



## BRINGING SOCIAL ENTERPRISE TO LIFE FOR THE NEXT GENERATION

The first ever film and learning tool kit about successful young entrepreneurship has been created to prepare young people and teachers/youth workers for changes in the business world and the government aims to include social enterprise into the 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

Aimed at young people aged 14-25, the 'Create Yourself - Create Change' film and tool kit is the first ever interactive learning resource, designed to help teachers, delivering at GCSE up to degree level. It introduces social enterprise as an exciting career choice within a movement that turns over an estimated £27 billion a year.

The 'Create Yourself' DVD captures 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.

*"I feel inspired now, to gain more out of my life...and bring about real change through business"*

17 year old student user

The film gives an easy introduction to what a social enterprise is, which is a business that trades products or services in order to solve social issues. It competes in the market like other commercial businesses.

*"it gave my students a compelling way to understand social enterprise"*

Vice Principle of Enterprise, City of Wolverhampton College

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 cause 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 Create Yourself and workshops are now being bought by schools, colleges and universities around the UK, the results being more young people are excited about this new career choice and their impact in society.

***“it will encourage those young people who want to start their own business and succeed against all odds”***

Education Business Partnership Advisor

The film's Producer Shivani Mair, is also recognized as one of the UK's top young social entrepreneurs, through her careers development 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 'Create Yourself' DVD includes: a 30 minute film, teacher's notes & lesson plans, student activities and fun interactive features. The complete tool kit is now available to purchase and inspire your young people to *create* their future - [www.careersurgery.com](http://www.careersurgery.com) to watch the film trailer and order your copy 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 | 0845 519 1063 | [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