

## Primary target group

- young people with educational and/or professional experience in social and health care sector (with emphasis on unemployed young people who have been traditionally marginalised due to their economic, social, ethnicity or other status and who have a talent/ hunger for entrepreneurial activities)
- community and voluntary service organisations
- social and health care centres
- social entrepreneurs in social and health care sector

## Wider audience

- educational institutions, private sector training providers and educators
- social entrepreneurs, social enterprises and cooperatives
- SMEs
- municipalities, decentralised government
- chambers of commerce
- career counselors
- national government authorities
- agents from local authorities throughout Europe

## Project Partners



[www.iars.org.uk](http://www.iars.org.uk)

diesis

[www.diesis.coop](http://www.diesis.coop)



[www.kmop.gr](http://www.kmop.gr)



[www.canarywharf-consulting.com](http://www.canarywharf-consulting.com)




[www.diversitygroup.lt](http://www.diversitygroup.lt)



[www.icse-co.org](http://www.icse-co.org)

## Contact

 [www.promyse.eu](http://www.promyse.eu)

 [info@promyse.eu](mailto:info@promyse.eu)

 [www.facebook.com/promyseproject](https://www.facebook.com/promyseproject)

PROMOTING YOUTH SOCIAL ENTREPRENEURSHIP  
**PROMYSE**



The persistence of the economic crisis coupled with social inequalities have led to a deepening alienation of young people, a decline of social values and reduced belief in bottom-up social change. This impact also creates restricted access to education and training and so fewer opportunities for personal and professional development. At the same time, the economic cost associated with caring responsibilities has become unbearable for many families, while the full potential of the third sector in this regard has not yet been explored nor reached.

Over the last few years, the social economy sector has grown and gained momentum within EU economies; there is growing recognition of the role of social enterprise in tackling societal and environmental challenges and in fostering inclusive growth. Although social entrepreneurship increasingly gains interest among the youth, there is a significant lack of awareness around social enterprise principles and of social enterprise creation. Entrepreneurial education is not yet sufficiently integrated into the education system and most young people lack the skills as well as the funding and support (e.g. business support services) necessary for entering the modern business landscape.

Social entrepreneurship is expected to provide viable and sustainable alternatives to the ever widening gap between supply and demand in health and social care services for vulnerable groups (children, elderly, disabled people, etc.).

# PROMYSE

To respond to this current European reality and youth needs, the objective of PROMYSE is to promote social entrepreneurship in the health and social care sectors as an alternative pathway to young peoples self-sustainability, by developing the social entrepreneurship and business skills of unemployed young people, with the relevant educational or professional backgrounds in the health/ social care sectors, and by raising awareness on the benefits and added value of social enterprises to the community as a whole. In particular, PROMYSE will:

- Draw and build on best practices and transfer expertise from successful social entrepreneurship models identified in the partners' countries
- Develop an integrated online tool (self-enabling, networking platform) and a coherent EU methodology for youth capacity building that will outlive the project and stand out as good and transferable practice
- Highlight bottom-up approaches in addressing pressing (mostly crisis-born) needs in health and care service provision
- Improve, assess and certify the skills (social, basic and business-oriented) of youth to bridge the gap between non-formal education and the demands of the labour market
- Promote social entrepreneurship as an alternative path for self-sustainability while at the same time addressing pressing social needs
- Boost young beneficiaries' self-confidence and provide them with practical experiences by actively involving them throughout the project implementation, activating them to act as social entrepreneurship ambassadors



The main result of the PROMYSE project will be the increased capacity of young prospective social entrepreneurs to successfully engage in social entrepreneurship with an emphasis on those with fewer opportunities.

## The following outcomes are expected by the end of the project:

- Better positioning of young prospective entrepreneurs to access sustainable employment in the third sector
- Enhanced capacity within partner organisations to promote youth employment in the social enterprise field
- Enhanced integration of social entrepreneurship learning in the non-formal education and training system
- Better networking for young prospective social entrepreneurs and cooperation with the business sector
- Increased awareness among young people, of the pressing needs of the third sector, especially in social and health care related fields
- Boosted public awareness on local development issues and re-evaluation of youth participation
- Enhanced digital integration in learning, teaching and training at various levels of Open Educational Resources and ICT applications
- Improved quality of service provision in the social and health care sectors