

DELIVERABLE D.T2.1.1

List of ethical orientation and standards of
CE altruistic entrepreneur's community

Final Version
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 eZavod - Zavod za celovite razvojne rešitve
 website: <https://www.ezavod.si>

Compiled by ikosom



1. Introduction

CE Responsible is empowering Social Businesses in Central Europe by connecting successful entrepreneurs with social entrepreneurs through different activities. It's a win-win situation: while the social entrepreneurs gain the knowledge and expertise they need, successful entrepreneurs create a new business environment and improve positive social impact. The goal is to create strong, long-term business connections - even after the project ends.

In order to guarantee this and continue supporting altruism among entrepreneurs after project end, it is planned to establish an international altruistic entrepreneur association (D.T2.1.3). It will be founded as NGO by the project partners under the main responsibility of LP Ezavod. In preparation for the foundation of this association, a declaration for an altruistic entrepreneurs' community (D.T2.1.2) will be developed to promote ethical entrepreneurship and mentoring among entrepreneurs.

A part of this declaration is a list of certain ethical standards all members of the association should commit to. This deliverable includes the methodological approach and final list of ethical orientation and standards to support the establishment of a CE altruistic entrepreneur's community.

2. Methodology

There are many associations and organisations who are using manifestos and declarations to create a common set of values - especially in the context of NGOs and impact driven companies and social businesses.

In a first step, PP3 ikosom researched different manifestos, e.g. "The B CORP declaration of interdependence", and defined a first draft of criteria. This first draft and a collection of such statements were presented to the partners at the joint partner meeting in May 2020.

PP3 incorporated the feedback of the partners in its research, further defined common ethical values for the CE RESPONSIBLE association and re-formulated its draft list of ethical orientation and standards.

ikosom also organized and hosted a webinar with the EUCLID network for social businesses to better understand their work as a community of social entrepreneurs and to be inspired by their entry criteria and membership programme.

During the joint online partner meeting in September 2020, the partners were invited to research and add their favourite declarations and mission statements of NGOs and social businesses during a short workshop session. Then ikosom presented its list of values and compared it with the found results by the partners. These were then discussed by the partnership during the PP meeting.



It was agreed by all partners, that the list should contain ten points at maximum. Also it was clearly stated that these values should be phrased in an activating, personal and direct way to attract social entrepreneurs and altruistic entrepreneurs on common ground.

Based on this discussion, ikosom incorporated the feedback into the existing list and formulated a final version, which was one last time sent to partners to be agreed on. It was then passed on to LP Ezavod, who implemented it into D.T2.1.2 - declaration for an altruistic entrepreneurs' community and D.T2.1.3 - international altruistic entrepreneur association.

3. Result

Below you find the final list of ethical orientation and standards of CE altruistic entrepreneur's community as used in the declaration to the association:

As entrepreneur/organization from Central Europe,

YOU ARE COMMITTED TO DO BUSINESS, CONSIDERING FOLLOWING ETHICAL VALUES:

- You consider yourself as part of a global community of impact-driven enterprises. These enterprises (both ethical and social enterprises) aim to minimize the negative impact and **INCREASE THE POSITIVE IMPACT** of their business conduct.
- You **RESPECT AND HONOUR ALL PEOPLE OF THE WORLD** regardless of their sex, skin colour, language, religion, political or other views of national or social origin, membership of a national minority, their assets, birth or other status.
- The **SUSTAINABLE DEVELOPMENT GOALS (SDG)** of the United Nations represent your global and local framework of action.
- Your business behaviour reflects the shared value system of our community. You conduct your business with professional **INTEGRITY, TRANSPARENCY, RIGHTEOUSNESS AND A JOINT RESPONSIBILITY FOR SOCIETY.**
- You believe **COOPERATION IS CENTRAL.** You commit yourself to strengthen our networks within and across the countries of Central Europe.



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- You are **OPEN TO COLLABORATE** with other ethical entrepreneurs, which share similar mindset and values as collaboration, exchange of experience and transfer of knowledge are central to the success of your business, but also of social enterprises in general.
 - You support individuals and entrepreneurs who lack basic access to knowledge and resources. You invite other companies and individuals to transfer their knowledge in an altruistic way to **EMPOWER DISADVANTAGED GROUPS**.
 - You believe that entrepreneurs and customers are interdependent. You know that entrepreneurs and customers need to work together to create a positive social impact. You value your customers and learn from their feedback to **IMPROVE YOUR PRODUCTS AND PROCESSES**.
 - You put **PEOPLE AT THE HEART OF WHAT YOU DO** in your daily business. You support your employees and partners and encourage them to take action in developing their own ideas to make the world better.



ANNEX - Collection of values, missions, manifestos

Euclid Network (Europe)

Together with members and partners, we value:

- Openness to collaboration across borders, sectors and generations
- Inspirational leadership and collective endeavour
- Innovation and entrepreneurialism for social impact
- Accountability to members, funders and citizens

To be found here: <https://euclidnetwork.eu/about-us/our-vision/>

GSEN (Global)

- We believe that every community and every country will find its own path to support social entrepreneurs
- We believe that the sharing of methods, tools and results will contribute to strengthening social entrepreneurship in all countries
- We act and learn from results to improve our approach
- We believe that there are individuals everywhere who have the potential to make positive change in the world
- We believe in the value of social entrepreneurs across the spectrum who bring about change from local to global levels
- We put people at the heart of what we do, backing people first because it is people who lead ventures
- We support people in their own ideas for improving their world, dedicated to peaceful paths to social and environmental improvement
- We reach out and find people who can tackle the key issues facing society and the environment
- We believe that people in communities which face problems are part of the solution and they are most likely to create the most relevant solutions
- We are committed to respect and equal opportunity for all people of the world

To be found here: <http://www.gsen.global/about>

THE B CORP DECLARATION OF INTERDEPENDENCE (Global)

We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation - the B Corporation - Which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people and place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.



- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

To be found here: <https://bcorporation.net>

BAUM KODEX (Germany)

<p>Verantwortung für nachhaltiges Wirtschaften</p> <p>Wir richten unser unternehmerisches Handeln an den Grundprinzipien einer nachhaltigen, d.h. ökonomisch sowie ökologisch und sozial verträglichen Wirtschaftsweise aus...</p> <p>Verantwortung für die Natur</p> <p>Als Unternehmen haben wir durch unser Handeln eine besondere Verantwortung für die Bewahrung der globalen natürlichen Lebensgrundlagen und den schonenden Einsatz von Ressourcen...</p> <p>Verantwortung für die Gesellschaft</p> <p>Wir tragen Verantwortung für unsere Beschäftigten sowie das kulturelle und gesellschaftliche Miteinander...</p> <p>Verantwortung für die Zukunft</p> <p>Unser wirtschaftliches Handeln folgt dem Prinzip, aktuelle, absehbare und auch für die Zukunft zu vermutende Risiken für Umwelt und Gesellschaft zu vermeiden bzw. möglichst gar nicht entstehen zu lassen...</p> <p>Verantwortung zu Transparenz</p> <p>Wir berichten regelmäßig intern und extern umfassend und transparent über den Stand der Nachhaltigkeit im Unternehmen...</p>	<p>Responsibility for sustainable management</p> <p>We align our entrepreneurial activities with the basic principles of a sustainable, i.e. economically as well as ecologically and socially compatible way of doing business...</p> <p>Responsibility for nature</p> <p>As a company, we have a special responsibility through our actions to preserve the global natural foundations of life and the careful use of resources...</p> <p>Responsibility to society</p> <p>We bear responsibility for our employees and for cultural and social interaction...</p> <p>Responsibility for the future</p> <p>Our business activities are based on the principle of avoiding or, if possible, preventing current, foreseeable and presumed future risks to the environment and society...</p> <p>Responsibility to transparency</p> <p>We regularly report internally and externally in a comprehensive and transparent manner on the status of sustainability in the company...</p>
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To be found here: <https://www.baumev.de/Kodex.html>

The Do School (Germany)

OUR FOCUS



Transform with purpose

For your business to emerge successfully, we work with you on organizational change, inspiring innovation and sustainability, and driving purpose to engage employees and new ways of working.

[LEARN MORE](#)



Learn and innovate digitally

Gain skills and mindsets online and offline to emerge successfully from the quickly changing realities. Benefit from our global community of innovators and experts to drive solutions to your most pressing challenges.

[LEARN MORE](#)



Empower entrepreneurs

We empower governments and foundations to act decisively and collaboratively when facing difficult challenges and help you invest in new and existing entrepreneurs to develop impact on a local level.

[LEARN MORE](#)

To be found here: <https://thedoschool.com/>

Yunus (Global)

- Business objective will be to overcome poverty, or one or more problems (such as education, health, technology access, and environment) which threaten people and society;
- not profit maximization.
- Financial and economic sustainability. Investors get back their investment amount only. No dividend is given beyond investment money.
- When investment amount is paid back, company profit stays with the company for expansion and improvement.
- Environmentally conscious.
- Workforce gets market wage with better working conditions
-do it with joy.

To be found here: https://www.green-venture.net/Die-7-Prinzipien-des-Social-Business-nach-Nobelpreistraeger-Prof--M--Yunus_1423.aspx

Grameen Italia (Italy)



In this moment of confusion and significant changes, Fondazione Grameen Italia is taking action to meet the needs of micro-entrepreneurs and social entrepreneurs. We are working hard to respond to the new needs generated by the lockdown and the subsequent phases, which are impairing large sections of the population week by week. This is why we want to actively participate in this new Italian and global scenario by making at your disposal our professionalism and experience.

To be found here: <https://www.grameenitalia.it/manifesto-for-a-sustainable-future/?lang=en>

SENA (Austria)

Unsere Ziele	Our goals
<ul style="list-style-type: none"> • Anlaufstelle und ein Zuhause für Social Entrepreneurs • Social Entrepreneurs sichtbar machen • Gründungen erleichtern, Barrieren abbauen • Finanzierungssituation verbessern • junge Menschen für Social Entrepreneurship begeistern 	<ul style="list-style-type: none"> • Contact point and a home for social entrepreneurs • Making Social Entrepreneurs visible • Facilitate foundations, remove barriers • Improve the financing situation • Inspire young people for social entrepreneurship

To be found here: https://socentat.files.wordpress.com/2019/02/sena-vereinsstatuten_final.pdf

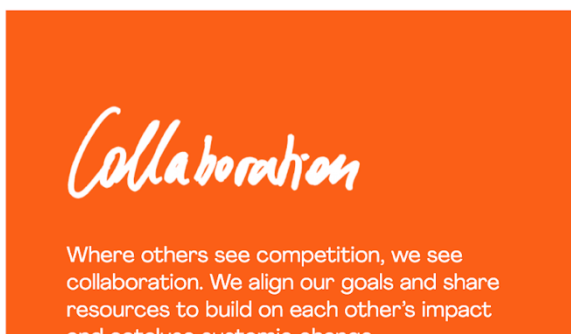
Ashoka/Robert Bosch Stiftung (Germany/Global)



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Our values

Our values and purpose statements were co-created with our whole community.



Collaboration

Where others see competition, we see collaboration. We align our goals and share resources to build on each other's impact and catalyse systemic change.





To be found here: <https://changemakerxchange.org/about-us/>

Impact Hub Zurich (Switzerland/Global)

CO-MANIFESTO

WE ARE A COMMUNITY OF CREATORS
BUILDING A RADICALLY COLLABORATIVE WORLD

WE CREATE	WE CONNECT	WE CARE
START WITH WHY WE ALIGN PASSION, TALENT, PURPOSE AND PROFIT	NO HIDDEN AGENDA WE OPERATE ON TRUST AND PRACTICE TRANSPARENCY	ME, US, ALL OF US WE CREATE SCENARIOS WHERE EVERYONE WINS
FAILING FORWARD WE BUILD, FAIL, LEARN - AND REPEAT	100 % HUMAN WE MEET AT EYE LEVEL AND BRING OUR WHOLE SELVES TO WORK	TRULY REGENERATIVE WE TAKE CARE OF OURSELVES AND THE WORLD

WE BELIEVE THAT THE WORLD'S GREATEST CHALLENGES WILL NEVER BE SOLVED BY ONE PERSON OR ORGANIZATION ALONE. WE NEED TO WORK TOGETHER.

THAT'S WHY WE SET OUT TO CREATE A THRIVING INNOVATION ECOSYSTEM WHERE PEOPLE COLLABORATE ACROSS ORGANIZATIONS, CULTURES AND GENERATIONS TO SOLVE THE GRAND CHALLENGES OF OUR TIME.

WE ARE INSPIRED BY
THE SUSTAINABLE DEVELOPMENT GOALS
AS DEFINED BY THE UNITED NATIONS

1. NO POVERTY 2. ZERO HUNGER 3. GOOD HEALTH AND WELL-BEING 4. QUALITY EDUCATION 5. GENDER EQUALITY 6. CLEAN WATER AND SANITATION 7. AFFORDABLE AND CLEAN ENERGY 8. DECENT WORK AND ECONOMIC GROWTH 9. INDUSTRY, INNOVATION AND INFRASTRUCTURE 10. REDUCED INEQUALITIES 11. SUSTAINABLE CITIES AND COMMUNITIES 12. RESPONSIBLE CONSUMPTION AND PRODUCTION 13. CLIMATE ACTION 14. LIFE BELOW WATER 15. LIFE ON LAND 16. PEACE, JUSTICE AND STRONG INSTITUTIONS 17. PARTNERSHIPS FOR THE GOALS

100 % POSSIBLE. TOGETHER.

IMPACT HUB Zürich



To be found here: <https://zurich.impacthub.ch/de/mission/>

Purpose Foundation - Steward Ownership (Germany)

- Self-governance – Control remains inside the company with the people directly connected to stewarding its operation and mission. With the control of the company held in a trust, it can no longer be bought or sold.
- Profits serve purpose – Wealth generated by these businesses cannot be privatized. Instead, profits serve the mission of the company, and are either reinvested in the company, stakeholders, or donated. Investors and founders are fairly compensated with capped returns/ dividends.

To be found here: <https://purpose-economy.org/en/whats-steward-ownership>

ACT Group (Croatia)

A community of change-makers, empowers the impact economy ecosystem in Croatia as well as the CEE region. Through tailor-made and structured support programs, focusing on education, networking and finance support we enable fast growth of impact enterprises.

Maximizing social impact of both investors and entrepreneurs is what we are best at. Workers of the ACT Group share and nurture following permanent values that are reflected in our work methods: personal responsibility, openness, participation, solidarity, cooperation and transparency. We want to encourage our users to be innovative, to think out of the box, to be focused and persistent, to care for people, for their team, to constantly ask themselves why they are taking an entrepreneurial venture, have a strong influence and agile proactive approach, to be ready for failure and to be open to learn something from it.

Our vision is: An ecosystem that enables fast growth of impact enterprises.

To be found here: <http://act-grupa.hr/en/community/#vrijednosti-vizija>

Civil Impact (Hungary)

Mission: They are creating partnerships: fruitful, responsible, ethical partnerships between non-profit and for-profit organizations in order to boost the impact of SEs.

To be found here: <http://www.civilimpact.hu/index.php/civilimpactakademia>

Other initiatives & mission statements

- Social Entrepreneurship Forum (Austria): <https://socialentrepreneurshipforum.org/de/ueber/sef>
- Vienna Impact Hub (Austria): <https://vienna.impacthub.net/>
- Pomahame Foundation (Czech Republic): <https://pomahame.foundation>



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- Kilowatt (Italy): <https://kilowatt.bo.it/about>
 - Retextil (Hungary): <https://retextil.hu/>
 - Civil Impact Akadémia (Hungary):
<http://www.civilimpact.hu/index.php/civilimpactakademia>
 - Etri Skupnost (Slovenia): <https://etri.si>
 - Knof (Slovenia): <https://knof.si/>
 - Social Entrepreneurship Center (Austria): <https://www.wu.ac.at/sec>
 - Emilbanca (Italy): https://www.emilbanca.it/page/default.asp?i_menuID=62107