

PROMOTING YOUTH SOCIAL ENTREPRENEURSHIP

PROMYSE

# Italian Findings



# Youth perspective

- ▶ About 50% of the interviewed can not give an appropriated definition of social business
- ▶ The 53% declare an interest in participation in a workshop or a training course on social business
- ▶ While 25% of the sample are convinced that they want to start an independent business activity
- ▶ The biggest obstacle is the lack of information: the 96% do not know any public or private educational programme on social business



# Social enterprises perspective

- ▶ Network is essential for social activities
- ▶ Programs and grants are not sufficient. Social business activities usually have specific requirements and issues that a commercial activity or a productive activity does not have
- ▶ Lack of education and training on the topic

# Overall findings

- ▶ Questionnaires and interviews reveal a diffused curiosity on the topic. While young people have not yet clear ideas on what social business means
- ▶ The organizations have well-defined objectives and activities but suffer for a lack of social approval and understanding by institutions
- ▶ Modules for platform
  - ▶ Developing a social business model
  - ▶ Creating social values