

Social Entrepreneurship Incubator

Project Summary



Donor: European Union

Implementing partners: [ODB Brussels](#), [TNU Network University](#), [Belarusian Youth Public Union "New Faces"](#)

Information and technical support: [International Public Society World Association of "Homeland"](#)

Overall objective(s): **1** Strengthening civil society participation in economic and social development by building their capacity, organizing them into more powerful groups to influence public policies and gain access to public resources, as well as by providing a platform for CSO-government dialogue. **2.** Securing international knowledge transfer by integrating Belarusian diaspora in the reform process via inclusion into development of social entrepreneurship in Belarus.

Specific objective: Developing a comprehensive package of innovative market-oriented Social Entrepreneurship programmes for CSOs, grass-roots, SMEs, youth and other representatives of active society in Belarus by securing their access to professional training, international peer learning with local/international experts and Belarusian diaspora; strengthening their capacity and offering a solid communication platform to shape government's policy in this domain.

Expected results:

R1: Establishment of an innovative Social Entrepreneurship Incubator with the potential to train 100 social innovators and entrepreneurs per year.

Social Entrepreneurship Incubator, a training programme combining online and offline components, will contribute to building of an entrepreneurial-minded civil society that will be ready to make a contribution to the country's well-being by starting/strengthening their own social business, offering jobs and creating long-lasting social benefit.

The innovative Social Incubator e-course and platform for e-learning on social entrepreneurship will be developed, and within 2 training cycles a total of **140 participants will be trained**. Upon the completion of the project, the Biz4All platform will have a potential to train 100 social innovators per year.

It is a tailor-made programme that addresses the needs of the specific group of participants and is continuously adapted to their specific situation and questions. The large number of coaches with different social business experience allows supporting a broad range of participants in different institutional settings and with different social objectives. An important aspect of the project is to show that Belarusian entrepreneurs who are living abroad can offer coaching to Belarusian entrepreneurs within the country.

Additionally, two training cycles for 60 selected teenagers (15-18 years) on social entrepreneurship.

During this programme an offline training will be offered to in total *60 young people* (later referred to as teenagers), aged between 15-18 years. There will be two training cycles in which 30 students will

participate. This will be held over a period of three months, with six training days in total. The first cycle will be running from June to August 2017, the second - between June and August 2019. An effective offline training programme on Social entrepreneurship will be developed together with Catapult Incubator & Imaguru (teen guru). ODB and New Faces will be the two partners responsible for the implementation of this component.

During the training programme, participants will be introduced the basics of the creative and innovative thinking processes, ideas of enterprise and its more narrow components (product creation, marketing, finance, PR, management, strategic planning , etc.), understanding the business sector features, the economy needs and financial opportunities relationships. The programme will include familiarity with real examples of social business in Belarus and in the world. The training programme's activities will be based on using the non-formal education methods such as team-building activities, energizers, icebreakers, "getting to know each other" tools, debates, discussions, sharing experience, creative and self-assessment sessions, role-play activities, simulation games, inspirational meetings, innovative presentations, brainstorming, individual/pair/group work, reflection sessions, etc. Regarding the specific methods and tools, the trainers will use business model canvas, CEFE, XMind, creativity tools, brainstorm maps, logical framework, problem tree analysis, reframing, user interview, sketching, analysis tools, scale modeling, elevator pitch, etc. The participants will work on the training days and at home. They will try many different roles: from a creator to a manager of an enterprise. These roles include not only organisational and creative skills, but at the same time form the adolescents' attitude to themselves as complete and self-sufficient personality. The result is a presentation of developed idea of a social enterprise.

R2. Implementation of the sub-granting scheme supporting best social enterprises

Finding capital to start a business is something every start-up struggles with. Although accessing capital is a challenge faced by many 'regular' businesses as well, there is an extra dimension for social enterprises as potential investors need to be willing to take the enterprise's financial and social mission into account. Social enterprises also often propose innovative ways to solve a problem, thereby making it hard to point to earlier success stories of other organizations.

R3. Structured trilateral dialogue that leads to a joint decision-making process by CSOs, government and UNDP in Belarus for the sake of stronger economic and social development

Under auspices of the UNDP office in Minsk, the project partners will create a platform for sustainable communication between the government, CSOs and SMEs, with input from the UNDP and other external experts. The aim of the dialogue is for the main relevant Ministries to become familiar with the concept of socially responsible business in Belarus and contribute to the establishment of necessary conditions for its development, as well as to increase the role of CSOs in the decision-making process. Participation of the UNDP and the Ministries is confirmed following preliminary consultations with them. 5 rounds of the dialogue will result into a set of recommendations produced jointly by the government institutions and CSOs/ SMEs suggesting legislative amendments and other necessary changes in the existing conditions that will help to develop social entrepreneurship in Belarus and build further capacity of civil society.

R5. Offering a framework – an Action Strategy – for CSO-SME collaboration in the domain of social entrepreneurship in all six regions of the country

Within the project, a Working Group on CSO-SME collaboration will meet every three months to examine the existing obstacles for closer cooperation between the two groups in all six regions of the country. Following conclusions of the discussion on corporate social responsibility for SMEs that took

place in Minsk in April 2015, there is little interaction between civil society and business, which leads to misunderstandings in each other's role and hinders the development of socially responsible business practices in Belarus. The Working Group will produce an Action Plan for CSO-SME cooperation that will guide representatives of civil society and small and medium businesses towards increased interaction, joint projects and joint advocacy campaigns to lobby the government for more favourable conditions for their operation, including conditions for social businesses.

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