



## REDpreneur

A program for supporting the development of impactful ventures for providing health and social services in East and South East Europe and the South Caucasus

### Background

The need for the REDpreneur program is based on demographic trends, structural and developmental changes as well as shifts in financing models of the public, non-profit and private sector. Focusing on the target regions of East and South East Europe and the South Caucasus, major drivers of change in the health and social service sector can be observed, such as a growing ageing societies which put health and social services systems under increasing pressure to manage the rapidly increasing cost, growth of income and purchasing power in the past years in the target regions and changes in the development funding architecture, such as the private and finance sector as new actors and competitors.

In this time of new opportunities, non-profit organizations have a unique chance to establish themselves in the health and social services sector to provide services to the population paid by a mix of financing sources to be explored and to anchor one pillar of their organisations' mission in a sustainable market-driven business. The goal is to evolve new business models that enable them to be self-reliant and financially sustainable at least in one core activity, thus stronger in providing other types of humanitarian support needed in their country.

### Objective

Red Cross as well as other CSOs are starting to seek ways to learn business and entrepreneurial skills from the private sector. Thus, the REDpreneur program aims to initiate and support a paradigm shift within Red Cross and CSO partners in the target region towards understanding, considering and applying market-based approaches to tackle social issues in the areas of health and social services. REDpreneur will deliver, test and refine a program that empowers Red Cross and CSO partners to incubate social enterprise business models for health and social services that prioritize transformative social impact while striving for financial sustainability by generating revenues through a mix of funding.

### Program details

After activation of Red Cross societies and relevant CSOs/ Start-ups in the target region,

- a) motivated teams of two with high-potential business ideas in the target region will be selected to participate in the **venture track** and
- b) motivated individuals without a high-potential or no business idea will be chosen to participate in the **learner track**.

Through an online **Training Academy** (February & Mai 2021), participants of both tracks will develop fundamental skills and concepts in the field of impact enterprise. Joint focus on selected business cases through peer-to-peer learning will allow participants to immerse in an applied training environment. The Training Academy will fully be held online through a mix of webinars and individual coaching sessions. Participants require 3-5 hours per week to finish the course over 4-6 weeks. Cost for participation are EUR 500,- for ventures from non-target region and all learners. There are no cost for ventures from the target region.

A subsequent **Master Class** (June – October 2021) will, through two face2face workshops as well as online webinars and individual coaching sessions, allow participants to further develop in-depth knowledge and apply acquired skills through experimental learning as well as getting financial and business plans of selected business ideas ready for launching. Participation in the two in-person workshops (each approx. 3 days) as well as 4-5 or 2-3 hours per week are required by venture and learner track participants respectively. Cost for participants are EUR 1,500,- for all learners (covering participation in the three face2face workshops). There are no cost for ventures.

If the fees present a barrier to your participation, kindly get in touch so we can find a solution together!

Austrian RC through this program further aims to develop a business model that allows to offer these support services to the wider RC movement in the future.

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