



NGO GENESIS & ICPI
WELCOME YOU IN THE INFOPACK FOR
ERASMUS+ PROJECT CALLED

SOCIAL **2ND STAGE** ENTREPRENEURSHIP FOR RURAL AREAS



2nd stage: ONLINE
20/11/2021 - 28/11/2021



1st stage: Bakuriani, Georgia
November 2019

ABOUT THE PROJECT & AIMS OF THE PROJECT

SOCIAL ENTREPRENEURSHIP FOR RURAL AREAS

Rural areas perform important economic functions in the sphere of production, demographics, recreation, culture, nature conservation and social control over the territory. The development of rural areas represents one of the most important achievement of the European Union since contributes to the economical balance.

At the beginning of the 2nd stage, we will give attention to understanding the concept of social entrepreneurship and how it works in practise. After that we will be devoted to working on participant's own future social enterprise's business plan (environmental mission, description of the main product and service offerings, market analysis, sales plan, financial analysis, funding, etc.)



2nd stage: ONLINE
20/11/2021 - 28/11/2021



MAIN OBJECTIVES

- | | |
|---|---|
| <p>01 understanding the concept of social entrepreneurship and its practices in different countries</p> <p>02 meeting the founders of SEs and understanding how different types of SEs work in practice</p> | <p>03 creating the SE ideas in the mixed groups, using the design thinking methodology</p> <p>04 simulating the development process of the SEs, using the Business Model Canvas</p> |
|---|---|

YOUR PROFILE:

- age above 21
- speak English
- youth worker or active member of society working in rural areas
- engaged or willing to be engaged in social entrepreneurship
- you are able to participate in the whole programme of the training course

YOU FIT IF YOU HAVE:

- social innovative ideas that have the potential to solve a problem in the rural areas
- willingness to prepare the concept of a new SE and to implement it within your community

TRAINERS

NATALI KENKADZE



Natali is a social entrepreneur, trainer, SE consultant, co-founder of "International Center for Peace and Integration (ICPI)" and she guides the teams from idea to business. She has been involved in NGO field since the age of 13.

Has got the Bachelor degree in Business and Economics, master degree in non-profit management and has been doing international educational projects worldwide on various social topics for last 14 years. She has created with her team the innovative model of social enterprise - Coworking Space & Social Bar - "Generator 9.8", which was awarded as the best social enterprise of the year, by Ministry of Sports and Youth (Georgia).

LUKÁŠ ZAJÍČEK



Lukas Zajicek is an English teacher and trainer of soft skills. He has two degrees in economy and experience from international companies, start-ups, and NGO as well.



As a part of the Genesis team, his main focus in past years is personal development and business basics. This is also the main reason why during the project Lukas will lead you through the business area into creating a business plan. He has a lot of experience from the past 3 years in this area and also through developing small organization Skileri.cz. Lukas has also experience in international business where he spent few years in the area of technology procurement.

PARTNER ORGANISATIONS



Czech Republic
Genesis



Georgia
ICPI



Lebanon
World Youth Alliance Middle East



Belarus
League of Youth Voluntary Service



Azerbaijan
CSYO



Latvia
Do More Be More



Slovakia
YouthsfulYours



Greece
SIMMETECHO

Do you like to help your community? Join a hand world-widely.
Apply for a this training course and build a better future
together with participants from different countries.
Brainstorm, develop your ideas, network and practise English
with us!

HOW TO APPLY

PLEASE FILL IN THE
APPLICATION FORM



DEADLINE FOR FILLING
THE APPLICATION:
31/10/2021

PRACTICAL INFO

- The course will take place online, via ZOOM from 20 to 28 of November
- Working hours will be mostly between 9:00 – 14:00 CET and two break days will be included
- Working language is English
- By applying for this TC you undertake an agreement to participate in the whole programme of the training course
- By applying for this TC you agree to respect the YEE Code of Conduct for online learning

CONNECT WITH US



@GENESIS_CZECH

Curious what more can
Genesis offer to you?
Check it in our FB page.



GENESIS_NGO

What else do we do?
People we met, places we
visited. All in our IG diary.



GENESIS_NGO

Do you need more info? If
you still don't have enough,
visit our webpage.

CONTACT US

In case of any questions related to this
project, please, contact us using
project e-mail:

social.rural.enterprise@gmail.com