



The 40+ Project: The GameChangers



www.beyondcsr.org

<https://athens.impacthub.net/>



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The Challenge

Growing unemployment in the people of 40/50+ age groupⁱ, ageism, growing gender issues.

The Response

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

THE 40+ PROJECT AT A GLANCE:

The 40+project is an online and offline ¹business education tool, incubator and accelerator for 40+/50+ potential Social Entrepreneurs¹, Intrapreneurs or CAREER REDEFINITION in the 4 pillars of sustainable development

Develop:

-A global 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 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

-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

Call of interest for Social Entrepreneurs/ Intrapreneurs : Pilot phase

Offline, Venue Impact
Hub, Academy of
Entrepreneurship

Call of Interest for Social
Entrepreneurs and
Intrapreneurs

Match making:
organizations (civic
societies), Soc Ents,
private and public sector

Potential Soc Ents
present/send a draft
plan of their idea July-
October 2017

Pitching event October 2017. Main program/Business
Academy phase1 : November 2017 -December 2017

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.

[1] 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 natural systems. The four pillars of sustainability are: Cultural vibrancy, economic prosperity, environmental responsibility and social justice.

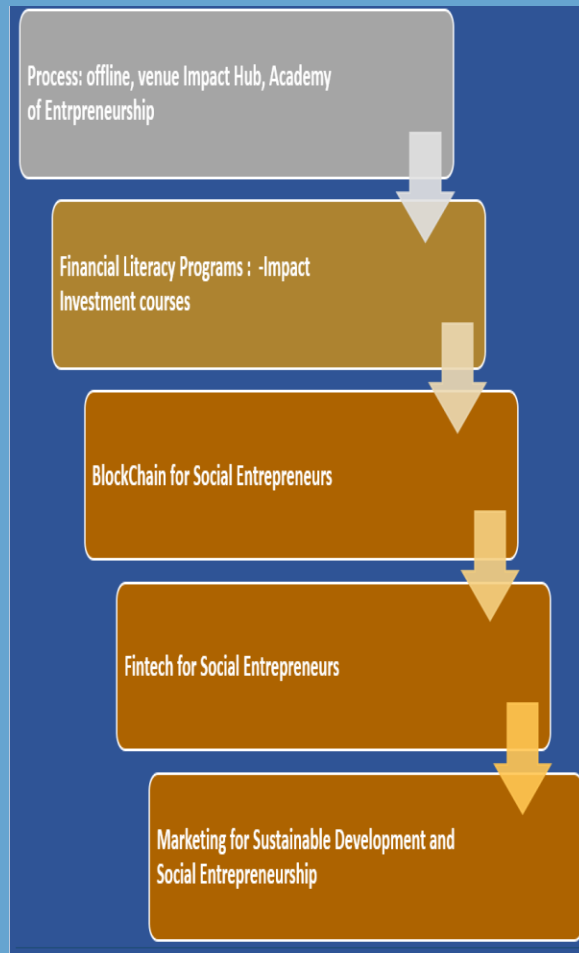
40/50+ age group: Unemployment rate over 45+ age group in Greece is 18.5%, 347.000, women 27.2%, men 18.9% (in 2015). In 2009, same age group 99.000 unemployed.

Europe→ Growing unemployment: Greece, Spain, Italy, Portugal, Cyprus, Croatia.

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

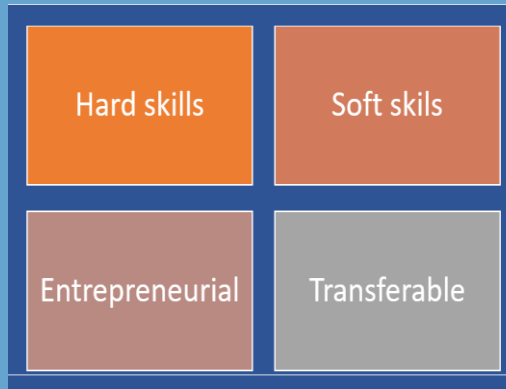
[2] Why Social Entrepreneurship: Social Entrepreneurship is the use of techniques by start-up companies and other entrepreneurs to develop, fund and implement solutions to social, cultural or environmental issues. This concept may be applied to a variety of organizations with different size, aims and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

Building new skills



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

Skills in demand



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

-Tassos Tzikas, President the Hellenic Federation of ICT & Telecoms Industries

-Socratis Ploussas, President Hellenic Start up Association

-Alexandros Noussias, Hellenic Entrepreneurship Award

-Ioanna Samprakou, Vice President Computer Engineers Association, BeyondCSR Advisory Council

-Dimitris Kokkinakis, Co-founder Impact Hub

-Paris Makrygiannis, president ESADE Alumni, Greek Chapter

-Maria Pafioli , CV Experts

-John Dionatos, publisher Startupper.gr

Betty Tsakarestou



Alexandros Nousias



Ekkehard Ernst



Project Leaders:

Ideation, Design Thinking, project Scaling:
Yannick LeGuern, Laura Petrache LeGuern

40+ project Development and Sustainability:
Alex Panayotou

Science and Innovation: **Lida Kouritas-Papadopoulos**

Project Ambassadors (on updating process):

Afsaneh Bassir-Pour former Director for Communications and Information for Western Europe, United Nations, Co-President BeyondCSR (Global)

Chryssi Janettou: Senior Business Development Manager, University of Arts London at Central Saint Martins, Associate Director UK, BeyondCSR, (Greece-UK)

Academic Institutions (on updating process):

ESADE Global Alumni

Panteion University

Central Saint Martins (to be confirmed)

Social Entrepreneurship Organizations:

Ashoka (Greece)

Sustainable Development Organizations:

Organization Earth

AephoriaNet

Entrepreneurship Associations (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



Irit Ben-Abba

Israel Ambassador to Greece

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



Alex Panayotou: Executive Mentor,
International Motivational and TEDX Speaker,
Athlete (Greece-Spain)

Socratis Ploussas: President Hellenic Startup
Association (Greece-SE Europe)

Institutional Support (on updating process):

European Commission Representation to
Greece

Israel Embassy to Greece (to be confirmed)

BEYOND CSR NET – 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

Tobbias 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