D3.6 Definition of the conceptual basis of Module 3

Document Information

Issued by	Diversity4Equality S.COOP
Issue Date	**18/12/2024**
Authors	**Maialen Mendizabal - Diversity4Equality**
Reviewers	**External Quality Reviewer and Quality Assurance Team**
Dissemination level	**Public**

Document History

Version	Date	Comments and main modifications
01	18/12/2024	Version 1
02	28/01/2025	Version 2
03		
04		

Funding information and disclaimer

Table of Contents

Social4Impact (module 3): Why, how and what?

Introduction

Module 3: Social4Impact marks the culmination of the TEAMIT+ programme, designed to inspire and empower 40 young individuals from Spain, France, Greece, and Finland. These participants embark on a transformative journey, where they confront the pressing challenges of climate change through collaborative, innovative, and action-oriented approaches. By working in multicultural teams, they will co-create sustainable solutions that draw on diverse knowledge, experiences, and cultural perspectives.

At the heart of this module lies a set of ambitious but achievable objectives. The programme aims to equip participants with the tools and methodologies necessary to identify and address climate challenges. Using cutting-edge practices such as Lean Startup, participants are guided through the process of designing projects that are both scalable and sustainable, tailored to the needs of their local communities within the European Union. Beyond technical innovation, the module emphasizes the development of soft skills. Participants cultivate self-awareness, resilience, empathy, and leadership, drawing on the Inner Development Goals framework to prepare for the complexities of global challenges. Moreover, this module seeks to bridge the gap between local actions and global sustainability goals, inspiring young people to see their work as a vital contribution to broader efforts for environmental and social impact. Ultimately, Module 3 is not just an educational initiative but a holistic experience that integrates practical learning, personal growth, and meaningful connections.

Module 3 builds upon a solid foundation established by Diversity4Equality, whose innovative methodologies have informed the conceptualization of this programme. However, the TEAMIT+ consortium has significantly enhanced these foundations, adapting them to align with the rigorous standards of Erasmus+. This adaptation ensures that the module is not only replicable across various educational and organizational contexts in Europe but also scalable to meet diverse local needs. TEAMIT+ has introduced novel tools, refined methodologies, and implemented mechanisms that emphasize collaboration, inclusivity, and real-world applicability. Importantly, while acknowledging the foundational work of Diversity4Equality, the module underscores the collective contributions of the TEAMIT+ consortium, ensuring recognition of the joint efforts that have shaped this transformative experience.

Climate change is one of the most urgent challenges of our time, and addressing it requires a multidisciplinary and collaborative approach. Module 3: Social4Impact is designed to not only

raise awareness among young people about the seriousness of this crisis but also to equip them with the tools and knowledge necessary to become proactive agents of change in their communities and beyond. Through social innovation, the module integrates creative and practical solutions with a people- and planet-centered approach, fostering sustainable and impactful projects.

Working in multicultural teams is another key pillar of the module. By bringing together participants from Spain, France, Greece, and Finland, the programme enhances the learning process and encourages a deeper understanding of diversity as a crucial resource in solving complex global issues. Participants will develop not only technical skills but also essential soft skills such as intercultural communication, leadership, and empathy. Through this immersive learning journey, they will explore their potential to drive meaningful social and environmental impact.

At the core of Module 3 lie several ambitious but achievable objectives:

- **Develop innovative solutions to climate change**: Using methodologies such as Lean Startup and Design Thinking, participants will design projects that are sustainable, scalable, and aligned with the needs of their local communities in the European Union.
- **Foster multicultural collaboration**: Inspired by Milton Bennett's theory of intercultural development, the module promotes interactions that allow participants to experience, understand, and appreciate cultural diversity as a key component of innovation and problem-solving.
- **Enhance personal and professional competencies**: The Inner Development Goals (IDGs) framework is incorporated to strengthen self-awareness, resilience, leadership, and empathy, ensuring that participants are well-equipped to tackle global challenges from a holistic perspective.
- **Connect local action with global impact**: Participants will learn to link their projects to broader sustainability goals, creating tangible and lasting change beyond their immediate environment.
- **Facilitate a transformative learning experience**: Through a combination of online workshops, immersive experiences, and mentorship, participants will undergo a comprehensive educational journey that blends theory, practice, and self-reflection.

Module 3 serves as both a laboratory of ideas and a dynamic incubator for action, where committed and passionate young individuals can experiment, learn, and create meaningful solutions for some of today's most pressing global challenges.
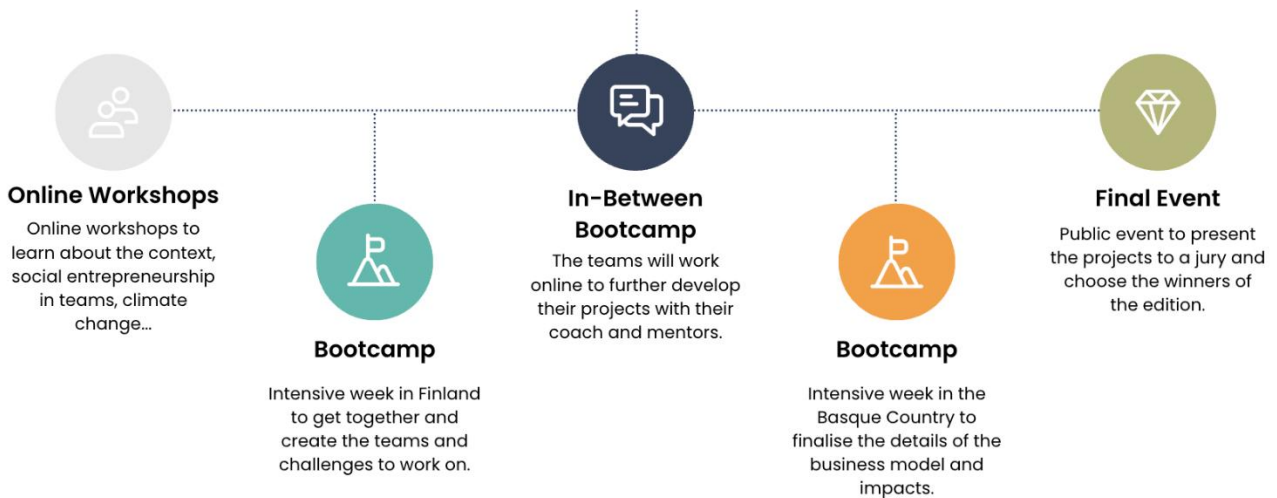
Social4Impact

Online Workshops
Online workshops to learn about the context, social entrepreneurship in teams, climate change...

Bootcamp
Intensive week in Finland to get together and create the teams and challenges to work on.

In-Between Bootcamp
The teams will work online to further develop their projects with their coach and mentors.

Bootcamp
Intensive week in the Basque Country to finalise the details of the business model and impacts.

Final Event
Public event to present the projects to a jury and choose the winners of the edition.

Figure 1. Module 3: Social4Impact Workflow

Purpose and Theoretical Framework of the Module 3: Social4Impact

The purpose of Module 3: Social4Impact is based on three essential pillars that integrate concepts of leadership, multiculturalism and practical innovation:

1. **Why (Purpose)**: Inspired by Simon Sinek's golden circle, the 'why' of the module is to empower young people to lead initiatives that respond to the challenges of climate change. This purpose not only connects participants to a goal bigger than themselves but also motivates them to act on their personal conviction, fostering meaningful change in their communities and globally.
2. **How (Process)**: The 'how' is anchored in the Lean Startup methodology combined with design thinking and agile methodology, which guides participants through an iterative process to identify challenges, prototype solutions and rapidly validate them. This approach enables teams to work in an agile and effective way, addressing climate challenges with a mindset of continuous learning and adaptation.
3. **What (Results):** Finally, the 'what' translates into the creation of tangible projects that address specific problems related to climate change. These projects will not only be presented at the final event but will also be designed to be scalable and have a positive impact on the communities to which the participants belong.
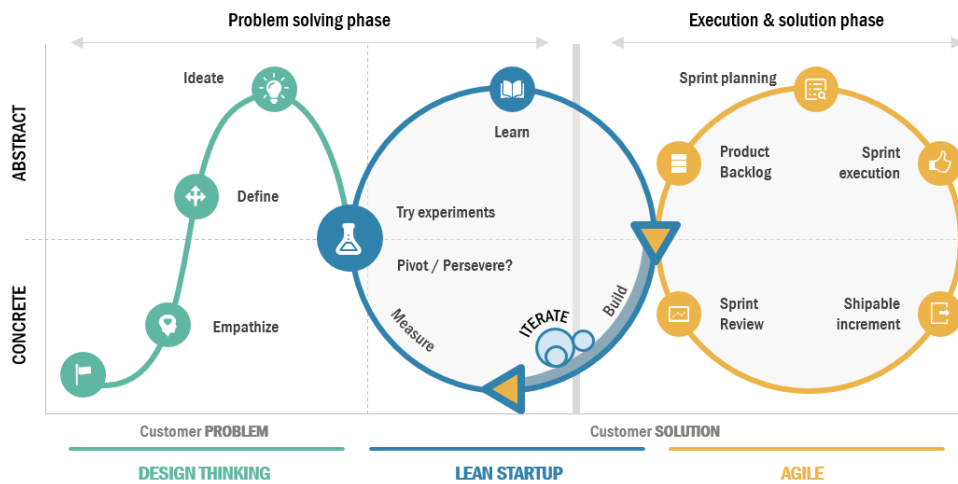
Figure 2. Design Thinking, Lean Startup & Agile 3 in 1 methodology system

In addition, the module incorporates Milton Bennett's theory of intercultural development, emphasizing the importance of cultural sensitivity and the integration of diverse perspectives in problem solving. Working in multicultural teams, participants progress through stages of cultural awareness, acceptance and integration, promoting effective and enriching collaboration.

A key cross-cutting aspect throughout the module is the Inner Development Goals (IDGs), which highlight the importance of developing inner competencies such as self-awareness, resilience and critical thinking. These skills are essential to face global challenges with a balanced and holistic approach, fostering personal and collective well-being. By integrating the IDGs, the programme seeks to enhance not only technical and collaborative capabilities, but also the personal growth of participants, preparing them to lead from a position of integrity and sustainability.

The purpose of Module 3 is to empower young individuals with the mindset and skills to become active agents of change in their communities. The programme takes participants through a structured journey that blends personal introspection, team collaboration, and hands-on project development. By integrating theoretical frameworks with practical application, Social4Impact ensures that participants are not only equipped with knowledge but also the experience to implement meaningful solutions in real-world contexts.

Intended Learning Outcomes

The programme is structured to ensure that by its conclusion, participants will:

- Gain a comprehensive understanding of climate change and its socio-economic implications.
- Develop proficiency in Lean Startup and Design Thinking methodologies to design and implement impactful projects.
- Strengthen key soft skills such as leadership, teamwork, resilience, and intercultural communication.
- Learn to navigate complexity and uncertainty through iterative problem-solving and agile methodologies.
- Master techniques to measure social and environmental impact, ensuring their projects create sustainable and lasting change.

Methodological Flow and Timeline

Module 3 unfolds over four structured phases, each carefully designed to build upon the previous one, supporting participants as they move from self-reflection to project execution and impact measurement.
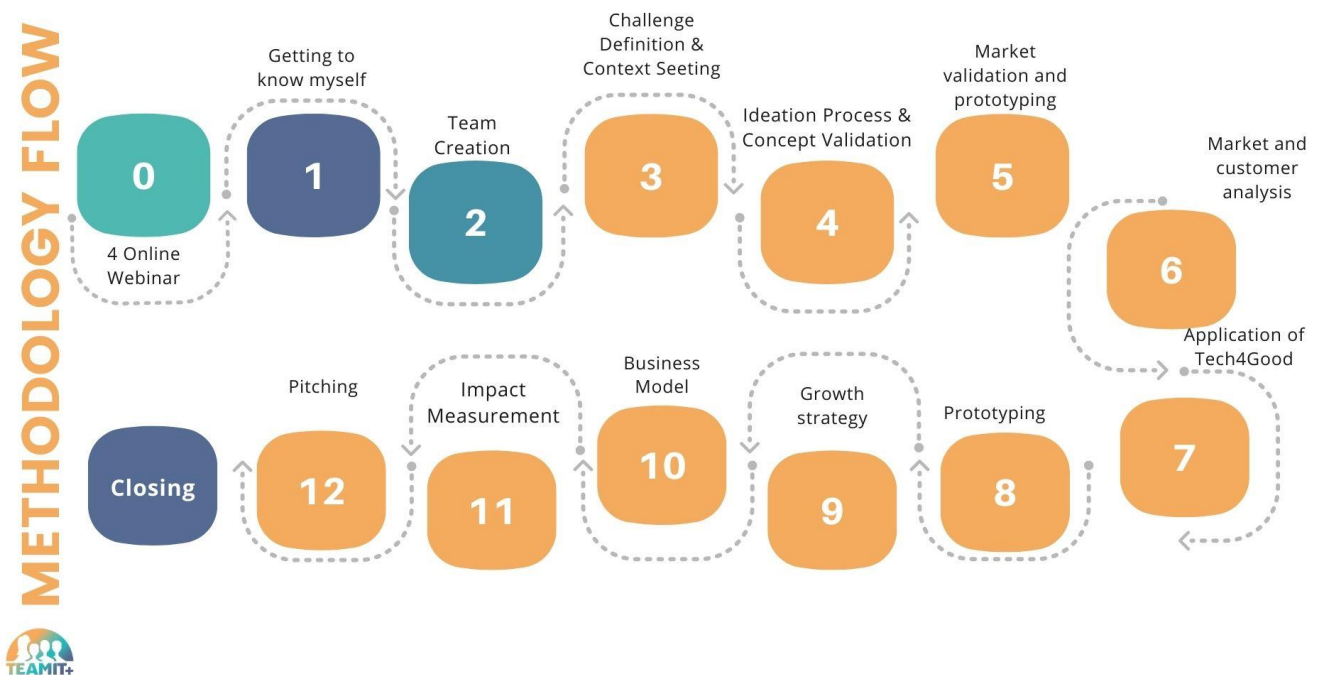

Figure 3. Methodology flow

Phase 1: Self-Reflection and Understanding the Challenge (Weeks 1-5)

The journey begins with four interactive workshops introducing participants to key concepts and frameworks. At the end of this phase, participants will embark on a guided personal reflection exercise, helping them define their personal purpose within the programme. They will reflect on four fundamental questions:

- **Where do I come from?**
- **Where am I now?**
- **Where do I want to go?**
- **How will I know when I get there?**

This self-exploration process encourages participants to connect their individual aspirations with the broader objectives of Social4Impact. This reflection is completed in **Week 5**, just before they embark on their first in-person experience at the bootcamp.

Phase 2: First Bootcamp and Team Formation (Week 6)

During this intensive seven-day bootcamp, participants from all four countries come together for the first time. The bootcamp is a crucial moment in the programme, designed to create deep connections between participants, help them solidify their personal purpose, and collectively define a shared mission for their projects. Throughout the week, they will:

- Build trust and understanding within their multicultural teams.
- Identify specific social and environmental challenges within one of the participating countries.
- Conduct on-the-ground research to understand the realities and needs of their selected challenge.
- Engage in an ideation process to begin shaping solutions to the identified problem.

Participants will work through the following core methodological modules:

- **Team Creation**
- **Challenge Definition and Context Exploration**
- **Ideation and Concept Validation**
- **Market Validation and Early Prototyping**

	Wednesday 12/02	Thursday 13/02	Friday 14/02	Saturday 15/02	Sunday 16/02	Monday 17/02	Tuesday 18/02	Wednesday 19/02
8.30		BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
9.00	TRAVEL & ARRIVAL	Launch Ceremony	Knowking Each Other part 3	Challenge Definition & Context Setting	Cultural Activity + Reflection	ACTION DAY	Market Validation & Prototyping	Pitching Presentation
		Knowing Each Other part 1	Team Creation	Inspirational Talk		Feedback, Pivoting & Ideation Process		Closing Ceremony & Pitching
13.00		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	ACTION DAY	LUNCH
		Knowing Each Other part 2	Context Setting	Challenge Definition & Context Setting	Action Day Preparation + Teamwork	Ideation Process		
18.00	DINER	DINER	DINER	DINER	DINER	DINER	DINER	
	REST		Fun Activities (led from participants)	Cultural Night		Night Out	Golden Mistake	

Figure 4. Draft Agenda for the First Bootcamp

Phase 3: Remote Project Development (Weeks 7-10)

After the bootcamp, teams transition into the remote work phase, where they continue developing their projects while being supported by experienced coaches. This phase is structured around four key learning areas:

- **Market & Customer Analysis**
- **Application of Tech4Good**
- **From Prototyping to Minimum Viable Product (MVP)**
- **Growth Strategy & Impact Scaling**

To ensure continuous progress, participants receive **weekly learning resources**, including videos and guides, and are required to submit regular project updates. Each team has a dedicated coach, with whom they meet at least once per week. Additionally, team coaches hold weekly meetings to exchange insights, troubleshoot challenges, and enhance their mentoring approaches. Throughout this phase, participants will also take part in **two synchronous online sessions** to share insights and learn from other teams.

Phase 4: Second Bootcamp and Final Event (Week 11-12)

The final phase of the programme culminates in a second week-long bootcamp, where all 40 participants gather again to refine their projects and prepare for the final showcase. During this intensive week, they will:

- Fine-tune their project concepts.
- Learn how to effectively measure and communicate the impact of their initiatives.
- Develop compelling presentations for their final pitch event.
- Reflect on their personal and team journeys, solidifying their long-term vision beyond Social4Impact.

This phase is centered around:

- **Business Model Development**
- **Impact Measurement & Communication**
- **Pitching and Storytelling**
- **Programme Crystallization (Personal Reflection, Team Reflection, and Community Manifesto)**

	Friday 04/04	Saturday 05/04	Sunday 06/04	Monday 07/04	Tuesday 08/04	Wednesday 09/04	Thursday 10/04	Friday 11/04
8.30		BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
9.00	TRAVEL & ARRIVAL	Launch Ceremony / Landing our projects	Cultural Activity + Reflection	Business Model	Business Model / Coaching	Impact Measurement	Project Cristalization	Team Work / Team Reflection
		LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
13.00		Gameplan	Community Manifesto	Inspirational Talk	Action Day	Team Work	Pitching and Presentation Skills	Final Event
	DINER	DINER	DINER	DINER	DINER	DINER	DINER	
18.00	REST		Fun Activities (led from participants)	Cooking Night, Cultures from Gastronomy		Night Out	Golden Mistake Awards	

Figure 5. Draft agenda for the second bootcamp

Post-Programme Support

Recognizing that impactful projects require long-term support, TEAMIT+ offers additional resources for teams that wish to continue their work beyond the programme. Consortium partners provide:

- **Ongoing coaching and mentorship.**
- **Access to co-working spaces.**
- **Opportunities for incubation and acceleration programmes.**

By offering post-programme support, Social4Impact ensures that participants have the resources they need to sustain and expand their projects, turning their ideas into long-term initiatives that create lasting environmental and social impact.

Concrete Examples of Challenges Addressed

Throughout the module, participants work on real-world environmental and social challenges, such as:

- **Reducing plastic waste in urban environments** by designing community-led recycling initiatives.
- **Improving access to clean energy** in underserved regions through innovative solar energy solutions.
- **Promoting sustainable agriculture** by integrating technology to optimize water and land use.

These tangible challenges ensure that participants engage with pressing issues while applying their learning in a meaningful way.

The Role of Bootcamps in the Learning Process

Bootcamps play a crucial role in accelerating project development. These two-to-three-day immersive sessions are designed to:

- Facilitate teamwork and problem-solving in a high-energy, collaborative environment.
- Provide intensive mentoring from experienced professionals who guide participants in refining their solutions.
- Enhance public speaking and pitching skills to help teams effectively communicate their ideas to diverse audiences.

The bootcamps are structured around thematic workshops, prototype testing, and peer review exercises, making them a vital component of the programme.

The Role of Experienced Coaches

A key differentiator of Module 3 is the involvement of experienced coaches who provide ongoing mentorship and strategic guidance. These coaches are selected based on their backgrounds in entrepreneurship, sustainability, and team management. Prior to their engagement, they undergo a training programme that aligns them with the module's objectives and teaching methodologies.

Coaches support participants in several ways:

- **Guidance on project development:** Helping teams translate their ideas into actionable plans.
- **Facilitation of intercultural collaboration:** Encouraging diverse perspectives to enrich problem-solving approaches.
- **Assessment and feedback:** Providing structured input to ensure that projects align with impact-driven goals.

Academic Recognition

This training process will be officially recognized as an expert course by Mondragon Unibertsitatea, awarding 6 ECTS to participants who complete the module. This academic recognition validates the rigor and quality of the programme, ensuring that participants can integrate this experience into their professional and educational development.

By integrating these elements into the programme, Module 3 fosters a comprehensive and impactful learning journey that not only prepares participants to address climate challenges but also equips them with the skills and networks needed for future leadership roles.

Methodology & Materials of Module 3: Social4Impact

Dimensions and Tools

The methodology of Module 3 is based on four key dimensions that guide the integral development of participants and their projects:

1. **Personal Development (Tool: Transformational Passport)**: Throughout the module, personal growth will be encouraged through guided activities and reflections that will allow

participants to explore their values, strengths and areas for improvement. This dimension is supported by the Transformational Passport, a tool designed to document and evaluate their personal evolution.

Figure 6. Transformational Passport Design

2. **Team Development (Tool: Team Map):** Effective collaboration in multicultural teams is essential to the success of the module. Using a team map, participants will identify roles, dynamics and strategies to optimise their collective functioning, strengthening their ability to work in diverse and complex environments.
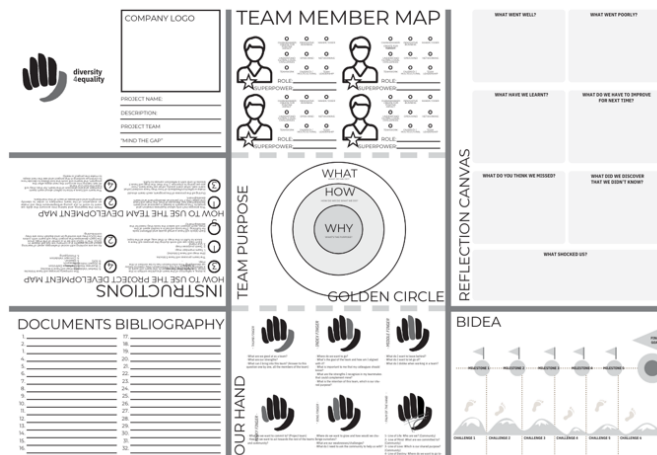

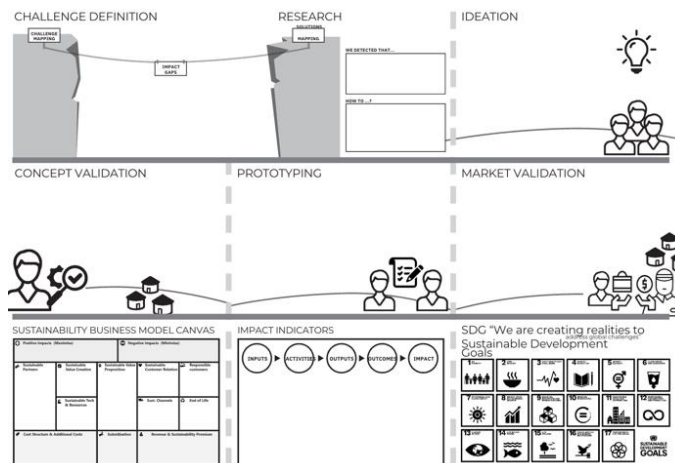**Figure 7. Map, team purpose & values development side**

Figure 8. Map, project development side

3. **Project Development (Tool: Toolkit):** Each participant will be provided with a toolkit that will provide the necessary tools to advance the development of innovative solutions. This resource will cover from challenge identification to the implementation of growth strategies and impact measurement.

Figure 9. Toolkit

4. **Community Development (Tool: D4E Hub Digital Platform):** The module will foster the creation of an active and connected community through the D4E Hub digital platform. This tool will serve as a space for the exchange of ideas, resources and learning, strengthening relationships between participants and facilitating collaborative work.

Figure 10. D4E Hub Prototype

Selection Process and Connection to Previous Modules

The selection of participants for Module 3: Social4Impact is a carefully structured process that ensures diversity, inclusion, and logical progression from the previous stages of the TEAMIT+ programme. The 40 selected participants – 10 from each country – have all previously completed Modules 1 and 2, which serve as foundational experiences that prepare them for this final phase.

Role of Modules 1 and 2

Module 1 serves as an introduction to the realities of climate change, providing participants with essential knowledge about its causes, effects, and potential solutions. Through a one-day awareness event, participants engage in discussions and activities that inspire them to see themselves as active contributors to climate solutions.

Module 2, structured as a 24-hour hackathon, builds on this awareness by immersing participants in hands-on problem-solving. Working in teams, they tackle real-world climate-related challenges presented by community organizations, developing creative and actionable solutions within a limited timeframe. This experience strengthens their capacity to think critically, collaborate effectively, and prototype innovative ideas.

Selection Criteria for Module 3

Given the importance of ensuring a balanced and dynamic cohort, the TEAMIT+ consortium carefully selects participants based on multiple factors:

- **Level of engagement in Modules 1 and 2**: Participants who demonstrated a strong commitment, problem-solving abilities, and teamwork are prioritized.
- **Technical background and skillset**: A diverse range of expertise, from science and technology to social innovation and community activism, is sought to create well-rounded teams.
- **Gender balance and cultural diversity**: Ensuring gender equality and multicultural representation is key to fostering an inclusive learning environment.
- **Personal motivation and leadership potential**: Applicants who express a strong interest in further developing their impact-driven projects are given preference.

By applying these selection criteria, the TEAMIT+ team ensures that the 40 participants form a well-balanced and synergistic group, capable of maximizing the learning experience and project outcomes in Module 3.

Building a Cohesive Learning Journey

Module 3 is not an isolated experience but rather the culmination of a progressive learning journey. The connections formed during the previous modules are strengthened, as participants reunite with familiar faces and engage with new team members from different cultural backgrounds. This continuity fosters a strong sense of community and shared purpose.

Additionally, participants are introduced to the TEAMIT+ ambassadors–experienced individuals who have worked parallelly with participants in topics such as laws for climate change in the European Union and with big background in Economics or law. These ambassadors play a crucial role in providing peer-to-peer support, sharing insights, and inspiring participants to navigate their own paths as changemakers.

Through this well-structured selection process and the strong linkage between the modules, Social4Impact ensures that participants are not only equipped with the necessary skills and knowledge but are also part of a vibrant and supportive network that amplifies their potential for real-world impact.

Conclusion

Module 3: Social4Impact represents the culmination of a transformative educational journey, guiding participants from awareness to action. By integrating theoretical knowledge with hands-on experience, the module empowers young people to develop innovative, community-driven solutions to climate challenges. Through a structured yet flexible methodology, participants gain not only technical skills but also the personal and collaborative competencies essential for long-term impact.

The module's strong foundation in multicultural collaboration ensures that participants learn from diverse perspectives, strengthening their ability to work in international and interdisciplinary environments. The connection with previous TEAMIT+ modules provides continuity, allowing participants to build upon prior experiences while preparing them for future leadership in sustainability and social innovation.

Assessment plays a crucial role in ensuring that learning extends beyond the programme itself. With a focus on both individual and group contributions, as well as long-term impact evaluation, Social4Impact is designed to support participants in their ongoing development, encouraging them to continue working on their projects and expanding their reach.

Ultimately, Module 3 is not just an educational experience but a catalyst for real-world change. By fostering critical thinking, resilience, and collaboration, it equips young leaders with the tools to tackle complex environmental and social challenges, ensuring that their impact extends far beyond the duration of the programme. As participants move forward, they do so not only as innovators but as empowered changemakers committed to shaping a more sustainable and equitable future.

References

- Sinek, S. (2009). *Start with Why: How Great Leaders Inspire Everyone to Take Action*. New York: Portfolio.
- BBAI Institute (2020). *The 4% Model: Evolving Design Thinking, Lean Startup, and Agile to Include the Real World*. [online] Medium. Available at: https://medium.com/@bbainstitute/the-4-model-evolving-design-thinking-lean-startup-and-agile-to-include-the-real-world-ae87e3b2302b [Accessed 18 Dec. 2024].
- IDRInstitute, 2024. *The DMIS Framework*. Available at: https://www.idrinstitute.org/dmis/ [Accessed 18 December 2024].
- Inner Development Goals, 2024. *Inner Development Goals*. Available at: https://innerdevelopmentgoals.org/ [Accessed 18 December 2024].
- T., Drexler, S. and Sibbett, S., 2020. *The Team Performance Model*. Available at: https://cpsiconference.com/wp-content/uploads/2020/06/Ackerabuer-Drexler-Sibbett-team-performance-model-1-pager.pdf [Accessed 18 December 2024].