

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We call this work 'Cultural Relations'. We are on the ground in six continents and over 100 countries bringing international opportunity to life, every day. Each year we work with millions of people, connecting them with the United Kingdom, sharing our cultures and the UK's most attractive assets: English, the Arts, Education and our ways of living and organising society.

Our Society programme aims to contribute to an inclusive, open and prosperous world. Britain is a world leader in the social enterprise, social impact assessment and social investment fields. Much can be gained from sharing this expertise and learning from global counterparts.

### **Background**

We promote the development of social enterprise and social investment to help foster a more sustainable, inclusive and prosperous future for us all.

Our programme draws on UK expertise, striving to share best practice and create opportunities between the UK and other countries. Launched in 2009, our Global Social Enterprise Programme currently operates in 24 countries and work with a host of international and local partners. We provide social entrepreneurs with training opportunities, business consulting and mentoring, access to funding and investment opportunities, study tours and international networking.

Globally, we support dialogue and debate on social enterprise by using our reach in more than 100 countries. In many countries including India, Greece and China, we also support social entrepreneurs through training and access to investment. In Europe, we are particularly committed to reaching unemployed and disadvantaged youth and recognise the demand for new solutions such as social enterprises to tackle social and economic challenges.

One of the most recent initiatives is to work together with the higher education sector where we have a long history of a well-established partnership. Values and aims of social enterprise have much in common with those of higher education—universities and colleges also seek, through research and education, to contribute to the common good of people, society and the environment. Many argue that higher education has a vital role to play in social enterprise and innovation, with the existing resources to support the young generation to develop their skills and boost up the movement of being actively engaged in social issues and even provide effective solutions to those issues. In line with this some countries particularly in East Asia have already started developing specific partnership programmes with universities and higher education institutions.

### SK Centre for Social Entrepreneurship – KAIST SE MBA Programme

British Council Korea has started SfSE programme in 2011 with various public sector and commercial partners. For the past 5 years, we engaged a large number of social entrepreneurs through social entrepreneurship skills camps and public seminars, mostly in partnership with local institutions.

SK Centre for Social Entrepreneurs has been one of our partners for empowering young social entrepreneurs. The centre has launched the world's 1<sup>st</sup> MBA programme for Social Entrepreneurs in 2012 to foster innovative social entrepreneurs in Korea. This is a full-time MBA programme which supports the entrepreneurial pursuit of social impact through the adaptation of business expertise at KAIST (Korea Advanced Institute of Science and Technology) Business School, one of Asia's top MBA programmes. The students in this course are all social entrepreneurs at early stage who have been identified with the potential to lead a successful business. In addition to the regular curriculum designed to support the social entrepreneurs with the necessary business skills and understanding of the market, the programme also offers 1:1 mentoring and consultation from professionals, and networking opportunities with successful entrepreneurs.

The programme also offers a unique experience of engaging in global SE scene, by co-working with businesses outside Korea or participating in global accelerating programme. This year, KAIST SE MBA will be working in partnership with the British Council Korea to create an opportunity to support these young social entrepreneurs to experience the UK expertise in accelerating their social business and embrace a higher vision for their social impact.

### Objectives and outputs

The main objective of the programme is for the participants to experience the UK professional accelerator programme through '**practical knowledge and UK experience sharing and insights essential to social enterprise management**'.

As for the output, we are basically looking for an **intensive accelerator programme** for the business ideas of participating social entrepreneurs which have been incubated for the past 1-2 years. The programme should provide ;

- 1) Sessions on developing/improving the social impact model
- 2) In-depth training on key business skills for social enterprise (i.e. target market segmentation, value proposition, financial planning etc)

- 3) Training and mentoring on marketing, sales and stakeholder strategy and preparation for investment
- 4) Networking opportunity with UK social enterprises through field visits and meetings
- 5) Small group mentoring sessions with established UK social entrepreneurs and consultants

**It is also advised that all sessions above be provided specific, in-depth case studies from UK social enterprises.**

Some more information are provided below ;

- a. Duration : 10 working days programme
- b. Proposed Dates : Early January 2016
- c. Total Number of Participants : 13-14  
(12 social entrepreneurs, 1-2 coordinators from SK Centre)
- d. Location : preferably London, or other major cities in the UK
- e. Venue : an appropriate training venue with a nearby accommodation for the group
- f. Language : no translation provided—participants are expected to have a good understanding of English, although may not be fluent in communication for extensive discussion
- g. Pre-reading and tasks : the participants must be asked to complete some pre-reading and submit tasks related to the topics for an effective participation of the programme beforehand.

**The list of participants and their business ideas will be provided as an attachment.**

We envisage that the following milestones will be reached:

- Draft proposal for entire programme submitted by Thursday, 3<sup>rd</sup> September 2015
- Kick-off meeting with BC/SK Centre for Social Entrepreneurs in late September (teleconference)
- Details of the programme and list of trainers and mentors confirmed by 29 October 2015

# Accelerator Programme for Young Social Entrepreneurs in Korea Invitation to Tender

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- Pre-reading and tasks announced by in early November and submitted by 30 November 2015
- Accelerating programme delivered in UK during January 2015

Please respond to this invitation to tender stating in your proposal :

- **Outline of programme with potential list of UK experts with their CVs and brief explanation of their relevance to the programme context**
- **List of possible activities/organisations to visit and networking opportunities with brief explanation of their relevance to the programme context**
- **Total fee with brief breakdown of costs : please include in-country transportation, venue hire(if necessary), meals and catering services, and all other professional fees. Accommodation and airfare for participants should NOT be included.**

This contract will be managed by Youngjoo Kim, Projects Manager for Society, British Council Korea. Limited support/advice will be available from British Council global society team in London.

Please submit your tender to [youngjoo.kim@britishcouncil.or.kr](mailto:youngjoo.kim@britishcouncil.or.kr) by **3<sup>rd</sup> September 2015 (Thursday)**, UK time.