

# eyes

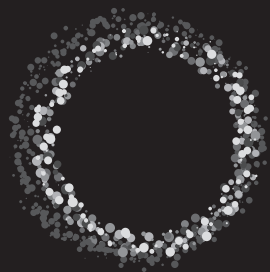
EURASIA FOR YOUTH  
ENTREPRENEURSHIP  
AND SOCIAL BUSINESS

## INTERNATIONAL GUIDE



INTERNATIONAL GUIDE OF  
SOCIAL ENTREPRENEURSHIP'S BEST PRACTICES





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# HOW TO CHANGE THE WORLD ?

Solidarity-Based Economy is not a new concept, it is commonly defined as: local organizations seeking to increase the quality of life in a given region or community through not-for-profit endeavors.

Today, the term “Social Economy” is also known as the practice of “Social and Solidarity Economy” (SSE). It involves a variety of actors such as cooperatives; non-profit organizations; foundations; as well as banks; corporate societies or fair trades organizations. Its main goal is to suggest alternatives to the capitalist mindset of our current economic system. The idea is to shift towards a “solidarity-based economy” which has the potential to help and benefit communities, rather than a selected few.

In our societies, the current economic system often appears to be failing its social aspirations. The still-evolving term social economy, rides on promises of more sustainable and human-focused alternatives. These solutions should be approached as a response to the various challenges raised by contemporary economic, social, human and environmental issues.

By resting on the needs of local populations, this way of thinking proves flexibility, diversity and a capacity to adapt its model across various cultures and social activities. Strong adaptability to the socio-political landscape means that social businesses are ruled by different laws, according to the country’s legislation. All over the world, solidarity economy has different realities.

However, the foundations of this concept follow the same ideals, they all seek to contribute to making the world a better place. Structures and initiatives of the various projects affect their environment on a small scale. Issues are identified locally, and although these issues are often part of much larger ones, they are tackled with local means, by people leading change from below. Practical and sustainable solutions are implemented in order to meet the greater challenges of society. The strength and value of these small actions is that they require modest means: it is “only” about finding the right idea to deal with a problem observed. Hence, they are considered easily replicable and prone to spread worldwide. Root problems are dealt with, and the logic of “top-down” solutions dictated by national and global policies and overseen by governments or global organizations is reversed. The power of these initiatives lies in the innovative, free, suitable and specific solutions they seek to develop.

With its C-EYES project, “Civil Involvement for Youth Entrepreneurship and Social Business”, Eurasia Net is committed to making a contribution to this movement. In order to do so, Eurasia Net (France) is working in partnership with different non-profit organization across Europe: D’Avent Association (Romania); Youth Center of Epirus (Greece); Interacting (Spain), ODZIT and EPEKA (Slovenia); Continuous Action (Estonia); ODRzIVI OTOK (Croatia); and CESIE (Italy).

Through this project we want to inspire, especially young people who are willing to get involved in this adventure by developing their own projects !

This Good Practice Handbook will highlight projects and innovative ideas from young people, as well as social business ideas in countries with C-EYES project participants. Accompanied by the different structures involved, young people will be given the chance to develop their projects with the help of local professionals and successful entrepreneurs.

In the long run, C-EYES’s ambition is to constitute a tool for the prevention of youth unemployment in Europe and Asia through the setting up of social enterprises dedicated to a more sustainable and human-based economy.

A

CHINA



01

GUANGZHOU KINDERGARTEN

02

ZHAO LEI HEALTHY  
OIL COMPANY



A  
CHINA 01



# GUANGZHOU KINDERGARTEN

## FIELD THEME

- Children education
- High standard environment for children
- Advance teaching idea:
- Learning in a more informal atmosphere of play.

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Guangzhou kindergarten focuses on supply a high level environment and happy atmosphere for the children from 3-6 years old specially for the left-behind children.

- Improve the level of local private kindergarten
- Promote local education development
- Spreading the advanced teaching idea

Moto : " NO LOVE ,NO EDUCATION "

## ACTIVITIES

To open the classes to teach how to play drama, where children children can choose the roles by themselves.

To hold some meetings to figure out which family need our help. We offer some free payment chances for the poor families.

We have the scientific discovery laboratory to train the children's interests of science. Every week at least 2 times for each class to do the experiment in the laboratory.

To spread the advanced teaching idea among the parents and grandparents

To take the children to the "OLD PEOPLE'S HOUSE" to chat with the lonely old people, moreover, to dance and sing for them, to give some handmade gifts to them.

## SOCIAL VALUE IMPACT

- The children can access to a own a happy childhood in this kind of good environment.
- The low payment allows almost every family could send the child to the high-standard kindergarten.
- Offering some free payment chances to the children from the poorest families.
- Spreading advanced to the local parents, their children can learn knowledge in a relaxing and happy atmosphere.

## KEY FACTORS OF SUCCESS AND CHALLENGES

- Advanced teaching idea
- Free payment chances for the poorest families
- Educational ideas

CHINA 02

# ZHAO LEI HEALTHY OIL COMPANY

## FIELD THEME

- Healthy way of living
- Online business
- Safe and non GMO oil

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Zhao Lei Healthy Oil Company focus on bringing out awareness of healthy lifestyle. It has been built up in 2010 by Mr.Zhao Lei.

- Promoting development of local economy
- Sharing the knowledge of healthy edible oil
- Promoting people be far away from GMO edible oil

MOTO: "Healthier life, better life!"

## ACTIVITIES

The Zhao Lei Healthy Oil Company implements local events such as workshops, concerts, visits etc... in order to teach people about which kinds of edible oil is healthy and nutritive.

They opened an online business so that the people all over the world can buy easily a healthy and safe oil.

It also organizes visits of the factory in order to show the different kinds of healthy oil such as tea oil , sunflower seed oil,peanut oil and coconut oil.

## SOCIAL VALUE IMPACT

People are more informed about what's the different nutrition of different healthy oil.

Online business make it easier to supply the healthy edible oil to the people all over the world.

Free introduction meeting for the local people to enlarge their knowledge about safe edible oil.

To prevent GMO products to some extent.

To bring out a healthy life style.

## KEY FACTORS OF SUCCESS AND CHALLENGES

The overflow of the unhealthy and GMO oil in the market.

People's strong will of an healthier life.

Good quality and high nutrition to people's body.

Various selling ways including real store and online shop.

High standard factory to make sure of the good quality of the production.

B

FRANCE



01 → HELLO MARSEILLE

02 → LA RUCHE

B  
FRANCE 01



# HELLO MARSEILLE

WWW.HELLOMARSEILLE.COM

## FIELD THEME

Alternative economy, community management, non-profit organisation governance, travel, hostel, environment, languages, sharing knowledges

## 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 and 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 coworking 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 coworking 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.

C

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 counselling, 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 programme has 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 program 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 labour 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.

GREECE 02

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, 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.



D

INDIA



01 → SANITARY NAPKIN PROJECT

02 → URBAN GARDENING

INDIA 01



# SANITARY NAPKIN PROJECT

WWW.JRPSAI.ORG

## FIELD THEME

Today only 12% of Indians 335 million menstruating women use sanitary napkins to manage their menses. In INDIA. 300 million women rely on old rags, plastics sand, and ash to address their sanitation needs during the menstrual cycle. Roughly 70% of Indian families can not afford the high cost Napkins

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

- Have an innovative solution to a local problem/need want to make a difference
- Want to create social change
- Prevents pain, disease and death
- Raise awareness of women rights
- Create much needed jobs
- Increases number of workdays
- Reduces school drop out rate

## ACTIVITIES

An affordable ~100% compostable high quality sanitary napkin that increases the menstrual management options available to women and girls and reduce the risk of infections, disease, and death. Awareness raising through a menstrual hygiene. Management curriculum that provides information's on sanitary menstrual management options normalizes menstruation, boosts confidence and changes social perceptions on menstruation Social mapping at village by SHGs village level meeting initiating discussion and Interaction with rural women giving them about Menstrual health and hygiene practices. Accredited social health activists(ASHA), Anganbadi workers, retailers were interviewed to assess the current situations in project area about the use of sanitary napkin. number of additional communing meeting conducted for adolescent girls at village level. Pre test questionnaires were distributed to the participants before conducting the training in order to access their attitudes and knowledge in relation to menstrual hygiene management practices and its taboos conducting skill training. Machine installed at the school. Procurement of sanitary napkin vending machine and inclinators for schools. Skill training:- production group consisting of 10 No's of poor SHGs members undertaken intensive theoretical and practical knowledge and training on sewing machines/tailoring m/c.

## SOCIAL VALUE IMPACT

It brings significant changes for girls and women in rural village and urban slums, through transformation in health and safety. Comfort and confidence in social and economic status. The opportunities and resources provided by organisation allow women and girls to empower themselves in such a way that this change is spread throughout their families and communities. Due to low cost sanitary pad, along with our awareness programme significantly improves some of the biggest issues in Indian public wealth system, saving lives and preventing illness, disease and pain. Organisation spreads awareness about better menstrual hygiene among rural and urban women. This leads to an increase in awareness about women's health and other needs not just among women and girls but among male members

## KEY FACTORS OF SUCCESS AND CHALLENGES

- Expensiveness of raw materials and collections of preformed invoice:
- Purchasing of good quality Automatic sanitary napkin production machine.
- Availability of limited number vending machines for school.
- Limited number of inclinators for disposal of sanitary napkin
- Collaboration and liasoning of Govt & Line department
- Taxation on Sanitary pads
- Massive awareness and advocacy for sanitary pads
- Marketing of good quality sanitary pads in affordable prices.

INDIA

D

01

SANITARY NAPKIN PROJECT



## URBAN GARDENING

## FIELD THEME

Food demand: according to UN we will need to produce 70% of more food by 2050. Ecological problems: cities are food deserts with massive imports of food to the cities and export of waste. There is a growing interest in urban gardening around the world.

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Access to healthy food / Healthy eating / Physical activity / Social Empowerment + mobilization / Youth development + education  
Food security / Safe spaces / Socially integrated aging Economic  
Local economic stimulation / Job growth / Food afford-ability  
Ecological / Empowerment awareness of food  
Landscape conservation / Soil improvement  
Biodiversity + habitat improvement

## ACTIVITIES

Community garden is a single piece of land (private or public) gardened collectively by a group of people. Emphasis is on the possibility to increase the sense of community and bring people together from a wide variety of backgrounds (age, race, culture, social class). Recovery of abandoned areas. Production of food for the members. How to re-purpose materials and reuse junk: paper tubes #1  
Don't throw away toilet paper tubes. Materials: toilet paper rolls, scissors, potting soil, seed and a waterproof container  
Cut the toilet paper roll in half 2-3. Make four cuts in the roll, 1/3 of the way up Fold in the bottom like you would close a box. Fill them with a light potting soil, pack it down with your thumbs. Add your choice of seeds, planting to their proper depth. Place the planted pots in a watertight container and give them a good watering. You want to completely soak the paper roll and keep it wet the whole time you are growing. Cover it with a clear plastic bag. Once the seeds have sprouted, these toilet paper seed pots can be placed directly in the ground and will compost away.

## SOCIAL VALUE IMPACT

Creates sustainable agricultural environments for urban centers  
Reduces greenhouse gas emissions / Reduces fossil fuel use  
Converts non-usable space into food production centers  
All food is grown without herbicides, pesticides or fertilizers  
No crop failures due to droughts, frost, floods, storms or pests  
Carbon credits / Social and Emotional well-being / Improved health and nutrition  
Increased income / Employment / Food security within the household  
Individuals report to have decreased levels of stress and better overall mental health when they have opportunities to interact with nature through a garden.  
Urban gardens are thought to be relaxing and calming, and offer a space of retreat in densely populated urban areas.

## KEY FACTORS OF SUCCESS AND CHALLENGES

Urban Gardening expands the economic base of the city through production, processing, packaging, and marketing for consumable products. This results in an increase in entrepreneurial activities and the creation of jobs, as well as reducing food costs and improving quality. It also plays an important role in making food more affordable and in providing emergency supplies of food. Urban agriculture is associated with increased consumption of fruits and vegetables which decreases risk for diseases



E

ROMANIA



01



WUNDERKRAFT

02



REMESH



ROMANIA 01

WUNDERKRAFT

WWW.WUNDERKRAFT.RO

## FIELD THEME

Upcycling

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

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

- to increase the revenues of the artisans from selling upcycled 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 programme for artisans, consisting of guidance, material and human resources support and networking activities;
- Develop awareness programmes 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 upcycled 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 organisations, 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.

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 reusing 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 use 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.



F

VIETNAM



01



KOTO

02



SAPA

F  
VIETNAM

01



KOTO

WWW.KOTO.COM.AU

## FIELD THEME

Education

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

As a social enterprise that provides positive change to the lives of street and disadvantaged youth, our vision is to be increasingly internationally prominent and successful allowing us to spread our model to more communities.

Whenever there is abandonment, neglect and abuse, we will be there.

## ACTIVITIES

KOTO has a restaurant, cooking classes and catering services.  
It offers vocational training and job placement for disadvantaged youth.

## SOCIAL VALUE IMPACT

Throughout more than 10 years, 600 disadvantaged young people in two training centers in Hanoi and Ho Chi Minh City have been supported, vocationally trained and received scholarships to study abroad.

## KEY FACTORS OF SUCCESS AND CHALLENGES

1. Have a prominent philosophy of «know one, teach one».
2. Support base provided by KOTO International Australia.
3. Have a flexible process, replicable and designed to be multicultural and at the same time, culture-free.

VIETNAM

F

01

KOTO



F  
VIETNAM 02

SAPA

WWW.SAPANAPRO.COM

## FIELD THEME

Tourism, community development, herbal medication.

## AIM AND OBJECTIVES OF THE SOCIAL BUSINESS

Motto «Enhance product and life quality»

1. Emphasize on community engagement and development.
2. Based on fairness and cooperation for further development
3. Put highest priority in customer satisfaction.
4. Rely on our differences to build competitive advantage.

## ACTIVITIES

Sapanapro emphasizes on conservation of medicinal plants and traditional herbal bath of Dao Ethnic.

The business develops on-site herbal bathing service for tourists, and produce bathing medicines to sell both locally and through distributors.

## SOCIAL VALUE IMPACT

1. Seeking an alternative career path for minor ethnic families, using while preserving medicinal plants and traditional herbal bath of Dao Ethnic.
2. Increasing annual wage to 7-12,000,000 VND/household and enhance their living bath quality.
3. Sustaining natural supply for this business by preserving 700 ha of forest.

## KEY FACTORS OF SUCCESS AND CHALLENGES

Sustainable source of supply, research & development by Hanoi University of Pharmacy.

01



CHINA

LI  
XIAOQIN

02



FRANCE

DUONG  
SHUEY-SHYEN

03



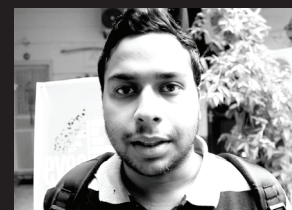
GREECE

ANASTASIA  
SIATOU

04



INDIA

AMLAN  
PATNAIK

05



ROMANIA

OANA  
BIROVESCU

06



VIETNAM

NGUYEN  
ANH TUAN

## LAUREATES

«EYES partners implemented local work from November 2015 to October 2016 to sensitize youth interested in the field of social economy. They have followed 10 youth in each country, in cooperation with their local and national networks.

Each partner enabled youth to go from an idea, a will, to a concrete pre-project in the field of social entrepreneurship.

One youth per country was selected as a laureate for the best project idea including social innovation. These laureates had the chance to take part in an international seminar in Hanoi in 2016 in order to meet the others, and improve their projects while attending workshops and sharing their ideas with experts of the 6 countries taking part in EYES.

You will find below the synthesis of their project as a source of inspiration.»

CHINA

01



LI XIAOQIN

“ LOVE HOUSE ”

LI XIAOQIN WANTS TO BUILD UP A “LOVE HOUSE” FOR THE ORPHANS. SHE WILL FIND « PARENTS » TO TAKE CARE OF THE BABIES. SHE THINKS THE BABIES WHO GROW UP IN LOVE WILL HAVE MORE RESPECTFUL AND THANKFUL TO THE SOCIETY

Li xiaoqin thinks that in the world, everyone is equal.

And so in her philosophy, everyone should be eligible to love, especially the poor orphans. That is why she wants to build up a “LOVE HOUSE” for the orphans.

She would love, first of all, to engage the Christian community, which she is part of, but then also open this « Love House » to everyone.

The idea is to find « substitution » parents to take care of the babies temporarily « adopted » by the ove House.  
This House would be a sort of transition for them.

She thinks the babies who grew up in love will be more thankful to the society. Doing so, it will build nice basis for their development and future action in the society.

She hopes this kids will grow up and then will try their best to contribute to the society they will be living in, instead of feeling rejected.



FRANCE 02



DUONG SHUEY-SHYEN

RIMES

THE IDEA IS TO CREATE, TOGETHER, WITH OTHER PROFESSIONAL YOUNG PEOPLE, A STRUCTURE, WHERE WE COULD PROVIDE WITH OUR VISION OF ARCHITECTURE AND URBANISM BUT ALSO...  
A COOPERATIVE STRUCTURE WHICH ANSWERS THE NEEDS OF TRANSPARENCY, OPENABILITY AND AGILITY...  
AND A LITTLE BIT OF CRAZINESS !

« We are David and Sue, two young graduates in architecture and urbanism in Marseille.

Our beginnings in the professional world, in an agency or as independent worker, led us questioning the way of exercising our jobs, which is most of the time too ruled faced with the complexity of subjects like territory and living environment.

The idea of creating, together, with other professional young people, a structure, where we could provide with our vision of architecture and urbanism but also...

A cooperative structure which answers the needs of transparency, openability and agility.. and a little bit of craziness !

With RIMES we want to create a «out of the box» environment, an area where experimenting is possible, where we can cross our skills and working fields, where the collective dimension is valued as well as the quality of our relation with our territory : Eventually, we're simply trying to build a job that matches our values !





GREECE

03



ANASTASIA SIATOU

GIVE ONE-TAKE ONE BOOK LIBRARY

THE IDEA IS TO CREATE A PLACE WHERE THERE WILL BE A SPECIAL SPACE WHERE THE PEOPLE WILL BE ABLE TO STUDY THE BOOKS THEY WANT TO BUY AND HAVE THE TIME TO EXAMINE THEM AND DON'T MAKE A RUSH PURCHASE. THE PURPOSE IS TO CREATE A PLACE WHERE YOU CAN ALSO STUDY SOME BOOKS YOU CAN'T AFFORD TO BUY.

Anastasia Siatou , 22 years old philosophy graduate and a master's student in the field of philosophy.

Here is her story : "As a book addict and person who wants to learn new things all the time, I usually find myself in the difficult place of not having the money to buy all the books I want or pay the lessons for the things I want to learn.

Need is a great motivation so I came up with my idea of a book place, a different bookshop or as I like to call it, a world of books and knowledge.

The idea is to create a place where there will be a special space where the people will be able to study the books they want to buy and have the time to examine them and don't make a rush purchase.

My purpose is to create a place where you can also study some books you can't afford to buy.

My own need was a motivation but the biggest motivation was the need of many people to learn and I want to give them that even if they can't afford to buy books. Furthermore, I want to create a library with books from donations and a «give one-take one book» space and make books therefore knowledge accessible to everyone.

I want to create a social business, a social bookstore which will also offer seminars on various subjects done by volunteers so I can offer lifelong learning to every person who wants to learn and can't access this knowledge in any other way. My wish, my hope and my dream is to create a house for books, knowledge and for all of us who love both of them.

My moto? Let's book our world!!!!



INDIA 04



AMLAN PATNAIK

CROP EXCHANGE : CROP AS A CURRENCY

CROPEX IS AN EXTREMELY SCALABLE SOLUTION, WHICH CAN EMPOWER FARMERS ALL AROUND THE WORLD TO USE THEIR CROP AS A CURRENCY TO PROCURE GOODS OF CRITICAL PRIORITY SUCH AS AGRI-INPUTS, IN THEIR NEIGHBOURHOODS.

Farmers in India spend a lot of money in buying seeds, fertilizers, pesticides but they are unable to sell all their products.

The idea of doing some « Crops exchanges » came out of this constatation. It will take unsold crops from farmers and in exchange give them seeds, fertilizers and other needed things to contribute to the growth of their production.

This system intends to improve the farmers' life so they can focus on their job and release the stress of a nt good enough production. Moreover, and after the crops are grown, « CropEx» will take them and give the farmers the best price possible for their production.

CropEx is an extremely scalable solution, which can empower farmers all around the world to use their crops as a currency to procure goods of critical priority such as Agri-Inputs, in their neighbourhoods.



ROMANIA

05



OANA BIROVESCU

HOUSE FOR ALL

A MODULAR SOCIAL HOUSE IN RESPONSE OF HOMELESSNESS, POVERTY AND NATURAL DISASTERS : BUILDING SOCIAL PREFABRICATED HOUSES AND LOW COAST HOUSES FOR PEOPLE AFFECTED BY NATURAL DISASTERS, ADRESSED TO HOMELESS PEOPLE, TO BUILD A SOCIAL BUSINESS SELLING THIS HOUSES BUT WITH DIFFERENT MATERIALS FOR HOLIDAY HOUSES SO WE CAN INVEST A PART OF THE PROFIT TO BUILD HOUSES FOR PEOPLE WITH LOW INCOMES.

Oana Birovescu : graduated from the Architecture Faculty and the House for All project represents her project diploma.

She also developed a prototype of the modular social house with the support of an NGO.

A modular social house in response of homelessness, poverty and natural disasters : Building social prefabricated houses and low-cost houses for people affected by natural disasters, addressed to homeless people.

It would be completed by a social business selling this houses but with different materials for holiday houses so we can invest a part of the profit to build houses for people with low incomes.





VIETNAM 06

NGUYEN ANH TUAN

SCIENCE VIDEO CLIPS

THE PROJECT IS ABOUT PRODUCING VIDEO CLIPS ABOUT SCIENCE SO EVERYONE CAN GET THE KNOWLEDGE ABOUT IT, PEOPLE KNOW ABOUT THEORY BUT THEY DON'T KNOW ABOUT PRACTICE, THE PROJECT IS GOING TO PROVIDE PEOPLE AND STUDENTS HOW TO IMPLEMENT THE THEORY INTO PRACTICE.

The project is about producing video clips about sciences so everyone can get the knowledge about it. Indeed, most of the time, when it comes to the field of Sciences, people know about the theory, but they don't know about practice.

Even worst, they think most of the time, that it is « too complex », « too hard », « not for them », which is a pity, because Sciences could bring us a lot, and we should not be afraid of them.

The project is going to provide people and students how to implement the theory into practice through easy and educative but also recreative videos.





## 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.

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.*

A

B

## WRITE THINGS DOWN : THE LOGICAL FRAMEWORK

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.

## WRITE THE LAST VERSION OF THE PROJECT 03

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.

## 03 WRITE THE LAST VERSION OF THE PROJECT

### 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.

## WHAT'S NEXT ? 04

### FUNDING

A

It is all about getting cash for you 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

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...

B

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

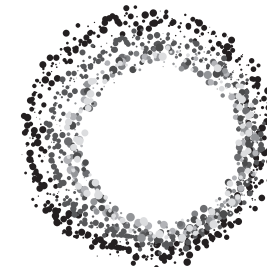
So as you can see, social entrepreneurship and social economy in general is a multidimensional movement, having different realities depending on where the action takes place, but also depending on the problem it attempts to solve.

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

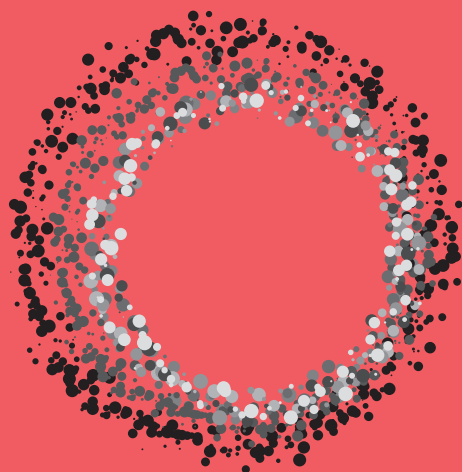
The diversity of this movement makes its strength, because it allows conditions for innovation and creates answers to different problems.

*« 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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