

COMMUNITY ENTERPRISE GUIDE.

Elie 2.0 builds on the work of the **Eliemental Project**, which is a development programme to help boost **enterprise skills**.

Elie 2.0 offers new modules for enterprise with opportunities for people to learn through real world projects.

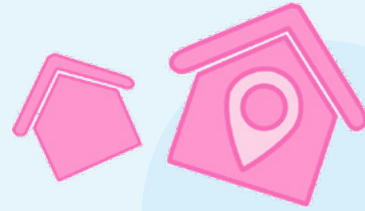
We have developed an easy to apply, step-by-step framework, linking to Elie 2.0 Resources, to help communities identify the needs, barriers, and opportunities for enterprise.



Identification of Community Access Points (CAPs)

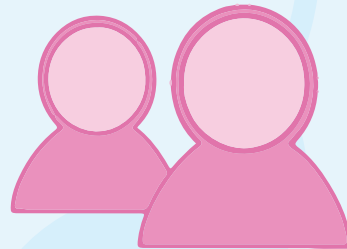
CAPs are places seen as accessible, safe, friendly and familiar to community target groups.

The CAP is a place where Elie 2.0 can be based



Identification of Community Enterprise Coaches.

These coaches can be identified through the CAPs. Choose people who are familiar with the community needs, who can provide insights and bring others on board.



First Steps with Elie 2.0

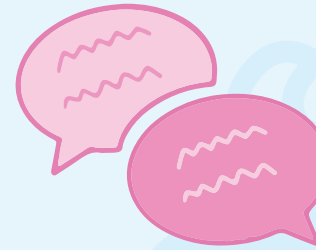
The Enterprise Coach recruits a few people from the community to learn about Elie 2.0 and to PhotoVoice.

They will identify needs, barriers, and opportunities for enterprise development in the community.
(1 to 1½ hours)



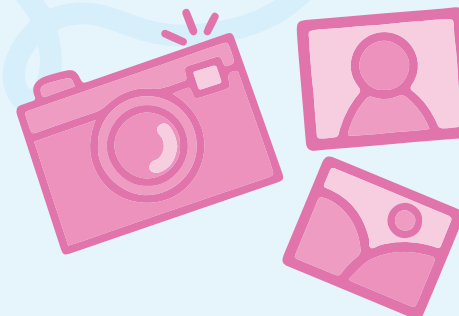
Let the Photos Speak! (Workshop 1) – Identifying the needs/barriers/opportunities.

Bring everyone together for an interactive workshop. Download their pictures and videos and have each of them describe their personal 'images' of the community through these.



Community Action Planning through PhotoVoice.

The volunteers go out into the community and take pictures and videos to help describe the opportunities and barriers. (give people 1 - 2 weeks to do this)



Ready for Action!

The Community Enterprise Coach develops a SWOT and Action Plan: Based on the 'Let the Photos Speak!' Workshop.



Closing the Loop - (Workshop 2)

Bring back the participants to discuss the SWOT and Action Plan to ensure that the ideas generated match with their perceptions and, most importantly, they can see tangible outcomes from their inputs.



Building local enterprise connections:

Talking to local business owners and community organisations can offer valuable insights into overcoming barriers to enterprise in YOUR community, and can help with setting up a live project for participants.