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BEST PRACTICES BOOKLET ON SOCIAL ENTREPRENEURSHIP

INNOVATIVE APPROACHES AND SUCCESSFUL MODELS OF SOCIAL ENTREPRENEURSHIP FOR ROMA WOMEN

**Project title:
“Young Roma Women Social Entrepreneurship”
ROMANSE**

Implemented by:

NGO Roma Resource Center Skopje, North Macedonia

In partnership with:

NGO Initiative of women from Shuto Orizari, North Macedonia

Symplexis from Athens, Greece

DIESIS Network from Brussels, Belgium Resource Center

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Project: "Young Roma Women Social Entrepreneurship (ROMANSE)"
project ref.no: IPA III/2024/453-362

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INTRODUCTION

Social entrepreneurship represents a powerful and transformative approach to addressing complex social, economic and environmental challenges in contemporary societies. It combines entrepreneurial innovation with social mission, placing people, communities and impact at the core of economic activity. Within the European Union, social enterprises are recognized as key drivers of inclusive growth, social cohesion, employment creation and sustainable development.

For marginalized communities, and particularly for Roma women, social entrepreneurship offers not only access to income and employment, but also pathways to dignity, empowerment, leadership and active participation in social and economic life. It creates opportunities for communities traditionally excluded from the labour market to become active agents of change, innovators and creators of social value within their own environments.

The ROMANSE project positions social entrepreneurship as a strategic tool for long-term inclusion, economic resilience and community development in North Macedonia and across Europe.

PURPOSE OF THIS BOOKLET

This EU Best Practices Booklet has been developed as a practical, educational and inspirational resource for civil society organisations, social enterprises, community leaders, policy makers and practitioners working in the fields of social inclusion, gender equality, employment and community development.

The main objective of this booklet is to provide concrete, real-life examples of successful social entrepreneurship models implemented across European Union countries and North Macedonia, demonstrating how social enterprises can create sustainable economic opportunities while generating strong social impact.

Rather than presenting theoretical concepts alone, the booklet offers applied learning through real practices, structures, governance models and operational approaches used by existing social enterprises.



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ROLE OF BEST PRACTICES IN UNDERSTANDING SOCIAL ENTREPRENEURSHIP

The presented best practices help civil society organisations to better understand the essence of social entrepreneurship as a hybrid model that integrates:

- Economic sustainability and business logic
- Social mission and community benefit
- Democratic governance and participation
- Inclusion of vulnerable groups
- Environmental responsibility

Through these examples, organisations can move beyond traditional project-based thinking and begin to understand social entrepreneurship as a long-term development model, capable of creating lasting employment, stable services and sustainable community structures.

HOW THESE PRACTICES SUPPORT ORGANISATIONAL LEARNING AND INNOVATION

The best practices included in this booklet serve as learning laboratories for organisations, helping them to:

- Recognise different organisational models (cooperatives, social enterprises, associations, foundations)
- Understand diverse revenue-generation mechanisms
- Explore hybrid financing models (grants, sales, services, reinvestment)
- Learn participatory governance approaches
- Develop integrated social-business strategies

These examples encourage organisations to rethink traditional NGO service delivery models and explore more sustainable, self-financed and community-based economic structures.

EU AND NORTH MACEDONIAN CONTEXTUAL ALIGNMENT

The practices presented in this booklet demonstrate strong alignment between EU social economy policies and local development needs in North Macedonia. They reflect core EU principles such as social inclusion, gender equality, green transition, community empowerment, local economic development and sustainable growth.



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At the same time, they provide concrete, adaptable models that can be contextualised within North Macedonian socio-economic realities, legal frameworks and community structures.

This alignment allows civil society organisations to transfer and adapt European social enterprise models into the local context, ensuring both policy coherence and practical feasibility.

INSPIRING NEW MODELS OF SOCIAL ENTREPRENEURSHIP

By showcasing diverse sectoral examples – gastronomy, agriculture, care services, crafts, education, training, cultural heritage, environmental sustainability and community services – this booklet stimulates creative thinking and innovation among organisations.

It encourages them to:

- Identify local resources and community skills
- Build enterprises around cultural heritage
- Develop service-based social enterprises
- Create employment-focused models
- Build community-owned economic structures

In this way, the booklet does not prescribe a single model of social entrepreneurship, but rather opens a space for organisations to design context-specific, innovative and sustainable solutions.

ADDED VALUE FOR CIVIL SOCIETY ORGANISATIONS

This booklet supports civil society organisations to transition from project dependency towards sustainability-oriented organisational models. It provides strategic guidance, inspiration and practical reference points for developing social enterprises as long-term instruments for social change.

Ultimately, it aims to strengthen the capacity of organisations to become drivers of social innovation, economic inclusion and community transformation.



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List of best practices for social entrepreneurship models

Amalin Traditional Roma Restaurant

Name of the practice	Amalin Traditional Roma Restaurant
Website	n/a
Country	Greece
Region	Macedonia
Rural or urban area	Urban area
Start Date	February 2023
Sector of activity concerned	Restaurant
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	The social business is structured as non-profit, set up by the Roma Women's Association of Dendropotamos. It employs Roma women from the settlement of Dendropotamos, and, through a central location in Thessaloniki, aims at serving a wide variety of customers.
Services and products – please describe the services and/or products provided	The restaurant serves traditional Roma cuisine.
Trends and Potential Benefits from this Good Practice (500 words max)	This Good Practice shows two main benefits: <ul style="list-style-type: none">- It provides employment for Roma women and formerly jailed women who are far from the job market;- It makes Roma traditions and culture visible and accessible to the general public, thus promoting inclusion.
How this Good Practice could be used/ transferred (500 words max)	This good practice can be used as an example of social business working on simultaneous issues facing Roma women: difficulty in accessing the labour market, and invisibilisation in Greek society.



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	What could be used/transferred is the idea to use food as a basis for a social business, as it leverages skills and know-how that Roma women already have, as well as showcasing Roma culture.
Dissemination material (logo, pictures, etc)	 <p>Source: https://greekcitytimes.com/2023/01/25/amalin-roma-restaurant-thessaloniki/</p>

Ρομά Λιμνοθάλασσας Μεσολογγίου ΚΟΙΝ.Σ.ΕΠ.

Name of the practice	Ρομά Λιμνοθάλασσας Μεσολογγίου ΚΟΙΝ.Σ.ΕΠ.
Website	n/a
Country	Greece
Region	Aetolia-Acarnania
Rural or urban area	Urban area
Start Date	2017
Sector of activity concerned	Fishing
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	The business is structured as a cooperative, employing Roma men and women from the local community, who already have experience in fishing. They share expenses like fuel and maintenance, and divide up the revenues from selling their catch.



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Services and products – please describe the services and/or products provided	The cooperative sells fish to local restaurants and fishmongers.
Trends and Potential Benefits from this Good Practice (500 words max)	This cooperative has the following benefits: <ul style="list-style-type: none"> - It allows Roma fishers to use their skills and expertise to earn a living; - It allows fishers to pool funds together for investments (a bigger boat, for ex.), as well as to request state-funding.
How this Good Practice could be used/ transferred (500 words max)	This good practice can be used as an example for Roma entrepreneurs wishing to start a cooperative, by focusing on skills they already have. Additionally, it provides an example of cooperative not centred on the jobs Roma traditionally have in Greece, like scrap metal dealers.
Dissemination material (logo, pictures, etc)	 <p>Source: https://enallaktikos.gr/kd/roma-limnothalassas-mesologgiyo-koin/ https://www.efsyn.gr/arheio/gia-kalo/203787_oi-roma-xepernoy-ton-koinoniko-apokleismo-syntairistika</p>

SOFFA – Social Fashion Factory

Name of the practice	SOFFA – Social Fashion Factory
Website	https://soffa.gr
Country	Greece



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Region	Attica
Rural or urban area	Urban Area
Start Date	2012
Sector of activity concerned	Fashion and clothes production
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	<p>This social business has two main aims:</p> <ul style="list-style-type: none"> - Produce clothes in an ethical and environment-friendly fashion, avoiding forced labour in the supply chain, and keeping CO2 emissions as low as possible; - Provide employment opportunities to vulnerable women (victims of gender-based violence, migrant/refugee women, as well as unemployed women). <p>The legal entity is a work integration social cooperative.</p> <p>90% of its shareholders are: refugees (60%) and unemployed Greeks (30%).</p> <p>The cooperative offers vocational training in sewing and inclusion programs to vulnerable women, as well as awareness-raising activities in many Greek cities.</p> <p>The cooperative also has a strong green dimension, focusing on sustainable raw materials, recycled materials, as well as short supply chains.</p>
Services and products – please describe the services and/or products provided	The cooperative provides: <ul style="list-style-type: none"> - Vocational training in sewing for vulnerable women; - Clothing, packaging and bags, mostly in a B2B context.
Trends and Potential Benefits from this Good Practice (500 words max)	The following are benefits coming from this best practice: <ul style="list-style-type: none"> - Upskilling of vulnerable women: providing vocational training on useful skills for women who have limited access to education; - Employment of vulnerable women: providing access to employment to women far from the job market; - Promotion of more sustainable fashion: the social and environmental impact of fashion is starting to be more well-known, and this cooperative takes steps to fight against them.



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How this Good Practice could be used/ transferred (500 words max)	This cooperative can be used as an example of how to integrate vulnerable women in the labour market, by providing both vocational training and employment. This is relevant to the ROMANSE project, as an example of outreach to vulnerable women, far from the labour market.
Dissemination material (logo, pictures, etc)	S O F F A *

Momentum

Name of the practice	Momentum
Website	https://www.momentumproject.eu/
Country	Greece, Italy, Spain, Portugal and Hungary
Region	Attica (Greece)
Rural or urban area	Urban area
Start Date	January 2022
Sector of activity concerned	Vocational training
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	<p>Momentum is a programme designed to train and empower young migrant women and refugees. The aim is to help them integrate the labour market, by providing them with the necessary tools and knowledge.</p> <p>It was implemented in five European countries, to pool knowledge and know-how together and develop resources and methods for migrant women and refugees.</p>



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<p>Services and products – please describe the services and/or products provided</p>	<p>The project offered to migrant women and refugees:</p> <ul style="list-style-type: none"> - Personalised employment counselling; - Mentoring sessions; - Language skills courses. <p>In addition, the project provided potential employers with training on how to facilitate the employment of migrant and refugee women.</p>
<p>Trends and Potential Benefits from this Good Practice (500 words max)</p>	<p>This project is a good practice, as it a holistic approach to helping women access to job market and entrepreneurship, as well as raise the awareness of employers as to the specifics and challenges related to employment this specific, vulnerable demographic.</p>
<p>How this Good Practice could be used/ transferred (500 words max)</p>	<p>This practice needs to be adapted to the situation of Roma women. However, the basics could be used:</p> <ul style="list-style-type: none"> - Provide target courses/training on skills needed to integrate to labour market; - Provide personalized counselling and mentoring to women; - Provide workshops for potential employers or funders (banks for loans, for example), to raise awareness.
<p>Dissemination material (logo, pictures, etc)</p>	

Open Beehive

Name of the practice	Open Beehive
Website	https://openbeehive.gr
Country	Greece
Region	Attica
Rural or urban area	Urban area
Start Date	June 2021
Sector of activity concerned	Social cohesion and integration



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<p>Description</p> <ul style="list-style-type: none"> – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business 	<p>The Open Beehive project aimed at promoting the social cohesion and integration of migrant and refugee women, through providing trainings on necessary skills, as well as workshops on entrepreneurship, to support them in starting a small or cooperative business.</p>
<p>Services and products</p> <ul style="list-style-type: none"> – please describe the services and/or products provided 	<p>The project provided migrant and refugee women with:</p> <ul style="list-style-type: none"> - Greek language skills courses; - Seminars on social integration, empowerment and capacity building; - Seminars on entrepreneurship and professional counselling; - Self-advocacy workshops.
<p>Trends and Potential Benefits from this Good Practice (500 words max)</p>	<p>This project is interesting as it provides a holistic approach to supporting vulnerable women in accessing the labour market and starting their own business: in addition to crucial language skills, it provides professional counselling and seminar on entrepreneurship to teach them about entrepreneurship and developing business ideas. Additionally, the project provides self-advocacy, creativity, and empowerment workshops, all crucial to help the target group develop skills needed for successful businesses, as well as advocate for their rights.</p>
<p>How this Good Practice could be used/ transferred (500 words max)</p>	<p>Although this practice is aimed at a different group of vulnerable women (migrant and refugee women), it could be easily transferred to Roma women, as the holistic approach aims at empowering them to start their own businesses, giving them tools, skills and knowledge to do so.</p> <p>A crucial aspect that could be replicated for Roma women is the self-advocacy one, as they face discrimination and could benefit from having tools and techniques to ensure their rights are recognised and respected.</p>
<p>Dissemination material (logo, pictures, etc)</p>	



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The social enterprise Milka creates employment for women in Duga Resa

Name of the practice	The social enterprise Milka creates employment for women in Duga Resa
Website	https://ruralpact.rural-vision.europa.eu/good-practice/social-enterprise-milka-creates-employment-women-duga-resa-croatia_en#tab_id=overview
Country	Croatia
Rural or urban area	Duga Resa
Start Date	Urban
Sector of activity concerned	Food - Farming
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	<p>The dairy company 'Sirana Milka' located in Duga Resa, Karlovac County, (Croatia) has successfully transformed its operations into a sustainable social enterprise.</p> <p>The project involved training, staff salary support, and promotional activities, resulting in the employment of five local women at the small family dairy plant. The company purchases milk from 17 neighbouring farms and supplies its products to three supermarket chains in Croatia. The company reinvests 75% of the profits into the social enterprise.</p> <p>The project 'Sustainability of Rural Communities through Female Entrepreneurship' has three main objectives:</p> <ul style="list-style-type: none"> • Providing employment opportunities for the workforce, with a particular focus on unemployed youth and women; • Implementing ecological standards in dairy production; • Reinvesting 75% of profits back into the social enterprise to fulfil its mission and



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	<p>become sustainable. The company experienced a significant boost in its production and market outreach and was able to retain its three employees in production and hire two additional ones, primarily from the female workforce. All employees, both existing and new, received support through the ESF grant to complete certified education programs and gain essential skills for their work. The project also supported the digitalisation of the enterprise, promotion and visibility. 'Sirana Milka' created a new website and Facebook page to enhance its online presence and increase the number of customers. One of the most significant achievements of the project is the maintenance and slight expansion of the local network of family households producing milk for the company, demonstrating the project's positive influence on the local agricultural community.</p>
<p>Services and products – please describe the services and/or products provided</p>	<p>Dairy products</p>
<p>Trends and Potential Benefits from this Good Practice (500 words max)</p>	<p>Sirana Milka's transformation into a sustainable social enterprise reflects several key trends in the social economy and the wider business environment. Integrating sustainability into core business operations is in line with global trends towards ethical and socially responsible business practices. Increasing consumer awareness and demand for products that are both environmentally and socially responsible are key factors driving these trends. Sirana Milka is responding to this demand by adopting environmental standards in dairy production, thereby increasing its marketability and competitive advantage in the industry.</p>



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<p>How this Good Practice could be used/ transferred (500 words max)</p>	<p>The success of the Sirana Milka social enterprise provides a replicable model for other rural communities and small businesses seeking to combine economic viability with social impact. The key elements of this practice - female entrepreneurship, sustainability, local sourcing and reinvestment of profits - can be adapted to different contexts with similar socio-economic characteristics. This model can be particularly effective in other rural areas with agricultural potential but limited employment opportunities for women. By identifying a locally produced agricultural product, other communities can develop small-scale production enterprises that create jobs, support local farmers and contribute to the economic development of the community. For example, similar dairy or food production enterprises could be set up in other regions, focusing on different products such as honey, cheese or preserved foods.</p>
<p>Dissemination material (logo, pictures, etc)</p>	



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Ambrela Social Enterprise

Name of the practice	Ambrela Social Enterprise
Website	https://www.ambrela.sk/
Country	Slovakia
Region	Košice
Rural or urban area	Urban area
Start Date	2017
Sector of activity concerned	Manufacturing, Environmental Sustainability
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	Ambrela is a social enterprise in Košice, Slovakia, that employs Roma and other vulnerable women in the production of eco-friendly bags and accessories. It operates as a cooperative, with employees participating in decision-making and sharing profits. The enterprise aims to provide stable employment for women who face barriers to employment, offering them economic stability and a supportive working environment. Ambrela is committed to environmental sustainability and uses recycled and sustainable materials in its products. The company educates employees and customers on the importance of reducing waste and choosing environmentally friendly products.
Services and products – please describe the services and/or products provided	Ambrela produces eco-friendly bags, backpacks, and accessories made from recycled materials. The products are sold locally and online, with a portion of profits reinvested into community projects.



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Trends and Potential Benefits from this Good Practice (500 words max)	Ambrela aligns with the trend towards sustainable and ethical consumerism. It provides economic benefits to vulnerable women while contributing to environmental sustainability. By creating jobs in the green economy, Ambrela addresses both social and environmental challenges.
How this Good Practice could be used/ transferred (500 words max)	The Ambrela model can be adapted to other urban areas, particularly in regions with high unemployment among vulnerable populations. The cooperative approach and focus on sustainable products offer a replicable model that can generate both economic and environmental benefits.
Dissemination material (logo, pictures, etc)	

Romani Platni

Name of the practice	Romani Platni
Website	https://romaniplatni.blogspot.com/
Country	Hungary
Region	Budapest
Rural or urban area	Urban Area
Start Date	2012
Sector of activity concerned	Gastronomy, Cultural Heritage
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	Romani Platni is a social enterprise in Budapest, Hungary, that combines cultural preservation and social inclusion through gastronomy. The project aims to empower Roma women by providing them with employment opportunities in the culinary industry, while promoting Roma cuisine and culture. The initiative is run by a small team,



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	<p>with Roma women playing a central role in its activities, including cooking, event organisation and cultural storytelling. The primary target group is Roma women from disadvantaged backgrounds who gain skills, employment and confidence through their participation. Romani Platni emphasises the use of local and seasonal ingredients, promoting sustainable food practices. The project also raises awareness of food waste reduction and responsible consumption.</p>
<p>Services and products – please describe the services and/or products provided</p>	<p>Romani Platni offers catering services, cooking workshops, and cultural events that showcase traditional Roma cuisine. These services are marketed to both local and international customers, contributing to a positive image of Roma culture.</p>
<p>Trends and Potential Benefits from this Good Practice (500 words max)</p>	<p>Romani Platni addresses the need for cultural preservation and social inclusion through an innovative approach that leverages the growing interest in ethnic and authentic culinary experiences. The project creates employment opportunities for marginalized women while promoting intercultural dialogue and understanding.</p>
<p>How this Good Practice could be used/ transferred (500 words max)</p>	<p>This model can be replicated in other urban areas with significant Roma or other ethnic minority populations. By focusing on culturally specific cuisine, similar projects can promote social inclusion, create jobs, and foster cultural pride while contributing to the local economy.</p>



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ROMED PROGRAM

Name of the practice	ROMED PROGRAM
Website	https://coe-romed.org/
Country	Romania, Portugal, Greece, Germany, Slovakia, Hungary, Ukraine
Region	
Rural or urban area	Both Rural and Urban Areas
Start Date	2011
Sector of activity concerned	Community Development, Education, Social Inclusion
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	The Council of Europe's ROMED programme aims to improve Roma communities' access to education, health care and employment by training Roma mediators. The programme is decentralised, working through local and regional partners in different European countries. The mediators, many of whom are Roma women, are trained to act as intermediaries between Roma communities and public institutions, advocating for improved services and integration. The main beneficiaries are Roma women and their communities, who are empowered to lead change and address the challenges they face. While ROMED's primary focus is on social inclusion, it indirectly contributes to environmental sustainability by encouraging local problem-solving and reducing the need for extensive external intervention. By promoting education and



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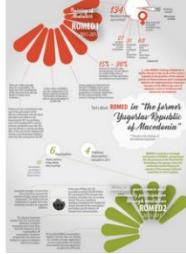
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	public health awareness, the programme encourages sustainable community practices.
Services and products – please describe the services and/or products provided	The ROMED Program provides training for Roma mediators, workshops, and educational resources. It also produces policy recommendations to improve social inclusion efforts across Europe.
Trends and Potential Benefits from this Good Practice (500 words max)	The ROMED Program exemplifies how targeted training can lead to meaningful social change. By empowering Roma women to become mediators, the program enhances leadership within the community and strengthens social cohesion. The mediators play a crucial role in dismantling stereotypes and improving the relationship between Roma communities and public institutions, leading to greater social integration.
How this Good Practice could be used/ transferred (500 words max)	The ROMED model of training community mediators can be adapted to other marginalized communities worldwide. Its decentralized approach allows for flexibility and customization to fit different cultural and social contexts, making it a valuable model for promoting social inclusion and community empowerment.
Dissemination material (logo, pictures, etc)	 

Zefir Cooperative

Name of the practice	Zefir Cooperative
Website	https://zefir.org.pl/ https://www.romowie.org/
Country	Poland



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Region	Podkarpackie
Rural or urban area	Urban area
Start Date	2015
Sector of activity concerned	Handicrafts, Cultural Heritage
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	The Zefir Social Cooperative was established to provide employment opportunities for Roma women in the rural Podkarpackie region of Poland. The cooperative focuses on the production and sale of traditional Roma crafts such as embroidery and clothing. Collectively managed by its members, Zefir operates on democratic principles, with profits reinvested back into the cooperative and the community. The main beneficiaries are Roma women, who gain economic independence and the opportunity to preserve and promote their cultural heritage. Zefir emphasises the use of sustainable materials and traditional craft techniques that have a low environmental impact. The cooperative also promotes recycling and upcycling, contributing to the green economy.
Services and products – please describe the services and/or products provided	Zefir produces high quality handmade products, including traditional clothing, accessories and home decor inspired by Roma designs. These products are sold both locally and online.
Trends and Potential Benefits from this Good Practice (500 words max)	Zefir demonstrates the potential of social enterprises to create sustainable livelihoods in rural areas. The cooperative empowers Roma women economically while preserving cultural heritage and promoting social cohesion between Roma and non-Roma communities.
How this Good Practice could be used/ transferred (500 words max)	The Zefir model can be replicated in other rural areas where traditional crafts are at risk of disappearing. By organizing vulnerable women into cooperatives, similar initiatives can provide economic and social benefits, supporting both



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	cultural preservation and economic empowerment.
Dissemination material (logo, pictures, etc)	

Social Entrepreneurship for Youth Employment

Name of the practice	Social Entrepreneurship for Youth Employment
Website	n/a
Country	North Macedonia
Region	North Macedonia
Rural or urban area	Urban area
Start Date	December 2021
Sector of activity concerned	Economic empowerment of social enterprises
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	This project is implementing by the Youth Council Skopje and the primary goal is to encourage economic empowerment and the growth of youth-led social enterprises. Targets of the project are: Young Roma; Youth without parental care; Youth with disabilities; Young girls; Young people – former drug addicts. The project is funded by EU.
Services and products – please describe the services and/or products provided	Detailed analysis of social entrepreneurship, capacity building through training in soft skills, entrepreneurship, fundraising and community involvement, financial support for social enterprises, a fundraising web platform that will also serve as a national resource center for social entrepreneurship as and creating a National Action Plan for Youth Employment 2022-2025.
Trends and Potential Benefits from this Good Practice	This Good Practice shows benefits: <ul style="list-style-type: none"> • capacity building • a fundraising web platform • support for opening youth-led social enterprises



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(500 words max)	<ul style="list-style-type: none"> • created a National Action Plan for Youth Employment 2022-2025.
How this Good Practice could be used/ transferred (500 words max)	<p>These good practices can be used to build capacities and skills of youth for their economic empowerment and leading social enterprises.</p> <p>Also, these practices provide facilitating conditions for financing and starting businesses for young people, with special emphasis on young Roma; youth without parental care; youth with disabilities; young girls; young people - former drug addicts.</p> <p>This practice also offers the opportunity to create and maintain a web platform for fundraising, which also serves as a national resource center for social entrepreneurship.</p> <p>On the other hand, practice shows that a detailed analysis of the situation with social entrepreneurship will determine the shortcomings and advantages as well as the needs at the national level for creating favourable conditions for employment and support of young people, based on which a National Action Plan for employment of youth, which will be implemented with the support of the state and funds.</p>
Dissemination material (logo, pictures, etc)	<p>Source: https://nms.org.mk/aktivnosti/#tekovni</p>

HumanaS

Name of the practice	HumanaS
Website	n/a
Country	North Macedonia
Region	North Macedonia
Rural or urban area	Urban area
Start Date	



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Sector of activity concerned	Care service for elderly people
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	HumanaS is a social entrepreneurship led by the NGO Humanost Skopje. HumanaS is providing a services for care of the elderly in home conditions. The mission of HumanaS is improvement of social processes and conditions by providing professional care and care for the elderly in home conditions and enabling social inclusion and jobs for people at social risk and the long-term unemployed..
Services and products – please describe the services and/or products provided	This best practices are providing the following benefits/cervices: - Help with home maintenance - Help and support in carrying out the daily activities of the elderly - Application of basic health rules and procedures in the elderly - Social protection and psycho-social support of the elderly
Trends and Potential Benefits from this Good Practice (500 words max)	This Good Practice shows two main benefits: <ul style="list-style-type: none">• It provides enabling social inclusion and jobs for people at social risk and the long-term unemployed;• is improvement of social processes and conditions by providing professional care and care for the elderly in home conditions



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How this Good Practice could be used/ transferred (500 words max)	<p>These good practices can be used and applied to the provision of care and assistance services to the elderly and infirm at home. This turns out to be a great need nowadays, because the old and infirm people are increasingly in need of help in their homes as well as to meet the daily needs and responsibilities of life.</p> <p>This practice is an example of how a combination can be made and usefully used for the two categories of people - old frail people and people at social risk and the long-term unemployed. That is, the elderly receives professional care for home maintenance, the execution of the daily activities of the elderly, the application of basic health rules and procedures for the elderly, as well as social protection and psycho-social support for the elderly. On the other hand, people who are at social risk and the long-term unemployed are offered the opportunity for social inclusion and employment.</p>
Dissemination material (logo, pictures, etc)	<p>Logo: https://www.facebook.com/photo/?fbid=524838212767716&set=a.524838162767721</p> <p>Pictures: https://www.facebook.com/humanasmk/photos/pb.100057246257866.-2207520000/181741249093821/?type=3 https://www.facebook.com/humanasmk/photos/pb.100057246257866.-2207520000/334729227128355/?type=3</p> <p>Source: https://humanost.org.mk/humanas/</p>

Day care center "Path of the hope"

Name of the practice	Day care center "Path of the hope"
Website	n/a
Country	North Macedonia
Region	North Macedonia
Rural or urban area	Urban area
Start Date	



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Sector of activity concerned	Day care centre for street children
Description – please describe the social business: its aim(s), how is it structured/management, target group/beneficiaries, etc. – please describe the green dimension of the social business	Path of the hope is a social entrepreneurship led by Roma NGO "Iriz" from Shuto Orizari in partnership with the Ministry for labour and social policy..
Services and products – please describe the services and/or products provided	This best practice has the following services and benefits: - Employment of Roma educators and practitioners; - It allows resocialization process of the Roma children who are on the street; - It allows reintegration process of the Roma children in the education process; - It provides creative activities for motivation and skills building of the children; - It allows providing of appropriate care services of the children during all day.
Trends and Potential Benefits from this Good Practice (500 words max)	This Good Practice shows the main benefits: <ul style="list-style-type: none">• Employment of Roma educators and practitioners;• It allows resocialization process of the Roma children who are on the street;• It allows reintegration process of the Roma children in the education process;
How this Good Practice could be used/ transferred (500 words max)	This practice can be used to reduce the problem and improve the situation of street children. That is the practice provides a successful example of how Roma children who are on the street are cared for all day long, are provided with creative activities for motivation and skill building, as well as to provide them with adequate care services throughout the day. Also, the practice shows good results for the reintegration of these Roma children in the educational process, and on the other hand, it offers the opportunity to employ Roma as



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	<p>educators and practitioners who will work directly with these children.</p> <p>Finally, this positive practice shows that such results can be achieved with partnerships between Roma non-governmental organizations and relevant ministries (in this case, the Ministry of Labor and Social Policy).</p>
Dissemination material (logo, pictures, etc)	 <p>Source: https://iriz.org.mk/index.php/2023/06/23/276/</p>