

## **Social Entrepreneurship: Closer to People, Nature, Community**

The “EU4Youth - Unlocking the potential of young social entrepreneurs in Moldova and Ukraine” project helps to foster the social entrepreneurial potential of young people in Moldova and Ukraine by establishing a favourable ecosystem for social enterprises as well as by inspiring and supporting more young social entrepreneurs to develop and sustain their innovative solutions to the promotion of social inclusion and environmental sustainability across both countries. The project is funded by the European Union under its EU4Youth Programme. The project is implemented by a consortium including the following organisations: Gustav-Stresemann-Institut (GSI), Germany – the lead, Pro NGO! (Germany), AXA Management Consulting (Moldova), ECO-RAZENI Association (Moldova), CONTACT (Moldova), and Egalite International (Ukraine) in 30 months, starting from 1st February 2020.

In October 2020, the Contact Center, together with the other two partners in the Republic of Moldova, launched the Awareness-raising Campaign “Social Entrepreneurship for Everyone’s Understanding”. Through this Campaign, the organizers intend to familiarise the general public with the concept of social entrepreneurship and motivate more young people in the country to engage with social enterprises.

“*Social entrepreneurship: Closer to People, Nature, Community*” is the message of the Campaign, which aims to raise awareness among the public and increase the number of social businesses in the country.

In July 2020, a baseline study of Social Entrepreneurship in the Republic of Moldova was conducted, and the results show that only 48 social businesses were identified. One of the reasons for the small number of social businesses in the country is the lack of knowledge and lack of media coverage of this topic, including the need of a social economy for communities.

For a period of 5 months, several explanatory articles accompanied by success stories will be published through this Campaign. Online events will be organised with social entrepreneurs in the country, who will talk about the path of a social business and tell their success stories. Also, several infographics, messages from social entrepreneurs will be published and the Online Network of Social Entrepreneurs from the Republic of Moldova - will be developed on Facebook.

“Social entrepreneurship is not a simple business. It is the solution to some social problems, it offers jobs to people from vulnerable environments, it stimulates social inclusion, offers disadvantaged people access to social resources and services”, mentions Mr. Serghei Neicovcen, Executive Director of the Contact Center.

In the same context, Ms. Elena Nofit, Campaign Communicator, stated that “the social economy is about people and covering the needs of all categories of people. It is an opportunity for marginalised people and an environmentally friendly alternative, that is why this type of business should receive all the support: legislative, social, community”.

The materials and events of this Campaign can be tracked on the Facebook “[Network Group of Social Entrepreneurs from Moldova](#)” as well as on the webpages of the organisers.

*This Campaign is carried out within the Project “EU4Youth - Unlocking the potential of young social entrepreneurs in Moldova and Ukraine”, with the financial support of the European Union through the EU4Youth program. Its content is the sole responsibility of the Contact Center and does not necessarily reflect the views of the European Union.*