

INNOVATIVE SOCIAL ENTREPRENEURSHIP WITH YOUTH ENGAGEMENT



ABOUT THE PROJECT

Social entrepreneurship has been identified as a key feature of the EU social market economy, social enterprises (SEs) contribute to the emergence and expansion of new market-based business models seeking ways to contribute to economic and societal values. SEs also have great potential for developing social innovations to improve quality of life, satisfy new needs, or public sector restructuring. Nevertheless, the concepts of “social economy” and “social innovation” are little known or misunderstood, and they seem to be rarely considered an important factor for business, especially for young people. On the other hand social start-ups encounter more difficulties in reaching economic sustainability.

The INN@SE project relies on the idea that a successful approach to overcome such challenges, can be represented by the open innovation methodology based on a cross-sectoral collaborative process. Thus, the project partnership is created by organizations from countries with different levels of know-how on SE (**Pedagogical University of Cracow – coordinator - Poland, AR-TER Societa Consortile Per Azioni - Italy, Organization for Social Innovation „ARNO” - North Macedonia, Desert Bloom for Training and Sustainable Development - Jordan**), representing sectors with different approaches to the topic (higher education, research, NGO). All partners are highly specialized in activities related to young people empowerment, training, social economy research, and start-ups development and the diverse knowledge, experience and skills that each partner imputes to the project, should be valued and recognized as essential to ensure the success and sustainability of the joint efforts.

OBJECTIVES

- to disseminate entrepreneurial mindset and skills among young people at a broader EU level; to provide aspiring young social entrepreneurs with a clear toolkit to start up;
- to facilitate access of young people and youth staff to information regarding the grant, training and mentoring opportunities and tools at local and international level; to promote networking among young SEs;
- to promote an EU culture of SE among society, rehabilitating entrepreneurship through social entrepreneurship, with special attention to the contribution represented “by” and “to” young people; to raise awareness among young people as active citizens regarding social, environmental, and diversity challenges of EU communities, and how SE can face them; to promote the visibility among key stakeholders of social businesses and the importance of social innovation and social impact.

TARGET GROUPS

- young people (18-35), especially running/involved in SEs or with an interest in doing so;
- youth workers, trainers, teachers, business coaches and other professionals (and related organizations) supporting and promoting entrepreneurship among young people, relevant stakeholders.



THE PARTNERS WILL PRODUCE THE FOLLOWING OUTPUTS:

- 1. INN@SE Youth SE Research Study** - a multi-sided analysis in the field of youth SE to define the model of supporting SE of young people, spot weaknesses and strong points and design a training scheme both in the field of training for social entrepreneurs already working and for others who will like to develop their professional careers in this sector.
- 2. INN@SE Youth SE Educational Game** - to provide young people with an innovative and attractive ways to learn about social entrepreneurship.
- 3. INN@SE Young People Training Program & Toolkit** - to provide aspiring young social entrepreneurs with a clear and flexible toolkit to start up, with particular attention to the financial sustainability topic.
- 4. INN@SE Services for Youth SE** - innovative youth SE services and policy recommendation developed through service co-design and design thinking methodologies to better empower and support young social entrepreneurs.



WE LOOK FORWARD TO COOPERATE WITH YOU

Are you working with young people? Do you care about developing social entrepreneurship in your area? Please, contact us! Each partner will organize a multistakeholder table (one for each country) where partners will involve local stakeholders. We are waiting for you!

Direct contact:

Prof. Dorota Murzyn

dorota.murzyn@up.krakow.pl

Follow us on a project website: <https://innose.up.krakow.pl/>



With the support of the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project reference number: 2019-3-PL01-KA205-077684