



INCUBATION METHODOLOGY FOR  
SOCIALLY EXCLUDED ENTREPRENEURS  
SUPPORTED BY COMPANIES

**SOCIAL  
SEED**

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# newsletter

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## LAUNCH OF THE “SOCIAL SEED” PROJECT

A NEW METHODOLOGY TO INCUBATE  
SOCIALLY EXCLUDED GROUPS TO EN-  
TREPRENEUR

As all reports indicate, there are large pockets of unemployment and poverty in the European Union today. According to almost all the predictions, changing economic model, from industrial to digital, will not help generate more employment than that which previously existed. That is why entrepreneurship in many cases is revealed as one of the ways to escape unemployment. In this project we want to consider this problem by also putting the focus on those people who have greater difficulties in overcoming unemployment by their lack of training, economic, material, emotional, etc. In 2010, the European Union set five ambitious targets for 2020 in employment, innovation, education, social inclusion and climate/energy. In each of these areas, each country set its own goals.

We are at a key moment in which the knowledge economy offers new opportunities for prosperity, with countries in Europe betting new development models based on inclusive and sustainable economic growth. In addition, the strengthening of entrepreneurship is a determining factor as a transversal element in the training of people capable of incorporating themselves into the dynamics of the socio-economic development of a Europe with profound needs for change.

## WHAT WILL SOCIAL SEED DO?

SOCIAL SEED aims to design a new methodology to incubate socially excluded groups to entrepreneur with an innovative approach supported by private companies. It will be validated how should be a hybrid model of cooperation between NGOs and companies, analysing best practices, educational content and incubating 15 entrepreneurs coming from socially excluded groups together with business companies. And finally giving all that knowledge and knowhow back to all NGOs and public administrations over Europe as a methodology.

The main goals of SOCIAL SEED in its 30 months of duration are:

- Design an incubation methodology for excluded groups to entrepreneur
- Build up a social incubator
- Create a new business model of cooperation between companies & NGOs
- Develop a formative course focused on needs and limitations of those entrepreneurs (excluded groups)
- Innovate on economically sustainable business models to restart a dignified life.
- Reach as many people as possible with this tool for entrepreneur ecosystems: NGOs, private companies, public administrations, etc.

This hybrid model of collaboration between social entities, companies, managers and people at exclusion risk is absolutely necessary to reduce the effects of the aforementioned disasters.



# PARTNERSHIP

SOCIAL SEED is implemented by a transnational partnership of 6 organizations from 4 European countries: the NGO with business approach **ASOCIACION CON VALORES** from Spain, the consultancy company **F. INITIATIVES** from Spain, the social research institute **ISM-MAINZ** from Germany, the NGO focused on social inclusion **ANZIANI E NON SOLO** from Italy, the consortium of different social cooperatives **SOCIAL LAB** from Italy, the Baltic Institute of European & Regional affairs **BISER** from Poland.



## 1ST TRANSNATIONAL PARTNER MEETING IN VALENCIA

The kick-off meeting of the partnership was held in Valencia in December 2019.

Hosted by the Spanish partner Asociación Con Valores, the meeting was a great opportunity for project partners to get to know each other, to planning the upcoming project activities and to determine real goals with impact to build something real with effect for AROPE groups (at risk of poverty and exclusion).

Thanks to the presentation by Asociación Con Valores, during the meeting has been also the opportunity to actually see the first entrepreneurial incubator for people at risk of poverty or social exclusion supported by private companies. For 10 weeks professionals from the business sector have offered their resources and experience to foster the know-how of the entrepreneurs, providing mentoring classes located in the facilities of one of the collaborating companies, Go Hub of Global Omnium. This allows to understand the idea of this project is not to create large companies with great benefits but to create a real and social economy, generating the ideal living conditions so that people will not be at risk of poverty or exclusion anymore.



## NEXT STEPS

Next steps will be the analysis of the experiences and good practices of each partner's country and of the literature in order to create an incubation methodological guide for groups at risk of social exclusion.

## DO YOU WANT TO KNOW MORE?

To know more about the project please visit our website [www.socialseedproject.eu](http://www.socialseedproject.eu) or follow us on the most popular social networks with **#SOCIALSEED\_PROJECT**