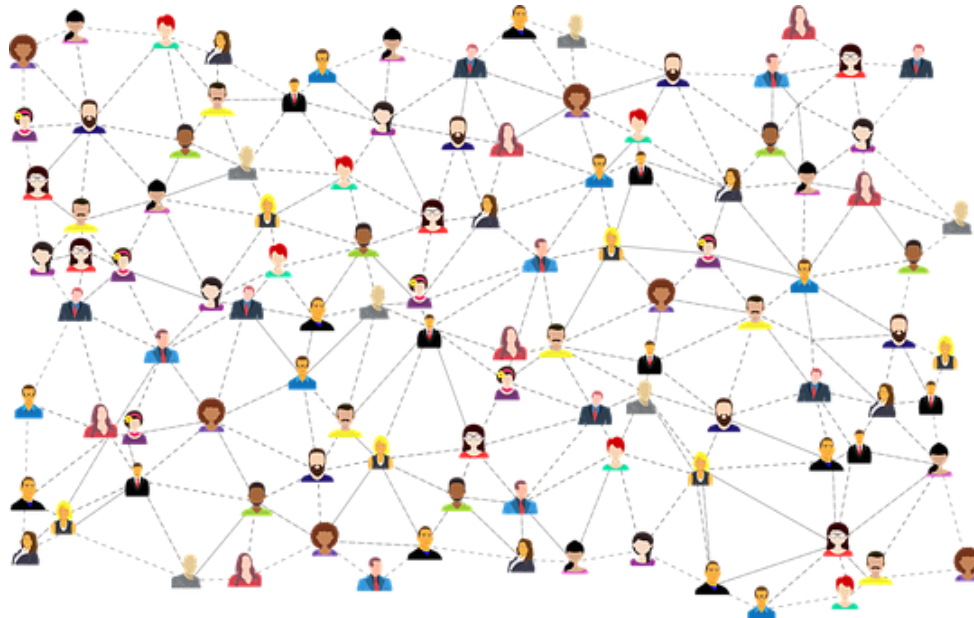


Community Enterprises & Responsible Citizenship for young and women

(ComEnter&RC)

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STEPS TO BUILD A COMMUNITY



1. Create something around which there is value in building a Community

In referring to previous units, you should have a clear idea of what commons are.

- Define your concept and what you want to achieve.
- Make sure that you leave room for volunteers' initiatives.



Source: Pixabay

2. Define the Enterprise's purpose and goal



Source: Pixabay

- Engage a community both around your project and inside it as the community needs to have a defined role in your development strategy.
- Provide this community – either one built online or in person – with specific actions to fulfil as a means mobilise it as an active community.

3. Identify profiles of Community members who are most ready to engage

- Now that you have your topic, purpose and goals, you can start thinking about the ideal persons you can most readily engage in your community
- Then, seek out the members you most want to engage in your community that may need persuading or who are most vulnerable to societal exclusion

[You will learn the persona technique later, which will support you in this task. Once this is completed, Step 4 below should be easier 😊]



Source: Pixabay

4. Identify key Stakeholders

Key stakeholders can be:

- Public Authorities
- Companies
- Influencers
- Citizens
- Organisations, Associations, NGOs
- Etc.

Develop a list of identified stakeholders to be contacted once you have developed your communication tools!

5. Promote your Community

- Choose the platforms that seem the most appropriate to launch your community and spread positive information about your work.
- Think through a social media strategy to be ready for 'going viral' and mobilising community members around your enterprise!



Source: Pixabay



THANK YOU FOR YOUR ATTENTION!

