



Ministero degli Affari Esteri

YOUNG EURO-MED ENTREPRENEURS IN INTERCULTURALITY: The Training-Exchange Event

11 to 15 February 2013 in Torino, Italy

**A partnership between the UNAOC, the Fondazione CRT
and the Italian Government via its Ministry of Foreign Affairs**

Application guidelines

**Have you ever wondered what it takes to be a social entrepreneur?
Do you want to improve intercultural or interfaith relations in your community?
Do you have the courage to challenge yourself?**

Then you might be who we are looking for!

The United Nations Alliance of Civilizations is organizing a 5-day training event in collaboration with Fondazione CRT (Torino Saving Bank Foundation) and the Italian Government, which will bring 20 young people from the Euro-Med region to enhance the skills needed to become a young social entrepreneur for intercultural and interfaith dialogue. In addition to this training, the selected 20 young adults will receive feedback from peers, experienced social entrepreneurs and a professional fund-raiser. The event will be organized at the Fondazione CRT premises in Torino (Italy) from 11 to 15 February 2013.

We are looking for young adults between 18 and 35 years old from the Euro-Med region who are *new social entrepreneurs* in the sector of *intercultural and interfaith dialogue*, or who have a *great idea* that could become a *social enterprise* in this sector. There is no participation fee, and all participants will be provided with round-trip international tickets to Torino as well as accommodations, 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, December 2, 2012**

1. Background information

1.1 The United Nations Alliance of Civilizations

The primary mission of the UNAOC is to forge collective political will and to mobilize concerted action aimed at improving cross-cultural understanding and cooperation among countries, peoples and communities. The UNAOC develops its actions at both governmental and civil society levels. It also works to counter forces that fuel polarization and extremism. The UNAOC's particular focus is on improving relations within and between Western and Muslim societies and addressing persistent tensions and divides. More details at www.unaoc.org.

1.2 Fondazione CRT

Fondazione CRT originated in 1991 from the Torino Saving Bank, in the context of the Italian banking sector transformation. Today, it's a non-profit private legal entity, which always focuses its resources and work on the most relevant social issues of the communities living in the North West of Italy. Projects and resources cover mainly three areas: Arts and Culture, Research and Education, Welfare and Environment. Throughout its first twenty years of history, Fondazione CRT has followed 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. As at today, total grants reached the amount of 1,5 billion euros. More details at www.fondazioneCRT.it

1.3 The Italian Government and its Ministry of Foreign Affairs

The Italian Government is highly committed to the promotion of intercultural and inter-religious dialogue and it is a member of the United Nations Alliance of Civilizations since 2006. Within the framework of the G8, Italy supported the Deauville Partnership with Arab Countries in Transition and promoted a series of initiatives to support the implementation of promised reforms in the Middle East and in North Africa, as well as the promotion of MSME's in order to foster job creation activities. Therefore, in the frame of the Union for Mediterranean, the Milan Chamber of Commerce proposed the creation of a network of centers aimed to provide services to MSME's. At the first UNAOC Partnerships Forum in Istanbul, in May 2012, Italy confirmed its continuous support to the activities of the UNAOC and welcomed the idea of future streams of cooperation which include Italian private foundations such as Fondazione CRT.

2. Young Euro-Med Entrepreneurs in Interculturality

2.1 Rationale

More than a year after transformative social and political events linked to the Arab Spring began to unfold, the aspirations of people of the region for dignity, democracy, human rights, freedom and opportunities to improve their lives and their countries remain undiminished. On the Northern shore of the Mediterranean Sea, several countries are struggling with bleak

economic situations, which mean increased unemployment, especially for young adults. This difficult economic context has vast social implications which sometimes include increasing tensions related to cultural and religious diversity.

Young people (which represent the majority of the population in almost all Euro-Med countries) are looking for employment as well as opportunities to contribute to their countries' social and economic advancement. These young entrepreneurs often find themselves in an increasingly multicultural and multi-faith environment. There are tons of opportunities linked to either leveraging this cultural and religious diversity for the social and economic betterment of the community, or seeking to address the challenges linked to this diversity which may hinder national growth and development. Equipped with the right tools and knowledge, dynamic and innovative young people can become social entrepreneurs and therefore generate employment while improving the quality of life in their community.

In the context of the Young Euro-Med Entrepreneurs in Interculturality initiative, we will use the following terms (our own definitions):

- *Social entrepreneurship*: approach that seeks to address a social issue while using business principles and strategies.
- *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 uses business approaches. 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. In sum, profits do not trump nor compromise the objectives pursued by a social enterprise.

2.2. Overall goal

This Young Euro-Med Entrepreneurs in Interculturality initiative aims to bring together aspiring young social entrepreneurs from the Euro-Med region in order to take part in a targeted 5-day *training* that would increase the chances of their social enterprise to either leverage cultural and 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.

In the medium term after this *Training-Exchange Event*, networking and mentoring support would be provided to these young social entrepreneurs, thus supporting the sustainability of this initiative.

2.3 The Training-Exchange Event

The Training-Exchange Event will take place over 5 days, the Fondazione CRT premises in Torino (Italy), from 11 to 15 February 2013.

A total of 20 participants from the Euro-Med region will be selected to attend this Training-Exchange Event. Regional and gender balance of participants will be included in the selection criteria.

Selected participants will take part in a 5-day Training-Exchange Event focusing on the two main aspects of the 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
 - understanding the need to continuously network
 - ensuring sustainability of the social enterprise

- The **social** aspect, i.e. the *content* of the social enterprise:
 - understanding well the context of cultural and religious diversity the social enterprise will be implemented in
 - 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-Exchange Event will focus on applied work guided by experts (e.g. development of a concrete business plan during the event) and include peer-assist sessions where young participants help other participants generate solutions to shared problems.

At the end of the Training-Exchange Event, upon successful graduation, participants will each receive technical support from a network composed of:

- Successful **peers** (other young social entrepreneurs from the region) 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 who would, *from time to time*, have quick brainstorming sessions with the participants regarding big picture issues.
- One **expert** on fundraising for social enterprise in the Euro-Med region who would work with the participants - *for a maximum of 7 hours each* - in order to guide and fine-tune efforts to raise funds for their social enterprise.

The working language of the Training-Exchange Event is English. Interpretation in other languages will not be provided.

The program for the Training-Exchange Event will be provided to selected 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 separate document) is composed of two main sections: the applicant's profile and the social enterprise/idea.

Applicants must fulfill all of the following criteria in order to be considered eligible:

- Has a social enterprise idea (or be in the process of establishing a social enterprise) which is either leveraging cultural and religious diversity (or seeking to address challenges related to this context). The social enterprise can be already in existence or still at the idea or conceptual stage.
- Is between the ages of 18 to 35 years old
- Holds a passport valid until at least the end of July 2013 (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 country¹
- Is fluent in spoken English
- Please note that university-level education will be seen as highly desirable, but not mandatory.

The proposed social enterprise can be very new (at the beginning of the implementation phase) or still at the idea or conceptual phase. However, in either case, the proposed social enterprise/idea must be linked to cultural and religious diversity in a community (e.g. seek to address the challenges related to this context, or deal with those issues within the enterprise or with outside partners.)

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.

The application form is only 1 of the 3 documents that you should include in your application package. When completing the application form, please respect the following points (failure to do so will automatically disqualify your application):

- Complete the form in English
- Complete every section of the form; do not leave any unanswered question
- Respect the word limit indicated next to each essay question
- Save the application with this format “FAMILY NAME_Surname_Country.doc”. For example, SMITH_John_Spain.doc
- Save the application form in Word (.doc) or Rich Text Format (.rtf). Please do not PDF the application form.

Send your application package, **by 11:59 PM, New York time, December 2, 2012** to YEMEI@unaoc.org. Please send all documents in one single email.

Organizers of the Training-Exchange Event reserve the right to request additional information (including certified documents) from applicants.

3.3 Communication with applicants

The results of the selection process will be shared with applicants by the end of December 2012. Please do not contact us to enquire about the results of the selection process before that date.

Be fair to others: If, after submission of your application, you learn that you would not be able to travel to Italy should you be selected as a participant, please let us know as soon as possible by writing to YEMEI@unaoc.org. Alternates candidates will then be contacted.

3.4 Additional important information

The organizers of this Training-Exchange Event 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 accommodations once in Torino. Meals and coffee breaks will be provided during the Training-Exchange Event. Arrival and departure dates for participants are fixed: they cannot and will not be modified.

Selected participants will be responsible for their transportation to and from the airport in their country of residence and for their transportation from and to the airport in Italy. All detailed necessary information will be provided to selected participants.

Technical and partial financial 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).

Please note that an invitation letter from the organizers of the Training-Exchange Event *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.

Lastly, selected participants are responsible for covering their incidental expenses such as phone calls, meals outside of the Training-Exchange Event, souvenirs, local transportation for non-official portions of the program, etc.

3.5 Questions

All questions related to this program need to be sent to YEMEI@unaoc.org.