

Let's talk Social Business.

wirtschafts
agentur
wien

Let's
talk
Vienna.

1. SETTING.



- Multi-faceted cooperation with several touch points to attract young talents into the sector and provide an easy entry way
- Focus on inspiration, low-threshold support offers that “speak the language of young people”
- Bringing a more diverse group of founders into existence and to the foreground (60% female participants, 90% participants from marginalized backgrounds)

2. Starting Points & Goals

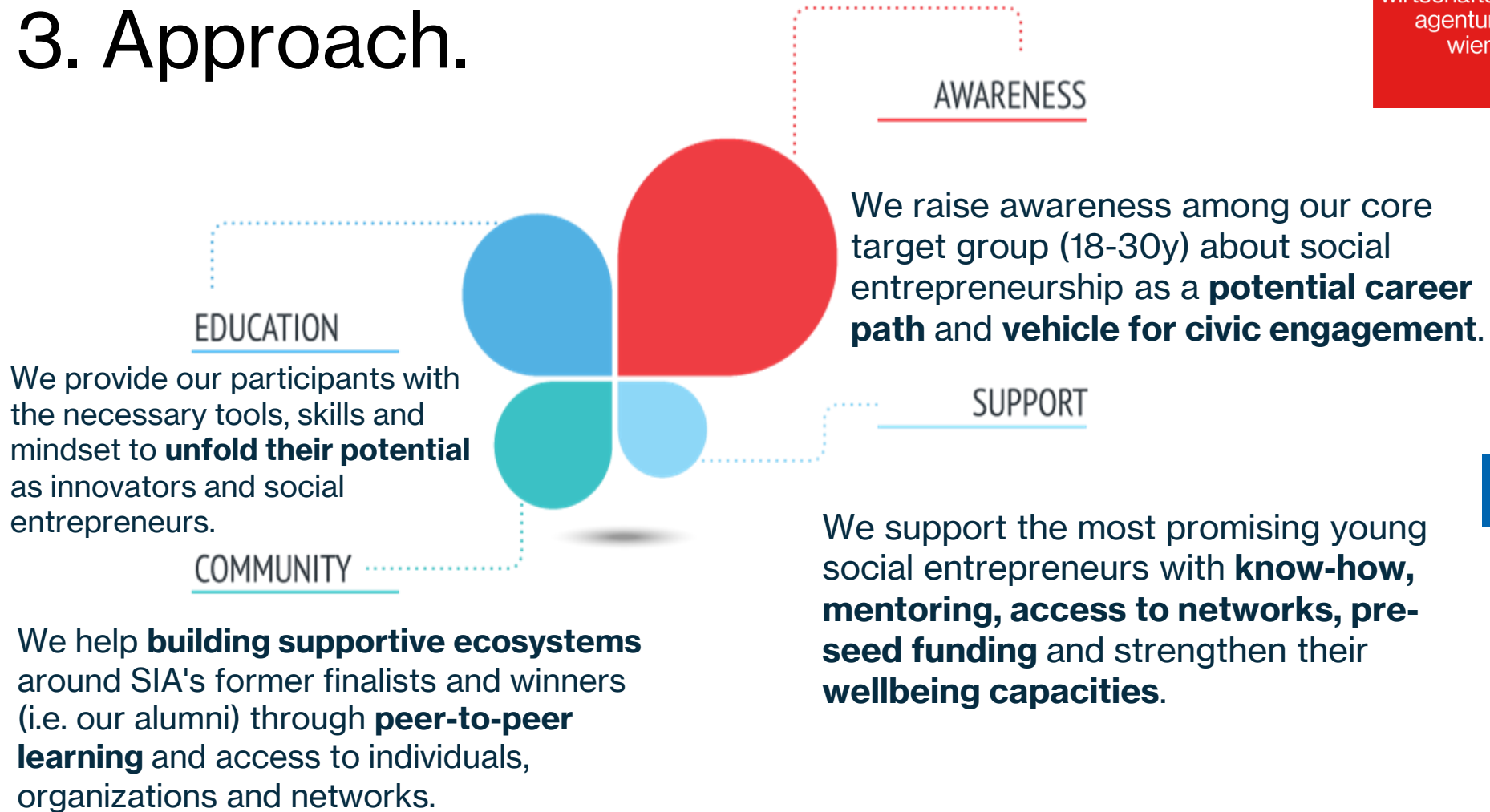
Starting Points:

- Social entrepreneurship helps cities boost their economic & social fabric
- Social enterprises create jobs, provide innovative services & products, and act as role models for sustainability
- Especially young people under 30 are willing to start self-employment (e.g. ~40% of students) and want to work purpose-driven
- **Especially the first steps need support & cooperation**

Goals:

- Vienna = Europe's Impact Capital
- Making Social Business the standard.
- Build a culture and an ecosystem that offers a seamless journey from intention to action, is inclusive and focused on creating positive externalities (i.e. social and ecological impact)
- Position Vienna internationally as a hub for social entrepreneurship and societal innovation

3. Approach.



4. Output.

● **Yearly Outputs:**

- Around 1.000 participants every year
- Around 150 people actively involved in developing a social enterprise yearly

● **Long-term impact:**

- About 80% of the SIA winners are still active with their venture even years after participating in SIA
- 75% of SIA ventures create products or services that previously did not exist in their markets and 50% ventures increased access to services for people who previously could not access them
- On average, SIA ventures employ 5.14 staff and are supported by 12 volunteers
- 75% of SIA winners raised awareness by giving speeches to other youth about social entrepreneurship

5. Lessons Learnt

- Ecosystem cooperation is key
- SE Education: starts early in schools, unis and with education young professionals
- A clear common vision is important
- Regular time and space for communication & alignment
- SE lobbying (internally and externally)



6. FollowUp

Are there any further plans for the project?

- To be continued in 2022+
 - Strengthening the cooperation
- Knowledge transfer
- Workshops & Coachings
 - Shared service development for SEs
 - Focus: resilience and wellbeing for
(social) entrepreneurs

