepreneur association
- User profile functions (log in and sign-up)
- Example use cases
- Communication links to project FB-group/website, email, twitter, LinkedIn
- FAQ / Helpdesk
- Media Library
- Regulation
- Privacy policy.



2.2 Pilot tools technical features/functions required

■ Setting up user's profile functions

The basis of most tools are profiles of Social Entrepreneurs and Altruistic Entrepreneurs/Corporates. The profiles could contain the following data-fields:

- > Name
- > Branch/Industry
- > SDG
- > Location
- > Contact
- > Description
- > Logo
- > Additional data.

■ Feature requirements for Tool 1: Match-Making Tool

The aim of this tool is to connect Social Entrepreneurs with Fundraisers and/or altruistic entrepreneurs. Social entrepreneurs will be able to create a profile of their company. Main required features:

- > On the profile, they will be able to specify an amount that they need for their activities and then link to either donation- or crowdfunding pages or other pages where the social entrepreneur receives financial support (shops, pre-selling pages, donation pages).

■ Feature requirements Tool 2: Patron Tool

The aim of the tool is to support altruistic entrepreneurs/corporates to find social entrepreneurs which match their business models and business needs, by offering them help/advice; financing, network etc. Main required features:

- > Social enterprises need to create a profile about themselves, which can be searched through by the altruistic entrepreneurs.
- > The main functionality is a search with various keywords.

■ Tool 3: Lunch Surfing Tool

The aim of the tool is to connect social entrepreneurs and altruistic entrepreneurs by arranging a first real-life meeting, like Tinder for Social Business. Main required features:

- > The match-making is done based on the profiles of the social entrepreneur and altruistic entrepreneur. The tool will send an email to both parties and connects them.



- > After a meeting happened, both parties should be able to show that in the profile, for instance by leaving reviews about each other.

- **Tool 4: Community Value Awards Tool**

The aim of this tool is to highlight and feature outstanding projects. Main required features:

- > The tool is essentially a voting- and ranking tool.
- > The public can vote for social entrepreneurs on their profiles. Social entrepreneurs can also
- > nominate altruistic entrepreneurs for voting.

- **Tool 5: Social Integration Tool**

The aim of the tool is to connect Altruistic entrepreneurs with non-profit organisations that work with people of special needs, such as refugees. Main required features:

- > Social entrepreneurs create a profile of their activities, altruistic entrepreneurs can search for non-profits that work together with corporates.

- **Tool 6: Volunteer Pooling Tool**

The aim of this tool is to connect social entrepreneurs with people who like to volunteer non-financial resources. Main required features:

- > Social entrepreneurs can indicate their volunteer opportunities on their profile.
- > Users can sign-up and create a volunteer profile. This creates a pool of volunteers, who can be addressed through various channels/mechanisms for interaction.

- **Tool 7: Transnational Upscaling Tool**

The aim of this tool is to support social entrepreneurs gaining access to an international group of altruistic entrepreneurs, who are willing to share their knowhow and experience on a transnational level. Main required features:

- > The main feature of this tool is a map, which shows corporates/altruistic entrepreneurs around Central Europe.
- > This map can be filtered (SDGs/interest, area/country, needs etc.).