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Solopreneurs

Digital Social Innovation



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Strategic Partnerships for Adult Education - Cooperation for Innovation
Project No : 2020-1-TR01-KA204-093884

PROJECT PARTNERS



Tarsus Public Education Center
www.tarsushem.meb.k12.tr



Instytut Badań i
Innowacji w Edukacji

Research and Innovation in Education Institute
www.inbie.pl



Adana Community Volunteers
Association



Ecoistituto del Friuli Venezia Giulia
www.ecoistitutofvg.it



Seyhan Public Education Center
www.seyhanem.meb.k12.tr



Three Thirds Society
www.3ts.gr



Solopreneurs

Digital Social Innovation

The International Labor Organization (ILO) reported that the majority of new work opportunities in the last decade had been generated in the informal and digitally based economy while the World Economic Forum argued that creativity is one of the top three skills that workers will need in the near future. Experts claim that, due to the break of new technologies, workers are going to have to become more creative in order to benefit from these changes. Furthermore, an increasing number of professionals choose to start a business with no intention of ever adding staff whilst self-employment is growing in popularity. The term “solopreneur” is becoming very topical. It has been introduced in the early 2010s to design people who start a business alone also to get an extra income. A solopreneur is typically a hard worker who uses digital technology to pursue their business. A solopreneur should be innovative and creative.

Project Objectives

This project aims at creating a Strategic Partnership to innovation to realize an educational program for social solopreneurs. It will contribute to promote Digital Social Innovation (DSI) competence and creative skills among adult people and educate them on the emerging top self-employment opportunities for a social solopreneur, such as social influencer, social blogger, virtual social assistance, social consultant, social media consultant, life coach, etc.

According to the DSI Final Report funded by the European Commission, DSI is defined as: “A type of social and collaborative innovation in which innovators, users, and communities collaborate using digital technologies to co-create knowledge and solutions for a wide range of social needs and at a scale and speed that was unimaginable before the rise of the Internet”.

Intellectual Outputs

- ▶ An educational framework for social solo-entrepreneurs and the related educational methodologies and practices.
- ▶ A training program for adult solopreneurs based on a smart learning approach, namely the use of an intelligent learning environment and advanced learning approaches (Digital Social Learning and Online Collaborative Learning).
- ▶ An educational toolkit for social solopreneurs including interactive Recommendations/Suggestions.

Target groups

Adults with a bachelor’s degree (preferably 40-45 aged and skilled in the use of digital technology) represent the primary target group.

The other target groups are:

- ▶ Educational institutions;
- ▶ Social enterprises who are interested in DSI and aim at improving their current services;
- ▶ Social Services who are interested in modernizing their services.

