



2014-1-HU01-KA203-002367

## INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or  
name of the social enterprise:**

**Career Compass (Mesterségtájéoló)**

Keywords (max. 5) describing  
your social business idea:

mission in life

consultancy services

camp

videos

volunteering

**Name of the  
team representative:**

Helga Szabó

**Team members:**

Veronika Leitner

**Represented country:**

Hungary



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## EXECUTIVE SUMMARY OF PROJECT

### MESTERSÉGTÁJOLÓ

Our project Mesterségtájéoló is a complex service package we offer to young people in different ages and life situations from the beginning until the end of secondary school. Our aim is to help the youngsters to make a personal decision in finding their vocation.

It's our personal experience young people haven't got enough directed and personalized information which can help them to find their career to work in or the right profession to learn. After the years we spent both in different secondary school systems and higher educational institutes we did not only see but sometimes even felt the imperfections of the educational system and it's impact on so many people's life. The lack of information makes one of the heaviest decision in our life more difficult.

To find a personalized profession is essential since there is a big difference between putting a job through or find a real vocation. We wouldn't like to work at a workplace where all the coworkers are undermotivated and since they don't have any sense of vocation they don't like to spend their time at work. This is one of our biggest motivation for finding a solution to this problem.

There are more different reason why is it so hard for the young people to find the right one among the many career opportunities. Labour market is unbalanced and there are lot of significant effects forming it like shortage of labour, scarce job or saturation of labour market. If young people choose a wrong career or they can't find a job in the labour market, they will not be utilising their workforce. Shortage of labour can cause similar problems in other countries, too. Our system and solutions can be helpful in every country if customized.

Our social enterprise helps to balance the labour market, to reduce the saturation of the market and to decrease the lack of skilled workers. Our aim is to shape the public error which lies in the misbelieve that skilled jobs are of low prestige. We are fostering the satisfaction of information needs in the topic of career choice. The number of the years spent with studying will be reduced and in this way society will profit by the earlier employable entrants.

We need office and different places where we organise camps. We would like to involve a youthful office and a motivating atmosphere because it will be used as a training venue. Human resources are important because we want to be affected by personal relationship. The support staff includes psychologist and a volunteers. On the other hand we rely on our equity and if necessary loan too.

We are working with more target groups and more stakeholders as well. Because of the numerous



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participant in our project we manage their needs and demands separated. We separate 5 different target group:

- 1) Students before high school (age 13-15)
- 2) High school students before faculty (age 15-17)
- 3) High school students before higher education (age 17-20)
- 4) Vocational school (with graduation) students before higher education or work (age 17-20)
- 5) Vocational school students before higher education or work (age 17-20)

Age of the 3rd, 4th and 5th target group is the same but the type of the school is different this is the reason why we separate these targets.

Customers (students):

- more accurate self-awareness
- less time and money spent for the different qualifications
- mission in life
- evolve connections
- develop their mindset
- they becoming more conscious as a responsible member of a community (they see the job volunteers make at our enterprise and this experience helps to see the social responsibility from another point of view)

Parents:

- less stress around the career choice of the child(ren)
- less time needed to invest in searching informations
- the child(ren) will have a more certain vision about their future

Volunteers:

- experience they can use in their career or social life
- change of attitude, stronger social responsibility

Schools (as partners in the future):

- they will get a wider informational platform they can present for their students – in this way their image as a positive, provider school will be stronger

As we experience it in the everyday our target group is mostly or only available on online platforms. That's why we'd like to catch them with a fresh, youthful, creative image which suggest to them they can put directly a question to us there's nothing to be afraid of at this important theme. That's why we'd like to reach our target groups via:

- social media channels



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- video sharing sites
- personal contact (training, workshop, camp)
- word of mouth

At the beginning the capital is an equity and our cost structure based on our gain. The major part of the revenues derives from sales of camp, training and workshop.

We take into account different credit facilities but it is optional. Our major releases are workforce and taxes and a cost of the rent. We account with a cost of our volunteers' trainings and a cost of fluctuation of volunteers. We would like to measure our impact so we have an impact assesment cost too.

In the 3rd year we will establish a foundation because we would like to get our services to disadvantaged young people. We calculate our partner's donation because this amount of money we want to invest in our foundation.

All the key components we need to start up the enterprise are available in our environment. We don't need to have bigger material properties, there's no need for big investments. The most necessary elements our enterprise requires at the beginning are experts, volunteers, office and communicational network. It seems to be easy to realize with a structured and accurate plan based on the personal experiences and practical knowledge. As we experienced there is a growing demand for the complex and personal services we offer. We are especially opened for all kind of cooperation with companies and other partners and we see this as a very good opportunity to work together with great authorities.

Difficulties are liable to occur because of the many components affect on this department such as change of school system, and the changeability of the labour market trends. We have to react on this changes promptly and this requires an extra flexibility from our side. Another difficulties can be occured by the recruitment of the volunteers. Finding and managing the contacts with our school partners (where we'd like to promote our work) seems to be difficult in the first years but right cooperation with clear communication can solve this possible problem.

Because of our enterprise is capital centered, a problem can present itself but our project is based on mostly online platforms and this fact can be a big asset to us.

Our service is not about just a training, a workshop or a camp. We want to produce an online community. In this modern world it is an important and effective tool to reach young people and in this way we can follow their career. This online community helps the members to follow and help each other.

During the school years of the students there are a lot of points where we can reach them and we can provide them different options to solve their problems and answer their questions. In this way we can offer them a much more complex solution.