

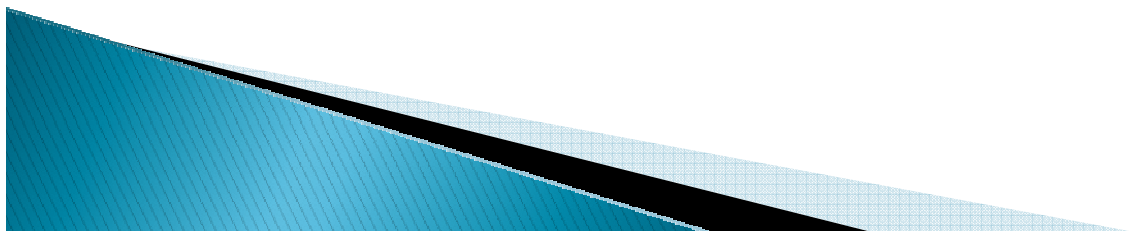
Bourgeois Revolution in the NGO sector

Marina Mkhitarian
ARMENIA

Programmes Manager, Eurasia Partnership Foundation
Board Member, Professionals for Civil Society

General Sir Mike Jackson

1. Ends
2. Means
3. Ways



NGO sector in Armenia

▶ Ends: Donor dependant agenda



▶ Program sustainability issues

▶ Means: Donor funding

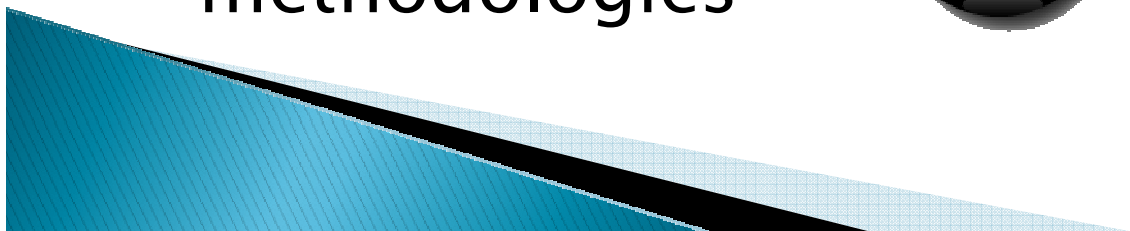


▶ Financial sustainability issues

▶ Ways: Replicated methodologies



▶ Applicability issues



Supply and Demand

www.CartoonStock.com

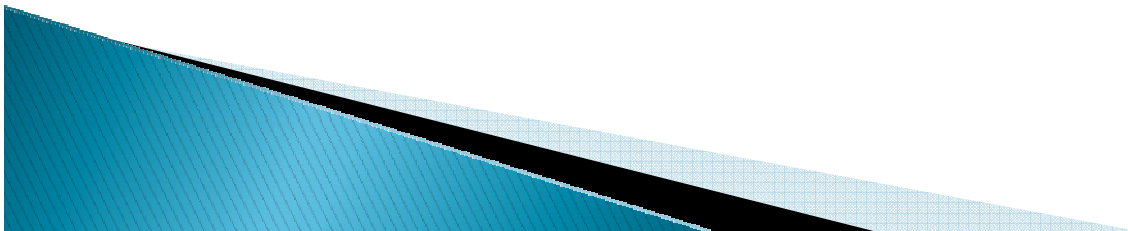


"But on the bright side, we're holding our own in a 12 trillion dollar economy!"

Social Enterprises: Evolving Middle Class in the NGO sector

Social enterprises are commercially run, profit making organizations that are driven by social aims.

Their profits are reinvested into social, community or environmental objectives.

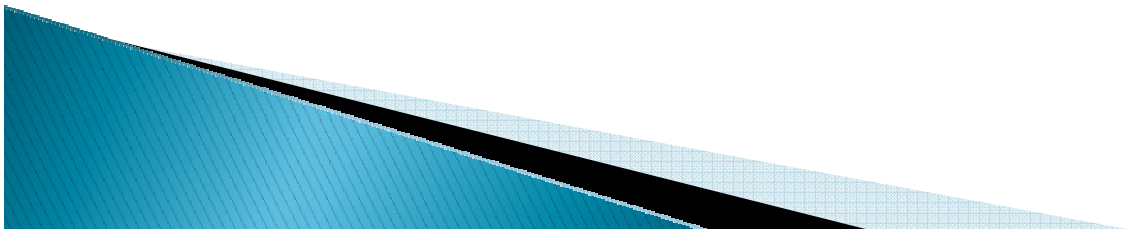


Action Plan

The goal : To promote Social Enterprise in Armenia as a viable business model for organizations that are driven by both social objectives and profit.

Objectives:

- ▶ To teach and urge community NGOs to establish social enterprises;
- ▶ To increase community demand and trust in NGO services through a Media campaign (documentaries, social media, conferences);



Thank you!

