

PRESS RELEASE

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SOCIAL SEED PROJECT WEBSITE LAUNCH: AN INNOVATIVE APPROACH TO INCUBATE SOCIALLY EXCLUDED GROUPS TO ENTREPRENEUR

The Erasmus+ funded "SOCIAL SEED" programme is pleased to launch its new website <https://socialseedproject.eu/>. The webplatform will deliver the results of the 30 months pan-European initiative aiming at designing an incubation methodology for excluded groups to entrepreneur with an innovative approach supported by private companies. SOCIAL SEED will help to solve two main problems of European Union: unemployment and a context of 83 million people socially excluded.

We are at a key moment in which the knowledge economy offers new opportunities for prosperity, with countries in Europe attempting new development models based on inclusive and sustainable economic growth. Beyond this, 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 in countries with a profound needs for change.

Our goal is the development of a hybrid model of collaboration between social entities, companies, managers and people at risk of exclusion. A model that can be a tool for change for all the professionals working in this area.

The project will design, produce and test tools through which generate an impact on the life the disadvantaged people, improving the capacities of NGOs and connecting with companies. With this project we intend to build a tool to face this challenge through various steps:

1. Design an incubation methodology for excluded groups to entrepreneur
2. Build up a social incubator
3. Create a new business model of cooperation between companies & NGOs.
4. Develop a formative course focused on needs and limitations of those entrepreneurs (excluded groups)
5. Innovation of economically sustainable business models to restart a dignified life.

The web-platform will feature news, blogs, project's findings and updates, such as reports, policy briefs as well as opportunities for collaboration, e.g. events announcements, workshops and face to face training sessions.

The programme, currently in its first phase, involves 6 entities from 4 countries (Spain, Germany, Italy & Poland):

1. **F. INICIATIVAS:** consultancy company specialized in innovation & with its own private incubator. It's the direct connection with the business world. (SP)
2. **ISM-MAINZ:** social research institute, related with public administration and university networks. Wide experience in best practices & European job market. (DE)
3. **ANZIANI E NON SOLO:** NGO focused on entrepreneurship & social inclusion. Experience in incubating companies from excluded groups & microcredit management. (IT)
4. **BISER:** Baltic institute of European & Regional affairs. Strong relationship with companies and social entities in their region. Diverse range of experiences in sustainable development and social entrepreneurship. (PL)
5. **ASOCIACIÓN CON VALORES:** NGO with business approach. Its members are business professionals which allows them to create business solutions to social challenges. (SP)
6. **SOCIAL LAB:** consortium of different social cooperatives in the south of Italy. Wider experience in designing and creating of business for excluded groups. (IT)

NOTES TO EDITORS

- To find out more about the SOCIAL SEED Programme and to get involved in the activities please follow the link <https://socialseedproject.eu/>
- SOCIAL SEED is co-funded by the European Commission under the Grant Agreement: Erasmus + ES01-KA204-064916