**CALL FOR IDEAS**

SWIS-YO (*Straight way to integrity and self-development of youth with fewer possibilities*) is a capacity-building programme that targets young people. It is co-funded by the Erasmus+ programme of the European Commission and coordinated by a team in Albania and includes partners from Italy, Serbia, Croatia and Bosnia.

How do you see your future? What would you do to improve your neighborhood, city, nation, or Europe? How would a project that you design benefit from working in a network?

The objective of SWIS-YO (*Straight way to integrity and self-development of youth with fewer possibilities)* is to provide youth with an understanding and a set of skills to develop social enterprises by promoting European values and social inclusion of young people, who are the protagonists of this programme.

**Who can apply**

If you are between 17 and 30, have an idea that you believe in and would like to realize it in order to pursue your social-oriented values (<https://psv.europole.org/it/prosocial-value-community-2/prosocial-values-charter/>), SWIS-YO (*Straight way to integrity and self-development of youth with fewer possibilities)* is certainly the programme for you. You will acquire skills to develop your ideas into a social enterprise, thanks to a collaboration between your peers and with experts in the sector.

**Steps**

* Your proposal will be assessed by a team of experts;
* As part of the selection process, shortlisted proposers will be invited to take part in a seminar that will take place in Turin (end of July). Your proposals of social enterprise will be further developed thanks to the support of experts and facilitators;
* The winning group will be invited to take part in an international conference of young winners that will take place in Kucove, in Albania (all expenses covered). The selected groups (one for each nation) will take part in the event, as well as speakers and experts from national and international institutions, national stakeholders in policies for young people, the National Erasmus+ Agency.

**What is a social enterprise**

The Italian law defines the area where social enterprises may operate in the law D.Lgs 112/17, by defining them as enterprises whose primary interest lays in addressing the public interest, as a no-profit enterprise and with civic, solidaristic, and social aims, by adopting responsible and transparent management styles and facilitating a wide participation by workers, users, and other subjects interested in their activities. The Italian law D. lgs. 155/2006 lists the topics that are covered, such as social services, cooperation, training, environment, the protection and promotion of landscapes and culture, publishing, research, fair trade, the attention to issues of unemployement and social housing, immigration policies, integration and social agriculture activities, sport, microcredit and the reallocation of goods that were confiscated from organized crime.

For further reading the European Commission definition: <https://ec.europa.eu/growth/sectors/social-economy/enterprises_en>.

**How to present a proposal**

Proposers will submit a group project between 7000-7250 characters that details:

* The name of the social enterprise project
* the names of all group members
* the social issue that the enterprise tackles, as well as the solution that the proposal envisages
* the mission, by declaring the objectives, the modes, and a timescale by which they can be accomplished
* the vision, expectation, and future developments of the project
* the audience that the project targets, by identifying possible audiences and defining the problems that the intervention of the enterprise will facilitate
* the organizational structure of the enterprise, by detailing roles of the members and an evaluation of the expertise (hard and soft skills), the overall objectives, and an indicative time scale
* the model of the social enterprise, by identifying the primary activity and possible collateral ones, risks and opportunities, as well as funding opportunities (e. g. fundraising, sponsor…)
* the positioning of the enterprise within local/national/international networks, by identifying relevant associations that shares values and goals in a prospective that promotes collaborations.
* A few lines abstract that sum up the project.

**Selection criteria**

Your project will receive an overall evaluation, but the following criteria are particularly crucial:

1. Innovation

In order to highlight the degree of innovation of your project, you should refer to good practices, namely experiences similar to your proposed enterprise with a tracked story of success. The judging panel will consider the strategies that you plan to adopt, as well as which features are distinctive from existing practices.

If your proposal is original, you should draw a parallel between it and what other enterprises in a similar area do and explain in what ways these may be effective even if they were never adopted by other enterprises.

In particular, attention will be given to ideas that stand out from the others and from competitors in terms of suggesting original solutions to tackle the problems, thanks to a creative and outside-the-box approach. Innovation does not pertain only technology or the digital aspects, although this will be considered, too.

1. Social impact

Long-term effects of the activities proposed will be considered, such as potential benefits or changes that the activities will generate in the community in terms of knowledge, attitudes, welfare, values. In particular, the values should lead society towards a tangible improvement: solidarity and collaboration, which are essential for a successful social enterprise; tolerance and respect, which are at the basis of the relationships amongst entrepreneur-employees-clients to build positive dynamics; multiculturalism, inclusivity and openness to the other, which essential features to promote an effective channel of communication to the world.

The objective of the project needs to look at how future entrepreneurs develop their ideas to make decisions and solve problems, to relate with the others through an effective communication that expresses empathy and critical thinking, by acquiring an improved self-awareness, as well as an awareness of the enterprise itself and the society around them.

1. Resources

Strategies to improve the fundraising to support the project will be considered, namely tools such as crowdfunding, other types of fundraising, sponsors, the ability to take part in local, national and international calls, tax relieves or other incentives for those who invest in an innovative start up.

Incomes from activities promoted within the projects, as well as contributions from third parties (public or private) will be considered. There are several ways in which innovative youth entrepreneurship is encouraged, especially considering the positive social impact that they envisage.

1. Planning

Attention will be given to projects that define accurately roles of the team members, objectives, and time frames. It is important to state clearly the planning, implementation, control and maintenance of the social enterprise project. The schedule of the general objectives and the organogram of the enterprise will have to be precise and coherent.

1. Collaboration

The collaborative aspect with other enteprise will be evaluated as a fundamental point of the social enterprise. This constitutes the added value of a social enterprise, if compared to a traditional enterprise. For this reason, a criterion is the possibility of inserting the enterprise in a network that produces positive effects for the community. In particular, attention will be paid to enterprises that distinctively promote values such as democracy, social justice, fight against inequalities and equal rights, as well as a direct involvement of the employees in these values.

**How to apply / Information**

Proposers will submit a group project between 7000-7250 characters to [info@losbuffo.it](mailto:info@losbuffo.it) and [europole@europole.org](mailto:europole@europole.org) . The deadline is July 12th.

The groups will be made of at least 5 components of an age between 17 and 30. Submissions from traditionally underrepresented demographics are warmly encourage.

Shortlisted proposers will be invited to take part in the first part of training promoted by the programme, a workshop that will take place in Turin (end of July, to be confirmed). Following the workshop in Turin, the winner of the Italian selection will be invited to take part in an international conference of young entrepreneurs that will take place in Kucove, in Albania (all expenses covered).

The project is run in collaboration with Associazione Lo Sbuffo.

[**Lo Sbuffo**](http://www.losbuffo.com) was born in Milan in 2013 as an online magazine, with the goal of spreading culture through the writing team’s training and the readers’ information. The training of the youth is a focal point, achieved through the production of content for the magazine and the planning of cultural projects and educational experiences.

In 2017 was established Associazione Culturale Lo Sbuffo. The statute maintains the educational and cultural aspirations of the magazine. Moreover, it focus on the social commitment in the territory, with particular emphasis on diversity, equality and the most vulnerable groups.

For further questions, please contact Associazione Lo Sbuffo: [info@losbuffo.it](mailto:info@losbuffo.it) and Polo Europeo della Conoscenza: [europole@europole.org](mailto:europole@europole.org).