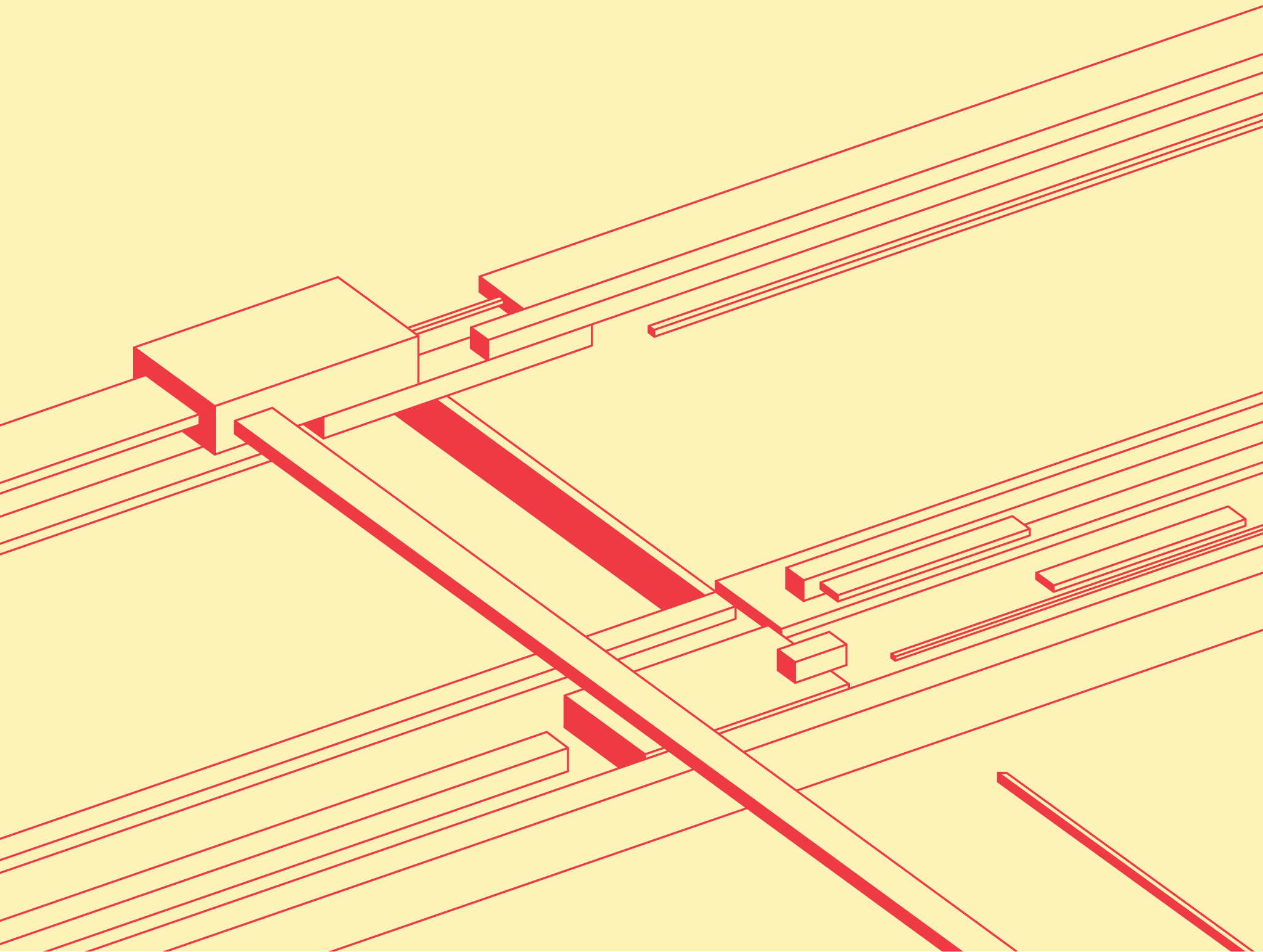


# SOCIAL ENTREPRENEURSHIP FOR SUSTAINABLE COMMUNITIES

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Ideas for social entrepreneurs of tomorrow



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## Introduction

The booklet that you are reading now is the final result of a collective effort of 14 different organisations from four different continents that have worked together within the Erasmus+ founded project "E3: Entrepreneurship Education for Employment".

The project gathered together organizations active in the field of youth with the aim to strengthen and build their capacity in the field of social entrepreneurship and youth employability. E3 project aims to respond with new approaches to one of the most pervasive phenomena of our time: youth unemployment. The problems of youth unemployment is a case that demands not only transformations in the labour market but new innovative elements and approaches that will create change within the world of youth unemployment.

On one hand, youth unemployment is a worldwide challenge, heightened by the global economic crisis, that most likely will have long term repercussions on a whole generation.

On the other hand, young social entrepreneurs worldwide are developing new approaches to tackle social and economic problems and produce social change by transforming obstacles into opportunities.

We believe that social entrepreneurship is one of the viable answers to youth unemployment, and sometimes all that youth need is the inspiration and the right impulse to start their own initiatives. Our goal is to inform you about the concepts and values of social entrepreneurship in different contexts as well as provide you with real stories of successful social entrepreneurs.

As you will see in the following pages, currently there is not one singular term to define a social enterprise. However, one common characteristic of all social enterprises is the use of business strategies to make a social impact on local communities.

In this booklet, you will find examples of social enterprises along with personal stories of entrepreneurs. These testimonies have been compiled by the young people involved in the project, during the preparation in phase in their home countries, their time abroad and their mobility experience in Europe.

We are going to show you how social entrepreneurs identify and tackle problems in their societies and how, through critical thinking, they have discovered a creative and visionary solution. We think that anyone with an innovative idea, minimal resources and a plan can become a change maker in their society.

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## Your notes.

## Your notes.

## Your notes.

## How to start...

By Ingeborg Patsch, VHS Bhaktapur, Nepal

So, you want to start off a social business? Great :-)

It is more fruitful to start a social business planning from the social problem you want to solve. The next page shall give you a small hint; how to identify the social impact in your social business, because that's what you are here for, isn't it?

Step 1: get clear, who it is you want to help? Which group of people is affected by the social problem you want to tackle, or whose live do you intend to make better with your business?

Got it? Good !Now step 2: think about all the people, you will be in touch with in your business, your stakeholders so to say. If you plan to establish a coffee shop for example, you will not only have your customers, but also the employees, the suppliers of coffee and also the suppliers of your the biscuits or the local carpenter making your tables. There is also the community in which the coffee shop is in, close by community projects which take care of for example street children and eventually our own grandchildren, who have the right to inherit a clean environment.

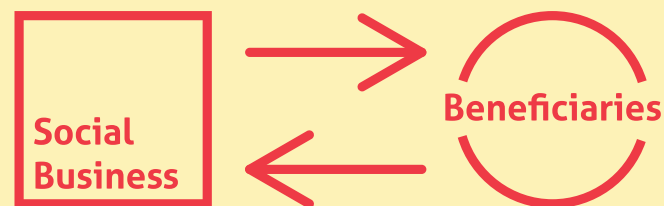
If you are not already, you should not become clear on your business model. There are many great useful guidelines and resources out there, which can help you set up a business. Your beneficiary can be involved in one of five ways in your social business as you can see from the graphics below.



Now think about a way in which the group from step A can best be integrated in your business idea. Will they find relief after buying your product or service or will you employ? The next pages will give you some more idea on the various ways such an integration could have.

## Type A - Customer Oriented Social Business

In a type A social business the social impact comes through the product or services provided to the beneficiary. Especially if you are from a developing country where many people still don't have access to clean drinking water, qualitative education or even basic goods and services.



A type a social business is not an NGO: products are not given away for free, but offered at an affordable price to the beneficiaries. Charging for your service helps in two ways: first of all it give dignity to the one who gets the good: being dependent on donations makes people feel inferior and takes away from them the freedom of making transactions in a market on eye-level. Secondly, it helps you to make your social business financially sustainable.

Slightly different is the situation in the developed world, where market and the government already provides most of the essential goods and services. Still there might be services you might want to improve: offering a locally produced and healthy food as an alternative to rather unhealthy fast-food or providing special services to blind or deaf people for instance.

In most cases, but especially in the developing world this type is slightly more challenging as the so called "profit-margin" might be very low and reaching break even will be tricky, but worth it :-).

## Type B - Employment

Type B social business is creating its impact through employment. Wait ... Does not every business create employment? Yes ... that's why if you claim to be a Type B social business you have to be extra-conscious who your staff is and how you treat your staff. There are many ways in which you can do that: hire people who otherwise are unlikely to get a job, train them in your organization, integrate them in decision making and of course provide your beneficiaries with a fair and stable income to sustain their living.



Employment oriented business can for example be ordinary businesses, which got to the most rural area, where nobody else would create jobs. Your business model will need to reflect this fact and you will need to apply to make up being less competitive base on higher transportation cost for example.

Or your Type B social business will focus on employing blind people, people without formal education or single mothers. Again, you will have to adopt your business model as those groups will have special requirements in the working place (i.e. flexible working times and disabled friendly infrastructure).

For social businesses, employment should mean that the beneficiaries have a job with a monthly salary independent from risks of the business. Day labour and other precarious work relationships should be avoided.

### Type C - Suppliers

Type C social business is a social business, whose main target is to improve the livelihood of the people who provide their goods and services to the social business. This could include small home based producers or - especially in developing countries - families dependent of farming as their income. In Europe the single mothers, who work as freelancers from home or a shop selling small locally produced goods could be an apt comparison. Different than type B employment oriented business, suppliers are outside the organization and get paid for products they deliver, not a monthly salary.

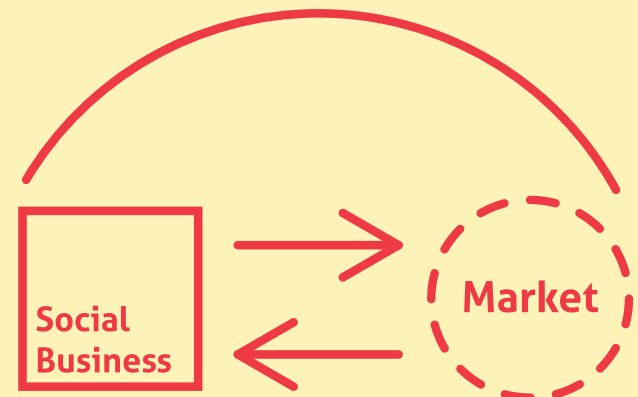


If your main aim is to improve the livelihood of those small micro-enterprises or freelancers, than you should know more about their lives and their struggles. Buying home made necklaces of poor woman in the slums of Delhi alone might not be enough. There is often a reason that those groups are not able to get a full time employment and their problems can sometimes not be solved by money. Think about what else could make their live easier: a day-care center run by you, where they can bring their children while working; access to loan for buying new tools or simply somebody who consults them in their family problems ... make your social business more than just the client they sell their goods to.

### Type D - Environmental

Now it's getting tricky ... Sometimes simply by doing, what we do in a more environmentally friendly manner can be a social business too. Why? Well Youtube is full of documentaries about the great pacific garbage patch (a plastic dumping side

of at least the size of Germany and France put together), our loss of bio diversity, rise of infertile land and many other environmental problems we face today. Providing a more environmentally friendly alternative to an existing product could be a starting point. Electric cars, biodegradable packaging made from inedible milk or reusable diva cups (ladies only) are green alternatives to cars, plastic bag or tampons.

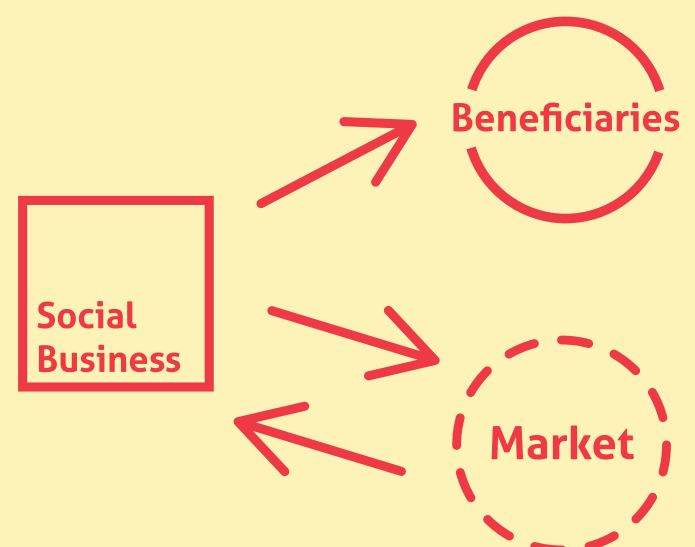


Don't worry: not all environmentally friendly businesses need to be high-tech. The transition town movement shows how simply by localising you can create a positive environmental impact: start a joint farming projects with your friends and provide your community with local fresh vegetables or invest in 5000 glasses, a dish washer, a biodegradable soap and rent out those as alternative to one-way plastic cups at the next community festival in your city. Your grand children will love you for that :-)

### Type E – External Society

What is left? Well ... this last type is kind of integrating all those, who can neither be customers or employees nor suppliers or who are also not directly or indirectly suffering from environmental problems. Orphans, rape victims or old, homeless people for example. Our society is not always fair and sometimes people just need help without being active in our economic system ...

Don't get me wrong ... these businesses are more than traditional NGO works: you don't fund raise or collect donations and also for all customers from the business, the mission should be transparent.





In such (highly contested) social businesses, the business is doing any business as usual (in a ethical way of course). All (! No exception in that case otherwise it is would simply be CSR) profits are going to improve the situation of the beneficiaries. To ensure integrity and empowerment of the beneficiaries it is highly recommended to integration them in the board activities and decision making regarding how to use the profits.

Of course you can make your social business a combination of all the above, but try to not overtake yourself: too much at once might make you struggle a lot. So don't forget Yunus principle: do it with joy :-)



Hong Kong- TUEN MUN YOUNG HOUSE CAFE'  
Yan Wan Ling, VOLTRA, HONG KONG

GENERAL INFO

<b>Who?</b> Tuen Mun Young House Café	<b>Where?</b> Tuen Mun
<b>Vision</b> Social inclusion of NEETs  To provide vocational training, logistic and material allowance to help unemployed and low skilled youngsters to start an enterprise within catering and retail areas.	<b>Type of sector</b>  Employee oriented with community empowerment Food and beverage business

SOCIAL IMPACT

<b>Problem</b>  Stereotyping of unemployed and low skilled youngsters (NEET)coming from lower income group or Chinese immigrants living in the surrounding areas	<b>Solution</b> <ul style="list-style-type: none"><li>• Provide training opportunities to this group in order to make them employable.</li><li>• The café offers employment opportunities.</li></ul>	<b>Effect</b> <ul style="list-style-type: none"><li>• Youngsters are empowered by vocational training</li><li>• The project is sustainable as some can have a job in the café</li></ul>
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BUSINESS PLAN

<b>Key Partners</b>  1) Social workers  2) NEETs in community district  3) Government	<b>Key Activities</b>  1) Provides party food  2) Home delivery service  3) Collaboration with Lingnan University  <b>Key Resources</b>  1) Funding from government  2) Packaging materials  3) Manpower  4) Mass media	<b>Value Proposition</b>  1) Food and beverage business;  • Keeping the restaurant environment clean and neat;  3) Excellent customer service;  4) won recognition from the community	<b>Customer Relationships</b>  1) School/community outreaches  2) Primary clients (NEETs)  3) Secondary clients (Local residents)  <b>Channels</b>  1) Community meetings  2) Networking and partnerships  3) Online website  4) Brochures and leaflets  5) Mass media  6) Field sales	<b>Customer Segments</b>  1) Youth  2) Schools  3) Working class  4) Government  <b>Most valued customers</b>  1) Students  2) Parents
<b>Cost Structure</b>  Administrative costs, Operational costs, Sales and marketing, Packaging and branding, Research, Trainings, Salary pay on employees, Capital investment.		<b>Revenue Streams</b>  Products (quality food and services) and Local-specific cookbook		

## THE STORY: Tuen Mun Young House Café

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Ma Ka Lai is a 43-year old social entrepreneur who owns Tuen Mun Young House Café in Hong Kong. At the age of 36 she proposed the idea of starting-up Young House Café in Tuen Mun district. After finishing her master's degree in Hong Kong, she worked in the field of social service and planned various social projects in the community district. Miss Ma and one of the social workers who work in Free Methodist Church Social Service proposed to employ the NEETs in Tuen Mun district: most of them were not well educated and it was hard for them to enter the labor market in the local community. As a result, they proposed a business plan to the government and applied for funding in 2006. Luckily, the Home Affairs Bureau had a program on "Enhancing Self-Reliance through District Partnership" during that time. Eventually, Young House Café opened up in 2008 and started providing vocational training and logistical and material allowance to help NEETs to start an enterprise within catering and retail areas.

At the beginning of the start-up, the turnover rate of Young House Café was low since they didn't have a unique selling point. There was no special cuisine, design or service in Young House Café but their motivation towards customers give them energy to overcome this problem. "We're doing it our way" said Miss Ma. They created a mixture of Italian restaurant business which also provides party food and home delivery service by means of innovative integration. From then on, they're offering a unique selling point for customers which created an emotional connection. For Miss Ma, the winning strategies of Young House Café are their marketing strategies and their menu. For marketing planning, Young House Café is adopting a red ocean strategy to compete with a huge population of other social

enterprise cafés in the market. In order to increase the competitive advantages in the same market, one of their unique approach is to promote through social media such as "Apple Daily" together with Tuen Mun district newspapers promoting NEETs working for this café. Moreover, they created an online promotional platform to attract local customers through personal website and advertisements on "open rice website". They also promote cookbook of local specialties that indicates information about the cuisine, its recipe and from which suppliers they are getting their ingredients from. Instead of monetary success, Young House Café has been successfully recognized by the community. In order to provide more job opportunities to NEETs and to enhance social inclusion, continuous exploration of new business opportunities is their future goal. At the same time, she also encourages the youngsters to brainstorm on some innovative ideas that helps in solving social problems in their own community.

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reconstruction of land use by government in Hong Kong. The community is planning to reconstruct to low-to-high density commercial and residential area under the project from Town Planning Board. Young Lady Café is planning to relocate to another place in the upcoming one to two years.



## GENERAL INFO

<b>Who?</b> Maya Universe Academy	<b>Where?</b> Byas, Tanahun, SINCE 2010
<b>Vision</b> To provide better qualitative education to the students of the rural parts of Nepal.	<b>Type of sector</b> Education and community empowerment.

## SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"> <li>• Low quality education</li> <li>• Inaccessibility of students from poor economic background to private schools with better quality education</li> </ul>	<b>Solution</b> <ul style="list-style-type: none"> <li>• Parents get schooling for their children volunteering 2 days/month.</li> <li>• Generate revenue utilizing parents' and volunteers' in farming and handicrafts production</li> </ul>	<b>Effect</b> <ul style="list-style-type: none"> <li>• 200 students in the school</li> <li>• Role model for other schools (two more schools are established, in Udaypur and Damauli )</li> <li>• Development of localized economy.</li> </ul>
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## BUSINESS PLAN

<b>Key Partners</b> <ol style="list-style-type: none"> <li>1) Parents</li> <li>2) Volunteers</li> <li>3) Universities</li> <li>4) Irie-I, Korean company selling handicrafts</li> </ol>	<b>Key Activities</b> <ol style="list-style-type: none"> <li>1) Teaching</li> <li>2) Farming</li> <li>3) Animal husbandry</li> <li>4) Selling agriculture products</li> <li>5) Producing &amp; selling of handicrafts</li> <li>6) Community development activities</li> <li>7) professional trainings, micro loans.</li> </ol> <hr/> <b>Key Resources</b> <ol style="list-style-type: none"> <li>1) Land owned by founder family</li> <li>2) Volunteering manpower</li> <li>3) Local resources, wood, eater, forests</li> <li>4) Community collaboration</li> <li>5) International networking</li> </ol>	<b>Value Proposition</b> <ol style="list-style-type: none"> <li>1) Access to quality education</li> <li>2) Local community development</li> </ol>	<b>Customer Relationships</b> <ol style="list-style-type: none"> <li>1) Personal assistance</li> <li>2) Dedicated representatives for different countries, eg: Korea, USA, Germany.</li> </ol> <hr/> <b>Channels</b> <ol style="list-style-type: none"> <li>1) Word of mouth</li> <li>2) Websites</li> <li>3) School and Farm</li> <li>4) Irie-I</li> <li>5) Wholesalers for agricultural products</li> </ol>	<b>Customer Segments</b> <ol style="list-style-type: none"> <li>1) Local students and parents</li> <li>2) National and International volunteers</li> <li>3) Farmers gaining training and Micro-loans</li> <li>4) Agricultural wholesalers</li> <li>5) Handicraft costumes</li> </ol>
<b>Cost Structure</b> <ol style="list-style-type: none"> <li>1) Operating cost like stationeries cost, kitchen cost, salaries to teacher, to staff.</li> <li>2) Construction costs – concrete building, water tank, etc.</li> <li>3) Cost of distributions of handicrafts and other agricultural products.</li> </ol>		<b>Cost Structure</b> <ol style="list-style-type: none"> <li>1) Agricultural Products like eggs, chickens, fruits.</li> <li>2) Handicraft sold out in and outside the country</li> <li>3) Volunteers supporting by paying volunteers fee</li> <li>4) Animal husbandries</li> </ol>		

## THE STORY

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Manjil Rana is a young social entrepreneur (27) born in Kathmandu, Nepal. He completed his A-Levels at St Xavier's School and did his graduation from United World College (UWC) in India. For his master degree, he was awarded with a scholarship for anthropology at the College of Atlantic in the US. At the age of 23, he returned to Nepal with the idea to start a school in a rural village in Nepal, and chose Tanahun district as a start-up. Manjil and his friends proposed to provide better quality education to the children of the community with a new model: they would provide primary level classes with no tuition fee, and the parents would agree to support the school with their own skills and 2 days of working time per month. 45 students were enrolled and the project started.

At the very beginning, he and his friends only had a tent in the middle of the forest. There was no infrastructure but their motivation towards educating children for a brighter future gave them all the energy to overcome the situation. Some local political leaders were also not in their favour, but with support from the majority of the community members they were able to develop and grow their school. At present, there are already 3 schools with a similar model and they want to establish more schools in other rural areas of Nepal.

Manjil and his team believe that their human resources are their winning strategy. He is now glad to prove to the world that money is nothing but a piece of paper. At the same time, he also encourages the youth to come up with innovative ideas for tackling the social problems of their own community to make a better world.



GENERAL INFO

<b>Who?</b> Habi Footwear	<b>Where?</b> Quezon City, since 2012
<b>Vision</b> Empowerment of communities across Quezon City	<b>Type of sector</b> (A) Retail – Fashion (Shoes)  (B) Community-oriented (supplier) with community development.

SOCIAL IMPACT

<b>Problem</b>  1) Lack of self-empowerment for women (housewives/ mothers) due to low or no active income 2) Profiteering middle men who buy the women’s products at very low prices and resell them for very high prices 3) Over production of solid waste:	<b>Solution</b>  1) Weaving skills tapped into and monetized 2) Woven products purchased directly at a premium from the weavers 3) Scrap cloth saved from the landfills by being woven into mats to be sold as is or processed	<b>Effect</b>  1) Income can go up to Php200.00 with output, all without leaving home (“sideline”) 2) The women thus get more for their work (fair trade, in principle) 3) 1.3 ft2 of cloth recycled for every 2 pairs of shoes.
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BUSINESS PLAN

<b>Key Partners</b>  • Community • Local government • E-commerce operators • Corporate clients	<b>Key Activities</b>  • Physical boutique • E-commerce Community • development  <b>Key Resources</b>  • Woven scrap cloth • Native textiles • Packaging materials • Manpower (community and business) • Social media	<b>Value Proposition</b>  • Responsible living for young individuals • Stylish and comfortable fashion • Shoes made with recycled materials artfully by the less empowered	<b>Customer Relationships</b>  • E-commerce customers • Corporate clients  <b>Channels</b>  • Website • E-commerce • Social media • Physical boutique • Consignment locations • Media features	<b>Customer Segments</b>  1) Youth 2) Sustainability advocates 3) Mobile/on-the-go 4) OFWs 5) Mothers  <b>Most valued customers</b>  Lifestyle-conscious individuals
<b>Cost Structure</b>  Administrative costs / Sales and marketing Operational costs / Packaging and branding Production costs / Salary pay on employees.			<b>Revenue Streams</b>  Products (Habi) Consigned products of other SEs with a common vision Grants	

## THE STORY

Janine Mikaella Chiong and Bernadee Uy, 24; and Maria Paulina Savillo, 26, are the three social entrepreneurs behind Habi Footwear. Habi – and the three women’s personal and professional relationships with each other – began in their senior year of university at the Ateneo de Manila, Quezon City, Philippines, where graduating business majors are required to put up a business and evaluate it as their thesis.

More than this, they had all felt the call to serve, which reflected in their other activities at university, as well as the said thesis class – it was not the regular track, but the “Social Entrepreneurship Track”. Given this, as part of their thesis requirements, they plus their three other teammates spent three days at the Kawan ni Sto. Niño community in Commonwealth, Quezon City, where they made several key insights: one, that the housewives and mothers had potential through their weaving skills, which could be monetized further as sideline income-generating activities; and two, that the said weaving was taken advantage of by profiteering middle men, who would buy their rags for very low – and inhumane, relative to the amount of work put in – prices, and resell them at very high ones. They decided to do something about it through the thesis. Since there was already a successful social enterprise selling woven bags, Rags 2 Riches, Savillo had the idea to make them into shoes instead. Thus, Habi Footwear was born.

Around the time they graduated, they were able to secure a grant and the top spot in the local Business in Development (BiD) Network Challenge, qualifying them to join the global competition in the Netherlands. Given the potential of the business, and their unwillingness to leave their community behind, Habi formally registered as a business with Chiong – who resigned from her corporate job of three months – at the helm, and with Uy and Savillo, both still in their own corporate jobs, acting as part-timers.

Since then, Habi has grown to join and win in other business competitions, as well as grow its ever-expanding network of partners, including SAP Asia and NetSuite. It currently has four partner communities, all of which enjoy an empowering partner-supplier relationship with it; consignments at two locations across Manila; and e-commerce at two sites, one in the Philippines and another in the USA (in addition to its own site). Its boutique is currently set up in Roots Katipunan, an up-and-coming community space for entrepreneurs, students, NGOs, and artists, granting it a perfect position to grow further in collaboration with other like-minded organizations.

All has not been sugar and spice for Habi Footwear, however. It was forced to cut ties with its first community because of issues related to financial management in the said community

though three weavers have since continued to work with Habi. But, as Chiong says, to be an entrepreneur is to experience both highs and lows, and she has been open in sharing their struggles as such, so as not to deceive would-be entrepreneurs that it is an easy path to take. Their communities, as well as testimonials of how influential their products have become, continue to drive them to take the business to further heights.

As the company prepares to enter a new phase in its life, it is preparing a complete rebranding to become a lifestyle brand for conscious consumers, expanding its product lines to include more shoe styles. It continues to strive to grow its presence locally and internationally, with a renewed focus on Business-to-Business (B2B) clients, with a completely new catalogue of non-shoe accessories, incorporating its signature woven cloth. Indeed, Habi Footwear is envisioning a bright and happy future for all, ensuring that no one – not even the earth we live in – gets left behind.





GENERAL INFO

<b>Who?</b> Tò He (Founders: Nguyễn Đình Nguyễn, Phạm Thị Ngân, Nguyễn Thị Thanh Tú)	<b>Where?</b> Hanoi, Vietnam
<b>Vision</b> Creating opportunities for disadvantaged children to be creative, have fun with artistic activities and benefit their own lives with their art work.	<b>Type of sector</b> (A) Community oriented (B) Community-oriented

SOCIAL IMPACT

<b>Problem</b> Many disadvantaged children have never take part in any creative activities and and there is lack of opportunities to earn their own living when they are grown up.	<b>Solution</b> To He organizes art class, creative play-ground for disadvantaged, disable children. Part of the drawings from kids are re-designed by professional designers and printed into. One part is given back to the kids and the other one is used for supporting the To He Fund (organizing art class, creating art curriculum, buying material,...) installation day or art exhibition.	<b>Effect</b> To He helps the kids realize their talent and teaches them how to use their talent. Also by making those products, To He encourages people to live freely, fully, happily and playful as a child.
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• HR: To He core staffs, volunteers</li><li>• Disadvantaged kids, disabled kids</li><li>• Social Center, Day care center for disabled kids, art classes, schools</li></ul>	<b>Key Activities</b> <p>Art classes, creative work shop art works from kids</p> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Woven scrap cloth</li><li>• Native textiles</li><li>• Packaging materials</li><li>• Manpower (community and business)</li><li>• Social media</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• High quality products</li><li>• Unique, colorful design</li><li>• Practical usages</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• relationships by providing excellent quality products,</li><li>• playful events,</li><li>• creative art classes, discount options, frequent customer card,...</li><li>• International customers: exported products, market fair, handmade products,...</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website and social media (facebook, twitter, instagram)</li><li>• Retail stores</li><li>• Fair trade, exhibitions, installation events</li><li>• National and international distributors</li><li>• Media features</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Individual customer (all ages, sex)</li><li>• National and international market</li><li>• Customers with unique style</li><li>• Customers belong to middle-class</li></ul>
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## SOCIAL IMPACT

### Cost Structure

- Operation cost: material, production process, staffs salaries, organizing events and exhibitons
- Distribution and PR cost: brand recognition campaign, art classes, art curriculum distribution, installation festival for kids every 3 months,...

### Revenue Streams

- Offering design ing services
- Copyright and recognized fashion brand

## THE STORY

Passionate, dedicated to social responsibility would not be worth anything if we do not truly love the work we are doing” the founder and CEO of Tò He said when asked about social enterprise - a new business model recently named in the new Enterprise Law, 2015.

Nguyễn Đình Nguyễn ,27 years, he established a media company specializing in collaboration with non-governmental organizations implementing charitable activities for large corporations in Vietnam and abroad. After a long period working with children, Nguyễn realized that there was always drawing activity for children in almost every events. During his visit at an art museum in Spain in 2006, he found here many paintings in which the artist adopted childlike drawing style. And when he looked at a painting of Picasso, he was extremely impressed with the painter’s famous quote: “It took me four years to paint like Raphael, but a lifetime to paint like a child”. Later, a new business idea suddenly came across Nguyễn’s mind when he saw the children’s painting printed on a souvenir at the museum. “Just a small souvenir gifts reprinted drawings of school children according to Picasso’s work but brings the visitors comfortable, cheerful feeling. However, the souvenirs are very expensive, just a small bag already costs you a few euros. I suddenly thought, there are many kids paintings like this are being wasted, why not make such products in Vietnam?” he said.

Back to Vietnam in 2010, Nguyễn Đình Nguyễn closed the company which was thriving. Then together with his wife Pham Thi Ngân and Nguyễn Thi Thanh Tú -a friend, he opened Tò He – a company with social business model. The company specializes in the production and sales of lifestyle products (clothing, accessories, ornaments, furniture, kid toys ...) using children’s drawing printed on them to create an unique style for the products.”.

Nguyễn targets on the quality of products which is perfectly safe for children. Even in the early stages of establishment, he started building a closing production process, from creative department, design team to prototyping room, print shop, sewing workshop ...

At that time, the technology for printing on fabric is not common in Vietnam. Thus, to print the drawings of children on cotton background, he has invested \$30,000 to buy printers from the US. Trying to manage self-produced fabrics, high quality materials and expensive machinery, Nguyễn quickly faced the financial problem. He ironically called the early establishment phase “ the burning money stage”. He and his wife had to sell their apartment and cars to continue running the company.

The drawings of children with disabilities is the main source for printing on Tò He products. The kid who owns chosen paintings will be paid for the copyright of the paintings and also 30% of the benefit from selling the products. However, Nguyễn said he has no intention of taking the kids’ story and charitable work as a way to promote the company.

Apart from the domestic market with five stores in Hoi An and Hanoi, the company is now qualified to export to international markets such as Germany, Australia, Korea, Taiwan, Hong Kong, Japan.



## GENERAL INFO

<b>Who?</b> Partnership In Development (PID) is a community based social initiative that was started in 2012 by a group of female youth graduates.	<b>Where?</b> The project is located in Barracks Zone, Makindye Division, Kampala, Uganda  <b>When?</b> Since 2012 to date
<b>Vision</b> To have self-sustaining households with reliable income, food security, good health and environment.	<b>Type of sector</b> Society and employment oriented

## SOCIAL IMPACT

<b>Problem</b> 1) High rate of unemployment among the community youth (32% for both educated and uneducated) 2) Food insecurity due to the low levels of production 3) Disease outbreaks due to poor hygiene and sanitation	<b>Solution</b> 1) Employment of youth and out growers at a community level for raw materials (urine, ash, pepper and tobacco) 2) Skills training in non-formal job creation approaches 3) Sensitization workshops on health improvement and food production.	<b>Solution</b> 1) Jobs to 40 youth (employed in production, skills training and distribution of the product) 2) Increased food production for the bananas in the local communities 3) Improved hygiene and sanitation within the local schools and households
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## BUSINESS PLAN

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
Kakuuto Advanced School and Minac Primary School  Kakuuto Farmers' Association (Suppliers of Pepper and Tobacco)  Nice House of Plastics (Supplier for Plastic Containers)  Ssekanyolya Enterprises (Suppliers of protective Gears)  City Stationary (Designers )  Local Leaders/ authorities	Ongoing research (Quality control and market)  Production and supply of agricultural pesticides and fertilizers to farmers  Continuous trainings and workshops for farmers  Collaboration and partnership  <b>Key Resources</b> Human urine, pepper and tobacco  Protective gears  Packaging materials  Manpower  Stationary  Mass media	<b>a)</b> Efficient and effective supply of pesticides and fertilizers <b>b)</b> High quality agricultural products Customer problem solved <b>a)</b> Unemployment amongst youth and local farmers <b>b)</b> Poor yields due to weevil problem and soil infertility Product bundles and services <b>a)</b> Pesticides and fertilizers <b>b)</b> Trainings and workshops <b>c)</b> Improved government revenue from farmers <b>d)</b> Improved hygiene in schools Customer needs satisfied <b>a)</b> Improved yields <b>b)</b> Increased markets for their products <b>c)</b> Employment to youth and other local groups	Locals  <b>Channels</b> Community meetings  Networking and partnerships  Trade fairs and exhibitions  Brochures and leaflets  Mass media  Field sales	Youth  Farmers

SOCIAL IMPACT

Cost Structure		Revenue Streams
Administrative costs	Sales and marketing	Consultations
Operational costs	Packaging and branding	Products (pesticides and fertilizers)
Production costs	Salary pay on employees	Free offerings

THE STORY

As graduates from Uganda’s re-known Makerere University, Margaret (30), Pauline (24), Annet (26), Fridah (26) and Helen (27) had their wonderful bachelors in 2009 and 2010.

This seemed as a big achievement in their lives given the fact that not so many girls in Uganda could grasp this rare opportunity to attain such a credible level of education, many families consider it as a path to a brighter life for their children and the entire family.

For these graduates, it was not the case; they were victims of a soaring unemployment in Uganda that is above 70% regardless of a person’s educational background. They kept in touch after graduating to share any developments that could come across. They thought it could create some possibility a few months after getting their academic credentials as they were worried of having no meaningful job to earn a living.

These girls turned to the city streets, government offices and companies that take people for the so called “Greener pastures” but all in vein, worrying still, the years were running so fast and the possibility of meeting their personal needs seemed to be far from them.

A friend, who was working the local district authority under the National Agricultural Advisory Services department in September 2011, contacted one of them for a workshop.

It was Rural Development Initiatives and it helped them to acquire knowledge and skills on how to start an enterprise/initiative with local resources.

Thereafter, those that attended the workshop contacted the rest of the friends to share the knowledge. The plans were made to further brainstorm on the possibility of starting a social initiative to address youth unemployment, food insecurity and poor health in the local communities hence the enterprise, “Partners In Development” was started in 2012.

Like any other business, their initiative faced resentment from the local community since it seemed unrealistic, the search for the market for product was not smooth as many farmers wanted to have a free sample before they could make orders. What is more, the collection of urine as one of the raw materials was

very challenging in the first days and not majority of the farmers are in rural areas so transport was a big problem.

They use partnership and networking strategy that involve various stakeholders, use of public gatherings through which they make publicity, as well as placing stickers in all community toilets including those in schools. They work closely with the local authorities for quality control.

The future of these girls seems to be brighter and sustainable as they look forward to establishing a urine processing plant and widening their customer base especially in upcountry districts where farming is very dominant, they call upon all the youth to take such a challenge to foster development.



Malawi - Lillies  
Nuru Amin Mohammed, Citizens for Justice

GENERAL INFO

<b>Who?</b> Lillies Limited Trading	<b>Where?</b> Lilongwe, Malawi
<b>Vision</b> To become a leading, authentic, competitive and reputable fashion brand on the global market.	<b>Type of sector</b> (A) Community oriented

SOCIAL IMPACT

<b>Problem</b> There is a growing number of unemployment, and lack of mentorship, guidance and entrepreneurship among the youth.	<b>Solution</b> job opportunities by giving mentorship to tailors, free lessons to designers who are inspired to do something on their own and provide internship and guidance to college graduates. They use inspiration in mentoring the youth and inspiring different people directly and indirectly in reaching their dreams or goals	<b>Solution</b> Growing number of employment and people starting their own businesses, people believing in themselves that they can do things they are talented, and that is impacting the community, families, vulnerable groups and individuals..
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• FDH Bank in Malawi</li><li>• community</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• clothes design and production</li><li>• shops</li><li>• export</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• textiles</li><li>• Manpower (community and business)</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• High quality products</li><li>• Unique, colorful design</li><li>• Practical usages</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• relationships by providing excellent quality products,</li><li>• playful events,</li><li>• creative art classes, discount options, frequent customer card,...</li><li>• International customers: exported products, market fair, handmade products,...</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website and social media (facebook, twitter, instagram)</li><li>• shops international distributors</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Males and females between the ages of 20 to 45 In the near future they are planning to introduce kids' line hence expanding their target from the age of 1-65.</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Administrative costs</li><li>Production costs</li><li>Packaging and branding</li><li>Salary pay on employees.</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Brand</li><li>• Selling products</li></ul>		

## THE STORY

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Lilly Alfonso (35) is one of Malawi's leading fashion labels, founded in 2005.

The whole phenomenon was born out of Lilly's pure passion of fashion design. Today, Lilly Alfonso is an internationally known brand having won the Fashion Malawi Edition Designer of the year award in 2010. Since then she has designed the outfits for Miss Malawi Pageant and her designs have appeared on many runways.

The company plans to strengthen its partnership with retailers by developing brand awareness. Their plan is to market their line as an alternative to existing clothing lines and differentiate themselves by marketing strategies, exclusiveness, and high brand awareness. Lilly Alfonso has subsidiary brands named LaMann and LaWomann.

Lilly has a positive impact on poor communities in Malawi by opting to use locally-produced tie and dye fabrics from Malawi Council for the Handicapped (MACOHA), the institution that employs people with physical disabilities, and other institutions. Additionally, her involvement in numerous educational programs has seen education systems improving especially in the field of fashion.

Unfortunately, frequent blackouts in Malawi slow down production work even though they use generators, some of the equipment do not work well with generator power.

Lilly is confident that Malawians will truly flourish if those gifted with different talents and skills, those blessed with the opportunity to pursue their interests take it upon themselves to produce the best quality goods and services that Malawi can undoubtedly offer.



GENERAL INFO

<b>Who?</b> La Revolica - Cooperativa Agroecologica	<b>Where?</b> Murcia, Spain
<b>Vision</b> To obtain healthy food respecting the environment, both for home consumption and for direct sales to members of the association and other people that want to eat fresh products and respect the nature at the same time.	<b>Type of sector</b> Sustainable agriculture

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Abandoned lands a arund the city</li><li>• Fruits and vegetables from the supermarket are mainly imported from other countries</li><li>• Local economy and agriculture is not supported and nobody takes advantage of the potential of these lands</li><li>• Young people unemployed are not interested in working the agriculture field.</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Use the lands available</li><li>• Producing fruits and vegetables without chemicals</li><li>• Creating a network by using home delivery and distribution points in all Murcia where customers can pick up their order twice per week</li><li>• Promoting agriculture among youths.</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• The lands around the cities are used</li><li>• Murcian people can eat fresh and healthy fruits and vegetables produced at local level.</li><li>• Raising awareness on sustainable agriculture</li><li>• Young people give the example of how working in agriculture can be a solution to overcome the youth unemployment.</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Vegan and Vegetarian Restaurants</li><li>• Bio shops</li><li>• Farmers</li><li>• Associations</li><li>• Erbolarium</li><li>• Coffee Shops and bars</li><li>• Physiotherapy clinic</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Production of fruits and vegetables</li><li>• Organization of courses: e.g. introduction to pruning trees fruits</li><li>• Creation a connection between young people and agriculture</li><li>• Collaborations and partnerships with others working in this field</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Selling a variety of products: vegetables, fruits, herbs, bio soaps, fresh bread, organic grain, local beers, herbs</li><li>• Various collecting points in the area</li><li>• Packaging materials</li><li>• Working with EVS volunteers</li><li>• A really young team that puts a lot of enthusiasm in this social idea. The different backgrounds of the founders</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Regeneration of the lands close to the city area</li><li>• High quality agricultural products</li><li>• Certificated products with the social certificate "Vecinos Campesinos"</li><li>• Creation of the cultural and territorial identity that has been lost</li><li>• Working the lands by respecting the nature</li><li>• Saving the biodiversity by not using chemicals</li><li>• Recycling and conscious use of water</li></ul> <p>Customer problem solved and need satisfied</p>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Field visits</li><li>• Periodic meetings</li><li>• Collecting the products twice per week from almost 20 delivery points</li><li>• Clients improve their knowledge of sustainable environment</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Trade fairs and exhibitions</li><li>• Brochures and leaflets</li><li>• Mass media</li><li>• Collecting points in the city opened twice per week. Mainly vegan restaurants and bio shops.</li><li>• Online orders</li><li>• Home delivery</li><li>• Community meetings</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Members of the association</li><li>• Local farmers</li><li>• Young people with a social and environmental interest</li></ul> <b>Most valued customers</b> <ul style="list-style-type: none"><li>• Population from Murcia</li><li>• Farmers</li></ul>
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SOCIAL IMPACT

Cost Structure		Revenue Streams
Administrative costs	Marketing	Sale of products
Operational costs	Packaging and branding	Courses/Trainings for members and not members
Sales	Trainings	

THE STORY

The beginning

Javier, Pablo, Pablo and Pablito y Adrian are a group of young people between 26 and 32. despite their different back-grounds, they are united by their interest in giving value to the lands around Murcia and in cultivating fresh and healthy vegetables and fruits for the people in Murcia!

4 years ago they started working on the idea of doing some-thing together in the field of agriculture. They noticed that a big number of lands around the city were left abandoned. They started to cultivate it and redistribute the products at local lev-el . Step by step and year by year other people joined and they are still joining La Revolica’s cause, creating in this way a more and more solid network that stands up for the environmental respect and healthy and fresh agricultural products.

How does it work?

As more and more people started to believe in this project, also the delivery points increased. La Revolica collaborates today with around 20 stakeholders in Murcia and around. The collaborators that decided to become a selling point are mainly vegan restaurants, bio shops, associations working in the sustainable local development, erbolarium, physiotherapy clinics and coffee shops.

Consumers and supporters of healthy life can go twice per week, on Monday and Thursday in one of this distribution points and buy packs of mixed seasonal products of 3, 6 or 10 kg. In case someone cannot reach the distribution point La Revolica offers a bike home delivery service.

La Revolica is part of an Alternative Social Certificate called “Vecinos Campesinos” (Participatory Guarantee System), where both producers and consumers certify farms and products.

What next?

One of the founders, Javier, wants to do even more! Graduat-ed in Psychology would like to use his background within “La Revolica” . His idea is to make also disable people participate in this project, for a better social inclusion.

La Revolica will continue promoting a sustainable and conscious way of living, cultivating and eating among young people and not only. One of the aim is to reach the biggest number of peo-ple.

**“La Revolica, where the natural makes the world a better place to live! Enjoy!”**

<http://www.larevolica.com>





GENERAL INFO

<b>Who?</b> A Puntadas Empresa Social S.L <a href="http://www.apuntadas.es/">http://www.apuntadas.es/</a>	<b>Where?</b> Elche, Spain Since 2011
<b>Vision</b> To make high quality textile products, with an attractive design for the market, respecting environment and promoting social inclusion of employees.	<b>Type of sector</b> Employees oriented/customer oriented

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Lack of working opportunities and reintegration difficulties for women in risk of exclusion in Spain.</li><li>• Textile companies put productivity and economical benefits before the promotion of responsible consumption, social commitment and the respect of the environment</li></ul>	<b>Solution</b> <p>Giving people in risk of social exclusion a professional education and a job in textile sector, using materials, techniques and procedures that are respectful with environment and society</p>	<b>Solution</b> <p>More than 370 women have been benefited since 2008. They have helped many people in situation of social exclusion to learn a profession and be prepared to find a job in textile sector.</p>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Fashion brands for who we made the textile products</li><li>• Designers</li><li>• Fabric and clothing sellers</li><li>• Other organizations and institutions</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Teaching dressmaking</li><li>• make textile products for companies</li><li>• sell textile products with our own designs</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• local resources (textile)</li><li>• human resources (staff and volunteers)</li><li>• economical resources (funds and revenues)</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• High quality textile products</li><li>• Respect the environment</li><li>• Social inclusion</li><li>• Made in Spain</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• We are suppliers for companies</li><li>• personal assistance through training programs.</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website and social media</li><li>• Physical contact in factory where to buy clothes and the school for the professional trainings</li><li>• Conventions and events</li><li>• Conventional promotion</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Dressmaking companies</li><li>• General market through our own clothes designs.</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Operating cost: things needed to make clothes (machine, textile...), salaries, maintenance of factory...</li><li>• Distribution cost: bringing the materials to final customer (other companies or individuals)</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Working for other companies: they offer to other brands any kind of dressmaking product (working uniforms, merchandising...)</li><li>• own clothe brand with exclusive designs available for everyone.</li></ul>		



## THE STORY

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Rosa Escandell is a successful entrepreneur from Elche (Spain). She was born in 1967 and she has an education background in economics. After years of working in the banking sector, she decided to quit everything and start her adventure in the world of social economy. She ran different projects around the world (Africa, Latin America, Asia...), helping women in economic and social difficulties. Some years later, she decided to come back to her city and created the nonprofit organisation 'PRM' (acronym for 'reinsertion program for women'). This organisation held dressmaking trainings for women in risk of social exclusion.

In 2011, Rosa and her team made a step forward by giving a professional framework to their organisation. They created 'A Puntadas', a dressmaking company, in cooperation with experienced partners as Fundación Juan Perán-Pikolinos.

Currently, they have a large number of clients. Many companies that share values with them and that buy them clothes for their activities and services. At the same time, A Puntadas continues doing the professional trainings that give opportunities to people to learn a profession and get a job. Their future goal is to keep growing getting new clients and developing their own brand called Malas Meninas in order to keep helping more people.

Rosa is convinced that textile and fashion market need new propositions with solid social values. Other way of making the things better is possible and 'A Puntadas' wants to prove it.



GENERAL INFO

<b>Who?</b> Social Wolves ( <a href="http://socialwolves.com/">http://socialwolves.com/</a> )  (Founders: Paula Bruszezwska, Rafał Flis, Marcin Bruszewski)	<b>Where?</b> Warsaw, Poland
<b>Vision</b> Build up a community which recognizes honesty, trust (other people and institutions) and active citizenship. Encourage and increase the capacity of young people to social activities, in particular to organize social projects. Support the economic development of Polish, including the entrepreneurship and personal development, in particular the transfer of competencies desired the labour market for young people.	<b>Type of sector</b> Community oriented, customer oriented

SOCIAL IMPACT

<b>Problem</b> Lack of opportunities and support for young, ambitious people to create new business and make their projects and ideas real.  Only 20% of young students in Poland have involved in social work.	<b>Solution</b> <ul style="list-style-type: none"><li>• Provide a space of guidance and support for talented youth who would like to put in practice a social entrepreneurial project.</li><li>• Motivating them with the joy of helping other people.</li></ul>	<b>Solution</b> In latest edition of their contest, there were more than 1000 social projects coming from different parts of Poland with more than 10.000 participants.
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• HR: director board, core staffs,</li><li>• volunteers, mentors/coaches, alumni club;</li><li>• Local and national government;</li><li>• schools ;</li><li>• IT companies;</li><li>• Banks;</li><li>• Companies looking for talented and motivated</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Finding financial opportunities for projects</li><li>• Social entrepreneurship incubator</li><li>• Organize a large scale social entrepreneurship competition for young students from all over Poland in creating social project</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• local resources (textile)</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• National incubator where youth can test their entrepreneurial ideas;</li><li>• Permanent guidance and support;</li><li>• Connect youth with companies;</li><li>• Provide a professional working experience for young students;</li><li>• Indicate the importance of running a business which helps the society;</li><li>• Consult young start-ups;</li><li>• Practical projects, visible impact.</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• The competition</li><li>• Coach/mentor network always ready to help and answer all the question regarding how to start and run a social business;</li><li>• Customers become members</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website and social media</li><li>• Organisation of events</li><li>• Street promotional actions</li><li>• Partners’s promotion channel</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Dressmaking companies</li><li>• General market through our own clothes designs.</li></ul>
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SOCIAL IMPACT

Cost Structure

- Operation cost: staffs salaries, organizing events and exhibitons;
- Distribution and PR cost.

Revenue Streams

- Recruiting students, headhunting for big cooperation, companies
- Certificates and prize, guidance guarantee, evaluation for winning teams from the competition
- Great working experiences, enhance soft skills and team work spirit

THE STORY

Marcin Bruszewski, 28 years old, is the Vice President and the Head of Marketing of Social Wolves. He graduated from the Faculty of Management and Economics at the University of Warsaw. After that, he achieved a Master’s degree in Economics from the University of St. Gallen in Switzerland.

After his studies he became a member of the Strategy Team by the Minister of National Education of Poland, Marcin started having a question about the differences in development between Poland and other countries in Europe and Asia. He realized that Poland is facing a population ageing which makes the population older and older. Besides, only 15% of young students have had experiences with social work. Seeing the connection between the two problems, Marcin knew that he wanted to do something to help changing this picture. Then along with two other friends, in September 2014, Marcin founded Social Wolves – a social enterprise dedicated to inspire high aspiring youth to value social responsibility. He hoped with Social Wolves he could motivate ambitious people to change the world and support them with bringing their own ideas into reality.

Marcin believes that everyone should experience the joy of helping others by establishing mentorship relationships with young people. This would enable young people to benefit from great professional working experience and help change the world. Social Wolves helped make this goal become a reality by setting up a large scale social entrepreneurship competition (Exempt from Theories) involving approximately 10 thousand high-school students from Poland that planned and implemented their own social project. From social campaigns to charity fundraisers, students influenced their communities - together they reached over 0.5 million beneficiaries. They are supported by a cutting-edge web application which serves as a Massive Open Online Course (MOOC) in project management and is certified by the Project Management Institute.

The founder of Social Wolves also emphasized that he strongly acknowledges the potential of the participants and the competition’s excellent alumni. That’s the fact which encourages more students to take part in the competition because whether they win or not, they will have a chance to meet with Social Wolves’ great partners who are big, important companies in the market

such as Cocacola, McKinsey, Microsoft,... The students will show off their talents and get attention from these companies.

The success of Social Wolves was proved when together with his team, Marcin was the finalist of the Polish Business Round-table prize and was awarded the Marketing Director of the Year Award 2014 as well as celebrated on the list of Poland’s 50 Most Creative in Business in 2014. In addition, Marcin also appeared on the list of social entrepreneurs Forbes 30 under 30 in 2014.

Marcin and his team have big ambition for the future. He said he wants to bring the business abroad, turn it into a great, unique idea and spread it worldwide.



GENERAL INFO

<b>Who?</b> Communal Service (Spółdzielnia Socjalna <a href="http://communalservice.pl/">http://communalservice.pl/</a> )	<b>Where?</b> Brzeziny (Poland) since
<b>Vision</b> The provision of a high quality public service to the citizens of Brzeziny  combined with the professional reintegration of the unemployed and disabled.	<b>Type of sector</b>  Community oriented, employees oriented, environment oriented.

SOCIAL IMPACT

<b>Problem</b>  Many unemployed people in risk of social exclusion. Need of taking care of public buildings and places.	<b>Solution</b>  Create a public enterprise that will employ local people and people with social problems, providing a service of cleaning and taking care of places and buildings.	<b>Solution</b>  Communal Service has created more than 70 employments for people in risk of social exclusion. At the same time, it is managing successfully the urban waste of the city and giving public services at low cost for the municipality.
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Municipality</li><li>• Building materials suppliers</li><li>• Cleaning materials suppliers</li><li>• Recycling treatment factory</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Urban economy,</li><li>• building,</li><li>• transport,</li><li>• actual cleaning and greenery maintenance,</li><li>• winter roads, pavements and squares maintenance</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Human resources;</li><li>• working resources: materials and machineries</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Providing public services at a lower cost than other private companies</li><li>• Local employees</li><li>• Engagement with local community</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Biggest client is the municipality of Brzeziny.</li><li>• Close relation with strong links between company and administration</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website</li><li>• Local and national media</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Public administration</li><li>• Private companies</li></ul>
<b>Cost Structure</b>  Machines and technical equipment, salaries, facilities maintenance, recycling plant maintenance, transportation costs		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• local service for the improvement of the city</li><li>• helping employment conditions</li></ul>		

## THE STORY

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Mr. Ryszard Śliwkiewicz is the president of 'Communal Service', the social company of Brzeziny (Poland). He is a well known person in this small city on the suburbs of Lodz because of many years of high involvement at local level.

He has always been an active citizen in the region, especially in business and politics field, but, also, he implicated in cultural and sportive activities. He was the president of the local soccer team and, even if he had to leave this activity, he is still cooperating with sportive activities in the city.

The Mayor of Brzeziny had the idea to create a social cooperative that could give different service to the community and at the same time fight against the unemployment of the city. At the early stage, mayor of the city proposed to Mr. Śliwkiewicz to lead the project. Already in his 50s, Mr Śliwkiewicz decided to be involved in this social enterprise and be in charge of the 'Communal Service'. It was a long bureaucratic process to finally created Communal Service in 2013 as a social cooperative, based on cooperation between the municipality and the regional government.

According to Mr Śliwkiewicz, the first year was difficult and the company did not have the whole support from local community. People in Brzeziny did not approve the need of forming a public enterprise. Slowly, the citizens of Brzeziny began to appreciate the value to of Communal Service's contribution and the work developed by Mr Śliwkiewicz.

For now, the main services provided by Communal Service are in the field of urban economy, building, transport, actual cleaning and greenery maintenance, winter roads, pavements and squares maintenance etc. Besides this, Communal Service takes care of the city's waste by collecting and classifying the residues in order to be recycled and processed. This residues plant is one of the most important parts of this cooperative for Mr. Śliwkiewicz. At the same time, he talks proudly about the social impact of the Communal Service, emphasizing on the importance of giving working chances to people in need.

For the future of Communal Service, Mr Śliwkiewicz has a lot of plans. They are planning to buy more piece of lands to extend their facilities. In the residues plant, they have in mind the creation of one recycling education center for youth and children to raise awareness on the environment protection.

EUROPE



France  
Simone Giannelli and Selom Agbavito, job shadwers, Eurocircle, France

GENERAL INFO

<b>Who?</b> Abricotoit, founded by Julien Girardon	<b>Where?</b> Marseille, France Since 2015
<b>Vision</b> Abricotoit, Actors of Urban Agriculture, contributes to provide the community with nutritionally adequate foods, to control pollution and to improve the environment in Marseille by creating shared gardens on roofs and on terraces of buildings. This also strengthens social ties between resident, improves social interaction and civic participation and promotes healthy diets and lifestyles.	<b>Type of sector</b> Urban agriculture

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Polution</li><li>• Poor quality of food/lack of nutrionaly adequate foods.</li><li>• Lack of professional competences in existing urban gardens</li></ul>	<b>Solution</b> Shared Urban Gardens on roofs and on terraces, with the professional guidance of an expert	<b>Solution</b> <ul style="list-style-type: none"><li>• Access to nutritionally adequate foods for resident.</li><li>• Increased productivity of gardens</li><li>• Improved enviroment</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> Seed company <ul style="list-style-type: none"><li>• Beekeeper</li><li>• Engineer</li></ul>	<b>Key Activities</b> Evaluation board <ul style="list-style-type: none"><li>• Customer</li><li>• Prospecting</li><li>• Installation and maintenance</li></ul> <hr/> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Human resources;</li><li>• working resources: materials and machineries</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Produce and Harvest Vegetable</li><li>• Maintain garden</li><li>• Thermic Isolation</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• School</li><li>• Companies</li><li>• Association</li><li>• Social Housing</li><li>• Landlords</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• Website</li><li>• Local and national media</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Local community</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Conventional Fixed Cost</li><li>• Raw material</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• local service for the improvement of the city</li><li>• helping employment conditions</li></ul>		



## THE STORY

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Julien founded Abricotoit in 2015, at the age of 28, two years after he completed his PhD in Biotechnology at the University of Verona, Italy. Despite his strong academic background, and despite he had sent more than 300 curriculum, he struggled to find a job. During this difficult period, Julien started to think about creating his own business. He was looking for something that could valorise the knowledge he gained in the course of his studies and at the same time have a positive impact on the community in which he lives. It was in those days that Abricotoit was conceived, around the thematic of Urban Agriculture.

«I didn't planned to become an entrepreneur» he told me. «It was my personal journey that brought me to it. When I founded Abricotoit, I didn't even know exactly what a Social Enterprise was!».

At the beginning, Julien started to meet people and to present his idea, to participate to conferences and to register his project for competitions. He also won a prize in 2015, the Talent des Cités.

But the first real challenge was to elaborate a good business plan. The business model of an innovative enterprise such as Abricotoit is indeed always hard to test and to validate, and therefore having a high confidence in his entrepreneurial idea and in his skills was crucial for Julien, and not always easy.

Today Julien is very busy in promoting his project. Abricotoit is indeed open to many different actors in Marseille: public spaces such as schools and universities, associations, cooperatives and non-profit organizations, but also to companies in the for-profit sector. For this reason, Julien says that sometimes he feels like the "black sheep" in all fields, because the social economy is frequently frowned upon by companies and, at the same times, a more entrepreneurial approach is frowned upon by some in the non-profit sector.

For the future, Julien is willing to go beyond Marseille and to involve more territories in his project, spreading the benefits of shared roof garden in the whole Provence.





GENERAL INFO

<b>Who?</b> Zavod za uravnotežen prostorski razvoj AKSA, so. p. Project: Arhitekturni nasvet (Free architectural consultations)	<b>Where?</b> Situating in Ljubljana, operating around the entire country (30 locations)
<b>Vision</b> On one side to help people with spatial dilemmas and educate them about quality space with more accessible architectural services and a user-friendly and cost-effec- tive plan of designing space. And on the other side to help young architects and landscape architects to gather experience, find work and educate them about soft and entrepreneurship skills.	<b>Type of sector</b> Employees oriented & Environmental/Society oriented

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• People are repeatedly faced with situations where they need or want to renovate or build residential.Many solutions are currently available, but none are really effective.</li><li>• Lack of jobs or internships for young (landscape) architects. Hard to gain experience or start a career in the field.</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Free architectural consultations take place four times a year in 30 cities in Slovenia in the span of 1 week. They last 30 to 45 minutes per visitor and include basic assistance and directions to solving spatial dilemmas.</li><li>• Free consultations work as the first learning experience and a lead generation tool for projects or work.</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• 383 solved spatial dilemmas</li><li>• a group of 30 volunteers w (in-creased 5 times from the original team)</li><li>• the formal organization of a group of young professionals into an insti-tution and social enterprise, which promotes collaboration, exchange of knowledge and teaches soft and entrepreneurial skills</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• institutions and media (local newspapers, event websites etc.)</li><li>• consultants</li><li>• volunteers</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Consultations,</li><li>• logistics,</li><li>• administration,</li><li>• promotion.</li></ul> <hr/> <b>Key Resources</b> <p>Hosts' spaces, expert consultants, webpage with application form, transport means, paper, pens.</p>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Help, providing infor-mation, confirmation or a second opinion, schematic solutions to problems and ideas for execution.</li><li>• Gaining experience, new skills, access to a network</li><li>• Safe and healthy living and working spaces.</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Live communication,</li><li>• newsletter,</li><li>• PR,</li><li>• project management</li><li>• blog.</li></ul> <hr/> <b>Channels</b> <p>webpage, social networks. Local institutions' events, lectures and other public events, Architectural tour.</p>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Young couples/ families creating their first home.</li><li>• people who intend to renovate existing facilities.</li></ul>
<b>Cost Structure</b> <p>Organisation, travel costs, promotion, working hours of consultants, materials, administration.</p>		<b>Revenue Streams</b> <p>Voluntary contributions, giving income tax 0.5 %, donations and sponsorships, contribution from the profitable parts</p>		



## THE STORY

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Marta Vrankar works at “Zavod za uravnotežen prostorski razvoj Akša” as architect-consultant.

She studied graphic design in secondary school and architecture at university.



The purpose of their social enterprise is to offer expertise in the field of spatial planning, bring architecture closer to the public, as well as to help young professionals in the field gain work experience and ease their transition from university to the job market.

### How it works

Akša is concerned mainly with public spaces i.e. the living spaces of the average Slovenian citizen.

The most interesting part of the work is that their conversations with their visitors allow them to identify their actual residential issues, which help them to identify the problem that Akša need to address with a solution.

The two-way communication is crucial for the process:

“From an entrepreneurial aspect, this has no effect, but there is an effect from the point of view of personal development and assisting clients.”

### Social impact and business

Social entrepreneurship adds some benefits to the work, from the point of view of the personal development of the advisers. It promotes growth and helps people develop various skills, especially in terms of communication and how to deal with clients.

From the entrepreneurial aspect, Akša team is constantly trying to improve the services by providing training for their members and volunteers.

Their service is accessible in all the regions. The team is composed of younger people, who are mostly still studying, but mainly young professionals from the fields of architecture, landscape architecture and graphic design and some experts from other fields to cover other aspects of the social business.

The communication is horizontal to allow each one of the members of the institute to participate with their ideas, propose their solutions and be actively involved in any areas and promote self-initiative.

### Challenges

They are considering changing the status of social enterprise, mainly because of the status, potential partners do not consider Akša as an equal counterpart in their interactions in the business world, but as sort of amateurish.

Apply for tenders is complicated as well. More established applicants were given priority and scored better. According to Marta, these misconceptions are due to the fact that social entrepreneurship is still poorly developed, underappreciated and unrecognized by the State. The public is quite unfamiliar with the term social entrepreneurship. So one of the biggest challenges for the social entrepreneurship for Akša but also the Slovenian social enterprises is to earn the trust of the public, the State.

### Future goals

This year, Akša team plans to improve the quality of their services on a professional level. Their long term plans involve expanding the services beyond the national borders (foreign markets) to gain cultural connections and a better understanding of living spaces in other countries.



EUROPE

Kooperativa LMC  
Petar Petrov and Fridah Nakato, Job shadowers, PINA, Slovenia



GENERAL INFO

<b>Who?</b> Kooperativa LMC (Last Mile Cargo) Zelena dostava	<b>Where?</b> Ljubljana, Slovenia. Since 2009
<b>Vision</b> To develop green bicycle delivery service and to create jobs.	<b>Type of sector</b> Customer and members oriented

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Car pollution</li><li>• Youth unemployment</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Developing bicycle delivery service</li><li>• Motivating and including young unemployed people by giving them an opportunity to be a part of the process, self-employment</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Eco-friendly delivery service</li><li>• Involving unemployed young people (4 members)</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Post office</li><li>• local population</li></ul>	<b>Key Activities</b> <p>Delivering post Spreading awareness on positive use of eco friendly means of transportation</p> <hr/> <b>Key Resources</b> <p>Bikes</p>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Green, eco-friendly delivery</li><li>• Delivery service with social awareness and green impact</li></ul>	<b>Customer Relationships</b> <p>the delivery and non-formal communication</p> <hr/> <b>Channels</b> <p>Delivering home by home</p>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Post service (client)</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Technical handling, marketing and networking</li><li>• Salaries</li></ul>		<b>Revenue Streams</b> <p>Classic delivery service for the Post office but non-polluting, eco-friendly, economic and helping indirectly to promote the social business and to raise the public awareness about the green impact.</p>		

## THE STORY

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"Kooperativa LMC (Last Mile Cargo) Zelena dostava" is a Slovenian cooperative society/company founded in 2009. Its main activity is to develop a green sustainable delivery bicycle service.

<https://www.facebook.com/zelenadostava/>



The founder, Jurij Bavdaž, was a former head of logistics in the Slovenian cycling company Rog which went bankrupt. He also headed restructuring processes for other industrial companies. When Rog closed, the employees tried to keep it running by transforming it into a cooperative society. Some of them, found new jobs and others, stayed unemployed until their retirement, or started their own businesses. So, in the end, the Rog cooperative was not successful. But Jurij keep on working in the social entrepreneurial field pointing some of the difficulties. The Social business law allowed him and his associates to start a social enterprise, a cooperative as Limited Liability Company. So begun from zero.



For Jurij, the cooperative company is the base of the social entrepreneurship because it allows its members to share capital and knowledge and help the society, focusing on the business aspect to be self-sustained. Kooperativa is about creating eco-friendly, non-profit classical jobs and solving fundamental social problems (environment, unemployment, social cohesion). It allows to be exempted of taxes on profit but invest it in faster development. He believes in the job market evolution and the emergence of new jobs which will not need a lot of financial investment but will be socially profitable and a solution for the unemployment.

One of the challenges of Kooperativa is to improve their social business skills: administration, management, and communication-marketing. Because the State is not offering a starting capital, they have to build their business activity to grow slowly and ensure the company stability.

Their main goal is to develop a commercial activity but having this social and society impact.

"Solving the members problems first before solving the world's ones."

By solving the members' problems he means creating jobs for them, ensuring their employment with normal salaries and not just voluntary work, providing people opportunities that the State cannot.

Their vision is to solve these challenges, develop their bicycle delivery service, build a partnership network and create a network synergy.



Portugal, Conferencia Vicentina de S. Pedro de Bairro - Lojinha das trocas  
Door Yan Wai Ling, Jobshadowers , YUPI, Portugal

GENERAL INFO

<b>Who?</b> Conferencia Vicentina de S. Pedro de Bairro - Lojinha das trocas	<b>Where?</b> Vicente de Sa, 1000-000, Lisbon, Portugal
<b>Vision</b> <ul style="list-style-type: none"><li>• Simultaneously raise awareness of the importance of donation that benefit women and families in need</li><li>• To spread message of “Fun, Fashion and Charity” throughout the community</li></ul>	<b>Type of sector</b> Non-profit and charitable Society oriented

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Problems on buying clothes regularly</li><li>• Children’s clothing</li><li>• Growing problem of textile waste</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Traditional route for neighbor in Famalicão to exchange clothes</li><li>• Reuse clothes from their older neighbor’s siblings;</li><li>• Second hand clothes help to reduce the environmental impact of the manufacture and distribution of new clothing</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• Economically sustainable way for people to refresh and update their wardrobes yet be able to do this without a great financial cost to themselves.</li><li>• Keeping garments out of landfill for longer</li><li>• Reducing the damaging effects of fast fashion</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Volunteers from Conferência Vicentina</li><li>• Local citizens</li><li>• ACA – This Company provides materials and manpower for them</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Providing platform for local citizens-to exchange clothes</li><li>• Delivering</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Manpower</li><li>• Support from Conferência Vicentina</li><li>• Clothes items and furniture</li><li>• Community collaboration</li><li>• Space from a textile</li></ul>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• Economically sustainable</li><li>• Environmentally sustainable</li><li>• Recycling</li><li>• Education</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Community outreaches</li><li>• Friendly platform to gather neighbors</li></ul> <b>Channels</b> <ul style="list-style-type: none"><li>• Direct contact</li><li>• Through the local priest as the organization behind the initiative is catholic</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Volunteers</li><li>• Volunteer coordinator</li><li>• Conferência Vicentina</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Operational costs</li><li>• Capital investment</li><li>• Administrative costs</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Exchange services</li></ul>		



## THE STORY

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The Lojinha das trocas was founded by Miss Ana Maria Carneiro in 2012, following the collaboration with Conferência Vicentina de S. Pedro de Bairro.

Miss Ana Maria Carneiro and one of the staff, Miss Balbina Sampaio, who work in Conferência Vicentina de S. Pedro de Bairro purposed to help people in need in the local district by exchanging items. The main reason behind it was that they wanted to help everyone, especially the ones who do not receive help from the government. In 2012, they lent a textile factory to be a warehouse to allow all people to have clothes exchanging. Eventually, Lojinha das trocas also received furniture and other items from neighbours.

At the beginning they faced organisational challenges. For example, many local citizens tried to leave their items and take other's items but they did not have any recording of exchanging. The store then was in a mess and did not have a structured filing of exchanging record. As a result, they started to record all the exchanging items properly and sectioned the clothes by ages.

The innovation of exchanging items Lojinha das trocas is the first exchanging initiative at local level, there was no other similar initiatives. Therefore, many local citizens started to appreciate the initiative and started to exchange items there. For the neighbours, joining the clothing exchange is fun and a fantastic way to refresh, clear up closet or wardrobe of theirs. Besides, there were many children in community, they can easily to swap and reuse clothes from their older neighbor's siblings.

For Miss Ana Maria Carneiro and Miss Balbina Sampaio, there were always something to improve. One of the ideal goal is to exchange of information with the social store so that people don't try and use both services at the same time. Cooperation with the partnerships are important!

Lojinha das trocas is not a fully social enterprise, it has a high potential from turning charity to social enterprise as there are different social impacts we can identify!



GENERAL INFO

<b>Who?</b> Café de la Paix, founded by Francesco Bonfiglioli, a fair trade café, bar and a small restaurant, but also a place of professional trainings for young people from disadvantaged groups with social problems	<b>Where?</b> Bologna, Italy.  Since 2003
<b>Vision</b> To prepare young people at the age of 16 to 23, who are school dropouts, immigrants, minors with family problems, people released from juvenile centres, people with mental disabilities, illiterates, for a job market, to provide them with skills necessary to become independent and self-sufficient on the labour market, increase their level of autonomy in the job and their awareness in the working choices	<b>Type of sector</b> <ul style="list-style-type: none"><li>• Young people oriented – to train them in order for them to gain practical job-related skills</li><li>• Customer oriented – to deliver a good quality service, provide with a fair trade, organic products</li></ul>

SOCIAL IMPACT

<b>Problem</b> <ul style="list-style-type: none"><li>• Young people from disadvantaged groups have difficulties getting a proper training, help of mentors and guidance in order to enter the labour market with necessary skills</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• To provide young guys with professional training, how to become a bartender or a waiter, but also to teach them other skills necessary on a job market, such as how to write a cv, motivational letter, how to prepare for a job interview, how to become punctual</li></ul>	<b>Solution</b> <ul style="list-style-type: none"><li>• The effect is bridging the gap between the period of leaving school and entering the labour market. People from disadvantaged groups are integrated into the society. They learn the skills by doing, by a direct experience in professional environment. Some per cent of the guys after</li></ul>
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BUSINESS PLAN

<b>Key Partners</b> <ul style="list-style-type: none"><li>• providers of the fair trade, local craft products</li><li>• local institutions</li><li>• cultural organizations which organize art exhibitions in the café</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• bar, café and restaurant service</li><li>• professional trainings for young people</li><li>• selling organic, fair trade products</li><li>• organizing fairs, events connected to local craft products</li><li>• renting space for events, meeting, conferences</li><li>• organizing graduation parties with personalised catering</li></ul> <hr/> <b>Key Resources</b> <p>local, organic, fair trade products</p>	<b>Value Proposition</b> <ul style="list-style-type: none"><li>• enabling a reintegration into the society for young people with difficulties</li><li>• providing them with competences so that they will be able to enter the labour market with the same possibilities and capacities as other teenagers</li><li>• providing them with such values as teamwork, meaningful job, equality, same rights, communication and tolerance</li><li>• raising awareness about the products from fair trade markets</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• about 25% of all the customers, are the ones who chose them on purpose, who know and support their activities</li></ul> <hr/> <b>Channels</b> <ul style="list-style-type: none"><li>• social media, Facebook</li><li>• official website</li><li>• direct contact with customers</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• customers are from all age groups, most of them are random people, tourists who knew about them from social media or tripadvisor website</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• the maintenance of the space</li></ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• activities of the bar and restaurants and online shop</li><li>• renting the room with the projector for conferences, meetings, presentations, exhibitions</li><li>• organization of celebrations, for example for university graduates</li></ul>			

THE STORY

Francesco Bonfiglioli is the owner of the café since 2003. He got fascinated by the idea of different economy model. His mission is to promote the idea of teaching outside of school, learning by doing and a direct experience. He wants to help young people, immigrants, juvenile delinquents, minors with family difficulties, emotional burden, bad experiences, other difficult life situations, to develop their own qualities, skills and autonomies, become self-sufficient and skilled on a job market thanks to the right protection. Francesco wants to give them also a sense of community, integration, teamwork and the meaning of work.

He would like to let them grow and gain competences in the environment where there are no prejudice, inequalities, and barriers resulting from different ethnicities or religions. Café de la Paix receives about 60 guys per year, about 10 at a time to get a professional skills in the working environment. Since 2007, more than 350 teens have participated in the social projects and six of them now the employees of the café.



This booklet aims to encourage young people to take action and become positive catalysts of change in their communities.

It will take you on a journey through 3 different continents and 13 different countries to help you understand both the challenges and the opportunities faced by social entrepreneurs worldwide, and to give you the inspiration to make your ideas become reality.

Visit our website

<http://e3erasmus.com/>



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