

# Call to HEIs from Erasmus+ Program Country :

## Social Entrepreneurship Summer Camp

Gümüşlük Academy, Bodrum - Türkiye | 7-13 July 2025

Our five-day immersive program with complementary virtual sessions is designed to inspire and equip university students with the skills, mindset, and network to become effective agents of positive social change in their communities.

## Program Highlights

### Breathtaking Location

Enjoy stunning views of Myndos Bay and sunrise-lit windmills from our hillside

### Engaging Workshops

Hands-on learning experiences conducted in English with expert facilitators

### Intercultural Exchange

Valuable networking opportunities with students from EU Program countries interested in social impact

### Cultural Experiences

Guided sightseeing tours exploring the rich heritage of Gümüşlük/Bodrum and surrounding areas

Upon successful completion of both virtual and in-person sessions, participants receive a certificate worth 3 ECTS credits.



Co-funded by the  
Erasmus+ Programme  
of the European Union

If you represent a HEI from Erasmus+ Program Country and would like to partner with us to offer this valuable opportunity to your students, please contact us at: [erasmus@tedu.edu.tr](mailto:erasmus@tedu.edu.tr).

Your students can participate to the Camp without a partnership agreement as well.



# Social Entrepreneurship

## Summer Camp

7-13 July 2025

This five-day immersive program, with virtual sessions is designed to inspire and equip university students with the skills, mindset, and network to become agents of positive social change in their communities.

**Venue: Gümüşlük Academy, Bodrum - Seaside Retreat**

**Target Group: University students from EU Program countries that are interested in social entrepreneurship**

**Language of Camp: English**



# What's Included?

## Program Elements

- 5-Day practice-led Social Entrepreneurship Training Program
- At least 2 interactive virtual sessions
- Personalized guidance from industry experts and inspiring guest speakers
- 'Certificate of Attendance' upon completing the program

## Accommodation & Meals

- Comfortable seaside accommodation in shared twin rooms (**Only 70 Euros/person/night including breakfast, lunch, dinner**)
- Coffee-Tea breaks

## Additional Benefits

- A certificate worth 3 ECTS credits will be awarded upon successful participation to both virtual and in-person sessions
- Sightseeing (only transportation covered)
- Enriching intercultural exchange and networking activities
- Don't forget to bring: Your own laptop, swimwear, comfy shoes, curiosity, and ideas!

# Learning Outcomes



Understand social and environmental issues from an entrepreneurial perspective



Grasp the core concepts of social entrepreneurship



Navigate the social entrepreneurship ecosystem



Frame a problem or opportunity



Generate creative interventions for real-world challenges



Explore diverse business models used by social entrepreneurs



Discover tools for communicating your impact



Network with peers and practitioners in the ecosystem

# Day 1 – Fundamental Concepts in Social Entrepreneurship



## Welcome & Orientation & Icebreakers

Get to know your fellow participants and the program structure



## Introduction to Social Entrepreneurship

Key Concepts & Good Practices



## Workshop: Your Why?

Mapping Personal Motivations & Values

Theme: What is Social Entrepreneurship & Why Does It Matter?

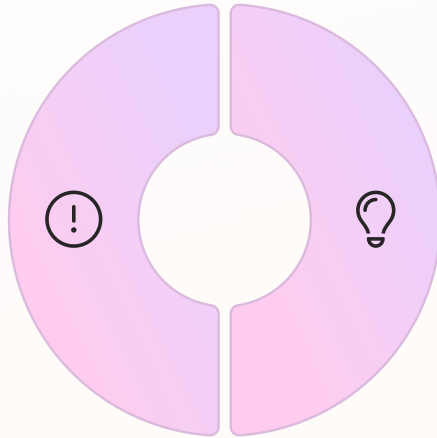




# Day 2 – Seeing Differently: Identifying Problems & Framing Solutions

## Workshop: Defining Root Problems

Learn techniques to  
identify and analyze  
the underlying  
causes of social  
issues



Theme: From Problem to Possibility

## Ideation Lab: Framing Solutions to Social Problems

Apply creative  
thinking methods to  
develop potential  
solutions



# Day 3 – Building the Engine: Social Business Models

## Morning Input: What is a Business Model?

Understanding the  
fundamentals of  
sustainable business  
structures

Theme: Turning Ideas into Sustainable Action

## Tool: Business Model Canvas for Social Entrepreneurs

Learning to use this  
essential planning  
framework

## Group Work: Drafting Business Models in Teams

Collaborative  
application of  
concepts to real  
challenges



# Day 4 – Proving & Improving the Impact by Storytelling



## **Intro: Why Communicate the Impact?**

Understanding how strategic impact communication builds credibility, attracts resources, and inspires stakeholders to support your social mission.



## **Tool: Storytelling**

Mastering the art of weaving compelling narratives that transform complex data and outcomes into memorable stories that resonate with diverse audiences.



## **Build Your Own Story**

Developing your unique narrative by crafting a compelling story arc that connects your personal journey, social mission, and measurable impact into a cohesive and persuasive presentation.



## **Good Practices: Visualizing & Communicating Impact**

Exploring cutting-edge methods for impact visualization, including digital storytelling, infographics, and immersive experiences that bring your social impact to life.

Theme: Why and How Do We Communicate the Impact Created by Using Storytelling?



# Day 5 – Ecosystems & Your Next Step



## **Ecosystem Mapping**

Social Entrepreneurship Actors



## **Panel: Live Cases from Practitioners**

Social startups, NGOs, etc.



## **Team Presentations: Pitch Your Social Business Model**

Share your ideas with the group



## **Mentoring Circles: Feedback from Trainers & Peers**

Receive constructive input to refine your model



## **Wrap-Up**

Certificates, Group Photos & Closing Ritual

Theme: Systems Thinking: Discover the Big Picture

# Cultural Activities & Practical Information

## Cultural Activities & Community Spirit

- Guided visits
- Icebreakers, Intercultural Events, Swimming, Hiking,
- Opportunities for informal networking, reflection & bonding

## Notes for Participants

- Food Preferences: Please inform us about allergies or dietary restrictions in advance.
- Equipment: Bring your own laptop for workshops. Wi-Fi available on-site.

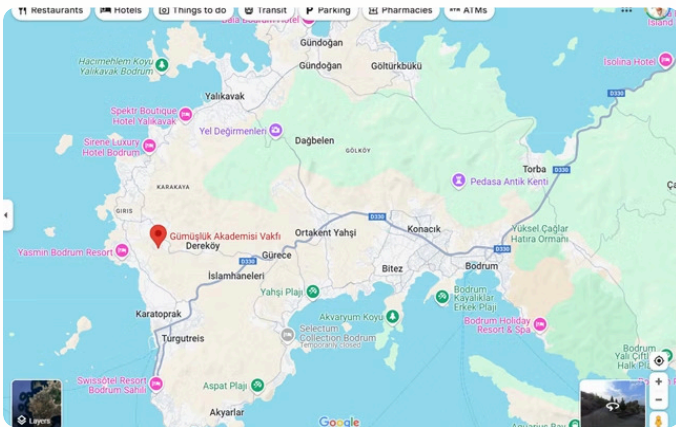




# About Gümüşlük Academy

## A 'Garden of Ideas' by the Aegean

Nestled on a serene hillside just 20 km from Bodrum, **Gümüşlük Academy Foundation**, which is a social enterprise, is more than just a venue — it's a living, breathing "garden of thought" that brings together art, nature, philosophy, and community.



### Breathtaking Location

Enjoy stunning views of Myndos Bay and sunrise-lit windmills from our hillside campus, 60 meters above sea level.



### Inspiring Spaces

Our 14,000 m<sup>2</sup> campus features art studios, a library, an amphitheater, and cozy studio flats for residents.



### Natural Haven

A Monet-like lily pond rests at the heart of this natural haven, surrounded by ancient oak trees.

Whether you're painting, prototyping a social enterprise, or simply sharing stories over communal meals, **"The Garden" belongs to you** — and the energy, creativity, and connection you cultivate here are what make it come alive.

# How to Apply?



## Eligibility Criteria

- Being a HEI student from a European Program Country
- No grade/level limitation
- No department/faculty limitation
- Please contact with your Erasmus+ Offiice for further criteria



## Application Deadline

Please contact with your Erasmus+ Offiice



## Training Dates

8-12 July 2025 (in person)

Dates of virtual sessions will be announced soon.



## Arrival & Departure

Arrival: 7th July 2025

Departure: 12th July 2025

For more information contact our team: [erasmus@tedu.edu.tr](mailto:erasmus@tedu.edu.tr)





*'This project has been funded with support from the European Commission. This publication [or communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.'*

This programme is developed under the **SocialEase Erasmus+ Internship Consortium Project**, conducted by TED University, Van Yüzüncü Yıl University, Yaşar University and Origininn, with support from the European Commission as a "**Blended Intensive Programme (BIP)**".

BIPs combine physical mobility with virtual learning, creating short, intensive programmes using innovative teaching methods including online collaboration. Multinational and multidisciplinary groups work together on challenges linked to the UN's Sustainable Development Goals, reaching students from all fields, levels, and backgrounds.

