

National Research

Entrepreneurial Education In Republic of Moldova



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1. INTRODUCTION

This Research was developed within the **Entrepreneurship Tool HUB, Capacity Building Project** in field of Youth, Eastern Partnership, Erasmus + Programme, with the financial support of EACEA. The document analysis the current context of entrepreneurship education development, among young people in the Republic of Moldova.

In order to analyze the reality of entrepreneurial education among young people, were analyzed policy framework at EU and National level and its impact on youth strategy; various normative acts; data of implemented programs in the Republic of Moldova; a series of data collected via an online questionnaire from different stakeholders and entrepreneurial practitioners, assessing the challenges and development level of entrepreneurship from the legislative, financial, human resources, facilities and impact perspectives.

As Research methods were used: analysis, monograph, synthesis, comparison etc.

This report reflects the current situation of entrepreneurial education and entrepreneurship in the Republic of Moldova. The field is analyzed from the perspective of the existence of special laws at EU level as well as the legislative framework for the functioning of entrepreneurship, entrepreneurship education in the Republic of Moldova. For a clearer picture of the level of development of entrepreneurial education, is made a perception analysis of involved actors both in formal education (Ministry of Education, Culture and Research) and non-formal (Organization for Development SME Sector (ODIMM), National Association of Young Managers of Moldova (ANTIM), National Youth Center of Moldova (ANTIM), NGO "Youth Generation", NGO "Eco Vision", NGO Center for Entrepreneurial Education and Business Assistance (CEDA), etc.) . The research emphasize Financial Literacy project " Give value to your money!" - a better financial IQ for those with creative and entrepreneurial thinking.

Social entrepreneurship in Moldova is in its early stages of development, constituting an area with enormous untapped potential. The report reflects the assessment of the situation of social entrepreneurship pointing successful stories which largely belong to young people. Finally, the document draws some conclusions and proposals, which aims to contribute to the creation of a favorable framework for the development and promotion of entrepreneurial culture especially among youth.

The analysis of this data does not represent the official representation of any other party, organization, government, or union. The responsibility of the interpretation and statements made in this research fall solely on the author.

2. PROBLEM IDENTIFICATION

Education and support of entrepreneurial culture has never been more important than it is now. Entrepreneurial education should not be confused with business-related economic studies, as the objectives of entrepreneurial education are to promote creativity, innovation and practical independent / collective business activities. Stimulating entrepreneurship among young people brings multiple benefits - both economic and social: reducing unemployment, promoting social inclusion, stimulating innovation, increasing self-confidence, moral satisfaction, etc.

In the Republic of Moldova, young people represent an important segment of the population, with significant contribution to the socio-economic development and prosperity of the country. Today, young people make up a quarter of the country's population, being a strategic component of sustainable development, through the supply of labor, family building and human continuity.

According to the data of the National Bureau of Statistics of the Republic of Moldova the breakdown by age, groups and sex on January 1, 2019, shows that young people aged 18-35 were 971.9 thousand people representing 27.7% of the stable population, out of which 44.3% live in urban areas and 55.7% live in rural areas. The participation rate of the population aged 15 and over, in 2019, was 42.3%. The same indicator for the age group 15-29 years was 33.7%, while in the age group 15-64 years - 49.4%.

In 2019, more than a quarter of young people was not employed or did not attend any school or form of education. This category of young people is known as NEET (Persons Not in Employment, Education or Training) being a high-risk group in terms of the increased probability of losing human capital (accumulated during school), with negative consequences and substantial costs for both individuals and society in general. Thus, in 2019, the share of NEET constituted 19.5% of the total number of young people aged 15-24, 27.4% - among young people aged 15-29 and , respectively, 30.8% among those aged 15-34. In all these age groups, the indicator shows higher values among women compared to men.

The national statistics on participation young people on the internal labor market attest the fact that 3 out of 10 young people are employed and about 2/3 are economically inactive, out of which more than a half are involved in education system and vocational training, and over 20% are engaged in domestic activities, including family responsibilities.

Out of the total number of young people active on the labor market, over 31% have informal jobs, and among young employees 10.4% work without individual employment contracts. Out of the total employment population, there is a significant decrease in the rate of employed young people, and youth unemployment, even with the declining trend in recent years, is maintained for 2019, at the highest proportions - 7, 2%, in the age category 15-29 years.

Insufficient opportunities to valorize the knowledge and skills of young people, either as employees or as entrepreneurs, have led to massive migration, mainly abroad. In 2015, most of the people who emigrated were 25-34 years old - 38.6%, 35-44 years old - 21.6% and 15-24 years old - 18.7%. The distribution based on the level of education, out of the total number of

able-bodied migrants attests that 24.5% have high school education, 26% - vocational secondary and 25.6% - secondary.

Although in the Republic of Moldova the range of support programs for entrepreneurs is quite varied, there is an insufficiency in the field of supporting young people for starting or developing a business. Involvement in the business sector remains relatively small, 2.4% of entrepreneurs are of up to 24 years and 20.3% are between 25-34 years old. The statistical data identified during the research process on entrepreneurship shows that young people in the Republic of Moldova are more likely to start a business (44.40%) compared to adults (24.99%).

Young entrepreneurs are more creative and innovative, more open to innovations and business models which can boost their entrepreneurial ventures both on national and international market. The main problem for young entrepreneurs remains access to cheap and easily accessible financial resources.

Thus, the involvement and support of young people in entrepreneurship activities would be a valuable solution for reducing the unemployment rate, but also for the development of the state economy. Social insertion enterprises can be a solution for these young people, by the fact that they can ensure the transition to the labor market with integrated support services and specialized assistance.



3. POLICY FRAMEWORK IN FIELD OF ENTREPRENEURIAL EDUCATION

3.1 Entrepreneurship Policy support at European Union level

The development and promotion of entrepreneurship have been strategic objectives of EU policies. One of the crucial measures is to strengthen an entrepreneurial culture and "entrepreneurship" among European citizens, especially young people. Education and training are fundamental vectors of this process. Everyone should have access to entrepreneurship education available to all types of education and at all levels.

The EU 2020 strategy emphasizes the need to integrate creativity, innovation and entrepreneurship into school curricula.

The Entrepreneurship 2020 Action Plan aims to unleash Europe's entrepreneurial potential, remove existing obstacles and revolutionize the culture of entrepreneurship in the EU. It aims to ease the creation of new businesses and to create a much more supportive environment for existing entrepreneurs to thrive and grow. Key elements of the action plan include education and training measures for the preparation of new generations of entrepreneurs, not only within the educational system. The point 2. 1 of the Action Plan underlines that Entrepreneurial experiences can be accumulated outside the educational system. Young people should be encouraged to develop their skills in this area through informal and non-formal education, such as volunteering, and should be validated and recognized in accordance with the proposed recommendation of the Commission in this field ”.

In 2008, The Small Business Act for Europe (SBA) initiative stimulated the development and intensification of entrepreneurial education, specifying that: "The education system and, above all, the curriculum, do not place sufficient emphasis on entrepreneurship and do not allow the acquisition of the skills entrepreneurs need. Children can explore entrepreneurship spirit in their first years of Education.”

Under principle I, the SBA identified the need to "encourage entrepreneurial interest and talent", and in particular invited member states:

- * stimulate innovation and entrepreneurship among young people by making entrepreneurship a key element of school curricula, especially in general secondary education, and ensure that these guidelines are duly taken into account in teaching materials;
- * strengthen cooperation with the business community to develop systematic entrepreneurship training strategies at all levels.



In the European Reference Framework, "spirit of initiative and entrepreneurship" is one of the eight core competences of lifelong learning that citizens need for their professional achievement, social inclusion, Active Citizenship and employability in a knowledge-based society.

Within this framework, the fundamental competence, "spirit of initiative and entrepreneurship", is defined as "the ability of a person to put his ideas into practice. This involves creativity, innovation and risk-taking, as well as the ability to plan and manage projects to achieve objectives. This competence is an asset for the individuals, not only in the everyday life of the family and social environment, but also in the world of work, because these people are well-aware of the context in which their work and have the ability to take advantage of the opportunities, and form the foundation for the skills and knowledge base specific to the need of those who lay the foundation of a social activity or a business, or contributing to any of such activity. This should include awareness of ethical values and promote good governance".

"Entrepreneurial skills should be encouraged through new and creative ways of teaching and learning starting from primary school, and in secondary and higher education emphasis should be placed on the possibility of starting a business as a future career. Real-life experience, through problem-based learning and business linkages, should be integrated into all disciplines and adapted to all levels of Education. All young people should have at least one practical entrepreneurial experience before the end of the compulsory education cycle."

3.2 Legislation and Policy Framework on supporting entrepreneurship education in the Republic Of Moldova

In the context of Moldova's European integration vision, the European framework of key competences for Lifelong Learning is also integrated into the country's strategies and policies. This framework defines eight key competences and describes the essential knowledge, skills and attitudes related to each of them.

Entrepreneurial education has become an important element of the initial and continuous training of specialists in various fields, due to the effective contribution that it has to the development of entrepreneurial initiative in society, providing various opportunities for Career Achievement and socio-professional integration of novice specialists. Entrepreneurship is an opportunity to build a successful career, because entrepreneurship is characteristic of people with new ideas, which set in motion the mechanisms of economic growth and contribute to solving the many socio-economic problems of the country. The perspective of Moldova's integration into the European Union, the globalization of the world economy, the competitive environment with clear and transparent rules imply the need to highlight and clarify some economic concepts and promote the values of contemporary entrepreneurship. The European Council (March 2006) underlined the need to create an overall positive entrepreneurial climate, framework conditions that facilitate and encourage entrepreneurship and recommended that European states promote entrepreneurship education among young people. The recommendation of the Parliament and of the European Council (18 December 2006) on core competences for Lifelong Learning identifies initiative and entrepreneurship as one of the eight core competences to be formed.

Thus, in recent years, the legal framework on entrepreneurial education has been harmonized . Among the main normative acts related to the regulation of the legal framework on entrepreneurial education we can mention:

Education Code of the Republic Of Moldova	♣ One of the key competences that education pursues is entrepreneurial skills and initiative.
Law on small and medium-sized enterprises	♣ entrepreneurship education is oriented towards the development of entrepreneurship, which is mandatory for inclusion in the study and training programs at all levels.
SME sector development strategy 2012-2020	♣prioritatea 3 Dezvoltarea capitalului uman prin promovarea competențelor și culturii antreprenoriale, conține unele măsuri care vizează și anumite aspecte ale educației antreprenoriale în rândul tinerilor.
Vocational/Technical Education Development Strategy 2013-2020	♣ promotion of entrepreneurship training courses in vocational/technical education institutions.
Education development strategy for 2014-2020 " Education 2020"	♣ Key skills: a sense of initiative and entrepreneurship – represents the ability to turn ideas into action. This sense involves creativity, innovation and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. The person is aware of the context of his own activity and is able to capitalize on the opportunities that have arisen. This is the foundation for the acquisition of more specialized skills and knowledge, which are needed by those who establish or contribute to a social or commercial activity.

4. POLICY DEVELOPMENT AND PROMOTION OF ENTREPRENEURIAL EDUCATION AND CULTURE WITHIN THE MECR

The educational system of the Republic of Moldova provides opportunities for the realization of entrepreneurial education through the optional subjects of pre-university education, but also through the introduction of the mandatory discipline "basics of entrepreneurship" in the framework plan for secondary vocational education.

The promotion of entrepreneurial attitudes and behaviors is now carried out within the mandatory discipline entrepreneurship basics. To this subject of study is allocated 120 hours in the framework plan of secondary vocational education. Teaching this subject is particularly effective in initial vocational training, as students are close to employment and self-employment can be an important option for their career development. The subjects of the study, and the resources of the process, covered the Basics of entrepreneurship, gives students tools for creativity, problem-solving, effective problem-situations, objective assessment of business ideas, effective communication, the establishment of partnership relations in business, management, and evaluation of all proposals by the conscious assumption of the risk related to the achievement of the latter. Students may feel much more confident in setting up their own business if they can test their ideas in a suitable educational environment.

Strengthening entrepreneurship education in schools, vocational education institutions and universities will have a positive impact on the dynamic nature of entrepreneurship in our economies. The Ministry of Education, Culture and research, pays greater attention to entrepreneurial training within the educational system and identifies new training modules, with reflection in the framework plan for primary, secondary and Secondary Education. In order to achieve the goal outlined-the development and promotion of entrepreneurial education and culture, the following actions were carried out:

- For primary, secondary and high school education, the list of recommended optional subjects for grades I-IV, V-IX, X-XII included the subject of **economic and entrepreneurial education**.

At the same time, the formation and promotion of the dimension of entrepreneurial education achieved through the prism of concepts in the economy, is ensured by the school discipline Civic Education. The Ministry of Education, Culture and Research in partnership with-Junior Achivment Moldova and the Center for creative development of Indigo Children and adolescents, developed the educational support for the mentioned discipline for the secondary school cycle.

- Also, in the list of optional subjects is included in the Education, **social and financial curriculum** that has been developed under the auspices of the Institute of Education



Sciences and conducted with the support of non-governmental organizations: the Center for creative development of children and adolescents, "Indigo", and the CCF Moldova – Child, Community, and Family.

- Annually, in partnership with JA Moldova and ASEM, the **Republican Economic Olympiad** is held. The event is attended by students of grades X-XII of high schools and colleges from the country, who study the program "**applied economy**".
- The **International Financial Literacy Week** is held annually in primary and general secondary education institutions
- In the institutions of technical vocational education in the Republic is studied the discipline "**basics of entrepreneurship**".
- In higher education (universities), entrepreneurial education is carried out with optional status for specialties in the field of Education Sciences and with mandatory status for specialties in the fields of Economics, Engineering, agronomy, etc. Optionally, within the social sciences are included in various courses in the field: the Foundations of entrepreneurship; starting a business; social Entrepreneurship; Methods for stimulating innovation; Conceptualization of ideas for new businesses; line Management of the business, Management, financial and risk management enterprise.

5. ENTREPRENEURIAL EDUCATION IN FORMAL INSTITUTIONS OF DIFFERENT LEVELS (based on the results of the survey among students, students, Masters, PhD students).

With the support of National Institute of Economic Research (INCE) was organized the institutional research on “improving the possibilities of involving young people in entrepreneurial activities in the Republic of Moldova ”.

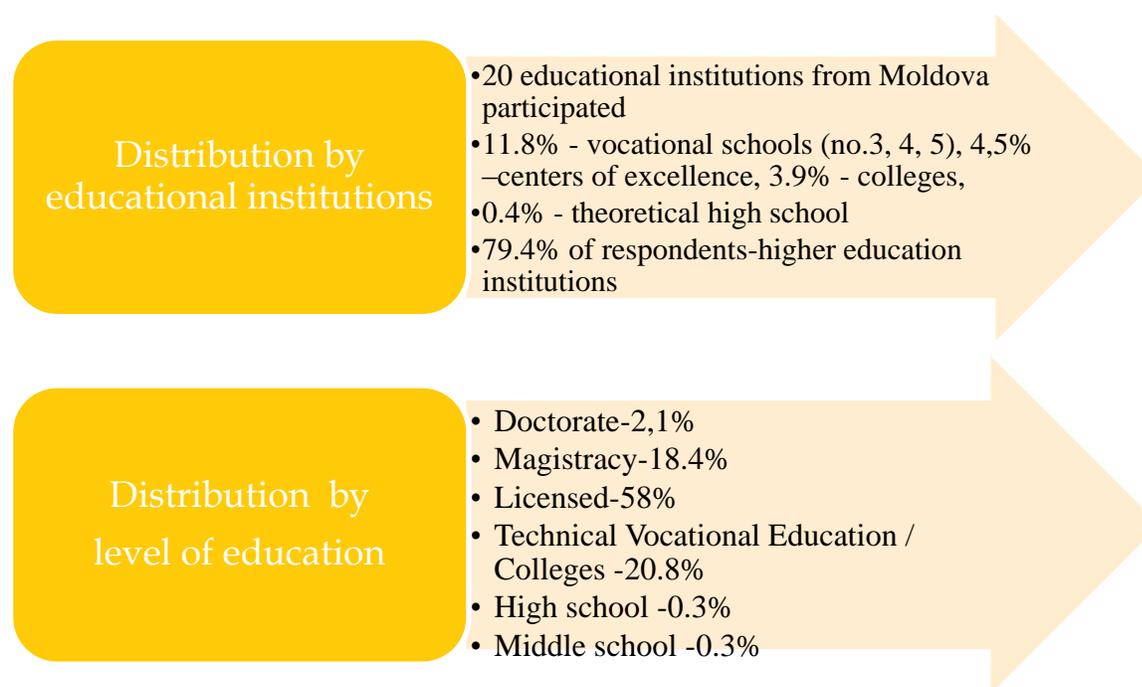
The research focused on the analysis of the experience of entrepreneurial education, as well as the formation of entrepreneurial skills and competences of young people in educational institutions (at different levels). In March-May 2019, on a sample of 289 young people, students, Masters and doctoral students of higher education institutions and students of technical vocational education institutions were questioned, who studied the discipline on the basics of entrepreneurship.

The structure of the questionnaire included subjects with reference to :

- * Respondents;
- * Study entrepreneurship: discipline structure, teaching methods, discipline evaluation, submission of proposals for improvement;
- * Entrepreneurship and entrepreneurial skills training: the influence of discipline on entrepreneurial skills;
- * Entrepreneurial skills as a chance for setting up your own business: support necessary to start the business, etc.

The average age of respondents was 22 years. Distribution of respondents by gender: 58.2% - female gender and 41.8% - male.

Distribution by level of education and educational institutions:



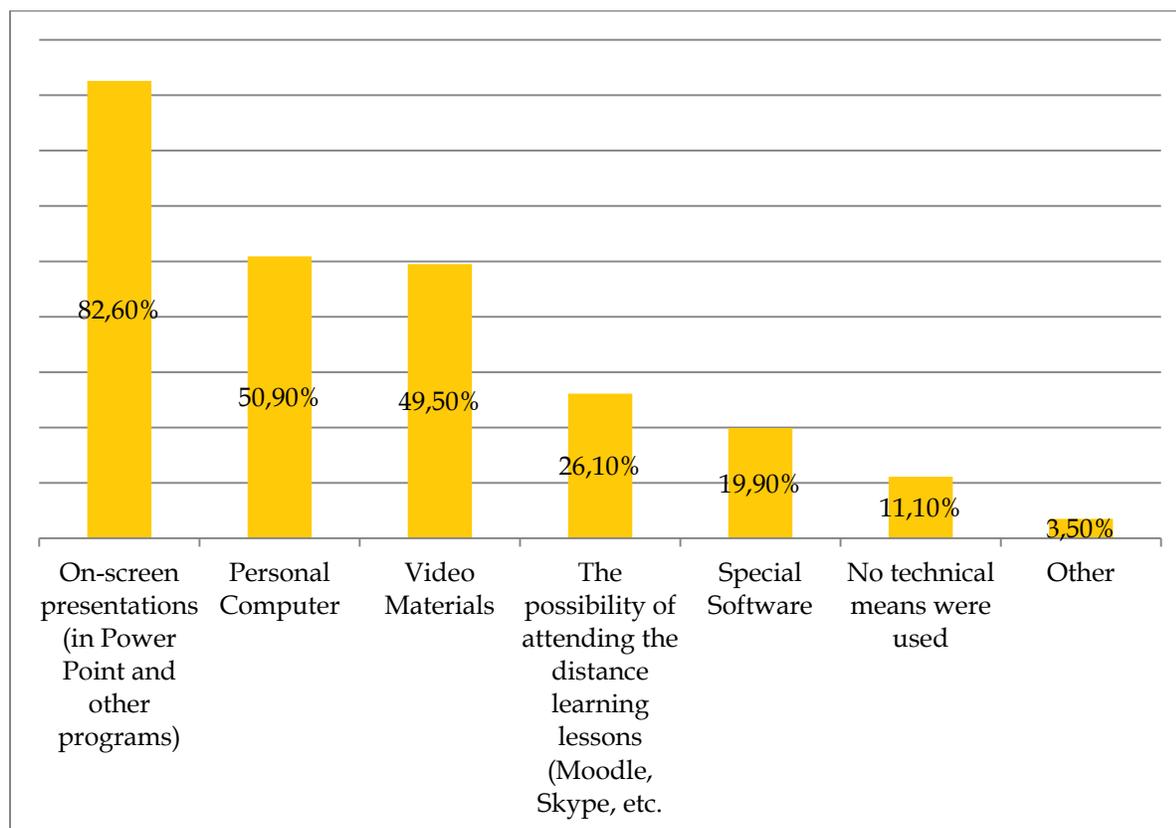
If we refer to the general information about the discipline regarding entrepreneurship, it should be mentioned that the respondents opted for “Basics of Entrepreneurship” (47.5% of respondents) and “Entrepreneurship and Leadership” (19.4% of respondents). Less interesting were the disciplines "Management", "Small Business Management", "Business Law", "Starting and Developing Business", etc. 90.4% of respondents opted for the compulsory teaching of the discipline in the educational curriculum and only 9.6% of respondents considered that the disciplines regarding entrepreneurship should be included in the optional program.

The technical means used in the class sessions are shown in chart no.1 From the information presented it appears that most of the sessions are presented on the screen, using the personal computer. Only 20% of respondents mentioned the use of special software.

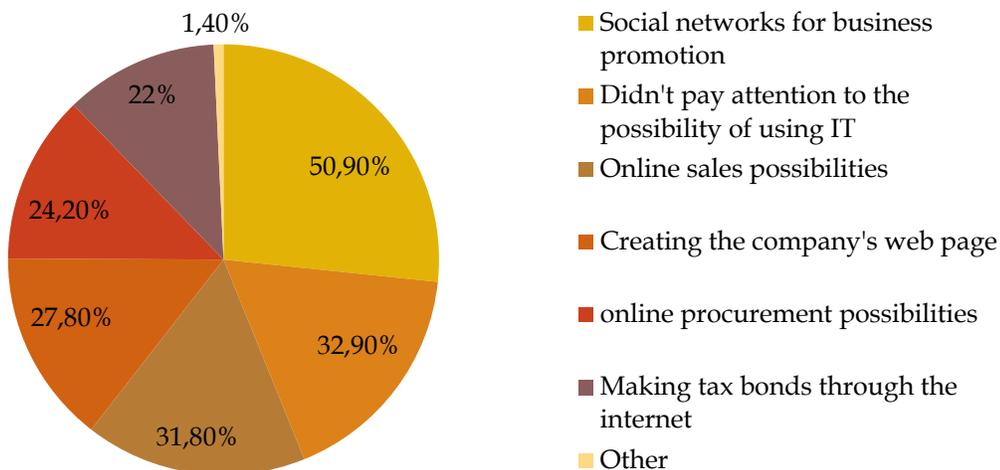


50% of respondents used in the study of social networks to promote the business, and only about 20% opted for the realization of tax obligations through the Internet, or the possibility of electronic purchases.

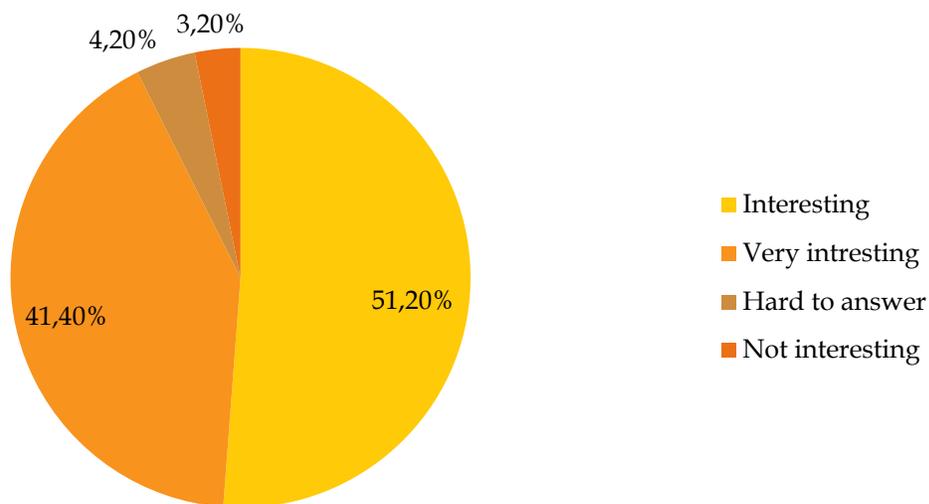
67.4% of the respondents consider it useful to study within the discipline on entrepreneurship the documents, used in the practical activity of the enterprise. The discipline of entrepreneurship was evaluated by only 92% of respondents with an interesting and very interesting rating.



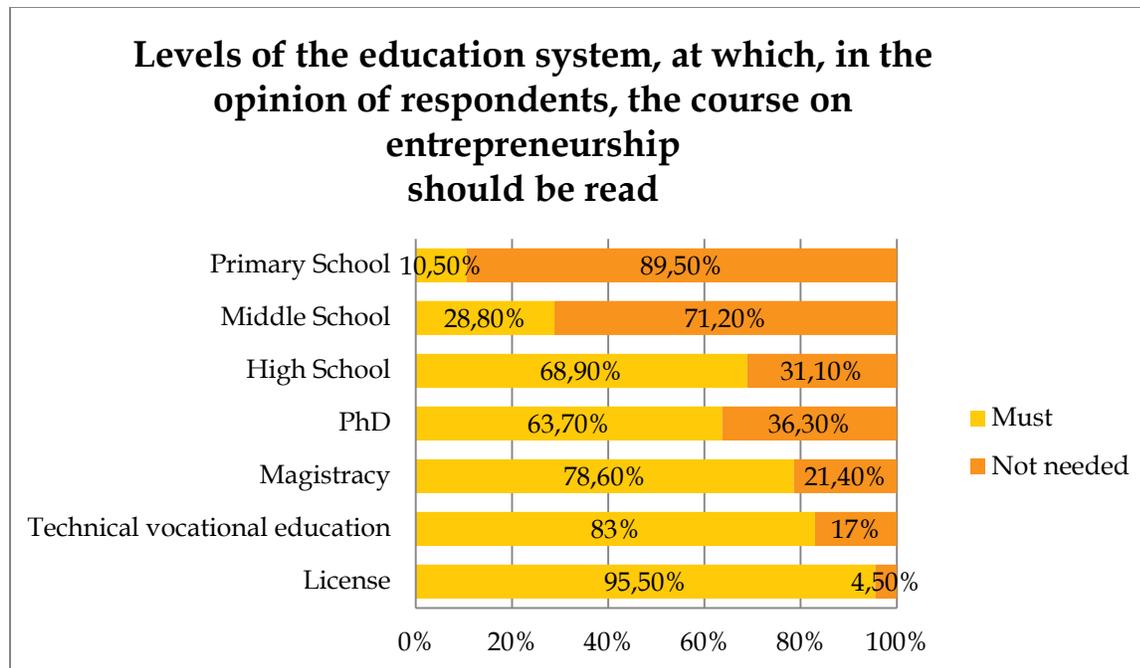
Use of modern and digital information technologies in business



Assessment of entrepreneurship discipline



Overall, the discipline on entrepreneurship-highly rated by respondents.



The results and conclusions of the research were based on the questioning of young students, Masters and PhD students of higher education institutions and students of technical vocational education institutions, who studied the discipline on the basics of entrepreneurship.

Following the evaluated research we can draw the following conclusions and main proposals:

1. With reference to the structure and content of the course:

- The vast majority of the topics covered in the course are, according to the respondents, interesting. The most useful topics relate to (a) the reflection, initiation and establishment of the enterprise and (b) the organisation of the day-to-day activities of the enterprise. At the same time, subjects related to entrepreneurial culture, investment, innovation and business cooperation are underestimated by students. They should be promoted more actively, as innovation, investment and business cooperation are now the main factors in the competitiveness of businesses. And without the growth of entrepreneurial culture, the development of successful businesses today is hardly possible.
- The results of the survey showed, that the discipline on entrepreneurship does not have a sufficiently practical orientation: about 1/3 of the respondents did not study the legislation and practical documents of enterprises. It is necessary that during the class sessions not only to analyze in detail the country's legislation and materials, used at the level of economic entities, but also in general it is important to draw the attention of students to the need for compliance with the laws in business and life (at present, the

subject of entrepreneurial culture has the lowest priority in the course structure). It is necessary to ensure simple and free online access to the current legislation of the Republic Of Moldova, which is currently missing: www.justice.md is no longer updated, and the search on the page www.legis.md it's too difficult and uncomfortable.

- Insufficient attention in the process of education is paid to problems, related to the use of modern computer technologies in business. This conclusion concerns, including those technologies, which are necessary daily in the current activities of any business: the creation of web pages, electronic sales, the use of social networks to promote a business. It is important that in the class sessions to emphasize the fact, that at present the use of modern computer technologies in business is not only useful, but also necessary, allowing to increase the number of customers or to find new partners.

2. With reference to the methods of teaching the discipline

- The Course requires the use of certain teaching methods. According to the results of the questionnaire relatively more frequently as interesting were mentioned methods that: (A) are based on a combination of theoretical and practical problems (elaboration of a business plan; analysis of the situation within a concrete business), as well as (b) motivate the activity of students, cooperation between students and teachers (interactive lesson, free discussion on a certain theme, teamwork). It is necessary to more actively use the above methods, especially, that the discipline on entrepreneurship allows to examine very concretely and practically the problems analyzed. For example, in technical vocational education institutions (IPT) the course ends with a practical document: the elaboration and presentation of your own business plan.
- The education of young people today involves the active use of technical means. According to the results of the survey, technical means and modern technologies were not used sufficiently in the education process: less than 50% of respondents used PC, only 20% - special programs (software); 11% - did not use any technical means. It is very important to use in the process of teaching the discipline on entrepreneurship technical means, which is related not only to the specifics of young people, but also to the specifics of the course. It is also necessary to spread more widely online courses and hybrid courses (combining face-to-face meetings + working through Skype, Zoom, etc.). At the same time, this requires the organisation of special training for teachers in order to introduce online and hybrid courses.

3. With reference to the study of the discipline within the various levels of the education system

- Were identified differences in the responses of respondents, who study the discipline on entrepreneurship at different levels of the education system. Quite important is to introduce the discipline on entrepreneurship in the framework of PhD studies.

This is an opportunity to teach young researchers to think about the commercialization of research results. At the same time, this is a way of implementing scientific results in business. In technical vocational education institutions it is rational to make discipline even more practical. To increase the level of teaching in these institutions it makes sense to develop cooperation between IPT and universities, ensuring a kind of mentoring between teachers from different levels of the education system.

4. With reference to the gender aspect existing in the process of entrepreneurial education

- Some gender differences were identified as a result of the survey, for example: respondents boys relatively more frequently than girls plan to develop a business with the employment of staff (44.3% compared to 32.3%). Respectively, boys relatively more frequently, than girls, consider that the discipline analyzed is useful for developing a business and ensuring the activity on their own (41.7% compared to 31.9%). Girls, who plan to set up a business more than boys feel the need for funding.

Given the general context (the share of women entrepreneurs in Moldovan SMEs is about 30%), it makes sense to emphasize the importance of women's involvement in entrepreneurship in the classroom sessions. In particular, it is necessary to explain the differences in female entrepreneurship, which are confirmed by objective statistical data and are reflected in the mentality of citizens; to emphasize in class sessions, that gender differences are manifested especially at the stage of reflection, initiation and establishment of a business; inform students about the existence of state programs, oriented to support SMEs, owned and managed by women.

6. NON-FORMAL ENTREPRENEURSHIP EDUCATION – ADDED VALUE TO THE EDUCATION SYSTEM

We're not learning for school, we're learning for life. Each of us needs entrepreneurship, initiative and commitment in what we do. When entrepreneurship was declared one of the eight key competences for lifelong learning, it was not meant to be a competence only for entrepreneurs, but for everyone. The development of entrepreneurship can not be limited only to curricular training activities organized in schools, lyceums, gymnasiums, universities. In entrepreneurship training courses, the spirit of initiative and creativity must be the basic objective. Treated as a process, entrepreneurial education is oriented to a diversity of approaches –trainings, summer schools, fairs, forums, competitions, conferences, hubs. A lot of NGOs, with the financial support of different donors, were involved in this process, using different interactive methods, learning through action. In the classes of entrepreneurial education, it is important not so much the number of formulas and notions appropriated, but rather the desire to work on their own, to risk and learn from their own mistakes and successes.

Through various programs, by various actors, young people's initiatives in business development are supported. At the same time, these programmes aim to reduce the migration flow of the able-bodied population to developed countries.

As for the statistical data, with reference to NGOs involved in non-formal educational process on entrepreneurial education, the number of participants in events, the theme addressed, the objectives and the impact - it is missing. At the moment we can not say exactly how many actors are involved in the process. But we are fully aware of the success stories, the partnership ties already established.

Social network, portal civic.md became the main source of information. The world has become more colorful, more open, more attractive. We learn from each other. We think creative and positive. And we want to meet in the same circle of winners.

As mentioned, a lot of NGOs were involved in this process. Pioneer of the implementation of the programmes of Economic Education in the formal education system of the Republic of Moldova, through the Ministry of Education, Culture and science, it belongs to the head of the public organization, the Junior Achievement Moldova, which is a non-profit organization, founded in 1995, member of the network, JA Worldwide www.ja.org and the Regional Centre in Brussels, the JA-YE Europe www.ja-ye.org.

The organization's mission is to motivate and prepare the younger generation to successfully assert themselves in the market economy. To this end, the organization implements among the young people of the Republic Of Moldova optional programs of economic and entrepreneurial education. In the economic education programs the teacher and the student learn by Action, Study less from textbooks and more by solving everyday problems. The goal of Junior Achievement is to train and inspire young people to appreciate free entrepreneurship, understand the economy and business, and be ready for employment. The benefits of entrepreneurial education are not limited to stimulating new innovative businesses and job creation. Entrepreneurship and entrepreneurship presuppose a set of skills needed by all, helping people to become more creative and confident in any activity they undertake in a social and everyday context.



As examples of good practice:

NGO	<i>National Association of Young Managers (ANTIM)</i>
Summer School	
<p>The National Association of Young Managers (ANTiM) in collaboration with the Development Universe with the financial support of the Ministry of Education, Culture and Research of the Republic of Moldova (MECC) organizes every summer in Chisinau the summer school Social Entrepreneurship - a solution for community development.</p> <p>This project is intended for young people in rural areas who want to bring a change, an improvement of current conditions in their localities. The summer school offers young people with the opportunity to develop their business ideas to create teams according to professional skills, which are supported by a mentor and during the next 3 months after summer school, the teams are monitored how the proposed idea is realized by the team.</p>	
Debate Club	
<p>The National Association of Young Managers (ANTiM) in collaboration with the ASEM Continuing Education School announces the launch of the Debate Club - Future business starts now, here with us....</p> <p>Debate Club - Future business starts now, here with us.... is launched to inform and inspire with ideas as many students and young people with initiative, about the possibilities that are accessible in order to launch their own business. The purpose of the organized meetings is to discuss the experience of young entrepreneurs, who have benefited from support and what they have learned from the accumulated practice.</p> <p>Invited to these debates will be young entrepreneurs from various business fields and who have experience in attracting resources for business development (grants, loans, preferential loans, grants, partnerships, etc.).</p> <p>The general objective is to inform and motivate young people who study at various institutions about the existing opportunities to develop their own business. The moderator of the debates will be Dorin Prisacaru, a young entrepreneur, who managed to gain the experience and practice necessary to be shared with other young people with initiative.</p>	

The club meetings take place every two weeks, starting in February 2019

Forum



The National Association of Young Managers (ANTiM) in collaboration with AO Youth Generation with the financial support of EACEA within the Erasmus + program of the European Union, UNDP and the Ministry of Education, Culture and Research organized the International Forum "Youth Entrepreneurship in a Modern Society" 21- November 22, 2017.

"Youth Entrepreneurship in a Modern Society" - aims to provide a platform for over 200 young entrepreneurs from Moldova, Romania, Ukraine, Italy, Georgia and Armenia to meet, share success stories, address the challenges of entrepreneurship and develop.

Entrepreneurship is an indispensable element in a prosperous and modern society, paving the way for new visions, opportunities and economic growth. Entrepreneurial performance can be guaranteed by a competitive response to challenges, ever-increasing innovations, increased competition and ever-changing economic opportunities and trends.

The forum guaranteed a dynamic entrepreneurial environment through:

- 12 training sessions and informative seminars, parallel panels and inspirational speeches.
- Presentation of the DCFTA (EU-Moldova trade relations) and the chance for interaction for young entrepreneurs from the countries that have signed this agreement.
- Informing participants about European programs and funds that support entrepreneurship among young people in its various forms.
- Inspirational speeches and sharing the good experience of established entrepreneurs.
- Possibility to network and develop cooperation relations at national, regional and cross-border level.
- The business exhibition which aims to promote and share national and international products and services, provide a meeting space with potential customers, establish cooperation and expand business beyond national borders

The event was attended by representatives of the authorities, innovation experts and practitioners (SMEs, business incubators and organizations that support and promote entrepreneurial activities) to generate discussions and find solutions that will contribute to improving the business environment and the development of social entrepreneurship. , including among young people, in order to influence social, economic and ecological development.

In a modern society, modern young people are entrepreneurs.

<p>Business ideas contest</p>	
<p>The Faculty of Business and Business Administration (BAA), Management Department of the Academy of Economic Studies of Moldova, in collaboration with the NATIONAL ASSOCIATION OF YOUNG MANAGERS (ANTiM) organizes between October and November 2019 the 11th edition of the inter-university student competition “Today STUDENT, ENTREPRENEUR tomorrow ”.</p> <p>The event aims to develop entrepreneurial skills, the ability to work in a team and creativity. At the base of the competition is the teams will be proposed a situation - problem or an innovative technology, which, for an hour, develops and transforms it into a business idea. Following are short oral presentations of business ideas (Power Point, approx. 3 min - elevator pitches). The mini-entrepreneurial game "THE IRON ENTREPRENEUR". The student economic competition "TODAY STUDENT, TOMORROW ENTREPRENEUR" is very popular among students, in the period 2011 - 2018 were organized 10 editions attended by over 900 students (about 90 teams).</p>	
<p>Share Company</p>	<p><i>Orange Moldova</i></p>
	<p><i>Program Startup School</i></p>
<p>Startup School Program, powered by Orange - the first entrepreneurial education program in the Republic Of Moldova-launched this January, on the initiative of Orange Moldova and implemented in partnership with Dreamups Innovation Campus and aimed to develop the entrepreneurial capacities and skills of students with entrepreneurial potential, thus contributing in the long term to the development of the business ecosystem in the Republic Of Moldova. This project was dedicated exclusively to the students of the Xth-XII classes, who are studying at one of the high schools or centers of excellence in Chisinau.</p> <p><i>Julien Ducarroz, Managing Director of Orange Moldova: "creativity, agility, entrepreneurship, these expectations have an employer from a potential employee. Orange, being a trendsetter in technology and a loyal follower of innovations, aims to contribute to the development of these skills among young people in Moldova. The Startup School powered by Orange program comes to reconfirm our goals of having ambitious and successful young people. Orange, through the supported projects, will continue to make the largest investments in education young</i></p>	



generations."

In the program applied 220 students from 6 centers of excellence, 44 high schools (41 high schools in the municipality and three high schools in the country: Costesti, Tiraspol and Orhei). Applicants were evaluated and chosen to participate in the program, based on two selection stages: filling out an online application form and conducting an interview with a team of experts, Orange representations and the Dreamups Project Organizing Team. The evaluation criteria were: creativity and ability to solve problems, team spirit, enthusiasm, responsibility, result-oriented, perseverance, leadership, communication, but also interest in learning entrepreneurship.

As a result of this exercise, 70 students were selected from 4 centers of excellence and from 23 high schools in the municipality, who, during 13 weeks had trainings and initiation sessions in the world of entrepreneurship. During the 17 thematic sessions, participants were familiarized with the course of launching a business: starting with identifying the problem with business potential, turning it into a business idea, testing, team formation, including sales strategy, legal and financial aspects of the business.

NGO	<i>Center for entrepreneurial education and Business Assistance-CEDA</i>
	Forumul Tinerilor Antreprenori
<p>On December 20, 2019, The Forum of young entrepreneurs was held, which brought together over 100 young entrepreneurs from all over the country.</p> <p>The event showcased the success stories of young people being supported in the framework of the project "education for entrepreneurship and employment," del: local economic development project implemented by the Centre for Entrepreneurial Education and Business Support (CEDA) for the period 2008-2019, with the financial support of the International Foundation "Liechtenstein Development Service".</p> <p>Young entrepreneurs exchanged best practices and discussed policies aimed at improving the business environment and increasing the competitiveness of small businesses.</p>	
"Entrepreneurship and employment training activity in Moldova Phase IV "(MEEETA IV),	



<p>funded by the Foundation" Development Services of Liechtenstein " (LED). Project duration March 2017-February 2020.</p>		
<p>Result 1. Strengthening national capacity to provide entrepreneurship education in ethnic vocational education institutions:</p>	<p>Activity 1. Training for trainers</p>	<p>Were implemented 6 theoretical trainings of trainers in entrepreneurial education for 21 participants. 10 practical trainings on Entrepreneurship Education, conducted by newly trained trainers for 122 teachers from 73 TPE institutions (39 vocational schools, 27 colleges and 7 centres of excellence).</p>
	<p>Activity 2. Development of materials aimed at developing entrepreneurial skills</p>	<p>Were developed 6 sets of teaching materials and training offers for TPE teachers from other disciplines.</p>
	<p>Activity 3. Training Program for SP teachers from other disciplines</p>	<p>1 training session for TPE teachers from other disciplines was conducted for 17 teachers from 4 vocational schools, 2 colleges and 6 centres of excellence.</p>
	<p>Activity 4. Revision of the curriculum and teaching materials for the discipline basics of entrepreneurship</p>	<p>Revised curriculum at entrepreneurship bases for TPE institutions with a total component of 300 hours approved. 74 deputy directors from 70 institutions were trained in the administration of the revised curriculum at the foundations of entrepreneurship. 105 BA teachers from 80 institutions were trained in the implementation of the revised curriculum at the foundations of entrepreneurship.</p>
<p>"Reconceptualization of professional guidance and Career Counseling Phase II" (REVOCC II), to ensure the competitiveness of the labor market in Moldova, funded by the "Austrian Agency for development" (ADA). From 1 December 2017 to 30 November 2021.</p>		
<p>NGO <i>INVENTO</i></p>		



<p>Project</p>	<p>Supporting the economic participation of excluded young people from the Republic Of Moldova-STEP UP</p>
	<p>According to Data, 3 out of 10 young people in Moldova are either unemployed or not enrolled in any form of Education.</p> <p>STEP UP aims to develop the economic skills as well as the entrepreneurial spirit of socially and economically marginalized young people. During 2019, INVENTO - in partnership with organizations from 3 regions: Balti (public Association "heirs"), Anenii noi (Youth Association "chance") and Cahul (public Association "perspective"), funded by the U.S. Embassy, conducted a series of activities in the field of Education and culture.:</p> <ul style="list-style-type: none"> * Labor market employment laboratory * Entrepreneurship laboratory <p>Thus, offline, it was achieved that out of 96 young rural women, half returned to education, or integrated into the labor market</p>
<p><i>Entrepreneurship education workshop</i></p>	<p><i>STEP UP – Youth Economic Empowerment”.</i></p>
	<p>Social entrepreneurship is the activity through which the solution of social problems has a clear form and organization, but generates income.</p> <p>Thus, April 2019, INVENTO in partnership with American House Chisinau, held the workshop "STEP UP-Youth Economic Empowerment".</p> <p>STEP UP is a non-formal education workshop, where you can "taste" what the adventure of social entrepreneurship means for young people, understanding where you can start, how you develop from the idea – in reality an entrepreneurship project and what opportunities exist today for young people.</p> <p>During the event, participants learned what social entrepreneurship is, what is the difference between social entrepreneurship and classical entrepreneurship and why successful entrepreneurs are focused more on impact than on income. To the same extent, the</p>

	<p>participants got acquainted with working methods in the development of the entrepreneurship plan, opportunities for young entrepreneurs from Moldova, and managed to have a direct interaction with young beneficiaries of INVENTO programs of entrepreneurial development – Diamond Challenge Moldova, Erasmus+ projects, where the finalist team Diamond Challenge Moldova (#Gen2Gen), recently returned from the USA and the team of the delegation of the Republic Of Moldova in the One Step Ahead project (Erasmus+), who shared their experiences, as well as the social entrepreneurship models they are developing.</p>
<p><i>International competition</i></p>	<p><i>Diamond Challenge</i></p>
	<p>Diamond Challenge, which is already at the seventh edition in Moldova, is an international entrepreneurship competition, aimed at high school students from 9-12 grades (high schools, colleges, vocational schools), who have a business idea and want to implement it. This project aims to bring together several teams from all over the country, 2-4 members, guided by an adult leader (teacher, local entrepreneur, etc.), who will have the opportunity to get to know an innovative approach to the business field, consult mentors in various areas and develop a business idea themselves.</p> <p>One of the best business ideas will be awarded \$1000 and the opportunity to participate in the International final of the competition in Delware, USA.</p>
	<p><i>Organisation for the development of the small and medium-sized enterprise sector (ODIMM)</i></p>



START FOR YOUNG PEOPLE -A SUSTAINABLE BUSINESS AT HOME

Program dedicated to young people-for study, entrepreneurial education and support in the realization of the business idea.

The program aims to stimulate entrepreneurship and encourage business initiatives in a modern economy where creative young people can increase competitiveness, keep up with technology, and are motivated to bring added financial security.

With tenacity, energy, experience and professionalism they can become models of career success, they can be part of the process and efforts to regenerate the economy.

Young people between the ages of 18 and 35 who want to start a business or who already run a newly registered business in rural and urban areas are eligible.

7. FINANCIAL LITRACY

"Gives value to the money" is a financial education project launched in March 2019 by the National Bank of Moldova and Expert Group. The project was initiated with the aim of increasing the level of understanding of key concepts, and financial products, especially among teenagers, young people, entrepreneurs-beginners, to the beneficiaries of the remittance, and those working in the field of work, so that when we face situations with a potential financial impact, they have to make the right decisions, in a manner that is responsible in the management of their own revenues.

Financial knowledge and skills determine important aspects of the way of life that translate into well – being, or on the contrary-into a precarious material situation. Among the most important events with financial impact characteristic of Moldovan society, can be listed:

- ❖ contracting a consumer credit;
- ❖ buying a home using a mortgage;

- ❖ purchase a car using leasing;
- ❖ insurance of personal property;
- ❖ making investments in financial market instruments; (vii) using saving instruments, etc.

However, young consumers are not fully aware of the main financial concepts, even the basic ones such as interest rate, inflation, exchange rate or risk diversification. As a consequence, this lack of knowledge makes young people more vulnerable and at risk of over-indebtedness or financial exclusion. In this regard, the Financial Education Project "Learn! It gives meaning to Money" aims to develop the financial skills of the population and improve individual money management capabilities.

The project takes into account four distinct phases. In general, they describe the following activities to be carried out:

I. Finalizing the concept - collecting opinions on expectations and needs of financial education

Development of information materials • * analytical notes on the main financial concepts (ex. inflation, interest rate, risk) • analytical notes on life events with financial impact (e.g. taking out a loan, buying a mortgage housing, budget planning, taxes)

II. Promotion and dissemination of materials-debates, open lessons, summer schools, media platforms, games

III. Evaluation of results-development of a vision on the promotion of financial education over time.

Only in the first two months after the implementation of the project, over 400 students from Chisinau, Balti, Cahul and Ungheni participated in the information sessions within the Financial Education Project "Learn! Makes sense of money." During the meetings, the level of knowledge among young people of the financial-banking field and the needs of financial education was tested.

As a result of the youth survey, it was found that:

- ✓ there is high interest in money management and investment;
- ✓ young people watch the exchange rate and fuel prices the most;
- ✓ young people want to know more about financial products and concepts but do not have enough skills and practical skills (e.g. they know what inflation is but are not aware of its impact);
- ✓ young people possess certain theoretical knowledge, but less practical skills and skills.

Participants noted that money management is the most important topic on personal finances and would like to develop their financial knowledge and skills.

More and more young people from Moldova become part of the financial system either by opening a bank account, making a deposit or accessing a loan.

Awareness of the risks involved in each financial product is the most powerful tool they can make available to young people to prevent financial crisis situations.

According to the experts of the project from the "Expert-Group ", there is an increased interest among young people to learn as much about the financial system as possible, however, at the moment there are not many sources to transmit this information in a simple and friendly way.

Next, The Project " Learn! Give value to your money " proceed to the stage of elaboration of informative materials that reflect the most important events with significant financial impact in the life of a man, explained to everyone

As a result of the materials produced within the campaign, in less than two months they were viewed by more than 118,229 unique users, generating 144 references on the partners ' pages and in the press.

Key campaign figures: 9 infographic (ro) , 9 infographic (ru), 1 guide on consumer protection in the banking market; 12 training workshops in six cities of the country: Chisinau, Cahul, Cimislia, Calarasi, Soroca and Balti; 144 references in the press and 118 229 unique users on social networks.

Institutions and associations that joined the campaign: 2 non-cash lending institutions joined the project (Microinvest, Invest-Credit) 7 commercial banks joined the project (Victoriabank, MAIB, Moldindconbank, Mobiasbanca OTP Group, Energbank, Eximbank, EuroCreditBank) other partners: Bankers League, Association of banks of Moldova, Academy of Economic Studies of Moldova

To assess the impact of the financial education campaign, a series of meetings were held throughout the country. The evaluation aimed to obtain quantitative, qualitative information regarding the interaction with the information materials developed and understanding their content. The evaluation found that the majority of participants in the focus groups consider the notes to be accessible as language, and the topics addressed are useful and applicable in their daily lives.

To expand the network of partnerships within the project, the National Bank of Moldova, together with the National Commission of financial market and Expert-Group will train several audience groups, including students, librarians and teachers to create and strengthen a network of ambassadors of financial education, to become promoters of financial education at the local level.

The development of the project can be followed on <https://www.facebook.com/dasensbanilor/>, and on the pages www.bmn.md, www.cnpf.md, www.expert-grup.org.



8. SOCIAL ENTREPRENEURSHIP IN THE REPUBLIC OF MOLDOVA

Social entrepreneurship is not only a notion, but also a new concept for both Moldova and most of developing countries. Being widespread in countries such as Italy, France, Great Britain, Sweden, Belgium, the Netherlands, but began to be promoted in developing countries as well. In some of these countries it is recognized, legislated and enjoys subsidies and tax facilities, in others it exists without being officially recognized.

One of the main goals of social entrepreneurship is the inclusion in the Labor field of categories of citizens belonging to disadvantaged groups, their professional training at work, the development of skills to work, their socialization.

In the Republic Of Moldova, the development of social enterprises became a priority with the adoption by the Parliament of the Republic of Moldova of the strategy for the development of Civil Society for the years 2012-2015 and of the Action Plan. Although it is widespread and exploited in Western European countries, social entrepreneurship remains a relatively new idea in Moldova.

At the initiative of the Civic Platform "Initiative for social entrepreneurship in the Republic Of Moldova", in the period 2018-2019, by the Ministry of Economy and infrastructure of the Republic Of Moldova, in collaboration with other public institutions, representatives of Public Associations and civil society interested in the development of social economy, the normative framework on the modification and completion of some:

1. Law no. 223 OF 02.11.2017 on modification and completion of some legislative acts (Law No. 845/1992 on entrepreneurship and enterprises), by which the field of Social Entrepreneurship was legally regulated)
2. Government Decision No. 1165 of 28.11.2018 on the approval of the regulation of organization and functioning of the National Commission for Social Entrepreneurship and the list of types of activity constituting social entrepreneurship activities
3. Order of the minister of economy and infrastructure no. 130 of 23 May 2019 on the establishment of the National Commission for Social Entrepreneurship

Thus the normative framework clearly defines the notion of "social entrepreneurship", "social enterprise", "insertion enterprise", establishes the criteria for obtaining the status of the respective enterprises, provides for the establishment of a National Commission for Social Entrepreneurship, as well as the principles of its operation.

However, in Moldova, until the creation of legal conditions for the launch and development of social enterprises, several initiatives aimed at the development of social entrepreneurship were successfully initiated and developed. different kinds of activity. Compared to the classical one, social entrepreneurship is an area with enormous potential not yet valued. Although there are some successful experiences, they have largely been initiated and developed exclusively through



the contribution of external donors. In most cases the companies concerned were created by public associations.

According to the report "Social Entrepreneurship in Moldova, realities and perspectives" prepared by the East European Foundation Moldova in 2013, the following social entrepreneurship initiatives are mentioned:

1. Project "better opportunities for young people and women", UNDP Moldova, 2004-2011

Since 2007 and until the completion of the project, 9 social enterprises founded by Partner NGOs have been created, through which 18 business plans have been financed. Thanks to the entrepreneurship activities launched, about 80 new jobs were created, totaling US \$ 172 thousand. The field of activity of social enterprises is very varied, including various services, agricultural activities, production of building materials, etc.

Social enterprises were registered with legal form LLC and founding member / shareholder NGO:

- Medical services AO Artemida, Drochia
- The manufacture of doors, windows, AO Dacia, Soroca
- Xerox Services, vegetable greenhouse, school buffet, rabbit farm in Calarasi
- IP telephony services in Ungheni
- The cultivation of mushrooms in Causeni
- Gym and fitness center in Edinet
- Manufacture of toilet paper and a vegetable greenhouse in Cărpineni, Hîncești
- A grocery store with Meat Products, Business Entrepreneurship Center, Chisinau
- ATO Bakery, Association of invalids and veterans, Chisinau
- Paving manufacturing, Comrat, Gagauzia.

5. Project "Local Economic Development", Contact Center, 2009-2011

The Local Economic Development (DEL) project was carried out between august 2009 and July 2011 and was funded by the ICCO-Interchurch Organization for Development Co-operation in the Netherlands, implemented by the Contact Center. The aim of the DEL project was to develop local economic potential by providing access to professional business consulting services and supporting businesses with social impact in the communities of the Republic Of Moldova.

13 enterprises / public associations, within the competition of business plans, benefited from grants for the initiation or development of businesses with social impact and the field of services. The following business ideas were supported in the 2009 project:

- AO bikes for all, beneficiary AO "Consult-North", Pelenia village, Drochia district

- Creation of the milk processing company, beneficiary of the "TRAIAN", Cîrnăţenii Noi, Causeni district.
- Theatre and entertainment company for children, beneficiary "IRIS", Vadul of Isaac village, Cahul district.
- Extension of the aqueduct in Cotova village, beneficiary "Alliance of farmers of Drochia", Cotova village, Drochia district.

The following business ideas were supported in the 2011 project:

- Barber shop "ALEXIA", beneficiary I "Iorga Alexandru", Village Vadul of Isaac, Cahul
- Good water for all, beneficiary in "Crihana-Service", old Crihana village, Cahul r.
- Services of selection, collection and transportation of domestic waste, beneficiary GT "Nitrean Vasile", Voloviţa village, Soroca district
- Providing the population of the old Tatarăuca commune with a qualitative sanitation service, beneficiary com. Old Tartareuca, Soroca district.
- Tailoring-successful business in the municipality of Vatici, beneficiary AO "Pro-Business", Vatici village, Orhei district.
- Cazangic village sanitation, beneficiary GT "Natalia Timotin", Cazangic village, Leova district.
- Sanitation services for a healthy environment, beneficiary NGO " Viişoreanca" , Viişoara village, Edinet district.
- Gym, beneficiary NGO Women Hope- Mihăileni village, Riscani district.

6. Small Business Incubator project, Keystone Human Services International Moldova Association, August 2012-July 2013

Keystone Moldova in partnership with Winrock Moldova, supported the training of young people, people with disabilities and their families in business development and granted small grants for development. Thus, in the last quarter of 2012, a five-day activity was carried out to develop the capacities of beneficiaries in launching and developing business for 16 persons with disabilities, their parents and service providers. After the training, 13 business plans were drawn up.

Among the business ideas that are initiated, the following can be mentioned:

- ✓ manufacture of jewelry,
- ✓ the creation of two greenhouses (mushroom and strawberry)
- ✓ the creation of a quail farm
- ✓ repair car
- ✓ features of the massage cabinet
- ✓ manufacture of handbags.

All these micro businesses operated within a company, registered in the form of LLC, and which was managed by Keystone Moldova staff, as well as its beneficiaries.

In order to maximize this potential, which contributes considerably to community welfare, by creating jobs especially for disadvantaged categories, increasing the degree of Association of local producers, rural, sustainable and sustainable development, the Ministry of Economy and infrastructure has carried out an

analysis of the current situation and challenges regarding the development of social entrepreneurship in our country.

Thus, in the 2018 Country Report Of Moldova "Social Economy in the eastern neighbourhood and in the Western Balkans", conducted with the support of the European Commission, the following social enterprises are mentioned:

Brief description	Sector in which it operates	Social mission	Target
<p>Eco-Razeni www.floaredecires.org</p> <p>The Eco-Razeni public association is the founder of the social enterprise Cherry Blossom which provides catering services. Average number of employees: 16 (of which vulnerable groups - 9).</p>	<p>Catering services; training; Agriculture</p>	<p>Job creation and labour market placement through training</p>	<p>Persons with disabilities and other vulnerable groups</p>
<p>EcoVisio https://www.ecovisio.org/</p> <p>We believe that young people in the region have enormous potential to accelerate the transition to sustainable development. Unfortunately, many of them do not see any future here, because of the lack of ecological opportunities and the feeling of inability to create them themselves. Some lose hope, others are more optimistic and are actively involved in civil society. However, they often encounter a dilemma - to help improve the situation, or to earn</p>	<p>1. Capacity development of young activists-activEco program, <i>ClimateLaunchpad Moldova competition and study visits - thus empowering young people to become social entrepreneurs and aware of their impact on the environment, helping them to acquire the skills and tools necessary to start their own business</i></p> <p>2. Facilitation of discourses and Network Development-Social</p>	<p>13 of the socio-environmental projects in the area of social entrepreneurship : "Torbesc", "Studio 99 / FabLab oldova", "Bunasol", "UleiUş" ("The Moldovan"), "the Wagon" ("USER-Moldova"), "Day", "DOM-the article of the cluster," etc., Behind these names are: the production of an alternative, affordable, and attractive for a plastic</p>	<p>Young entrepreneurs</p>



<p>money. Here, social entrepreneurship comes, and allows young people (and not only) to combine these two goals and create a sustainable future at home.</p> <p>Thus, young people can develop new projects or businesses that address certain issues, and at the same time have the capacity to generate the necessary resources for the continuity of initiatives and a decent living. Social entrepreneurship is the optimal way to contribute to the social-economic development of our region in a sustainable way, by self-employment of young people and job creation, by developing products and services with a positive impact, and by directing profits towards social needs.</p>	<p>Entrepreneurship Forum Entrepreneurship, Iarma, meeting of the International cluster for Social Entrepreneurship and social innovations, etc.</p> <p>3. Promoting local heroes-IarmarEco, the annual Iarmarco of Environmental Opportunities and Social Entrepreneurship</p> <p>4. Development of own social business - at the moment, ecological Training Center at Eco-Village Moldova</p>	<p>bag; the re-use of tools and materials, and the creation of a community of Creators; the production of organic fertilisers in order to save our soils; the establishment of a connection to a win-win between small-scale farmers and end-users in urban; and rural communities in Moldova; offering an innovative solution to the problem of road safety; and creating a space where creative and sociable people could meet, discuss ideas, organize various events, relax and have fun.</p>	
<p>EduJoc (Education prin Joc) www.edujoc.eu EduJoc is a limited liability company, run by young motivated and socially oriented enthusiasts. They produce or import toys and games, organize free seminars and workshops for children, parents and educators. Their mission is to provide high quality educational toys to all children in Moldova. It started in 2011 as a pilot project, while the first store was opened in 2014. Currently there are two shops. Average number of employees: 5.</p>	<p>Toy production (manufacturing; retail; training)</p>	<p>Availability of educational toys;</p>	<p>Children and Parents</p>
<p>Mara Woman www.mara.md MARA is a social enterprise</p>	<p>Textiles and fashion industry</p>	<p>Creating jobs; promoting knitting as</p>	<p>Rural Women</p>



<p>(established in 2013) that produces knitted clothes by women with the social mission to develop the rural economy and stop the phenomenon of migration from rural areas by creating jobs for women and young people. Registered as an NGO, Mara Woman runs a small workshop in the village of Scoreni, a shop in the Industrial Area of Chisinau and an online shop.</p> <p>Average number of employees: 5.5 (including 4 rural women)</p>		<p>a tradition</p>	
<p>MEGA www.megageneration.com MEGA (Moldovan Academy of Environmental Governance) is a non-profit association focused on providing gamification services, development of serious Games, training and e-learning with social and environmental value. MEGA is an innovative solution to address the most pressing social and environmental problems in the modern world. Recently, as a spin-off from MEGA, A for-profit company called ENVERACE was created. ENVERACE is a talent pre-selection and recruitment agency focused on Environmental Management, Science and eco-innovation. Average number of employees: 5</p>	<p>IT, training and e-learning services, recruitment services</p>	<p>Social and environmental Impact; job creation</p>	<p>Young people interested in the Environment, Science and professional career; organisations interested in specialists in the field of Environment and science.</p>
<p>Dulce Plai www.dulceplai.com Dulce Plai was founded by a young entrepreneur in 2012, continuing the traditions of her father and grandfather. The mission of Dulce Plai is to</p>	<p>Agriculture, Training</p>	<p>Social and environmental Impact; Biodiversity and Rural Development</p>	<p>Rural community</p>



<p>restore the bee population in Moldova and to produce high quality products from the apiary, while supporting social and youth development initiatives in Moldova. Today, the Dulce Plai apiary has grown from 30 BEE families to 160, from a product line to twenty-five, and the Dulce Plai team has actively campaigned in local schools to educate young people about the importance of bees, support and partnership with local residents and international partners for the design and implementation of youth development programs in rural areas and assist beekeepers in Moldova to create their own apiary. Average number of employees: 3</p>			
<p>Seed It Forward www.seeditforward.org Seed It Forward is established in 2015 and aims to "grow trees and people for a more ecological Moldova". This is achieved by planting and growing trees and other plants in different regions of the country and sharing their passion and abilities with other people, especially those who have never planted a tree in their life. Average number of employees: 10</p>	<p>Agriculture</p>	<p>Environmental and social Impact</p>	<p>General Population</p>



Often, social projects in Moldova do not have a proven business model or are not economically grounded. These initiatives are in the process of developing and adapting to the needs of the community, but also with the cessation of funding and support from different donors. As a result of their early stage of development, social enterprises are either not yet profitable or the profits generated are very limited and do not allow full financial independence.

Currently, grants from international development agencies and external donors are the main source of financing (or co-financing) for social enterprises in Moldova. Due to the growing interest in the social economy, there are prerequisites for diversification of financing instruments.

In Moldova there is a large and diverse community of donors, from individual donor organizations to international development agencies: Embassy of Austria, East European Foundation, Embassy of Sweden, Swedish Agency for development and cooperation, GIZ- German agency for development and cooperation, UNDP, USAID, FHI360, Swedish Agency for Development, Ministry of Foreign Affairs of Denmark, etc. many donors provide multi-year support for programmes and projects run by many NGOs.

There are initiatives for the development of social enterprises and through cross-border cooperation funds Romania-Moldova financed by the European Commission through the relevant ministries in Romania. The Chernobyl Echo Foundation in Chisinau managed to set up a production workshop in the field of manual linking and printing and a social program called the Youth Club dedicated to the social inclusion of young people with disabilities. Unfortunately, the lack of a legislative framework favorable to development did not allow the transition to the next level, that of providing continuous economic services, but limited the intervention at the level of vocational therapy for these young people.

In Moldova, there are no formal coordination mechanisms between key actors in different sectors. Social entrepreneurship development and institutional coordination are taken over by a number of NGOs that actively address social entrepreneurship issues. However, their advocacy capacity depends on donor funding and poses problems of sustainability of interventions.

Due to the economic vulnerability of social enterprises, high risks, high interest rates and other related problems, financing is not provided by financial and banking institutions. Microfinance products, unfortunately, are not yet available for social enterprises in Moldova.

Another problem is related to the fact that in Moldova, there is no unified system of monitoring and evaluation of social enterprises. Donors and organisations supporting social enterprises use their own methodologies for monitoring and evaluating social enterprises / NGOs. Often such monitoring is limited to the monitoring of the project as a whole and does not include the economic activities of the organization. Social enterprises usually have an internal system for assessing the social impact they have in the community .

Monitoring financial results and profitability becomes difficult when social enterprises have various sources of monetary and non-monetary income and benefit from various technical assistance mechanisms. There is no evidence of separation of accounts for non-profit income and profit.

Social entrepreneurship in Moldova is in its first stages of development and cannot grow without a series of constant and sustained efforts by all the actors involved.

9. CONCLUSIONS AND RECOMMENDATIONS

Following the research, we come up with the following conclusions to encourage the development of entrepreneurship among young people. The intention for starting a business are the cornerstone for entrepreneurial activities. Thus, the development and improvement of knowledge about various factors affecting entrepreneurial intentions will provide more favorable conditions for the economic development of the country through the creation of new enterprises. For the Republic Of Moldova to achieve economic growth it is necessary for more entrepreneurs, so we will be able to reduce the unemployment rate. For all this it is necessary to achieve a real change of mentality regarding the possibility of a person to respond to the demands of the labor market, both current and future, and this begins, first of all, by promoting the entrepreneurial culture among young people.

Entrepreneurial education is a form of organizational socialization. Entrepreneurial education is not limited to the educational program that provides information related to the establishment and development of a business, but also includes the creation of an entrepreneurial culture and climate that motivates the subjects to become entrepreneurs.

Regardless of the field of vocational training, the most effective way to teach entrepreneurship is to involve students in practical projects and activities, where the emphasis is on learning through practice and where real experience in entrepreneurship is gained.

It is absolutely necessary to promote and implement learning programmes based on practical experience. It is also necessary to involve entrepreneurs and local companies in the conduct of entrepreneurial intrusion. There is a need to promote closer links between educational institutions and businesses. Entrepreneurship education should not only be about entrepreneurship but also for entrepreneurship. Entrepreneurial behavior can be encouraged in any type of circumstances: economic, social and organizational.

And last but not least, it is necessary to tell success stories, because the most eloquent examples and incentives for starting business are the success stories of businessmen.

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