



Schweizerische Eidgenossenschaft  
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# Social Entrepreneurship



YOUTH  
EMPLOYMENT  
PROJECT





## What was the intention of the YEP project?

Support public employment service (PES) to improve its cooperation with NGOs in the local community

## As a result, we got

- ▣ Youth NGO Most established Funky Guerrilla social enterprise
- ▣ 7 young unemployed people trained and 4 employed in the FG clothes manufacturing workshop
- ▣ SCO and YEP project got interested in the topic of SE and fell in love with FG





## Why was established?

- ▣ Youth unemployment important issue for NGO Most
- ▣ Promotion of the (social) entrepreneurship concept
- ▣ Possible future financial source for NGO Most

## Business model?

- ▣ Learning by doing
- ▣ Online selling
- ▣ Promotion of FG brand
- ▣ Networking with other social enterprises and joint lobbying and policy dialogue



## What makes it so special?

- ▣ FG workshop is in the middle of nowhere – Nova Topola village
- ▣ Involves only young people
- ▣ They fly high and don't give up
- ▣ Real local initiative
- ▣ Crowdfunding campaign

## Challenges

- ▣ Lack of equity capital
- ▣ Strong dependence on one person
- ▣ Online selling not that successful; one shop out of two closed
- ▣ Inadequate legal framework
- ▣ Every day struggle to survive



