

### G.A.3. SOCIAL ENTREPRENEURSHIP

#### Method 5: I, the Entrepreneur

#### Examples: The social entrepreneur and key skills for success

##### Example1: Muhammad Yunus

Muhammad Yunus, founder of Grameen Bank and winner of the Nobel Peace Prize, is a pioneer of social entrepreneurship. His initiative is aimed at providing micro loans to poor people to develop small businesses and break out of the vicious cycle of poverty.

Challenge	The solution
Millions of people in the world do not have access to basic financial resources to start a business and improve the quality of life.	He developed a microcredit model to provide poor people financing without traditional insurance; encouraged the creation of small businesses that help families come out of poverty and provided a sustainable model that supports economic growth and social equality.
Skills	
Empatija	Understanding the needs and challenges of people in the community. His ability to see the world from their perspective allowed him to create solutions directly addressed to their real problems.
Creative problem solving	He designed an innovative microcredit model that does not require traditional forms of insurance. Instead, it relies on trust and group responsibility, which revolutionized access to financial services for the poor.
Communication	Engaging the community and building trust among clients and investors. His ability to communicate the importance of his idea was crucial to Grameen Bank's success.
Sustainable thinking	Creating a business model that supports economic growth and social equality.
Social responsibility	Yunus has put social impact above profit, which is the basic characteristic of social entrepreneurship. He focused on reducing poverty and increasing the quality of life for marginalized groups.

Skills	
Teamwork and cooperation	He collaborated with local communities, organizations and governments to expand his model and ensure its success in different environments.
Financial literacy and innovation	He has developed a financial model that is simple, adapted to the poor and practical for implementation, enabling access to finances for those who have traditionally been excluded from the banking system.
Leadership and inspiration	He motivated people around him - both clients, and associates - to believe in the possibility of change and actively contribute to the success of his entrepreneurial model.
Project Management	Yunus is capable of planning, organizing and implementing complex projects, including the development of the Grameen Banks in a global model that is applied in many countries.

Muhammad Yunus combined these skills to create a business model that not only helped millions of people come out of poverty, but also become an inspiration for the development of social entrepreneurship around the world. He possesses a range of entrepreneurial skills that have helped him develop an innovative and sustainable financing model for the poor.

**Example 2: Melati and Isabel Wijsen (Bye Bye PlasticBags, Indonesia)**

Melati and Isabel Wijsen, sisters and founders of the **Bye Bye Plastic Bags** initiative, have shown remarkable entrepreneurial skills in their fight against plastic pollution in Indonesia. Their campaign has become a global movement to ban single-use plastic and raising awareness of alternatives.

Challenge	The solution
<p>Plastic pollution in Indonesia – massive use of single-use plastics contributes to environmental pollution, endangers ecosystems and contributes to climate change.</p>	<p>Campaign to ban single-use plastics and educate young people about alternatives. Community mobilization to take responsibility for reducing plastic waste. The initiative become a global movement.</p>
<b>Skills</b>	
<p>Activism and social awareness</p>	<p>They recognized the importance of raising awareness about the harmful impact of plastic on the environment and the community and devoted themselves to educating young people and adults about this problem.</p>
<p>Communication and Public Advocacy</p>	<p>The Sisters masterfully used public speaking and presentation skills to reach local authorities, schools, the media and global audiences. Their ability to convey the message clearly and persuasively was crucial to the spread of the movement.</p>
<p>Campaign organization</p>	<p>They organized mass volunteer actions, educational workshops and events such as protests and beach cleaning, which encouraged the community to take concrete actions.</p>
<p>Creative thinking and innovation</p>	<p>They used innovative approaches in campaigns, including art projects, social media and creative educational programs to make the plastic problem visible and understandable.</p>
<p>Team work and leadership</p>	<p>They cooperated with young people, local leaders, schools and non-governmental organizations. Their ability to gather teams of volunteers and organize them towards a common goal was crucial to the movement's success.</p>

<b>Skills</b>	
Persistence and patience	Despite resistance and obstacles, they continued to fight for the ban of single-use plastics and public education. Their energy and commitment inspired many to join the movement.
Visionary and impact on a global level	They started locally, in Indonesia, but managed to expand their impact on a global level, including cooperation with international organizations, and encouraging similar initiatives in other countries.
Digital and media skills	They successfully used social networks and digital platforms to spread their message, gather support and organize activities.
Empathy to the community and the environment	They understood the profound impact of plastic waste on the local community and the environment, and devised solutions adapted to local needs.
Education and inspiration	They organized educational activities aimed at young people, encouraging them to think critically and act for a better world.

Melati and Isabel Wijsencan serve as an example of how young people can combine creativity, courage and persistence to cause significant changes in society and environmental protection. Their story inspires new generations of young entrepreneurs and activists around the world.

### Task: Group analysis

Choose one example of a social entrepreneur whose story inspires you or relates to challenges that are important to you. Complete the table by matching the identified skills with challenges and solutions. Consider how the entrepreneurial traits and skills have enabled the achievement of the goals.

Social entrepreneur	Social challenge	The solution	Key skills