ROAD MAP OF SOCIAL ENTERPRISES

REPORT FROM THE RESEARCH-BASED ACTIVITIES FOR THE SOCIAL ENTREPRENEURIAL ENVIRONMENT AND THE NEEDS OF THE END-USERS AND BENEFICIARIES OF THE SOCIAL ENTERPRISES

NORTH MACEDONIA, GREECE, BULGARIA, ALBANIA, SERBIA, KOSOVO, BOSNIA AND HERZEGOVINA AND MONTENEGRO

Impressum

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Introduction

The project Road Map of Social Enterprises focuses on capacity building in the field of youth organisations and other actors to develop a durable tool, a map, website and application for networking, knowledge exchange related to social entrepreneurship with concrete examples of social enterprises and tools supporting cross-sectorial cooperation.

The goals of this project are:
- to develop the capacities of CSOs for using digital tools in the field of social entrepreneurship;
- to create a map as an educational tool with the aim to increase the knowledge of young people on social entrepreneurship and to raise their entrepreneurial mindset;
- to communicate the possibilities of digitalization on the social entrepreneurship development;
- for the MAP to become a tool of networking, enabling representatives of the various sectors to contact each other and to work together in the framework of social entrepreneurship and addressing youth unemployment.

The project includes eight organisations representing North Macedonia, Bulgaria, Serbia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo, and Greece.

The project included a series of mobility and capacity building activities designed with the aim of reaching the following objectives:
- to enhance capacities of eight youth organisations to use digital tools to support engagement of young people and interaction between representatives of different sectors;
- to improve the social entrepreneurial environment in participating countries by developing new tool, a MAP, enabling interaction between the representatives of different sectors, as well as supporting the learning of young people, their active engagement and entrepreneurial mindset;
- to support cooperation between Programme and Partner countries representing the Western Balkan, exchanging lessons learned and setting base for future cooperation in the framework of social entrepreneurship and addressing youth unemployment.

The main beneficiaries of the output of the project and the activities is the youth - young people with fewer opportunities, youth worker organisations, educational institutions, and representatives from public and private labour markets. The key output, a MAP, will aid the social entrepreneurial and youth sectors within the participating countries. In addition, it will serve as an example for other countries to implement digital tools to co-produce digital outputs and co-create solutions for a common cause in the areas of social entrepreneurship and youth unemployment.

Methodology

The report summarises the research done by eight organisations on the topic of social entrepreneurship which are stationed in Albania, Bosnia and Herzegovina, Bulgaria, Greece, Kosovo, Montenegro, North Macedonia and Serbia. For the purpose of this project, the researchers utilised a variety of methods for the gathering of data such as desk research, in-depth interviews, questionnaires, and focus groups. It is important to note that the methods were standardised and used across the participating countries in the same manner in order to ensure a valid and reliable data collection process. The interviews were semi-structured interviews that followed a set of questions that each interviewee was asked and additional questions were posed for clarification of given answers. The questionnaires consisted of ten questions which included both open and closed questions. The focus groups were conducted in smaller formats that were encouraged to answer the guiding questions and offer their own opinion on the matter at hand. Moreover, digital tools such as ZOOM platform and Google Forms were utilised for the collection of data for the research.The diverse information sources, which included both primary and secondary sources, allowed for a wider range of information to be collected and analysed. The data obtained during this research included both quantitative as well as qualitative data which was then interpreted and examined accordingly.

The sample included young people from 15 to 35 years of age, living in the eight countries participating in this project, namely, the youth living in Albania, Bosnia and Herzegovina, Bulgaria, Greece, Kosovo, Montenegro, North Macedonia and Serbia. The participants came from a diverse background, including those who lived in urban and rural areas. Moreover, in order to ensure proper representation, individuals of different occupations were included as well such as field experts, various stakeholders, social entrepreneurs, local government representatives, civil society organisations representatives, researchers, communication and marketing experts. The research gathered a total of 78 different stakeholders such as youth workers, social entrepreneurs, IT experts,

Furthermore, the research process included 20 focus groups with 157 participants that lasted over 578 hours in total. There were also 78 deep interviews done with relevant individuals in the field of SE. The interviews and focus groups provided a plethora of quantitative data to be examined using different analysis methods. The obtained data provided deeper insight into the topic by allowing the participants to freely state their opinions and express their own perspective on the matter. In addition, the questionnaires had over 1600 respondents. The questionnaire was made and distributed online, using digital tools and had a total of ten standardised questions. The data gathered from the questionnaire included both qualitative and quantitative data which was analysed accordingly.

During the duration of the research, some challenges arose that made the data collection a bit more difficult. The challenges that were identified are the availability of the stakeholders to participate in the interviews and focus groups, some of the young individuals didn't feel comfortable answering questions due to the lack of familiarity with the concept of SE or due to the lack of familiarity and experience with the digital platforms for the promotion of SE.

Chapter 1

Overview of Social Entrepreneurship Platforms in the Countries Involved

It can be said that the concept of social enterprises and social entrepreneurship is just now starting to get an increased attention and recognition in the Balkan region. The wave of social entrepreneurship has been sweeping the region and it has been on a steady rise. According to the data collected through questionnaires, it appears that the youth of the eight countries is fairly familiar with the concept of social enterprises with seven of the countries reporting a familiarity percentage above 55%. The highest percentage of familiarity with the concept is amongst the Bosnian and Greek respondents with 96% of the participants stating they have heard of the concept social enterprises, followed by the participants from Bulgaria with 90%. Meanwhile the lowest percentage of familiarity has been recorded amongst the respondents from North Macedonia with the percentage of familiarity being 47.3%.

However, when analysing these numbers, it is important to mention that the countries had samples of different sizes. The three countries with the highest familiarity percentage, Bosnia and Herzegovina, Bulgaria, and Greece, had the lowest number of participants which most likely contributed to the high percentage of familiarity amongst the sample which is not a reliable depiction of the real situation on the ground. The small sample size is not providing the best representation of the general public due to its size and the background of the respondents as the majority of them is involved in the SE field and familiar with the concept.
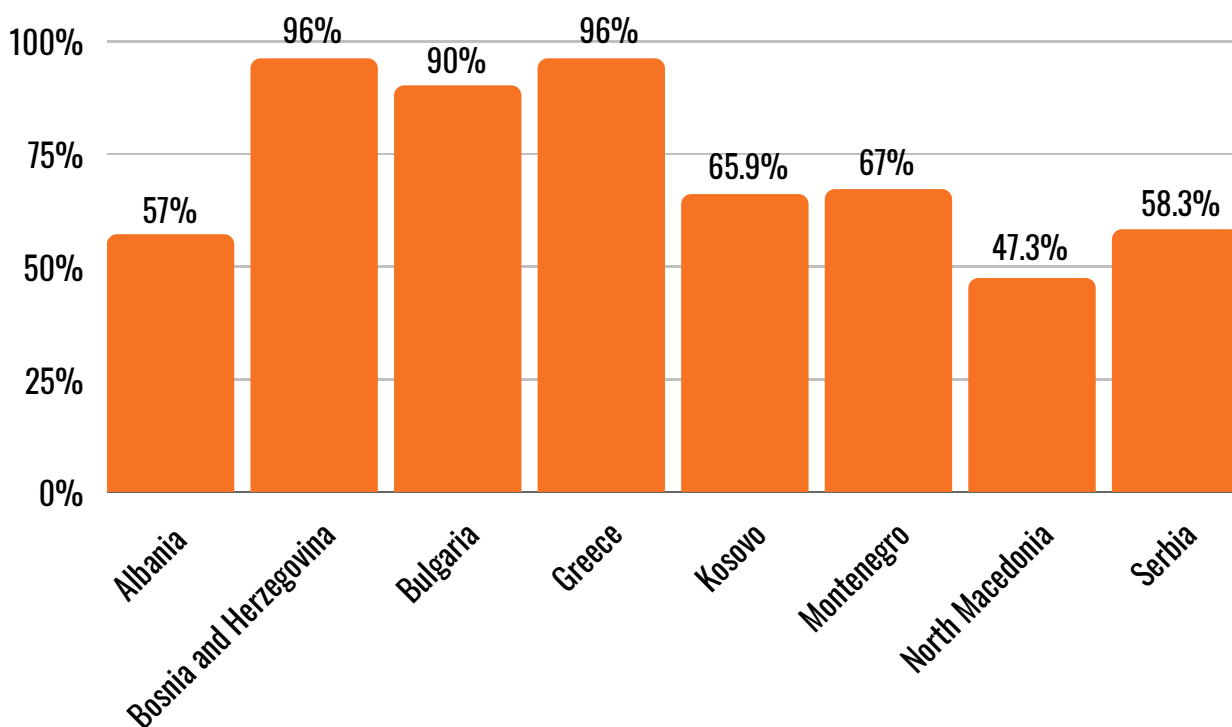
Despite the high awareness of social enterprises, the situation with platforms promoting it and offering networking possibilities for social enterprises is not as praiseworthy. Websites had been identified during the course of the research that offer information or some type of networking opportunities, but they are not focused on just SEs. There is a lack of tools and websites providing such opportunities in the region, despite the fact that there is a demand for it. Moreover, the participants commented on them usually being not aesthetically pleasing and difficult to use or navigate. The participants were vocal in expressing that the current online SE scene needs a platform that would be both informative, promoting the various SEs and their missions, as well as interactive, providing an opportunity to network with said SEs. The research further demonstrated that in the absence of a unifying platform, the SEs adapted and utilised tools already available to them such as social media networks. An example of that that should be mentioned is the Viber group created in Bosnia and Herzegovina as a by-product of a project implemented by the Foundation of Local Democracy and Foundation Lara. The social entrepreneurs use the group to exchange information on a regular basis and the community continues to expand.

Country	Official platform for SE promotion and networking	Good examples of platforms
Albania	✖	**njoftimefalas.com** **merrjep.al**
Bosnia and Herzegovina	✖	**lonac.pro** (entrepreneurship – most up-to-date and popular) **hocu.ba** and **poduzetnickiportalsrpske.net** (up-to-date with new information) **socijalnopoduzetnistvo.com** (hasn't been updated in two years)
Bulgaria	✖	Have a **digital registry** for social enterprises created because of the Law for Enterprises in the Social and Solidarity Economy in May 2019 **ngobg.info** (informational site but doesn't target SE specifically and it's difficult to determine which one actually is a SE) **Darpazar.bg** (serves as a marketplace for SE's products, but does not provide information on SE in the service sector) **thesocialmarket.eu** (similar to darpazar.bg; less appealing design and gives no information on SEs offering services)

Country	Official platform for SE promotion and networking	Good examples of platforms
Greece	✕	**ngoenterprise.org** (contains toolkit for developing entrepreneurial skills for NGOs)
Kosovo	✕	**Kosovar Foundation for Social Entrepreneur – KFSE (only organisation profiled for social entrepreneurship)** **Kosovo Trustbuilding Platform** **Dua Partners Invest** **Social Enterprise Platform** **TERN** **B Lab**
Montenegro	✕	**seljak.me** **Our ID Card** (an association that operates as a work integration SE in the field of digital printing; established by **novasansaunovom.net**) **prcentar.me**
North Macedonia	✕	**Ecommerce** **ARNO** **mladipretpriemaci.mk** (Registry of SEs)
Serbia	✕	**SENS Network** (only national network that gathers SE, but not functional anymore due to hacker attack) **CoSEDs' SE database** (integrated into the CoSED website **ZANATERIA, Komuna Market, Small producers of Serbia** (selling and networking site for food producers and artisans)

Chapter 2

Attractive Elements of the Social Enterprises

The offered product, or rather the quality of the offered product was highlighted frequently by the participants. They explained that the quality of the product is important because it creates a loyal customer base. One might buy the product once to support the cause, but will return to buy it again only if the quality is satisfactory. It is interesting to note that the majority of the respondents across the researched states, expressed such a belief - the product and its quality are more preferred than the cause of the SE itself. In the end, what gives an SE an advantage is not a lower price, but rather a quality product.

Furthermore, the data has shown that the attractiveness of a SE depends on several factors. The general notion that appeared throughout the research in the eight countries is that a great emphasis is placed on the communal aspect of the SE as well as the ecological. The respondents particularly accentuated the inclusion and help for those who are part of marginalised or vulnerable groups such as those with physical or psychological difficulties, women in rural areas, or those with financial difficulties.

Less frequently mentioned element that is worth mentioning is the use of interactive tools. The participants expressed that what they find attractive about SE's is their use of modern and interactive digital tools that are user friendly and contains a pretty design. In addition, an interesting element that was only mentioned amongst the participants of North Macedonia is emotions. The expression of emotions can be through their mission and cause, social media interactions or marketing.

Moreover, when asked about information channels that they use for getting information about SE's in their countries, the majority of respondents stated that they use digital platforms such as web portals or social media networks such as Facebook and Instagram.

Quality of product and service > **Price of product and service**

Table of Attractive Elements of the Social Enterprises

	Help and inclusion of vulnerable or marginalised groups	Sustainable and eco-friendly	Cause and mission of SE	Quality product	Care for community and humanity	Youth employment and empowerment	Agriculture	Social impact	Other mentioned elements
Albania	✔	✔	✔				✔	✔	
Bosnia and Herzegovina	✔				✔				
Bulgaria			✔	✔	✔				
Greece		✔				✔			use of attractive and interactive digital tools
Kosovo	✔	✔	✔	✔		✔			
Montenegro	✔	✔							
North Macedonia	✔	✔	✔	✔	✔	✔	✔		emotions, solidarity
Serbia			✔					✔	financial sustainability, social innovations, profit

Chapter 3

Sectors that the Products and Services Belong to of the Social Enterprises

The collected data has shown significant insight into the most active sectors where the SE's operate in the respective countries. The most frequently given answers were education and agriculture. In six of the eight countries, education is one of the top three most active sectors for SE's, while agriculture appeared in half of the country's top three most active sectors.

Following agriculture and education, the production of goods and crafts have been selected as popular sectors for SE's. In addition to production of goods, some of the participants have also acknowledged production of food to be in an intersectoral relationship with the agricultural sector where the fresh produce is used in the food making process.

Moreover, an interesting fact to mention is that ecology and the field of environment was not as widely recognised among the respondents. Despite the fact that sustainability and ecological awareness were widely recognised as attractive elements amongst respondents in the previous question, the environmental sector was not found to be one of the more active sectors for SE's.

What is also noteworthy is that the respondents' did not identify the IT sector as one of the more popular sectors. Although the IT sectors has gained on importance and popularity world wide, the participants did not identify it to be widely popular in the SE field.

Most active sectors for SEs in all 8 countries

1. Education
2. Agriculture
3. Health
4. Culture
5. IT

Most active sectors for SEs across countries

Albania

1. Agriculture
2. Education
3. Culture
4. Health
5. IT

Bosnia and Herzegovina

1. Agriculture
2. Hospitality and tourism
3. Service sector
4. Craft production
5. Forestry and water protection

Bulgaria

1. Education
2. Production of goods
3. Hospitality
4. Environment
5. HR protection

Greece

1. Agriculture
2. Education
3. Health
4. Culture
5. IT

Kosovo

1. Education
2. Gastronomy
3. Production of goods
4. Environment
5. Fashion and art

Montenegro

1. Education
2. Culture
3. IT
4. Health

North Macedonia

1. Education
2. Health
3. IT
4. Culture
5. Agriculture

Serbia

1. Food production
2. Agriculture
3. Social services
4. Education
5. Print

Chapter 4

Hotspots of Social Enterprises

The question on hotspots of SE in the respective countries was posed as an open ended question to allow the participants more freedom in answering it depending on what they perceive as a hotspot. The open ended type of question allowed for the collection of deeper insight into the topic as the participants were not limited to a predetermined set of answers.

The data showed interesting results when it comes to the respondents' understanding of hotspots. The gathered data can be divided into four clusters – organisations, sectors, cities, and channels. There appears to be no unified perception on hotspots of SEs as the respondents chose to identify the hotspots as active organisations/SEs, flourishing sectors, cities and regions, or digital communication channels.

Organisation 25%

Sector 12%

City 37%

Channel 13%

No hotspot 13%

The majority of participants from Kosovo and Greece selected organisations to be the hotspot for SEs. The Kosovar organisations that were chosen were Krusha Agriculture Cooperative, TeshaVesha, and YMCA Kosova, while for Greece the selected hotspot was Association of Active Youths of Florina – OENEF. It can be said that the activeness of the organisations, in tandem with their work, have created a perception among the people that they are the centre.

The respondents from Albania that had enough information to provide an answer, chose a sector as a SE hotspot in their country - namely, the agricultural sector, followed by the IT sector. It can be assessed that due to the fruitfulness and success of the sectors, they have created an image of SE hotspots.

Moreover, the data showed that subjects from Bosnia and Herzegovina, Bulgaria labelled cities as hotspots. For Bosnia and Herzegovina, the hotspot was Banja Luka, followed by the capital Sarajevo and Doboj-Bijeljina region. Similarly, the majority of the respondents from North Macedonia identified Skopje as the SE centre. What is also should be mentioned when it comes to North Macedonia is the city of Strumica. It can serve as a good example of a SE hotspot that is well connected and flourishing with the support of the local infrastructure such as the municipality, the business sector as well as the church. The environment enables the SEs to develop and grow, and with their strong connection with the capital, it is easy to understand how it can be a suitable SE hotspot.

The participants from Bulgaria shared the same ideas like their counterparts in Bosnia and Herzegovina, and North Macedonia with the identification of large cities as main SE hotspots which allow the SEs a better access to customers and provides a better environment for different target groups. In the case of Serbia, the chosen hotspot belongs to the digital sphere social media networks. The reason for such an answer could be the fact that SEs are widely present on social media which they utilise for both presentation of the SE to the public, marketing, and communication with their target audiences.

In addition, the results from Montenegro showed there are no SE hotspots, but there is a potential for development in the field of education and sustainability. The fact that the participants were unable to identify a SE hotspot in their country might not be a sign of a lack of SE hotspots, but rather a sign of lack of awareness of such hotspots.
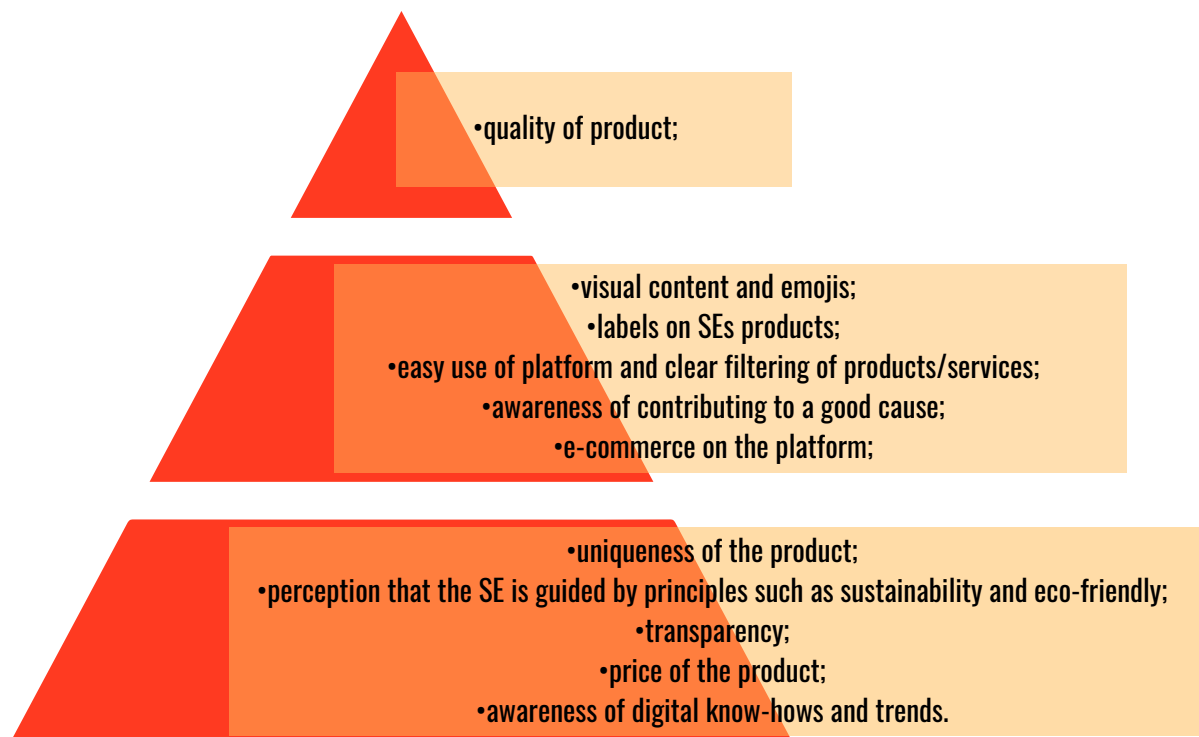
Chapter 5

Motivational Factors for the Customers of the Social Economy

The motivational factors that persuade the customers to purchase products and services from SEs are manifold. Nevertheless, there is a general agreement between the countries that one of the driving factors is the quality of the product or service. It is a factor that was frequently mentioned by the participants throughout the research, illustrating its high significance. Due to this reason, it can be classified as one of the most important motivational factors.

When discussing this factor, it is important to mention that there is a prejudice towards products and services offered by SEs due to the belief that because of its "social" aspect, it is of low quality. This type of prejudice and stereotyping is not only harmful for SE's image but it is also damaging to SE's development as well as survival. The issue of negative perceptions has been highlighted in the data provided by Bosnia and Herzegovina, and Serbia, drawing attention to the fact that this issue needs addressing.

Most repeated motivational factor:

QUALITY
of the product

•quality of product;

•visual content and emojis;
•labels on SEs products;
•easy use of platform and clear filtering of products/services;
•awareness of contributing to a good cause;
•e-commerce on the platform;

•uniqueness of the product;
•perception that the SE is guided by principles such as sustainability and eco-friendly;
•transparency;
•price of the product;
•awareness of digital know-hows and trends.

Albania

In addition to the quality of the product being a motivational factor for the customers, the social as well as economic impact of the SE was identified amongst the Albanian participants. It is important for the customers to be able to see and identify the impact the SE are making around them. However, the problem arises due to the fact that the SEs lack financial sources to promote themselves and place that information out to the wider public.

Bosnia and Herzegovina

Aside from a product of quality from the SEs, the participants from Bosnia and Herzegovina suggested that a motivational factor could also be a special label on the products. The label would indicate that the product is made by an SE and in that way increase its visibility. The goal would be to mark the products for easier detection by the customers which could lead to an increase in their sales and make them more competitive in the market.

Bulgaria

For the Bulgarian participants, a good quality product is not the only motivational factor. They also want to be supporting a positive cause, so their purchase motivation is inevitably linked to the mission and cause of the SE. In addition, transparency is a powerful motivational element for the customers. Being able to see where the money goes, as well as how it is invested in furthering the chosen cause, plays an important role in whether or not the SE will be supported. Moreover, having a visually attractive website that has a user-friendly interface with easily accessed information and products was identified as an additional motivational factor. The participants added that the site should not be burdened with too much information.

Greece

The awareness about the digital know-hows and of trends was recognised as motivational factors by the Greek respondents. The modern market demands that the product-makers adapt and acquire new tools that follow the needs of the new circumstances. In order to stay relevant and on the radar of customers, digitalisation and modernisation are inevitable parts of it. Additionally, empowerment and remuneration have been listed as additional motivational factors that invoke trust and desire for purchase.

Kosovo

Price of the products as well as their quality present a motivational factor for customers according to the Kosovar participants. There is a need for a balance of an acceptable price (for both the producer and customer) and good quality products. The users do not want to be overpaying for a product or service nor do they want to get a low quality product or service. Additional motivational factors that were identified by the participants from Kosovo are the uniqueness of the product and the opportunity to support a social cause. They are interested in the social impact of the SE and the way they can contribute to the mission on bettering the community.

Montenegro

A simple promoting and networking platform that provides easy filtering of products or services to the clients has been identified as a motivational factor by the Montenegrin participants. Similar to the Bosnian participants, they suggested to add labels on SEs with the types of responsibility they are adopting, such as "green solutions" for those enterprises that promote sustainability or "accessibility" for enterprises providing products or services to those that might have physical difficulties.

North Macedonia

The motivational factors chosen by the participants from North Macedonia focused mainly on the website or platform for SEs. Like the Bulgarian respondents, they emphasised the need for the webpage to be easy to use and provide clear access to the offered products or services. In addition, they suggested that e-commerce be made part of the website in order to make the whole purchase process even easier. What is highly interesting in the responses by the Macedonian participants is that they accentuated emotions and the use of emojis on the website. They explained that nowadays there is no need for extensive lines of texts to be placed on the platforms, but rather visual content such as photos, videos and emojis. The popularity of emojis amongst the participants, was further confirmed in the online questionnaire when participants instead of typing out the words "I don't know" for an answer simply put a shrugging emoji. Additionally, promotion of the platform and having an event to attract customers, like a sale on the last Friday of the month, have been mentioned as motivational factors as well.

Serbia

The Serbian participants, similar to their counterparts in Kosovo, have identified the awareness that they are contributing to solving an issue and helping to achieve the development of the community as one of the motivational actors for customers. Furthermore, an additional motivational factor was the perception that the SE is guided by the principles such as sustainable, ecological, and healthy. It was explained that their influence is strong and persuade the clients to purchase products and services.

Chapter 6

How Can the Networking Platform Support the Addressing of the Youth Unemployment and Empowering Young People?

The topic on ways in which the networking platform can help support youth empowerment and tackle youth unemployment has been assressed throughout the research through different methods of obtaining data. The collected information showed that there is a general agreement that the platform can benefit the young people in more ways than one, and do it both directly and indirectly.

The interesting points that appeared frequently across the countries is that the platform has the potential for offering youth a space where they can search for employment within the SE sector as well as find opportunities for further personal and professional development through trainings and seminars for soft skills creation. In addition, one of the repeated points in the research has been that the platform can facilitate communication between different relevant actors in the sector and customers. Having a centralised platform that allows for both informing the clients, and cooperation and communication between SEs, provides a fruitful ground for the further indirect bettering of youth's position and employment situation in the region.

When answering the question how can the networking platform support the addressing of the youth unemployment as well as the empowering of young people, the participants said that it can aid the process by:

Albania

- **Providing support, know-how** to youth-led SE, which in turn can make the labour market more attractive to them;
- **Providing alternative and vocational education** through SEs, making the process easier and more attractive for the youth – in this way youth and marginalised ones can reach their potential and start to be a concrete factor in the market labour;
- **Providing soft skills** through SEs, making youth more employable;

Bosnia and Herzegovina

- **Helping the SE network and promoting themselves**, which would lead to business development, increasing the need for employment;
- **Communicating to young people to start their own SE** or join one of the existing ones;
- **Providing a space for job vacancies**, calls for cooperation, and fundraising opportunities;

Bulgaria

- **Empowering and improving SE** which will in turn make them be able to afford to hire more young people;
- **Developing various partnerships** such as with universities, schools, social services, and employment offices;
- **Providing a platform for opportunities** for internships or job openings in SE;

Greece

- **Providing a change** in industrial technique;
- Potentially **having an influence in changing the education system** with more workshops implemented as non-educational activities;
- **Giving more assistance** to self-employed people;

Kosovo

- **Launching empowerment programs**;
- **Encouraging self-employment** and entrepreneurship;
- **Shifting youths' efforts** from seeking jobs to creating marketable opportunities for themselves;
- **Facilitating strategic partnerships** and alliances between young people;
- **Providing solutions** for youth in difficult situations or rural areas;

Montenegro

- **Creating interconnectedness** amongst SEs themselves, and between SEs and their clients;
- **Enabling job procurement** via platform, and promoting trainings and seminars dedicated to capacity building

North Macedonia

- **Bridging the gap** between SEs and youth and providing them with an opportunity for part-time jobs which would allow them to gain experience as well as create important connections with people;
- **Serving the SE's development** because they will learn more than ordinary enterprises;
- **Encouraging young people to work** and be part of SE, especially in activities that will contribute towards obtaining useful skills;

Serbia

- **Contributing to youth empowerment and employment** through concise information on career development opportunities for social entrepreneurs, and other actors in SE sector;

Chapter 7

Identified Favourite Social Enterprises Among the Young People

Albania

- Tradita ime artizanale, Elbasan
- Archives ARNO
- Mrizi I Zanave
- Romix
- RISE
- Efram Eko-Sociale ' ana e malit'
- Komiteti café
- Nena Dashuri Agroturizëm
- Qender after scool per femijet
- Design by Pana furniture
- Handloom by Joselyn Foundation
- Youth for Social Changes
- New Vision Organisation

- Restoranti Mirzi i zanave
- Ke Buono pastry shop
- Scout
- Regional youth camp Darzeze
- Barazi ne Vendimmarrje
- Jonathan Café
- Future for you
- Qender per progress rinor
- Albania tech
- Down Syndrome Albania
- Triangolo longe bar
- Fundjave Ndryshe

Bosnia and Herzegovina

- Agricultural Cooperative "ŽENA"
- Hatikva, Prijedor
- Patriot, Bijeljina
- Provita, Prozor-Rama
- Duga, Banja Luka
- Greens, Sarajevo
- Mozaik Foundation, Sarajevo and Banja Luka
- Gemex, Sarajevo
- Center Los Rosales, Mostar
- Ženska zadruga, Bijeljina
- Humanitas, Banja Luka
- Funky Guerilla, Gradiška
- Café in House of the Youth, Banja Luka
- Mašta marketing agency, Sarajevo

- Sigurna ruka, Bosanska Krupa
- Association "Uzdravlje", Mrkonjić Grad
- Agricultural Cooperative Tarevci, Tarevci
- Stitch22, Sarajevo
- Agroevolucija, Cazin
- Agrocultural cooperative "Eko-budućnost", Modriča
- Super žena, Zvornik
- Igraj, uči, rasti, Tešanj
- Centar Fenix, Sanski Most
- Špajz, Sarajevo
- Uspon, Sarajevo
- Dar, Sarajevo
- Ekodizajn, Mostar
- Youth Organisation "Natura", East Sarajevo

Bulgaria

- The Social Teahouse
- Radost Bakery
- Karin Dom: Family store
- Neshta s dusha
- Maria's world

- Hlebni kashti Network
- Ole male
- Karits
- Chudnata gradina Dobrich

Greece

- Association of Active Youths of Florina – OENEF
- The cleaningas
- Greenways SCE

- Fridays For Future – Thessaloniki
- Myrtillo

Kosovo

- "Krusha" Agricultural Cooperative
- The Ideas Partnership
- YMCA Kosova

- Teshavesha
- Bubble Pub llc

Montenegro

- Putevima crnogorskih ukusa (Follow the Ways of Montenegrin Tastes
- Guidi
- Happy Paws

- Cegerica
- Komunumo
- Seljak.me

North Macedonia

- Face to Face
- Good Earth
- ZUR Macedonia
- ARNO
- Association "Krushevo woman"
- Smart start
- Mama organa
- Kopce
- Threebanks

- One made
- Pokrov – Izbor
- Freshis
- Macedonian Honey
- Treto doba
- Zhabec
- Ljubeznost
- Moj Vozduh

Serbia

- Liceulice
- Radanska ruža
- EkoBag
- KidHub
- Nana agency
- Bio Idea
- Marija Handmade

- Women on the Way
- Bagel Bejgel
- GluteNO
- KvART
- Zvuci srca
- CDOP – RuralHub
- Re: Crafts

Conclusion

The research analysed the different aspects of youth perspectives on SE and tools used for promotion and communication with the goal to develop the capacities of CSOs in the field of social entrepreneurship and promote digitalisation in the SE sector, as well as create an educational map that aims to increase the knowledge of youth on SEs and become a tool for networking, communication and cooperation.

The main findings of the research showed that there is a lack of networking and promoting platforms in the region that would aid the SE's in their work and advertising. Examples of platforms were identified that had the potential for reaching such a higher status, but that capacity is not used. In the situation of such a gap, the SEs have adapted and used social media networks to advance their objectives. The participants further confirmed this information with a large majority of them saying that they use the Internet and social media platforms to find information on SEs and their activities.

Furthermore, where the majority of participants seemed to agree was on the quality of the product being one of the main attractive elements of SE that should be used for promotion. It is also noteworthy that the participants had a differing understanding of the concept of "SE hotpots" where the answers were divided on those who identified organisations, sectors, cities or channels as the hotspots of SE. This creates new space for further research to be done on SEs, particularly on why there is such a difference in understanding and perception of hotspots.

In addition, the significance of visual content has been frequently highlighted in the research process by the participants when it comes to the platform as well as promotion methods. Because of this, visual content of products, such as videos and photos should be generated by the SEs and used for promotion purposes. The customers want to see the product in question and seeing it can increase their likelihood of purchasing the product which in turn will bring the SEs more profits.

Recommendations

01   Cooperation

- Have state institutions use products and services from SEs,
- Have state offer spaces and facilities to SEs to realise their activities as this will reduce operational costs and provide an opportunity to be more competitive in the market,

02   Map/Platform Design and Content

- Ensure SEs benefit from the digital map in order to keep their interest,
- Promote the digital map continuously,
- Place products and services at the forefront when promoting the digital map or social enterprises,
- Add filters to the digital map such as filters for business sectors and geographical features like areas and countries,
- Promote the positive social impact of SEs on the platform,
- Create a subcategory on the platform whose purpose will be to educate youth on SEs, their function, and the opportunities they offer for cooperation,
- Build a donation option that will offer the opportunity to support SE's work – an additional way the donation option could be improved is to have the donations be distributed to all included SEs,
- Show success stories of SEs on the platform to motivate young people,
- Develop a platform that will enable the purchasing of SE's products,
- Have the platform be informative as well as a space for SE promotion,
- Have the platform be based on pillars of inclusivity, sustainability, and accessibility,
- Develop a platform for information on trends in social entrepreneurship,

Recommendations

03   Communication and Awareness

- Establish information sharing platforms which will facilitate exchange of information between SEs, youth, and other relevant parties, as well as customers,
- Develop a label for SEs that demonstrates the quality and values that the SEs hold,
- Raise more awareness about SE's cause in order to increase number of customers and supporters,
- Promote the concept of SE in academic and practitioner circles in the field of economics, marketing, and management,
- Promote networking and cooperation of SEs,

04   Next Steps and Research

- Ensure quality of product or services is satisfactory,
- Create a clear definition of SE and improving the relevant laws,
- Aim to get the attention of public authorities with the platform and digital tools,
- Develop model of e-promotion and e-marketing sensitised to the hybrid character of the SEs,
- Conduct an analysis of the SEs sector according to economic activities and marketing capacities with the aim of gaining deeper insight and potentially building a set of marketing services for SEs,
- Conduct a market analysis of e-commerce platforms with the aim of finding the most sustainable and suitable one,
- Research the conditions for the development of a SE in the form of a marketing agency with the goal of providing marketing services to other SE.