

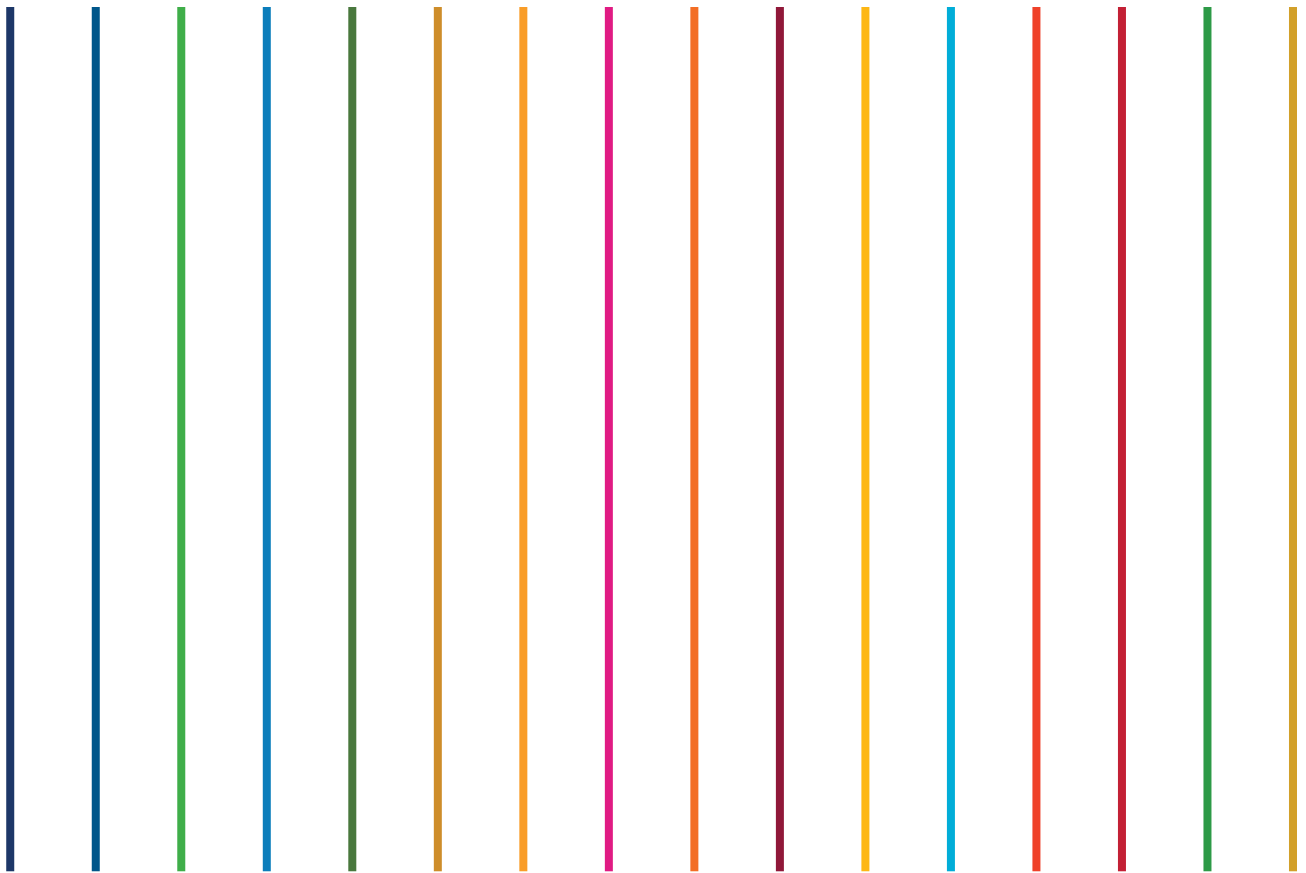


ევროკავშირი  
საქართველოსთვის  
The European Union for Georgia



# SUSTAINABLE DEVELOPMENT

from competition to cooperation



# Introduction

Hello and welcome to this online do-it-yourself toolbox, full of practical tips and materials around starting your social business.

In this edition, you will be able to get to know social impact ideas, social businesses and social connectors from different corners of the world and we hope that by sharing those, we will inspire different people, especially youngsters, to launch their social ventures.

In general, this toolbox is developed in order to help increase the capacities of the youth organizations from Armenia and Georgia to embrace socio-political and economic diversity. It is meant to help increase the knowledge, expertise, leadership and sustainability of individual entrepreneurs or organisations working in the social entrepreneurship field.

By the time you check and use all elements of this toolbox, you will be comfortable in:

- Understanding of the value and purpose of social enterprise models;
- Learning from real examples of social enterprises;
- Identifying possible fundraising models and revenue models;
- Understanding the need for a mind-set shift to enable the successful transition to income generation models;
- Learning the importance of community building
- Taking practical steps of using storytelling and branding for your organization or social enterprise
- Learning and implementing the basics of impact measurement.

Additionally the toolbox will provide you with inspiration to improve, adjust or change your organization or social business towards long-term sustainability.

**WELCOME AND HAVE FUN!**

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“Capitalism has served us enormously well. Yet while it has helped to reduce global poverty and expand access to health care and education, it has come at an enormous cost...The amount of resources we currently use is 1.5 times the world’s resource capacity. Is that sustainable? A billion people still go to bed hungry. Is that sustainable? The richest 85 people have the same wealth as the bottom 3.5 billion. Is that sustainable?”<sup>1</sup>

## **WHAT DOES SUSTAINABLE MEAN?**

Sustainable development is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The concept of needs goes beyond simply material needs and includes values, relationships, freedom to think, act, and participate, all amounting to sustainable living, morally, and spiritually. (Sustainable Development, M.M. Shah, in Encyclopedia of Ecology, 2008)<sup>2</sup>

*A sustainable organization is one that can continue to fulfil its mission over time and in so doing meets the needs of its key stakeholders – particularly its beneficiaries and supporters. In other words, the financial sustainability of an NGO depends on its ability to diversify income and access new funds<sup>3</sup>.*

## **PRACTICAL EXERCISE:**

If you came to Planet Earth to make a real difference, where should you start? What are the most important things to do? Let’s check out the [United Nations Sustainable Development Goals](#). And they are part of the 2030 Agenda for Sustainable Development.

- Choose at least one goal from the list, which is important for you. How can you contribute to meet the goal?

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1. <https://www.mckinsey.com/business-functions/sustainability/our-insights/business-society-and-the-future-of-capitalism>

2. <https://www.sciencedirect.com/topics/earth-and-planetary-sciences/sustainable-development>

3. <https://www.intrac.org/sustainable-ngo-resourcing-matters/>



## ACTION PLAN: HOW TO ACHIEVE SUCH A LEVEL OF SUSTAINABILITY?<sup>4</sup>

- 1. PLAN AHEAD WITH CLEAR VISION:** the first rule for sustainability is to have a clear vision, which is consistent with existing needs.

In general, any organization highly depends on its capacity to address real problems of a community. Additionally to that, the organization needs to collaborate with other actors and agencies working within the area for strengthening the impact.

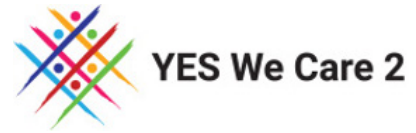
- **STEP 1: Make a background research and develop a long-term plan capable of tackling problems and offering concrete solutions** - this can be a first step to enhance your potential to get funded by relevant agencies working in your field of action.
- 2. IDENTIFY YOUR POTENTIAL DONORS:** to guarantee a future of an organization, it is crucial to develop a strategic plan with a list of all the donors at the beginning of the activities, but keep this information systematically updated in order to explore all the existing possibilities to apply for funding.
    - **STEP 2: Do an extensive research and draft a plan to define the ways in which you could finance your activities in the long term.** Include the strategies who potential

4. <https://www.fundsforngos.org/featured-articles/develop-sustainability-plan-ngos/>

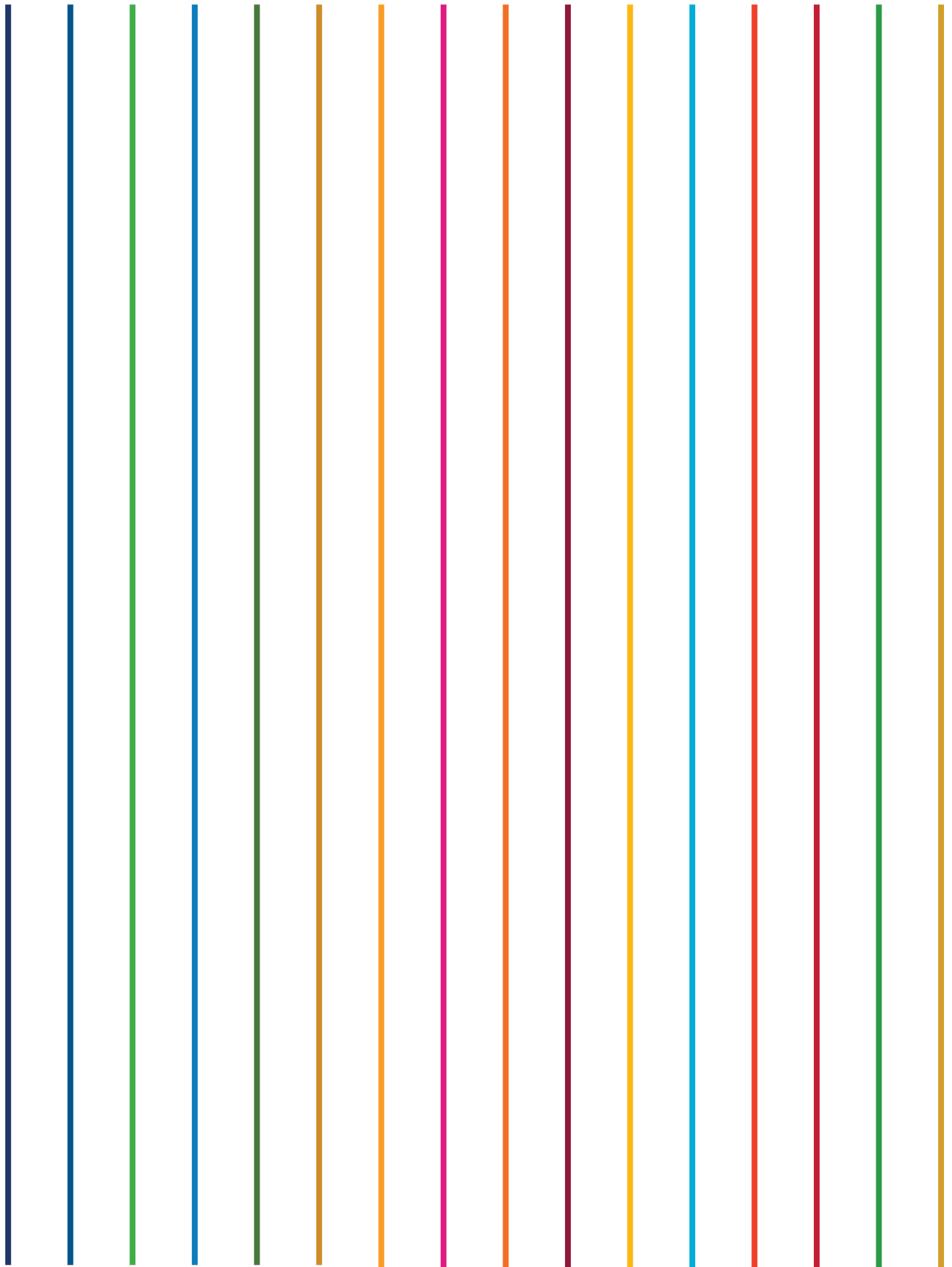
donors are, what their financial priorities and strategies are, and also how to successfully become their partners.

3. **DEVELOP STAFF CAPACITIES:** your organization should have strategies that are able to gather new staff members on occasional volunteers (expands the organization's options to count on the workforce of additional staff members when required).
  - **STEP 3: Develop a long-term plan on how to manage the staff in a way that maximises each individual's potential and supports their professional development by their own expectations.** It is also crucial to establish collaboration and good communication among members of staff in order to strengthen their sense of belonging and thus their commitment.
4. **MAKE A REALISTIC SUSTAINABILITY PLAN:** having ambitious plans is good in the long term but it is essential to establish a realistic agenda when it comes to proposing projects. Each partial project should be doable within its time frame and within the financial limits of organizational budget.
  - **STEP 4: Assess your capacity to elaborate on small projects that contribute, in their totality, to wider goals.** Take your long term goal and make a plan for smaller steps how you will achieve it.
5. **MEASURE YOUR IMPACT AND FOLLOW-UP:** while designing a new project think about what could happen after its implementation. Consider collaborating partners, new networks and follow-up activities.
  - **STEP 5:** Incorporate impact measurement methods (qualitative interviews, data analyses, content analyses, focus groups, questionnaires, etc.), into your sustainability plan.

# FOR THE DEVELOPMENT OF THIS TOOLBOX, WE THANK:



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