

# Speak social



## Brief description of the activity

This replication model is very similar to a social franchising model - a structured form of transfer and replication of knowledge and experience of successful cases of organizations, applying the principles of commercial franchising to promote the common good and generate social impact.

## Speak social

### **Topics, objectives and methodology:**

SPEAK is a linguistic and cultural program built to bring people closer together, a crowdsourcing language and culture exchange between newcomers and locals that breaks barriers, promotes multilingualism, equality and democratizes language learning. Anyone can apply to learn and/or help others learn any language or culture, including those of the country where they are living.

Language groups at SPEAK are diverse and inspiring. Throughout this learning process, participants get to know other people, learn and explore common interests, break prejudices, misunderstandings and promote comprehension as well as cooperation. SPEAK also has events open to everyone aimed at creating a bond between participants and where there is room for dialogue, celebration and friendship.

Groups are built around thematic-based sessions, where participants explore topics relevant to their daily life while sharing their own experiences with the group.

Some of the topics covered in the language group can be seen on the next page.

## Speak social



Greetings and presentations



Festivals and traditions



Family and relationships



Weather and seasons



Jobs and workplaces



Clothing and shopping



Countries and nationalities



Body and health



The city and transportation



Home



Food and restaurants

## Steps:

- **Partners:** Find partners early on. There are two types of partners: 1) Space partners - offer space for events and language groups; and 2) Communication partners - communicate SPEAK to a specific audience. They are both key for the success of your SPEAK. Example of partners: libraries, city halls, pubs, corporations, charities, universities, schools and much more.
- **Team:** You should have a team. You will need help and you will increase probability of success if your founding team has at least 2 persons. Yes you can start alone but experience shows it is painful. If there are 2 or 3 of you, it is mandatory that everyone commits fulltime.
- **Funding:** The goal is that each SPEAK becomes financially sustainable as an independent venture. But to commit fulltime in the beginning you

will need funding. The funding strategy varies from grants, loans, crowdfunding, equity, to friends and family.

- **Legal Structure:** It is better that you establish a social enterprise (if applicable in your country) or NGO and that your founding team is in full control of your SPEAK. Having said that, there are other ways to start.

During the onboarding process, your team will participate in an 8-hour training program that covers all the areas of running SPEAK, plus access to materials that detail all our internal procedures and to the platforms that we use to get in touch with our community and manage our backoffice. In addition to that, your team will have regular calls with our team to assist you with any questions there might be, during and after the onboarding process.

## Video, links and external resources

[https://www.youtube.com/watch?v=7Pkb6\\_Ek3aY](https://www.youtube.com/watch?v=7Pkb6_Ek3aY)

<https://www.speak.social/en/>



