

ENTREPRENEURS FOR SOCIAL CHANGE

Training Application Guidelines

16 to 22 October 2014 in Torino, Italy

A partnership between United Nations Alliance of Civilizations, Fondazione CRT and the Italian Government via its Ministry of Foreign Affairs

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 is organizing a 7-day training event in collaboration with Fondazione CRT and the Italian Government, which will bring 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 16 to 22 October 2014.

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 leverage it or who have already taken steps to start a social enterprise and want to learn how to move their business.

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, 14 July 2014

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. Through preventive diplomacy initiatives, 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 Governments of Spain and Turkey, under the auspices of the United Nations. 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 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. 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 are very much defining the identity and reality of 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 invested some countries of the southern Mediterranean and the economic crisis, recent economic and employment data confirm that the situation in the entire region is extremely serious. The GDP growth of most countries in the region was cut in half between 2010 and 2013 and almost all countries have a double-digit unemployment rate.

The 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 lack of employment and opportunities for participation in their country's social development. However, in many countries the failure for those aspirations to translate into better socio-economic conditions increased tensions between different communities and sometimes even widened the space for radicalization to take shape.

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 and taking into account the situation described above, the United Nations Alliance of Civilizations, the Fondazione CRT and the Italian Ministry of Foreign Affairs launched a pilot project to support Entrepreneurs for Social Change. The desire to respond to pressing and multi-dimensional needs of youth on the ground in an innovative and flexible way was an important impetus for all partners in this project.

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 main feature of the pilot project has been a training-exchange event, which took place in Torino, Italy, from 11 to 15 February 2013. The event brought together 20 young entrepreneurs and 12 trainers and speakers from 18 different countries of the Euro-Mediterranean region to provide a basic curriculum, which focused on skills and competencies to leverage social enterprises that aimed at addressing intercultural and interreligious issues in the region.

The pilot phase was followed by a six-months mentoring period 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 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.

2.3 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 7-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.

In the medium term after the initial training, networking and mentoring support would be provided to these young social entrepreneurs, thus supporting the sustainability of this initiative.

2.4 The Training

A total of 20 participants from the Euro-Mediterranean region will be selected to take part into the 2014 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 over 7 days, at Fondazione CRT premises in Torino (Italy), from 16 to 22 October 2014. For logistical reasons, participants will be asked the availability to arrive on 15 October and leave on 23 October 2014.

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:

- 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 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, 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 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.

Participants to the training 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. Interpretation in other languages will not be provided.

The program for the training 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 fulfil all of the following criteria in order to be considered eligible:

- 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 be already in existence or it can be at the initial stage as far as the applicant will be able to demonstrate how its idea is grounded and sustainable.
- Is born between 15 October 1978 and 15 October 1996.
- Holds a passport valid at least until 30 April 2015 (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.

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, 14 July 2014** to E4SC@unaocyouth.org.

Please send all documents in one single email.

Organizers of the project reserve the right to request additional information (including certified documents) from applicants.

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;
- Methods of the social enterprise;
- Capacity of the social enterprise to generate employment;
- Financial sustainability of the social enterprise.

The best 40 candidates will be interviewed by a selection panel during the month of July 2014.

The United Nations Alliance of Civilizations will be in charge of identifying the best 20 applicants.

Complaints, appeals or requests to reconsider the selection process are not allowed.

3.4 Communication with applicants

The final results of the selection process will be shared with applicants by the end of July 2014. 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.

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 E4SC@unaocyouth.org. Alternates candidates will then be contacted.

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 accommodations 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.

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

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 in double/triple hotel rooms with other training program participants for a minimum stay of 7 nights up to a maximum of 9 nights, depending on the return flights.

All detailed necessary 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). 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 need to cooperate with the organizers to timely provide all necessary information to take part in the training. Lack of cooperation will disqualify selected applicants at the discretion of the organizers.

Lastly, selected participants are responsible for covering their 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 need to be sent to E4SC@unaocyouth.org.