

live for
good



**“Entrepreneurship for Good”:
unleashing the potential of youth
to impact and change the world**

EFMD EiP Award 2021



Executive Summary



CEDEP, a global executive education club, and LIVE FOR GOOD, a not-for-profit organisation aimed at accompanying young social entrepreneurs from all backgrounds, started their partnership in 2017. Rooted in both organisations' humanistic background and values, their initial meeting earlier that year translated very quickly into a full fledged partnership.

Both organisations were determined to develop a joint, unique and impactful development programme aimed at social entrepreneurs of diverse social origin, geographical location or level of education. There was a growing demand and the need existed, but was not addressed appropriately by any of the existing offerings.

The programme aimed to provide the next generation of social entrepreneurs to have a unique safe space and development structure available to them to explore, develop, implement and succeed in the translation of their initial idea into a sustainable and successful social and business venture.

The programme was built over a 6 months period. The initial weeks of exploring, co-designing, inventing, daring and experimenting ideas with the various stakeholders and potential participants resulted in an integrated and comprehensive, as well as agile and adaptable set of development activities. Based on learner driven activities and needs, the programme is supported by a wide ecosystem of 70 coaches, 30 academic faculty, practitioners, industry representatives and other members of society ("Faculty"). This strong and dedicated ecosystem enables swift adjustment to emerging needs and focus on individual needs, as well as building on the collective intelligence the programme encourages.

Part of the success clearly resulted from a full alignment at all levels of both organisations, including engagement of their partners or corporate members. Each and every contributor in the programme is fully engaged in helping the participants realise their goals and potential over their 9 month journey. This is very visible at each of the multiple touch points with the participants.

The programme resulted in a very fast and positive **impact**:



156

Beneficiaries aged 18-29
And 156 impact projects



100+

Social Entreprises
created (with statutes)



77%

still in business after
3 years (12 points more
than national average)



1€ invested = 5,1 €

Economic Gain
Social Return on Investment



90%

Beneficiaries who stopped
their project found a job



Unlimited

Learnings from
building bridges
between communities

