

18% of UK children live in workless households and 2.5 million live with families struggling with problem debt – it is therefore no surprise that studies repeatedly show negative behaviours to money and enterprise form from an early age.

We brought our Enterprise-in-a-Box programme to Kids Company. This step-by-step guide to setting up a social enterprise takes participants on the journey of making a profit whilst helping people and the planet. The workshops helped these young people prove their passion, ability and determination to succeed.



## Sharlene, 24

Sharlene already had some experience working with others and in media. However, she was quick to admit she lacked some vital skills, and this project was going to take her out of her “comfort zone”.

Sharlene and her team were armed with the selling, costing and marketing skills needed to make a profit and a difference, by selling Seedbombs, an urban guerrilla gardening product that regenerates brownfield sites, Fairtrade chocolate, and ethically made beauty products.

Our experts trained the groups to produce a business plan to sell and tell the story behind their ethical products. They decided the unit price, how to market it, and different sales techniques. Along with her business partners, Sharlene made £100 worth of sales and £50 profit.

She said she had never done anything like this before - the project boosted her confidence and she was determined to make a sale. With our help, Sharlene was able to clearly identify her target market, mainly green-fingered adults and young people at Kids Company and in Brixton.

*“Young people need to experience this from an early age. This pushes you. You can have your own enterprise. It can give you skills for life!”* Sharlene.

Sharlene was aware she had many opinions, and was not afraid to air them! But emphasis was placed on team work and the project helped her listen. She also helped in strained moments when the team were not meeting regularly over the two weeks. She decided to draw up a Team Agreement to ensure they stuck to set goals.

## What did the facilitator think?

*“Enterprise-in-a-Box allowed these young people to use their skills legitimately. It was well pitched and received. All these people have dreams and things like this helps put them on the path and gives them the experience to achieve them”.* Sam Howard, Project Co-ordinator.

