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Emilia-Romagna: people and enterprises make it social.

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Social enterprises in Italy (1)

«Riforma del Terzo settore» (Italian Law 6 giugno 2016, n. 106)

Social enterprises
their mission:
activities of **general interest**

Social cooperatives: “either they provide for social and health services (A) or their owners are disadvantaged persons (B)”

Italian Law n. 381/91

General Italian Civil Code

Not-for-profit enterprise: “organization that does not redistribute earnings (or donations) to its owners, but reinvest on own objectives means” (e.g. cooperatives)

Enterprise: “*An enterprise is any entity engaged in an economic activity, irrespective of its legal form*”

European Commission

Social enterprises in Italy (2)

Definition of «General Interest» for social enterprises (Italian Law 6 giugno 2016, n. 106):

When services provided by the enterprise are provided on particular domains such as:

- health, education, vocational training, cultural activities;
- Safeguarding and improvement of environment and natural resources;
- Scientific research with particular social impact;
- Subsidiary services for social enterprises and third sector organisations;
- Social inclusion of migrants;
- Etc.

In a social enterprise, distribution of profits to owners and associates is not allowed.

Some data on Regional context

EMILIA-ROMAGNA: PEOPLE AND ENTERPRISES MAKE IT SOCIAL

915

SOCIAL
COOPERATIVES

5% OF GLOBAL NATIONAL
+13% IN THE LAST 10 YEARS

27,000 NON-PROFIT
ENTITIES

EMPLOYEES

75,000

3.1% OF
EMPLOYMENT

44

THOUSAND

SOCIAL
COOPERATIVES
EMPLOYEES

+29% IN THE LAST
10 YEARS

2.2
BILLION

SOCIAL COOPERATIVES
REVENUES

20% OF GLOBAL NATIONAL
+56% IN THE LAST 10 YEARS

Context: keywords

WELL-BEING

EMPLOYMENT



INCLUSION

NETWORKING

SKILLS



Strengths



Weaknesses

- Organized system of consultation PA/social economy organizations to define regional policies
- Introduction of the "Code of the Third Sector" (Decree Law 117/2017): reorganization of Third sector entities
- Work placement programs in social cooperatives. Collaboration opportunities between social enterprise and for profit companies (Art.22 LR 17/2005)
- Presence of cooperatives with a high entrepreneurial and an innovation-oriented profile competing in the market and stimulating PA to adopt innovative strategies in response to the society needs
- Collaboration between for-profit companies and start-ups/social cooperatives for the development of corporate social responsibility projects
- articulated system between the research and university sectors in support of social economy

- Regulatory framework fragmented and under definition. Implementation of the Third Sector Code (DL 117/2017) decrees still in progress

- Networks and supply chains within the social economy system not sufficiently structured and lack of tools to facilitate access to the existing networks

- Social enterprises dependent on public resources

- Lack of managerial and organizational skills within social enterprises

- Limited use by social enterprises of the opportunities offered by innovation, research and university sector

- Lack of a reward system in public tenders for sustainable and social value enterprises



Opportunities



Threats

- Networks, districts and value chains to develop innovation and foster exchanges and opportunities
- Digital transformation to innovate internal processes and services provided
- Network to encourage the exchange between public sector actors, social enterprises and for profit companies at regional, national, EU/international level
- Collaboration and hybridization between innovative social enterprises (start-up phase) and consolidated companies
- Internationalization of know-how and services
- Financial instruments available for social enterprises
- Existing systems for monitoring and measuring the social impact and sustainable development of the social enterprises activities (overcoming the SROI index), in line with the Agenda 2030 and in collaboration with national and international networks
- Emilia-Romagna Region Inter-Departmental Group to adapt regional policies to the Millennium goals defined by the UN in 2015

- Variations in the context (new social challenges) accelerate the reorganization and adaptation needs of social enterprises
- Digitization of processes causes difficulties in changing the organization and business management due to a lack of adequate skills



Study on the Social Enterprises ecosystem in Emilia-Romagna

- ✓ **Fostering the creation of enterprises networks, legal instruments and new organization models.**
- ✓ **Cross-fertilization between innovative start-ups and consolidated enterprises.**
- ✓ **Investments in new technologies.**
- ✓ **Construction of impact-oriented financing instruments.**
- ✓ **Facilitate the development of new skills within social enterprises.**

Interregional analysis on SE ecosystems in 6 European regions

- ✓ **Support the establishment of national and international SE networks.**
- ✓ **Support the establishment of cross-sectoral networks between SE – business sector – educational sector–research sector – civil society.**
- ✓ **Specific support since the pre-start – up phase in order to help the transformation into SE businesses.**
- ✓ **Support Marketing, Management, Internationalization.**
- ✓ **Generate and promote effective social clauses in public and private procurement in order to facilitate the access-to-money-process**

Thanks for all!

Regione Emilia-Romagna

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Emilia-Romagna: people and enterprises make it social. The Action Plan

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ART-ER

Attractiveness Research Territory
Emilia-Romagna Consortium Company

born on May, 1st 2019 from the merger of ASTER and ERVET

Together
for an ever more attractive and international region

- **Exchange of experience**
- **ACTION PLAN**



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**Interregional Meeting in Bologna
20-21-22 November 2017**

Good Practices



SCOTTISH ENTERPRISE GOOD PRACTICE:

Firstport is a development agency for start-up social enterprise supported by Scottish Government.

Designed to provide services which help take new social enterprises from the seed of an idea to start-up, and sustained success. A package of support comprise seed funding, business advice.

Help social entrepreneurs identify networks and peer support to develop and implement their business potential.

ACTION PLAN

POLICY INSTRUMENTS ADDRESSED



European Social Fund Regional Operational Plan 2014-2020 - investment priority 8.5 - Adaptation of workers, businesses and entrepreneurs to changes



European Regional Development Fund
Regional Operational Plan 2014-2020



ROP ERDF in connection with
Smart Specialisation Strategy



Lack of managerial and organizational skills within social enterprises

→ launch of a specific call for tender aimed to the training of social enterprises managers

Impact: COMPETITIVENESS AND GOVERNANCE

Players

E-R ROP ESF Managing Authority

E-R Department for Programming of Education, Training, Work and Knowledge Policies

E-R Department for Social Integration, combating Poverty and Third Sector

SE representation and business support

Universities and training institutions

ACTION 2



Lack of a reward system in public tenders for sustainable and social value enterprises/hybridization profit

➔ Definition of a social impact assessment system in tender evaluation

Impact: PARTICIPATION, HYBRIDIZATION, NEW MARKET OPPORTUNITIES

Players

E-Ra ROP ERDF Managing Authority
Enterprise Associations
Social Enterprises
Profit enterprises
ART-ER

ACTION 3



Networks & supply chains within the social economy system not sufficiently structured, lack of tools to facilitate access to the existing networks



 Creation of a community of public & private entities (research centers, companies, training institutions) sharing ideas, skills, tools, resources to support start-ups and promote competitiveness of social enterprises.

Impact: COMPETITIVENESS, INNOVATION, COLLABORATIVE RESEARCH, ENTREPRENEURSHIP

Players

Emilia-Romagna Region,
ART-ER

Universities, National Research Centres, Innovation Centres

Union of Chambers of Commerce

Business Associations

Social Enterprises' Associations, Social Enterprises



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Thank you!

Questions welcome



Project smedia