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Training course for youth workers

Newsletter №2

Brace yourselves. It has almost begun

Dear participants,

Here it is – the second newsletter that we hope you find useful before the start of the training course!
And it is so close that we are already counting the days with a great dose of excitement to meet you all and have a productive week full of shared experiences.
In the first newsletter you had the opportunity to get some more information of the topic of **Social Entrepreneurship** in general.

In this one we would like to draw your attention to some ideas connected to some specific elements! And also to give you a small task to prepare before your arrival (look for it at last page).

We hope that during the training we will learn, work and have fun together!

**The Newsletter has a special role. It will be our tool for immersion in the training mood and learning atmosphere. It will be our tool for sharing and getting to know each other a bit, before we actually meet. But don't get nervous about it, this tool is created by us for us.*

Sharing is caring

We will share the Journey with people from different countries and we want to know each other. Thus, the newsletter and the Facebook group will be a great ways to share things about ourselves.

Therefore, post following information at [https://www.facebook.com/groups/34233605955473/](https://www.facebook.com/groups/342336059555473/)

*Things about yourself
Your current engagements in youth work
Your expectations from this training
One photo about yourself (optional)*

Don't wait till tomorrow for something that can be done today. 5 minutes ... that's all it takes ...
How efficient are you with internet?

A Young Entrepreneur

A young entrepreneur had just started his own firm. He rented a beautiful office and had it furnished with antiques. Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the entrepreneur picked up the phone and started to pretend he had a big deal working. He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?" The man said, "Yeah, I've come to activate your phone lines."



The Code

Context

In 2002, the UK Govt published an 'official' definition of social enterprise (SE) which was also adopted in Scotland; The ensuing 10 years has seen a dramatic rise in the popularity of SE; a tide which no-one could

have anticipated and shows no sign of turning. But the government definition was never invested with sufficient authority to be effective. In England, in particular, there has been a lobby to keep definitions blurred; with the result that essentially private businesses are masquerading as SEs and devaluing our brand.



In response to this drift, the Scottish SE community has set down the values and behaviors by which we recognize each other. We refer to this document as a voluntary code of practice – or simply the Code. Whereas a mandatory set of rules runs the risk of inviting dispute and division – it is hoped that this voluntary code can provide the basis for a self regulating community. By setting this 'benchmark', we clarify our shared vision and distinguish it from other approaches. The Code distinguishes between the Basics and Values/Behaviors.

1. The Basics

This section details the essential elements of a social enterprise (SE). It would be exceptional for any business which does not meet these criteria to be considered a SE.

1.1	SEs are businesses operating in markets – usually selling goods and services – whose primary objective is to achieve social and environmental benefit.
1.2	Regardless of its legal form, the constitution of a SE will include the requirement that profits are reinvested in the business or in the beneficiary community – and not distributed to owners/shareholders/investors.* (see below)
1.3	The constitution will always require that on dissolution, the assets of the SE are redirected appropriately – this could include SEs with similar aims and objectives.
1.4	Taken together these two provisions are referred to as the 'asset lock' - which is the defining characteristic of a SE.
1.5	SEs are distinguished from the private sector by virtue of the asset lock.
1.6	SEs are differentiated from those charities and voluntary organizations in the third sector which do not aspire to financial independence through trading.
1.7	SEs are distinct from the public sector and cannot be the subsidiary of a public body.

** This Code does not exclude that certain types of social enterprise could be 'honorable exemptions' to the zero dividend norm. But this number is very small.*

2. Values/Behaviors

SE is a relatively recent term (10 years) but it comes out of values developed throughout the history of our social economy. Its core principle is that economic activity should work for the common good – rather than the unlimited private gain of a few. This locates SE within the wider objective of changing the way society operates. Various social movements have contributed their DNA to SE practice. These are some of the Values/Behaviors we have come to expect from each other.

2.1	Values: SEs are businesses founded on fundamental core values – that social fairness and the protection of the planet should be pre-conditions of all economic activity – with all business practices expected to be honest and fair.
2.2	Good employers: SEs are good employers – trying to offer a good workplace experience; aiming to pay a 'living wage'; and having flatter pay structures than the private sector. A maximum ratio of 1:5 between lowest and highest is a useful guide.

2.3	Democratic: From Co-ops and Mutual's, SEs have learned about common ownership and democratic governance.
2.4	Empowerment: From Development Trusts and the community business movement, SEs have learned about bottom up responses to social problems and how they empower local communities.
2.5	Collaboration: Within the common sense of running a business – SEs try to help and support one another - in the spirit of the Open Source IT community. SEs should also, where possible, encourage the practice of intra-trading i.e. procuring from within the sector itself.

3. Our Operating Landscape

Based on shared values and the desire to build their businesses – SEs are increasingly finding ways to collaborate. The growth of the Scottish SE community, into a fully blown 'movement' - capable of 'changing the way society operates' - depends on a favorable operating landscape. Aspects of our landscape will depend on the support of Govt at all levels - European, UK, Scottish, local authorities. But it is our community itself which best understands what is needed. These are some of the lessons of the past decade.

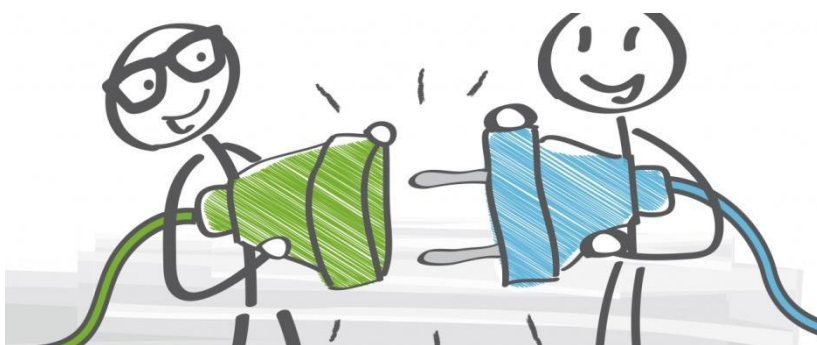
Bespoke Support: SEs need business support structures embedded in the culture of our own community. Such support should be accessible to all – from start-ups through to national contractors.

Bespoke investment: It is not appropriate for SEs to strive to be investment vehicles in the normal sense; we need investment from sources which support social aims and our own 'mutual' investment funds – based on SE values.

Sustainable procurement: Our landscape should reflect the potential for the growth of SE into the area of public contracts – that are weighted towards social and environmental benefits, including community benefit clauses.

Unity: Vibrant communities like ours, accommodate and are strengthened by a wide range of disparate views – and yet speak with a united voice.

SE Networks: So that relationships can be built and reciprocal help flourish – frontline Networks should be encouraged in all areas that want one – and be independent and self-sufficient.



How to inspire???

We want to recommend you again a short movie to improve your mood and help you think:

<http://storyofstuff.org/movies/story-of-bottled-water/>

Let's prepare for The Cultural Cross-road!

During international projects you've probably experienced an intercultural evening (if you haven't – you will very soon). This is the time to share more about your country, your culture and also learn about others'. It is a great opportunity to have a first-hand understanding of different cultures from "locals" and go beyond the information that you might find on the Internet.

Here comes **the challenge!** To make it more interesting we have come up with 3 key points to take into account while preparing for the presentation of your country.

Here are the main points that you have to include during your time "in the spotlight":

Something that nobody knows about your country/culture – what in your opinion is the most uncommon but interesting thing that is less popular to the others?

Try to fight some of the most common stereotypes about your country/culture – show us that not everything that is out there is 100 % true and why

Share something that we will never forget about your country/culture – the one thing that will come to our mind every time we heard about your country!

Of course you can include something that you have in mind as well but try to have these 3 key points during your presentation. And don't forget to cooperate with the people from your team – exchange ideas, develop concepts and have a great time!

If you happen to have some questions, don't hesitate to let us know so that we can help you out:

bulgaria@cetplatform.org

Another important step is to get on board on the virtual Journey. We have a Facebook page and there is the place where we can have the first meetings. Click on the link bellow and join us.