



INVEST IN HUMANITY!

Support system change towards social entrepreneurship and financial sustainability of National Societies

REDpreneur is the first-of-its-kind global innovation and acceleration program of the Austrian Red Cross facilitating the development of capacities to initiate and grow social businesses in Red Cross core areas.

The Program empowers staff and volunteers from potentially 192 countries to ideate new business ideas and validate financially sustainable business models for their core activities and implement innovative solutions to solve old and new complex social problems. By offering a proven practical solution to drive change and develop enterprises in RCRC core areas within the Movement, REDpreneur supports NSD and the localization agenda.

Are you...

...a National Society supporting other National Societies to deliver relevant, accessible, and financially sustainable services?

This is why REDpreneur is for you!

KICK-START INCOME GENERATING ACTIVITIES

A proven solution to support staff and volunteers to kick-start and prototype income generating activities.

EXPLORE SOCIAL ENTREPRENEURSHIP

Explore social entrepreneurship approaches as vehicle to reach humanitarian goals.

FROM THE MOVEMENT TO THE MOVEMENT

Support an offer from and for the RCRC Movement, as an alternative for external consultancies.

MORE SUSTAINABLE INVESTMENT

Contribute to services that can earn income, thus reducing the overreliance on grants and reaching more vulnerable persons in the long-run.

 **Sponsor one or several RC changemakers to develop business skills and ideate or validate business ideas in our Online Training Academy.**

We are looking for sponsors to support 20 scholarships per year for the next two years (2023-2025).

 **Sponsor a RC team to grow validated social business ideas in our REDpreneur Master Class.**

We are looking for sponsors to support five teams per year for the next two years (2023-2025).



The REDpreneur program was a huge leap forward in how we think of and look at our National Society's sustainable financial model.

LAYAN, LEBANESE RED CROSS

REDpreneur components you can support

Support a
Changemaker

Online Training Academy

Get ready
for the
Master Class

What	How	When	Costs
Capacity development and incubation program in social entrepreneurship	Registration Mix of weekly online live sessions, coachings, town halls, inspiration sessions and more	Next Training Academy will start on 19 September 2023	Participant commitment fee: € 150
For everyone with or without a social business idea	3-5 hours/week over course of 8 weeks		Sponsorship ticket (p.p./seat): € 1.000
Learn to develop a business and financial plan, learn to pitch	# of seats: 40 # of scholarships: 20		The full cost per seat amount to € 2.300 of which 50% is covered by the Austrian Development Agency

Support one or several individual colleague(s) or buy a certain amount of sponsorship tickets for RC participants (e.g. five seats for RC teams with Blood Service related Social Business ideas).

We are flexible. Get in touch with us!

Support a
Team

Master Class for INTRA- PRENEURS

What	How	When	Costs
In-depth training to pilot and scale social business ideas within or in cooperation with the RCRC Movement	Application & selection (business and financial plan required)	Next Master Class will start after the end of the Training Academy (planned start in December 2023)	Team commitment fee: € 1.500
For teams of <u>two persons</u> with feasible, financially sound and scalable social business ideas in core RCRC areas such as Health, WASH, DRR, First Aid or Pre-Hospital Care	Mix of weekly online live sessions, coachings, town halls, inspiration sessions and more		PNS sponsorship ticket (per team): € 10.000
	4-5 hours a week over course of 3 months		The full cost per seat amount to € 23.000 of which 50% is covered by the Austrian Development Agency
	2 online Workshops 1 in-person Workshop		
	# of teams: 10 # of team scholarships: 5		

Nominate and support a team (application required) or buy a certain amount of sponsorship tickets for RC teams (both for a topic of your choice, e.g. Commercial First Aid, or for any topic selected by REDpreneur).

We are flexible. Get in touch with us!

Support a
Peer-coach

Master Class for PEER COACHES

What	How	When	Costs
Immersive learning experience alongside MC teams to become a facilitator of growth of social business models within a National Society.	Mix of weekly online live sessions, coaching's, town halls, inspiration sessions and more	Next Master Class will start after the end of the Training Academy (planned start in December 2023)	€ 4.000 per peer coach
For advisors of National Societies in the areas of business development, financial sustainability, resource mobilisation, as well as thematic advisors of an existing Intrapreneur-team.	4-5 hours a week over course of 3 months		The full cost for each peer-coach amount to € 8.000 of which 50% is covered by the Austrian Development Agency
	2 online Workshops, 1 in-person Workshop		
	# of peer-coaches: 4-6		

Do you want to support one or several peer-coaches? Get in touch with us!

Visit our next Information Session for interested participants / sponsors / decision makers:



<https://redpreneur.org/events/>

55

Participants in Pilot from 11 RC NS, 75% female

14

Business & Financial plans developed

11

Businesses piloting or regularly offering services

With funding from

