

## Harnessing the CSOs' Potential to Promote and Develop the Social Entrepreneurship in Moldova

**Period of implementation:** 01.01.2022 - 31.12.2024

**EaP countries:**  
Moldova

**EU contribution:** € 1 000 000

**Total budget:** € 1 123 596

**Implementing organisation(s):**  
Contact Centre, Keystone Moldova

**Project website:** [eef.md/index.php?l=ro](http://eef.md/index.php?l=ro)

### Project description:

Starting with January 1, 2022, the East Europe Foundation and its partners, the Keystone Moldova and Contact Center implements the project "Harnessing the potential of CSOs to promote and develop the social entrepreneurship in Moldova". The 36-months project aims to empower Moldovan CSOs to engage in creation of social enterprises which will contribute to sustainable economic growth of communities. The project is proposing a strong capacity building program, especially on business and financial management both for social enterprises, and for regional social business hubs which will further guide the social enterprises. Additionally, with project support CSOs will empower disadvantaged people (youth, persons with special needs, returned migrants, Roma minority, elderly, etc.) to be socially and economically included in labour market and it will be created a favourable ecosystem for the development of social enterprises through access to professional consultations at regional level and raised awareness through nationwide media campaign regarding social entrepreneurship.

EEF will focus on overall coordination and sub-granting components. Contact Centre will be responsible for capacity building of CSOs, and Keystone Moldova will focus on conducting the KAP research and elaboration of the methodology for impact measurement of social enterprises.

The project entails four interlinked components: KAP research for understanding the local and national context, setting up

### Expected results:

- One conducted research (KAP) for assessing knowledge, attitudes and behaviour barriers of the general population and Local Public Authorities which hinder social entrepreneurship development in the Republic of Moldova, as well the level of population's readiness to invest in the development of social enterprises.
- One Developed communication strategy and action plans for changing knowledge, attitudes and behaviours.
- Disseminated nationwide of the research' results.
- Set up 4 Regional Social Business Hubs for providing consultancy to social enterprises.
- Strengthened capacities and sustainability of 4 Regional Social Business Hubs (RSBH) in offering consultancy to social enterprises.
- At least 4 Business Hubs provide assistance and guidance to social enterprises all over the country, including those 15 social enterprises created within the project.
- At least 4 networking visits organized at each RSBH.
- At least 4 advocacy campaigns implemented by Regional Social Business Hubs for development of social entrepreneurship.
- At least 15 sustainable Social Enterprises created/developed within the project.
- At least 15 Social Enterprises have improved their internal management and become more visible at the local and



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