

**"Floare de Cireș" SRL *Cherry Blossom* Ltd –
Catering with a Social Mission in Răzeni, Republic of Moldova (Success Story)**



What if a business could serve delicious food and change lives at the same time? This is exactly what Floare de Cireș (Cherry Blossom) has been proving since 2012. Founded by the NGO *Eco-Răzeni*, it proudly holds the title of Moldova's very first social catering enterprise—a pioneer that combines culinary excellence with a mission of inclusion.

At its core, Floare de Cireș is not just a business, but a vision for a more equitable society. The enterprise provides catering services for corporate events, conferences, weddings, and community gatherings—coffee breaks, buffets, business lunches, and more. Every tray of food delivered represents much more than a menu item: it symbolizes an opportunity for a young person who may have been overlooked by society. Many of the employees are young people with disabilities or from vulnerable backgrounds who, without this initiative, would have struggled to find a stable job.

Here, they receive far more than a paycheck. They gain practical training, mentorship, and a chance to prove themselves. They learn to prepare meals, serve customers, and manage logistics. Most importantly, they discover confidence, independence, and the dignity that comes with meaningful work. Over the years, dozens of young people have passed through the doors of Floare de Cireș, many moving on to other jobs while carrying with them valuable professional skills.

The scale of impact is impressive: more than half of the workforce are young people with disabilities, and the company now has the operational capacity to cater events of up to 1,000 guests. This is no small achievement in a country where inclusion in the labor market remains a challenge. By constantly investing in modern equipment, adopting European standards of food safety, and maintaining an impeccable reputation, Floare de Cireș has built lasting trust with both private clients and public institutions.



Why has this social enterprise succeeded where others struggle? The answer lies in three elements:

- Purpose before profit: profits are reinvested directly into training, mentorship, and professional growth for the staff.
- Uncompromising quality: meals are fresh, punctual, and meet the highest standards, which ensures repeat business.
- Partnerships and visibility: the enterprise is involved in European projects and collaborates with civic organizations, amplifying both its reach and its credibility.

For young people, the story of Cherry Blossom carries a powerful message: you don't have to choose between doing good and doing business. With passion, perseverance, and creativity, you can build a company that sustains itself while transforming lives. Every plate of food prepared in Răzeni proves that business can be human-centered, sustainable, and deeply impactful.

🌟 Floare de Cireș is more than catering—it is proof that when you combine a good idea with a big heart, you can change your community.

🎮 – Learning Through Play and Social Innovation (Success Story)



What if play was not just fun, but a powerful way to change the world? This is the dream that inspired a group of young Moldovan entrepreneurs to create EDUJOC, a social enterprise that transforms the simple joy of playing into a tool for education, creativity, and social impact.

EDUJOC was born out of a bold vision: every child in Moldova should own at least one educational toy at home. For many children, toys are considered a luxury, yet they play a crucial role in developing imagination, problem-solving skills, and critical thinking. The founders of EDUJOC saw this gap and decided to act. Instead of waiting for change, they built it themselves.

Today, EDUJOC designs and produces a wide range of educational toys—puzzles, logic games, Montessori sets, and innovative products proudly marked *Made in Moldova*. But what truly sets them apart is not the products alone, but the mission behind them. Every purchase supports a cycle of social reinvestment. Profits are used to fund free storytelling workshops, creative seminars, critical thinking classes, and playful learning activities for children, parents, and educators across the country.

The impact has been remarkable. Thousands of children have experienced the joy of learning through play, thanks to EDUJOC's initiatives. Their creative project *"The Education Cart"* delivers toys and educational materials directly to families, ensuring that even those in rural areas can benefit. Parents and educators are also given training in playful learning methods, creating a ripple effect that transforms entire communities.

Recognition soon followed. EDUJOC received the "Social Brand" mark, a symbol of its commitment to the principles of social entrepreneurship. It has also gained visibility in European initiatives, showing that young people from Moldova can build enterprises that compete on the international stage while staying true to their values.

What makes EDUJOC so inspiring for the younger generation is its origin story. It started with a simple idea and a lot of determination. There was no big budget, no multinational backing—just a group of creative young people who believed that change begins with small steps. By combining passion with business acumen, they built something unique: a company that proves that entrepreneurship can be playful, impactful, and deeply human.



For any young person wondering if their ideas can make a difference, EDUJOC provides a resounding yes. The founders remind us that innovation doesn't always come from high-tech solutions—it can come from wood, paint, imagination, and above all, courage.

🌟 EDUJOC is a call to action: if you have an idea, no matter how small, and you believe it can help others, don't wait. Take that first step. Your creativity can change the world.