



Newsletter #2

12/ 2020



Dear community,

we hope you are managing these times well! Coronavirus has hit the social enterprises sector hard. Yet many social enterprises are fighting back. They are investing a lot of their remaining capacities to give back to society in this crisis. Financial sustainability of these enterprises will be the biggest challenge in the future, due to lower commercial activities.

Different times require different approaches for all of our partner organisations. We spend more time working remotely and in online meetings.

Over the summer, we analyzed the main development barriers to social entrepreneurship in our partner regions, and will present some key findings.

In the following pages you will find more information about recent developments within work packages; coaching material designed to support social entrepreneurs in implementing innovative solutions and in using ICT tools that can subsequently improve their internal and external communication.

In addition, we give you an overview of interesting upcoming events and activities related to social entrepreneurship, and news from partnering organisations.





WHAT WE ARE DOING

At the moment, we are working on the **Capacity building of social entrepreneurs and altruistic entrepreneurs.**

In comparison to other industry sectors, social entrepreneurship is lagging behind in capacities related to all stages of the innovation lifecycle, managerial and professional skills, fundraising, tackling risks, legal knowledge and strategic use of ICT tools and communication skills. Therefore, comprehensive coaching and sustainable support provided by altruistic entrepreneurs is much needed.

Through the development of this particular work package we want to build and upscale existing knowledge of social entrepreneurs and to equip altruistic entrepreneurs, who would like to support social projects, and teach them how to provide quality mentorship.





COACHING MATERIALS

Social entrepreneurs across Central Europe deal with similar issues. The most prominent needs expressed by social entrepreneurs are demands for innovation process, funding, managing risk, and strategic use of ICT and communication tools. Coaching material is developed in cooperation with nine project partners within the project CE Responsible, supported by the Interreg Central Europe programme.

Coaching materials about innovation process

Coaching material for social entrepreneurs is a full guide on how to implement a new idea or innovative solution in a social company. It aims to find a way to define a problem which a company may face, diagnose a problem and show methods of finding a solution using open innovation and user-driven approach. To make it easier to understand, good practices from project partner countries have been added as examples of innovative social projects.

Coaching materials about fundraising, managing risk, for sustainability strategies

Coaching material about fundraising, managing risk, tools for sustainability strategies provide a better understanding of social enterprises, related to their experience with fundraising and risk management. Special attention is placed on fundraising methods, the selection of which depends on entrepreneurs' needs. Social enterprises themselves need to become more sophisticated users of finance and to be independent of grant funding.

Coaching materials about strategic use of ICT and communication tools

Understanding the vital role of Information Communication Technology tools (ICT) and social media platforms is something that is nowadays crucial.

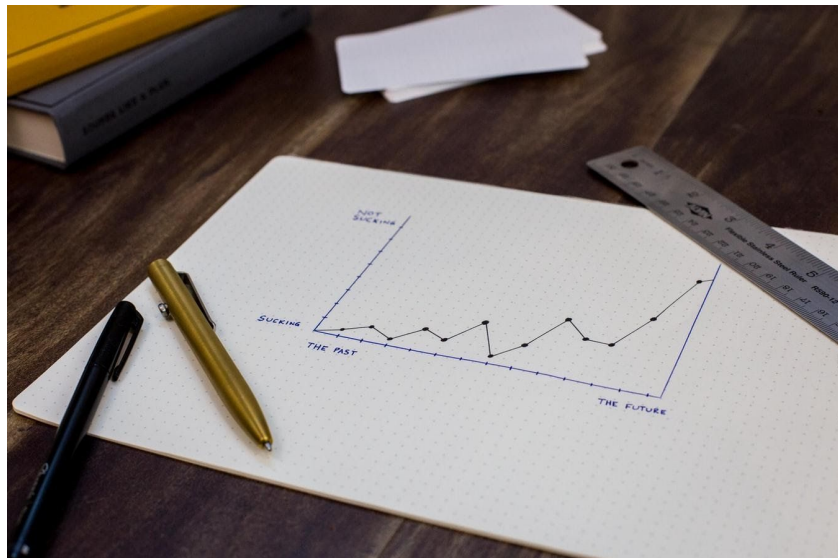
These tools can greatly improve daily internal communication of business enterprises and consequently the quality of their products and outputs. They are a perfect match in reaching goals and changing a social or ecological issue towards better. ICT tools can improve social entrepreneurs' internal communication and work pace, public outreach and visibility and customer experience. ICT tools also improve cross-sectoral collaboration and partnership in the innovation process/development of shared models.



RESULTS OF THE SURVEY

The CE Responsible project is committed to establishing business partnerships in order to enable companies to generate more positive social and ecological impact. To find out how a successful cooperation between different types of entrepreneurs can be supported, a study was carried out, which would allow conclusions to be drawn about differences and similarities regarding social entrepreneurs (SE) and altru-preneurs (AP) ethical corporate values.

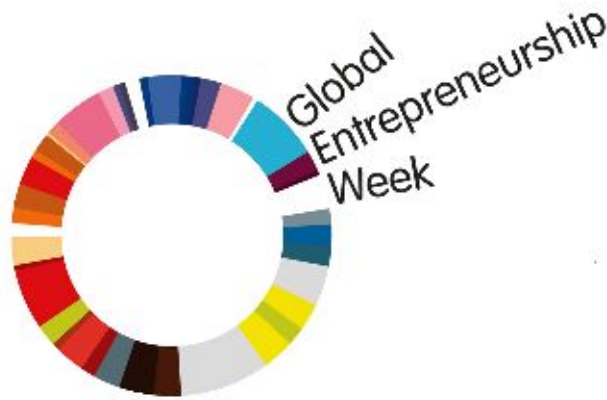
The sample consists of 673 companies from the nine partner countries, with a distribution of 54.5% social entrepreneurs and 45.5% altru-preneurs. Most of the social entrepreneurs are active in the areas of (1) Education, (2) Integration, Inclusion, Diversity and (3) Climate and Environment Protection. The top 3 industries for altru-preneurs are (1) Manufacturing, (2) Information and Communication and (3) Wholesale and Retail Trade.





NEWS FROM OUR PARTNER REGIONS

Social Enterprise Day



Social Enterprise is part of Global Entrepreneurship Week, the world's largest celebration of innovators and job creators who launch startups that bring ideas to life, drive economic growth and increase human welfare.

We are bringing you inspiring stories about social enterprises from our partner regions

<https://bit.ly/2ITJ4M1>



In Slovakia “Cooperation which helps social entrepreneurs”, the National entrepreneurship centre, offers consultations for social enterprises on which support is the best fit.

Entrepreneurs in the social economy are not different from other micro, small or medium-sized enterprises in business activities, but they have their unique position on the market. Their contribution is responsible social entrepreneurship, and their aim to have a positive social impact. The Institute of Social Economy (under which the Regional Centres of SE belong) helps to establish social enterprises and subsequently these entrepreneurs receive a helping hand from the National Business Centre in maintaining their business.

Read more: <https://bit.ly/32C2ATY>

In Poland social economy entities can still count on support under the anti-crisis shield instruments

Polish NGOs during the pandemic: What kind of support can they count on?

The long months of fighting a pandemic are a difficult time for everyone - including social economy entities. Many of them faced problems with maintaining financial liquidity or paying wages. Social economy entities can count on support under the anti-crisis shield instruments. Thanks to this, job security is better protected, which offers rescue and a chance to maintain normalcy for people at risk of social exclusion.

Read more: <https://bit.ly/2UaizEm>



Circular Economy - The role of Austrian *Social Supermarkets* in reducing food waste

University of Applied Science Salzburg examines a hybrid business model, the so-called Social Supermarkets (SSMs). SSMs are comparable to conventional supermarkets that operate in stationary outlets and primarily sell food and consumer products. The main difference of SSMs as compared to conventional supermarkets lies in a modified implementation of various retail marketing mix instruments, for example, a limited assortment and a significantly lower consumer price of approximately 50% to 70% less than regular market prices. The target group of SSMs is restricted to people at risk of poverty, and access to the stores is controlled with the help of identification cards that are issued upon the presentation of income statements.

Read more: <https://bit.ly/3588myB>





UPCOMING EVENTS AND ACTIVITIES

Take the opportunity to be inspired by other social entrepreneurs around Central Europe

Event: Helpdesk workshop for CCI (3.12.2020 - 10.12.2020, **Type:** Online workshop for CCI; **Theme:** Entrepreneurship basics, Defining groups, Sales, Marketing; **Link:** <https://bit.ly/3o7yz6W>

Event: Pathways to Greener Social Housing in Europe (16.12.2020, **Type:** Online event; **Sponsor/organizer:** Social Green Final Event **Theme:** Regional Policies towards Greening the Social Housing Sector; **Link:** <https://bit.ly/3mxiJBZ>

Event: Social Entrepreneurship Camp Karlsruhe(11.-13.12.2020) **Type:** Online Event;**Sponsor/organizer:** Hilfswerft; **Theme:** Value-based entrepreneurship.;
Link:<https://www.hilfswerft.de/veranstaltung/social-entrepreneurship-camp-karlsruhe/>

Event: Digital Road to Mannheim: Health Issues and Social Protection (17.12.2020), **Type:** Online event;**Sponsor/organizer:** European Social Economy Summit2021; **Theme:** Building an economy of well-being;**Link:** <https://www.euses2020.eu/exchange-events/>



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