

# Social Entrepreneurship for Rural Areas

First stage - Georgia: 21- 27 November 2019  
Second Stage - Czech Republic: May 2020\*



ICPI  
International Center for Peace  
and Integration

Erasmus+

Contact email  
[social.rural.enterprise@gmail.com](mailto:social.rural.enterprise@gmail.com)

\*Details will be sent to participants via e-mail

# ABOUT US



**ICPI - International Center for Peace and Integration**

**Is a non-governmental organization founded in 2011 by active youth leaders and ex-EVS volunteers.**

**The main mission of ICPI is to support socially active youngsters, promote integration and contribute peace- building processes, to give a hand to create more active, educated and modern society.**

**ICPI works in different social, educational and cultural fields with different target groups such as: children, youth, students, refugees.**



**Genesis is a non-profit non-governmental organization working with young people, people with disabilities and fewer opportunities. We are interested in human rights, ecology, social entrepreneurship, sustainable development, active citizenship and also in communication and personal development.**

**We also organize various activities to enhance leadership and managerial skills among young people trying to raise their employability. We organize international trainings, seminars, conferences, summer camps and youth exchanges in Europe, Asia, and Latin America.**

**We believe in the power of experience. Learning by doing is a very effective way how to learn and this is the method we use. All of our activities are interactive. We believe in education, tolerance, friendship, kindness, the beauty of help, nature, respect.**

# PARTNERS

**Czech Republic**  
Genesis

**Georgia**  
ICPI

**Azerbaijan**  
CSYO AZ

**Lebanon**  
World Youth Alliance  
Middle East

**Greece**  
SIMMETECHO

**Slovakia**  
YouthsfulYours SK

**Belarus**  
League of Youth  
Voluntary Service

**Latvia**  
Do More Be More

## ABOUT THE PROJECT

Rural areas perform important economic functions in the sphere of production, demographics, recreation, culture, nature conservation and social control over the territory.

The development of rural areas represents one of the most important achievement of the European Union since contributes to the economical balance between cities and countryside.

**Social entrepreneurship for rural areas is a 2 stage** Erasmus+ project that aims at providing rural youth and active members of society with skills to identify the different business opportunities that exist in rural areas and start their own enterprise.

The project follows the logical frame - during the **1st stage**, we will introduce to participants the concept of social entrepreneurship and then continue with providing tools for the future development of their own business ideas to become entrepreneurs working towards social good and bringing the benefits to their rural areas.

After the **1st stage**, participants will get a mid-term task to be done among national teams or individually - make research in their own communities regarding the need for the product/service and bring to the second stage of the project their final concept of the social enterprise they would like to develop.

During the **2nd stage**, we will be already working on participant's own future social enterprise's business plan (social/environmental mission, description of the main product and service offerings, market analysis, sales plan, financial analysis, funding, etc.) and we will also give a special attention to developing of their entrepreneurial, leadership and managerial skills.

## OBJECTIVES

- To develop youth in rural communities and increase the capacity of young leaders living in rural areas to become active multipliers of community engagement
- To raise awareness of participants about the potential of rural areas and existing asset
- To inspire them and provide with the skills on how to identify the business opportunities that exist in rural areas, develop the idea and start new businesses
- To inform about the benefits that rural entrepreneurship can produce in their communities
- To make young people stay in rural areas and prevent brain drain
- To allow the participants to get to know each other and learn from each other's realities and projects, and set up projects together for the future, to create more opportunities in the countryside across Europe
- To get rural young people interested in international youth activities and Erasmus+ projects through sharing information about these opportunities

# PARTICIPANTS

In order to ensure the project will be maximum efficient and beneficial, it will be **obligatory** for participants to participate in **both stages** of the project.

We are looking for a team of **28** participants:

**5** from Georgia,  
**5** from Czech Republic,  
**3** from Lebanon, Belarus, Azerbaijan, Slovakia, Greece, and Latvia.

The profile of the participants for both stage is the following\*:

1. Youth workers and active members of society working in rural areas or isolated places (islands, mountainous regions, less serviced areas, less access to information, etc.) who are engaged or willing to engage in social entrepreneurship, who have social innovative ideas that have the potential to solve a problem in the rural areas and create sustainable future;
2. Willingness to prepare the concept of a new SE together with its national team and to implement it within their communities;
3. Have knowledge of the concept of SE and its main elements;
4. Able to communicate in English;
5. Age above 21;

The **priority** is given to the participants who have personal experience connected with the project topic, ambition, and interest to use social entrepreneurship to implement a social project in rural areas and youth with fewer opportunities (by educational, economical, social, geographical point of view

\* In case if there is any changes in the participants list (because of health problem, changes regarding the plans, etc.) the missing participants will be replaced by a new one, who passes the same procedures like for the 1st stage, in addition, the candidate for the 2nd stage should already have the basic knowledge in the field of social entrepreneurship and needs to be involved in the preparation of mid-term task.

# BAKURIANI - GEORGIA

On the first stage accomodation will be provided by Eco-House hotel close to the alpine botanical garden of Bakuriani - Georgia .

Participans will be allocated in 3 or 4 bedded rooms and will be divided according to gender but different nationalities.

3 meals will be provided plus healthy breaks during the day.

Vegetarian and vegan options available on request.

Alcohol comsuption is not allowed: however during cultural evening tasting of traditional alcoholic beverage will be tolerated.

## PARTNER ORGANIZATIONS



# TRAVEL & REIMBURSEMENT\*

According to the new rules of Erasmus+, the maximum amount that we can reimburse for each representative of the country is indicated in the table:

## Travel cost for first stage in Georgia

Czech Republic	340 Euro
Lebanon	255 Euro
Belarus	255 Euro
Azerbaijan	255 Euro
Latvia	340 Euro
Slovakia	255 Euro
Greece	255 Euro

**20 euros** have already been deducted from the travel limits in order to cover transport from Tbilisi to Bakuriani and back

**100%** of accommodation, food and transportation during the project will be covered with the support of ERASMUS+.

Only the **most economical** transportation will be reimbursed.

**PLEASE:** keep your ticket, receipts, and boarding pass.

**Be aware:** travel days to and from Georgia **cannot** exceed **2** days.

It is **necessary** for participants to have travel insurance (not covered by project).

**PLEASE DO NOT** purchase tickets without our confirmation.

\*Reimbursement of the first stage will be done in cash on the second stage. Reimbursement of the second stage will be done via bank transfer to the account of the sending organization.

# Practical Information

**Language of the program:**  
**ENGLISH**

**Deadline for selecting participants:**  
**29 september 2019**

**Deadline for buying tickets:**  
**10 october 2019**

**Participation fee:**  
**30€ per stage**

**Contact email**  
**[social.rural.enterprise@gmail.com](mailto:social.rural.enterprise@gmail.com)**

**FB:**  
**<https://www.facebook.com/groups/499663084198609/>**

**Selected participants will receive a more detailed and technical infopack**

**Please note that Genesis and the International Center for Peace and Integration may use audiovisual tools (pictures, videos, live stream, project movie) for the purpose of dissemination of the project results.**

**If you DO NOT wish to appear in these digital material, please indicate it in the questionnaire.**

**If you have been selected please fill the following [questionnaire](#).**