



RED PRENEUR

Who We Are

REDpreneur offers business skills and enterprise development support to the Red Cross Red Crescent (RCRC) Movement and beyond for more impact, innovation and sustainable service delivery. This global program by the Austrian Red Cross (AutRC) provides social entrepreneurship trainings, mentoring and networking in both online and hybrid formats, empowering staff and volunteers from RCRC National Societies (NS), local NGOs and entrepreneurs.



BUSINESS SKILLS
AND ENTERPRISE
DEVELOPMENT
PROGRAM BY



AUSTRIAN RED CROSS

What We Offer



INSPIRATION AND INFORMATION
Raising entrepreneurial awareness among leadership, staff and volunteers.



TRAINING ACADEMY
Incubating or accelerating new and existing Business Ideas within a 2-month basic online training.



MASTER CLASS
Taking high-impact Business Cases to the next level within a subsequent 3-month hybrid accelerator program.



NETWORK
Creating a Community of changemakers, connecting intrapreneurs with social entrepreneurs.

AS A PARTICIPANT, YOU WILL GAIN PRACTICAL SKILLS TO CREATE IMPACTFUL SERVICES AND PRODUCTS THAT ADDRESS KEY SOCIAL AND ENVIRONMENTAL CHALLENGES, WHILE DIVERSIFYING YOUR INCOME STREAMS AND REDUCING RELIANCE ON GRANTS.



The REDpreneur program was a huge leap forward in how we think of and look at our National Society's sustainable financial model.

- LAYAN, LEBANESE RED CROSS



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www.redpreneur.org

OUR TRAININGS

1. Training Academy

The Training Academy is our 2-month basic online training. It is designed for individuals involved in RCRC NS, Civil Society Organizations (CSO) and high-impact Start-Ups seeking to incubate or accelerate a business idea, or to bring their existing business to funding readiness.

Join the Training Academy to develop essential business skills and create impactful businesses that address the five global challenges identified by the International Federation of Red Cross Red Crescent Societies (IFRC) stated in Strategy 2030.

- Open to staff and volunteers from RCRC NS, CSOs, and high-impact Start-Ups
- 2-4 hours/week over 8 weeks
- Online Live Content Sessions on Tuesdays
- Online Live Townhalls on Thursdays
- Registration needed. 40 seats per cohort
- Commitment fee of €150 per person

**Kick-off next Training Academy:
November 19, 2024.**

Sign up for our Information and Inspiration Sessions on **October 22 or November 5, 2024.**

2. Master Class

The Master Class is the second part of the REDpreneur Program. Our 3-month hybrid training is open to teams of intrapreneurs and entrepreneurs who have successfully graduated from the REDpreneur Training Academy.

This is your chance to take your high-impact business case to the next level in collaboration with the largest humanitarian network in the world.

- Open to graduated Venture Teams of 2-3 persons from RCRC NS, CSO and high-impact Start-Ups
- 4-5 hours/week over 3 months
- Online Live Content Sessions on Tuesdays
- Online Live Townhalls on Thursdays
- Two online Workshops and one in-person Workshop
- Application with Business and Financial Plan needed, 10 teams per cohort
- Commitment fee of €1.500 per Team



To find and register for all REDpreneur events, visit <https://redpreneur.org/events/>

WHY REDPRENEUR?

INCUBATE & GROW

A proven solution to support you in kick-starting and growing income generating activities.

BECOME A SOCIAL ENTREPRENEUR

Explore social entrepreneurship approaches as vehicle to reach humanitarian goals.

FROM THE MOVEMENT TO THE MOVEMENT

REDpreneur can serve as an alternative for external consultancies.

DRIVE THE CHANGE

Shape services or products that generate revenue and positive impact for vulnerable people in your communities.