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SEEDS

Social Entrepreneurship and
Enhanced Development-based
Skills in Georgia and Ukraine





SOCIAL ENTREPRENEURSHIP



A way to reach young people with fewer opportunities in uncertain times



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OVERVIEW OF THE CHALLENGES FACED BY YOUNG PEOPLE WITH FEWER OPPORTUNITIES

GEORGIA

- Limited opportunities for Youth - 15-29 year - 762,000 (2023)
- High NEET rate – approx. 32% (2023)
- Uncertainty in the environment - Ongoing legislative and political turbulence creates instability
- Personal perspective - struggling with limited career options, the feeling that their voices are not heard in decision-making.

UKRAINE

- Youth population & displacement: 2.5 million are displaced and unable to return to their Homes (2023).
 - NEET rate under pressure
 - Disruption of education & learning gaps
 - Unstable & uncertain environment
- Personal / lived impact: Self-esteem, future planning, and mental health are adversely affected



CHALLENGES

LACK OF OPPORTUNITIES

- FEWER OR NO SPACES BEYOND SCHOOL
- EXTRACURRICULAR OR NON-FORMAL EDUCATION PROGRAMS ARE RARE



INFORMATION VACUUM

- EXISTING OPPORTUNITIES ARE NOT EFFECTIVELY COMMUNICATED TO REGIONAL YOUTH.
- MOST YOUNG PEOPLE DON'T KNOW WHAT PROGRAMS EXIST OR HOW TO APPLY OR PARTICIPATE.
- AS A RESULT, THE SAME SMALL GROUP OF ACTIVE YOUTH TAKES PART IN ALMOST EVERY INITIATIVE.



LACK OF MOTIVATION & GROWING NIHILISM

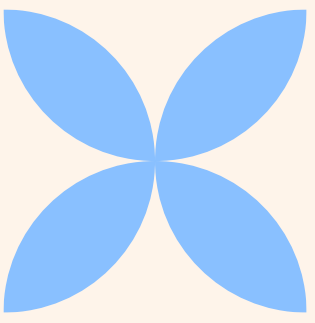
- YOUTH PEOPLE ARE AFRAID OF NEW EXPERIENCES AND SELF-DOUBT THEIR ABILITIES.
- THEY BELIEVE “THESE OPPORTUNITIES ARE NOT FOR ME” OR FEAR TAKING RESPONSIBILITY.
- THIS MINDSET LEADS TO LOW MOTIVATION AND DISENGAGEMENT.



WEAK WILLPOWER FOR LONG-TERM GOALS

- A SENSE OF INSTABILITY IN THE COUNTRY DISCOURAGES LONG-TERM PLANNING.
- YOUNG PEOPLE OFTEN SEEK QUICK INCOME AND INDEPENDENCE INSTEAD OF SUSTAINABLE GROWTH.
- SHORT-TERM THINKING REPLACES AMBITION AND PERSEVERANCE.





SE

INCUBATION MODEL FOCUSED ON OPPORTUNITIES



Proper
dissemination
of information



Building
friendships with
young people



Trainings

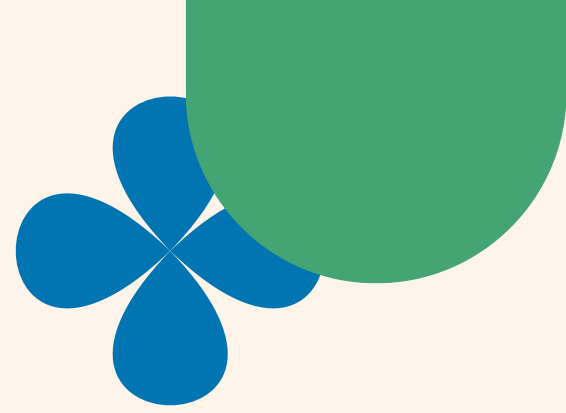


Mentoring

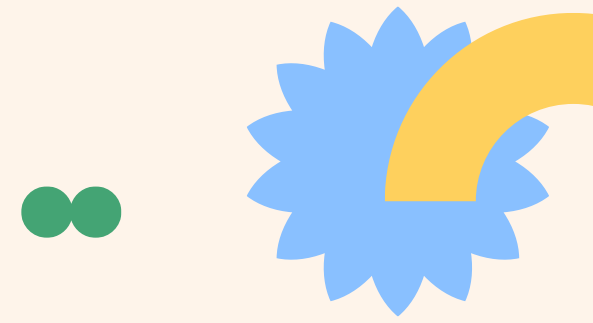


SEEDS Grants





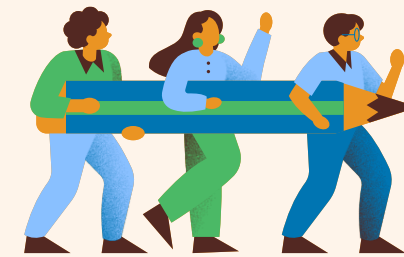
PROPER DISSEMINATION OF INFORMATION



Youth-friendly communication



Local schools, universities, and colleges



Technology and entrepreneurship festivals

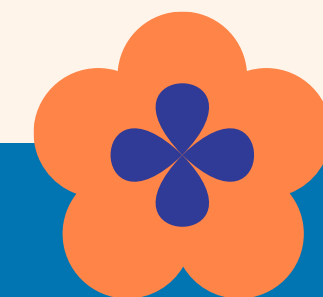


Organizing events





BUILDING FRIENDSHIPS WITH YOUNG PEOPLE THROUGH YOUTH WORK AND HELPING THEM BELIEVE IN THEIR ABILITIES



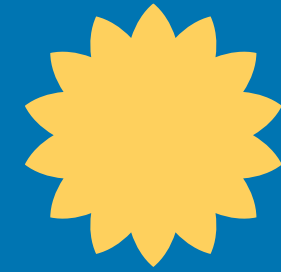
Exploring young people's hobbies and interests

Supporting small projects based on their interests and helping them believe they are capable of taking independent action

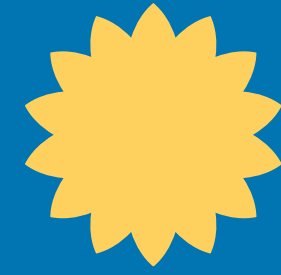




TRAININGS AND MENTORING



Mini projects using the Design Thinking method



Introduction to entrepreneurship as a simple self-employment mechanism



Showcasing best practices and organizing face-to-face meetings with existing social enterprises



Mentoring



SEEDS Grants





SCIENCE LAB

MALKHAZ KVARIANI



AGE: 16 YEARS

LOCATION: SAMEGRELO, VILLAGE RUKHI (CLOSE TO ABL)

IDEA: A FUN AND EDUCATIONAL LABORATORY THAT PROMOTES THE STEAM FIELD AND OFFERS EDUCATIONAL BIRTHDAY PARTIES AND ACTIVITIES FOR CHILDREN.

GRANT: €8,000

RESULT: WITHIN 4 MONTHS, THE PROJECT GENERATED A TOTAL INCOME OF ₾6,800 (≈ €2,200)

Adaptive tableware for people with upper limb amputations - “HEARTMADEPLATES”



Anastasiia Chernii

Social enterprise is successfully operating and is producing and selling tableware.

SEEDS IN NUMBERS



5 Established Social Enterprises in Georgia

- BioNova
- Green Impact
- Career Land
- Science Lab
- K Studio



Georgia

- Over 200 young people involved in the project
- More than 70 participants took part in trainings and mentoring sessions
- 10+ startup ideas developed during the Ideathon
- 5 social enterprises funded and established

10 Established Social Enterprises in Ukraine

- Ministry of Meat
- HeartMadePlates
- Social Printing House
- Garden of Dreams
- Ar/Br Art Workshop by Good Bread
- Craft Garage
- M2/MeToo Creative Workshop
- In Practice
- Fine Shkvarka
- Laser UA

Ukraine

- 277 persons were reached through community meetings and 8 trainings (134 individuals under the age of 35 and 101 under the age of 30).
- 15 youth members were engaged through the 10 supported Social Enterprises

WHAT MADE IT WORK

- YOUTH FRIENDLY COMMUNICATION
- SAFE AND SUPPORTIVE SPACES
- FLEXIBILITY TO YOUTH NEEDS

- INDIVIDUAL WORK
- THEIR NEEDED APPROACH
- MENTORSHIP



INNOVATIONS OR UNIQUE ASPECTS WORTH REPLICATING:

Empowering young people to build self-confidence and fostering the belief that they are capable of taking initiative and creating change independently.



LESSONS LEARNED

WHAT WAS DIFFICULT:

- RECRUITING YOUNG PARTICIPANTS WITH FEWER OPPORTUNITIES / MAINTAINING THEIR ENGAGEMENT AND MOTIVATION OVER TIME
- INSPIRING VULNERABLE YOUTH TO BELIEVE IN THEIR OWN POTENTIAL
- OVERCOMING THE GENERAL SENSE OF INSTABILITY IN THE COUNTRY / ADAPTING ACTIVITIES TO UNCERTAIN CONTEXTS

WHAT WE WOULD DO DIFFERENTLY:

- STRENGTHEN OUTREACH STRATEGIES TO REACH MORE DIVERSE YOUTH
- PROVIDE ADDITIONAL SUPPORT AND FOLLOW-UPS TO MAINTAIN PARTICIPATION / INCREASE THE NUMBER OF MENTORING SESSIONS AFTER THE FUNDING PHASE
- BUILD MORE FLEXIBLE PROGRAM STRUCTURES TO ADAPT QUICKLY TO CHANGING CIRCUMSTANCES

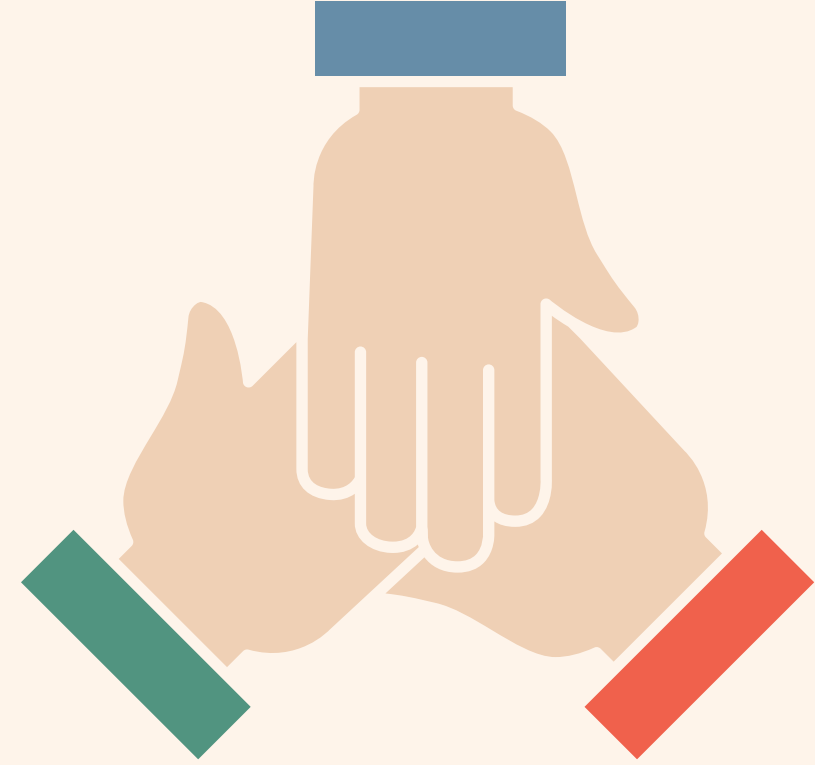
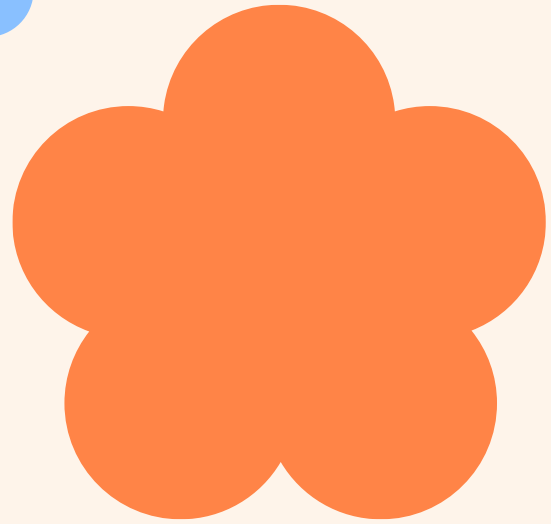
KEY TAKEAWAYS



SOCIAL ENTREPRENEURSHIP

POWERFUL WAY TO HELP
YOUNG PEOPLE OVERCOME
NIHILISM AND TO SHOW THEM
THAT IT'S POSSIBLE TO
ACHIEVE SELF-EMPLOYMENT
AND STRENGTHEN THEIR
COMMUNITIES IN A SHORT
PERIOD OF TIME.





**THANK YOU
FOR
THE ATTENTION**

