



ODB
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Research on Social entrepreneurship in Belarus

Voices of Belarusian **SOCIAL ENTREPRENEURS**, NGO's and experts
on the **ECOSYSTEM** social entrepreneurs operate in and
RECOMMENDATIONS to all stakeholders who seek to develop a
social entrepreneurial ecosystem.

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Mission

- ◆ Encourage Social entrepreneurship in Belarus to various stakeholders that can support social entrepreneurship.
- ◆ Eco-system of Social enterprises.
- ◆ Voices of Social entrepreneurs: Experience, challenges, needs.
- ◆ Recommendations

Eco-system: enable social entrepreneurship to flourish



Surprise! No operating ecosystem for SE's

- ◆ A lack of entrepreneurial education in formal education.
- ◆ A lack of entrepreneurial education in informal education
- ◆ A big focus IT sector.
- ◆ environmental enablers within the entrepreneurial ecosystem is very underdeveloped in Belarus.

Findings

- 💧 15 social entrepreneurs, 20 NGO's and 3 experts.
- 💧 Interviews: mission, needs, and challenges.

- 💧 FINDINGS:
 - 💧 1. big lack of support from family and relatives.
 - 💧 2. We need a coach and trainings: selling and marketing
 - 💧 3. Business Enablers, where are you?
 - 💧 4. No partnerships with other businesses.
 - 💧 5. It is SCARY to be an entrepreneur.
 - 💧 6. Social entrepreneurship is unknown and suffers from a bad image.

- 7. Government, please don't bother if you cannot support. But acknowledgement would be good.
- 8. Media is supportive towards the social aspect of social entrepreneurship.
- 9. Social entrepreneurship is often seen as a workplace for people with disabilities.
- 10. Belarusians have a big problem selling

RECOMMENDATIONS

- 1. Schools should be able to teach their students about (social) entrepreneurship and help build an entrepreneurial culture.

Waste Away Challenge:



- ◆ 2. At the university level, the goal is more specific: to provide more students with the desire, skills and knowledge to start a company.
- ◆ 3. Break with the stereotypical entrepreneur is a young IT geek.
- ◆ 4. Change behaviors and evolve the culture.
- ◆ 5. Setting up a social entrepreneurship service center or a social entrepreneurial incubator.
- ◆ 6. Give guidance to the existing promoters of social entrepreneurship.
- ◆ 7. Tap into the diaspora.

8. Measure the impact social entrepreneurs make.

EXAMPLE CASE: ROOT CAPITAL

ROOT CAPITAL, A NONPROFIT SOCIAL INVESTMENT FUND THAT GROWS RURAL PROSPERITY IN POOR, ENVIRONMENTALLY VULNERABLE PLACES IN AFRICA AND LATIN AMERICA BY LENDING CAPITAL, DELIVERING FINANCIAL TRAINING, AND STRENGTHENING MARKET CONNECTIONS FOR SMALL AND GROWING AGRICULTURAL BUSINESSES.

AND THIS IS HOW THEY REPORT ON THEIR RESULT: "SINCE 1999, ROOT CAPITAL HAS DISBURSED MORE THAN \$740 MILLION IN CREDIT TO OVER 530 BUSINESSES IN AFRICA AND LATIN AMERICA".

RIGHT IS ONE OF THEIR IMPACT SNAPSHOTS:



- 9. **Eliminate red tape.** Governments should give many kinds of support to all types of entrepreneurs.

EXAMPLE CASE: SEUK, BUY SOCIAL BRAND.

A GOOD EXAMPLE OF SUPPORTING SOCIAL ENTREPRENEURIAL ACTIVITIES IS: THE BUY SOCIAL BRAND AND CAMPAIGN WERE INITIALLY DEVELOPED BY SOCIAL ENTERPRISE UK (SEUK) TO INCREASE AWARENESS AND MARKET OPPORTUNITIES FOR THEIR SOCIAL ENTERPRISE MEMBERS. LAUNCHED IN 2012, BUY SOCIAL PROMOTES TRADE BETWEEN SOCIAL ENTERPRISES AND ENCOURAGES PRIVATE BUSINESSES AND PUBLIC SECTOR BODIES TO PROCURE GOODS AND SERVICES FROM SOCIAL ENTERPRISES. IT ALSO SEEKS TO INFLUENCE CONSUMERS' SPENDING DECISIONS. AS SEUK CHIEF EXECUTIVE PETER HOLBROOK EXPLAINS: "WHEN YOU SPEND WITH A SOCIAL ENTERPRISE, YOUR MONEY GOES TOWARDS SUPPORTING A SOCIAL ENTERPRISE'S MISSION, HELPING TO TACKLE SOME OF SOCIETY'S MOST PRESSING PROBLEMS."

- 10. **Seek finance through Crowdfunding**
- 11. start exploring and developing **impact investment** that can play a crucial role in launching and sustaining social enterprises.
- Study social entrepreneurs in its broadest definition.**

Action! Lets start spreading the word about Social entrepreneurship today!

- ◆ Tell 5 people every day about social entrepreneurship and the examples. This will spread, trust me!

