

You(th)
CAN
make a
difference!

An Introduction to
Social Entrepreneurship

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INTRODUCTION

This handbook aims to be an introduction to social entrepreneurship for youth NGOs, students, youth workers and leaders, teachers, parents and you(th)! No matter who you are, we hope that this will serve as a guide for you in some way. Social entrepreneurship, especially in difficult economic times, has become a form of self-employment for many, allowing people to be self-sufficient while making a difference in society at the same time. Our goal is to inform you about the concept, methods, and values of social entrepreneurship in the youth sector, as well as provide you with real life examples of young social entrepreneurs in action. For all youth (especially those with fewer opportunities), proper guidance, mentorship, and preparation on behalf of youth NGOs, leaders, teachers, and parents are essential in ensuring successful social enterprise initiatives. Everyone can be an entrepreneur for change; you just need to know where to start. That's why we are here.

S.U.I.T.C.A.S.E project

The handbook you are now reading is an outcome of the project S.U.I.T.C.A.S.E-Start-up/ Initiate/ Train/Coach for Social Entrepreneurship of Unemployed Youth. The project was consisted of a reciprocal exchange of two youth workers for a period of four months in 2013 between Youth for Exchange and Understanding International (YEU) - Brussels and Community Volunteers Foundation (TOG) - Istanbul. The two organizations, both being active in the youth field, recognized the need to strengthen their capacities in supporting social entrepreneurship of unemployed and disadvantaged youth groups. In this way, the youth workers Marko Paunovic on behalf of YEU and Evren Ergeç on behalf of TOG exchanged positions and collaborated in order to empower the two organizations to work on the topic of youth social entrepreneurship.

The project was implemented with the support of the Youth in Action Programme of the European Union

Youth for Exchange and Understanding (YEU)

YEU is an international Non-Governmental Youth organization established in 1986. It is a member of the European Youth Forum in Brussels and considered by the European Commission as a European level non-governmental organization. YEU looks forward to increase tolerance and awareness between different countries, cultures and traditions, and to promote a greater level of comprehension through the development of youth activities such as; youth

exchanges, seminars, conventions, meetings, study visits, training courses, development of educative manuals. The main aim of YEU is to promote peace, understanding and co-operation between the young people of the world, in a spirit of respect for human rights. For more details about YEU visit the website: www.yeu-international.org

Toplum Gönüllüleri Vakfı (TOG)

Toplum Gönüllüleri Vakfı (TOG – Community Volunteers Foundation) was founded in December 2002. The Foundation contributes to the personal development of young people by encouraging them to participate in social responsibility projects as volunteers. In doing so, it increases young people's community involvement on a voluntary basis. Every year the foundation supports the realization of over 900 projects and activities implemented by about 30,000 young people in over 110 university clubs. For more details about TOG visit the website: www.tog.org.tr/EN

Youth in Action Programme

Youth in Action is the Programme the European Union had set up for young people in the period of 2007-2013. It aimed to inspire a sense of active European citizenship, solidarity and tolerance among young Europeans and to involve them in shaping the Union's future. It promoted mobility within and beyond the EU's borders, non-formal learning and intercultural dialogue, and encouraged the inclusion of all young people, regardless of their educational, social and cultural

background: Youth in Action was a Programme for all.

For more information about Youth in Action, visit the website: http://eacea.ec.europa.eu/youth/programme/about_youth_en.php

SOCIAL ENTREPRENEURSHIP

What is social entrepreneurship?

Social entrepreneurship, at its most basic definition, is the idea of combining the innovative methods used by business entrepreneurs with a desire to bring about far-reaching social change. Social entrepreneurs address wide-ranging social problems, come up with ways to overcome them, and implement their solutions, ideally on a large scale.

A social entrepreneur, just like a regular business entrepreneur, must take risks and be determined in order for his or her social venture to be successful. No matter whether a social entrepreneur is working with a large or small, public or non-profit organization, or individually, the basic steps for all is pretty much the same:

Problem: Something an entrepreneur sees in society that is upsetting or frustrating and needs to be changed.

Solution: A thought-out, creative, and practical way to solve the identified problem.

Implementation: The act of putting the solution in practice.

Ideally, a social entrepreneurial project should be able to be adapted to fit different cultural environments. This way, its reach will be much broader and bring change to more communities.

What is social change?

Social change is exactly what it sounds like: a meaningful change in society over time. It is a broad term but can refer to anything, including social movements or a change of social order, behaviors and attitudes of society, or the relationships between social groups.

Social change implies progress, a sense of moving forward, addressing current social problems, and becoming a stronger, more inclusive and diverse society as a result. Some examples of social change include the feminist and suffrage movement, the abolition of slavery, and gay rights advocacy. These examples are international, broad examples, but social change can come in many forms and sizes and start up right in your own community.

Why do we need social entrepreneurs?

Social entrepreneurs are essential in today's world, which still suffers from many social problems such as economic crisis, war, diseases, discrimination, displacement, homelessness, poor health and nutrition, and social exclusion to name only a few. In this context, social entrepreneurs are needed more and more. There will never be a limit on the number of social entrepreneurs needed in the world. Instead, there is always a place where such people can make a monumental difference in the lives of others. Their drive to improve the world and their dedication to see their solutions and plans come true, act as a ripple effect. It basically

inspires others to pursue social change as well. According to Ashoka, one of the most prominent and active organizations dedicated to the advancement of social entrepreneurship, “every leading social entrepreneur is a mass recruiter of local change-makers.” We need these energetic and enthusiastic leaders who are passionate about their cause because they engage others in the process of changing the community. The path to being a change-maker with a strong impact starts with the youngest generation.

Who can be a social entrepreneur? What does it take?

Anyone can be a social entrepreneur. All you need is an idea, a creative and innovative mind, resources, flexibility, and an implementation plan. Social entrepreneurs are imaginative critical thinkers who strive for long-term, expansive social change. With an identified social problem, they look for solutions that can benefit society at large. This may sound daunting, and yes, it seems like a lot, but the good thing is that there are many people out there who want to help you. Many organizations fund promising entrepreneurs and others are specifically dedicated towards introducing social entrepreneurship to the youth sector.

No matter how young you are, it is never too early to begin thinking about your potential to bring about social change. After all, the more time you’ve spent developing your idea, the more likely you will succeed. Naturally you will not be able to achieve massive wide-spread change right away. It takes a lot of patience and perseverance to reach that level,

and as a young person you are only in the beginning stages. As long as you have the drive to make a difference, you are a perfect candidate to be a successful social entrepreneur. It really is amazing how far you can go with a vision, plan, and hard work.

What fields are social entrepreneurs working in?

Social entrepreneurs can work in virtually any field – that is what so great about it. Social change is necessary in different forms and in different parts of the world. Social entrepreneurs are given the flexibility to do what they are most passionate about, whether that is health, youth development, environmental issues, education, or violence, for example. The options truly are boundless, so think of something that means something to you, and you're already on the right track. Maybe you see that parents in your community are struggling to find work because they are so busy taking care of their children, so you establish a free day care center for the children so that parents can find employment. Perhaps you start a tree-planting campaign because you feel your neighborhood needs more green space for events, playgrounds, and activities.

Many school children need to walk miles every day just to get to the classroom; you might change this by organizing widespread bicycle donation campaigns so that these children do not need to spend so much time trying to reach school. You can work in any field. That is not an understatement.

FOCUS ON YOU(TH)!

Why youth?

The youth sector is an incredible resource for positive change in the world that still remains largely untapped. The most important thing is that young people feel as if they can make a difference. Empowerment is the first step, and that is where the NGO comes into play. The most important role of the youth NGO is that of unwavering, constructive support. Once young people believe that it is possible for them to make positive changes, the rest is easy.

A lot of times young people are told that they are too young, uneducated, and naive to make a difference in their community. This is absolutely wrong. In fact, young people are the ones that need to get involved the most. Their perspective and views on what needs to be fixed are often different from those of many adults. They are intuitive, creative and quick thinkers. They are energetic and tireless. And, if you start young, you have so much more time to give towards fighting for social change.

Benefits for young people

Joining social entrepreneurship initiatives focused specifically on youth will not only provide young people with a positive outlet for their ideas, but it will give them a space for healthy interaction as well as a sense of independence, self-autonomy and competence that acts as a springboard

for them to become confident, dedicated change-makers throughout their lives. They will form a network of friends who have similar interests in bringing positive change to their communities. They will meet adults and leaders who can help them with their goals. They will learn about entrepreneurship, finance, business, and management. Most importantly, however, they will be leaders who understand that they have potential to make the world a better place, and they will use the skills they learn at a young age for the rest of their lives.

What is the role of the NGO or youth workers in social entrepreneurship?

Young people, while they may possess the drive and desire to make a concrete difference in the world, must have proper support from parents, leaders and educators in order to become successful social entrepreneurs. There are a various number of things Non-Governmental Organizations can do to help young people.

1. Training. Before anything else, NGOs and youth workers should develop training programmes to equip young people with basic and necessary skills such as management, leadership, and economics.

These training programmes would ideally be implemented in small groups (under 20 people) and provide time for discussion, trainee involvement and an exploration of various social issues and approaches to solve them. European Commission offers funding to youth NGOs to provide training

for young people under the programme “Erasmus+”. (http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)

2. Network. Once young people begin developing their own projects, the NGO should make sure they are connected to a network with other young entrepreneurs of different levels of experience. Networking does not only provide a support system, but it acts as a dynamic learning environment in which budding social entrepreneurs can share their ideas, successes, and strategies with others and learn from their peers. A strong network fosters respect and friendship. As the network grows, NGOs from various regions (or even countries) could partner up and set up exchanges and meetings between the groups. Not only will young social entrepreneurs meet more people and spread their idea further, but they will learn the value of tolerance and respect for people of different backgrounds.

3. Mentorship. Social entrepreneurs just starting out with their projects would benefit greatly from being matched in one-on-one pairs with more experienced and established entrepreneurs. Having a mentor, especially when just starting out with a new idea, is an invaluable resource and source of support. NGOs should provide a community of willing and knowledgeable social entrepreneurs with projects in similar fields to the young people. They will be able to act as advisors and teachers to the young people in an informal, collaborative setting. Such a partnership would benefit both parties: the young person will learn valuable, applicable skills and the already established entrepreneur

will get a fresh perspective on his or her project and gain teaching skills.

4. Resources. Every social entrepreneurial venture needs money to fund it. Therefore, the NGO should provide information and classes about sustainable business and financial planning as well as methods of successful fundraising. Because the beginning of a new business venture is usually the most challenging, having some money to use at the beginning is very valuable. If the NGO has the resources, it may decide to give funding to young people who have proven their dedication to their projects and properly shown its merits, sustainability, and implementation plan. NGOs should also point young people towards other grant and scholarship opportunities that may help them fund their projects.

5. Reflection. To keep the NGO actively involved in the social entrepreneurial projects of its young people after the initial training programme, large group meetings should be held once in a while, perhaps every two months. In these meetings, the young entrepreneurs will provide feedback to the NGO and its workers in order to create an ongoing dialogue between the organization and the young people. In these meetings the young people will reflect on the process, keep other students and the leaders up to date on their projects, and develop a plan to move forward. If they have any frustrations or concerns, these meetings offer a perfect opportunity for them to be expressed and addressed.

How can we get young people with fewer opportunities involved?

Before introducing disadvantaged youth to the field of entrepreneurship, they should become active participants with local youth-focused NGOs. In this way, they will start forming relationships with other young people as well as youth leaders. Feeling comfortable within the NGO is essential for young people with fewer opportunities to confidently pursue other goals, which may include social entrepreneurship. The most important thing is that they feel supported and have proper guidance, especially because they have had less help and resources in the past.

The example of YouthBank

YouthBank programme: from young people, for young people

The YouthBank project began in 1997 in Northern Ireland and after its success and popularity as an “all-island” organization, YouthBank went global. The idea behind YouthBank is simple. Each YouthBank has a committee of young people who decide together to award grants to community projects.

The projects, presented by young people as well, can relate to anything in the community that needs attention. YouthBank allows young people to be on both sides of the process, member of the committee of the YouthBank and project ideas applicants. Therefore, a YouthBank strengthens a community and gives young people a meaningful voice in its future. Teenagers from all socioeconomic backgrounds have, through YouthBank, access to funds and a network that is youth-led, from young people, for young people.

YouthBank is now active in 13 countries, allowing young people in Europe, Asia, and Africa to take the initiative to pursue what is important when it comes to their community.

You can learn more about it at

<http://www.youthbank.org/>

Interview with Can Ercebe (YouthBank Coordinator in TOG)

What is your role in YouthBank?

I am a youth worker and part of a team that coordinates the YouthBank Programme in Turkey. In very general terms, the YouthBank is a programme that enables young people to make a difference in their communities. At the beginning, YouthBank committees announces the open call for projects and young people interested to implement their project ideas complete the basic application process. YouthBank committee evaluates the submitted ideas and selects the ones which will be granted. In this way, the programme increases the local civic engagement of young people and provides benefits for the local community where YouthBank operates.

What does Youthbank do regarding social entrepreneurship?

The YouthBank

- Stimulates community action with and by young people by funding projects that are unlikely to secure support elsewhere. The YouthBank helps that the money reach parts of the community that are often not eligible for other funding streams and groups that find existing funds difficult to access
- Builds community capacity and stimulates partnership and co-operation, creating a legacy of practical action and altered attitudes. The YouthBank challenges common assumptions about young people and their capabilities

- Will change the culture of grant-making and stimulate new ways of involving young people in the governance of adult-run organisations – as trustees, decision-makers and actively involved in a wide range of consultation and development processes.
- Provide personal development experiences for participating young people through which they mature, widen their horizons and develop insights and empathy for peers from backgrounds, circumstances and neighborhoods very different to their own.

What is the role of the youth NGOs and the youth workers / trainers / leaders in the field of youth social entrepreneurship?

The role of youth NGOs and youth workers in general seems to be very important in the field of youth social entrepreneurship. I will give some examples from the YouthBank programme which justify the importance of youth workers. In 2012, the YouthBank's coordination team had an evaluation meeting regarding the activities and the process held in 2011. All young people involved in YouthBank were invited to participate. Young people saw the youth workers as their facilitators, coaches, advisors. Particularly these are some phrases they shared with us about youth workers:

"A youth worker guides others while they are writing and implementing projects. She/ He tries to be creative and original. She/ He makes researches, decides on themes, makes the project active and visible, works for its sustainability."

"She/He stands beside the oppressed, has a liberalistic po-

sition. She/ He struggles and lobbies for the youth rights. She/ He observes and makes analyses, contributes to local community, helps the youth make useful deeds in their region."

"She/ He deeds for youth."

"She/ He doesn't have to be young. The important thing is to communicate with youth."

"She/ He works together with young people."

"She/ He approaches the problems from the youth's point of view."

"She/ He listens to youth's problems and ideas. Instead of acting restrictive and commanding, she/ he tries to constitute a sense responsibility."

"She/ He proves/shows the youth's power. She/ He encourages and makes the idea feel valuable."

"She/ He supports youth's improvement on personal, social and educational matters."

"She/ He creates awareness not only for youth but for everyone. She/ He increases sensibility by his/her work."

"She/ He guides the change in society. She/ He works not only for youth but for good order of the whole society."

"She/ He ignores his/her own personal interests. She/ He gives his/her heart to his/her work."

"She/ He is eager to volunteer for anything. His/Her mood and motivation is always up. She/ He does everything she/ he can."

From these words; I feel the need to claim that the comments are in general too exciting, generic and far from concrete examples. Even though the understanding of the youth worker as a non-hierarchical communicator is well

founded, the youth worker still seems like a fantasy character that is utopic altruistic, a super hero who supports everyone the best possible way.

Phrases like “she/he sacrifices himself/herself for youth” indicate that this utopic character is fulfilled with huge concepts and incredible powers. However, young people use words that come from their experience when they need to characterize the youth worker. This, finally, illustrates the importance of youth workers in the field of social entrepreneurship.

How can we get young people with fewer opportunities involved?

Our Youth Bank team found it difficult to engage young people into organizing YouthBanks when Banks are established in relatively advantageous (but still lower middle income) neighborhoods of big urban centers such as Eyup and Kavacik of Istanbul. It is because the young people in these neighborhoods have more access to opportunities provided by various actors, such as cultural life, local administrations, socializing platforms, etc. On the other hand, the Banks trying to be established with disadvantaged young people in disadvantaged neighborhoods – as in the example of the failed attempt of Balat YouthBank in Istanbul - have also encountered some problems.

This was because the young people were so disadvantaged; their vision of running an organization like YouthBank became a burden as they have other priorities in life.

But in general, in smaller communities, young people's commitment increases. For most of the young people from small towns participation in the YouthBank programme is the first contact with the social responsibility project and civil society organizations. Seeing possible benefits from getting involved in the project make them identify themselves with the project much more than young people living in cities.

The YouthBank programme coordination team has chosen to cooperate with municipalities in order to involve young people with fewer opportunities.

TOG has tried to pilot a programme in which each YouthBank is hosted by an organization; a local municipality, an NGO or sub-organizations of TOG in the form of youth centers. The organizations that are operating in relatively smaller communities such as in Samsun, Arhavi and Selcuk YouthBanks (in which all of them supported by the municipalities except in Samsun it is co-supported by TOG) have embraced the idea that young people from their constituencies are doing something for young people - again - in their constituencies. This way, it has become a partnership between TOG and the hosting organizations which led the hosting organizations put more effort into the Banks in the form of financial support. Moreover, the Banks have become a model for local authorities to do something for local young people as they did not have an idea what they can do with youth before.

In municipality law, young people are recognized as a group that the local governments specifically can provide support. However, through TOG's experience of YouthBanks, we have seen that the municipalities have the will but not have the tools to provide services to the youth population within their jurisdiction.

We believe YouthBank as a programme can (and has) be(en) recognized as a tool for municipalities to work with young people, but yet they need a partnership to implement such programmes. We want to position TOG as a partner for municipalities in which municipalities will be supporting (in kind or financial, preferably the latter) directly the Banks that they are hosting. TOG will be responsible from the general coordination, networking activities (national and international) and capacity building. In this way a well-defined "rights and responsibilities" contract and a division of tasks between stakeholders would create a better and sustainable partnership. We believe that a common agreement for the costs with local hosts (at least 30% of local project funding) is a strong possibility which provides space for allocating existing financial opportunities to other needed areas.

Furthermore, it will also be an incentive for the local governments to "do something" for the young people in their localities through a system that they are a part of, especially young people with fewer opportunities. This has already been in place in some YouthBanks such as Atakum/Samsun.

Do you have any advice for young people hoping to become social entrepreneurs?

A lot of young people are afraid that people won't like their idea if it's not perfect. However, if you wait until something is perfect, you're never going to express it. So we always try to tell young people, not to be afraid to speak out your ideas. The idea will grow, maybe it will take longer than expected (success is not going to happen overnight), but the first step is always important.

You have to jump in! The hardest part of any idea is the starting point. But once you take that action and commit, your idea takes on a life of its own. Secondly, what we saw is, it is impossible to make everybody happy at once. Family, parents, friends, teachers... be sure on that; and go forward! At last, doing something for other people is a magic thing. If you are passionate about it, but you don't try any kind of it, you can never know.

Life is too short to muddle through without a sense of purpose!

TIPS FOR ASPIRING ENTREPRENEURS

You can start small

It is important to emphasize that there are many positive, impacting steps people can take before designing their own social entrepreneurial venture. If you are interested and want to know if social entrepreneurship is for you, volunteer with an organization under a more experienced and established social entrepreneur. Almost every organization will welcome you as a volunteer. They can always use more enthusiastic, dedicated workers who want to learn more about their cause. You will gain valuable skills and knowledge about how the venture operates, how it is implemented, and what makes it tick.

Volunteering and giving your time to the community, in whatever capacity, will contribute to your growing reservoir of knowledge related to bring about social change. Like almost all things in life, it may take a few smaller steps before you lead your own project. You might volunteer once a week, then twice a week, then gets a leadership position within the organization, and eventually you will possess the knowledge and experience to form a team of young social pioneers and take charge yourself.

Everything begins with education

It is becoming more and more important to introduce social entrepreneurship in secondary schools and universities. If

you are a student, take a business class or a class about social issues. If you are out of school or unemployed, see if you can become involved in an youth exchange during which you can meet different people and learn from them. A lot of youth NGOs in Europe are participating in exchanges (for example, the EVS—European Voluntary Service—programme may be something you would be interested in). Learning more about nonprofit work through classes, volunteering, and youth exchanges will help you become better acquainted with pressing issues and how to tackle them.

Make contacts

If you are interested in starting your own social entrepreneurship venture, it is a great idea to get in touch with some adults in your area who can help you. Talk to your teachers and family members about your idea and ask them for their advice about moving forward and funding your project. Get to know community members who work in areas related to what you are interested in who can offer you their expertise. With every person you talk to and meet, the knowledge and help you have at your disposal will increase. The more people you get in touch with, the more support you will have. It's simple!

Publicize your idea

Once you get started, you will want to get the word out about your project, especially at the beginning. Know how

to convey your project to someone you do not know well. If an adult or another student asks you what you are working on, be able to answer in a concise way. Communicating your project, especially to future volunteers, workers at an NGO, or potential funders, is essential.

Talk about why your cause is important, and explain how you plan to (or already are) implementing it. In today's technological age, social media is a powerful tool to spread your cause to many people very quickly. Setting up a Facebook page, Twitter account, or blog will put your idea online and make it easily accessible.

8 WAYS IN WHICH YOU CAN FUND YOUR IDEA AND/OR PROMOTE IT

Dell Social Innovation Competition.

This is open to university students around the world and offers cash prizes, support, and mentorship to promising young social innovators.

<http://www.dellchallenge.org/>

Ashoka Changemakers.

This is an online community where people share and promote their projects and can apply for funding through various competitions.

<http://www.changemakers.com/>

Global Social Venture Competition.

This is based in UC Berkeley, is an international competition that awards \$50,000 to the most promising future social innovators.

<http://www.gsvc.org/>

Biz Plan Competitions.

This is a website that lists and categorizes competitions and funding opportunities for entrepreneurs.

<http://www.bizplancompetitions.com/>

Erasmus for young entrepreneurs.

This is a cross-border exchange programme of the European Union which gives new or aspiring entrepreneurs the

chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

<http://www.erasmus-entrepreneurs.eu/>

Starting Bloc Institute for Social Innovation.

This is a program focused specifically on young social entrepreneurs. If selected as a Starting Bloc fellow, you attend the five-day Institute for Social Innovation where you will meet other young leaders and receive lifelong membership to the Starting Bloc fellow network.

<http://www.startingbloc.org/>

Clinton Global Initiative University.

This targets college-aged social leaders from around the world, encourages them to take steps against worldwide challenges, and hosts an annual meeting with students, organizations, and experts.

<http://www.cgju.org/>

Global Engagement Summit.

This takes place annually at Northwestern University in Chicago, bringing together students from all around the globe who hope to learn and further develop their social innovation projects.

<http://theges.org/>

REAL LIFE EXAMPLES

Why learn from real examples?

The best way for you to become acquainted with the field of social entrepreneurship is to explore and learn about some real-life examples. We've talked a lot about what social entrepreneurship is in theory, but the true, inspiring stories of some successful social change-makers bring everything we have discussed to life.

Who are famous social entrepreneurs from history and what did they do?

Many individuals in the past have acted as social pioneers, addressing things they believed needed to be changed in every part of the world. Although the term 'social entrepreneurship' is a rather new one, the concept behind it has been around for much longer.

Here are some examples:

Florence Nightingale was a **British** nurse who is considered the innovator of modern nursing. During the Crimean War, she tended to wounded soldiers in Constantinople and saved many lives by ensuring healthier hospital conditions, patient services such as laundry and schooling, and a ceaseless and compassionate attention to the injured. After the war she opened a hospital and nursing school in her native England and was, throughout her life, seen as a strong

and giving heroine that brought wide social change to the medical world.

John Muir was a **Scottish-American** conservationist whose deep love for nature led him to advocate for the creation of national parks under the protection of the government. He was a prolific writer and adventurer. In 1892 he founded the Sierra Club, an organization that is dedicated to the protection of the national parks, environment, and wildlife of the United States.

Vinoba Bhave was an **Indian** nonviolence leader and a close worker with Gandhi. His movement of social change was called the Bhoodan Movement. It was voluntary land reform in which rich landowners gave some of their property to the lower class, giving them a place to live and work as well as keeping them in the villages and rural areas.

Profiles of young entrepreneurs

We got in touch with and interviewed two young active social entrepreneurs. Read their inspiring stories here, listen to their advice, and maybe you will get an idea yourself!

Katharina Norden is the founder and CEO of the Austria-based Three Coins financial literacy organization. The goal of Three Coins is to effectively teach smart money management to people, especially the younger generation, in central and south-east Europe. Financial literacy is a skill necessary to lead life with confidence and dignity within the scope of one's financial

capability, but simply telling people what to do is not enough. People learn best by doing and for this reason, Katharina and the Three Coins team have turned to developing new behavior-based tools, like games, that teach about finances, saving, and spending. This idea won the Three Coins team Coca-Cola's "Ideas Against Poverty" Award in 2011 and helped them receive seed funding to develop their idea. Katharina has been a social change-maker for many years, worked with Ashoka's Youth Venture in Austria, and studied law and business in both Washington DC and Vienna before founding and becoming the leader of Three Coins.

Learn more about it at www.threecoins.org.

Interview with Katharina

How did you get involved with your project?

I worked with Ashoka in Austria, when I realized that I was at the wrong side of the coin and wanted to become an active social entrepreneur. Around that time, a friend and I sat down and discussed where the root causes of poverty in Austria lie, as we saw that most initiatives in the social sector only tackled symptoms. Quite quickly, we found that dealing with money responsibly is one of these root causes and that young people are increasingly struggling with it.

What inspired you?

Mainly the people from the Hub Vienna, who were brave enough to take responsibility over their actions and their careers and start off working for social change, rather than

using their education to climb the career ladder of big companies.

Who helped you along the way?

Again, mainly the network, infrastructure and seminars at the Hub Vienna. (Check out your local Hub at <http://www.the-hub.net>)

What advice would you give to young people who are hoping to become social entrepreneurs as well?

Decide to take responsibility over your own lives. Be proactive and don't accept that the traditional ways of doing business are the only ones. Look for role models. Get involved with the Hub network (find the Hub in your city and if it doesn't exist - maybe that's the social business you want to found?).

How can NGOs across Europe get young people from all backgrounds involved?

Work towards sustainable business models, instead of relying on fundraising and don't offer unpaid internships.

Christina Veldhoen is one of Germany's most outstanding young social pioneers. Originally from Hamburg, she and a friend began their project, now known as Rock Your Life, after they completed their studies at Zeppelin University in Friedrichshafen. Christina was upset by the social disparity created by the very stratified German education system, which strongly limits the interaction between students at different education

levels, and decided to do something about it. Her program, *Rock Your Life*, allows these educational and social boundaries to be crossed through one-on-one mentorship pairs. As of now, *Rock Your Life* is running in over 30 cities across Germany and has affected the lives of thousands of people. Christina is leaving *Rock Your Life* by the end of this summer - and it will be exciting to see which challenge she will start tackling next...

You can learn more at <http://rockyourlife.de/sonstiges/international>.

Interview with Christina

Tell me about yourself and Rock Your Life.

I am 30 years old and from Hamburg. Five years ago when I was getting my master's degree, I met Elisabeth. We became friends, and after observing the divisiveness of the German education system, we decided to take action. Our goal was to improve the situation of young people in Germany. We thought a one-on-one coaching program for disadvantaged lower-secondary school students would have a great impact. A lot of young students in Germany do not have the attention and support they deserve and do not grow up with the prospect of attending higher education or even finding a job. The coaches help them realize talents they never knew they had so that they feel empowered as they move forward into society. Something very important to us is a network of companies we keep building up locally and nationwide. This partnership helps to make sure that after two years of individual coaching, young people have

gained insights and even know about places to go and are not met by a closed door when looking for work.

Who helped you get started with your project?

We got some money once our idea was properly formed from our university and a local bank. This money helped us kick the project off at the beginning, and now we are located at universities throughout Germany. It was almost more helpful than money to have partners in different fields—marketing, legal affairs, etc—to learn from their experience and expertise to help us expand our project. Money is important too, but the input from professionals is so valuable when just starting out.

Do you have any advice for young people hoping to become social entrepreneurs?

Foundations are important for your endeavors. I believe a lot in young people starting things. I think the most important thing at the beginning is to have a strong foundation for your project. Show that you have potential for a safe, measurable impact and then just start to experiment and to find supporters.

How exactly does Rock Your Life Work?

The programme is located at universities throughout Germany. The coaches are students at the university between the ages of about 20 and 30, and the pupils are from local schools (usually the lower-level, less advanced high schools) in the area between the ages of 14 and 17. We make sure that the coaches and the pupils fit well together

when we match them. The one-on-one relationship lasts for two years. It is really important to us that our coaches are qualified. For this reason we train them in intensive seminars, starting before they even meet their pupil and continuing throughout their coaching time. This support network for coaches is very important to the organization.

What is the role of the coach?

No two matches are the same and the role of the coach changes from match to match. For example, in one match it may be a more of a brother/sister relationship and in another it could be more teacher/student. It really depends on the pupil's needs.

Ultimately, the coach acts as a friend, advisor, and guide in all areas, wherever he or she can be of help. Rock Your Life is great for both the pupil and the coach. The pupil will have access to a university network through the coach as well as receive individualized guidance for two years. For the university student, Rock Your Life allows for hands-on work and learning in the community and interaction beyond the classroom.

What does the future of Rock Your Life look like?

Right now we have 1,500 university students engaged in our network, and we are growing! It is entirely student-run. We are looking to go international, first to Austria and Switzerland because the language makes it easier, but hopefully we can bring Rock Your Life to more countries soon. Interviews with youth workers/ youth trainers. As explained

before, young people consider the role of youth workers as very important in their process of becoming social entrepreneurs. Here, you can read interviews with youth workers and youth trainers who work on the topic.

Nuno Antonio is a youth worker running a youth NGO in **Portugal** which is working among others in the field of youth social entrepreneurship.

As a youth worker/trainer what do you understand by “social entrepreneurship”?

As a youth worker I see social entrepreneurship as the entrepreneurship that is connected to the third sector, meaning that society itself. Social entrepreneurship uses its potentials as a way to build society.

How did you get involved with social entrepreneurship?

I got involved with social entrepreneurship through my participation in a local, non-profit, youth NGO, first as a volunteer and after as a governing board member. This participation in the life of the youth NGO taught me the importance of being an active citizen.

What is the role of the youth NGO and the youth worker / trainer / leader in the field of social entrepreneurship?

Youth NGOs, youth workers and youth leaders, have a very important role in social entrepreneurship. Seeing youth as the future adults, we must give them the credit to bring new ideas to society models and support them to put them into

practice.

How can we get young people with fewer opportunity involved?

We can get people with fewer opportunity involved by showing them the importance of social entrepreneurship. It is important to underline to them that social entrepreneurship facilitates their self-autonomy but also creates a domino of social changes.

Do you have any advice for young people hoping to become social entrepreneurs?

I believe the most important is to have open mind and be willing to try new perspectives. Trust your capabilities and do not be afraid of making mistakes.

Sonja Čandek comes from **Slovenia** and works as a youth trainer. She is very interested in the topic of social entrepreneurship and completed her studies' thesis on the topic.

As a youth worker/trainer what do you understand by "social entrepreneurship"?

As by the book "social entrepreneurship" is activity which can offer new jobs especially to vulnerable groups. It is designed as a firm with nonprofit approach, which means the profit is not surplus but it goes back to the activity.

How did you get involved with social entrepreneurship?

In 1998 I was invited to one PHARE project led by Hungarian Nesst branch, where we first scanned the area of

nonprofit sector, did research what is going on the field of self-financing activities among NGOs in 4 different countries (Slovenia, Hungary, Czech republic, Slovakia). Then, we designed workshops, training courses, conferences and manuals to awake and straighten self-financing potential of NGOs.

Since that time. I'm active in this field. I also did my master thesis on the mentioned topic. To support ideas development and to encourage young people to realize their ideas we, within my youth organization TiPovej! (www.tipovej.org) developed the concept "From idea to realization" where we educate more than 2.000 youngsters how to deal with ideas, how to make short business plan (we prepared our own templates) and how to realize it. Years ago we also offered them small grant for the first step towards the realization. A lot of young people got experiences in realizing ideas; many of them open their own firms and create their jobs.

For this purpose we edited the manual "Do the best thing in life: Make your idea come true" which you can find in an English version on http://www.tipovej.org/goodies/ngo/TiPovej_goodies_1_en.pdf

In the last 4 years, we as organization wished to open our own "social entrepreneurship" to provide jobs for young people. We already applied for finances to create it but still we did not succeed. We are lacking the right business idea.

We find out that idea for social “entrepreneurship” must be useful to cover needs on the market and attractive enough to attract young people to cooperate.

What is the role of the youth NGO and the youth worker / trainer / leader in the field of social entrepreneurship?

Youth NGOs, youth workers/trainers/leaders must have the sense for creative thinking and developing ideas. They need to make things easy and understandable. They have to understand the whole concept of design appropriate environment to cultivate ideas, motivate and educate young people to be creative and entrepreneurial orientated. Last, they have to take part in the process of co-creating the business.

How can we get young people with fewer opportunities involved?

We have to invite them into the process, motivate them for change, and show them good practice examples. We have to help them to develop competences such as learning to learn, creativity and being entrepreneur. We have to straighten their social competence and braveness. In one way we have to deliver the knowledge of entrepreneurship into the schools where all young people have equal access to make their idea flourish.

Do you have any advice for young people hoping to become social entrepreneurs?

Give your ideas a change! Dare to go on the market and have your learning opportunity!

*Igor Jojkic is a **Serbian** youth worker and youth trainer experienced in social entrepreneurship.*

As a youth worker/trainer what do you understand by “social entrepreneurship”?

Social entrepreneurship is the process of creating suitable and sustainable solutions to social problems. Despite a business entrepreneur who typically measures performance in profit and return, a social entrepreneur at the first place takes into account a positive return to society. Social entrepreneurship typically furthers broad social, cultural, and environmental goals and is commonly associated with the voluntary and not-for-profit sectors.

How did you get involved with social entrepreneurship?

I got involved with social entrepreneurship in my organization through different projects supported primarily by USAID’s Economic Security Project in Serbia. This project realized various activities in the area of youth and social entrepreneurship. More than 1000 young people got trained through this project in the area of youth entrepreneurship. At the same time first steps in supporting social entrepreneurship were made by different training and mentorship programmes which also provided financial support for a business startup.

What is the role of the youth NGO and the youth worker / trainer / leader in the fields of social entrepreneurship?

The main role of a youth worker in the process of social en-

trepreneurship varies from country to country due to different level of social entrepreneurship development level in a specific country. However, a youth worker first of all should recognize the social entrepreneurship as a model for sustainable solutions for many problems in local community related to various marginalized groups. Also, social entrepreneurship can be a very important frame for income, generating activities realization.

How can we get young people with fewer opportunities involved?

Social entrepreneurship is one of the ways in which young can contribute to their communities. It differs from other routes as it enables young people to plan and run their own social projects to address a problem they are passionate about. In the process of running a social venture, young people learn skills which they are less likely to learn in formal education such as persistence, team building and management, communication, networking and project planning. The people with fewer opportunities have to be involved in social entrepreneurship projects through the established mechanisms for their inclusion designed and operated by NGO activists, public and business sector representatives.

Do you have any advice for young people hoping to become social entrepreneurs?

Firstly, social entrepreneurship is not a charity and it's not a NGO. It's a business but with primarily social objectives. It's also supposed to be sustainable. In order to make it sustainable, try to identify potential sources of adequate

support especially in the process of a business startup. It's important to set proper overall goal and be completely sure that you are passionate about it. It's vital to gain support from mentors or professionals, ideally people who understand the motivation and what an entrepreneur want to achieve. On time planning of all important activities along with the objectives and tasks establishing is of significant importance for any business success. A social entrepreneur should never forget about core objectives and goal that was set up at the beginning.

HOW TO LEARN MORE?

In this section you can find information on further resources about social entrepreneurship.

Ashoka

Ashoka, founded in 1980, is an international association of social entrepreneurs whose mission is to make the world a better place. The driving force behind Ashoka is its fellows, a community of 3,000 social entrepreneurs working in every field imaginable all over the world. Ashoka provides its fellows with support, funding, and resources to support and grow their organizations. Ashoka has many related branches geared towards younger generations, such as Youth Venture and Ashoka U. Youth Venture was created in 1996 to serve as a platform for young people to undertake social ventures in teams. Ashoka U partners with colleges and universities in order to introduce a focus on social entrepreneurship in the classroom.

You can find more about it in the following websites:
<https://www.ashoka.org/>, <http://youthventure.org/>
<http://ashokau.org/>.

Skoll Foundation

The Skoll Foundation, founded in 1999, funds nonprofit organizations working in a variety of focus areas around the world. Skoll grants are awarded to already-established

organizations led by inspiring, hardworking social entrepreneurs. The eight focus areas Skoll works through are deforestation, education and economic opportunity, effective development, healthcare access and treatment, smallholder productivity and food security, peace and human security, sustainable markets, and water and sanitation. The Skoll World Forum is an annual gathering in Oxford that gathers 1,000 representatives to discuss the pressing social problems and ways to solve them effectively.

You can find more about it in the following websites;
<http://www.skollfoundation.org/>
<http://skollworldforum.org/>

Schwab Foundation

The Schwab Foundation based in Switzerland and founded in 1998, is yet another large-scale organization whose goal it is to support social entrepreneurs and advocate for social change. Every year, the Schwab Foundation selects promising entrepreneurs to join its ever-growing, global network. Schwab supports its entrepreneurs to become involved with the World Economic Forum and is also partnered with the WEF's Forum of Young Global Leaders.

You can find more about it in the following websites;
You can find more about it in the following website;
<http://www.schwabfound.org/>.

Echoing Green

Echoing Green was founded in 1987 and, like Ashoka, Skoll, and Schwab, acts as a global community of social entrepreneurs. It provides substantial funding every year to social entrepreneurs selected from a competitive applicant pool. Echoing Green's new program, "Work on Purpose", aims to inspire young people through workshops and speeches to pursue a career grounded in the idea of doing good in the world, for working with a greater purpose in mind.

You can find more about it in the following website;
<http://www.echoinggreen.org/>.

MOVING FORWARD

We hope that this handbook has helped you to learn a bit more about social entrepreneurship and the vast potential for social change out there. Moreover, we hope that it worked as a source of inspiration and motivation! In case you are a young person with vision and motivation, use its resources to put your ideas into practice! Society needs people like you to move forward! In case you are a youth worker, don't hesitate to incorporate social entrepreneurship in the thematic you are focusing on. Young people need your support to move forward! In any case though, we encourage you to disseminate this publication and spread the message of social entrepreneurship!

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<https://www.ashoka.org/youth-venture>

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<http://www.forbes.com/social-entrepreneurship>

Skoll Foundation --

<http://www.skollfoundation.org/skoll-entrepreneurs>

