



Leveraging Social Enterprises for a  
more resilient, inclusive and  
sustainable Europe

# Working document



# Scoping paper



## **Social Seeds High-Level Dissemination Event: Scoping Paper**

*“Leveraging Social Enterprises for a more resilient, inclusive and sustainable Europe”*

**17 - 18 November 2020, Brussels (remote)**

### **Social Enterprises in 2020**

A year like no other, 2020 is rapidly transforming society, economy and politics. From the health crisis to economic disruption and destruction, social economy and social enterprises are not immune from the dynamic changes facing the European economy this year. Challenges abound in 2020 go beyond the effects produced by the pandemic. In many ways, social enterprises stand well prepared to offer the new models required to make Europe more resilient, socially inclusive and environmentally sustainable.

### **Social Enterprises in Europe**

In Europe, within traditional metrics, some 13.6 million jobs fall within the Social Economy sector accounting for 8% of GDP. Social enterprises are in many ways contributing to what makes Europe special: its focus on the human person whoever they may be. By providing ‘good jobs’ for 13.6 million people and volunteering opportunities for 82.8 million people, social enterprises are unique in so far as they do not chase profit maximization and follow closely the public and community interest. Focusing on a holistic goal, social enterprises strengthen Europe’s capacity to meet today’s and tomorrow’s challenges of societal cohesion. Concentrating not on profit maximization, and instead on ‘well-being maximization’, social enterprises play an active part in picking up the slack left behind by shrinking and exhausted social states in Europe ensuring that social cohesion is not lost.

For social enterprises to continue providing societal, environmental and economic benefits in Europe, the European Union and its member states continue to put in place policies, programmes and projects. In the past decade, social enterprises have grown in salience amongst policymakers. At the EU level, in 2011 the European Commission adopted the Social Business Initiative and in 2015 high-level decision makers at the European Council supported promoting Social Economy. Forthcoming under the newest European Commission from 2020 to 2027 is the European Action Plan for Social Economy.

### **Social Enterprises for a Resilient Europe, Inclusive and Sustainable Europe**

Amidst the ongoing health crisis, social enterprises have played a role in helping maintain EU resilience. In some Member States, dramatic reductions in social enterprise activity took place during the early months of the pandemic. In spite of the seismic challenge and its effects on social enterprises some with work integration programmes for their own employees, social enterprises are finding ways to be resilient. For example, some social enterprises shifted their production lines providing much needed sanitary equipment at the height of the pandemic. This ever agile and adaptable side of social enterprise is a strength for Europe, but it is one that is limited to a very specific circumstance – the global pandemic. According to the OECD, the real opportunity for social

enterprises lie in their ability to provide new models of economic activity to the 'traditional economy' now adjusting to the demands for greater inclusivity and sustainability.

### **The challenges facing Social Enterprises in Europe**

With Europe's triple focus: environmental sustainability, digital social Enterprises suffer first and foremost from their inability to recognize their own existence. Actors working unaware as social enterprises thus already set up to be inhibited in their search for support. Beyond the lack of conceptual awareness and knowledge, there are many other barriers which inhibit the full success of the sector such as: lack of comprehensive support, underdeveloped planning for social enterprises in the long term; complex support procedures; reluctant traditional finance; lack of support for building entrepreneurial skills inside the SSE.

### **Social Seeds: Exploiting Potentials of Social Enterprises**

EU funded projects such as Social Seeds, under the Interreg Europe programme, for the past years developed and worked on spreading the good practices necessary to underpin social enterprise development in multiple distinct European regions. For some regions involved in the project, the learning journey undertaken through Interreg Europe has allowed underdeveloped social economy support and knowledge infrastructures to be understood and developed. For others, with more advanced social enterprise business support infrastructure, the Social Seeds Project enables the regions and their economic developers to go further in providing financial instruments to build stronger and better social enterprises which can alleviate issues related to sustained poor economic growth.

### **Social Seeds: High-Level Dissemination Event.**

Throughout the project's delivery, project partners shared multiple good practice to be exploited and made available at a pan-European level. These good practices are aligned with the high-level priorities in Europe regarding resilience, sustainability, and inclusivity. During the final dissemination event for the Social Seeds project, good practices from the practitioner level of social economy and enterprise will be offered in the form of testimonials about the support offered.

### **Social Seeds Project Partners**

The project brought together actors working in regional development and social economy from across Europe enabling those involved to experience and learn from social economy ecosystems at various and distinct stages of development.

1. IFKA - Public Benefit Non-Profit Ltd. for the Development of the Industry
2. EURADA - European Association of Development Agencies
3. RERA Inc. - Regional Development Agency of South Bohemia
4. Rzeszow Regional Development Agency
5. BSC - Business Support Centre Ltd., Kranj
6. Steinbeis Innovation gGmbH



# Agenda



## Social Seeds High-Level Dissemination Event: Agenda

A significant proportion of Europe's economy is intended to make profits for people other than investors or traditional enterprises. Known as the “social economy”, it includes cooperatives, mutual societies, non- profit associations, foundations and social enterprises. They operate a very broad number of commercial activities, provide a wide range of products and services across the European single market and generate millions of jobs. Social enterprises are also the engine for social innovation.

The recent outbreak of COVID-19 has further stressed the importance of the sector, offering an immediate reply to urgent needs by providing services of general interest and being on the frontline helping vulnerable groups. Social enterprises are playing a crucial role in the European socio-economic landscape, making our societies more resilient, inclusive and sustainable.

Through the appointment of Nicolas Schmit as new European Commissioner for Jobs and Social Rights and his mandate to develop a Social Economy Action plan, the Von der Leyen team has shown its commitment to continuing the strengthening of Europe’s social dimension.

With this scenario in mind, this high-level event intends to capitalise the lessons learned through the Interreg Europe project Social Seed in which partners from a wide range of member states have implemented useful programmes to support social enterprises in different ecosystems. During the first day, participants will have the opportunity of discovering how project partners implemented their action plans in order to enable social enterprises reaching their full potential and learning the different considerations they took into account. As to the second day, the session will showcase and evaluate the current state of Europe’s social enterprise landscape, with the participation of various stakeholders from public and private sector active in the social economy, presenting best practices and identifying lessons learned throughout the implementation of the project.

Given the configuration of the event, and while the participation in both days will be not only recommended but also encouraged, the first day will be mainly addressed to policymakers with interests on how to best support social enterprises; while the general public will find a more stimulating content in the testimonies to be shared during the second and last session of the event.

17 November 2020 – online (10:30 – 12:30)

Different approaches for enabling social enterprises to reach their full potential. Description and testimonies of executed action plans.

10:30 – 10:35	Welcome and setting the scene Patricia BUSSI, director at ENSIE and Vice-President of Social Economy Europe
10:35 – 10:45	Opening address Enikő GYÓRI, Member of the European Parliament for Hungary
10:45 – 10:55	"State of play of interregional cooperation" Camille MILLOIR, Finance Officer at Joint Secretariat of Interreg Europe
10:55 – 11:05	"EU policies for the support of social enterprises" Ulla ENGELMANN, Head of Unit at European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
11:05 – 12:30	<ul style="list-style-type: none"> <li>• "Hungarian ecosystem for social enterprises" by Noémi DANAJKA, representative of the Hungarian Ministry of Finance</li> <li>• "MarketMate: social enterprise evaluation system 2.0", joint presentation by Aron JAKAB, Head of Social Enterprise Department at IFKA and Györgi CSENDES, social enterprise expert</li> <li>• "Implementation of the Regional Action Plan in the South Bohemia region" by Zdenek HANZAL, Project Manager at RERA</li> <li>• "Providing temporary creative spaces for social innovation: Regional Action Plan implementation in Baden-Württemberg" by Victoria BLESSING, Project Manager at Steinbeis Europa Zentrum</li> </ul> <p>Followed by Q&amp;A and poll results Discussion moderated by Patricia BUSSI, director at ENSIE and Vice-President of Social Economy Europe</p>

18 November 2020 – online (10:30 – 12:00)

Experiences and good practices gained through the implementation of the project.

10:30 – 10:35	Welcome and setting the scene Nicholas CLARK, Policy and Communications Officer at Social Economy Europe
10:30 – 10:45	"The repairing and transforming role of social economy" Max BULAKOVSKIY, policy analyst, social economy and innovation unit at OECD
10:45 – 12:00	<ul style="list-style-type: none"> <li>• "Open Social Innovation" by Manuel KREITMEIR, Chairman &amp; Cooperation at Social Entrepreneurship BW e.V. and Head of Social Innovation at Ohana and Alexander BERNHARD, Chairman &amp; Co-Founder at Social Entrepreneurship BW e.V. and Co-Founder of Relumity</li> <li>• "RECOBIN: Complex waste management" by Attila FERENCZI, CEO at RECOBIN</li> <li>• "RECOSI: Social franchise for smarter IT consumption", by Katja ZAJKO, CEO and co-founder at RECOSI</li> <li>• "Dobry Dom association- Professional Therapy Workshops- developing ideas, increasing employment and upskilling", by Agata ZIEMIAKOWICZ, coordinator of international projects at Rzeszow Regional Development Agency</li> <li>• "Story of KABINET CB: How to move 50 tons of furniture back to market" by Dana KALISTOVÁ, founder and manager at KABINET CB</li> </ul> <p>Followed by Q&amp;A and poll results Discussion moderated by Nicholas CLARK, Policy and Communications Officer at Social Economy Europe</p>

# Speakers



## Social Seeds High-Level Dissemination Event: Speakers Overview

17 November 2020

Different approaches for enabling social enterprises to reach their full potential. Description and testimonies of executed action plans



### ***Moderation***

Patrizia BUSSI, Director at ENSIE and Vice-President of Social Economy Europe

Patrizia Bussi studied at the business management Faculty of the Turin University (Italy). She is the Director of the European Network of Social Integration Enterprise (ENSIE), representing social enterprises and especially more than 3200 work integration social enterprises across Europe (26 members in 19 EU Member States, Serbia and Moldavia), aiming to contribute to sustainable development through different actions such as creating links between the job market and the social integration of disadvantaged risk-groups by improving their employment opportunities and productivity, and promoting the economic viability of social enterprises and the integration and reinforcement of their role in the general economic landscape. During her time in ENSIE, she has also worked for two Italian social economy enterprises: the Consorzio Sociale Abele Lavoro and the A-type social cooperative Stranaidea. Since 2012 she is a member of the European Commission expert group on social business (GECES), member of the working group on the role of clusters and similar forms of business cooperation, she was also member of the GECES's Social Impact Measurement sub-group and member of the Italian GECES group, Gruppo Multilaterale sull'imprenditoria sociale. Since 2014 she has represented ENSIE in the Structured Dialogue with European Structural and Investment Funds' partners group of experts (ESIF SD) of the European Commission. Since the beginning of 2019 she is Vice- President of Social Economy Europe.



### ***Opening address***

MEP Enikő GYÖRI, European People's Party

Ms Enikő Győri is a Member of the European Parliament from Hungary since 2019. She is a member of Committee on International Trade, Committee on Economic and Monetary Affairs and Delegation to the ACP-EU Joint Parliamentary Assembly, while she is a substitute in the Delegation to the EU-Mexico Joint Parliamentary Committee and Delegation to the Euro-Latin American Parliamentary Assembly. She returned to politics after serving as the ambassador of Hungary in Madrid (2014-2019). Previously she was an MEP for a year in 2009, until she took over the duties of State Secretary for EU Affairs in Hungary (2010-2014), where she was coordinating the first Hungarian Presidency for the Council of the EU. She speaks English, Spanish, Italian and French.



### *State of Play of Interregional Cooperation*

Camille MILLOIR, Finance Officer at Interreg Europe's Joint Secretariat

Camille studied Law and Political Science with a special focus on EU politics and International Relations at the University of Lille and at the University of Trento before graduating from Science Po Toulouse in 2017. She first joined Interreg Europe joint secretariat in 2017 as an intern. She then worked for the Policy Learning Platform as a consultant before joining Interreg Europe finance team in July 2018. As a finance officer, Camille is responsible for support to project applicants and project partners as well as for the assessment of applications and finance monitoring.



### *EU policies for the support of social enterprises*

Ulla ENGELMANN, Head of Unit at the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Ulla Engelmann is a Head of Unit in DG GROW, the Directorate General being responsible for Internal Market, Industry, Entrepreneurship and SMEs, at the European Commission. Her portfolio covers Social Economy, European Cluster Policy, Skills for industry, as well as specific aspects of Advanced Technologies including Intelligent Cities Challenge. In a previous function, her unit was responsible for women entrepreneurship and entrepreneurship education. She worked at the Joint Research Centre (JRC), the in-house science service of European Commission, for many years in different functions. She started in the JRC in Ispra (Italy) in 1993 as a post-doc in fusion research, and moved on to manage various units (communication, international relations, and others) in Ispra and Brussels. Dr. Engelmann holds a Ph D in analytical and radiochemistry completed at the National Research Centre in Karlsruhe.

### *Hungarian ecosystem for social enterprises*

Noémi DANAJKA, Head of ESF Programmes Unit at the Hungarian Ministry of Finance

Noémi Danajka is head of ESF Programmes Unit of the Department for Programme Strategy of Managing Authority for Economic Development Programmes, Ministry of Finance. Since 1998 in public service she has been dealing with pre-accession funds management and structural funding in health, social and employment fields at respective line ministries and managing authorities.



***MarketMate: social enterprise evaluation system 2.0***

Áron JAKAB, Head of Social Enterprise Unit at IFKA Public Benefit Non-Profit Ltd. for the Development of the Industry

A senior social enterprise expert as well as the head of the Social Enterprise Unit at IFKA Ltd., the Hungarian partner of the consortium implementing the Social Seeds project. Áron Jakab is also the owner of a social enterprise called Fruit of Care.

Áron will be supported by his colleague

Györgyi CSENDES, Senior Social Enterprise Expert at IFKA Public Benefit Non-Profit Ltd. for the Development of the Industry

Economist; business supervisor in assessment schemes (various national grant programmes for social enterprises), assessment framework development expert, as well as a senior expert of the Social Enterprise Unit at IFKA Ltd., an organisation implementing the Social Seeds project.



***Implementation of the Regional Action Plan in the South Bohemia region***

Zdeněk HANZAL, Project Manager at South Bohemia Development Agency RERA

Zdeněk Hanzal works as Project Manager for RERA, the Regional Development Agency of South Bohemia, based in Ceske Budejovice (CZ). Zdeněk manages several projects supporting SMEs in the fields of social economy or internationalization. Besides SMEs support, he also focuses on regional cooperation, environmental issues or sustainability.



***Providing temporary creative spaces for social innovation:Regional Action Plan implementation in Baden-Württemberg:***

Victoria BLESSING, Project Manager at Steinbeis- Europa-Zentrum

Victoria Blessing holds a PhD in Science and Technology Policy. She joined Steinbeis-Europa-Zentrum in 2017, focussing on social innovation, and how to best support it.

## Social Seeds High-Level Dissemination Event: Speakers Overview

18 November 2020

Experiences and good practices in supporting social enterprises, gained through the implementation of the Social Seeds project



### *Moderation*

Nicholas CLARK, Policy and Communications Officer at Social Economy Europe

Nicholas Clark joined Social Economy Europe, the voice of the 2.8 million social economy enterprises and organization in the EU, in September 2020. Coming from a background in Biology (Human Ecology) and Education, with 10 years of experience in the field, he works at Social Economy Europe in policy, communications, content creation through the Blog and Podcast and event management. In fact, Nicholas is editor and coordinator of SEE podcast “Social Economy Talks”.

He set-up and was Headteacher of the secondary phase of the International School of Catalunya, in Barcelona. Before this he studied a BSc in Zoology at the University of Sheffield and holds a MSc in Biology from the VUB in Brussels.



### *The repairing and transforming role of social economy*

Max BULAKOVSKIY, Policy Analyst at Social Economy and Innovation Unit at OECD

Max Bulakovskiy, part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities works on issues related to social economy, social entrepreneurship and social innovation where he recently contributed to the note looking at the social economy and the COVID-19 crisis. Since he joined the OECD in 2015 Max has been covering issues relates to private sector and socio-economic development. Specifically, he contributed to development of a Policy Framework for Social Innovation in Croatia, and development of several editions of SME Policy Index. He was also Project Manager of the OECD-Canada Project for ASEAN SMEs (COPAS) which covered activities of enterprise development in Southeast Asia. Prior to joining the OECD Max was part of the tinnovation: Regional cial innovation in Brussels– Oksigen Lab where he coordinated a number of research projects focused on social innovation and social entrepreneurship. Max holds a bachelor’s degree in Economics from the MGIMO University (Russia), Master’s degree in European Integration and an MBA degree from the Vlerick Business School (Belgium).

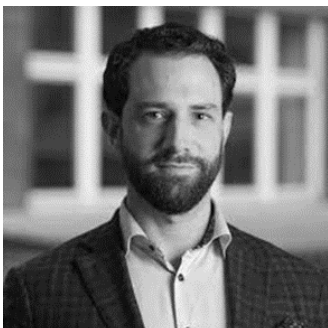


### ***Open Social Innovation***

Manuel KREITMEIR, Chairman & Cooperation at Social Entrepreneurship BW e.V. and Head of Social Innovation at Ohana

Manuel KREITMEIR is Chairman of Social Entrepreneurship BW, the network and competence center for Social Entrepreneurship in the German state of Baden- Württemberg and beyond. Together with Prof. Laura Marie Edinger-Schons Mr Kreitmeir is Co-Founder of the "Digital Social Innovation Lab" at the University of Mannheim, a Lecture series and Incubator for digital social startups Mr Kreitmeir is also an advisor for Social Entrepreneurship to the United Nations at the Diplomatic Council and Organizer of the "European Social Economy Summit 2020" for the European Commission. At his own Ohana Social Enterprise, his is involved in rethinking the coffee and tea trade for the common good with a b2b platform for coffee and tea farmers.

Manuel is presenting together with



### ***Open Social Innovation***

Alexander BERNHARD, Chairman & Co-Founder at Social Entrepreneurship BW e.V. and Co-Founder of Relumity

Global Citizen and Social Entrepreneurship Enthusiast. Coming from business administration and development cooperation (microfinance), Alexander is committed to responsible management - as a co-founder of Relumity - the first repairable LED lamp, the Social Innovation Summit and managing director of Social Entrepreneurship

BW e.V.



### ***RECOBIN: Complex waste management***

Attila FERENCZI, CEO at RECOBIN

During his university studies at ELTE / department of Environmental Sciences Attila played a leading role in the formation of the first 'green' NGO at the university. His first interest was to organize the institution's waste recycling system which did not exist before. Attila was responsible for WWF Hungary's environmental educational activity specialized to schools. During a 3-year project working together with Toyota, the WWF team organized an innovative talent-workshop for students from age 10 to 18, focusing on sustainable cities. As an environmental consultant Attila worked together with a range of specialist from EIT (European Innovation Center) during the Climate KIC program. The focus of the program was to develop business ideas that support the transition towards a low-carbon society also to do this working together with people

from the governmental and civil sector. Recobin managed to involve venture capital into its waste recycling programme that included a full-scale waste management service designed for office buildings in Budapest. The service includes consultancy, indoor waste collection methods, education, waste delivery and monitoring activity, recently operating on 30 sites. His current inspiration to bring waste recycling closer to society and make a clearer picture of how our consuming habits and household waste have an effect to the environment, climate change and the role that recycling plays towards circular economy.



***RECOSI: Social franchise for smarter IT consumption***

Katja ZAJKO, CEO and co-founder at RECOSI

Katja Zajko is a CEO and founding member of a global social franchise RECOSI, which operates in the area of ICT reuse. For the last 8 years she has been involved in developing and setting up social enterprises, operating in reuse industry, in order to make them sustainable and less depending on governmental support. With her international business experiences and working abroad, she is in charge for the expansion of the network. Currently she is developing social enterprise RECOSI in Slovenia. Katja holds a PhD in the area of social entrepreneurship and reuse organizations. She also achieved Certificate of Completion from E-Waste Academy, issued by United Nations University and University of Limerick.



***Dobry Dom association- Professional Therapy Workshops- developing ideas, increasing employment and upskilling***

Agata ZIEMIAKOWICZ, coordinator of international projects at Rzeszow Regional Development Agency

Agata has been working over 8 years in EU co funded projects- Interreg Europe, Interreg Baltic Sea, Erasmus +, Visegrad Fund, Europe for Citizens and other national projects and funds, representative of RRDA in international conferences and events on entrepreneurship and social innovation, coordinator of Social Seeds project in RRDA. Agata is co-founder and member of an association dedicated to poverty and homelessness reduction.



***Story of KABINET CB: How to move 50 tons of furniture back to market***

Dana KALISTOVÁ, founder and manager at KABINET CB

“Professionally, for the last 14 years, I have been moving between business and the non-profit sector, until I settled in social entrepreneurship last year and I feel good there. In 2019, I founded the social enterprise KABINET CB, re-use centre in town of Ceske Budejovice. In running this company, which currently employs 8 people, I use my experience gained as a marketing agency director, in leading a fundraising and development team of a non-profit organization and in leading cultural and social projects in our city. I am close to social innovations; I appreciate courage and sincerity.”



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