

# Approaches to Social Entrepreneurship

## Short Background

Social entrepreneurship (SE) gained momentum in the region of the Western Balkans over the past several years due to two main reasons. On the one hand non-governmental organizations (NGOs) were more motivated to explore social entrepreneurship as a new solution to financial sustainability, while governments on the other hand gained interest into the topic mainly because they perceived social entrepreneurship as a platform for facilitating job integration measures into the labor market for many different vulnerable categories.

The regional project *Social Rights for Vulnerable Groups (SoRi)* recognized the emerging need for financial sustainability strategies for NGOs and is supporting several initiatives from partner NGOs. As part of this process the SoRi project has organized two NGO Annual Networking Meetings on the topic of “Social Entrepreneurism as Means for Financial Sustainability of NGOs” whose aim was to sensitize and inform new NGO partners and to inspire them by sharing successful examples.

## Project Specific Approaches

The GIZ SoRi project facilitates and supports social entrepreneurship partnerships between municipalities and NGOs in order to foster more sustainable and successful solutions and build the thrust between the various stakeholders. The municipalities often offer in-kind support or pledge to purchase the services of the businesses established by the NGOs.

The SoRi project fosters mutual learning and exchange among the NGOs and provides capacity building and some initial financial support in developing business plans and initiating the businesses.

## Supported Social Entrepreneurship Initiatives

Bosnia and Herzegovina, Bijeljina: **Green House**  
NGO OTAHARIN and Municipality of Bijeljina

The municipality of Bijeljina provides the land where the NGO OTAHARIN maintains and manages a small cooperative of independent green farmers, employed from the local Roma community. The GIZ SoRi project supports the process through coaching by experts and a small initial grant. The Green House was launched in early 2018.

Serbia, Belgrade: **Talk&Talk**  
NGO SRH/IPPF

Talk&Talk is a social enterprise founded and established based on a business plan developed with the support of the SoRi project. The main aim of the enterprise is to support and improve the social status of vulnerable groups by providing employment. The enterprise offers space renting, bookkeeping and legal services, soft skills training and culinary school services.

Kosovo, **Pristina: eShpis**  
NGO Open Door

eShpis is the first catering service of its kind to focus exclusively on traditional food products that are beloved by both the local and internal community, working in the Prishtina region. A portion of the proceeds from the social business will go towards supporting programmes for the reintegration of women from marginalized groups and returnees, served through the programmes of the NGO Open Door.