



## GRANTS AWARDED AS A RESULT OF THE CALL FOR PROPOSALS VP/2011/012

### Projet Pilote: Coopération globale entre les autorités publiques, les entreprises commerciales et les entreprises sociales pour l'inclusion sociale et l'intégration dans le marché de l'emploi

#### Budget heading : 04.03 12

Beneficiary Organisation	Address	Country	Project Title	Granted amount (€)	Co-financing rate(%)
Municipality of Haidari	S. Karaiskaki 138 & Epavleos 2 - 12461 Haidari	EL - Greece	GoodWorx <sup>3</sup> - Identifying and Promoting Good Practice in Cross-sectoral Cooperation and Social Impact Assessment for Inclusion, Employment and Development	243 029,92	80
Project summary					

International experience with cross-sectoral partnerships shows that jointly, the public, private and third sector can achieve important synergies for social innovation, social cohesion and local development. Social economy enterprises have an important role to play in this process but their specific needs and views are rarely explicitly recognised.

GoodWorx<sup>3</sup> aims to contribute to social inclusion and labour market integration of disadvantaged groups by fostering dialogue and cooperation between public authorities, companies and social enterprises in particular. More specifically it seeks to identify and promote good practise in cross-sectoral cooperation and social impact assessment methods. It will do so by combining local experience with a transnational outlook and knowledge exchange.

The GoodWorx<sup>3</sup> consortium consists of nine experienced partners including three public bodies, three social economy organisations and three for-profit businesses from Greece, Spain and Italy. Their joint expertise will enable them to carry out comparative studies, identify good practice and produce guidelines for effective cooperation as well as social impact assessment.

GoodWorx<sup>3</sup> places strong emphasis on creating visibility and engaging target groups such as local and regional authorities, business representatives, social enterprises, other social partners, related initiatives and the public. In fact, direct and ongoing involvement of stakeholders throughout the project will facilitate and foster sustainability. Dissemination and exploitation efforts will focus on multipliers and produce stakeholder recommendations to mainstream project results.

Thus GoodWorx<sup>3</sup> is a pilot project designed to promote innovative models for cross-sectoral cooperation that help local communities foster social inclusion and effectively measure social impact, whilst raising awareness of social economy, CSR and joint action.



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Ekonomski institut Maribor, ekonomske raziskave in podjetništvo d.o.o., Poslovna enota Center razvoja človeških virov (Economic Institute Maribor, Human Resource Development Centre)	head quarter: Razlagova ulica 22; offices: Pobreška cesta 20 - 2000 Maribor	SI - Slovenia	COOP č Co-operation for Higher Competitiveness in Local Community	204 930,03	79,99
Project summary					

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The overall aim is to create specific partnerships intended to identify, measure and approve good practice models for fostering greater active commitment on the part of business world in particularly in local communities towards social entrepreneurship sector and to strengthen the ability to develop their collective all-inclusive and mutual cooperation for greater economic and social competitiveness.

Project actually seeks methods, instruments and hints for good practice that might support development of new innovative forms of cooperation between public, commercial and social entrepreneurship sector to create new services and products for social objectives.

This objective will be realized with a set of networking and sharing activities that will bring together beneficiaries and stakeholders from national and transnational level and enable the debate on advantages and needs for all inclusive cooperation in local in wider community. The debate will be consolidated and upgraded with the showcase of present practices already being successful on local/national / transnational level, as final result of the project Good practice guide/toolbox will be produced and will present very supportive tool for commercial firms, local communities and social enterprises by arranging and developing their mutual all-inclusive co-operation in business and social sense - it will present the good and successful cases of such cooperation and the all the advantages for all parties involved, further it will present also potential steps for the developing such mutual cooperation and also the identified possibilities and areas, methods, etc. of such cooperation.

With implementation of project activities increased cooperation between public and private sector and social entrepreneurship sector and also other relevant and important stakeholders will be encouraged in order to achieve more competitive social enterprise sector that present and integral part for fostering socio-economic well

Beneficiary Organisation	Address	Country	Project Title	Granted amount (€)	Co-financing rate(%)
Municipality of Kolding	Axeltorv 1 - 6000 Kolding	DK - Denmark	Social Economy Enterprises - A tool to improve social inclusion and economic growth	318 658,00	66,91
<b>Project summary</b>					

The positive social and economic impacts of social economy is recognised on a European level, but it is still challenging for organisations working on a regional and local level to gain overall recognition and support for activities and interventions with a social economy aspect. This is because of missing strategic perspective, the challenge of addressing the traditional market economy thinking of profitmaking enterprises and little or difficult access to venture capital willing to invest in social economy enterprises. In order for social economic enterprises to work optimally three fundamental factors have to be considered, which will be the overall focus are for this project

- Implementation of integrated strategies on local level, where social economy enterprises are seen as a positive resource to create local innovation and social cohesion.
- Networking strategies between profit-making and social economy enterprises, and
- Access to venture capital / micro finance focused at social economy enterprises and / or vulnerable citizens

Partners from DK, BE and UK, will develop innovative instruments and methodologies to work strategically on local level with the three above mentioned factors, enabling local authorities to work with social economy enterprises as a tool to improve social inclusion and innovation.

The innovative focus is the integrated approach to socio economic enterprises in order to develop sustainable models and local solutions and procedures, which will continue after the project has ended, through a piloting phase, where the partners work in practice with the innovative instruments and methodologies and create an overall local strategy for social economy within the three participating local territories, which also has the aim to expand the local partnership and co-operation structures, so that it covers other relevant local partners such as local enterprise partnership, development agencies, job centers, training centers & social partners

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Greater Manchester Combine Authority	Manchester CC, Corporate Services Dept, External Clients Group, Room 115 Town Hall, Manchester - M60 2JR Manchester	UK - United Kingdom	Commercialisation for social value -To extend the use of social enterprises in the supply chains of private sector organisations	229 056,24	79,98
<b>Project summary</b>					

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The action will establish a joint dialogue between commercial buyers and social enterprises. The action will be undertaken by partnerships, in three countries, consisting of social enterprises providing supported employment, work integration opportunities or in work services to individuals with poor health, commercial companies that buy, or facilitate the purchase of these services and public services that commission services from private sector providers and social enterprises.

This work will build on the European Commission SME framework policy to promote entrepreneurship and take forward the findings of the EMES European Research Network in relation to four aspects of business and social enterprise development:

(1) Price and competition: whilst anecdotal evidence indicates that social enterprises have higher unit prices than commercial providers there is little (if any) research that provides price analysis across sectors. The project will compare prices in two service areas: provision of in-work support to individuals with complex health needs and in-work mental health support procured by employers for staff and identify where SE pricing excludes them from the market.

(2) The action also explicitly recognises that finding an exact match between commercial providers and social enterprises on price is difficult because we may not be matching the same product.

Therefore, we will seek to put a monetary value on the added social value of SE products and services by applying cost benefit and social value analysis (3) We will use potential buyers providing commercial employment services to test the marketing of services/ products and provide direct feedback to social enterprises. We will find ways to integrate information on cost benefit /value marketing messages. (4) The action will explore techniques for scaling up social enterprise products to reduce the risk to buyers (commercial and public) associated with purchasing from a vast range of small providers.

