

Project title: “WB6 Lab” co-financed by the AFD – French Development Agency and RYCO

Background:

This call for applications for a Project Coordinator is published as part of the project “WB6 Lab”, implemented by RYCO, GROUPE SOS Pulse, SEEYN, the Franco-German Youth Office and the French Institute. The WB6 Lab is a three-year project that started on the 1st of October 2019. The general objective of WB6 Lab is to open new spaces of reconciliation for the youth of the six Western Balkan Contracting Parties (Albania, Bosnia and Herzegovina, Kosovo¹, Montenegro, North Macedonia, Serbia), through a Regional program to support social entrepreneurship. This will enable young project leaders to develop innovative solutions to tackle the challenges faced by their communities.

The project will enrich the regional ecosystem by supporting six local structures in strengthening their ability to provide support to social entrepreneurs. The six local structures will deliver a support program, composed of an ideation phase and a regional incubation phase and will assist the development of a total of 72 impacting projects.

The support program for social entrepreneurs aims to promote dialogue and cooperation between actors and between territories through the mobility of participants, the organization of regional trainings, exchange workshops and events as well as the creation of a real network around ideation and incubation of the WB6 Lab program. Social entrepreneurship, and more generally social and economy in the WB6 will create synergy and ultimately participate in the reconciliation of populations.

Objectives of the project

The project aims to contribute to the achievement of the following specific objectives:

1. *Strengthening the capacity of the social entrepreneurship ecosystem in the Western Balkans:*

Result 1 – The capacities of six Local Structures supporting young project leaders are strengthened;

Six Local Structures will operate the program to support social entrepreneurship for young project leaders in the region. One structure will be selected in each of the six Western Balkan Contracting Parties. Each Local Structure will benefit from an organisational diagnostic held by GROUPE SOS Pulse which will lead to a capacity building and the delivery of a tailored methodology for the creation of the WB6 Lab ideation and incubation programs.

Result 2 - Youth aged 18-35 years old of the WB6 develop their socially impactful solutions for the development of their communities;

Six social entrepreneurship projects will be selected by each of the Local Structures, and will attend a four-month ideation phase.

During the ideation phase, the Local Structure will set up a program containing a capacity building event, individual coaching, networking and mentoring opportunities and provide management methodologies to social entrepreneurs to transform their ideas into a sustainable business model based on social business principles.

Result 3 - Social entrepreneurship projects are strengthened through a cross-border incubation program;

¹ This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

At the end of the ideation phase, during a demo day organized by the Local Structures the six project leaders will present their projects to an official jury that will select the two best social projects. The two selected project leaders will then attend a five-day regional BootCamp and a six-month Regional Incubation program.

The Regional BootCamp will gather all the social entrepreneurs of the six Local Structures program in the same city. During the BootCamp, the social entrepreneurs will benefit from an intensive capacity building trainings, to challenge and bring their project to the next step.

The regional incubation phase will end with a regional forum.

The ideation phase and the incubation phase will be implemented twice during the project, in two cycles.

2. Raising awareness of entrepreneurship among people aged 15 and above, and key actors in the social economy and entrepreneurship in the Western Balkans.

Result 1 - A regional communication strategy is co-developed by the project consortium;

A common identity brand will be created to communicate at a regional level and several videos will be made to promote the program and its local structures.

Result 2 - Regional cooperation through social entrepreneurship among the WB6 youth is promoted;

The Local Structures will raise awareness of social entrepreneurship concept and impact among the young people (from 15 years old), by animating a three-day design thinking workshops.

Three (3) training sessions (of 3 days) will be organized within the Local Structures. The training will focus on design thinking applied to social entrepreneurship, and will allow young people aged 15 and over to develop their design and thinking skills around social innovation. The objective of these activities is to raise awareness and to encourage the social involvement of young people in the region, who would use these tools to design innovative solutions to the problems faced by their communities.

Result 3 - A positive context is advocated for social entrepreneurship;

Advocacy actions will be implemented in the Western Balkans through a study on social entrepreneurship in the region and the organisation of a regional end-of-project forum to serve as a platform for discussion on social entrepreneurship in the region.

The consortium

This project is designed and is going to be implemented through a partnership among:

- a) Regional Youth Cooperation Office (RYCO) – Intergovernmental organization that stewards and promotes regional, cross-border and intercultural cooperation within and among its six Western Balkan Contracting Parties (present in WB6 region);
- b) GROUPE SOS Pulse – GROUPE SOS' structure supporting entrepreneurship and the promotion of social and environmental innovations. Its network of incubators and experts is engaged in France as well as in the world at large – working alongside entrepreneurs, social & solidarity actors, companies and public and private organisations in the design and development of projects with a social impact.

- c) South East European Youth Network (SEEYN) – The regional formal network of 22 youth organizations from 12 countries working on reconciliation, community development and economic empowerment of youth (present in the SEE region, including all WB6).
- d) Franco German Youth Office – Organization that supports youth exchange and youth projects between Germany and France in order to strengthen ties between German and French youth and to deepen their understanding about one another as well as with expertise on cooperation with the youth organizations from WB6 region (present in France, Germany and WB6);
- e) L’Institut Francais – French public institution in charge of international cultural relations. Its action is at the crossroads of the artistic sectors, intellectual exchanges, cultural and social innovation, and linguistic cooperation. It supports, throughout the world, the promotion of the French language, the circulation of works, artists and ideas, and foster a better understanding of cultural issues.