

ENTREPRENEURS FOR SOCIAL CHANGE

Training Application Guidelines

18th to 25th October 2015 in Torino, Italy

A partnership between United Nations Alliance of Civilizations and Fondazione CRT

Have you ever wondered what it takes to be a social entrepreneur?

Do you want to create social and economic opportunities for you and for others around you?

Do you want to improve intercultural relations in your community and across the Mediterranean?

Do you have the courage to challenge yourself?

Then you might be who we are looking for!

The United Nations Alliance of Civilizations and Fondazione CRT are organizing an 8-day training which will bring together 20 young people from the Euro-Mediterranean region to enhance the skills needed to boost a business idea with a social mission, and be a powerful motor of economic development and social inclusion. In addition to this training, the selected 20 young adults will receive feedback from peers, mentoring from experienced social entrepreneurs and will be matched with potential investors. The event will be organized at Fondazione CRT premises in Torino (Italy) from 18 to 25 October 2015.

We are looking for young adults between 18 and 35 years old from the Euro-Med region, who either already have a social enterprise and need to learn how to develop it or who have taken steps to start a social enterprise and want to learn how to build their business forward.

There is no participation fee, and all participants will be provided with round-trip tickets to Torino as well as accommodation, meals and visa support.

Interested? Continue to read this document and complete the application form.

Please note that the application [deadline](#) is 11:59 PM, New York time

[30th July 2015](#)

1. Background information

1.1 The United Nations Alliance of Civilizations

The UN Alliance of Civilizations seeks to reduce tensions across cultural divides that threaten to inflame existing political conflicts or trigger new ones. It works at grassroots level, promoting education, youth, media and migration projects aimed at building trust and respect among diverse communities.

The Alliance was established in 2005, at the initiative of the Secretary General of the United Nations. More details at www.unaoc.org

1.2 Fondazione CRT

Fondazione CRT originated in 1991 from privatisation of Torino Saving Bank during the transformation of the banking sector in Italy. It is a non-profit private legal entity, which focuses its resources and work in three main areas: Arts and Culture, Research and Education, Welfare and Environment. Committed to working in the Northwest of Italy, Fondazione CRT looks beyond the local area to national and international models and experience. It has diversified and perfected its way of operating, so as to better meet the needs of the community, through three different operational approaches which nowadays complement each other: the awarding of direct grants, the planning of its own projects and the venture philanthropy approach.

www.fondazioneCRT.it

2. Entrepreneurs for Social Change

2.1 Context

Aspirations for dignity, democracy, human rights, freedom, as well as access to political, social and economic opportunities to improve lives and countries motivate today's generation of young leaders. This is true for all regions of the globe, but especially for the Euro-Mediterranean region, given recent events and the on-going economic crisis.

While it is difficult to assess the exact link between the wave of political change that affected some countries of the southern Mediterranean and the economic crisis, recent economic and employment data confirm that the situation across the entire region is extremely serious. The GDP growth of most countries in the region was halved between 2010 and 2014 and the unemployment rate in almost every country is in double figures.

The so-called Arab Spring and related social movements have brought to the surface aspirations for positive social change. This is particularly true for young adults who are even more affected by a lack of employment and opportunities for participation in their country's social development. However, in many countries the failure of these aspirations to translate into better socio-economic conditions have increased

tensions between different communities and sometimes contributed to radicalization.

The typical responses to this situation tend to address intercultural and interreligious issues separately from economic issues. In reality, these issues are very closely related. Moreover, this interconnectedness is even more apparent in marginalized communities usually not reached by socio-economic development activities led by the national governments or the international community.

However, in the very recent past, the Mediterranean region provided a few outstanding examples of how the capacity to interpret the socio-cultural context or leverage it in a positive manner was a factor in the success of socio-economic development activities.

In this context, it is fundamental to give more room to activities that can address socio-economic conditions while allowing a new generation of Mediterranean youth to build bridges within their own country as well as across the sea.

2.2 Rationale

Keeping in mind that strong and inclusive socio-economic growth is an essential foundation for democratic and participatory government, the United Nations Alliance of Civilizations together with the Fondazione CRT and the Italian Ministry of Foreign Affairs created the first edition of *Entrepreneurs for Social Change* in 2013 with the desire to respond to the pressing and multi-dimensional needs of youth in an innovative and flexible way.

The target audience for this project are young people from communities struggling with tensions or marginalization linked to cultural and/or religious differences and at the start-up phase of their social enterprise which seeks to address these challenges.

The first two editions of *Entrepreneurs for Social Change* in 2013 and 2014 brought together 40 young entrepreneurs and 15 trainers and speakers from 26 different countries of the Euro-Mediterranean region. The participants were provided with a curriculum which focused on the skills and competencies required to leverage their social enterprises that address intercultural and interreligious issues in the region.

The training was followed by a mentoring period (6 months in 2013 and 9 months in 2014) during which the main trainers of the project closely followed the development of each social enterprise and provided insights and advice on how to further strengthen the business aspects of it.

In the context of *Entrepreneurs for Social Change*, we will use the following terms (our own definitions):

- *Social entrepreneurship*: approach that seeks to address a social issue building on effective for-profit business.
- *Social enterprise*: structured and sustainable entity (e.g. a cooperative, as opposed to a short-term project) which has positive social change as its primary goal and which exists with a profit motive. The success of a social

enterprise is not measured simply in terms of profits or benefits for investors, but rather primarily in terms of evidence of positive social change.

2.3 Overall goal

Entrepreneurs for Social Change aims to bring together young social entrepreneurs from the Euro-Med region in order to take part in a targeted 8-day *training* that would increase the changes of their social enterprise to either leverage cultural and/or religious diversity in their community or address challenges related to this context, and, at the same time, generate employment.

In addition to this training function, the event would also allow young participants to *exchange* with their peers from other parts of the region regarding opportunities and challenges related to multicultural settings and to get in touch with potential investors.

After the initial training, networking and mentoring support would be provided to the young social entrepreneurs, thus building on the sustainability of the initiative.

2.4 The Training

A total of 20 participants from the Euro-Mediterranean region will be selected to take part into the 2015 edition of Entrepreneurs for Social Change. Regional and gender balance of participants will be included in the selection criteria.

The training portion of *Entrepreneurs for Social Change* will take place at the premises of Fondazione CRT in Torino (Italy), from 18th to 25th October 2015. For logistical reasons, successful applicants will be asked for their availability to arrive on 17th October and leave on 26th October 2015.

The training will focus on two main aspects of social entrepreneurship:

The **business** aspect, i.e. the *framework* of the social enterprise:

- creating a solid implementation plan;
- defining the target audience/clientele and finding the appropriate partners;
- being strategic and efficient in the search for funding / capitals;
- understanding the need to continuously network;
- ensuring sustainability of the social enterprise.

The **social** aspect, i.e. the *content* of the social enterprise:

- fully understanding the cultural and religious diversity of the context in which the social enterprise will be implemented;
- being strategic (finding a niche, responding to a need) in either leveraging this diversity or addressing challenges related to it;
- being equipped with the skills to prevent and address tensions or conflicts with links to cultural or religious diversity.

The methodology of the training will focus on applied work guided by experts (e.g. development of a concrete business plan) and include peer-assist sessions where participants help fellow participants to generate solutions to shared problems.

At the end of the training, participants will each receive technical support from a network composed of:

- Successful **peers** (other young social entrepreneurs) who would make themselves *regularly available* – via email – to help address challenges related to day-to-day implementation of their social enterprise;
- International **mentors** from the corporate sector that would brainstorm with the participants helping them to follow the strategic plan, matching them with potential investors and following the development of their ideas;

The successful applicants will be asked to participate in different surveys to monitor and evaluate the outcomes of the project throughout the process of training, mentoring and incubation.

The working language of the training is English. Translation in other languages will not be provided.

The program for the training will only be provided to participants.

3. Application and selection process

3.1 Eligibility

A total of 20 young social entrepreneurs will be selected through a competitive call for applications. The application form (see online under APPLY) is composed of two main sections: the applicant's profile and the social enterprise/idea.

Applicants must meet all of the following criteria in order to be considered eligible for the program.

The applicant:

- Has a social enterprise (or be in the process of establishing a social enterprise) which is either leveraging cultural and religious diversity or promoting broader social change and can potentially create economic opportunities and social inclusion for a specific community or across communities. The social enterprise can already be established or be in its initial stages, the applicant must demonstrate how its idea is grounded and sustainable.
- Has a date of birth between 15th October 1979 and 15th October 1997.
- Holds a passport valid until at least 30th April 2016 (for a visa to be issued, a passport needs to be valid for at least 6 months after the expected date of entry into the country issuing the visa).
- Lives in and be of nationality from a Euro-Med country.¹
- Is fluent in spoken English.

Please note that university-level education is not mandatory.

3.2 Application package

If you, as an individual, are eligible, and if your social enterprise/idea also responds to the abovementioned eligibility criteria, you are invited to apply to this program.

To do so, you need to submit an application package, which must include the following documents:

- The application form (see separate document);
- A scan of the identification page of your current valid international passport
- Your resume/curriculum vitae, in English, with a maximum of 3 pages.

¹ For the purpose of this initiative, the EURO-MED countries considered are as follows: Albania, Algeria, Bosnia and Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Kosovo, Lebanon, Libya, Macedonia, Malta, Montenegro, Morocco, Palestinian territories, Portugal, Serbia, Slovenia, Spain, Syria, Tunisia, Turkey.

3.3 Selection criteria

Organizers of the training will adopt the following selection criteria to shortlist the best 40 candidates:

- Applicant's background;
- Objectives of the social enterprise;
- Capacity to frame social context and diversity issues;
- Capacity to address cultural/religious challenges;
- Capacity of the social enterprise to generate employment;
- Financial sustainability of the social enterprise.

The shortlisted candidates will be interviewed by a selection panel between 30th July and 15th August 2015.

The shortlisted candidates will be required to send additional documents at the request of the organizers.

The 20 successful candidates will be selected by the United Nations Alliance of Civilizations.

The decision made by UNAOC is final, any appeals or requests to reconsider applications will not be accepted.

3.4 Communication with applicants

The final results of the selection process will be shared with the successful applicants by 15 August 2015 and will be published on the website. Please do not contact us to enquire about the results of the selection process before that date.

All other applicants will also be informed about final results of the selection process by 15 August 2015.

To maintain equality and fairness, if you are selected to participate in the program and later learn that you will no longer be able to participate, you must inform us as soon as possible at info@e4sc.org so that we may contact another candidate to take part.

3.5 Additional important information

The organizers of this training do not require payment of any participation fee. All selected participants will be provided with round-trip international tickets to Torino (most direct route, economy class) and accommodation once in Torino. Meals and coffee breaks will be provided during the training. Arrival and departure dates for participants are fixed: they cannot and will not be modified. Any modification to travel arrangements or accommodation will be at the expense of the participant.

Selected participants will be responsible for their transportation to and from the airport in their country of residence/departure.

Fondazione CRT will arrange transportation for all candidates from and to the airport in Italy.

Fondazione CRT will arrange accommodation for participants in three stars hotels or equivalent, in double/triple hotel rooms with fellow participants. Accommodation will be provided for the entirety of the training, any extension to this period will be at the expense of the participant.

All necessary details will be provided to selected participants.

Technical support will be provided to the selected participants to obtain the visa to Italy. However, selected participants are responsible to obtain any exit or transit visa needed to reach Italy and cover all related costs (fees, pictures, mailing, local transportation needed to obtain any of these visas, etc). If visa is not obtained in time to travel, the organizers might decide to select another participant.

Please note that an invitation letter from the organizers of the training *does not guarantee* the issue of a visa to Italy (or any exit or transit visa), because local authorities have the right to refuse to issue a visa even though all documentation has been submitted.

Selected participants must cooperate with the organizers and provide all necessary information on time in order to take part in the training. Failure to cooperate may result in disqualification from the program. Any decision will be made at the discretion of the organizers.

Participants are responsible for covering incidental expenses such as phone calls, meals outside of the training, souvenirs, local transportation for non-official portions of the program etc.

3.6 Questions

All questions related to this program should be sent to info@e4sc.org