



BEYOND CSR WITHIN THE CONTEXT OF ITS GLOBAL GOALS ON SUSTAINABLE DEVELOPMENT INITIATIVES, LAUNCHES IN COLLABORATION WITH IMPACT HUB ATHENS, "THE 40+ PROJECT: THE GAMECHANGERS" FOR 40/50+ START UPPERS AND CAREER-CHANGERS. THE 40/50+ AIMS AT EFFECTIVELY ANSWERING TO THE CHALLENGE OF GROWING UNEMPLOYMENT AND SOCIAL, AGE AND GENDER STEREOTYPES.

The Challenge: Growing unemployment in the people of 40/50+ age group^{i, ii}, ageism, growing gender issues.

The response: Global Goals 1, 4, 5, 8, 10, 17; tackle unemployment, social, age, gender stereotypes and inequality, support and promote career change to 40+,(and 50+)age group.



THE 40+ PROJECT AT A GLANCE: THE 40+PROJECT IS AN ONLINE AND OFFLINEⁱⁱⁱBUSINESS EDUCATION TOOL, INCUBATOR AND ACCELERATOR FOR 40+/50+ POTENTIAL SOCIAL ENTREPRENEURS^{iv}, INTRAPRENEURS OR CAREER REDEFINITION IN THE 4 PILLARS OF SUSTAINABLE DEVELOPMENT^v



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DEVELOP

- 🧑🏫 A European platform/one stop shop and life-long educational tool in order to provide online and offline training, coaching and mentoring to “young” in the field social entrepreneurs or career changers
- 🧑🏫 An incubator and accelerator on Sustainable Development Pillars and Social Entrepreneurship
- 🧑🏫 Exchange know- how of Soc Ents, initiatives, projects, corporations, public sector
- 🧑🏫 Promote cross generation exchange of know- how, while also calling for refugees of the 40+/50+ group who wish to acquire new skills
- 🧑🏫 Map out services already available, as well as skills and needs for 40+ Start uppers or in career re-definition process , in order to identify gaps and best practice in service delivery on Social Entrepreneurship and Sustainable Development Goals 4 pillars
- 🧑🏫 Career-Changers the next intrapreneurs
- 🧑🏫 Design the content of the platform which will provide holistic services , such as online and offline training, boot camps, coaching and mentoring and educational tools and courses
- 🧑🏫 Identify market potential and connections to labor market, impact investors and big corporations CSR
- 🧑🏫 Piloting, prototype, review, refine concept and roll out
- 🧑🏫 Overall duration 18 months from launching event to end of piloting-prototype

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- 🏗️ Tap into the wealth of knowledge, experience and talents of 40+ to address the Sustainable Development Goals Agenda
- 🏗️ Provide a holistic bespoke support service that is currently non available for 40+ and on as GameChangers
- 🏗️ Maximize the use of ICT tools in order to generate Impact

WHY 40/50+ PROJECT

- 🏗️ The 40+ project is based on the shared values of the partners involved
- 🏗️ Answers a social need and creates value
- 🏗️ Provides expertise
- 🏗️ Provides hands-on support to grantees to support their growth with additional resources and skills
- 🏗️ We leverage our team's diverse backgrounds, skills, and technical expertise
- 🏗️ Wide-reaching network, to support the evolving challenges and opportunities of each project
- 🏗️ Developing social entrepreneurship is a smart response to the economic crisis
- 🏗️ Creates jobs and wealth
- 🏗️ Enhances social cohesion and community development
- 🏗️ Creates and develops SMEs
- 🏗️ Fosters innovative social transformation through life-long education, research, and collaboration.
- 🏗️ Allows entrepreneurs to evaluate and gather evidence to support their business and impact models



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Call of Interest for Social Entrepreneurs/Intrapreneurs





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BUSINESS ACADEMIES FOR INCUBATION AND ACCELERATION PROCESS WILL LAST 1 MONTH EACH. BOTH ACADEMIES WILL BE OFFERED 6 TIMES DURING PILOT PHASE (PRECEDED BY PITCHING EVENTS)

Call of interest will be ongoing in our social media accounts and mass media.

BUIDING NEW SKILLS

Process: offline, venue Impact Hub, Academy of Entrepreneurship

Financial Literacy Programs : -Impact Investment courses

BlockChain for Social Entrepreneurs

Fintech for Social Entrepreneurs

Marketing for Sustainable Development and Social Entrepreneurship



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Building new skills educational courses will be offered 2 times per year each and last 1 month during the pilot phase

SKILLS IN DEMAND

Hard skills




Soft skills

Entrepreneurial

Transferable

Partners in Mentoring/Coaching : Experts from KEMEL, Academy for Entrepreneurship, Successful 40+ Start uppers, Entrepreneurs, Intrapreneurs, Leading Business Coaching professionals

EXPERTS COMMITTEE (ON UPDATING PROCESS)

-  Ekkehard Ernst, Chief Macroeconomic Policy Unit *International Labor Organization (ILO)*, *Founding partner Geneva Economics*
-  Dr Betty Tsakarestou, Assistant Professor, *Head of Advertising and Public Relations Lab, Panteion University*
-  Eva Kaili , *MP European Parliament Socialists and Democrats*
-  Tassos Tzikas, *President the Hellenic Federation of ICT & Telecoms Industries*
-  Socratis Ploussas, *President Hellenic Start up Association*

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-  **Dr Ioannis Pappas, *Member of the Board of Directors- Global Sustainable Tourism Council***
-  **Alexandros Noussias, *Hellenic Entrepreneurship Award***

-  **Ioanna Samprakou, *Vice President Computer Engineers Association, BeyondCSR Advisory Council***
-  **Pavlina Proteou, *Founder and CEO BeyondCSR***
-  **Chryssi Janettou , *Senior Manager Central Saint Martins, Associate Director BeyondCSR UK***
-  **Dimitris Kokkinakis , *Co-founder Impact Hub***
-  **Paris Makrygiannis, *president ESADE Alumni, Greek Chapter***
-  **Maria Pafioli , *CV Experts***
-  **John Dionatos, *publisher Startupper.gr***

PROJECT LEADERS

-  **Strategic advisors : Yannick LeGuern, Laura Petrache LeGuern**
-  **40+ project Development and Sustainability: Alex Panayotou**
-  **Career Counselors: Maria Pafioli CV Experts**
-  **Science and Innovation : Lida Kouritas-Papadopoulos**

INSTITUTIONAL SUPPORT (ON UPDATING PROCESS)

-  **European Commission Representation to Greece**
-  **Israel Embassy to Greece (to be confirmed)**

ACADEMIC INSTITUTIONS (ON UPDATING PROCESS)

-  **ESADE Global Alumni**
-  **Panteion University**
-  **Central Saint Martins (to be confirmed)**



SOCIAL ENTREPRENEURSHIP ORGANIZATIONS

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 Ashoka (Greece)

SUSTAINABLE DEVELOPMENT ORGANIZATIONS

-  Organization Earth
-  AephoriaNet

COMMUNITY PARTNERS (REGIONAL , ON UPDATING PROCESS)

-  Hellenic Start up Association
-  Hellenic Entrepreneurship Award
-  Hellenic Federation of IT and Telecom Industries (SEPE)

MEDIA PARTNER GREECE (ON UPDATING PROCESS)

-  Startupper.gr

For more info on BeyondCSRNet check on our site www.beyondcsr.org

BEYONDCSRNET: WHO WE ARE

Advisory Council

-  President: Adelina von Fürstenberg

https://en.wikipedia.org/wiki/Adelina_von_F%C3%BCrstenberg

Members:


-  Mais Al Bayaa : Humanitarian and Political Affairs.
Humanitarian and Political issues editor collaborates with Guardian and Channel 4
-  Charles Irwin: Media and Policy Making. International Analyst at Agence France Presse at International Olympic Committee

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 **Tobias Judmaier : Conscious and Sustainable Consumption.
Founder of multi awarded Issmich**

 **Ioanna Samprakou: Digital Economy Expert.Vice Chair of the Hellenic Association
of ICT Engineers; Member of the Representatives Board of Technical Chamber of
Greece**


 **Dr Zefi Dimadama: Gender issues and Policy Innovation.Vice President of PES
Women (Party of European Socialists); Vice President Hellenic-US Alumni**

 **Dimitrios Antonitsis: Visual Arts and Community Development.Founder of the
international art platform “ Hydra School Projects”**


 **Laura Petrache Le Guern: Political Diligent Advisor**

 **Yannick Le Guern: Political Diligent Advisor**

Board


 **President in charge of overall functions and legal affairs: George Korontzis, former
Director of Codification of the United Nations**


 **Co-President in charge of Partnerships for the Goals: Afsaneh Bassir -Pour former
Director for Communications and Information for Western Europe, United Nations**

 **Founder & CEO : Pavlina Proteou, Cross Sectors Innovation and Sustainable
Development Expert**

 **Vice President : Jami Solli, Founder Global Alliance for Legal Aid**

 **Strategy and Innovation: Lida Kourita-Papadopoulos, Innovation, HealthCare
Strategy and Partnerships at Silicon Valley**

 **Associate Director UK (Applied Theatre & Systemic Growth): Chryssi Janetou,
Business Development Manager at the University of Arts London, at Central Saint
Martins**

 **Gender issues and Policy Innovation: Dr Zefi Dimadama, Vice President of PES
Women (Party of European Socialists); Vice President Hellenic-US Alumni**



 **Business Development & Public Affairs:** George Vlachos BoD of Hellenic Centre of Volunteers Managers

 **Legal Affairs :** Elena Dede , Expert Banking and Financial Law

ⁱ **40/50+age group:** Unemployment rate over 45+ age group in Greece is 18. 5% , 347.000, women 27.2%, men 18.9 (2015). In 2009, same age group 99.000 unemployed.

Europe: growing unemployment: Greece, Spain, Italy, Portugal, Cyprus, Croatia.

Europe : growing risk of poverty: Finland, France, Malta, Romania, Bulgaria, Estonia, Latvia, Lithuania. (Source: Eurostat)

ⁱⁱⁱ **Why Sustainable Development Pillars :** Sustainable development is the organizing principle for meeting human development goals while at the same time sustaining the ability of the natural systems to provide the natural resources and ecosystem services upon which the economy and society depends. The desirable end result is a state of society where living conditions and resource use continue to meet human needs without undermining the integrity and stability of other natral systems. **¶**The four pillars of sustainability are: cultural vibrancy, economic prosperity, environmental responsibility and social justice.

^{iv} **Why Social Entrepreneurship :** Social Entrepreneurship is the use of techniques by start up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural or environmental issues. This concept may be applied to a variety of organizations with different size, aims and beliefs.