

Annual Action Programme for the Republic of North Macedonia  
for the Year 2017 - Objective 2 - Support to social enterprises

Support  
to Social Enterprises  
by following the principle  
**Leave  
no one behind**

CENTER FOR PROMOTION OF SUSTAINABLE AGRICULTURAL  
PRACTICES AND RURAL DEVELOPMENT  
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The project is funded by the  
European Union



The project is  
Implemented by:





The brochure is prepared in accordance with the European guidelines for easy reading, to be accessible and easy to read and understand for people with intellectual disabilities and all people



Support to Social Enterprises by following the principle "Leave no one behind"



THIS PUBLICATION WAS PREPARED WITH  
THE SUPPORT OF THE EUROPEAN UNION

The European Union (EU) is a group of  
27 countries.

We call these countries "member states".

They came together to be stronger politically  
and economically.

The member states of the European Union have supported  
the European Pillar of Social Rights.

The European Pillar of Social Rights is an important text.

It explains what the European Union wants to do to make  
sure we all get the same opportunities.

For example:

- when receiving an education;
- no one should be left out when choosing a job if  
they have a disability;
- everyone should have equal access to the best  
services;
- no one should be left out when he is old

These rules help everyone in Europe to be an equal part of  
the community.

This publication has been produced with the support of the  
European Union.

The contents of the publication are sole responsibility of the  
CSO "Center for the Promotion of Sustainable Agricultural  
Practices and Rural Development" - CeProSARD and can in no  
way be taken to reflect the views of the European Union.

- CSO is an abbreviation for civil society organization
- CSOs are groups of people working together
- These groups are not affiliated with the government  
of any country

## GLOBAL OBJECTIVE OF THE PROJECT

The global objective of the project is to improve social enterprises as is:

1. Development of new social enterprises;
2. Improvement of existing social enterprises;
3. Strengthening the economic independence of social enterprises;
4. Strengthening the knowledge of the staff of social enterprises;
5. To follow the principle - "Leave no one behind"

Social enterprise:

- Provides goods and services in an innovative way
- Uses its profits to:
  - o reduce poverty;
  - o to serve the community;
  - o to improve health care;
  - o to contribute to sustainable development and change in society;
  - o to achieve community development, such as a cleaner environment

The project will create new jobs for vulnerable groups of people and people with disabilities.

## SPECIFIC OBJECTIVES

Specific objective 1 - To support the establishment of new and the development of existing social enterprises

Why?

- To provide sustainable economic growth
- To improve the quality of services and products
- To achieve common social goods
- To increase competitiveness in the local economy and market.

Specific objective 2 - To support the employment of vulnerable groups citizens

Why?

- To create new and sustainable jobs
- To employ people with disabilities, women at risk and The long-term unemployed
- For everyone to have an equal opportunity

Specific objective 3 - Establish cooperation between social enterprises/civil society organizations, local businesses and local municipalities

Why?

- To stimulate green economic growth
- To protect the environment
- To improve social services
- To build an inclusive partnership for sustainable social services
- To foster social entrepreneurship
- To network all together and achieve greater Development

Specific objective 4 - To raise public awareness

Why?

- To make people aware of the benefits of social enterprise development
- For people not to forget people with disabilities, women at risk and the long-term unemployed
- For people to always include people with disabilities, women at risk and the long-term unemployed in the community

How are we going to do that?

- Through a campaign to raise public awareness
- With promotion through social media and
- By transferring project activities and results

## TARGET GROUPS

Target groups and final beneficiaries of this project are:

Social enterprises and civil society organizations working in the field of social entrepreneurship

Because:

- They employ people with disabilities, women at risk and the long-term unemployed;
- They produce local products;
- They provide social services;
- They aim for social impact instead of maximizing profits;
- They work to improve the quality of life, treatment, education and rehabilitation of people with disabilities;
- They raise the level of services and public awareness of the opportunities and needs of social entrepreneurship and employment of vulnerable groups of citizens

Vulnerable groups of citizens are people with disabilities, women at risk and the long-term unemployed.

Local municipalities

Because:

- They provide social protection programs and activities;
- They provide employment for people with disabilities, women at risk and the long-term unemployed;
- They involve vulnerable groups in the community

Local businesses

Because:

- They are important for the employment of vulnerable groups of citizens and the development of local products and services;
- They are a key pillar in the market economy;
- At the business level, the concept of social entrepreneurship is not well known;
- The culture of developing multi-sectoral partnerships is absent

The practice of cooperation between social enterprises and local businesses is limited, and in most cases when it exists, it is due to the will of individuals and is not formalized.

Other final beneficiaries are:

Families of people from vulnerable groups

Because:

- They will benefit from the employment of their family members;
- Their welfare and social protection will increase

National government institutions working in the social sector, as follows:

Ministry of Labor and Social Policy

Because:

- Will be able to provide monitoring of the situation and transfer of best practices
- Will be able to create policies according to the needs of social enterprises
- Will work to help marginalized groups of citizens

## ACTIVITIES

The implementation of the project is organized in four working packages.

Working package 1 - „Support for social enterprises and employment“, comprises of the following activities:

- 1.1. „Organizing a round table among relevant stakeholders in the sector “,
- 1.2. „Assessment of the needs and capacities of social enterprises in the development of business ideas and initiatives“,
- 1.3. „Support for establishing new and improving the operational capacities of existing social enterprises / social CSOs“
- 1.4. „Mentoring training program tailored to improve the capacity of social enterprises based on the results of the assessment“

Working package 2 - „Support for employment of vulnerable groups“ consists of the following activity:

2. „Support for the creation of new sustainable employment of vulnerable people in social enterprises“.

Working package 3- „Cooperation between social enterprises, civil society organizations, local businesses and local municipalities“

- 3.1. Meetings to increase cooperation between social enterprises, civil society organizations, local businesses and local municipalities
- 3.2. Signing cooperation agreements in the field of green economy growth, environmental protection and improvement of social services and
- 3.3. Establishment of an online network for joint cooperation between all stakeholders.

Working package 4 - „Promotion and dissemination of project activities and results“

- A4.1. Making promotional materials
- 4.2. Development of an accessible website for the project and development of infographics,
- 4.3. Campaign for raising public awareness on social entrepreneurship and employment of vulnerable categories of citizens and
- 4.3. Organizing promotional events (Informative and Final event) or promotional video.

At least 10,000 people will follow the online campaign to raise public awareness of the need and importance of social enterprise work and the inclusion of vulnerable groups in the community.



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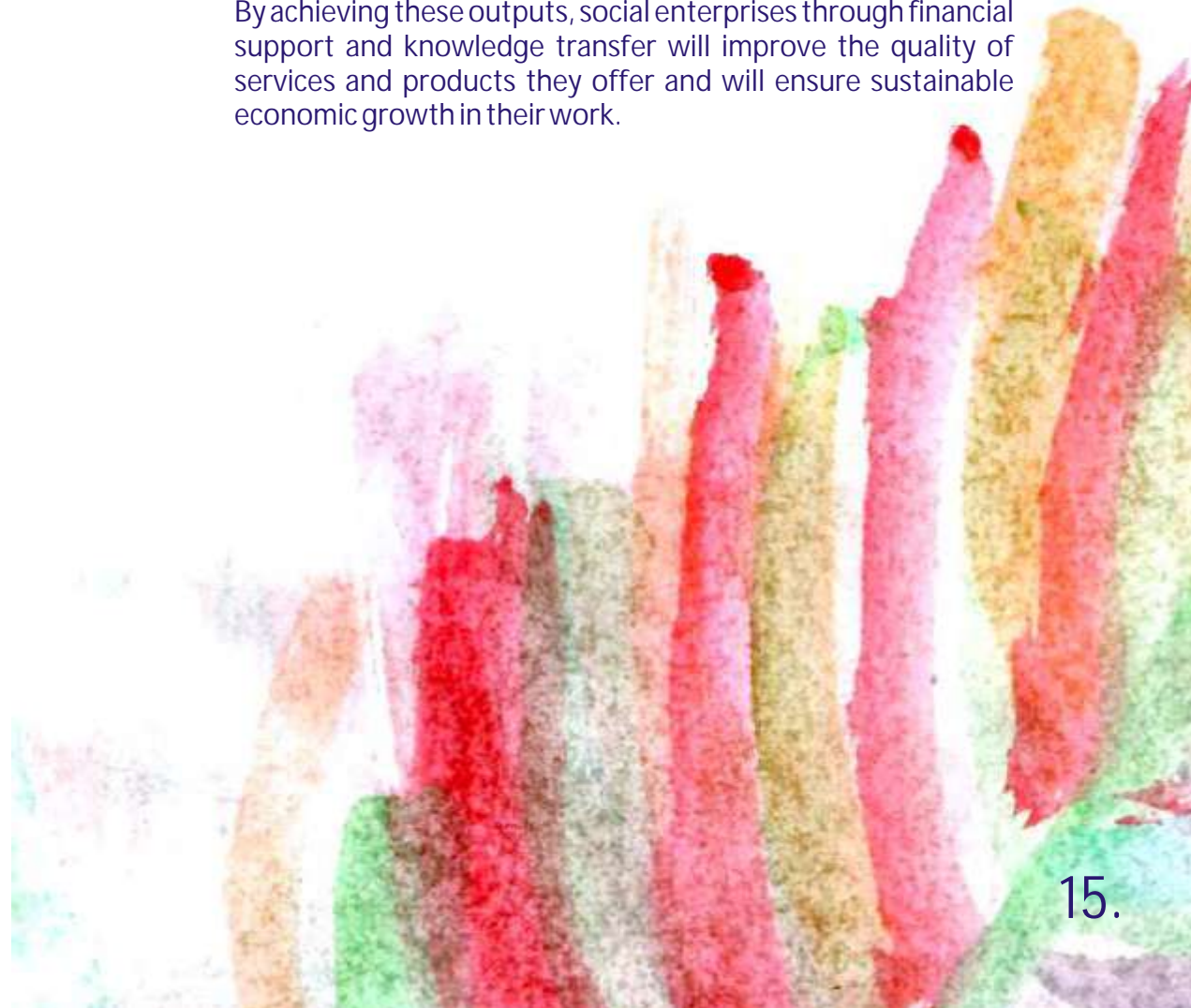
## EXPECTED OUTPUTS

Expected outputs from Working package 1 - „Support for social enterprises and employment“ are:

- Organized 1 round table
  - o At least 20 participants at the round table
  - o Half of the participants are men and half are women
  - o Distributed conclusions from the round table to the participants
- Prepared 1 assessment of the needs and capacities of social enterprises and social civil society organizations through:
  - o Questionnaire prepared and distributed to social enterprises and social civil society organizations
  - o Prepared evaluation of the questionnaire for the needs and the existing condition of the aforementioned
- Prepared and published 1 open call for financial support of social enterprises / social civil society organizations
  - o Organized one info session for applying for the call,
  - o At least 6 supported organizations through The open call

- Developed at least 3 dedicated mentoring training programs
  - o At least 30 participants trained through mentoring according to their needs,
  - o At least 6 different organizations involved in mentoring training
  - o Half of the participants are men and half are women

By achieving these outputs, social enterprises through financial support and knowledge transfer will improve the quality of services and products they offer and will ensure sustainable economic growth in their work.



Expected outputs from Working package 2 - „Support for employment of vulnerable groups“ are:

- Employees at least 9 representatives of vulnerable groups of citizens
  - o Half of the employees are men and half are women
  - o Established principle "Leave no one behind"

Expected outputs from Working package 3 - „Cooperation between social enterprises, civil society organizations, local businesses and local municipalities“ are:

- 10 service agreements signed to establish a strong and sustainable partnership and networking between social enterprises, social CSOs, local businesses and local municipalities
  - o 10 meetings organized,
  - o 10 cooperation agreements signed,
  - o 1 established network for joint cooperation  
Between all stakeholders within the project;

Cooperation between social enterprises / civil society organizations, local businesses and local municipalities contributes to initiatives for green economic growth, environmental protection and improvement of social services.

Expected outputs from Working package 4 - „Promotion and dissemination of project activities and results“ are:

- 4 types of promotional materials
- 200 prepared and distributed packages of logistics materials
- 1 accessible project website
- 6 infographics created,
- 1 paid promotional marketing campaign
  - o at least 50 posts on social media
  - o 10,000 users of social networks will be informed through the posts
- 6 publications published in E-newsletters,
- 2 promotional events
  - o 50 participants in promotional events,
  - o half of the participants are men and half women

The general public is aware of the benefits of developing social enterprises and the importance of including vulnerable people - people with disabilities, women at risk and the long-term unemployed in the community.





The project is implemented by

Center for Promotion of  
Sustainable Agricultural  
Practices and Rural  
Development - CeProSARD

CeProSARD is a civil society organization founded in 2008 with a main focus on acting in environmental protection, social aspects and sustainable development.

Our team of professionals in the field of environment and social aspects, agriculture, technical sciences and economics has the necessary knowledge and experience to implement the most complex and complicated tasks in these areas.

In the past fourteen years we have worked intensively on the development and implementation of projects at local, national and international level in close cooperation with key stakeholders in the country and abroad.

Project duration:

From 01 December 2021 - 31 May 2023  
The project is implemented for  
18 months

**Наслов на оригиналот:**

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