



# Employment of disadvantaged young people: myth or reality?

[www.floaredecires.org](http://www.floaredecires.org)

# NEET's rate in the Republic of Moldova is 28.8%



Is this a problem or a valuable resource for the community?





... about 21,000 old people need home care



[www.floaredecires.org](http://www.floaredecires.org)

# Vision



Communities in the Republic of Moldova, in which every young person, especially from disadvantaged categories, benefits from opportunities for personal and professional growth, while actively contributing to their sustainable development.



# Floare de cireș Ltd objectives



## Floare de cireș Ltd Vision:

We want to become the best performing catering social enterprise in Republic of Moldova, oriented to responsibility for the environment and socio-professional integration of marginalized people.



Consolidation of  
economic and social  
cohesion

Employment

Development of social  
services

# How our idea became real...



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC  
Agenția Elvețiană pentru  
Dezvoltare și Cooperare



Primăria  
Răzeni





# Initial investements 2013 - 2014:

- ✓ Renovation of the canteen (74 m<sup>2</sup>): 23000 EUR
- ✓ Professional kitchen equipment: 29000 EUR
- ✓ Renovation of the greenhouse (214 m<sup>2</sup>): 4000 EUR



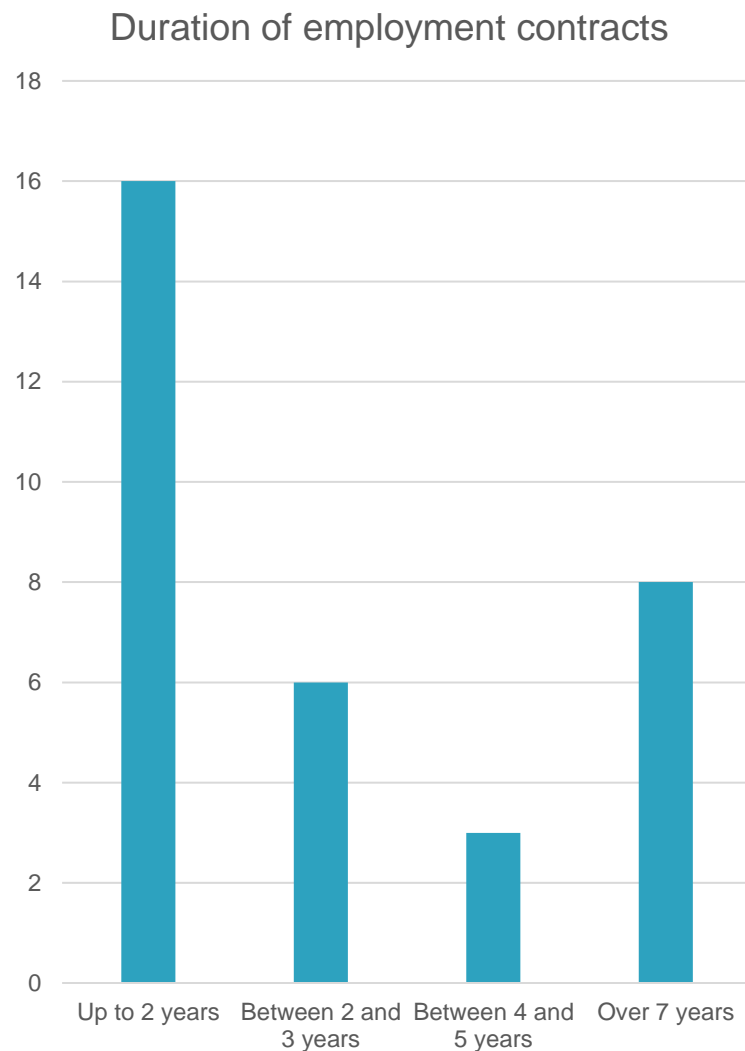
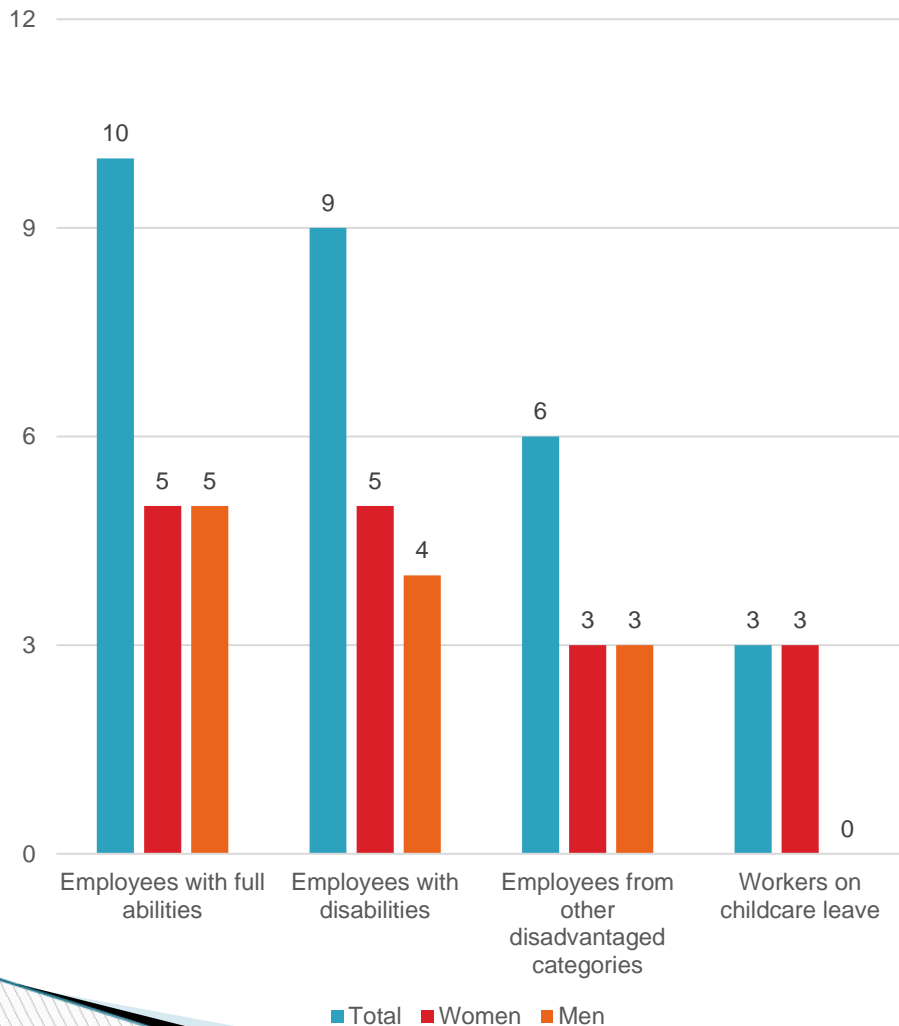
In a safe, supportive environment men and women with disabilities learn fundamental job skills while simultaneously building their resumes and work experience.



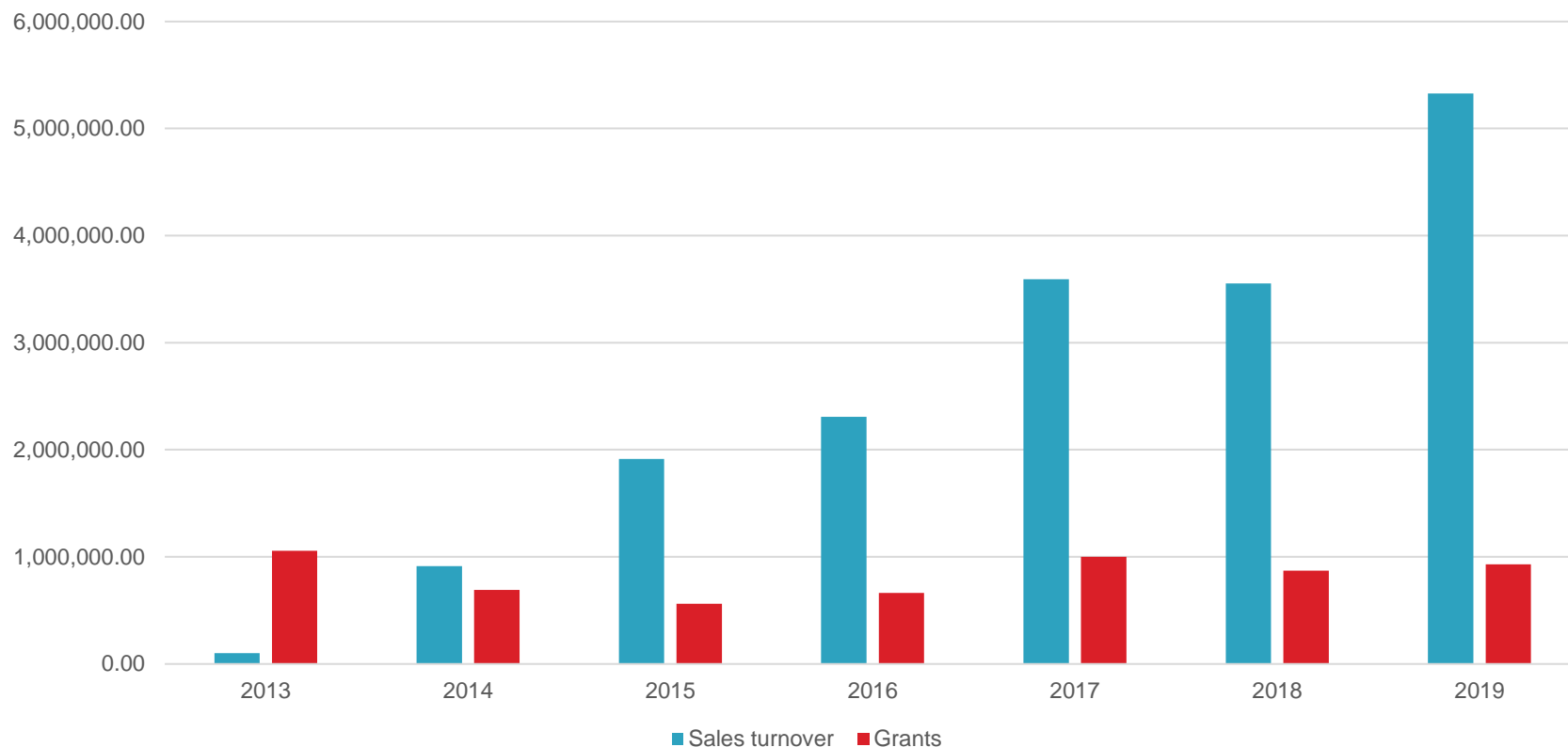
Floare de cireș offers an extensive training program empowering women and men to undertake what is often their first „real job” in the catering services. As trainees learn to grow, prep, and serve food, they grow in self-understanding and prepare themselves to serve as leaders in their families and communities.



# Social enterprise employees



# Social enterprise income sources (MDL)



**211 clients \* 1396 events \* 58694 serviced people**

[www.floaredecires.org](http://www.floaredecires.org)

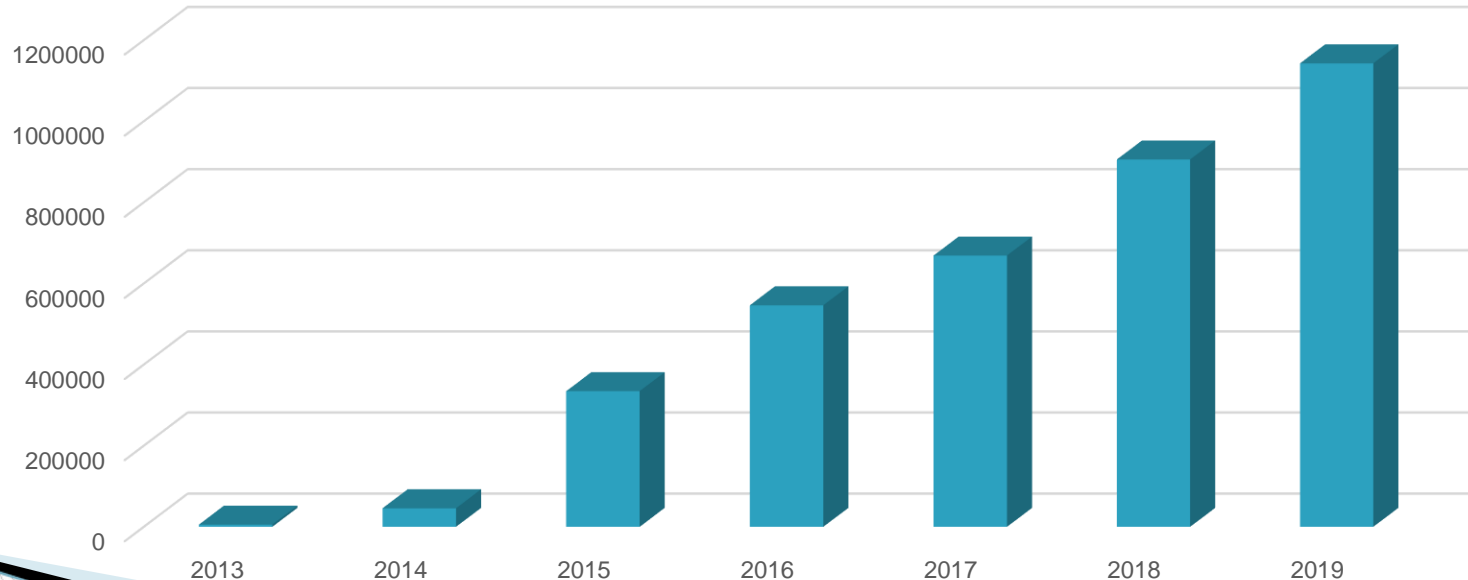
# Financial activity

***Production expenses, monthly:*** about 6 500 EUR

***Administrative costs, monthly:*** about 6000 EUR

***Income (brut), monthly:*** about 14 500 EUR

***Contributions in MDL to the public budget, monthly:***







# Our clients

- ✓ NGOs - 68%
- ✓ State institutions, embassies - 20 %
- ✓ Economical agents - 10 %
- ✓ Individuals - 2 %



Multumesc



# On-the-job training program



## Objectives:

1. Source motivated individuals;
2. Stabilize and develop sustainable life and career skills through intensive, customized training and internship opportunities;
3. Connect individuals with quality jobs;
4. Stabilize, retain and advance individuals on their career path.











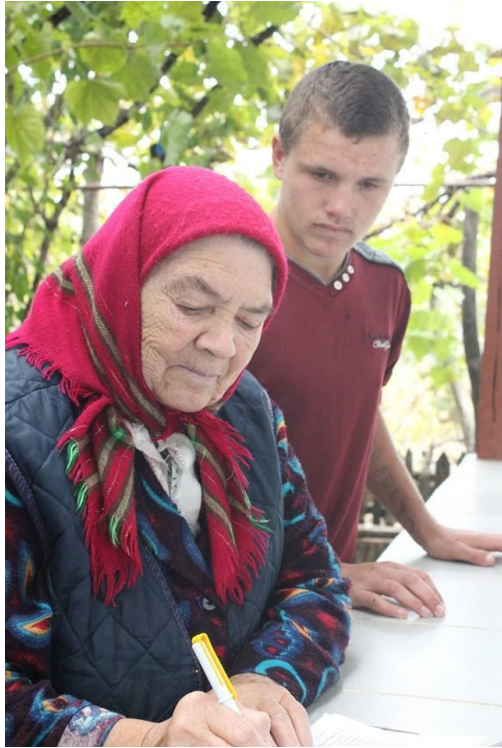


# Proactive inclusion measures





# Social canteen's beneficiaries



**Lunch is provided 3 times a week,  
free of charge.**

# STATISTICAL DATA

## beneficiaries of social canteen 2013 - 2019

Social status		Total beneficiaries		Total	
				Units	
		women	men	days	838
People with disabilities	67	30	37		
Low-income pensioners	103	67	36		
Very low-income people	20	1	19		
Total	190	98	92	19.885	



# Awards



- ✓ „Responsible Food Operator 2014", 29.01.2015
- ✓ Outstanding employer in achieving a successful model of social entrepreneurship for people with disabilities, 28.05.2015
- ✓ UN Award for promoting the rights of people with disabilities to work and independent life, 10.12.2015
- ✓ Winner of the competition “European Citizenship Awards 2018”, category “Social Enterprise of the year”



# Results, social and economic impact (2015-2019)

100 young people with disabilities (47 women and 53 men) from all regions of the country improved an average of 21% of their professional abilities and an average of 9% of independent life skills, within 4 months during the on-the-job training program.

In the case of 79% of the beneficiaries after training, the long-term material status improved due to the fact that they were enrolled in the open labor market (55 people) or attended other training courses and social programs (24 people).

In 2017 - 2019, 1 euro, invested by foreign donors, brought at least 2 euro in taxes to the state budget of Moldova.

In 2018 - 2019, 100% of social benefits received from the state by social enterprise employees with disabilities were reimbursed by monthly payments of social security contributions deducted from their wages.

In 2018 - 2019, about 4.8% of the money paid by Floare de cireș SRL customers for catering services was directed to the social canteen functioning.



# **Contacts:**

**Sergiu Gurău**

**sergiu.gurau@gmail.com**

**Phone: +37326895146**

**Fax.: +37326873325**

**GSM: +37379641243**

**[www.ecorazeni.md](http://www.ecorazeni.md) / [www.flooaredecires.org](http://www.flooaredecires.org)**

**Hope has address!**

