



Young Kreativ Social Enterprises



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YOUNG KREATIV ARTICLES

Article 1: Entrepreneurship as a key solution for Youth

Today Young people are having trouble identifying the job opportunities that will give them a successful future, the key can be entrepreneurship.

For young people, entrepreneurship is a great way to create new businesses and it reduces youth unemployment. Entrepreneurship is all about the positive impact a business can have on society.



The innovation behind entrepreneurship gives young people the attitude they need to face all the important challenges met today. By acquiring the appropriate knowledge on all things related to entrepreneurship and in particular social entrepreneurship, instead of looking for job opportunities, young people can start creating their own. First of all, a young person interested in social entrepreneurship should reflect on how the idea can make a positive impact on society and then find funding that can help to set it up for the business.

To be an entrepreneur is important to gain knowledge, skills, attitude and competencies, for example, creative problem solving, taking initiative, communicating, reflecting, adapting, and attitudes such as curiosity, open-mindedness, proactivity, flexibility, determination, and resilience. Entrepreneurial competencies are transferable skills that help people succeed in diverse careers. They equip people to be proactive and to successfully navigate uncertainty and overcome resource constraints, all elements characteristic of businesses and organisations in the current environment.

One of the ways to gain competencies is to have work experience in a business where learning how to be flexible and deal with different tasks while using their own skills and improving other ones. Young people can also join some specific training and EU programmes to get more experience and broaden their minds. Entrepreneurship is an alternative to employment because it offers young people an avenue to monetise their ideas, talents and skills. Starting a new business is all about finding a new way to meet the current needs of a specific market.

Article written by Materahub, November 2021



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Article 2: Soft Skills: an important opportunity for young people and entrepreneurs

Soft skills are abilities that relate to how you work and how you interact with other people, they are very important for our work and personal development. The most common soft skills are communication, teamwork and good interpersonal skills. Employers look for soft skills in candidates because these skills are hard to teach and are important for long-term success. Soft skills are different from hard skills which are technical and job-specific, they are interpersonal and behavioural skills that help you work well with other people and develop your career.





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Article 3: You are not alone: Cooperation as a key value for a successful youth entrepreneurship

One of the biggest fears of young entrepreneurs is that they would be left alone with their ideas, they don't find any practical or moral support, and they have to struggle with all the steps without any further or outsider help.

According to several research, one of the key elements for the success of social entrepreneurship if they are working closely with communities to find local solutions to local problems.



The local context is a critical factor in the effectiveness of a new venture and in the replicability of innovation in different locations or communities. The success of social entrepreneurs is connected to their intimate knowledge of the local context, including social needs, norms, and networks.

Another important research finding relates to the importance of community formation among social entrepreneurs to promote peer-to-peer learning and support. Scholars of social entrepreneurship point out that “collaborative arrangements and partnerships are increasingly perceived as the lifeblood of social entrepreneurship”. For young social entrepreneurs, collaboration can provide learning opportunities, a mechanism for mutual assistance, and critical support for purpose-driven enterprises. Collaboration with same-sector or cross-sector partners creates a special synergy and can be a powerful enabling factor for young social entrepreneurs. It is argued that the collective movement may constitute the most advantageous model for collaborative youth social entrepreneurship.

Collaboration offers several advantages for young social entrepreneurs, but other forms of interaction can be equally beneficial. Young social entrepreneurs, like their older counterparts, are encouraged to build strong social networks that can provide conceptual and moral support at all stages of enterprise development, facilitate the broad dissemination of information within and between groups, and support the exchange of ideas, leads and business opportunities. Social capital allows young entrepreneurs to explore opportunities ranging from business advice and moral support to partnerships that lead to joint activities based on common interests and complementary social missions.

The value of mentorship is also having a key role for a successful collaboration. This type of relationship is often referred to as an intergenerational partnership or adult-youth alliance, but the dynamics of this relationship are not always well defined. Role models of any age can influence the uptake of entrepreneurship among young people.

Community development for young people helps them gain experience (including entrepreneurial experience) and engage in productive activities can have significant long-term benefits for both youth and the societies in which they live. Empowering young people and reinforcing their belief in their own capabilities can inspire them to set up their own social enterprises and engage in continued or additional entrepreneurial activity well into the future. Social entrepreneurship can offer young people job opportunities and targeted services and can empower them to be economically and socially active — all of which can have a profound impact on their communities.

Source: www.un.org

What is a cooperative?

A cooperative is an autonomous association of persons, united voluntarily to meet their common economic social and cultural needs and aspirations through jointly owned and democratically controlled enterprise. Cooperatives are guided by a set of ethical values which include honesty, openness, social responsibility and caring for others.

[Article written by Anthropolis, January 2022](#)



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IMAGE FROM FREEPIK

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Article 4: Empowering Youth Through Digital Learning

Young people are some of the most imaginative in our society; they are full of potential innovation and motivation to succeed and improve society that can be fostered to be beneficial to wider communities. Unfortunately – especially as a result of the COVID-19 pandemic – young people have been increasingly disengaged with jobs and education, which prevents them from reaching their full potential. The importance of digital learning, therefore, is central to the empowerment of young people, in an age where many young people have been unable to learn in person for several months, or even years.

KA2 Strategic
partnership project



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Digital learning is increasingly used to educate youth and adults alike, and programmes like Zoom, Google Classroom and Teams are being used within any educational institution. The significance of digital learning for young people is particularly prominent for many reasons.

1) Digital learning is important because it enables young people to be educated virtually at any time and in many circumstances. This circumvents the issue that COVID-19 had presented as a hindrance to learning for so many people. Therefore, young people can be continually effectively educated without having to worry about their health or safety.

2) Digital learning is key for young people because it will provide them with the necessary skills for their future careers. Businesses, NGOs and Services are moving more towards utilising online spaces and using online programmes to work remotely. Therefore, digital learning in their education will provide young people with the necessary skills and experience to continue using these programmes and working in these environments in the future.

3) Another way digital learning will be useful for young people, is in the quick and easy access to learning tools and educational resources. Unlike previous generations, the current youth – Gen Z for example – will be increasingly dependent on online sources of information. There are so many databases and research platforms now available that books and physical sources of information are becoming more redundant. Therefore, utilizing digital learning, online resources are an efficient way of gaining information quickly and in larger quantities.

4) Another brilliant way digital learning is helping develop young people and aiding them in their career development, is because online sources for learning are more adaptable for those who are less able to learn in traditional settings; for example, students with dyslexia. Digital tools can mitigate against issues like these and make it easier for disadvantaged students to continue learning effectively. Therefore digital learning methods allow for a more equal setting for learning and provide extra help to those who need it.

Those listed here are just a few of the reasons why digital learning is of benefit for young people, and how it can continue to hope for them as they continue into their future careers. As things move more and more online, digital learning platforms must stay up to date with these demands.

Article written by Asfar, February 2022



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PHOTO BY PRISCILLA DU PREEZ ON UNSPLASH

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Article 5: Benefits of being a young entrepreneur

Entrepreneurship is a great opportunity for young people looking for a job and a new challenge. There are several benefits of being a young entrepreneur, of the biggest advantages is to learn important and valuable skills, both useful at work and in life, such as teamworking, networking, problem-solving, critical thinking, creativity, communication and more.



Youth entrepreneurship provides employment prospects to youth, with or without experience, it has a huge impact on economic growth increasing job opportunities, innovation and competition, also it generates a social impact while boosting local and sometimes disadvantaged communities, creating social and economic change and accelerating sustainable growth.

Another important factor is that young people who set up a new business can be seen as role models by their peers, a source of inspiration for others, an example of willingness to turn good ideas into reality and how these can become successful.

Here are five reasons to find motivation and become an entrepreneur:

1. Expanding Your Network

Being an entrepreneur can help you to interact with different people and new environments every day and have the opportunity to network with a large community of motivated people, and develop communication skills while building a network of contacts.

2. Risk-Taking

Being a young entrepreneur teaches you how to take calculated risks, and helps develop confidence while overcoming the crippling fear of failure which will ultimately pay off in the future.

3. Flexibility and Freedom

By becoming an entrepreneur at a young age, you quickly learn to be independent and self-reliant. Entrepreneurs have full control of their schedule and business, they are their own boss. There is an opportunity to expand your skill set by experiencing and performing varied roles in a start-up. Self-directed learning is another positive side-effect.

4. Making a Difference

Entrepreneurs give back to society because their product or service could provide the community with a solution to a specific, existing problem such as creating an environmentally-conscious product.

5. Accessible and Available Support

There are many organizations that support entrepreneurs and their start-ups, to get funding or provide some mentoring program which can guide the young entrepreneur to acquire new transferable skills.

In this moment of the pandemic crisis, many people lost their jobs and the risk to get excluded from the labour market is spreading among youth, the difficulties for employment increased and learning opportunities can be not accessible for all, the economy is uncertain, therefore, the entrepreneurship can represent a concrete solution in our society and a real tool for a more secure future for young people.

Article written by Materahub, March 2022



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IMAGE FROM FREEPIK

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Article 6: Young digital entrepreneurs on the rise

Digital entrepreneurship is one of the most prolific and rapid-developing branches of entrepreneurship at the moment. Due to the fact that digital and information technology have become one of the most accessible tools for business, digital entrepreneurship is seen as a relatively available venture by most people, especially young people.



Given the fact that young people, by virtue of being young, possess fewer resources and experience, but are usually extremely well-versed in digital and information technology, digital entrepreneurship is the perfect platform for them to create and take advantage of existing entrepreneurial opportunities.

The world in general has seen a rise in the numbers of young digital entrepreneurs as young people from all walks of life turned their attention to developing their own enterprises and ventures, as opposed to sitting idly by until an opportunity comes along.

Young people are taking stock of the knowledge and skills they already possess, taking advantage of digital tools to improve and then using all of that to step into the world of digital entrepreneurship.

Digital entrepreneurship reached its peak of popularity during the world-wide COVID-19 lockdown, when most people were confined to their homes, with limited ability to work. It was during this time that young people turned to:

- Video content creation
- Freelancing
- Blogging
- Online teaching
- Translating
- Making and selling music
- Coding
- Selling items online
- Transcribing
- and many other types of digital entrepreneurship which were ways to use their skills in a productive and profitable manner.

Young people's involvement in digital entrepreneurship is admirable for many reasons, but most of all because they did an inventory of their skillsets and knowledge they already possessed, especially in terms of digital and information technology, and found a way to put that to good use in the world of entrepreneurship.

Article written by Centre for Knowledge Management, April 2022



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IMAGE FROM FREEPIK

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Article 7: Why Young People make great entrepreneurs

'Entrepreneurs are everywhere' not just set up in garages but anyone with an innovative product or service. As stated by Eric Ries in the Lean StartUp, more and more young people have created their own opportunities and businesses whether they are still in school, unemployed or already working for an organisation. Young CEOs, founders and inventors have taken the Social Enterprises, StartUps and Small Business world by storm, proving that age does not have to be a limiting factor.



However, these instances do not have to be rare inspirational articles but can establish a new normal for career paths available to younger generations. Discussing the rise of young digital entrepreneurship in our [previous article](#), the Covid-19 Pandemic has demonstrated how readily the skills and ideas of young people can grow into a successful businesses which can also have a positive impact on society. This article will detail the advantages young people can realise in starting an enterprise, no matter what age they may be.

Tolerant to higher risk

A resource all young people possess in abundance is time. Time to dedicate to perfecting their ideas, recovering from failure and working through uncertainty. This means a young person can enter into a risky launch or financial situation with less hesitancy and can bounce back with more ease. A characteristic of youth also includes blind faith, this can work in the advantage of young entrepreneurs as bigger risks can offer bigger rewards. Learning from mistakes earlier in life can improve decision-making and lead to a more successful future.

Eager to see the social, environmental and economic change in society

A growing number of young people are passionate and in tune with environmental, social and economic issues within their community. Their unique understanding and perspective of problems paired with an instinct to mobilise action can aid in the creation of a business which merges their activism efforts with creating a living. Many movements and demonstrations have young activists at their hearts. By creating the changes they wish to see, young people can position themselves as changemakers, improving the overall development of their communities for the better.

Unfearful of challenge

Learning what makes algorithms tick and acing strategic games are a daily occurrence for many teenagers and young adults. They approach challenges every day without fear, but with curiosity, maximising and perfecting many aspects of their life without hesitation. This fortitude serves itself well to the daily challenges entrepreneurs face, optimising their finances, employees and the product or service they offer. The challenges of entrepreneurship would excite a young entrepreneur instead of intimate them.

Not hesitant to play against the status-quo

Young people no longer aim to fit into society and its rules when they do not serve them. They constantly question the status quo and whether it aligns with their lifestyle and values. Innovation greatly grows in this environment, finding new ways of working, creating and distributing. Young people can be more adaptable to change and numerous iterations until a positive outcome is reached. By creating an enterprise, these ambitious ideas have the possibility to be acted on, and make their way to the market.

Not jaded by a lack of finances

Youth is not characterised by an overflowing of money and security. As young people find their feet in the job market, it is assumed that financial stability is the reward of many years of hard work. At this time before lifestyle creep begins to set in, investing in a business can be one of the best decisions if the enterprise becomes successful. Along the way, the skills and experiences of starting a business also lend themselves well to future careers. The financial status of a small entrepreneur and a young adult can especially mirror each other. Many municipalities, councils, governments and even international organisations offer funding for entrepreneurs, young or older in the form of grants, loans and interest-free loans. Being a young entrepreneur in particular can open opportunities for mentorship alongside funding into an enterprise.

All enterprises unfortunately are guaranteed success. However, the unique opportunity youth affords ensures that a lesson can be learnt from failure and that there is always a chance to fail upwards. Starting an enterprise young aid in giving young people a headstart in realising their potential.

Resources

<https://ied.eu/blog/4-reasons-startup-businesses-are-ideal-for-young-people/>

<https://youthef.org/why-being-a-young-entrepreneur-is-beneficial/>

<https://www.businessinsider.com/7-keys-to-the-ideal-mental-age-for-an-entrepreneur-2011-2>



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IMAGE FROM FREPIK

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Article 8: Why is Women Entrepreneurship important?

Female-run enterprises are steadily growing all over the world, contributing to household incomes and the growth of national economies. However, women face time, human, physical, and social constraints that limit their ability to grow their businesses.

But in the beginning, we first need to clarify what we mean by women entrepreneurs, as this subject has only recently come to light, especially with the pandemic, although women entrepreneurs have been around forever.



Women entrepreneurs may be defined as women or a group of women who initiate, organise and operate a business enterprise. Women are expected to innovate, imitate, or adopt an economic activity to be called women entrepreneurs. Women entrepreneur refers equally to someone who has started a women's business to someone who is a principal in a family business or partnership or to someone who is a shareholder in a public company which is run by a woman. World Bank studies show that women entrepreneurs make significant contributions to economic growth and poverty reduction, creating new jobs for themselves and others. Gender equality across every aspect of society is a fundamental human right and essential for our societies to be safe, prosperous and to thrive.

While the number of women operating their businesses is increasing globally, historically, the predominance of male-led enterprises created an unfavourable environment for women who wished to undertake or occupy leadership positions. Despite a major difficulty in examining and measuring entrepreneurship due to the blurred boundaries separating it from self-employment, the literature shows that women still face a great number of difficulties and obstacles in establishing and running businesses.

These include access to finance, unfavourable business regulations, cultural barriers, choice of business types and sectors, information and training gaps, lack of contacts and access to social support and networking, education and occupational segregation and competing demands on time (double burden of home and work responsibilities).

The biggest obstacle to funding and growing any business is access to capital. Despite evidence that women tend to have better repayment records than men, they face higher barriers in this regard. Men and women also have different styles of “pitching” for funds. Women too often lack the knowledge and confidence to ask for large enough sums and to negotiate well on terms. On the other side, investors, who are often men assume women entrepreneurs are operating just like men and increasing their numbers. Therefore, they will provide funding at lower levels than requested.

Public policies that foster women entrepreneurs are key to increasing their numbers and contributing to their success. Such policies require frameworks that can provide pathways for women to start and grow businesses, and to support gender equality more generally. Legal frameworks should not raise barriers for women; rather, employment, education, taxation, and finance policies should foster women's business initiatives. Social policies including flextime, parental leave and access to affordable childcare are essential for many women who embark as entrepreneurs.

Encouraging entrepreneurship is essential for several reasons, the main one being the elimination of gender inequality and the generation of equal opportunities between men and women – given that leadership skills and competencies do not depend on this factor.

The development of female entrepreneurship is not only important for society and the economic market but also extremely beneficial because by reducing gender gaps when women entrepreneurs succeed, they're more likely to invest back into their families and community – into education, nutrition, wellbeing, and children's health. Moreover, their businesses are more likely to provide necessary services and opportunities to their communities.

In the end, we need to mention that we all together need to work towards the 5th UN Sustainable Development Goal: Achieving Gender equality and empowering all women and girls. As the women entrepreneurs of today are creating a better tomorrow for everyone. And our future must be equal.

Resources

<https://www.businessnewsdaily.com/5268-women-entrepreneur-challenges.html>

<https://cherieblairfoundation.org/why-women-entrepreneurs/>

<https://www.theguardian.com/education/2019/mar/25/we-need-more-female-entrepreneurs-universities-can-help-create-them>

<https://audaces.com/en/female-entrepreneurship/>



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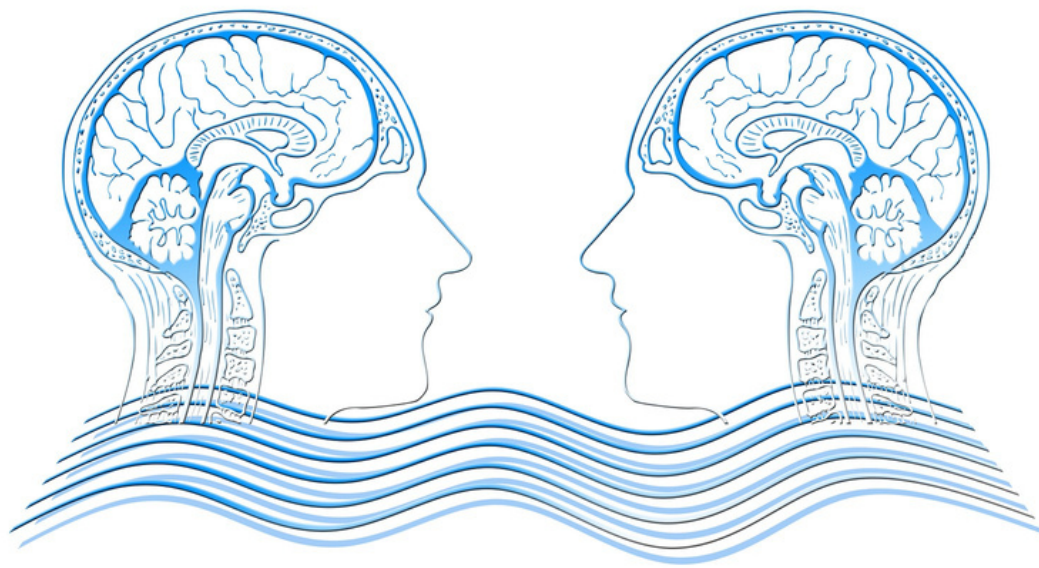


IMAGE FROM FREPIK

YOUNG KREATIV ARTICLES

Article 9: Empathy: what is the key role of this crucial skill for Young entrepreneurs?

According to Gartner Inc. *“companies that base their customer relationship on empathy are three times more likely to be successful”*. For the same reason innovative marketing strategies are no longer based on aggressive advertising campaigns but on transparency, social impact and integrity. The goal is to understand the market demand from its roots, connect with the customer and understand their needs.

To understand the market, the company must be part of it: if the company remains a detached microcosm with its own rules, it will never be able to look at itself through the eyes of the users. Based on what stated above, all Young Entrepreneurs should know how important “Empathy” will be for their business, since entrepreneurship is about introducing innovations into a community, having a deep understanding and appreciation of the needs and desires of community members is a key entrepreneurial skill that plays a really important role in the growth of a business. With this human-centric, thoughtful, and compassionate approach, young Entrepreneurs will improve the workplace, benefits, and retention, and ensure sustainable growth for their own businesses.

”As “thinking” human beings, we all wonder if Empathy is innate or can be learned and the answer is summarized by Biologist Frans de Waal who explained that empathy lies within us as part of the DNA but we can nurture this skill to make it stronger or as said by Chade-Meng Tan (former software engineer and motivator at Google’s Office): “Empathy is preinstalled in our brains; we are all endowed with it. However, it is a quality that can be increased with a practice involving awareness and the creation of empathy-oriented mental habits. The new main mental habit is kindness”. The entrepreneur who practices “the art of looking far ahead” and empathizes with her/his employees will make the company prosperous by developing great human resources inside the business that will take good care of her/his customers and will become sustainable. As Mary Gordon said: “The ability to understand and share the feelings of others, is a key skill for entrepreneurs that want to create impact. Everyone needs the empathic skill in order to adapt, make good decisions, collaborate effectively and thrive”.

So we can definitely confirm that the answer is YES! Empathy is a really important skill and plays an important role in Entrepreneurship and Young Entrepreneurs that would like to do a step forward to make our world a better place.

Source

[Empathy Is No Longer A ‘Soft’ Skill For Leaders](#)

[The Role of Empathy in Entrepreneurship](#)

[The Power Of Empathy For Business Growth](#)

[Article written by Materahub, July 2022](#)



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Article 10: How to start a social enterprise?

A social enterprise is a business that seeks to improve the environment or society. According to the Social Enterprise Survey, the sector is boosting more and more enterprises recorded Europe-wide. Social enterprises operate in many different sectors and are making headway in bringing about social change through a sustainable business.



Before you start your social enterprise business you should be able to answer these questions:

- Does my idea solve a problem?
- Whom will this business benefit?
- How do you combine profit with purpose to create a thriving social enterprise?

It can take a long time to get your social enterprise off the ground but, once you do, the success of your business can make a real positive change in your life and other people's lives. As a social entrepreneur, you still need to be committed to business principles but you will also need to deliver a 'social dividend', and these will determine your success.

- **Form a social enterprise**

Before starting your business, do market research and draw up a business plan with your social mission at the heart of it. Network with entrepreneurs who have started a social enterprise and look into organisations, that all support social enterprises. In order to get started, you must choose a legally recognised business structure according to your country's law structure. A community interest company (CIC) was introduced for social enterprises as it safeguards the social mission, meaning that the bulk of profits will always be channelled into the cause and the business's assets are protected from being sold privately. Although many social enterprises are registered as CICs, you could also set up as a sole trader business, form a limited company, a charity/charitable incorporated organisation (CIO), or a mutual organisation owned by its customers and run for their benefit.

- **Source social enterprise funding**

If your business is a CIC, you could find it slightly easier to find grants that are usually reserved for charities. There is a wealth of grants available to start-ups and you could start by looking at local and European funds, also some banks have social entrepreneurship programs. Alternatively, you can apply for bank loans, private investments and other alternative investments. The key to getting funding is being able to demonstrate a passion and dedication for your social cause and that your business is sustainable. Whenever you are seeking funding you need to be able to show where the investors' money is going and you need to do your research so you can show them how your business can benefit them. Keep this in mind when you are pitching for finance.

- **Spread the word: Social enterprise marketing**

Before you promote your business, you should come up with a marketing plan to ensure that your business's principles are central to your brand identity. As with any other business, you need to define your target audience and build a relationship with them. Your social mission will be your rallying cry and can help you appeal to your target audience's values. This will make them feel invested in both your product and your mission.

You are more likely to get media coverage for your business if it has a good story behind it, and if you can make your social mission in line with the values of your customers, this can create a solid base that will help spread the word via social media. You could also consider blogging as a way to communicate your progress with your customers.

[Article written by Anthropolis, September 2022](#)



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IMAGE FROM FREEPIK

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Article 11: The positive effects of creativity on young entrepreneurship

Edward De Bono, one of the world's major experts on creativity and creative thinking, has also been one of the most influential corporate leadership trainers in the world thanks to his most innovative research in this field. As he said: "Creativity involves breaking out of expected patterns in order to look at things in a different way."



Moreover, according to the definition of Kelly Moor (2018): “Creativity is the ability to transcend traditional ways of thinking or acting and to develop new and original ideas, methods or objects”.

In this perspective, we could affirm that creativity deals with the ability of “thinking outside the box”, an essential component of creativity that, in simple terms, enables us to overcome a fixed mental scheme or pattern in a creative manner. In fact, by this ability, we can use the power of thinking to form a different perspective with the purpose of generating alternative solutions to apparently insoluble problems of our entrepreneurial project management.

Imagination and problem-solving: tools of creativity

As Albert Einstein said: “Imagination is more important than knowledge”. In fact, the knowledge we already have is often not enough to face properly an unforeseen obstacle: in order to go beyond it, we have to combine new elements and “think outside the box” for a more efficient, and looking-forward solution.

In this sense, imagination is a fundamental contribution to the problem-solving process, which is another indispensable requirement for a successful entrepreneurial project. Very briefly, Problem-solving is the ability of to define clearly a problem; determine the cause of the problem itself; select alternatives and efficient solutions; implement by priority the chosen solution(s).

So, through imagination and problem-solving, young entrepreneurs can elaborate on new useful options to overcome the inevitable complications related to the different phases of an entrepreneurial project.

Training creativity

Regardless of the company’s specific target, creativity is important for young entrepreneurs in particular. In fact, in the younger audience, the tendency to creativity is often very alive but it risks being caged in the technical processes of a complex entrepreneurial scheme (even necessary for its correct development and for its success).

How to keep this attitude alive? Firstly, it is necessary for young entrepreneurs to become clearly aware of this innate creative potential; secondly, it is important for them to cultivate, refine, and make it effective.

How? For example, by attending specific training to develop creativity skills – including the abilities of problem-solving and creative thinking – and by facing directly the concrete challenges of an entrepreneurial project.

Resources

Before you start your social enterprise business you should be able to answer these questions:

Does my idea solve a problem?

Who will this business benefit?

How do you combine profit with purpose to create a thriving social enterprise?

Article written by Materahub, November 2022



Young Kreativ Social Enterprises



IMAGE FROM FREEPIK

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Article 12: Challenges for young social entrepreneurs

Social entrepreneurship is a rapidly growing field that combines the passion for social change with the drive for business success. Young people are drawn to this type of venture as it allows them to make a positive impact on society while also pursuing their entrepreneurial dreams. However, there are certain challenges that young social entrepreneurs often face, including a lack of funding, limited access to resources, and a lack of support from their peers and society as a whole.

One of the biggest challenges that young social entrepreneurs face is obtaining funding for their ventures. Many traditional investors are hesitant to invest in socially focused businesses, and young entrepreneurs often lack the financial resources to self-fund their ventures. This can make it difficult for them to get their businesses off the ground and achieve their goals.

Another challenge that young social entrepreneurs face is limited access to resources. This includes everything from mentorship and training programs to networking opportunities and business support services. Without access to these resources, young entrepreneurs may struggle to grow and scale their businesses, making it difficult for them to achieve their social impact goals.

Despite these challenges, there are many good aspects of the process of creating a social enterprise. One of the most rewarding aspects is the ability to make a positive impact on society while also pursuing one's entrepreneurial goals. Social entrepreneurship allows young entrepreneurs to address pressing social issues in a creative and sustainable way, and this can be incredibly fulfilling. Additionally, social entrepreneurship provides young people with the opportunity to learn valuable business skills, such as leadership, problem-solving, and financial management, that they can apply in any career.

In conclusion, it is important to encourage young entrepreneurship, particularly social entrepreneurship. Young people have the passion, energy, and creativity to drive real change in the world, and by providing them with the resources and support they need to succeed, we can help them achieve their goals and make a positive impact on society. Social entrepreneurship is a powerful tool for creating sustainable solutions to social problems, and by supporting young social entrepreneurs, we can help build a better future for all.

Connected posts

- The OECD can support policymakers in implementing strategic policies to help young social entrepreneurs overcome the challenges they face to thereby successfully launch, run and scale social enterprises. [Link](#)
- How Youth Business International believes supporting social and green entrepreneurship can unlock the potential of young people as agents and leaders of change, creating vital economic and employment opportunities in the process. Thoughts of Anita Tiessen, the CEO of YBI. [Link](#)
- What funding is available for social entrepreneurs? There are a number of organisations that offer grants to social enterprises, charities and community projects as well as organisations that are offering social investment. This page brings together details of many organisations that offer this type of support. [Link](#)

[Article written by Anthropolis, January 2023](#)



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IMAGE FROM FREEPIK

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Article 13: How Resilience Can Help You Succeed in Entrepreneurship

Starting a business is not an easy job. It takes a lot of time, energy, and money to get off the ground. Many entrepreneurs fail in their first attempt due to a lack of resilience. Resilience is the ability to bounce back from failure, setbacks, and challenging times, and if there's one group that needs that ability, it's entrepreneurs. Tough times, fears, failures, and frustrations are part of business, and entrepreneurs must be resilient to stay focused, learn from their mistakes, and keep going despite the obstacles they face.



This article will discuss resilience, how being resilient can help an entrepreneur to outperform, achieve goals and take their business to the next level and how every entrepreneur can build resilience.

The concept of resilience has its roots in the 1970s in the field of psychology; and today, resilience is commonly referred to as “the process of adapting well in the face of adversity, trauma, tragedy, threats or significant sources of stress” (The Road to Resilience – American Psychological Association). In other words, resilience is not about avoiding stress but learning to thrive within the stress. We all experience stress in many different forms; the difference is in those who choose to face it head-on and not let it get the best of them – they are resilient.

Whilst certain factors may make some individuals more resilient than others, resilience isn't a personality trait that only some people possess. Quite the reverse; resilience involves behaviours, thoughts and actions that anyone can learn and develop.

How an entrepreneur views adversity and stress strongly affects how they succeed, and this is one of the most significant reasons why having a resilient mindset is so important, especially for entrepreneurs. Resilient entrepreneurs don't dwell on failure, they move forward.

Living in a world that is in a constant state of instability will require entrepreneurs to be better at dealing with rapid change and to be flexible and responsive. Flexibility will also help them to deal with stressors and unexpected demands and allow them to let go of the original plan, switch tasks when needed and positively embrace change. Agility and speed of responsiveness is the key to success and a flexible approach will allow entrepreneurs to be able to adapt well in times of change and uncertainty.

There are certain factors which are essential to building entrepreneurs' resilience, to name a few:

- Personality: Believing in their abilities and having a strong sense of control over life events, being "gritty" and passionate about their business.
- Attitudes and behaviours: Positive mindsets, meaning, preparedness and reflection after experiencing setbacks further enhance entrepreneurs' resilience.
- Learning: Participating in entrepreneurial education programs, like university business courses university business courses, and learning how other entrepreneurs successfully cope with adversity and learning from their struggles and failures can help entrepreneurs learn how to bounce back from adversity.
- Personal experiences: Resilience also develops from personal experiences, like overcoming the initial challenges of starting a business.
- Social networks: Having strong sources of social support, whether through business networks formal mentorship programs or feedback from potential investors.

Resilient entrepreneurs also tend to learn, innovate, exhibit more transformational leadership and are happier than those without resilience. Like building muscle, building resilience takes time, effort and the right technique. By investing in learning, believing in their capabilities and vision, using failure as fuel for growth and leaning on social support, anyone can become a resilient entrepreneur. With resilience, entrepreneurs can not only survive but also thrive in their entrepreneurial journey.

Sources

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Article written by Asfar, February 2023



Young Kreativ
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IMAGE FROM FREEPIK

YOUNG KREATIV ARTICLES

Article 14: Ethics and Young Entrepreneurs: The Importance of Doing Business with Integrity

As the world becomes more and more connected and opportunities for entrepreneurship continue to grow, more and more young people are starting their own businesses. While this can be an exciting time for young entrepreneurs, it also comes with its own typical set of challenges; one of the most important is maintaining a strong ethical foundation in the face of financial pressures and the strong desire to succeed.



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The Importance of Ethics in Business

Ethics are the guiding principles that should ideally govern how businesses operate. They define what is right and wrong, and they help businesses make decisions that are in the best interest of their stakeholders. For young entrepreneurs, ethics are especially important because they can help establish their reputation for integrity and honesty, which in turn can help build trust with customers, employees, and investors as well.

The consequences of unethical behaviour can be severe! Companies that engage in unethical practices risk losing customers, facing legal action, and damaging their reputations. For young entrepreneurs, the impact of unethical behaviour can be even greater, as it can affect their ability to secure funding and attract new customers they need.

How to Maintain Ethical Standards

Maintaining ethical standards is not always easy, especially for young entrepreneurs who may be facing financial pressures and other challenges. However, there are several steps that young entrepreneurs can take to help ensure that they are doing business correctly and ethically :

- **Establish a Code of Ethics:** A code of ethics is a set of guidelines that outlines the ethical standards that a business will uphold. By creating a code of ethics, young entrepreneurs can establish a clear set of principles that guide their decision-making.
- **Lead by Example:** As a young entrepreneur, you are the face of your business. It is important to lead by example and demonstrate your commitment to ethical behaviour. This can help build trust with customers, employees, and potential investors.
- **Be Transparent:** Transparency is key when it comes to maintaining ethical standards. Be open and honest about your business practices, and make sure that your customers and employees know what to expect.
- **Seek Out Support:** Starting a business can be challenging, but it is important to seek out support when you need it. This can include mentors, advisors, and other entrepreneurs who can offer guidance and support and avoid the typical mistakes of this path.

So, ethics are a critical component of doing business, especially for young entrepreneurs who are just starting out. By establishing a strong ethical foundation and maintaining high standards of integrity, young entrepreneurs can build trust with customers, employees, and investors, which can help them succeed in the short and long run.

Article written by Materahub, March 2023



Young Kreativ
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IMAGE FROM FREPIK

YOUNG KREATIV ARTICLES

Article 15: How can I find an online course to train and encourage young entrepreneurs?

As a young entrepreneur, there are numerous online resources available to help you gain knowledge and skills to enhance your entrepreneurial journey. Here are some effective ways to find online courses and materials:

E-Learning Platforms: Explore popular e-learning platforms such as Udemy, Coursera, LinkedIn Learning, Skillshare, and edX.



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These platforms offer a wide range of courses on entrepreneurship, business management, marketing, finance, and more. You can browse through their extensive catalogues, read reviews, and select courses that align with your interests and goals.

Industry-specific Websites: Look for industry-specific websites and associations that offer online courses and resources tailored to your niche. These platforms often provide specialized training and insights relevant to your field of interest. Search for keywords related to your industry along with terms like “online courses” or “training” to find relevant websites.

Webinars and Virtual Events: Stay updated on webinars and virtual events organized by industry leaders, business schools, and entrepreneurship communities. These events often feature expert speakers who share their knowledge and experiences. Attend webinars and virtual conferences to learn from successful entrepreneurs and gain practical insights.

YouTube and Podcasts: Utilize the power of free educational content available on YouTube and podcasts. Many entrepreneurs, business experts, and industry professionals share their insights, strategies, and experiences through these platforms. Look for popular channels and podcasts dedicated to entrepreneurship and business to access valuable information.

Online Communities and Forums: Join online communities and forums where entrepreneurs gather to share ideas and resources. Platforms like Reddit, Quora, and specific entrepreneurial forums allow you to connect with like-minded individuals, seek advice, and discover recommended courses and materials.

Entrepreneurial Blogs and Websites: Follow reputable entrepreneurial blogs and websites that publish informative articles, case studies, and resources. Many of these platforms provide in-depth insights into various aspects of entrepreneurship, such as business planning, marketing strategies, leadership, and more. Subscribe to their newsletters to receive regular updates and recommendations.

Social Media Platforms: Engage with entrepreneurship-related accounts and groups on social media platforms like LinkedIn, Facebook, and Twitter. Follow influential entrepreneurs, business schools, and industry leaders to access their recommended resources, including online courses and materials.

Remember to evaluate the credibility, reviews, and ratings of the courses and resources you come across. Additionally, consider your specific needs, budget, and time availability while selecting courses. Continuous learning and self-improvement are crucial for entrepreneurs, so make sure to dedicate time and effort to expanding your knowledge and skills.

At last, but not least, we also developed an e-learning platform in the frame of the Erasmus+ Young Kreativ Social Enterprises project for you to boost and encourage creative social entrepreneurial learning of young people and improve your and your young clients’ skills. [Click here](#) to start your YKSE e-learning course:

Article written by Anthropolis, May 2023



Young Kreativ
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IMAGE FROM FREEPIK

YOUNG KREATIV ARTICLES

Article 16: Project conclusion

Young Kreativ, a remarkable initiative dedicated to foster creativity, innovation, and social entrepreneurship among youth workers who support young individuals facing challenges such as being NEETs (Not in Education, Employment, or Training), disadvantaged backgrounds, and limited opportunities, has successfully come to an end. As we look back on the journey we have undertaken together, we are incredibly proud of the accomplishments, growth, and impact we have achieved.



Over the course of 24 months, Young Kreativ served as a catalyst for change, empowering creative minds to transform their ideas into tangible solutions that address pressing social issues. This project was fueled by the unwavering belief in the immense potential and ability to create positive change when provided with the right resources, guidance, and opportunities.

The project had several key aims, including the mobilization of digital skills and intercultural dialogue to boost and encourage the creative social entrepreneurial learning of young people. It also focused on upskilling and empowering youth workers, educators, and mentors, recognizing their crucial role in the professional development of youth. Additionally, the project aimed to support youth mentors through an online/blended methodology that ensured the acquisition of entrepreneurial skills for young people at risk of NEET.

Throughout the project, we organized 3 transnational meetings in Budapest, Skopje, and London, which served as crucial platforms for collaboration and exchange of ideas. During the project, we have developed three intellectual outputs as part of the project:

- IO1: Methodological guide and toolkit – Social Kreative Enterprises for Youth Workers
- IO2: Curriculum – Detailed program and training materials for Youth Workers
- IO3: KreativEnterprise e-learning platform

These outputs were designed to equip youth workers and educators with the necessary tools, knowledge, and methodologies to support young social entrepreneurs effectively. The KreativEnterprise e-learning platform we hope will continue to be an active and vibrant hub for collaboration, learning, and inspiration. We envision it connecting individuals from diverse backgrounds and fostering a sense of community even after the project's formal conclusion.

Throughout a series of diverse learning events, including Learning, Teaching & Training activities and national pilots on coaching held in the UK, Italy, Hungary, and North Macedonia, participants had the opportunity to develop crucial skills, cultivate an entrepreneurial mindset, and acquire valuable knowledge. These engaging and interactive learning experiences empowered them to fully embrace their creativity, refine their ideas, and conceive innovative solutions that hold the potential to create a tangible impact within their communities.

While Young Kreativ may have reached its formal conclusion, we firmly believe that its impact will continue to resonate. The skills, experiences, and connections forged during this journey will serve as a solid foundation for future endeavors, propelling these young social entrepreneurs to even greater heights.

A big thank you to everyone who has been a part of this remarkable project. Together, we have proven that when we invest in the power of young minds, we can create a future filled with hope, innovation, and positive transformation.

Article written by Asfar, June 2023