



WELSH BACCALAUREATE

Advanced

Enterprise and Employability Challenge

Young Enterprise



Available for assessment from January 2019

Creating a Social Business

PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Numeracy, Digital Literacy, Creativity and Innovation** and **Personal Effectiveness** and apply them in an appropriate manner.

BRIEF

Young Enterprise is a charity which has been supporting the development of enterprise and entrepreneurial skills in young people since 1962. Over 4 million young people have developed such skills through the creation and management of a Young Enterprise student company through our Company Programme. Many of these student companies now have a focus on social issues, rather than just looking to maximise profits.



There are over 1,700¹ social businesses operating in Wales. Social businesses are often found in areas of social deprivation, supporting communities, offering jobs and training and often providing services that the public and private sectors would struggle to maintain. They make an important contribution to the drive to fight poverty in Wales.

Your **Innovation Proposal** will identify a social business which supports an identified need within your local community. You will research needs within your local area and use these to develop a business which supports these. Alongside this you'll need to consider the sustainability of your business plan and present a proposed budget.

You will need to identify, reflect on and develop the skills, attributes and experiences necessary for the Challenge and future destination. You will also need to take into account additional factors such as the job market, recruitment procedures, your lifestyle expectations and the part played by managing personal finances in pursuit of your chosen destination.

By creating a digital **Destination Passport** you will be able to gather and showcase the skills, attributes, experiences and qualifications higher education and employers are looking for. By focusing on your future ambitions you can tailor the Destination Passport to match your career aspirations.

Contacts

¹ Mapping the Social Business Sector in Wales, 2017

www.y-e.org.uk