# Let's talk Social Business.

wirtschafts agentur wien Let's talk Vienna.



 Multi-faceted cooperation with several touch points to attract young talents into the sector and provide an easy entry way

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- 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

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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.

#### EDUCATION

We provide our participants with the necessary tools, skills and mindset to **unfold their potential** as innovators and social entrepreneurs.

COMMUNITY .....

We help **building supportive ecosystems** around SIA's former finalists and winners (i.e. our alumni) through **peer-to-peer learning** and access to individuals, organizations and networks. AWARENESS

We raise awareness among our core target group (18-30y) about social entrepreneurship as a **potential career path** and **vehicle for civic engagement**.

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#### SUPPORT

We support the most promising young social entrepreneurs with **know-how**, **mentoring**, **access to networks**, **pre-seed funding** and strengthen their **wellbeing capacities**.

### 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 no 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

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### 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)

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# 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

