Social Change & Entrepreneurship in the Balkans:

RURAL YOUTH ON THE CUTTING EDGE

Presented at 14th International Youth Conference:
European Values for the Future of Southeast European Countries

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Catalyst Balkans
Assumption:
There are individual young people throughout the Balkans who against all odds match their hope for a better future with both innovative ideas and a willingness to put in the work needed to be successful in bringing about social change.
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**Creative**
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WHO ARE THESE YOUNG PEOPLE?

Passion
Creative
Listeners
Pivoters, not Quitters
Bad News:
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Social Change Isn’t for Everyone
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The World and This Region is Filled With Lots of:
I Can’t, Because...
  I Tried, But Failed...
I’m Not Sure If It Will Work...
Good News:
Good News:
Lots of Resources and Tools For Social Change

- How Do I Know?
Good News:
Lots of Resources and Tools For Social Change

- How Do I Know?
  - Non-Profit / For Profit
  - Community-Facing / Customer-Facing
  - Local but Replicable or Scalable
  - Partnerships
Foreign Funding
Balkan Donor Forum Survey (Sept. 2016):
- 152 gov’ts and foundations active
- 2016: $135 million
- 2015: $114 million
- 23% target youth;
- 29% community-level social change
- 2015-2016: $57 million for youth
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Domestic Funding
Catalyst’s GivingBalkans Database (Sep. 2016):
- 2015: $68 million overall
- 2015-2016: $16.8 million for youth
- Close to 500 instances of individual / mass individual giving
- Individuals: $7.4 million for youth
- More than 325 companies
- Companies: $5.1 million for youth
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An Approach That Works

- Passion
- Create
- Listen
- Pivot not Quit
An Approach That Works

- Passion
  - Know Who You Are
  - Believe in Yourself and Others
  - Possess a Cause; Thirsty for Change
  - Not No, But Know How

- Create

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- Pivot not Quit
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- **Create**
  - Relationships and Partnerships
  - Solutions
  - Pathways for Change
  - Build Upon, Not Destroy

- **Listen**

- **Pivot not Quit**
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  - To Competitors and Partners
  - To Your Heart

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- **Pivot not Quit**
  - Wall? Climb Over, Dig Under or Go Around
  - Test, Listen, Learn, Apply...Pivot When Needed
The Evidence
Youth-Led Philanthropy

Students of one Croatian High School – collect caps every year – raised $4,800 for field trips for fellow students in economic need.
Youth-Led Philanthropy

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Student Council Network of BiH raised $35,800 from students at 184 schools to buy 5,800 New Year's packages for children from vulnerable families.
Youth-Led Philanthropy

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- Cake fair in Debar, Macedonia raised $2,400 for young mothers in economic need.
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Charity Club at university in Kosovo regularly collect funds, donate time and blood for causes important to them.
Youth-Led Philanthropy

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Travnik, Bosnia: Teenager Jasmina Fajkic organized a sports jersey auction; raised $7,200.

Student Council Network of BiH raised $35,800 from students at 184 schools to benefit the most vulnerable children.

Cake fair in Debar, Macedonia raised $2,400 for orphans. Their mothers, who barely eke out a living, devote time and blood for causes important to them.

Bosnia students at Tourism School cooked dinner for their community and raised $10,500 for new kitchen equipment.

Pale, Bosnia: High schoolers donated $8,590 instead of buying dresses/suits for prom; giving proceeds for treatment of two young people with leukemia.
Youth-Led Philanthropy

Common Methods:

1) Donation/making of goods that are then sold or auctioned

2) Walking or running races with pledges per km

3) Partnering with local stores/cafes to donate 1% of sales for a day

4) Donating time and skills to raise funds

5) Creativity in the design of campaign
Youth-Led Philanthropy: Intentional Model

Youth Banks in Serbia

• Youth apply and are selected for youth bank membership in a given municipality

• Work together to design and prioritize community projects that are important to them

• Youth banks partner with local businesses, the municipality and the Divac Foundation to raise funds for priority projects

• 2014-15: 11 Youth Banks planned and implemented 382 youth-led small-scale initiatives resulting in the donation of more than 90,000 volunteer hours. Local businesses donated 46% of the resources, while municipalities and Divac Foundation each contributed 27%
Youth-Led Entrepreneurship

Trends:

Value-Added Agriculture

Artisanal and/or Craft Products

Creative and IT Freelancing/Virtual Services
Youth-Led Entrepreneurship

Trends:
- Value-Added Agriculture
- Artisanal and/or Craft Products
- Creative and IT Freelancing/Virtual Services

Resources:
- Co-Working Hubs / Incubators / Accelerators
- Online Entrepreneurial Training and Webinars
- Grants/Loan Guarantees through IPA Schemes and Corporate Foundations
- Social Investment Funds like Yunnus Social Business and others
Youth-Led Crowdfunding
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

InDemand

Vito & Flora - the World’s First Plant Energizers

Your plant’s best friends: Enabling your plants to grow faster and healthier - naturally!

Zlatko Karajic
Rijeka, Croatia
About

$3,369 USD total funds raised
105% funded on May 25, 2015
Youth-Led Crowdfunding - It's Much Harder Than It Looks!

48-hour non-stop nomadic event in the highlands of Serbia

PLUSPLUSPLUS is a 48-hour non-stop musical and social experience in a forest location 150 km south of Belgrade, the capital of Serbia.

Created by
PLUSPLUSPLUS [++]

$3,369 USD total funded
105% funded on May 25

67 backers pledged $2,778 to help bring this project to life.
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

Eksod

Eksod: a Sound & Photography installation on the life of an Albanian and her struggle to emigrate

Justin Valls
Tirana, Albania

$3,369 USD total funds raised
Total funded on May 27, 2016

$3,555 USD total funds raised
102% funded on March 16, 2016
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

Traditional South Serbian cookbook

Discover Balkan’s forgotten flavors with our collection of grandma’s traditional recipes. 90 dishes in Serbian and English.

Created by
Gordana Ristic & Marija Jankovic

137 backers pledged £3,488 to help bring this project to life.
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

InDemand

Vaults Card Game

Gather your crew of safe crackers, and compete to become the richest crime lord.

Ivan Ferenčak
Zagreb, Croatia

$9,275 USD total funds raised
227% funded on July 12, 2016

InDemand

Energizers

Your plant’s best friends. Enabling you to grow faster and healthier - naturally.

Eksod

Eksod: a Sound & Photography in life of an Albanian and her struggle

$3,555 USD total funds raised
102% funded on March 09, 2016
Youth-Led Crowdfunding

It's Much Harder Than It Looks!

Kamperski priručnik i Vodić za putovanja biciklom

Prenosim svoje iskustvo i znanje nakon cetiri godine na putu oko sveta i preko 1000 noci kampovanja

Snezana Radojicic
Belgrade, Serbia

$3,555 USD total funds raised
127% funded on June 1, 2015

$1,985 USD total funds raised
127% funded on June 1, 2015
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

Startit Center — Tech Community For A Better Society

We are pushing our society and entrepreneurship community forward! Startit Centers will educate 100,000 people in the next 5 years.

Created by
Startit

449 backers pledged $107,954 to help bring this project to life.
Youth-Led Crowdfunding

It’s Much Harder Than It Looks!

Regional Resources

Crowdfunding Academy – crowdfundingacademy.eu

Crowdfunding.hr – very active blog
(FB group: crowdfunding.hr)

Allied Crowds: Global Analytics on Crowdfunding - alliedcrowds.com
Final Thoughts – Doing the Work!

- **Just Because You Have an Idea Doesn’t Mean It Is Going to Work** – Design...Test...Modify...Iterate again and again; Pivot when needed

- **Know Your Community/Customer** – Seek input and feedback and listen to their needs and wants

- **Find the Fastest/Cheapest Path to Starting Up Your Initiative** – Pilot or prove your idea and then scale it up

- **Build Partnerships and Collaborate** – Focus should always be what added value you can bring to your partner, whether it be government, business, non-profits or citizens

- **Be Discouraged...For a Day** – Then get your ass back up and try again. If it is to be, it is up to me.
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