



SOCIAL  
ENTERPRISE  
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# Training of social entrepreneurs in Russia



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## New challenges for Universities:

- How to develop new type of attitudes and individual approaches to each student
- How to create new type of lecturers: mentors, tutors, theorist and social entrepreneurs
- How to transform learning process into realistic social business environment
- How to perform fund-raising consultancy support for students' social projects

## Obstacles and limits:

- Vague identity: social enterprise is still not ultimately defined
- Conceptual misunderstanding: social entrepreneurship is taken for charity
- Methodological gap: no educational standards exist in teaching social entrepreneurship
- Institutional ambiguity: no public accreditation system has been developed for institutions involved in training social entrepreneurs



# Portrait of social entrepreneur in Russia



## GENDER

Female: 64%  
Male: 36%

## AGE

30-39: 32% | 40-49: 30%  
over 50: 21% | under 30: 17%

## LEVEL OF EDUCATION

University degree: 85%  
Vocational education: 5%

## PREVIOUS EXPERIENCE IN BUSINESS

Yes: 65%  
No: 30%

## PREVIOUS EXPERIENCE IN SOCIAL ACTIVITIES

Yes: 51%  
No: 46%



## PERSONAL MOTIVATION

Educating: 30%  
Help to vulnerable groups: 17%  
Bringing positive changes into social reality: 10%

## TARGET GROUPS

Children: 56% | Youths: 44% | Children with special needs: 36%  
Women: 36% | Incapacitated Persons: 30% | Large families: 28%

## FIELDS OF ACTIVITY

Education: 40% | Leisure, sports: 36% | Social work/welfare: 27%  
Culture & arts: 19% | Health: 18% | Farming: 17%

## MAIN SERVICES

Educational services: 47% | Leisure services: 37%  
Psychological counseling: 28% | Production of goods: 25%  
Social rehabilitation: 24% | Cultural events, concerts etc.: 19%

## EXPECTATION OF GOVERNMENT SUPPORT

Yes: 72%  
No: 17%  
Don't know: 11%



# To be private or to be public?

Russia is characterized by the shift in Social Entrepreneurship paradigm. More and more initiatives are realized nowadays with government support.



- Fund “Our Future” along with other private organizations plays major role in development and implementation of educational and training programs for social entrepreneurs within last 7 years



- Government support for Social Entrepreneurs appeared as a response to successful results of private-led initiatives in SE education

**Today Higher Educational Institutions have an essential role to play in teaching the next generation of social entrepreneurs.**

RSSU took a decision to cooperate with leading private educational organization Fund “Our Future”, which has achieved substantial results.



# Government Support of Social Entrepreneurship in Russia



Results for 2014-2015

**18**  
Social Sphere  
Innovation Hubs  
in Russian regions

**Over \$30 million**  
of budgetary subsidies  
for SE support

**Over \$20 million**  
of raised investments  
for SE projects

**Over 10 000**  
of SE graduates

**Over 1000**  
of trained tutors

**Over 450 projects**  
by Social  
Entrepreneurship  
graduates

RSSU signed an Exclusive Agreement with Ministry of economic development and trade of the Russian Federation to provide resource and competence support to Social Sphere Innovation Hubs in 15 regions of Russia.

**RSSU aims to cover at least 2/3 of Russian regions with its regional branches operating as Social Sphere Innovation Hubs.**



# Private organizations among the leaders of the industry

Fund's «Our Future» results for 2014-2015



80 webinars

4 online courses:  
Open your own  
kindergarten, etc.

17 certified  
trainers

3 full-time Social  
entrepreneurship  
schools finished

10K trained

Online social  
entrepreneurship  
school has started

Base of 80  
detached  
educational  
programs

Professional  
educational  
standard in  
development



# University role in Social Entrepreneurship development



## Conceptualization of social entrepreneurship development

- development of regional strategies for social entrepreneurs support
- determination of social standards, regional patterns and social projects matrices
- development of RSSU academic programs in the field of social entrepreneurship



## Creation of RSSU based resource and competence center

- Social Sphere Innovation Hubs (SSIH) aimed at the development and implementation of RSSU achievements in social entrepreneurship within the regions of Russia

## Promotion of student (youth) social entrepreneurship

- creation of RSSU based social entrepreneurship clusters, fund-raising for student social projects



## Implementation of academic programs in the field of social entrepreneurship

- facilitating inter-university cooperation and building inter-university network through creation of public accreditation system for educational institutions carrying out academic programs in the field of social entrepreneurship

**Global vision: RSSU is an international hub for Social Entrepreneurship**



# RSSU Contacts



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