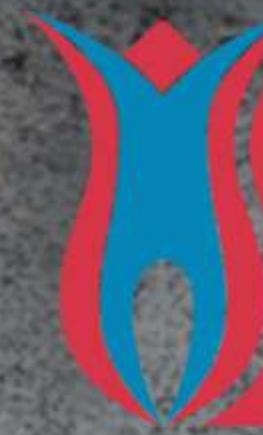




Erasmus+



TÜRKİYE ULASAL AJANSI
TURKISH NATIONAL AGENCY

TACKLING POVERTY WITH SOCIAL ENTREPRENEURSHIP

7-14 MARCH
SAKARYA-TÜRKİYE



DREAM BIG,
WORK HARD,
MAKE IT
happier.



NEW ERASMUS+ PROGRAM

What is Erasmus+?



Erasmus+



Opportunities

Erasmus+ offers mobility and cooperation opportunities in

- higher education
- vocational education and training
- school education (including early childhood education and care)
- adult education
- youth
- sport

Erasmus+ is the EU's program to support education, training, youth, and sport in Europe. It has an estimated budget of €26.2 billion. This is nearly double the funding compared to its predecessor program (2014-2020).

The 2021-2027 program focuses on social inclusion, the green, and digital transitions, and promoting young people's participation in democratic life.

It supports priorities and activities in the European Education Area, Digital Education Action Plan, and the European Skills Agenda.

The program also,

- supports the European Pillar of Social Rights
- implements the EU Youth Strategy 2019-2027
- develops the European dimension in sport



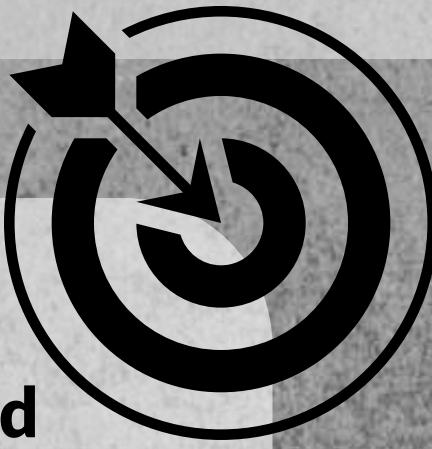
Individual Mobilities

- This chance of funding is conceived for individual schools or organizations. Schools can also create a consortium to share the effort to manage a project and make new synergies.
- The new Program's novelty is that consortia will no longer be closed to new members after their creation.
- Thus, if your school missed a deadline to apply for a project proposal, it can still try to participate in the call by joining a national consortium whose bid has been approved.
- The calls for actions in this category will allow teachers and students from the funded school to travel abroad for different reasons.

SUMMARY OF THE PROJECT

We realized our training course project on March 7-14, 2023 in Sakarya, Turkey. We completed our project with youth workers from 9 countries in total, namely Italy, Spain, Lithuania, Romania, Bulgaria, Greece, Poland, Slovakia and Turkey. Together with the youth workers involved in our project, we talked about the types of entrepreneurship and the qualities that a good entrepreneur should have. After that, we talked about social entrepreneurship in detail and shared the ways to find funds for entrepreneurship ideas.

- To understand what social enterprise is.
- To know the ways of entrepreneurship types and using these paths for our life goals.
- To understand the difference between charity and social enterprise and business,
- To understand the importance of the volunteer concept.
- To have better knowledge of the expenditures made on Turkey's employment situation and a better understanding of these investments on the enterprises.
- To find out more about the ways to find a fund/grants in Turkey and Europe for entrepreneurship ideas.
- To increase the recognition of this program with the activities and share to promote the Erasmus+ program.
- To increase in the region with the awareness of the projects supported by the Erasmus + program and increasing the participation of these people in the region.



PARTNERS



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and Enterprise
Association**



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**Youth
Entrepreneurship Club**

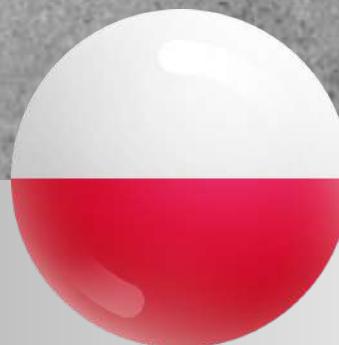


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ENTREPRENEURSHIP



Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship connected with land, labour, natural resources and capital can generate a profit. The entrepreneurial vision is defined by discovery and risk-taking and is an indispensable part of a nation's capacity to succeed in an ever-changing and more competitive global marketplace.



SCALABLE STARTUP ENTREPRENEURSHIP

Scalable startup entrepreneurs dream big, focusing on innovative ideas that can expand their business and generate as much profit as quickly as possible.



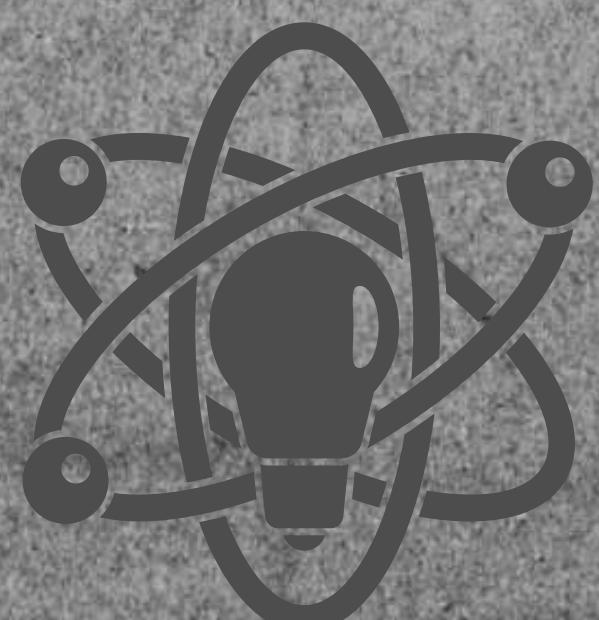
SMALL BUSINESS ENTREPRENEURSHIP

It is focused on creating and running their own business, either on their own or with the help of family members. This group of entrepreneurs includes many owners of mom-and-pop shops and boutiques, as well as trade workers and consultants.



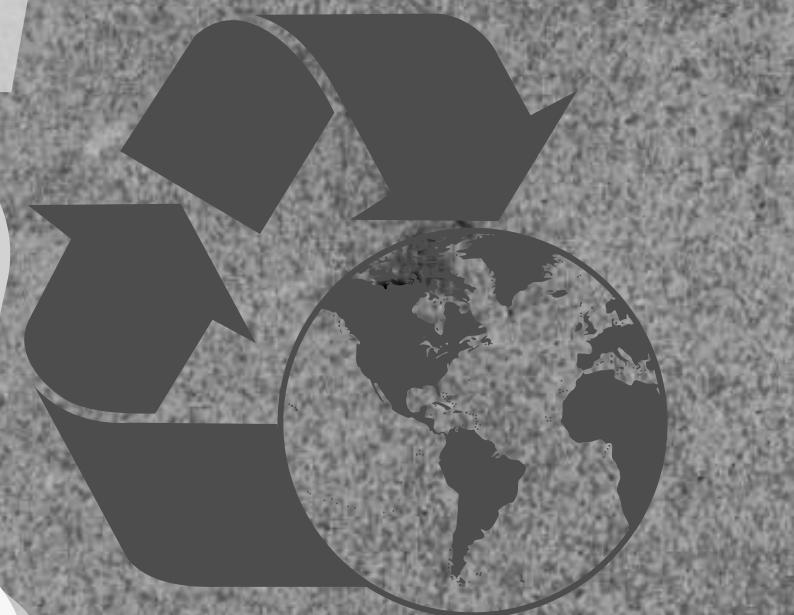
LARGE COMPANY ENTREPRENEURSHIP

Some businesses naturally grow over time, and large company entrepreneurship aims to grow a large company from an existing business model.



GREEN ENTREPRENEURSHIP

Green entrepreneurship refers to a special subset of entrepreneurship that aims at creating and implementing solutions to environmental problems and to promote social change so that the environment is not harmed.



INNOVATIVE ENTREPRENEURSHIP

Innovative entrepreneurs create their businesses with the intent of bringing completely new products or new ideas to market.

SOCIAL ENTREPRENEURSHIP



Driven by a desire to give back to the community, social entrepreneurs seek to offer solutions to important social problems, which may include:

- Addressing social inequality
- Engaging with environmental concerns
- Supporting more equitable economic development

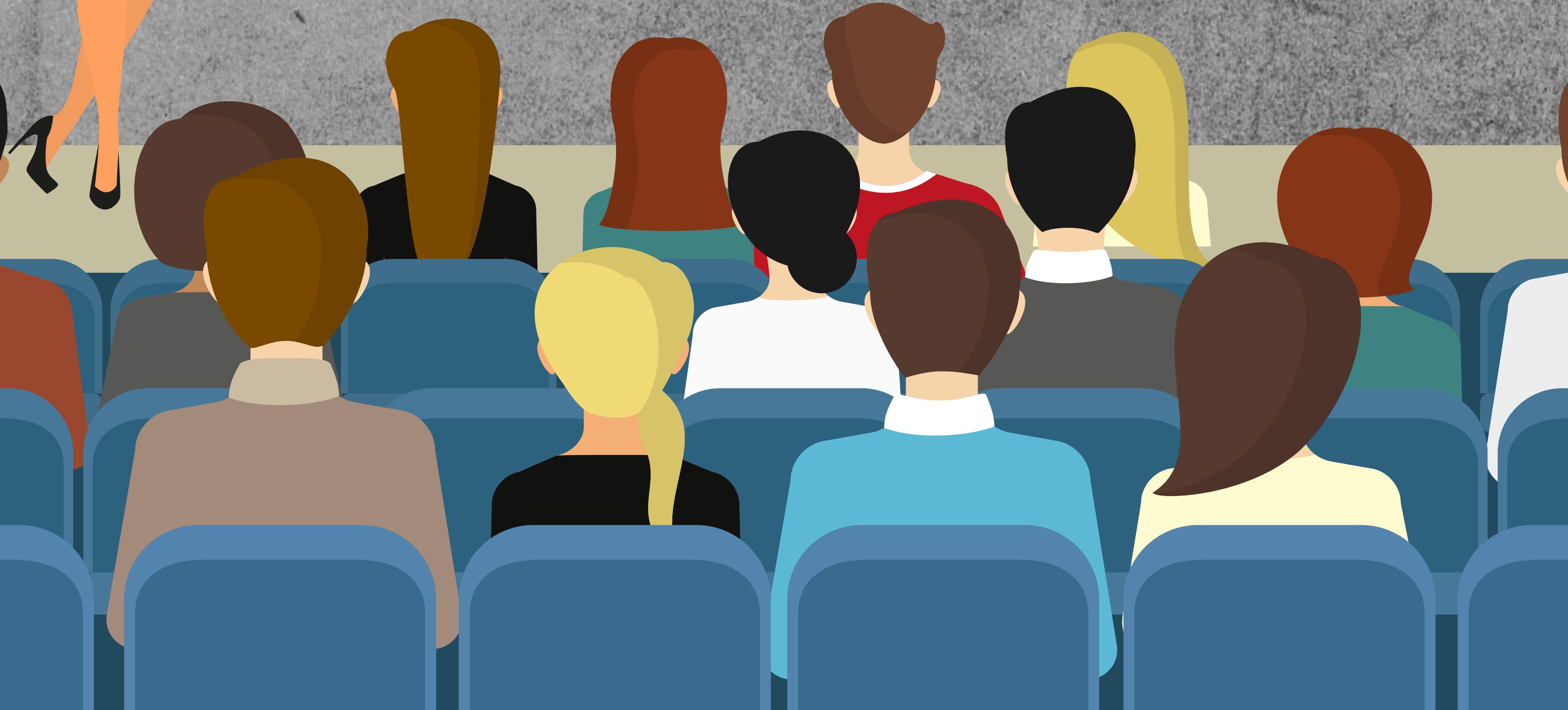
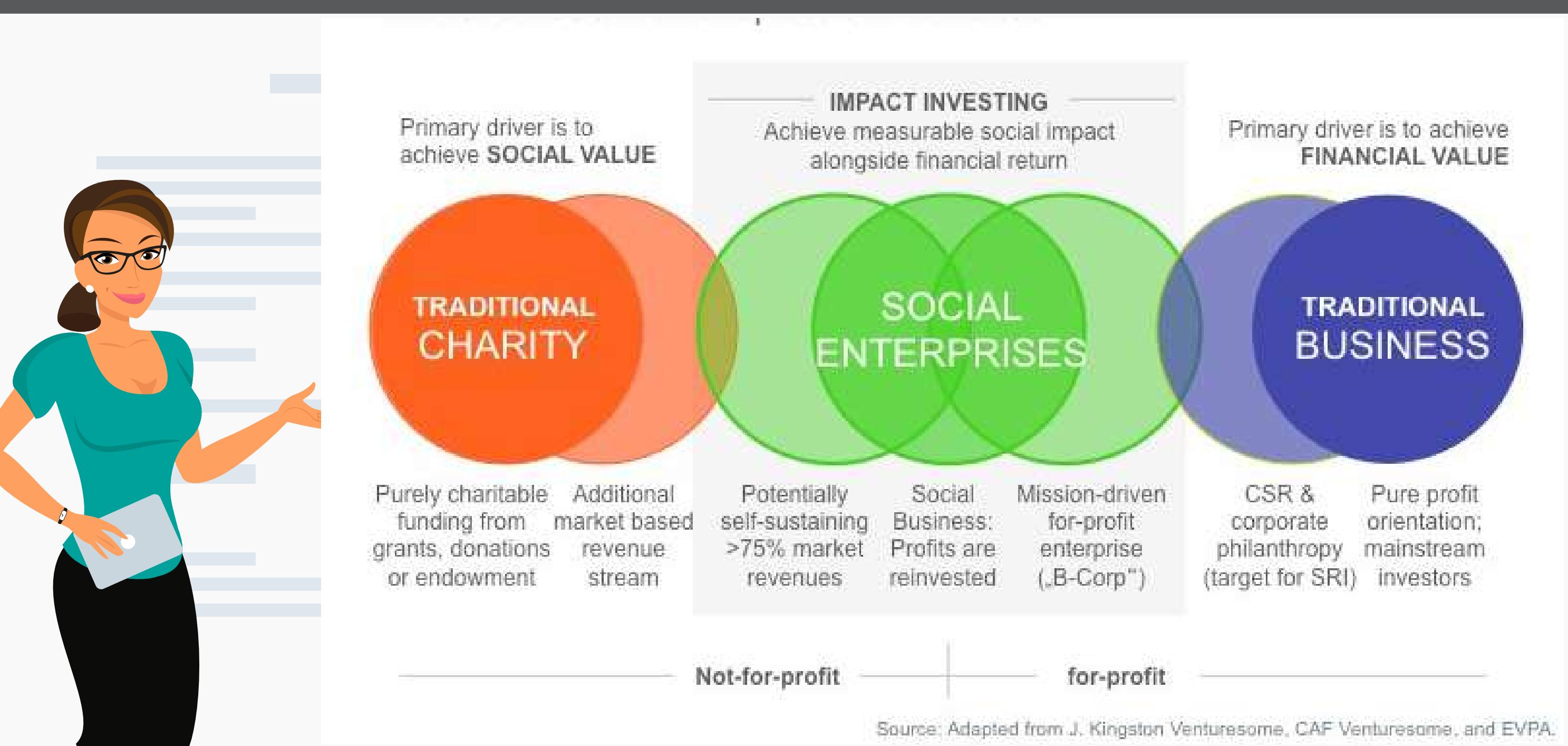
Some social entrepreneurs may start a nonprofit, whereas others pursue profitable business ventures that give back to the community.

Social entrepreneurs have a strong vision for the world, and the financial goals of social entrepreneurs are centered on the company's mission, often with a focus on effecting social change.

As a result, a social entrepreneur's markers of success can heavily weigh on positive progress toward an issue, instead of financial markers, such as profit generation. Thus, the intent of social entrepreneurs differs from that of scalable startup entrepreneurs, who are concerned with rapidly expanding their business.



THE DIFFERENCE BETWEEN TRADITIONAL CHARITY, SOCIAL ENTREPRENEURSHIP AND TRADITIONAL BUSINESS



Source: Adapted from J. Kingston Venturesome, CAF Venturesome, and EVPA.

VOLUNTEER MANAGEMENT IN NGOS



The concept of management in NGOs should not be considered within the framework of a hierarchy between a classical employer and an employee. Volunteer management is a process carried out with a governance approach based on communication and feedback in order to carry out the relationship in the most efficient way for both volunteers and NGOs.

Effective volunteer management in CSOs ensures that the CSO works with volunteers in a long-term way that provides the most benefit to both parties. Volunteer management can turn into a sustainable volunteering program with the help of strategic planning.

In the NGO, it will take care of the volunteers (professional or volunteer whose job description is based on the coordination of the volunteer support force). Finding a “volunteer coordinator” is the most important element of a healthy volunteer management.

A successful volunteer coordinator;

- communication,
- education and development,
- developing society,
- resource development,
- public relations/marketing,
- Human Resources Management,
- management skill,

should have knowledge and experience in such matters.



STEPS FOR VOLUNTEERING PROCESS



1: Organization Preparation

Identifying the benefits and challenges of the volunteer program

Determination of the workforce and resources required for the volunteer program

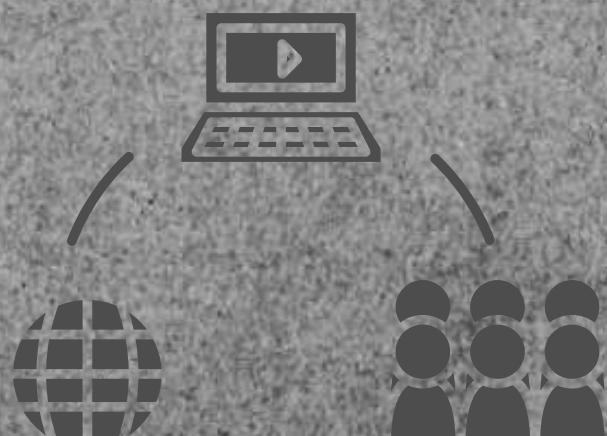
Determination of volunteer work areas. and definition of volunteer qualifications



2: Volunteering

Orientation activity

Pre-assignment training activity



3. Orientation and Training

Providing supplementary material to the volunteer

Measuring and evaluating educational studies



4. Coaching and Support

Organization arrangement for volunteers for motivation

Effective communication with the volunteer

Recognition and appreciation activities



5. Program Continuity

Evaluation of volunteerism

Sharing of evaluation reports

BUSINESS IDEAS



Name of organization: Social Vision Marketing Agency

Purpose:

The purpose of the company is to promote the inclusion of individuals from vulnerable groups in the IT job market and to serve the local producer community by developing integrated packages of web design, promotion, and marketing services that are accessible and of high quality.

What social value creates it and for whom?

The social value created by the company includes providing training, education, and career opportunities to individuals from vulnerable groups, offering affordable and high-quality web design, promotion, and marketing services to local businesses, and promoting social equity and democratic control through its business practices.

Target group:

The target groups for this social value are individuals from vulnerable groups, local businesses, and the wider community.

What does the social enterprise sell?

The social enterprise sells packages of web design, promotion, and marketing services that are tailored to the specific needs of local businesses.

Name of organization: Town Honey

Purpose: Our mission is to establish a sustainable town honey industry that creates new opportunities for people on the fringes of the labor market, making the city healthier and more fertile and bringing people of Copenhagen acquainted with the city's natural habitat. The main goal of the organization is to connect people to nature through direct sensorial experiences involving gardening and self-discovery paths.

Target groups:

Tg1 - school kids age 7-14, who will undergo extra-curricular activities in order to learn and understand the very process of food production and find more experiential ways of using their precious time.

Tg2 - families searching for long-term activities that allow them to enjoy direct food production/ harvest, integrated with the benefits of holistic sensorial experience involving music and socialization.

Creating social value to the target group in the following way:

We are going to raise social awareness for school kids (tg1) allowing them to really work and produce vegetables and fruits with the help of professional skilled employees. In this way the young generation will get a full understanding of the cycle of nature from the garden to their table (products going to be harvested and brought home by the kids). For (tg2) we are going to give them the possibility to rent seasonal garden harvests, and with the help of skilled employees that will carry on with the main day by day activities, and leave to the family the pleasure to pick their own vegetables, fruits and enjoy the joy of outdoors activities on the weekends.



Name of organization: Leather-with-Care

Purpose:

Leather-with-care is an enterprise that embraces the local resources and needs for a more inclusive society. We founded our company to create a work environment for people with down syndrome and autism by giving them the chance to be an active part of society. Our mission is to open new opportunities for including people with special needs in the active citizens in our community while we support families who cannot afford the education of their children with special needs.

Target groups:

Our target groups which we collaborate with are those with light down syndrome or autism. By hiring people with special needs we give that group a chance for being an active part of the society. Giving away part of our revenue for extracurricular workshops for the young representatives of the sales group who have fewer opportunities we provide them chances for a better future.

What does the social enterprise sell?

We are selling leather goods especially when we started as business accessories oriented production targets for bigger customers from the business world.

What social value creates it and for whom?

Our company hires people with disabilities to give the often excluded group of very skillful people with down syndrome or autism job opportunities and thus empower them and their self esteem as an active part of the society.

Name of organization: A Place For Us

Purpose:

- To help people that have committed crimes see how their actions impact others by providing lunch to school children from poor families.
- Teaching the criminals new employment skills
- Law breakers see how their actions affect the community – by taking care of their gardens whose produce is then sold to restaurants, hotels, venues, etc. and that funds lunches for school children.

Target groups:

People sentenced to community work and school children from poor families.



Name of organization: Healing Hands

Purpose:

We are a social entrepreneurship company and our main focus is helping the blind people. Address the industry's need for professionals while helping people who are blind or visually impaired gain meaningful employment.

What does the social enterprise sell?

Massage therapy and experiences.

What social value creates it and for whom?

The benefits are both clients and the massage therapists who are blind, the ones that are employees and in the future if they don't continue working with us, the skill for being freelancer.