

Analytical Report

Encouraged Youngsters: Approaches to Business Skills Formation among Young People

Youth Organization "STAN"
2022

The report was prepared within the framework of the initiative "Encouraged Youngsters. Entrepreneurial Skills and Social School Entrepreneurship", as part of the project "Support to UNP EaP CSF activities in 2021-2023" implemented by the Institute for Economic Research and Policy Advice on Financial Support of the European Union. The content of this policy brief is the sole responsibility of the STAN Youth Organization and in no way reflects the views of the European Union or the Institute for Economic Studies and Policy Advice.

The report "Encouraged Youngsters: Approaches to Social Entrepreneurship Skills Formation among Young People" was developed by experts in social entrepreneurship and youth inclusion in decision-making Yaroslav Minkin, Mariya Protsak, Andriy Volyk and Svitlana Zelenska.

This policy brief will help local governments, educational institutions, community organizations and youth initiatives to develop educational programmes to improve business skills among young people from small towns. By using the social enterprise map, children and adolescents can gain relevant knowledge and skills to start their own social businesses or be involved in solving social problems in their own community.

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As part of the research phase of the initiative "Encouraged Youngsters. Entrepreneurial Skills and Social School Entrepreneurship", the current [Programme for Social Entrepreneurship Development](#) in Ivano-Frankivsk Municipality, was analysed. It also analysed the current Programme for Social Enterprise Development in Ivano-Frankivsk Municipal Territorial Community and analysed the approach of the municipal employment centre to the creation of economic and financial stability and development for young people.

Five consultations were also held with enterprises, educators and other stakeholders, in particular the Heads of the Department of Education and Science, Department of Economy of Ivano-Frankivsk Territorial Community. A database of the 30 most prominent social enterprises in Ivano-Frankivsk was created and 16 interviews with their executives and key personnel were conducted on the basis of the consultations.

[A map of social enterprises in Ivano-Frankivsk](#) was created on the basis of the information received. This document was written by a team of young researchers from Ukraine and Kyrgyzstan for young people who want to develop their own business skills and create their own school and youth companies. The map is easy to use by individuals as well as by organised groups. It is ideal for organising educational visits for young people from other communities, learning more about local experiences and developing cooperation.

Analyses

Social enterprise is an area of business activity that has been actively developing for the last 20 years. Social enterprises generate social capital to alleviate poverty and foster economic development, enhancing inclusion and social cohesion in local communities, ensure the economic and social protection of members of society by providing them with the means of subsistence and improving the standard of living of different categories of the population. They contribute to the economic and social empowerment of women and girls and provide quality social services.

There are currently two social enterprise development programs in Ukraine - in the Vinnytsia and Ivano-Frankivsk municipalities. The experts of the international technical assistance project Partnership for Urban Development (PLEDDG) focused on the importance of building an inclusive business environment where everyone has the opportunity to become self-fulfilling, using effective Canadian policies as an example for Ukrainian communities in this field. To this end, the PLEDDG project supported the creation and development of special program documents in Vinnytsia and Ivano-Frankivsk.

Considering social entrepreneurship to be an important component of small and medium-sized enterprise development in the Ivano-Frankivsk City Territorial Community, The Ivano-Frankivsk City Council Steering Committee initiated the development and implementation of the relevant programme. The programme aims to identify priority objectives and actions for the development of a holistic ecosystem for the development of social enterprises in the community for the years 2021-2022. The programme seeks to identify priority projects, activities and actions for each focus area that would meet the needs of the current state of development.

To create the Social Enterprise Development Programme analysis of social enterprise development in the Ivano-Frankivsk community was conducted, Assessment of the ecosystem for social enterprise development and description of social enterprises and key stakeholders in the field was carried out.

The Social Enterprise Development Programme provides a description of 8 active social enterprises that were identified by focus group participants at the time of the establishment of the Programme. The social enterprise ecosystem involves numerous stakeholders with a defined set of tasks and responsibilities. The social enterprise in Ivano-Frankivsk municipal territorial community is interested in its further development: Local self-government bodies, social institutions, institutions of higher education, non-formal education institutions (training centers/incubators/accelerators, etc.), Secondary education institutions, large and medium-sized businesses, social enterprises, social investors, civil society institutions, donor organizations, coalitions, business associations.

The social enterprise development program has 6 objectives:

Objective 1: Introduce institutional support for social enterprise and social innovation;

Objective 2. Promoting a culture of social enterprise;

Objective 3. Management, measurement and reporting of social impact;

Objective 4. Develop business skills of social entrepreneurs and support social business development;

Objective 5. Facilitate easy access to markets for social enterprises;

Objective 6. Create financial tools for social enterprise development.

The program includes a number of activities related to Objective 2 (promoting a culture of social entrepreneurship), including thematic events to promote SE and to recognize the best social entrepreneurs of the year. The program includes thematic sessions to promote SE, year recognition of outstanding social entrepreneurs, and organization of training courses on School Social Enterprise for grades 8-11, Competition school and student business plans with the joint venture, online and offline excursions students to the social enterprises, youth labor in the joint venture, conducting a training course for universities graduates in the teaching of social entrepreneurship, implementation of the training course "Social Enterprise" in universities, training of graduates, The program is based on the principles of the social entrepreneurship and is based on the principles of the social and economic development of Ukraine and other countries, a student incubation program on the basis of universities and an annual social entrepreneurship forum.

Anticipated impact of the program: Creation of an ecosystem for the development of social enterprises in the community; increase in the number of operating social enterprises in Ivano-Frankivsk municipal territorial community; Launch new social services and services based on social enterprises that meet the current needs of the city; increase employment of various groups of the population, and generate additional funding for social and environmental projects.

Recommendations

In order to promote a culture of social entrepreneurship at the community level, synergies between different stakeholders are required, and an integrated educational component should be implemented, consisting of:

1. Enhancing teachers' competencies in the universities through a cost-free online course on School Social Enterprise. The course is prepared by Eastern Europe Foundation experts for educators wishing to make the teaching process interesting and practical, and most importantly, to help students acquire the knowledge and skills to help them choose a career. You can register for the course on the platform [Zrozumilo.in.ua/courses](https://zrozumilo.in.ua/courses) [by clicking here](#).
2. The introduction of lessons was chosen by teachers who have successfully completed the training and received certification.
3. Conducting introductory interactive training sessions (2.5 years long) for groups of students in grades 8-11 in schools under [the](#) Social Student Companies to Activate The Youth project and teaching students in general schools and secondary specialized schools. This would be the easiest and best way to introduce students to the subject and see if they are interested.
4. Opened a competition for participation in an in-depth course with the SSF. Selected teams will take part in a social incubator for the launch of school-based companies.
5. Introduce an inclusive approach by involving young people with disabilities, members of diverse groups. Representatives/facilitators of these groups account for at least 20% of all those involved in integrated training.
6. Comprehensive training for 10 teams from selected secondary and vocational schools.

Within the framework of the initiative "Encouraged Youngsters. Entrepreneurial Skills and Social School Entrepreneurship", the expert team compiled a list of 30 social enterprises and interviewed the executives and top managers of 16 companies.

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This map is already being used to create educational trails and research excursions for young people interested in social entrepreneurship. Only Youth Organization STAN conducted 17 educational visits to Ivano-Frankivsk social enterprises for young people, representatives of public organizations, and people with disabilities in 2021.