

# NEWSLETTER



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## Social entrepreneurship for youth

### Project aim

**"Social Entrepreneurship for Youth" project is about the development of social enterprises aimed at encouraging, informing, and teaching young people about the importance and principles of social business.**

**The participants shared some great ideas for social businesses as well.**

### Meeting in Lithuania

Social business is a relevant topic, therefore the international learning teaching and training activity for future social entrepreneurs was held in Lithuania from May 30 - June 5, 2022, which allowed the participants to share a common experience in the field of social businesses, gain knowledge and promote the visibility of such businesses since there are no social enterprises in some of the countries that participated in the project (Cyprus, Iceland, Lithuania, Greece, Italy, and North Macedonia) or legal regulatory systems and the sector of these businesses itself is poorly visible and recognized.

### Help for the elderly

One of the ideas was to assist in the daily activities of the elderly. Creating a daily report on their condition, commitment and their inclusion in everyday life are just some of the benefits of this social business idea. The elderly make up around 12% of all people in the world and it's expected to increase to 22% in 2050, therefore the issue is quite relevant and it might be a good social business niche.

## ADHD in women

Many women are undiagnosed with the condition and are struggling in society and their everyday lives without the proper tools and treatment. The authors of this idea to facilitate the problem were also diagnosed with ADHD. Therefore they created a children's book that starred a girl named Sara with ADHD, her struggles and victories, and also a pamphlet aimed at parents and teachers, or those that work closely with children. Undiagnosed ADHD in girls and women is a multi-layered issue that has effects on various governmental and social systems as well as having a significant impact on their quality of life. It's important to familiarise yourself with the problem and try to improve the lives of those who are affected by ADHD



## SWAP

**SWAP is a social enterprise, based on a closed loop circular concept, that uses reusable containers for carrying food and beverages. With SWAP people can enjoy their coffee without producing waste and keeping your community cleaner.**

**How?! A small deposit will be deducted from your purchase when you buy food or drinks from our partnering businesses. This charge will be for a reusable container (cup or food box). Once you are done with your drink or food, you the drop-off points within Skopje on our app.**

**At the end of the day, we are going to collect the used containers from the drop-off points, carefully wash and sanitize them re-use them for your next meal.**

**From an environmental aspect, this concept prevents the usage of up 5000 pieces of single-use containers on daily basis. Yearly, this results in a reduction of up to 80 tonnes of waste, just from single-use containers.**

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