



# Become a REDpreneur and be part of the change!

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 staff member of a RCRC National Society?*

*... and do you have the ambition to deliver impactful, relevant, accessible, and financially sustainable services to your communities?*

## This is why REDpreneur is for you!

### KICK-START & GROW INCOME GENERATING ACTIVITIES

A proven solution to support you in kick-starting and growing income generating activities.

### BECOME A SOCIAL ENTREPRENEUR

Explore social entrepreneurship approaches as vehicle to reach humanitarian goals.

### DRIVE THE CHANGE

Shape those services or products that generate revenues and positive impact for vulnerable persons in your communities.

### FROM THE MOVEMENT TO THE MOVEMENT

REDpreneur can serve as an alternative for external consultancies.



**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

## OUR OFFER

### ONLINE TRAINING ACADEMY

Develop your entrepreneurial skills and ideate or validate income generating activities in our 8-weeks live and online social business incubation program.

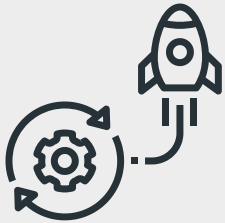
You'll learn how to transform an idea for an income generating activity into a business and financial plan for a social enterprise and simulate its financial potential.

- Open to all RCRC staff globally with and without a business idea
- 3-5 hours/week over 8 weeks
- Online live Sessions taking place Tuesdays
- Online live Townhalls taking place Thursdays
- Registration needed. 40 seats per cohort
- A commitment fee of €150 per person applies

Registration open until 7th of September 2023

REGISTER NOW

Next Online Training Academy starts on 19 September 2023



### MASTER CLASS

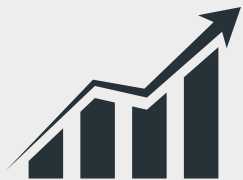
Take your existing income generating activities to the next level in our 3-month hybrid accelerator program.

You'll learn how to implement business fundamentals such as Theory of Change, Value Proposition and complex Revenue Models as well as the in and outs of core strategy topics such as Go-to-market Strategy, Team, Finance & Funding. This can bring your business and financial model to pilot and investment readiness!

- Open to teams of 2 RCRC staff globally with feasible, financially validated and scalable social business ideas in the areas of Health, WASH, DRR, First Aid or Pre-Hospital Care
- 4-5 hours/week over 3 months
- Online live sessions taking place Tuesdays. Online live Townhalls taking place Thursdays
- Two online workshops and one in-person workshop (workshop fee, accommodation and full-board covered)
- Application with business and financial plan needed, 10 teams per cohort
- A commitment fee of €1.500 per team applies

APPLY NOW

Next Master Class starts in December 2023



Next Information Session for interested participants / sponsors/ decision makers:



“REDpreneur is a great opportunity to gain new knowledge and exchange experiences with colleagues from other countries”

EKATERYNA , UKRAINIAN RED CROSS

55 Participants in Pilot from 11 RC NS, 75% female

14 Business & Financial plans developed

11 Businesses piloted or regularly offering services

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

  
ÖSTERREICHISCHES ROTES KREUZ  
Aus Liebe zum Menschen.

 NEW PARADIGM  
ventures

With funding from  
 Austrian  
Development  
Cooperation