



## SOCIAL ENTERPRISE BECOMES A REAL CAREER OPTION FOR YOUNG PEOPLE

The first ever film and tool kit about successful young social entrepreneurship has been created by *The Careers Surgery*, an award winning social enterprise founded by a young entrepreneur, in response to the new government's Big Society aims to include social enterprise into the National school, FE and HE curriculum.

***"We want more students in schools colleges and universities to be social entrepreneurs....pupils learn new skills and broaden their horizons - and many schools report it boosts attainment and attendance."***

Minister for Children, Young People and Families

The *Create Yourself-Create Change*<sup>™</sup> DVD tool kit (CYCC) and workshops are currently being enjoyed by over 260 teachers, youth leaders and young people, who are gaining new business skills, tools and confidence to make an impact on their society through business.

***"the workshop gave my students a compelling way to understand and develop their social enterprise ideas"***

Vice Principle of Enterprise, City of Wolverhampton College

***"the Create Yourself-Create Change film and workshop was really fun!...I feel really inspired to make a change, through business"***

17 year old student participant, Pertemps People Group

Aimed at young people aged 14-25, the CYCC DVD tool kit is the first interactive learning resource designed to prepare teachers, delivering enterprise and citizenship at GCSE up to degree level. Youth workers are also using it to explore enterprising ways to deal with massive cuts to youth development funding.

The CYCC DVD tool kit and workshops introduces social enterprise as a real and exciting career choice for young people, within an industry that turns over an estimated £27 billion a year.

The CYCC film gives an easy introduction to what a social enterprise is: businesses that trade products or services in order to solve social issues, by showing the unique stories, challenges, triumphs and tips from five top young social entrepreneurs in the UK – all recognised by the *Office of the Third Sector & UnLtd* a charity which supports social entrepreneurs.

The compelling stories of Emma Spiegler, Duane Melius, Lotty Cunningham, Ash Rahman and Laura Burgess (all aged 19 -27) all demonstrate that success can be found whatever your background. It is a heart-warming reminder of the amazing achievements young people can make when given a chance.

The young role models featured, have either been affected by a social problem, such as growing up with an alcoholic mother or they felt passionate about making a change to global issues such as the damage being caused to the environment. Despite some of the young people having disadvantaged backgrounds such as having poor education, their stories challenge negative stereotypes often associated with young people.

These social entrepreneurs unravel their journey in taking business risks, in order to empower and help others. Some of the social enterprise businesses featured include: a leading sports academy, which enhances the lives of excluded children from ethnic minority communities, to an online support network for young people, who are affected by other people's addictions.

The film's Producer Shivani Mair, is also recognized as one of the UK's top young social entrepreneurs, through her company, *The Careers Surgery*.

***"I wanted to use the power of media to celebrate the positive impact social enterprise makes and ignite a new entrepreneurial spirit in the next generation. By capturing these amazing stories I believe it will offer a real incentive for others to take responsibility for their actions and feel excited about leaving a positive legacy behind.***

***This seems to be especially important at this time, when the global financial crisis has forced us all to challenge the way society works"***

The CYCC DVD includes: a 30 minute film, fun interactive features, teacher's notes & lesson plans and student activities pack. To see the film trailer, order your DVD copy and book a social enterprise workshop go online [www.careersurgery.com](http://www.careersurgery.com) or call 0845 519 1063.

## **ENDS/**

For further information about the 'Create Yourself' film and tool kit, to arrange press interviews, and arrange promo material please contact the Film's Producer Shivani Mair: 07967 801 716 | [contact@careersurgery.com](mailto:contact@careersurgery.com)

## **EDITORS NOTES**

### **Film:**

- The 'Create Yourself' project was produced by Shivani Mair, Director of *The Careers Surgery*.
- Shivani Mair is one of the top 21 young social entrepreneurs recognized by the government *Office of the Third Sector and UnLtd*.
- The film has been funded by the *Department for Children, Schools and Families fund (DCSF)*; *Centre for Innovation in Voluntary Action (CIVA)* and *Commission for Youth Social Enterprise (CYSE)*

### **Social Enterprise:**

- As part of the Cabinet Office, The Office Third Sector leads work across government to support the environment for a thriving third sector (voluntary and community groups, social enterprises, charities, cooperatives and mutual's), enabling the sector to campaign for change, deliver public services, promote social enterprise and strengthen communities.
- There are an estimated 200,000 social enterprises in the UK.
- Social enterprises are businesses trading for social and environmental purposes. Many commercial businesses would consider themselves to have social objectives, but social enterprises are distinctive because their social and/or environmental purpose is absolutely central to what they do - their profits are reinvested to sustain and further their mission for positive change.
- Some well known social enterprises include: Jamie Oliver's restaurant Fifteen, The Big Issue, Café Direct, the John Lewis Partnership, Divine chocolate, Cornwall's Eden Project, Co-op Bank, Green Works and

products like Fair-trade coffee & food.

- More than 200 schools in the UK run their own social enterprises.
- Social enterprise exists in a wide range of sectors - from health, retail, media, fashion, leisure & tourism, to real estate.

Fact source: Social Enterprise Coalition and Social Enterprise West Midlands