

eyes

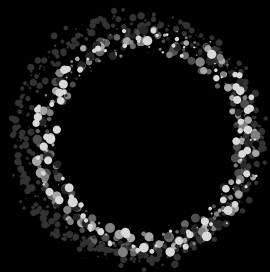
EURASIA FOR YOUTH
ENTREPRENEURSHIP
AND SOCIAL BUSINESS

EUROPEAN GUIDE



EUROPEAN GUIDE OF
SOCIAL ENTREPRENEURSHIP'S BEST PRACTICES





SUMMARY

HOW TO CHANGE THE WORLD ?

CROATIA

A

HEDONA LTD
BRLOG

SPAIN

B

TRIP-DROP
LUMINARIA

ESTONIA

C

LET'S DO IT !
RUACREW

GREECE

D

MYRTILLO CAFE
TORA PAIZOUME

ITALY

E

MOLTI VOLT
AL REVÉS

ROMANIA

F

WUNDERKRAFT
REMESH

SLOVENIA

G

PUPILLAM
KORAK NAPREJ

SLOVENIA

H

ECO-SOCIAL FARM KORENIKA
INSTITUTE PREMIKI

FRANCE

I

HELLO MARSEILLE
LA RUCHE

SWITZERLAND

J

MIDNIGHT GAMES CHAM IN ZUG
INTERKULTURELLE FREITAGE

I WANT TO LAUNCH MY PROJECT
CONCLUSION
PARTENAIRES



HOW TO CHANGE THE WORLD?

Solidarity-based economy isn't a new concept: local organizations seeking to increase the quality of life of a region or a community through not-for-profit endeavors.

Today, this social economy, forming what might be also called the "social and solidarity economy" gathers various actors like cooperatives, non-profit organizations, foundations, but also banks, corporate societies, fair trades organizations, just to list a few.

Their main goal is to bring an alternative to the capitalist formula of our current economy towards a "solidarity-based economy" which would help and benefits to communities rather than a selected few.

In today's societies where the actual economic appears as a failure, the still-evolving term of social economy, rides on promises and new alternatives of a sustainable and human-focused solutions to the challenges raised by the different issues which shook our world, may they be economic, social, human, or environmental.

Usually based on the need of local populations, this economy shows flexibility and variety in order to adapt itself across different cultures and social activities. This adaptability to the socio-political scene, forces social businesses to be ruled by ever-changing laws on an international level.

All over the world, solidarity economy has different realities.

However, all the structures which are part of this concept are following the same dream: contribute to change the world.

These structures and their initiatives affect at their small scale their environment. They identify a problem locally, and although this problem is often part of a much larger size, they tackle it with their means.

These people lead the change from where they are, and implement practical and sustainable solutions to meet the great challenges of society.

The strength of these small actions is that they are spreading worldwide and they require little means: it is "only" about finding the right idea to deal with a problem observed. They change things from the roots and so reverse the logic of dealing with these problems from "the top" with national or global policies implemented by the government and global organizations.

These initiatives are powerful because they are innovative, free, and are perfectly adapted to each specific situation.

And today, Eurasia Net wants to contribute to this movement. Having a clear vision on the problems and challenges our societies are facing, Eurasia Net came up with its project C-EYES "Civil Involvement for Youth Entrepreneurship and Social business".

In partnership with different non-profit organization from Europe (Eurasia net - France, D'Avent Association – Romania, Youth Center of Epirus – Greece, Interacting – Spain, Slovenia – ODZIT and EPEKA, Estonia – Continuous Action, Croatia - ODRzIVI OTOK, and Italy - CESIE).

Thanks to this, we are willing to inspire people and especially youths to get involved in the adventure with their own project.

Putting together a handbook of good practices will also allow to bring out projects and innovative ideas from youths with social business ideas in the different participating countries. While being accompanied by the different structures, the youth would be given chances to develop their projects with the help of local professionals and successful entrepreneurs.

On the long term, C-EYES would be a tool to help preventing youth unemployment in Europe and Asia through the settlement of social enterprises running towards a more sustainable and human-based economy.

A

CROATIA



01 → HEDONA Ltd

02 → BRLOG

A
CROATIA 01



HEDONA Ltd

founded by the Association of Disabled People

WWW.HEDONA.HR

FIELD THEME

Social enterprise founded by and for disabled people with aim of integration into everyday life and we also employing disabled people in production of different types of chocolate. Company is continuously spreading its offer and developing production lines.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Founded by the Association of Disabled People Križevci in February 2013 with the aim of providing work primarily to the disabled people. In May 2015 there were 6 people employed but as the market started recognizing the quality of their products, the business started to grow.

Our mission is to produce quality products and employ all the disabled people in Križevci in the next ten years. Our vision is to reinvest the profits with the aim of creating new jobs and lasting values which are satisfied and motivated employees who work in a pleasant environment and make the finest chocolate.

ACTIVITIES

Hedona Ltd Križevci is a social enterprise which was founded by the Association of Disabled People Križevci led by Mr. Pero Gatarić in the spring of 2013 as a part of the, "Chocolaterie Chris" project – the chocolaterie of Križevci".

The main activity of the company is the production of chocolate and chocolate pralines. We produce dark chocolate with 71% cocoa, milk chocolate with 34% cocoa in a 100 g packaging as well as Goddess broken chocolate which is a mixture of milk and dark chocolate with chopped hazelnuts and dry fruit.

We can offer to make you chocolate business gifts with your company logo.

Our company has been present in the home market for three years but what makes it different from other similar enterprises is the fact that it is a social enterprise with mostly employs disabled people. The company's priority orientation is towards socially beneficial good and the wellbeing of every employee and a continuous opportunity for development of the employees and the company itself. All the profits are reinvested back into employees; into growing their competences and their satisfaction and also into new job opportunities and the company's technological development as well as the expansion of the company's activities.

Hedona Ltd social enterprise operates according to the highest standards and uses food safety management system based on the principles of HACCP.

SOCIAL VALUE IMPACT

- Opening new working places,
- Employing and developing people from vulnerable groups,
- Inclusion of disabled people in normal life,
- Making people happy and able to do what they love,
- Transforming world into a better place,
- Promoting social entrepreneurship,
- Investing in development of the employees, company and society over all.

KEY FACTORS OF SUCCESS AND CHALLENGES

- 6 employees, 5 of them disabled people,
- National foundation for civil society development, second prize for social innovations for the project "Chocolateria CRIS", 2014.
- 20 stores and markets where you can find these amazing chocolates,
- And sugar for the end: web shop and delivery <http://hedona-chocolate.com>

A
CROATIA 02



BRLOG

Cooperative brewery, Croatia, Zadar

FIELD THEME

Cooperative for craft beer production: preservation of free, unfiltered and unpasteurized beer with high nutritional and culinary value.
A cooperative has a way to transform the talents of a group of people to create their own social business.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

To be a cooperative that will enrich the local community in the way we know best through production. We are a beer brewery startup. A social enterprise.

Our objectives: to launch our mission-driven business, to take production out of our home, to achieve commercial capacity.

This is how we want to change the world. Individually we are little, working together in cohesion; we are a force of varied and crafty skills. If a group of people from Zadar can do it, the world can too.

ACTIVITIES

A cooperative is a way to transform the talents of two women with brewing skills into an inclusive, organic group of people who can construct, program, book keep, write business plans, and create.

- Using healthy ingredients,
- Producing craft beer,
- Selling beer directly to the customers,
- Promoting cooperative and social approach,
- Encouraging youth for self employment,
- Using the power of people to invest and develop the business,
- Reinvest the profit into the further development of the business as well as helping other projects and business in the community to develop them,
- Education about producing the beer,
- Sharing experiences and knowledge in the business and crowd funding.

SOCIAL VALUE IMPACT

Inclusion of local community. Making people happy and able to do what they love. Transforming this world into a better place !

- It brings good beer to everybody.
- It helps others think in a similar way.
- It makes cooperative thinking alive and your Mediterranean vacation more fun.
- «Be the change you want to see!»

KEY FACTORS OF SUCCESS AND CHALLENGES

Successful Indiegogo crowdfunding campaign - 11.856\$, 302 backers in 1 month, 148% funded:

- Bought and installed equipment for production,
- Location for production in business zone «Innovative Zadar»,
- Signed lease contract with local authorities on 5 years,
- Different donations from other entrepreneurs and individuals.

B

SPAIN



01



TRIP-DROP

02



LUMINARIA

B
SPAIN 01



TRIP-DROP

WWW.TRIP-DROP.COM

FIELD THEME

Trip-Drop is an intermediary between NGOs and travelers so the last ones can collaborate with specific needs in the country that they will visit.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Trip-Drop is looking to have an extensive database of NGOs around the world which act locally and have specific needs to bring them in contact with tourists who go on vacation and who can and decide collaborate in specific need of the organization.

The goal is to become a platform known among travelers seeking to collaborate without the intervention of money, so through this database they can access to the information about needs, not monetary, on the destination where they go on vacation.

ACTIVITIES

Trip-Drop is the intermediary between a particular need of a NGOs and the traveler who will visit the country where the NGO is.

For this proposal Trip-Drop locates, identifies the needs and studies the cases of all those needs that come to its attention.

- Having identified the needs, help is published on the website to which everyone has access.
- Once the travelers select the specific help that work for them they contact Trip-Drop to specify how and when they are going to provide that help.
- Tracking and monitoring aids make sure that all information is current and accurate and that's the fundamental work of Trip-Drop. It is really necessary that the information they provide fit the reality.

This is a collaborative project in which both, those who needs help and those who provides, are the fundamental elements, leaving the platform as an intermediary that recognizes and publicizes the problem to manage.

SOCIAL VALUE IMPACT

The support to a specific problem and in a direct way makes collaboration 100% effective. In addition this kind of help is not intrusive to the culture that receives. Goats for Masais widows, raincoats for children from a school in Burma, are small but effective collaborations covering a specific social problem.

To locate, evaluate and disseminate the information about the needs favors the help that come is exactly what is needed.

Besides the person who wants to collaborate knows for sure that the support is important (a real need) and not just a financial donation which in most cases they don't know exactly if it arrives or goes just to cover administrative positions in developed countries.

KEY FACTORS OF SUCCESS AND CHALLENGES

The project has just started; the future aim would be to reach a sustainable point where the project could be maintained independently without the need of investment of the creators themselves. For that reason Trip-Drop is looking for investors who want to collaborate with the entrepreneur.

Or volunteers who believe in the idea of collaboration that defends the project (help without monetary intervention).

Trip-Drop wants to expand the database on the specific needs of NGOs.

B
SPAIN 02

LUMINARIA

WWW.LUMINARIA-USERA.COM

FIELD THEME

Art, Culture, Education, Social, Local Community.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

LUMINARIA is a cultural platform created by artists who bet on a direct and permeable collaboration with the participants and their projects.

We create cultural networks in urban environments, promoting links between contemporary art in all its dimensions and the social fabric.

Culture, its momentum, its reflection, analysis, creation, through all channels, using all means, reaching each and every one is the best way to respond to any emergency we are faced with society.

During the exhibition, culture becomes a real dynamic engine and opens up new perspectives in the life of the people.

ACTIVITIES

LUMINARIA is a cultural platform created by artists who bet on a direct and permeable collaboration with the participants and their projects.

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SOCIAL VALUE IMPACT

- Attract people towards markets, historic places in neighborhoods, return to the foreground,
- In recent years, for many reasons, most shops of traditional markets have closed and most of the stalls are now empty. With LUMINARIA, markets regain their vitality, and many locals come there again, sometimes discovering their existence.
- Moreover, at each edition, local residents work as volunteers with us. Thus, men and women, unemployed or in search of better integration, are particularly involved in setting up the exhibition.

KEY FACTORS OF SUCCESS AND CHALLENGES

- Integration. Easily accessible places of exhibition and participation of local stakeholders (associations, inhabitants, merchants, artists).
- Adaptation of the project and activities according to the needs of the neighborhood.
- Interaction. Direct exchange with artists for a better understanding of the works. The challenge is to continue revitalizing the district through culture and to generate artistic entrepreneurship workshops.

C

ESTONIA



01 → LET'S DO IT !

02 → RUACREW

ESTONIA 01



LET'S DO IT !

«Let's do it» idea is to clean the nature from illegal waste.

WWW.LETSDOITWORLD.ORG

FIELD THEME

The aim is cleaning up the entire country (world) in just one day.
But it is not only about cleaning up waste.

It also aims to unite the global community, raise awareness and implement true change to achieve the goal - a clean and healthy planet.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

The main activity is to gather people (as much as possible) and clean up the waste from nature in about 5-6 hours in one day.

To achieve that, the organization starts «recruiting» ambitious leaders already in 8-10 months before and tries to find the most devastated areas.

When the cleaning day arrives then all the people gather in marked places and start cleaning nature.

Also it needs a lot of advertising and marketing.

ACTIVITIES

- Clean the planet
- To raise social awareness
- Unite the global community
- Stop the waste problem in the world

SOCIAL VALUE IMPACT

Gather as many people and organizations as possible.
Spreading the information.

ESTONIA 02

RUACREW

MTÜ RuaCrew in Estonian

WWW.RUACREW.EE

FIELD THEME

Prevention work with children and youngsters (incl. families and other specialists).

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

NGO RuaCrew works with young people and children with the aim to prevent social problems, delinquency and help young people in solving these kinds of problems.

By doing so, RuaCrew supports youngsters in learning how to sufficiently manage their lives in adulthood.

Moto: «Better today, better future» («Parem täna, parem tulevik» in Estonian).

ACTIVITIES

RuaCrew offers different services to young people:

- Street work (mobile youth work) - the aim is to locate youngsters meeting spots on the streets, connect with them on a personal level and introduce to them different free time activities and other following services:
- Group work - groups up to 10 people, to learn and develop different social skills (communication skills, behavioral skills etc).
- Counseling - individual social pedagogical and psychological counseling for young people and parents.
- Mentoring - supporting young people in dealing with topics important to them (school, home, relationships etc).
- Workshops and training - on preventing and supportive topics, eg. Addiction, substance abuse, preventing bullying, sexual education, first aid etc.
- Study groups - to help young people with their studies, work in groups and individually.
- Holistic therapy,
- Rehabilitation services (mobile),
- Other ways: summer camps, summer school, events in the community etc.

SOCIAL VALUE IMPACT

Provide different and reliable services to children, young people and their families to prevent social problems and delinquency.

The expected impact is that young people will be able to sufficiently manage their own lives as adults, being beneficial members of the society (meaning they have social skills to do it).

KEY FACTORS OF SUCCESS AND CHALLENGES

No awards or big factors, but RuaCrew writes about an example of success (Translated from Estonian):

«RuaCrew worked with a group of young boys, who were about 13-14 years old and were delinquent - theft, drinking, absence from school, drugs.

These youngsters were a part of the program for two years.

Today they are 17-18 years old well managing young men, who have graduated elementary school and began other studies or working.

They still keep in touch with us and are sincerely grateful to us».

D

GREECE



01 → MYRTILLO CAFE

02 → TORA PAIZOUME

GREECE 01

MYRTILLO CAFE

WWW.MYRTILLOCAFE.GR

FIELD THEME

Cafe, inclusion of disadvantaged people in our society, art

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

- To support the disadvantaged, by giving a possibility of a dynamic entrance into the world and in real, productive work,
- To offer an alternative to 'special' educational institutions by offering some particular abilities and dreams for individual,
- To underline the values of the soul and its needs which does not differ from person to person,
- To encourage the most privileged to work together with the under-privileged,
- To increase social awareness on how to treat individuals with special needs in everyday life
- To provide opportunities to artists to change the cultural profile of an urban area.

ACTIVITIES

The Myrtillo Cafe offers a training course for underprivileged people to be prepared for an entrance into labor. The training included:

- a) Music therapy, group psychotherapy, individual counseling, speech and thought management, creative thinking and literature, drama therapy, eurhythm, practical arithmetic.
- b) Practical training in food preparation, table and counter service and also practice in commercial venues chosen by the trainees.

The training program rest on three main principles:

- Experiencing and understanding,
- Assuming responsibilities and taking initiatives,
- Working together and developing creativity.

For these reasons a large part of the everyday management of the Myrtillo Café Enterprise has been delegated to those who work there so that it can gradually become a self-sufficient and self-managed social enterprise.

The training programs get updated gradually with new ideas.

SOCIAL VALUE IMPACT

The main beneficiaries are:

- The salaried staff (whether from vulnerable groups or not and the formerly unemployed)
- The young people with learning difficulties who are undergoing training and who, excluded from the labor market, would otherwise remain at home in a cycle of depression and fearful inability to lay claim on life.
- The Volunteers, both because they have much to learn from their disabled fellows and also because in life you receive what you give.
- The Artists and Therapists who work with Myrtillo.
- The local and wider community which experiences and participates in a dynamic way of engaging individual with special needs in work, social life, education, Art and cultural events.

KEY FACTORS OF SUCCESS AND CHALLENGES

Social business Excellence Award- Social Enterprise of the Year 2014.

02
GREECE

TORA PAIZOUME

«Now we play»

WWW.TORAPAIZOUME.GR

FIELD THEME

Creation, cooperation and games are used as a solution not only for isolation, depression and many other psychosomatic diseases but also as a tool against violence, unemployment, poor education and other indications of social pathology.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

In this business, they try to break new ground for a contact with the knowledge of the world, ourselves and others around with help from a combination of knowledge and methods from social sciences with theater, literature and visual arts. They created an imaginative program that aims to co-motion the body, spirit and soul. This experiential world approach is a powerful learning tool and constitutes a sufficient prevention and treatment method for psychosomatic diseases, learning difficulties, and contributes to create healthy personalities who may learn more about themselves and coexist.

ACTIVITIES

- 1). Theatrical Creation Group for children (groups 4-6 and 7-12 years) and adolescents: a journey into the magical world of physical theater, literature and games.
- 2). Theatrical creation team for adults: in the theatrical creation groups for adults they play, laugh, create and they leave free the child we all have inside us.
- 3). Literature workshop for adults: the aim of this group is the understanding and use of poetry in the modern world and in our lives.
- 4). Creative Reading Club for Adults: a meeting to grow a relationship with reading, critical reading, discussion on texts, books and topics.
- 5). Fairytale workshop for children 8-12 years old: this workshop combines the fascinating process of storytelling with artistic creation, and based on the beneficial properties for the one who hears or reads the fairytale and for the one who composes it.
- 6). "Painted World" for children 8-12 years old: in this workshop they paint while playing. They study art works of various / multiple artists and discuss them but also they try to recreate them.
- 7). Workshop: "The theater in education" for Teachers, Mental Health Professionals & Educators: with emphasis in the process of teaching transformation and the necessity of developing child's abilities.

SOCIAL VALUE IMPACT

- 1) This social business promotes the benefits of understanding yourself but also the feelings and views of other people. Furthermore they promote respect for diversity, practicing in finding conflict resolution methods, cooperation, and personal responsibility, fulfillment of obligations, self-awareness and self acceptance.
- 2) Another social value impact is the development of empathy and critical thinking. Through the archetypal forms of myths, children come into contact with the multi-dimensional human nature; they empathize with the heroes, understanding diversity through the divergence and the proximity between different cultures.

KEY FACTORS OF SUCCESS AND CHALLENGES

The key of success is this business is that employs people with deep knowledge on art, theatre, literature, psychology and education. These people also have passion for what they are doing and this leads to new and innovative ideas. Furthermore they have a variety of activities, lots of workshops for all ages. A challenge for this business could be that many people are not yet completely aware of the benefits that art.



E

ITALY



01



MOLTIVOLTI

02



AL REVÉS

E
ITALY

01



MOLTIVOLTI

WWW.MOLTIVOLTI.B2I.IT

FIELD THEME

Multiculturalism: sharing experiences, ideas, cultures.

Co working: shared space for associations of the third sector, young professionals and social entrepreneurs. Bar & restaurant: food, as the glue between different cultures which favors meetings and exchanges.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Moltivolti (coworking - bar & restaurant) aim to melt the European culture with the Mediterranean countries, share experiences, ideas, cultures, services and good practices from all over the world in the area of Ballarò, Palermo.

The objectives of Moltivolti are :

- Promote the values of diversity, tolerance and multiculturalism
- Promote a model of sustainable and innovative social business and sharing economy
- Combine professional skills and build relationships between local and migrant people
- To promote and encourage active citizenship
- Promote social inclusion and innovation

ACTIVITIES

The main services offered by Moltivolti are:

- Bar & restaurant (expert in the preparation of Sicilian and multi-ethnic cuisine),
- Co working (18 co working stations available for associations or young professionals),
- Rent of the meeting room to different external associations,

The main activities are:

- Cultural: presentation of books, projects, poems & movies, products or other initiatives related cultural / intercultural sharing,
- Performance and visual arts: exposition of paintings and photos, dance performances, concerts, fashion show etc.
- Cooking competitions, linguistic aperitifs etc,
- Organize events such as wedding, baptisms, master degrees etc

SOCIAL VALUE IMPACT

Moltivolti contributes to the development of a multicultural, open and inclusive civil society that promotes the common values of freedom, dialogue, tolerance, equality and respect of human rights.

Moltivolti is a model of collaboration and dialogue between the social sector and the business sector for a common goal:

- Cooperate to build a sustainable, equal, participative, resilient society that has the power of act in a creative way, to overcome the challenges faced today in Palermo and beyond.

Two years after its opening has become a reference point in the area of Ballarò for migrants and for the local people, as an example of peaceful coexistence and exchange of different cultures, social workers and social entrepreneurs with a strong link with the territory.

E
ITALY

02



AL REVÉS

Social Cooperative

WWW.COOPALREVES.IT/HOME

FIELD THEME

The social cooperative is a sort of workshop/laboratory that brings together stylists, tailors or who wants to work in the textile recycling field coming from different ethnic and social backgrounds (migrants, disabled people, and economically disadvantaged people).

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

- To develop professional competences,
- To promote social integration of people from different backgrounds (migrants, disabled people, autistic),
- To facilitate the integration in the labor market,
- To improve their competences in social business,
- To prevent discrimination.

ACTIVITIES

- Courses,
- Workshops,
- Summer school,
- Project with European funding,
- Events,
- Seminars.

SOCIAL VALUE IMPACT

It offers working opportunity to people coming from disadvantaged backgrounds (migrants, women, disabled people etc) facilitating their social integration in the local community.

The textile recycling became a real opportunity to develop soft & professional skills in which the target groups find a space in which they can discuss and grow.

KEY FACTORS OF SUCCESS AND CHALLENGES

It represents a space in which people that suffer from social exclusion can make a real working experience and can contribute to the society through the creation of new textile products.

ITALY

E

02

AL REVÉS



F

ROMANIA



01



WUNDERKRAFT

02



REMESH

F
ROMANIA 01

WUNDERKRAFT

WWW.WUNDERKRAFT.RO

FIELD THEME

Upcycling, ecology

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Wunderkraft is a support platform for the community of artisans and social enterprises active in up cycling. Its mission is to promote responsible consumption among organizations and individuals, by offering an easy access to up cycling services and products.

The objectives of the social business:

- To increase the revenues of the artisans from selling up cycled products and services;
- To develop long term cooperation with legal entities in order to support internal responsible consumption;
- raise public awareness about "responsible consumption opportunities"

ACTIVITIES

- Create a support program for artisans, consisting of guidance, material and human resources support and networking activities;
- Develop awareness programs to promote responsible consumption among legal entities;
- Establish medium and long term cooperation with legal entities.

SOCIAL VALUE IMPACT

Gradually, Wunderkraft intends to change mentalities and behaviors regarding waste.

The first year of activity resulted in around 500 kg of waste being transformed in products and services, but also improved techniques that transform waste into products.

Furthermore, a community of around 30 artisans was established and supported to generate sustainable income and to develop an identity on the up cycled design market.

KEY FACTORS OF SUCCESS AND CHALLENGES

An important key factor of success has been the identified need on the market for responsible products.

Particularly among companies and organizations, Wunderkraft found a raising level of interest in acquiring this type of products.

On the other side, one of the challenges encountered in placing on the market responsible products made of trash was the capacity of artisans to produce the necessary amounts in the timeframes given.

F
ROMANIA 02

REMESH

WWW.REMESH.RO

FIELD THEME

Social insertion & environmental protection.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Remesh project started as an initiative of the Romanian NGO Ateliere Fara Frontiere to create new job opportunities for people in great difficulty, mainly women raising their children alone or victims of abuse and disabled people, by opening a new branch of activity: advertising waste becomes raw material for the manufacture of bags and other ethical objects, unique, useful and environmentally friendly in a work integration workshop.

Objectives:

- sustaining an abiding consumption by avoiding the accumulation of waste and re-using it to create aesthetic and useful products, collecting and transforming at least 250 kilograms of banners per month, meaning 3 tons per year;
- increasing the number of the employees in the social workshop;
- creating a best practice CSR model in the advertising industry by convincing the companies that using advertising banners to continue using these materials even after the very short life of the campaign ends and transform them into ethical advertising materials;

ACTIVITIES

- Collection of advertising billboards waste and transforming it into bags, pencil cases, wallets, folders and other ethical fashion accessories;
- train the employees and accompany them throughout the work integration path;
- The process of socio-professional accompaniment implies guidance in several directions: solving the housing problem, improving and solving health and addiction problems, psychological monitoring, information and legal advice.

SOCIAL VALUE IMPACT

At the moment, there are 8 persons who create Remesh products, at the same time improving their working skills, earning a living and gaining self-confidence.

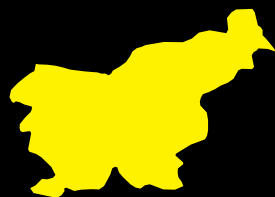
For them, Remesh means a restart in life.

KEY FACTORS OF SUCCESS AND CHALLENGES

It represents a space in which people that suffer from social exclusion can make a real working experience and can contribute to the society through the creation of new textile products.

G

SLOVENIA



01

PUPILLAM

02

KORAK NAPREJ

SLOVENIA 01



PUPILLAM

Association for the development of potentials.

WWW.PUPILLAM.ORG

FIELD THEME

Identify, develop and foster potentials of individuals.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

«The apple is a symbol of divine. »

The purpose of the Association is to discover, develop and promote personal potential of individuals in society, family and business organizations in the field of lifelong learning, informal education, preventive health, sports, culture, volunteering, social preventive work, youth, humanitarian, media activities, promotion of entrepreneurship and protection of the environment, nature and animal care in the municipality and the wider social community for high-quality life of individuals and society.

ACTIVITIES

Projects on clean up actions, Eco-cleaning, healthy food, workshops on communication, entrepreneurship, business counseling.

SOCIAL VALUE IMPACT

Every individual has the right to grow and develop potentials.

FIELD THEME

Unique products made from recycled materials.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

- Production of different unique products (especially children's clothing and shoes) made from recycled materials.
- Promoting socialization and employability of people with fewer opportunities.

ACTIVITIES

- Producing (sewing, repairing) new useful things from used recycled materials.
- Swap parties where old used clothes are swapped between different people.
- Clothing fairs are another activity with which we promote reusing of old clothes and materials.
- We as well promote volunteering; we were partners in an EVS project in Zagreb, Croatia.

SOCIAL VALUE IMPACT

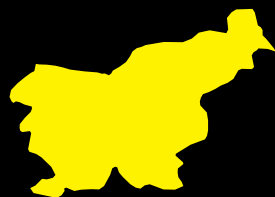
Used things and materials can be used again.
Re-using of old materials.
Swap parties give a social value, as people with fewer opportunities get socialization and they meet new people.

KEY FACTORS OF SUCCESS AND CHALLENGES

The founder of the social business Zavod Korak naprej became the most acknowledged person in the Pomurje region in November 2015.

H

SLOVENIA



01

ECO-SOCIAL FARM KORENIKA

02

INSTITUTE PREMIKI

SLOVENIA 01



ECO-SOCIAL FARM KORENIKA

WWW.KORENIKA.SI

FIELD THEME

Ecotourism, social inclusion.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

The groundwork of the farm was planned by “Društvo MOZAIK” – association for social integration, and “Zavod KORENIKA” – institute for training and employment of disabled people.

Those organisations create and manage the activities at the farm.

On Korenika they started to work intensively on the development of tourist facilities, which is highly complementary to sales and production, to develop the range of products of social entrepreneurship in Pomurje.

Thus, they organized science days for children, tours of the farm, carrying out various workshops and offer eco meals for organized groups.

ACTIVITIES

- The training and employment of the targeted vulnerable groups in the development of tourism in the eco-social-farm Korenika,
- Development programs and strengthening of infrastructure for tourism development in the eco-social-farm Korenika,
- The presentation and promotion of tourism in the eco-social-farm Korenika.

SOCIAL VALUE IMPACT

All ongoing project activities will efficiently exploit all available opportunities that exist in the Pomurje region, the scope of the social, natural and cultural capital.

The mission of the Institute Korenika, Šalovci, is the creation of new jobs, training and employment of persons from vulnerable social groups in workplaces engaged in activities related to organic agriculture, organic food processing and processing of regional food products of higher quality.

Vulnerable target groups are:

- Persons older than 50 years,
- Members of the Roma community,
- Young people up to the age of 25 years with no or low levels of education,
- The disabled,
- The homeless.

KEY FACTORS OF SUCCESS AND CHALLENGES

Award for social inclusion UniCredit fundation

INSTITUTE PREMIKI

FIELD THEME

Travel agency, accessible tourism.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Institute and travel agency "Premiki" is dedicated to persons with disabilities, their families and friends.

We believe in the concept "tourism for all", where disability, age and other circumstances only challenge us on the way to create better, more inclusive and equitable everyday life.

We are determined to provide professional services at Slovenian and international level and also to listen needs and requests of our customers.

We are a social enterprise, focused on sustainable tourism, which seeks to combine trips with persons with special needs as well as their families and friends.

ACTIVITIES

We all have the right to spend our holidays in a way that excites us and makes us happy.

By combining the supply and demand we are creating disabled-friendly network of providers: from accommodation facilities to the whole travel services.

Activities provided by Premiki:

- Travel agency,
- Travel insurance,
- Tourist Information Centre,
- Social Tourism (specialist providers or organizations),
- Accessibility Information Scheme.

SOCIAL VALUE IMPACT

- Create opportunities for traveling for people with disabilities,
- Creating awareness of the importance of accessible tourism.

KEY FACTORS OF SUCCESS AND CHALLENGES

- Create opportunities for traveling for people with disabilities,
- Creating awareness of the importance of accessible tourism.

FRANCE



01 → HELLO MARSEILLE

02 → LA RUCHE

FRANCE 01



HELLO MARSEILLE

WWW.HELLOMARSEILLE.COM

FIELD THEME

Alternative economy, community management, non-profit organization governance, travel, hostel, environment, languages, sharing knowledge.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Hello Marseille is a young non-profit project based on the experience of their team after several years living and travelling around the world. They attempt to create a social entrepreneurship platform encouraging economic transition and ethics and develop best practices: a lifestyle that enables the switch from a dominant "commercial" society to a more balanced society. The hostel is the physical part of this huge project, where volunteers meet, ideas are created and change is made.

ACTIVITIES

Hello Marseille is a hostel which, in addition to the traditional services of this type of establishment, is a place of social entrepreneurship initiatives.

This is a comprehensive project that combines a direct and indirect impact. It tries to reduce its environmental impact and create social value, as well it monitors the environmental and social impacts, as well as offer an accessible price to visitors.

The several upcoming projects aim to sensitize travelers to the ecological question, with the creation of an organic canteen, or offer French courses to better integrate immigrants.

Hello Marseille is also a social entrepreneurship platform. In addition to the volunteer positions required for the operation of the inn, young or future social entrepreneurs from around the world can apply to a «training» before creating their project and participate to change mentalities.

They want to demonstrate proficiency and the possibility for societal projects to out-perform the old-school economic approach.

SOCIAL VALUE IMPACT

Hello Marseille's intent is to implement a very "down to earth" ethical project, where real life and theory, brought together, can give their best synergy.

Experimenting with community self-management, they are building-up their common knowledge whilst using collective intelligence mechanisms that follow from the original ethical goals of the project.

KEY FACTORS OF SUCCESS AND CHALLENGES

Since its launch in 2010, Hello Marseille has trained more than a 100 people and welcomed about 15 000 travelers. They raise awareness among those travelers about sustainable development and social entrepreneurship. In 2013, Hello Marseille was ranked «9th best hostel in the world» over 35,000 hostels.

FRANCE 02



LA
RUCHE

WWW.LA-RUCHE.NET

FIELD THEME

Coworking space, entrepreneurship development.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

La Ruche is a co working space open for entrepreneurs, freelance and also for those who want to find a solution to social and environmental issues.

Thanks to its atmosphere, la Ruche is a place where members can exchange and develop their own projects.

ACTIVITIES

La Ruche is developing new ways to encourage meetings and the development of future innovative projects.

Exchange is the key word.

The idea is to allow entrepreneurs to work in the best conditions, in a nice, pleasant place, at the development of their project.

They also organize intern and public events that allow everyone to exchange with one another; from shared meals to conferences or informal meetings.

Established in different cities in France, La Ruche aims to export their model of co working space which is a mix of «friendly open-space and a family home».

They have also developed a project incubator called «The Social Factory».

This year, The Social Factory has supported 25 entrepreneurs through an individual support, mentoring and group training.

SOCIAL VALUE IMPACT

La Ruche is very well established all over the country.

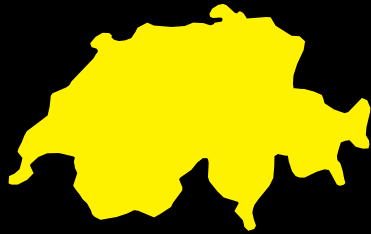
They are now located in Paris, Montreuil, Bordeaux, Marseille and has, since its creation, hosted and followed more than 400 projects.

KEY FACTORS OF SUCCESS AND CHALLENGES

The success of La Ruche, regardless all the innovative projects, is due to the environment itself allowing people to exchange with one another and think and work in the best conditions.

J

SWITZERLAND



01 → MIDNIGHT GAMES CHAM IN ZUG

02 → INTERKULTURELLE FREITAGE

SWITZERLAND

J

01



MIDNIGHT GAMES CHAM IN ZUG

WWW.IDEESPORT.CH

FIELD THEME

Every Saturday evening from October until April the Youth and Community Development Center of Cham hosts Midnight Games at the local gymnasium. The project consists of evening leisure activities for teenagers, ages 13 to 17, as well as a popular meeting place for non active teenagers.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Community Development Center of Cham Zug, and is part of a social franchise named Midnight Sports of the idea: sport foundation in Switzerland. The aim of Midnight Games is to provide young people with a meeting place for meaningful and complementary leisure activities in a secure and safe environment, as well as involving them actively in the organization of the project. The Midnight Games are hosted by teenagers who are willing to take on responsibility. Furthermore the project aims to promote key issues such as physical health, social integration, positive work ethic and participation.

ACTIVITIES

Midnight Games is a project by and for young people and takes place every Saturday evening from 8-11pm during the cold winter months. Every evening, team consisting of 4 Junior Coaches (JC) and their Captain, as well as one Senior coach (SC, usually a young adult), who supervises the Captain. JC and SC receive proper training by idea: sport before the beginning. In addition they also receive a salary. The Project Manager, aside from being responsible for planning, recruiting, advertising etc., is at the operational level as well. The pool of Coaches and Captains is large, so team members can alternate and aren't committed to work every Saturday. The evening tasks are divided amongst the team members. One JC is in charge of the entrance, registration and greeting of the guests. Another JC is in charge of the kiosk and snacks and the remaining JC supervise the in the gym, where various activities such as basketball, soccer, volleyball, swimming, zorball, as well as chill-out, take place. Implementing the rules and values of Midnight Games are also essential, with respect being the key value of the entire project. After all the guests leave around 11pm, the task of cleaning up is carried out together. Everyone helps. After clean up, the team gathers together to discuss the evening's events and give feedback on each other's performance.

SOCIAL VALUE IMPACT

Prevention: Midnight Games has a strict ban on alcohol, tobacco and drug consumption. In addition, the project promotes health issues and meaningful physical activity to prevent health risks such as obesity. Sports as a learning field: The games take place without a referee, enabling young people to exercise a constructive approach to conflict. Fair Play and mutual respect are key values and are actively promoted. Participation: the involvement of young people in the implementation and outcome of the project promotes their sense of ownership and strengthens their self-confidence. The project serves as a valuable learning field in preparing them for the working world as well as adulthood.

KEY FACTORS OF SUCCESS AND CHALLENGES

1. Midnight Sports has over 100 social franchises in various municipalities of Switzerland
2. The project achieved various awards, including:
 - Award for social entrepreneurship, Schwab Foundation 2009,
 - Human dignity award, Tertium Foundation, 2009,
 - Pestalozzi award, 2012,
 - Albert Köchlin acknowledgment award, 2013,
 - The Other Sports Award, Canton of Zürich, 2000 and 2015 (3rd Place)

SWITZERLAND

J

01

MIDNIGHT GAMES CHAM IN ZUG

J 02

SWITZERLAND



INTERKULTURELLE FREITAGE

WWW.FACEBOOK.COM/INTERKULTURELLEFREITAGE

FIELD THEME

Cultural and social integration.
Improvement and stimulation of youth entrepreneur's skills.

AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Vision and Goals:

The project «Interkulturelle Freitag» is an initiative to improve integration.

It promotes the life in community, the better understanding between immigrants and locals and makes stronger the awareness and appreciation of the immigrants cultures in the new generations.

Especially for young people, this project wants to ensure that they do not lose contact with their countries of origin, improve and stimulate their entrepreneur's skills.

ACTIVITIES

The Organizing Committee is making the activities and program in accordance with the selected theme (country, region, and continent).

The following activities are planned at each day-event.

Market Hall: With culinary specialties, art or crafts; open to particulars, schools and associations.

Info-Stand: Informing about the existing and new support services, organizations, associations and institutions.

Workshops: With the motto intercultural, diversity, integration, tolerance and youth development

Concerts: With emphasis on intercultural projects; open to bands and projects in the region.

SOCIAL VALUE IMPACT

The cultural and social integration of young immigrants is promoted and strengthened their self-determination and skills through regular meetings at workshops, concerts, gastronomic- and information-events.

KEY FACTORS OF SUCCESS AND CHALLENGES

Key Factors:

Synergy with institutions, schools and associations.

Media promotion.

SWITZERLAND

J

02

INTERKULTURELLE FREITAGE

SUMMARY

01

FROM THE IDEA TO THE IMPLEMENTATION :
FORMALIZE AND STRUCTURE.

A

ASK YOURSELF A COUPLE OF QUESTIONS
ABOUT THE FEASIBILITY OF YOUR
IDEA AND ITS RELEVANCE.

B

WRITE THINGS DOWN :
THE LOGICAL FRAMEWORK

02

NETWORKING
AND INSPIRATION

03

WRITE THE LAST VERSION
OF THE PROJECT

04

WHAT'S
NEXT ?

A

FUNDING

B

MONITOR AND EVALUATE
YOUR IMPACT

05

NEED SOME
HELP ?

I WANT TO LAUNCH MY PROJECT

There are many reasons why you might consider becoming an entrepreneur and start a business; from the will to become your own boss to avoid a corporate career, to the will of changing the world. If the idea of creating its own business is attractive, you also have to keep in mind that it will be a lot of intense and hard work. Moreover, choosing to be a social entrepreneur is even more difficult, due to the diversity in your objectives (financial outcomes, but also social and environmental).

Before starting to launch your project, you should take time to think about your motivations, what you will consider as success and failure, and what you want to achieve in the short and in the long term. As it will be a long path, paved with number of attempts to get to success, be sure to be ready for this; you will need a huge amount of motivation. And this motivation has to be lead by the want of creating a change, doing well and improving existing services rather money.

Create a social enterprise will be as serious as starting a commercial business, as you will be expected to generate profits while creating concrete positive changes to society.

Once you will be aware of everything, then, let's go! Because creating your own social enterprise is also an exciting and amazing adventure! To help you through, here are some key elements to think about.

FROM THE IDEA TO THE IMPLEMENTATION : FORMALIZE AND STRUCTURE.

ASK YOURSELF A COUPLE OF QUESTIONS ABOUT THE FEASIBILITY OF YOUR IDEA AND ITS RELEVANCE.

A

what are you concretely going to change?
how are you going to do so?

Think about the market your project is targeting, and ask yourself if there is any demand for what you wish to supply.

Are there people who will be willing to pay for your services?
Will you be fulfilling actual needs?

In order to find out, do not hesitate to get in touch with local authorities (City, Region, etc.) and actors. They will be full of good advices about the needs of the place where you will be evolving.

Is your idea realistic? Are you going to be able to deliver your service/product? Think on a practical basis. Would you have competitors? Potential partners? Be aware of the competitive landscape of the market.

Also, you should think about the sustainability of your enterprise; do you think you will sell your offer, and will it grow enough to sustain your business and let it grow bigger?

Start thinking about the costs and potential revenues. It is never too early to do so. An idea might be amazing; but you should keep in mind that we are in a real world with real barriers.

Once this is done, it is time to write things down. Until it is not down on paper, an idea is not a concrete project.

*Create a "Project Charter".
This charter will be your basis and it will structure your idea.
It provides a clear course of action and helps to clearly define the goal of the project.*



WRITE THINGS DOWN : THE LOGICAL FRAMEWORK

B

This step of “formalization” allows to move from an idea to a structured project, ready to be presented. You will have to wonder about the essence of the project, and create a charter.

This step will allow you to better define what you want to achieve with the project, to unite and motivate team members, and finally to communicate and attract the interest of the stakeholders.

This “Charter” includes 4 elements:

- The Vision: the perfect situation to be reached in the long term. It brings a solution to the identified problem. This is the ultimate goal. This is the purpose for the project.

- The Mission: this is what the project proposes to achieve the vision. The goal, the impact. What constitutes the project? It should be clear and realistic. There, the beneficiaries, the benefit and the desired impact should appear. Based on the action, this part is about what will be actually done. It can change during the life cycle of the project.

- Objectives: they define the activities implemented under the project and the expected results.

- The Principles of action: they specify how to operate every day. The values and the beliefs.

02 NETWORKING AND INSPIRATION

The networking phase is very important to start the project.

It must be inspiring, and allow you to discover similar or complementary projects to yours, especially meeting people and structures which are part of the networks of social entrepreneurs.

There is a lot to learn from other business models.

Either it can inspire you to develop your project idea, your offer and how to implement it by observing what others are doing. Or you can create partnerships and capitalize on other business expertise. Indeed, partnerships can be an effective way of filling the gaps in your own skills.

Creating collaborations can have different impacts, and level up your growth:

- Set out your idea on a larger scale, so your partner can be an accelerator to spread your solution.
- You can create synergies of expertise, geographic coverage, network development ... and potentially offer more comprehensive services.
- Being surrounded is always very important.
- The best is always to seek information in the right place, for example, from those who have already tried.

After these different steps of analysis and thinking, you must have an idea of what you are going to do.

To turn your idea into a reality, it is time to write your business plan. Indeed, it will define your business model and get to really detailed aspects of the project: financial aspects, social impact, governance...

It will help you gain attractiveness for investment, to identify risks, to measure social and environmental outcomes, and build alliances.

Sections of a business plan :

Even if different templates already exist, here is some information that should go inside your business plan.

An executive summary: for people reading your business plan in a hurry, to be able to find the essential elements.

- What you are going to do, and why is it necessary?
- Show why your project is needed to address an issue.
- Make things clear: what will you do, offer, produce, to whom and how will you do it?
- Talk about your social impact.
- Highlight your financial sustainability (or if you need investment, describe what investment you need).

- Facts about your enterprise: your name, the legal status you choose, the governance, and any « factual » information you have.

- Come up with a short, concise description of your social enterprise. It will allow people to get a quick picture of your work. Don't forget to mention the cause/the population you will be helping through your project.

- Talk about the marketing side: describe your target market, talk about your product/service, and explain how and why it is better/different/answering other needs identified by other competitors. Show that you are aware of what is currently being done, and that you are unique.

- Explain how you will reach your market, where you will sell your services/products, and at what price.

There should be some solid information about your competitive advantages.



The operational plan :

➤ Describe the milestones, the important things that were put in place or still need to happen.

Talk about what have been done so far and about the development of your enterprise with concrete numbered objectives.

➤ Insert a risks analysis: show that you anticipated the risks and how you would potentially answer them.

- Financial forecast. This is a crucial section, and any investor will take the time a look at it carefully.

You should put a three year forecast for loss and profits, and prove that you will cover the costs and have opportunities to expand.

If you are looking for people to invest in your project, you should be clear about your needs and the purpose of the money you are asking for.

All the « annexed » documents you might want to add have to go at the end of the business plan, to keep it clear.

A key risk analysis, a SWOT analysis, or also details about the governance are as much information that can complete your plan.

But do not forget: these are advices that can be adapted to your needs. However, it should help you to understand what will be expected.

Top advices:

- Put passion inside it!
- Use simple words,
- Write it yourself,
- Include realistic financial projections,
- Put hard facts, concrete information, and operational details.
- Make it short and go straight to the point (from 5 to 25 pages is great!) : show what you will realize without jargon.

A

It is all about getting cash for your enterprise.

For a project to work, means must be in the position to fulfill the needs. Be careful: do not underestimate these financial needs.

There are different ways to fund your enterprise.

What are the tools suiting the best your project, whether in the process of creation or development?

Here are some tips and a selection of the main financial tools open to structure in the social and solidarity economy field.

➤ Grants: as there is no repayment required with this, it is attractive for a lot of entrepreneurs. Depending on your legal statute though, maybe you won't be able to access those grants. However, there is more and more grant making trusts that will help you if you can prove the social benefits of the enterprise, no matter if you are not a non-profit organization or not. These can be grants from big enterprises, foundations... that are more and more willing to promote social innovation and new creative and sustainable businesses.

➤ Crowd funding: there are many crowd funding platforms at national levels. Crowd funding is a method of raising capital through the collective effort of friends, family or even individual investors who would have seen your project and are willing to help you launch your activity. This allows people who believe in a project to help with its creation.

For you, it will be a way of finding money to kick start a project, but also involve your close network and have greater exposure. Choose the platform you like the most, clearly present your project, its implication, and why you are asking for this amount of money. And then, launch your own campaign!

➤ Don't forget about bank finance.

They won't take big risks, so be ready to convince them with solid proof so they will lend you the money you need to start your activity.

There are also an increasing number of social banks understanding the challenges of social enterprises and which will be more supportive with your project.

Tips: If possible, try to diversify your funding sources to limit the risk of an excessive dependence to a financial or economic partner.



MONITOR AND EVALUATE YOUR IMPACT

B

Your enterprise should be seen as a work in progress, never a finished project.

Internal and external factors will lead to changes.

You constantly have to understand what changed, determine how to adapt your model, implement changes and review your success.

Monitor and evaluate your impact, using social impact indicators. These are the specific, measurable things that you plan to track, and which will allow you to assess the effectiveness (the impact) of your interventions.

Choose practical indicators, focusing on data. For example, talk about the number of people benefiting from your action, the economic value created, but also social well-being, creation of social cohesion...

05 NEED SOME HELP ?

There are organizations that assist new entrepreneurs in their journey, each in their own way.

There are many, and they are different depending on your region and/or country.

Identify these structures and get some help, you're not alone!
Here are some differentiations between a couple of structures:

- Startup accelerators: they work with entrepreneurs for a short period of time, usually from 3 to 4 months, and help you to go through the first steps of the creation of your enterprise.

Their goal is to help you move from the idea to the creation of your enterprise in a couple of weeks.

- Business incubators: an organization sets up to provide office space, equipment, coaching, networking connections and capital to new businesses that are just getting started.

It must accelerate the growth and the success of the new enterprise. It usually lasts more than a year.

- You can also get lots of advices and support on the internet, on websites specialized on social and solidarity economy. Articles and guides will raise questions and give you tips to kick start your own business.

These steps are very concise, and some of them are more practical advices rather than concrete tools. Therefore, this is not an exhaustive guide to follow. However, it should help you get started and guide you through your different questions.



CONCLUSION

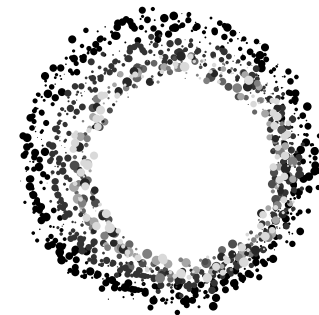
So as you can see, social entrepreneurship and social economy in general is a multidimensional movement, having different realities depending on where the action takes place, but also depending on the problem it attempts to solve.

The central idea is to use the economy to create sustainable development tools.

The diversity of this movement makes its strength, because it allows conditions for innovation and creates answers to different problems.

« To overcome poverty and the flaws of the economic crisis in our society, we need to envision our social life. We have to free our mind, imagine what has never happened before and write social fiction. We need to imagine things to make them happen. If you don't imagine, it will never happen. »
Muhammad Yunus

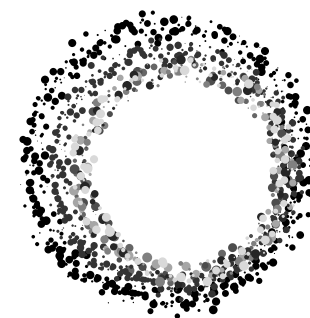
We hope this guide will help you through the first steps, and encourage you to become a change maker; it is time to make things happen!



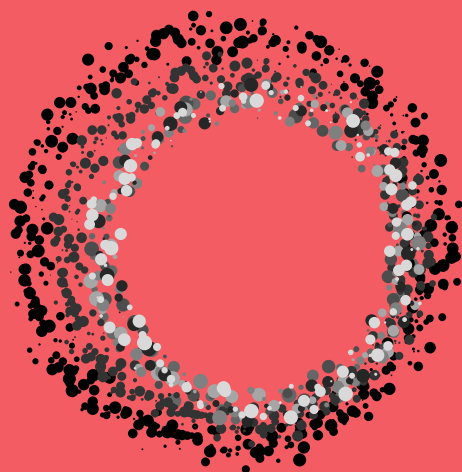


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