



Go Social Cy

**Supporting Employability through Social
Entrepreneurship**

**Sosyal GİRİŞİMCİLİKLE İstİHDAMI
DESTEKLEYİN**



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Famagusta Walled City Associ-

MASDER



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Section 1: Short Introduction to Social Entrepreneurship

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What is social enterprise?

Enterprise with purpose

Social enterprises are purpose-driven organisations that trade to deliver social and environmental impact



What is social enterprise?



Social enterprises



A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders.



It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives.



It is managed in an open and responsible manner and, in particular, involves employees, consumers and stakeholders affected by its commercial activities.

Social Enterprise– Key Characteristics

- Non Governmental Organisations (NGOs)
 - Non Profit Organisations
 - Cooperatives
 - For-profit social enterprises
 - Paid Employees + Volunteers
 - Private Public Partnership
 - They produce goods or provide services that promote social values
 - They place less emphasis on profitability and focus on social efficiency
- × Corporate Social Responsibility (CSR) actions by commercial enterprises are not Social Enterprises
- 



SOCIAL
GOOD

Definition of a Social Enterprise According to the EU

Organizations must meet the following minimum a priori conditions:

- 1) The organisation **must engage in economic activity**: continuous activity of production and/or exchange of goods and/or services;
- 2) It **must pursue an explicit and primary social aim**: a social aim is one that benefits society;
- 3) It **must have limits on distribution of profits and/or assets**: to prioritise the social aim over profit making;
- 4) It **must be independent** i.e. from the State and other traditional for-profit organisations; and,
- 5) It **must have inclusive governance** i.e. characterised by participatory and/ or democratic decision-making processes.”



Do in it Differently





Main Fields of Work

Work integration - training and integration of people with disabilities and unemployed people

Personal social services - health, well-being and medical care, professional training, education, health services, childcare services, services for elderly people, or aid for disadvantaged people

Local development of disadvantaged areas - social enterprises in remote rural areas, neighbourhood development/rehabilitation schemes in urban areas, development aid and development cooperation with third countries

Other - including recycling, environmental protection, sports, arts, culture or historical preservation, science, research and innovation, consumer protection and amateur sports



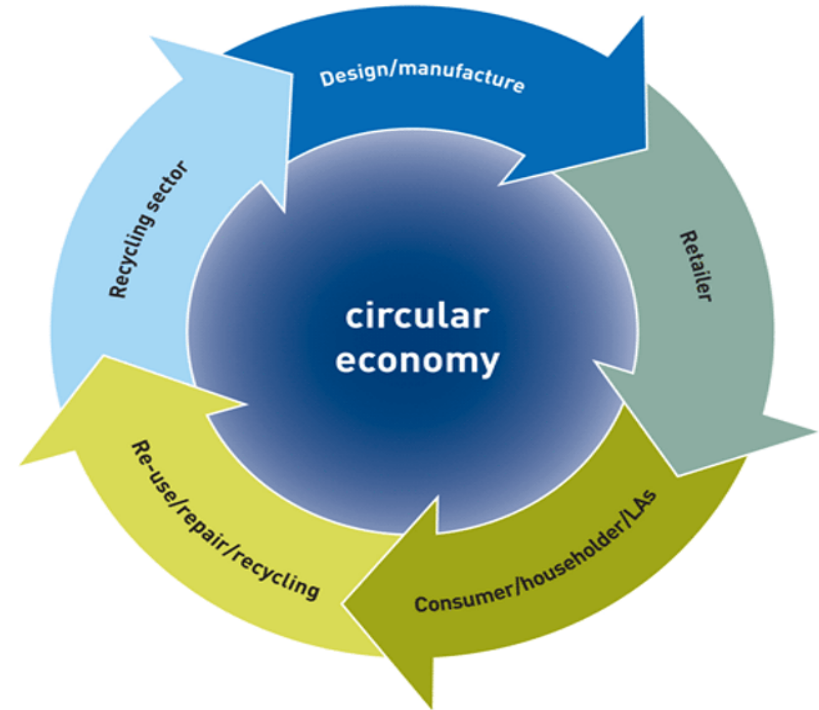


SUSTAINABLE DEVELOPMENT GOALS





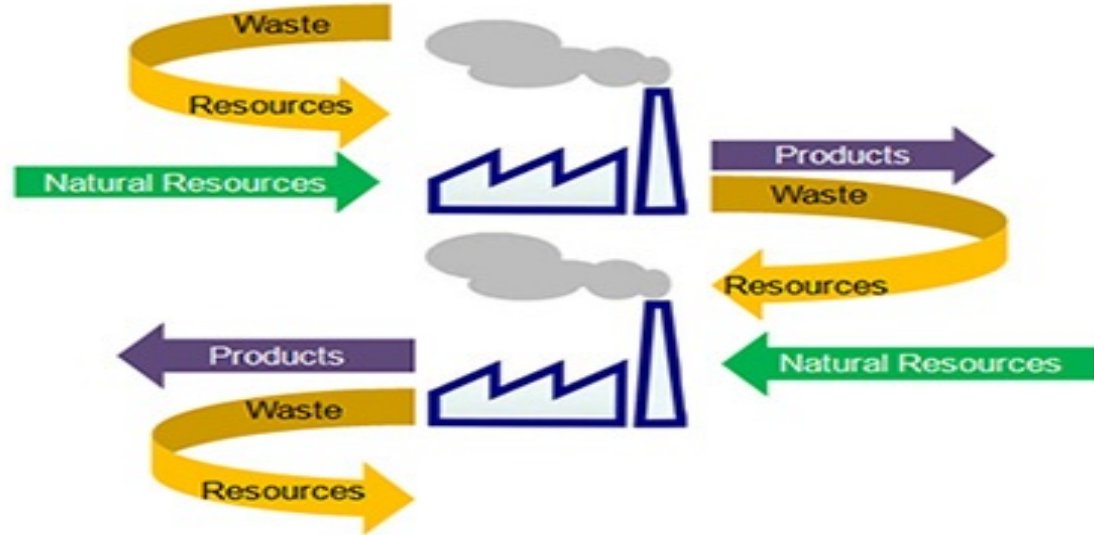
A **circular economy** is an **economic system** aimed at **minimizing waste** and making the **most of resources**. This **regenerative approach** is in contrast to the traditional linear economy, which has a 'take, make, dispose' model of production.





A form of brokering to bring companies together in innovative collaborations, finding ways to use the waste from one as raw materials for another.

Industrial symbiosis



ex. Polyurethane to bricks and waste wood to energy bricks

Revenue Streams For Social Enterprises

Market Sources

The Sales of
goods and
services to the
public or private
sector

Non- market sources

Government
subsidies and
grants, private
donations, non-
monetary or in-
kind contribution
such as voluntary
work



Key Characteristics of a Social Entrepreneur

Community Driven
Creative and Innovative
Business Savvy
Determination
They Know How to network

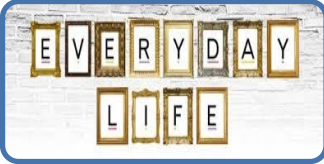


Challenges of Social Entrepreneurship





Where and how to look?



Search within your community's everyday life



Observe and identify gaps or problems



How can you do it better?



Caring for the elders

People live longer – need for care
New generations have no time to care for their relatives

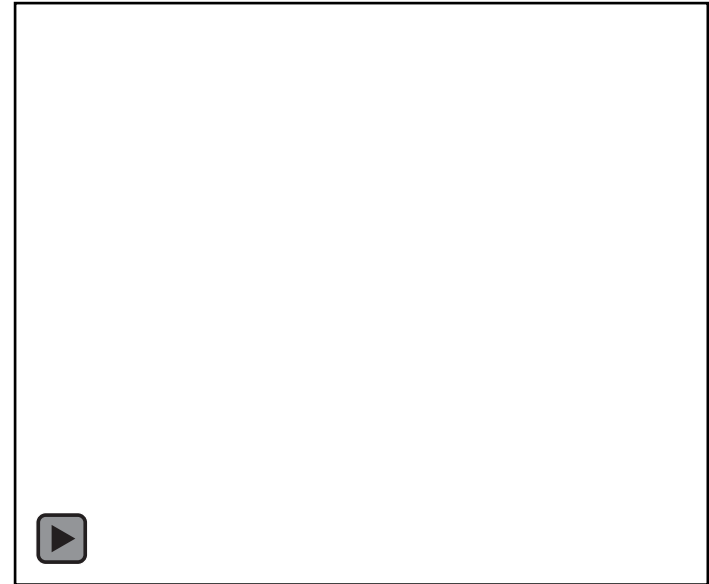
Careship: age with pride!

Company and support

Accompaniment and accomplishments
(travel companion, errands)

Home help (gardening, washing, cook)

Basic care (Light body care, exercises,
dressing, food intake)



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