



Making Change Through Social Entrepreneurship

Double Staged Youth Exchange

Yerevan | Armenia 12-21 June 2017

Budapest | Hungary 13-20 August 2017

YOUTH SOCIAL ENTREPRENEURSHIP GUIDE

This “**Youth Social Entrepreneurship Guide**” was developed by participants of Youth Exchange “**Making Change Through Social Entrepreneurship**” in 2017 in the context of “Erasmus Plus” Programme of European Commission.

Disclaimer: The views expressed in this publication do not necessarily reflect *the views of the European Commission or the European Union. The National Agency and the Commission are not responsible for any use that may be made of the information it contains.*

Contents

About the Project.....	3
Why is Social Entrepreneurship so attractive for young people?.....	6
Five Ways To Encourage Youths To Pursue Social Entrepreneurship.....	7
What successful social enterprises do	9
Mapping the reality.....	10
<i>Migrants, refugees and asylum seekers closed doors to labour market</i>	10
<i>Social Entrepreneurship as alternative to blocked labour market mobility.....</i>	10
<i>Policy Implications.....</i>	11
Ideas for social enterprises	12
Social Supermarket	12
Used Textbooks for Social Change	13
Online Socially Conscious Marketplace	14
Sustainable Water.....	15
Micro Lending	16
Social Crowdfunding	17
Baking/Cooking for a Social Cause.....	18
Efficient Wood Stoves for Developing World	19
Innovative Information Product	20
Micro Power Generation	21

About the Project

“Making Change Through Social Entrepreneurship” was a two-stage international youth exchange project which aimed to gather 32 young people from 4 countries (Hungary, Armenia, Georgia and Turkey) and empower them with social entrepreneurial attitudes and mindset.

Over the past two decades, the citizen sector has discovered what the business sector learned long ago: There is nothing as powerful as a new idea in the hands of a first-class entrepreneur. This is more important now than ever given the current context concerning young migrants, refugees and asylum seekers in Europe. The frustration and disempowerment of the disadvantaged youth in general and these young migrants and asylum seekers in particular can breed low self-esteem, low motivation, cynicism and radicalization.

Social entrepreneurs are individuals with innovative solutions to society’s most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change.

Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem by changing the system, spreading the solution, and persuading entire societies to move in different directions.

Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are visionaries, but also realists, and are ultimately concerned with the



practical implementation of their vision above all else.

Overall aims & Objectives:

The main aim of this two-stage Youth Exchange was to create a platform and a process where young people experienced empowerment themselves and were equipped to empower others in their communities through exchange of ideas, stories, attitudes, techniques and tools that promote social entrepreneurial spirit and skills of young people in general and marginalized youth among refugees/asylum seekers and migrants in particular.

One journey: 2 stages!

The first stage took place in Armenia (12-21 June, 2017) where participants explored the subject, its challenges and opportunities. In between the first and the second stage participants did research and observation in their local communities to find useful insights and opportunities for value creation and social entrepreneurship. The second stage of the exchange, which took place in Budapest, Hungary (13-20 August 2017) gathered insights, learning, inspirations and experience of participants from their local communities and translated them into concrete social innovation ideas and quality youth projects to be carried out under Erasmus + Programme.

Objectives of the first exchange in Armenia (12-21 June, 2017) were:

- Explore the concept of social entrepreneurship as a tool for tackling local social problems of marginalized young people, refugees/asylum seekers and migrants.
- Empower youngsters to start their social enterprises.
- Learn about applying practical, innovative and sustainable approaches to benefit society in general, with an emphasis on those who are marginalized and poor.
- Learn how to achieve large scale, systemic and sustainable social change through a new invention, a different approach, a more rigorous application of known technologies or strategies, or a combination of these.
- Learn to use Youthpass and the Key Competences for creative process of skill harnessing, self-reflection and documentation of the personal learning process.
- Form teams from participants to do research and observation in their local communities after they return in order to find useful insights and opportunities for value creation and social entrepreneurship.

Objectives of the second exchange in Hungary (13-20 August 2017) were:

- Gather insights, learning, inspirations and experience of participants from their local communities and translate them into concrete project ideas.
- Equip participants with knowledge and skills in the field of project management in order to enable them to develop quality youth projects.
- Identify existing resources for the young social entrepreneurs and share know how on social enterprises.
- Promote Erasmus + Programme and explain how young people can be involved in it.
- Develop concrete social entrepreneurial initiatives.
- Develop concrete projects to be applied under Erasmus + Programme
- Develop and publish online the booklet "Youth Social Entrepreneurship Guide"

The Youth Exchange was based on non formal learning methods and principles, intercultural dialogue and communication in including group discussions, interactive presentations, participant's lead workshops, team work,etc. Youthpass tool was used throughout the project to help young people reflect regularly on their personal learning journeys and become more aware of their own learning. The methodology of the project stimulated active participation and sense of initiative and involvement of the learners.

Why is Social Entrepreneurship so attractive for young people?

Social entrepreneurship is a new way of understanding and doing business clearly differentiated from profit organisations, non-profits (NPO) and non-governmental organisations (NGO). It provides an opportunity to think differently about business models and financial management, about how to get a bigger and more effective social impact through an enterprise. Social entrepreneurs are interested in investing in social capital and in getting returns on their social goals. This new way of looking at business and at social problems is very attractive to young people.

Moreover, social entrepreneurs tend to have a freer and more flexible corporate organisation, they can work in niche areas where charities do not work or continue the work the government is no longer able to due to financial constraints. Also, social start-ups create (sometimes) a completely different atmosphere with enthusiastic colleagues and an innovation appeal. Young



people can join open-minded teams where their voice and ideas will be discussed. I see here parallels between this way of working and young people's attitude towards life, their vision and values.

In this sense, a whole generation grew up going to sport club, orchestras and other associations and unions. Social entrepreneurship looks like the natural next step of this participatory culture. But while in clubs you are looking for a group of people similar to you, social entrepreneurship is more: you are offering a service to other people, you work to make other's lives better.

It is true that to work in a social enterprise you must have certain entrepreneurial qualities. It's also true that you will develop soft and hard skills as the business develops. But you must also work very hard because, even if almost anyone can have an idea, building up a business is not easy, and social entrepreneurs are businesses, not associations or NGOs. You need to make money and turn your idea into a profitable business model. Here, in some cases, you need the expertise of older professionals who have gained know-how and experience in different sectors and that can truly help younger entrepreneurs taking their business to the next step.

Five Ways To Encourage Youths To Pursue Social Entrepreneurship

People in their teens and early 20s are full of passion and questions: For years, they've seen how the world is, and now they are ready to step onto the stage to help change it for the better. This vigor and passion can bring energy and new ideas to a non-profit, as well as guarantee that another generation will take up the fight to improve lives.



But getting people fully engaged can be tricky:

There are a lot of different distractions or competitions for youths' time. So how can you encourage more young people to pursue social entrepreneurship?

1. Find Areas Of Interest To Get Them Involved

Finding areas that resonate with young people can help them get involved, especially if it is something that involves peers, where they could see themselves in that position, and then develop a sense of fellow feeling about helping them. Also, planning some places where young people can get actively involved helps, so they see others in those roles and understand that they can do the same kinds of things.

2. Help Them Embrace Their Passion For Social Good

The great thing about millennials is that they're not only quite entrepreneurial, but they're also socially responsible and interested in giving back. Helping them embrace their passion around social good — through things like education, mentorship, tech resources and pro bono services — will allow them to take the entrepreneurial leap and put their ideas into action!

3. Teaching Empathy Is Key

Teaching young people more about empathy is key to encouraging them to take more engaged social action, and deliver appropriate entrepreneurial solutions to social problems. By putting yourself in the shoes of your beneficiaries and learning how to become more empathetic, youths will develop more passion for their work and produce realistic solutions that listen to, and serve, their beneficiaries.

4. Youths Are Seeking Meaningful Opportunities

Young people are searching for meaningful opportunities in social entrepreneurship. The more responsibility, ownership, and impact involved in the role, the better. - For example, ENVenture is a social enterprise in Uganda that pairs recent graduates as Business Development Fellows that are in charge of setting up a clean energy business in a rural village with a host organization.

5. Show Others Pursuing Social Entrepreneurship

Seeing other young people successfully pursuing social entrepreneurship is the most important thing we can do to encourage more young people to pursue the space. Social entrepreneurship programs and awards, on-campus programs, online videos and podcasts are all helping young people realize that social entrepreneurship can be a meaningful and impactful career choice.

Mapping the reality

Migrants, refugees and asylum seekers closed doors to labour market



- Humanitarian entrants to Europe experience greater socio-economic disadvantage in Europe than do other immigrants, particularly in the labour market.
- One-third of humanitarian entrant settlers remain unemployed after three years of settlement in Europe. When they do get jobs, humanitarian immigrants face what Hugo (2011: 109) calls 'occupational skidding', that is, they do not get jobs commensurate with their qualifications and generally end up working in low skill and low-paid occupations irrespective of their human capital.
- Formal and informal discrimination blocks the mobility of refugees in the European labour market.

Social Entrepreneurship as alternative to blocked labour market mobility

- Immigrants from minority backgrounds have long experienced formal and informal labour market discrimination in Europe.



- In response to this blocked mobility many immigrant minorities turned to entrepreneurship and social entrepreneurship, to establishing a small business, as a way of providing for their family, getting their children educated and escaping discrimination by becoming their own boss.
- These migrant enterprises were embedded in the family and in the immigrant (Diasporic) community.
- Most immigrant entrepreneurs and social entrepreneurs were in micro or small businesses though a few rose to spectacular heights. Their European born children had European education and human capital, became professionals or got good jobs, so they generally shunned entrepreneurship.

Policy Implications

- Social Entrepreneurship is a pathway to overcome blocked mobility in the European labour market for many refugees.
- Refugees have overcome almost insurmountable barriers to establish a social business in Europe. Most of these social business enterprises provide moderate incomes, get refugees off centre link payments, provide employment for other refugees and enable refugees to better provide for their families.
- Refugee Social entrepreneurs make important economic and social contributions to Europe.

Ideas for social enterprises

Social Supermarket



Social-Supermarket (Business Model: Fee for Service. Example: Community Shop) – Create a food market that sells food to low income communities at a discounted price. Discounted food is donated (or purchased very cheaply) from food suppliers and other supermarkets, who cannot sell the food themselves for a variety of reasons such as approaching expiry dates, dented cans, and product mislabeling.

Used Textbooks for Social Change



Used-Textbooks-for-Social-Change(Business Model: Cross-compensation and Independent Support. Example: Textbooks for Change) – Partner with student groups/clubs to collect used textbooks at the end of each semester. Students donate their used textbooks. Some of the textbooks are re-sold to students at the college/university of their collection source; some of the textbooks are donated to students in need at underserved universities in the developing world. The profits are split between the student groups/clubs, program administration costs, and any remaining funds are used to support social programs in developing communities.

Online Socially Conscious Marketplace



Online-Socially-Conscious-Marketplace(Business Model: Market Connector. Examples: ArtZoco and eBatuta) – Help underserved artisans sell their products to the world by building a platform that makes it easy for them. Artisans can either manage their online store directly, or the platform can act merely as a listing service that connects the artisans face-to-face with buyers. Revenue is created by either charging listing fees directly to the artisan, via a commission on goods sold, or built-in as a premium fee to the buyer. Profit generated can be used to fund social services that directly affect the artisan communities.

Sustainable Water



(Business Model: Fee for Service. Example: Water Health International) – Build small water purification stations in communities in developing countries using off-the-shelf products. Initial funds to build it can come from traditional charitable methods, or through debt/equity financing; the communities can be partial owners (or full owners, if using cooperative business model). Ongoing costs to maintain and staff the water station come from sale of purified water to its beneficiaries, but at near break-even levels, costing almost nothing for the beneficiaries.

Micro Lending



(Business Model: Market Connector. Example: Kiva) – Create a platform for individuals and organizations to lend money directly to entrepreneurs who would otherwise not get funding, such as those in the developing world. Charge a small fee to cover the operational costs.

Social Crowdfunding



(Business Model: Market Connector. Example: Start Some Good) – Build a platform for social entrepreneurs to find groups of funders. Similar to the Micro Lending platform, but lenders take a promise of something in the future in return for ‘donating’ a bit of money to the Social Entrepreneur’s project now. Charge a small fee to cover the operational costs of the platform.

Baking/Cooking for a Social Cause



Baking-Cooking-for-a-Social-Cause(Business Model: Employment and Skills Training. Example: Edgar and Joe's) – Open a bakery/restaurant or another food-providing establishment that focuses on building employment skills for underemployed groups, such as at-risk youth or former drug addicts. The profit from sales of food and beverage go to wages, training, and social betterment programs for the staff-beneficiaries.

Efficient Wood Stoves for Developing World



Efficient-Wood-Stoves-for-Developing-World(Business Model: Cross-Compensation. Example: Bio Lite) – Millions of women in developing countries suffer from cardiopulmonary diseases as a direct result of breathing in wood smoke on a daily basis. Build a more efficient stove to solve this problem. Sell the stoves at or above market rate to those who can afford it, and use the money from the sale of the stoves to partly subsidize the cost for those who cannot afford it.

Innovative Information Product



Innovative-Information-Product(Business model: Cross-Compensation. Example: Information Blanket) – Create a baby blanket with information about how to take care of a baby, such as when to immunize, how big a baby should be at a specific age, and how often to feed the baby. The regions where baby education is scarce are the same regions where income tends to be low. Therefore, these blankets could be given freely to new mothers in low income areas, while they could be sold to new mothers in wealthier areas. Proceeds from sales would fund blankets and education for new mothers in poor areas.

Micro Power Generation



Micro-Power-Generation(Business Model: Fee for Service. Examples: Husk Power and Totus Power) – Provide micro-electric solutions for remote applications in the developing world. Two ways you could do this are to create a stand-alone power system from used, rechargeable batteries to power classrooms. Or, you could create a mini power power plant that uses bio-mass produced by the humans, plants, and animals of an off-grid village. These types of systems are very cheap to build and implement, and can be paid for on a fee-for-usage basis. This idea might also lend itself well as a cooperative.



This **"Youth Social Entrepreneurship Guide"** was developed by participants of Youth Exchange **"Making Change Through Social Entrepreneurship"** in 2017 in the context of "Erasmus Plus" Programme of European Commission.

Disclaimer: The views expressed in this publication do not necessarily reflect *the views of the European Commission or the European Union. The National Agency and the Commission are not responsible for any use that may be made of the information it contains.*