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S D G ' S & YOUTH ENTREPRENEURSHIP



"ELLE: EMPOWER - LEARN - LEAD - EXPAND: YOUTH4SDGS
CHANGING THE RULES TRANSFORMING OUR WORLD"



SEARCH AND INVITE

SEARCHING AND INVITING THE YOUNG PEOPLE



INFORM YOUNG PEOPLE

The world faces major sustainability challenges that require immediate action and the Sustainable Development Goals (SDG) are the most recent political call for action. Sustainable entrepreneurship can be a lever for change and search for empirical evidence that entrepreneurs identify and develop opportunities.



HOW TO DO IT?

To inform young people we can use:

- 1) Social Media, Blogs, Websites: We can use facebook and instagram or write articles and upload them to inform the audience about the situation today and the opportunities that exist
- 2) Public spaces and institutions: We can print posters/leaflets to put in strategic public spaces which will show data and statistics about youth entrepreneurship. Infographics is a modern and attractive way to present data.



ENSURE PARTICIPATION

ENSURE THE
PARTICIPATION OF
THE YOUNG PEOPLE



ENSURE PARTICIPATION

We must raise awareness about how entrepreneurship can contribute to the SDGs and how their implementation can transform enterprises.



HOW TO DO IT?

In order to raise awareness of young people in the topic, we need to:

- showcase the benefits and value of social entrepreneurship to policymakers and other relevant stakeholders
- develop a global media campaign that will make use of local, regional and international media channels (social media, newspapers, UN media channels)
- strengthen the knowledge about the value and importance of social entrepreneurship

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IMPLEMENTATION

IMPLEMENTATION OF ACTIONS FOR SOCIAL CHANGE BY YOUNG PEOPLE

IMPLEMENTATION

Now we have arrived to the implementation phase! What can be done to ensure social change for youth?



HOW TO DO IT?

- Training, mentoring, legal support, and access to innovative financing schemes
- Develop a social entrepreneurship Centre of Excellence that will serve as a hub for agents of change to get in touch with their peers, to facilitate knowledge sharing and exchange, and to provide a platform to nurture and foster innovative business ideas
- empowerment of young entrepreneurs in a comprehensive manner
- Provide viable and innovative solutions to economic and social issues at the local, national and regional levels



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DEBRIEFING

DEBRIEFING OF IDEAS AND SUM UP



DEBRIEFING

After discussing and exploring all the possible actions for participation and implementation, the audience must sum up and debrief of everything that has been discussed.



HOW TO DO IT?

The group should be gathered in the same place and at the same height to feel equal. Then the audience should be asked open but short questions of what they learnt and what are their goals. To continue, we can organize **games**, entertaining **projects** and simulation of **research** to find ideas of how to implement the knowledge to real actions!

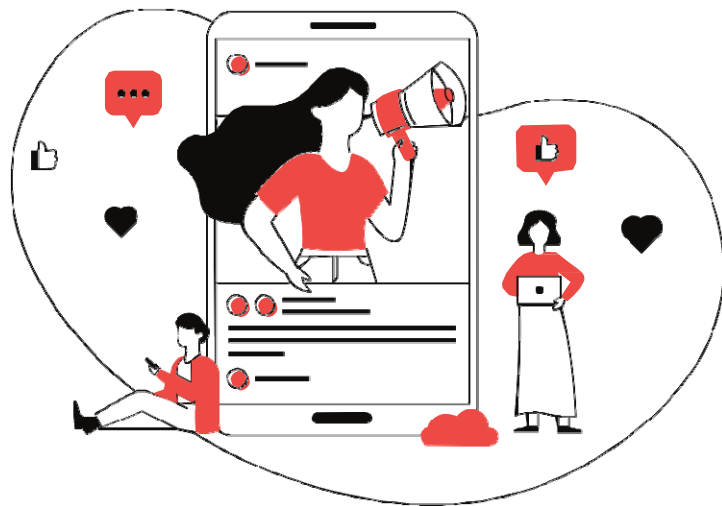
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DISSEMINATE

DISSEMINATION WITH YOUNG PEOPLE

DISSEMINATE

The last step is to make the dissemination of the ideas, knowledge, actions & activities, the photos and videos taken during the discussion. The dissemination is relevant for stakeholders, target groups and others to see the results and outcomes of the debate. Also, it is a great way to share the outcomes as good practice for other organizations and for the report.



HOW TO DO IT?

The best way to do it is to create a folder or a publication in your social media and/or website to share the photos/videos of the local debate, also put some of the replies from the debriefing, learnings and some of the words that described the event for the young people. It could even be possible to create a video on Youtube with some photos or videos and opinions from the young participants.

Share all these documents with all partners and relevant stakeholders for more views!

