



Funded by
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Workshop 3.1 Mentorship as a Catalyst for Developing Social Enterprises

09 October 2025





Co-funded by
the European Union

 **GREEN HOUSE**
for Social Innovators



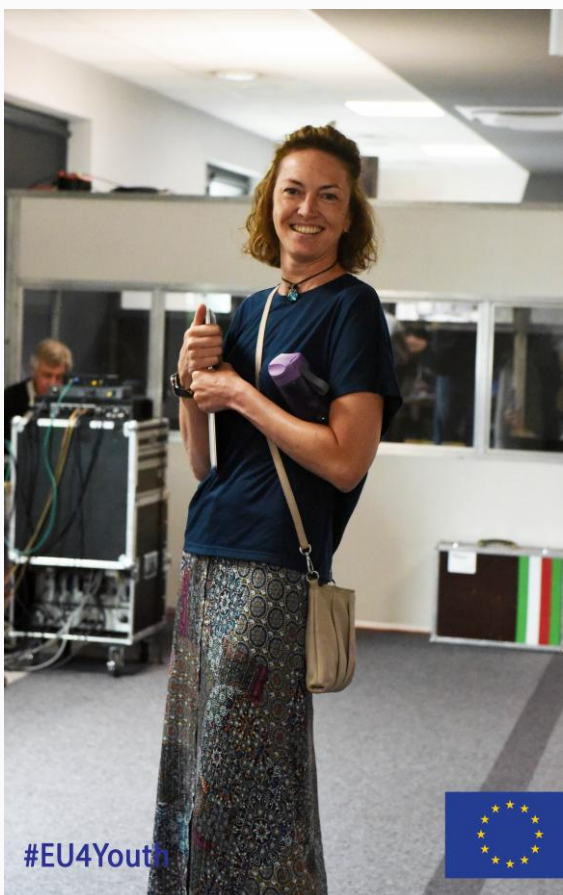
ToT Programme



Train-the-Trainer

Programme for future mentors

- Prepared 48 mentors for young social entrepreneurs in Georgia, Belarus, and Ukraine
- Through two face-to-face sessions in Tbilisi and Warsaw on
 - Social entrepreneurship
 - Social impact measurement
 - SMEs diagnostics 8K
 - Mentors' competencies
 - Circular Economy
 - AI tools



Diagnostics during the Bootcamp in Gori and Warsaw



Diagnostics of business-models of Young Social Innovators Companies during Bootcamps in Warsaw (Poland) and Gori (Georgia)

49 social enterprises from Belarus, Ukraine, and Georgia had their businesses diagnosed with the help of the project mentors, revealed the bottlenecks and growth points, developed Action Plans for 6 months

Bootcamps where mentors and social entrepreneurs merged



6-month Long Mentoring Programme



Since October 2024 Until April 2025 48 mentors provided counselling support for young social innovators on various aspects of businesses based on the diagnostics and actions plans elaborated during the Bootcamp to improve their financial sustainability and social/environmental impact (up to 15 days of consultations for each social enterprise) – 735 days in total.

- Increasing the average bill
- Increasing the turnover
- Increasing clients' data base
- Identifying the areas where green and digital solutions can be applied
- Identifying social missions and finding indicators to measure the impact

6-month Long Mentoring Programme



- Clear Roadmap with KPIs and Deadlines reflected in
- Diagnostics Maps + Action Plans
- Standardized tools for diagnostics
- Regular Online Reporting Meetings to track success (country-based)
- Combining different mentors' experience
- Peer learning and practice sharing for mentors
- Emotional support
- Cooperation that extends beyond the project timeframe

Collaboration Workshop for Mentors in Berlin



- ✓ Project mentors met in Berlin in May 2025 to share their lessons learned and provide feedback to the project organizers
- ✓ Elaborated three sets of recommendations for the development of the SE sector in the Region
- ✓ Attended Green Tech Festival in Berlin

<https://greentechfestival.com/>



Mentorship Programme in Georgia



Irina Mania
Georgian Heritage Crafts
Association



2 MeetUps between Businesses and Young Social Innovators (Warsaw ,Georgia)

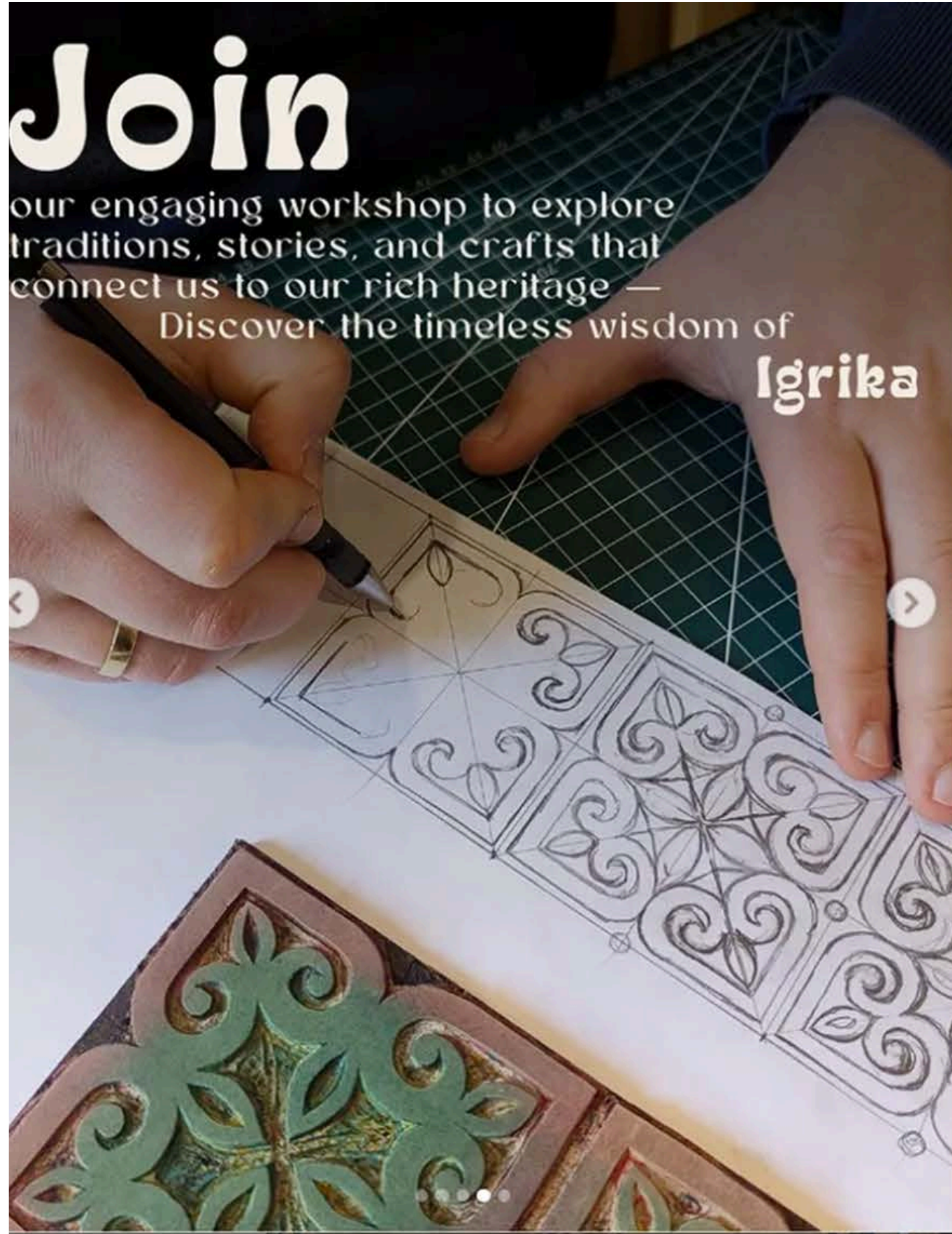
57 BUSINESSES
INVOLVED

LIVE, ON-SITE
SE SERVICE
DEMONSTRATIONS

45 SE ESTABLISHED NEW
B2B PARTNERSHIPS



Social Enterprise "IGRIKA"



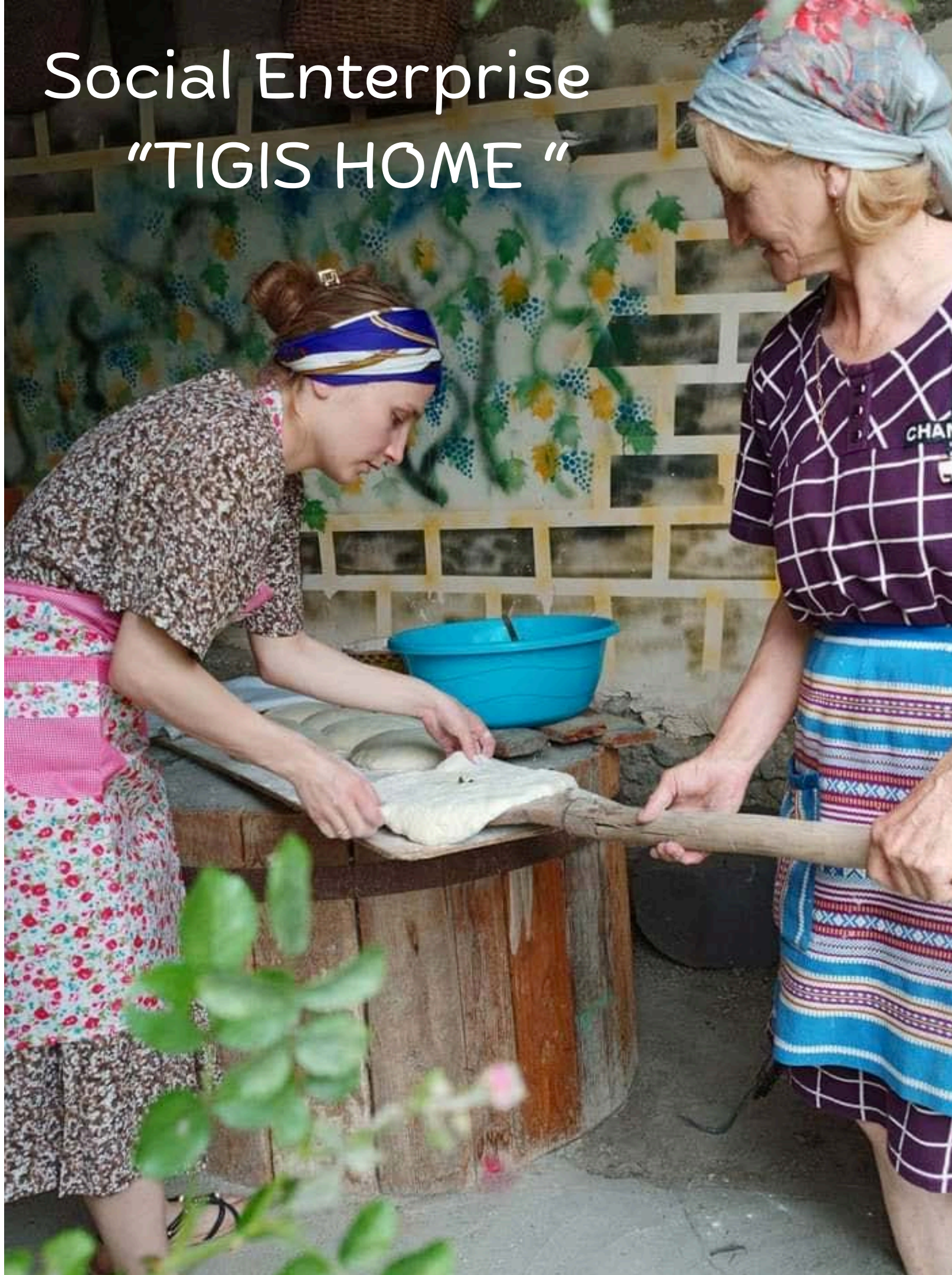
Mentor: Tamar Rodonaia
Co-Founder of T.C "Anagrama"



**60% INCREASE
IN SALES**

**WITH CORPORATE ORDERS
&
NEW KIDS LINE**

Social Enterprise "TIGIS HOME"



Mentor: Natia Matcharashvili
Co-Founder of Lagazy Bakery

50 % INCREASE
IN SALES

3 NEW JOBS
CREATED

7 BUSINESS PARTNERS
GAINED

2 NEW SERVICE
PACKAGES





Social Enterprise "CERAMILIA"



Mentor: Ia Khizanishvili
Marketer

54 % INCREASE
IN SALES

2 NEW JOBS
CREATED

HERITAGE INSPIRED
PRODUCT LINES

CERAMIC
MASTERCLASSES



Economic Empowerment for Internally Displaced Women and Youth

Social Enterprise **Ikorta**

- **What We Do:**
Create handmade Cloisonné enamel jewelry & hold masterclasses.
- **Who We Support:**
Empowering internally displaced women through employment & creativity.
- **Mission:**
Employment • Social Integration • Awareness
- **Annual Revenue:**
120,000 – 150,000 GEL

Ana Akhlouri
SE "Ikorta"



Founded: 2012 | Location: Tserovani IDP Settlement, Georgia



Mentor: Davit Kikvidze
Chairman , Fintech Association of
Georgia



1. DIAGNOSIS

Assessment of weaknesses, identification of needs, and analysis of the enterprise's current state.

Mentor: David Kikvidze, a financial technology expert and associate professor of management.



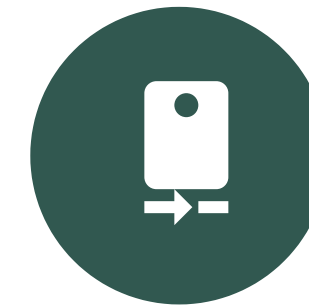
2. PLANNING

Developing an action plan together with the mentor and team.



3. DEVELOPMENT

- Implementation of Fina system
- Hiring a social media consultant / developing a communication strategy
- Creating a pricing method
- Increasing Etsy sales
- Integrating a modern payment system
- Updating interior design
- Renewing the production process/building stock



4. SALES GROWTH

- Increasing brand awareness and online sales
- Expanding masterclasses for local customers



5. INCREASING SOCIAL IMPACT

- Expanding employment opportunities



before



after

Insights Gained



- ***B2B Partner. The “Guardian Angel” for Social Enterprises***
- ***Social enterprises require business mentors to achieve sustainable growth.***