



Workshop 3 - Supporting social entrepreneurship of young people

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2nd meeting of EUDRS Youth Platform
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Briefing - Aim

- Co-creation of the workshop
- This workshop will aim at addressing the potential of cooperation between schools and youth NGOs in development of young people's competencies for social entrepreneurship.

Agenda

- What is a Social Entrepreneur?
- Competencies for social entrepreneurship
- Cooperation between schools and youth NGOs



What Is Entrepreneurship?

Process of creating value by bringing together a unique package of resources to exploit an opportunity



The New Buzzword: *Social Entrepreneurship*



So, is entrepreneurship basically entrepreneurship regardless of the context?

Or is “social entrepreneurship” something truly different?

Social Entrepreneurship

- Social entrepreneurship is the activity of establishing new business ventures to achieve social change. The business utilises creativity and innovation to bring social, financial, service, educational or other community benefits.
 - (Talbot, Tregilgas & Harrison, 2002)
- Social enterprises are not charities or welfare agencies. They are private businesses established by entrepreneurs with an emphasis on human values rather than just profit. These businesses focus on working with and enhancing the social capital within the community by encouraging participation, inclusion and utilising a bottom-up approach to achieve social change

Elements of Social Enterprise

- Three core elements:
 - Created to provide benefits for a community
 - Creates opportunities so people can help themselves as well as others
 - Utilises sound commercial business practices to ensure its sustainability i.e. the business will naturally uphold and encourage environmental sustainability as well as ethical considerations

Characteristics of a Social Entrepreneur

- Not bound by sector norms or traditions
- Not confined by barriers that stand in the way of their goals
- Develop new models and pioneer new approaches to enable them to overcome obstacles
- Take innovative approaches to solve social issues
- Transform communities through strategic partnerships

Social entrepreneurs

“... a path breaker with a powerful idea, who combines visionary and real world problem-solving creativity, has a strong ethical fibre..”

“ ..combines street pragmatism with professional skills..”

“ they see opportunities where others only see empty buildings, unemployable people and unvalued resources”

“..Radical thinking is what makes social entrepreneurs different from simply ‘good’ people.”

“they make markets work for people, not the other way around, and gain strength from a wide network of alliances”

“they can ‘boundary ride’ between the various political rhetoric and social paradigms to enthuse all sectors of society”

Where do you find social enterprises?

- Social entrepreneurs find opportunity in most economic sectors. The growth areas for social enterprises are identified as:
 - Environmental
 - Housing
 - Health and care
 - Information services
 - Public services
 - Financial services
 - Training and business development
 - Manufacturing
 - Food and agriculture
 - Education

What Is Social Entrepreneurship?

Nonprofits making money

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~~Nonprofits making money~~

For-profits doing things to show they are not
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Process of creating value by bringing together a unique package of resources to exploit an opportunity, in pursuit of high *social* returns

Social Entrepreneurship

- We are a world of wall builders, partitioners, and dividers of space. We long for the security of safe places. We construct these barriers in a vain attempt to control the elements, to keep the rain from dampening the fire, the wind from covering our lives with the inevitable dust. Many of the walls we build are essential to our survival. Many, however, are not. By fortifying the unnecessary walls, we in business (for profit and not-for-profit)..huddle in the systems we have closed. The consequences: thinking decays and novelty vanishes.

- Open Boundaries- Howard Sherman and Ron Schultz1998

Social Entrepreneurship

- Application of entrepreneurial attitudes to social sector:
 - Change is the norm
 - Embrace change
 - Seek change
 - Client focused
 - Shift resources from low to high productivity
 - Calculated risks
 - Create something new
 - Strive for Transparency

Take on a global problem



Create innovative NEW solution

Tap into the Passion of the Public



Create compensation for participants

- cooperation between schools and youth NGOs in development of young people's competencies for social entrepreneurship

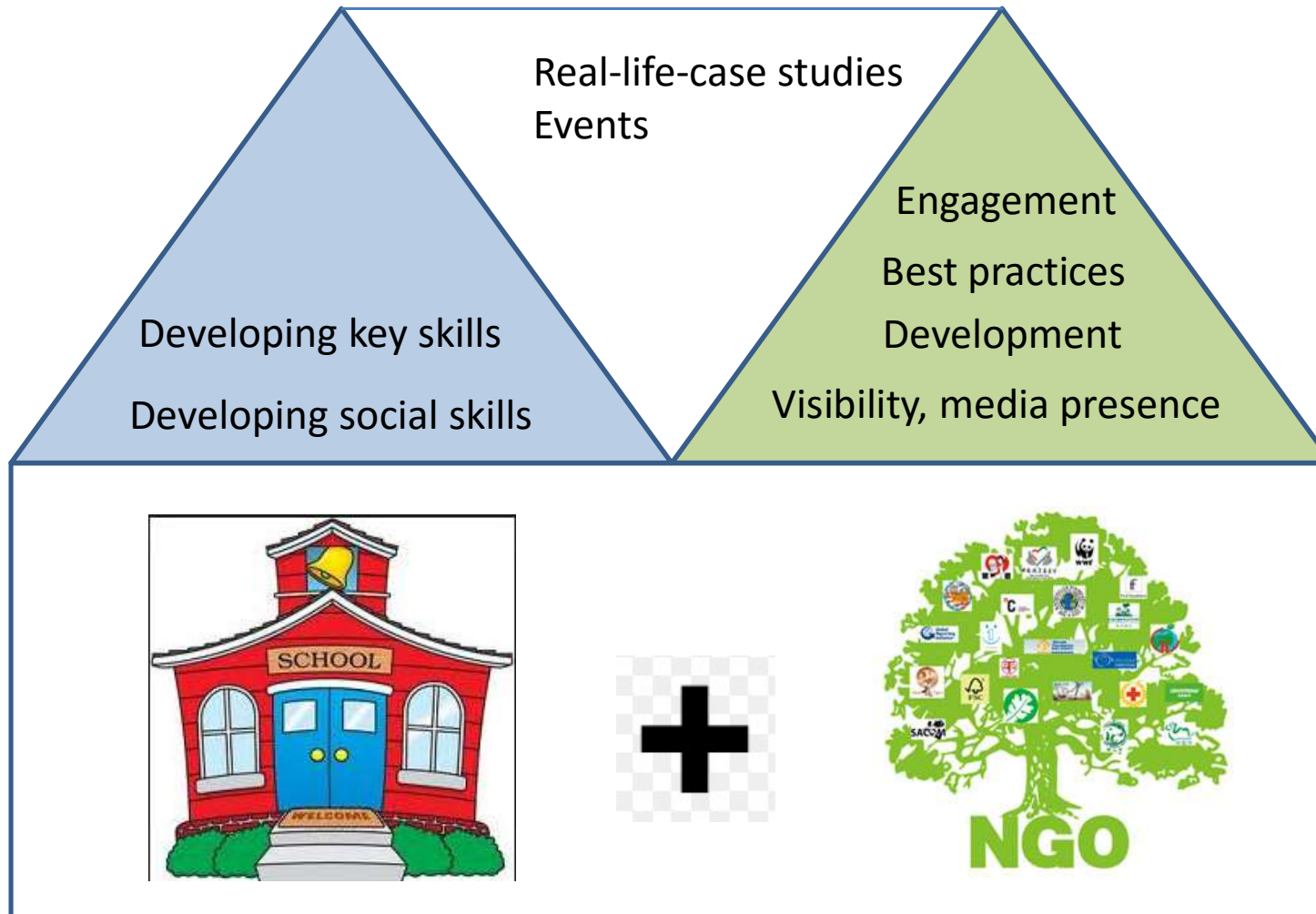
Key skills

- 1. Leadership. These people take initiative and action to solve problems (rather than complaining about what's wrong).
- 2. Optimism. These people are confident that they can achieve a bold vision, even when many other people doubt them. They have a strong sense of self-efficacy and a belief that they have control to change their circumstances.
- 3. Grit. This is a combination of perseverance, passion, and hard work—the relentless drive to achieve goals, complete commitment to achieving their task.

Key kills

- 4. Resilience in the face of adversities, obstacles, challenges, and failures. When things fall apart, these people rise to the occasion. They thrive in the most ferocious storms. They see failures as valuable feedback.
- 5. Creativity and innovation. These people see new possibilities and think in unconventional ways. They see connections and patterns where few other people would imagine.
- 6. Empathy. These people are able to put themselves in the shoes of others, and imagine perspectives other than their own; this is one of the most valuable qualities for understanding the needs of others whom they serve.
- 7. Emotional and social intelligence. These people are excellent at connecting with others and building strong relationships.

Schools and NGO's for development these key skills



Thanks for your kind attention!
Now, let's be active! Co-create the
workshop content!

