

# EMPLOY -YOUR- SELF!

November 2020  
No.4

## Employment Opportunities for Youth in Social Economy

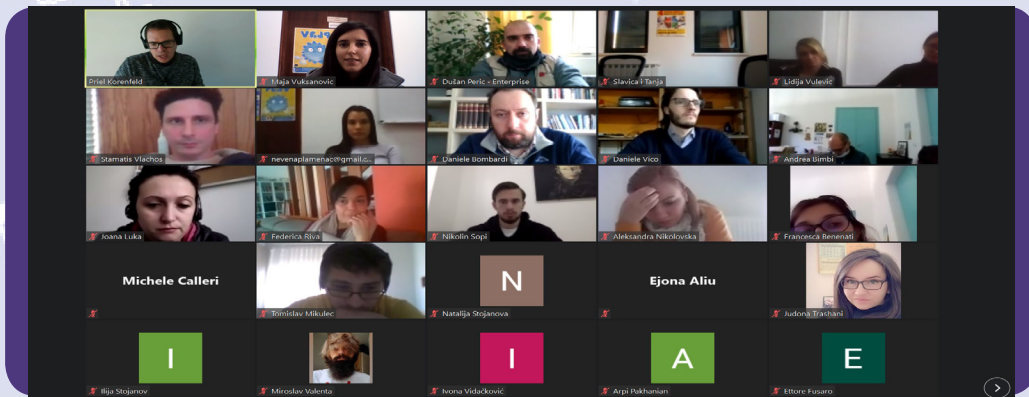
In this issue

Sharing with you details from the held webinar, words of Mr. Priel Korenfeld, expert in marketing, and information about next project event

### Webinar Co-Designing Social Impact done!

The project Employ Yourself continues the implementation of the online Mentorship programme on innovation "Support to Sustainable Economic Development". On November 24th it was held the second (out of four) planned Webinars, "Co-designing social impact". Through two-hour lecture, the trainer Mr. Priel Korenfeld explained how to design a new social value through all barriers and content possibilities. He underlines the topics about design thinking and business design, and how to capture value through business models. Important examples were given. It was underlined how the participation of various actors and the involvement of communities in the joint design of social impact is the rule number one. It is crucial to provide testing products and testing the business model in various ways: how we produce it, how we deliver it and how we fund it - desired, feasible and fundable businesses can lead to success.

All these topics were developed through the following structure: 1. Good innovation, 2. Examine your model, 3. Start with what people want, 4. Prototype to progress. By the example of the business model, it is clarified how an enterprise creates, delivers, and captures value. The instruments presented in this webinar can improve the management of resources in a sustainable and innovative way.



The Webinar was attended by 33 participants from 9 countries. It was targeting young people and organisations dealing with youth, wishing to transform their methods of social intervention in order to improve the management of resources in a sustainable and innovative way.

At the end of this series of Webinar, the all participants will receive a mini-manual / guideline with all the instruments and topics presented during the Mentorship programme on innovation.



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*Try to create value, not just in economic terms, think about how you deliver that value to people to which it can serve.*  
*Careful observation is very important for any business.*  
Priel Korenfeld, expert in marketing and business modeling

### Our Next Event >>>>>>

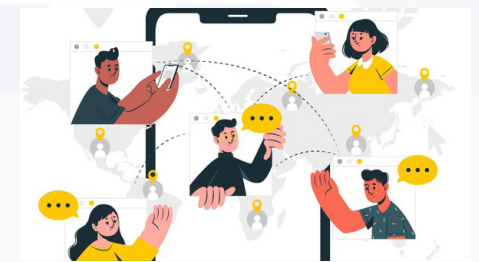
#### NEW MARKETS

Expert > **Maria Rita Fiasco**

Date > **December 9th**

Hours > **h 09:00-11:00 AM**

Online > **platform "Zoom"**



The Mentorship Programme will be delivered entirely online.

It is composed of 4 online Webinars followed 3 hours of individual mentorship sessions per social enterprise.

The participants will have access to the digital e-learning platform Snodi Education, where they will find information about the course, training materials and a forum to share knowledge and engage with experts and other participants.

### Useful Links

#### COVID innovations



Click Link Below  
↓

<https://www.covidinnovations.com/>

#### COVID-19 INNOVATION HUB

Click Link Below  
↓

<https://covid19innovationhub.org/>



The project „Employ Yourself“ is co-funded by the European Union through the Erasmus+ Programme and is lead by Caritas Bosnia and Herzegovina, in cooperation with the national Caritas from 7 other countries: Albania, Bulgaria, Greece, Italy, Kosovo, Montenegro, Serbia.