

# Joining Forces – The Impact of Responsible Business

## Stories and Achievements





# Imprint

**This brochure was compiled as part of the Interreg-funded project CE Responsible. Empowering Social Business in Central Europe.**

**Project partners include:**

- E-Institute – Institute for comprehensive Development solutions (SL) (EZAVOD, online)
- Metropolitan City of Bologna (IT) (MCBO, online)
- Iksom – Institute for communication and social media (DE) (IKOSOM, online)
- Alma Mater Studiorum University of Bologna (IT) (Unibo, online)
- Brodoto – Social impact creative agency (CR) (Brodoto, online)
- Slovak Centre of Scientific and Technical Information (SK) (CVTI SR, online)
- Centre for Economic and Regional Studies – Hungarian Academy of Sciences (HU) (Krtk, online)
- Municipality of Kielce / Kielce Technology Park (PL) (Kielce, online)
- South Bohemian Agency for Support to Innovation (CZ) (JAIP, online)
- Salzburg University of Applied Sciences (AT) (FHS, online)
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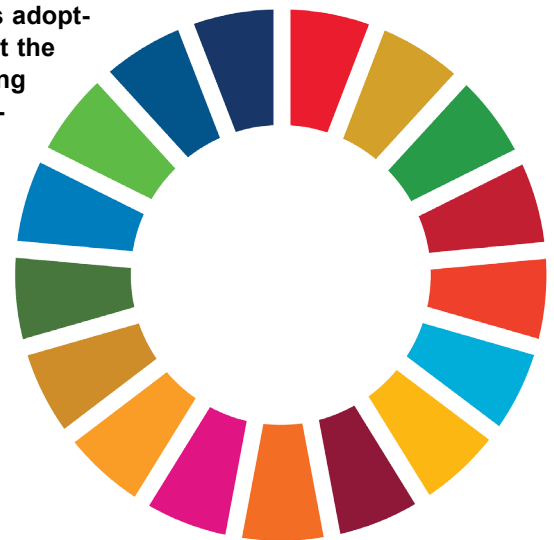
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# 1 Introduction

In response to persistent economic, social and environmental challenges such as climate change and limited resources, there is growing demand for a new way of doing business (Beltramello et al., 2013; European Commission, 2019). More and more organisations and companies are responding to this call, and developments over the last few decades show that decision-makers are recognising the importance of socially and environmentally sustainable business practices by aligning their institutions, organisations and companies accordingly (CSR Europe, 2018a). Approaches to holistic business practices consider economic, environmental and social dimensions on an equal footing (European Commission, 2014). This change is not only noticeable at the level of individual organisations. Manifests such as the 2030 Agenda for Sustainable Development, which was adopted by all 193-member states of the United Nations, document the willingness to promote a global understanding of well-being and more sustainable economic practices on a supra-organisational and international level. The agenda calls for the implementation of 17 Sustainable Development Goals (SDGs) by the year 2030.



# SUSTAINABLE DEVELOPMENT GOALS



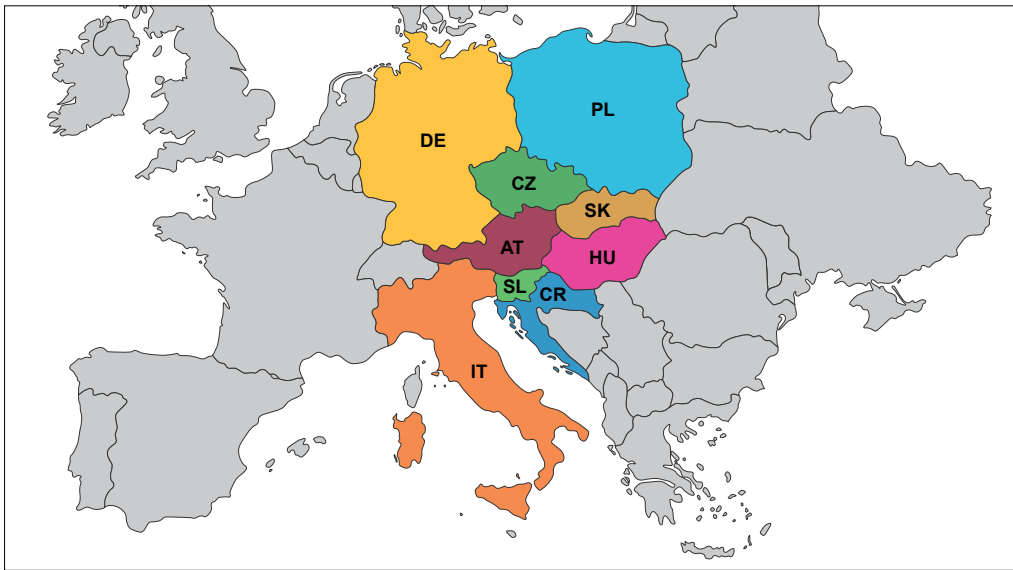
Graphic 1:  
Sustainable  
Development Goals  
(United Nations,  
2020)

One strategy to achieve sustainable development goals is the cooperation of companies and stakeholders across different industries and sectors (see for example CSR Europe, 2018b). Within these partnerships, actors cooperate to compensate for differences in knowledge, skills and resources and thus contribute to solving multicausal, complex problems connected to social and ecological sustainability that they could not have tackled on their own (Hardy et al., 2005; Feilhauer et al., 2021).

However, finding the right partner for such collaborations can be challenging. Oftentimes, non profit organisations, social start-ups and already well established companies may have the desire to pursue the same social or environmental goal, but simply do not know this or indeed, each other. Hence, the formation of such partnerships can be difficult, especially if the organisations operate in different industries or sectors, and can be even harder if nonprofit and for-profit strategies and objectives need to be balanced (Feilhauer et al., 2021).

Therefore, the EU project 'CE Responsible. Empowering Social Business in Central Europe' aims to connect for-profit businesses with an interest in supporting sustainable goals (so-called 'altruistic entrepreneurs') and social enterprises that need support in developing their social business model, and promote meaningful collaboration forms between them throughout central Europe. It was funded with €2.305.9481<sup>1</sup>.

<sup>1</sup> See more information on the project CE Responsible at: <https://www.interreg-central.eu/Content.Node/CE-RESPONSIBLE.html>.



Graphic 2:  
Partner Countries

**The CE Responsible project ran from 2019 – 2022 and involved the following partners:**

- E-Institute – Institute for comprehensive Development solutions (SL) (EZAVOD, online)
- Metropolitan City of Bologna (IT) (MCBO, online)
- Ikosom – Institute for communication and social media (DE) (IKOSOM, online)
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**Aim of the brochure**

This brochure showcases the impact that collaborations between social enterprises and for-profit businesses (so-called altruistic entrepreneurs) can have on their surrounding social and ecological environment. Each of the partners voted for one project in their country that best demonstrates its contribution to one or more goals to improve social, ecological and economical sustainability on our planet. It is written for those interested in the processes of cooperation between social enterprises and traditional companies, either to start their own cross-sectoral partnership or to improve an existing one. This includes stakeholder groups consisting of social and profit-oriented enterprises as well as policy makers, funding organisations, networking organisations, incubation centres and researchers.

The brochure is organised in five sections that should carve out the importance of measuring and presenting impact, from Where We Started (Section I), to explaining Our Approach to Reporting on Impact (Section II), to What We Learned (Section III) and Where We Are Going (Section IV) to finally showing best-practice project examples per country in Stories and Achievements (Section V).

# 2 Where We Started

Table 1:  
Value orientation of  
organisations  
(adapted from Dees  
et al. (2001) and  
Volkman et al.  
(2021))

Given the lack of a unified understanding of the concept of social entrepreneurship (Zahra et al., 2009), project partners had to find and agree on a common definition of not only social enterprises but also of traditional or for-profit businesses. Theoretically, all organisations and companies in our current economic system can be divided into two dimensions of 'philanthropic orientation' and 'profit orientation' (Dees et al., 2001; SEND, 2018; Volkman et al., 2012). The characterisation of the two groups is based on an analysis of the value generation, which is usually derived from the main organisational goals. The distinguishing criterion is whether the main organisational goals are more oriented towards the generation of social-ecological values (philanthropic orientation) or more towards the generation of economic values (profit orientation). Table 1 summarises this definition and clarifies their value generation:

	Philanthropic orientation ◀.....▶ Profit-orientation		
	Organisational form		
	Non-Profit Organisations (NPOs)	Social enterprises	For-profit Businesses (altruistic entrepreneurs)
Value generation	Social/ecological value generation	Social/ecological and economic value generation	Economic value generation
Relation to SDGs	Fulfilment of SDGs are organisational goals	SDGs central component of organisational goals	SDGs usually not a central component of organisational goals
	Contribution to SDGs through fulfilment of main business objectives	Contribution to SDGs directly or indirectly through fulfilment of main business objectives	Contribution to SDGs usually indirectly through further measures (e.g. CSR activities)

In order to connect NPOs/ social enterprises and for-profit businesses and promote meaningful collaboration between them, the project 'CE Responsible' used various tools and strategies to achieve this.



### Roadmap

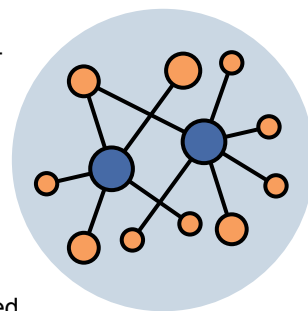
A roadmap was established to gain insight into the needs, potentials and values of both groups to analyse existing support, good practices as well as other EU projects, and to investigate barriers and obstacles to collaborating. In one year of desk research and surveys among companies in the respective countries the following deliverables were accomplished:



- Building databases of potential altruistic entrepreneurs and social entrepreneurs across all nine partner countries
- Analysis of existing needs, capacity gaps and development barriers of social entrepreneurship, including the existing legal framework and access to funding
- Analysis of established project results and a synergy plan for the project at hand
- List of support services traditional entrepreneurs could offer to the social business sector
- Finding common ethical values and fields of interest of both sectors
- Identification and analysis of good practice examples of collaborations between social entrepreneurs and traditional businesses.
- Analysis of existing mentorship programmes.

### Networking Support Platform and 6-Tool-Testing

In a next step, the International Association for Promotion of Altruistic Entrepreneurship in Central Europe was established, an association of legal and natural persons that support the collaboration of social and altruistic entrepreneurs, for the sake of common interests in the field of social entrepreneurship in central Europe. Subsequently, a networking tool was designed and set up that should enable social enterprises and 'altruistic' for-profit enterprises to connect via an online support platform – 'www.net4social-impact.eu'. Companies were fed into the platform from the databases established in each country during year I. In addition, 6 support tools were identified during the following year that entrepreneurs can make avail of through the platform. They consist of



- Funding (Seeking or providing financial support)
- Meeting (Searching new contacts)
- Mentoring (Seeking or providing advice)
- Networking (Searching collaborations)
- Scaling (Seeking or providing partnership for growth)
- Volunteering (Seeking or providing work support)

### Coaching ToolBox for Social Entrepreneurs and Altruistic Entrepreneurs (Mentors)

Another task was concerned with generating coaching material for social entrepreneurs in order to train them in the areas of innovation, funding and communication. Training was also developed for altruistic entrepreneurs to prepare the mentors for impactful and effective cooperation with social entrepreneurs. It included modules providing an introduction to social entrepreneurship, the basis of matchmaking and cooperation, cooperation areas and tools, and learning how a successful mentor will create value. In total, multiple training events with more than 2000 participants took place across all partner countries to deliver this training.



In capacity building sessions and national round tables knowledge on collaborations between social enterprises and for-profit businesses was disseminated.

### Sustainable Framework Model supporting Social Entrepreneurs and Policy Recommendations

In a last step, existing policies and legal frameworks were analysed, and from that, guidelines were developed for the respective regions. Project impact results were evaluated to establish a sustainable framework model that supports social entrepreneurs and to recommend policies including legal recommendations that have the same focus.

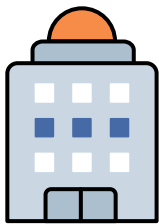


## 3

## Our Approach to Reporting on Impact

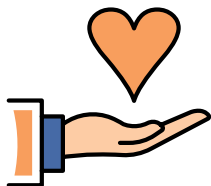
Talking about impact necessitates defining the term in a first step. Given the goals and topics of the CE Responsible project, we are specifically interested in ‘social impacts’ which can be defined as the effects that activities of a particular business organisation have on society not only economically, but also and specifically, on environmental and social levels (Maas and Liket, 2011; Epstein and Yuthas, 2014). To assess social impact, in turn, means to ‘analyze, monitor and manage the social consequences’ (Vanclay, 2006) of an activity. Pärenson (2011) moreover defines that social impact assessment is a process that focuses on finding out about the contribution of certain activities of a particular organisation to solve a specific social or environmental issue. What distinguishes social impact assessment from common monetary measurement systems is the fact that social impacts are often not measurable in a quantitative way and/or hard to translate into money as a common denominator. The qualitative nature of social impact presents a challenge for a measuring system, since it makes it hard to assign certain numeric values to certain outcomes that make them comparable (Maas and Liket, 2011). The comparability of social impact assessment systems is further compromised through the high degree of heterogeneity of social entrepreneurs. For example: A company that helps homeless people to find jobs may have very different needs within a social impact assessment framework than a company that is trying to save the bees. Hence, it is stated to be impossible to find a ‘one size fits all’ solution in terms of social impact assessment, as the assessment would look rather different depending on the type of activity and the internal and external conditions of the organisation (Grieco, 2015). Consequently, because of the qualitative nature of social elements and very diverse socio economic and institutional contexts in the social entrepreneurship sector, impact measurement may vary strongly depending on the type of organisation (Kroeger and Weber, 2015).

Nonetheless, there are dozens of social impact measurement systems currently used and numerous authors have done research on them. Below, four of the most common methods are presented in brief:



1) The **Global Reporting Initiative (GRI)**

(<https://net4socialimpact.eu/resource/gri/>) for one provides reporting principles and standard disclosures for reporting, regardless of the size, industry or location of the organisation. A second part provides guidelines for sustainability reporting that supports companies in implementing their CSR (Corporate Social Responsibility) commitment (Herkenrath & Vallaster, 2018).

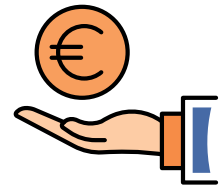


2) The **International Organisation for Standardisation (ISO 26000)**

(<https://www.iso.org/store.html>) published a ‘Guidance on Social Responsibility’ in 2010. It offers companies of all sizes a guide to achieving, evaluating and comparing their CSR objectives, particularly due to the involvement of all stakeholders and the associated global acceptance, and aims to promote an understanding of corporate social responsibility worldwide (Schmiedeknecht and Wieland, 2012).

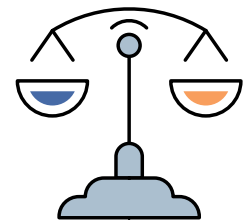
**3) Social Return on Investment (SROI)**

(<https://redf.org/the-impact/measurement-evaluation/>) is an instrument that makes it possible to record and evaluate the impact of an organisation's CSR commitment (Tria, 2013). It is used to measure the social or ecological impact - the attributable effect of an activity - in monetary terms. This is then set in relation to the input - the investment (Simsa et al., 2013). By supplementing the classical cost-benefit analysis with socio-economic and environmental values, the work of organisations contributing to the common good is measured and financially assessed (Reichelt, 2009). This allows an analysis of whether the goals set have been achieved or whether there is room for improvement (Münscher and Eggersgluß, 2011).



**4) The Economy for the Common Good (Gemeinwohl-Ökonomie- GWÖ)**

(<https://www.ecogood.org>) developed a common good balance sheet that is intended to replace the financial balance sheet. It evaluates and documents activities of a company with regard to the indicators in the common good report. Rewards for behaviour and values in the economy are aligned with those in society for confidence-building, appreciation, cooperation, solidarity and sharing (Herkenrath & Vallaster, 2018).



The following table 2 compares the four presented impact assessment tools using different criteria (Herkenrath & Vallaster, 2018):

Criteria	GRI	ISO 26000	SROI	GWÖ
<b>Origin</b>	In cooperation with the UN and numerous stakeholders from the economy, employers, employees, NGOs, states and the private sector	Under the leadership of ISO and involving numerous stakeholders	Developed by the Roberts Enterprise Development Fund	Movement from Austria
<b>Thematic focus</b>	Comparability of sustainability reports, int. standard-setting	Setting standards, understanding	Calculation of social added value	Alternative to the current economic system
<b>Target group</b>	All organisations	All organisations	All organisations, political decision makers	All companies
<b>Support in achieving CSR goals</b>	High, standard setting enables measurement and gives recommendations for implementation	High, sets standards and gives recommendations for action	High, proves the success of a target as a key figure	Up, scoring helps support comp. to measure general interest
<b>Type</b>	Standards for reporting	Standards and guidelines for implementation	(Monetary) key figure	Balance, measurement by awarding points
<b>Comparability</b>	Up, through int. standard-setting	High, offers uniform frame of reference	Average, only comparable if assumptions are identical	High, universal balance sheet for all companies

<b>Degree of detail</b>	High, 96 indicators and recommendations for implementation	High, around 600 concrete requirements	Low, seven basic principles	Means, many indicators, points but no precise unit of measurement
<b>Transparency</b>	High, trial must be disclosed	High, transparency is one of the principles	High, transparency is one of the basic principles	High, transparency is one of the basic values
<b>Legal status</b>	Voluntary	Voluntary	Voluntary	Voluntary
<b>Certification</b>	Yes	No	No	Yes
<b>Receiver</b>	Stakeholder, comp.	Stakeholder, comp.	Stakeholder, comp.	Stakeholder, comp.

Table 2:  
Comparison of the introduced approaches in measuring Strategic CSR (Herkenrath & Vallaster, 2018)

Despite these intense efforts to systemise assessment, the multitude of existing social impact measurement methods is confusing for managers when selecting a method or for academics when analysing the progress in social impact measurement. Many existing measurement methods do not show a common understanding of what to measure, why or for whom to measure, or how to measure (Maas and Liket, 2011). What is more, it is important to point out that many of the existing measurement methods and tools are incorrectly declared as ‘impact’ measurement systems, since they are process-oriented and not outcome or impact-oriented.



Whilst these challenges do exist, it is nevertheless useful to measure impact because it can serve various objectives: social entrepreneurs work to address social problems and do not aim to maximise profits. To increase the attractiveness of such enterprises for investors and potential collaborators, standardised measuring and reporting by social entrepreneurs based on impact indicators enables comparability of different organisations within a thematic area in terms of their effectiveness as well as between all organisations in terms of their efficiency (Achleitner et al., 2009). This in turn allows investors to make allocation decisions not only with regards to their preference for a particular social issue but could also take into account personal risk and return profiles. Furthermore, social entrepreneurs are able to use such impact monitoring for internal management decisions. Standardised measurement and reporting of social success could thus lead to lower risk and greater trust on the part of donors and ultimately to a more efficient allocation of capital in the third sector (Achleitner et al., 2009). Reporting on impact is not only important for investment of capital, however. Disseminating standardised information on the impact of social entrepreneurship, and even more specifically, on the effect and influence of collaborations between social enterprises and profit-oriented businesses raises awareness of this sector and might thus increase the potential for further collaborations.

For this reason, the CE Responsible project was keen to collect standardised information on their participating pilot projects for the purpose of comparing and analysing results. We agreed on using a further typical social impact measurement system, the Impact Value Chain or Impact Pathway, that draws on the following areas, as proposed by Hehenberger et al. (2013):

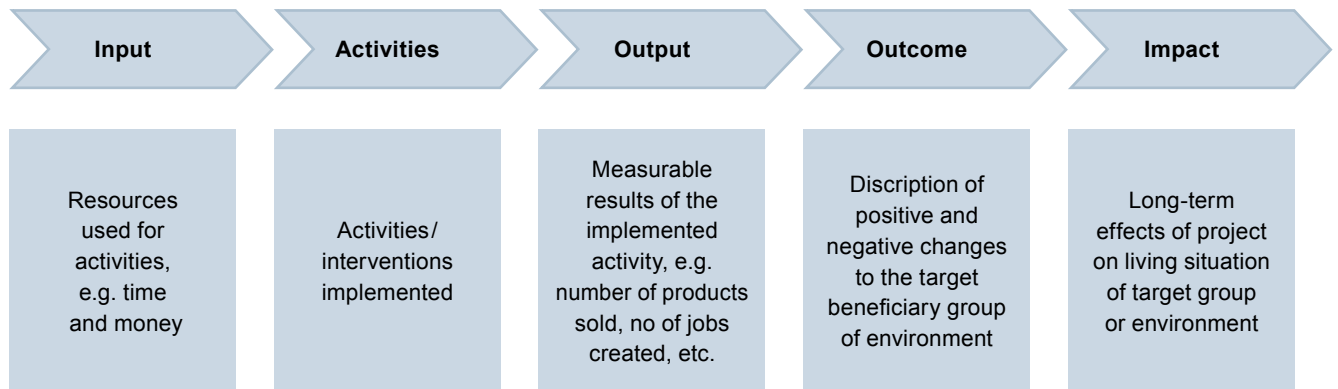
**Inputs:** Resources of any type used for activities, e.g. time and money

**Activities:** Activities/ interventions implemented

**Outputs:** Measurable results of the implemented activity, e.g. number of products sold, no. of jobs created, etc.

**Outcomes:** Description of positive and negative changes to the target beneficiary group or environment

**Social Impact:** Long-term effects of project on living situation of target group or environment



In addition, the following impact criteria were agreed on to show and compare the social and environmental impacts of the participating social projects:

- Description of ecological or social challenge – motivation, goals and starting position of project
- Contribution to SDGs
- Sustainable Development (SD) Impact Areas
- Content of project and of cooperation – idea of problem solution
- Target groups
- Financing model

Graphic 3:  
Adapted from Interreg Central Europe, Social(i)Makers, Impact Evaluation - Measuring and Managing Impact

Consequently, all participating pilot projects address one or more specific social or ecological challenge(s) through their activities. They describe their project and its contribution to a solution while considering the explicit Sustainable Development Goals (SDGs) defined by the European Commission. Further elements that were analysed included their model of financing their project and who they wanted to reach with their activities (target groups). In addition, the quality of cooperation between social entrepreneurs and conventional businesses was assessed, if applicable. A panel of experts in each partner country evaluated the quality of the submissions. The panel reviewed the submissions based on the extent of the impact and the causality of impact pathways. Not all countries present a social enterprise project that collaborates with a for-profit company. The uncertain situation around the Covid19 pandemic made it difficult for companies to instigate cooperations with other enterprises as many struggled to keep up with their core business activities and relied on public support funds at times. Nonetheless, all projects create social impact in their respective areas and are great examples of responsible business models.



# 4 What We Learned

Comparing the Sustainable Development Goals (SDGs), SD Impact Areas, Target Groups, Financing and Cooperations of our projects allowed us to identify the specific areas where they contribute to society as well as potential challenges they face. Overall, this analysis resulted in an impact profile of the presented projects that is illustrated by the SDG graphic.

The CE Responsible best project impact profile reveals a strong focus on the SD Impact Areas of **Social Cohesion, Economy and Natural Environment** which is a reflection of areas social businesses have traditionally been interested in, and less on the areas of Policy, Culture and Public Opinion.

The SDGs that most of our showcased projects work towards (5 of 9) are

- SDGs 8 **Decent Work and Economic Growth** and
- SDG 11 **Sustainable Cities and Communities,**

**8** DECENT WORK AND  
ECONOMIC GROWTH



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



followed by

- SDG 13 **Climate Action** (4 of 9) and
- SDG 1 **No Poverty**
- SDG 3 **Good Health and Wellbeing**
- SDG 9 **Industry, Innovation and Infrastructure**
- SDG 17 **Partnerships for the Goal** (each 3 of 9).

**1** NO  
POVERTY



**3** GOOD HEALTH  
AND WELL-BEING



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**13** CLIMATE  
ACTION



**17** PARTNERSHIPS  
FOR THE GOALS

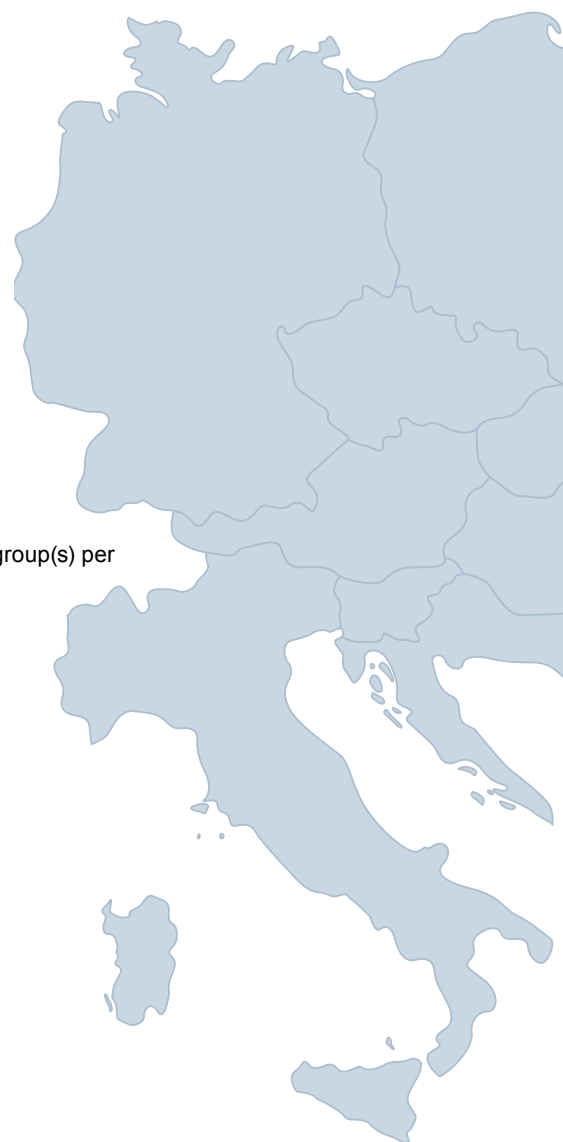


Four of the projects classified by the respective country as most impactful focus on progressing cityscapes and the residing communities through applying sustainable measures like facade greening, creating community spaces or recycling sheep wool (projects Austria, Croatia, Czech Republic, Italy). Another two of the projects work to improve the lives of vulnerable and disadvantaged groups in a sustainable way (projects Poland and Slovakia). Two are focused on re-using and upcycling used furniture (projects Germany and Slovenia) and one project is active in matching NPOs and altruistic enterprises (project Hungary). Target groups of our selected projects, therefore, vary from disadvantaged groups to employers and the general public (see Table 3).



Country	Target Group(s)
Austria	general public
Croatia	shepherds and general public
Czech Rep.	general public
Germany	all market participants/general public
Hungary	NGOs and for-profits
Italy	local and general public
Poland	vulnerable groups + employers
Slovakia	vulnerable groups + general public
Slovenia	vulnerable groups + general public

Table 3:  
Target group(s) per  
country



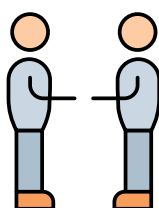
Generally, the projects finance themselves through venture financing (e.g., capital, philanthropy, fundraising, own commercial activities, etc.), market revenue, third-party and public funding, also depending on how successful they were in securing cooperations with for-profit businesses (see Table 4).



Country	Financing
Austria	market revenue and public funding
Croatia	market revenue and subsidies/public funding
Czech Rep.	third-party funding and public funding
Germany	donation and agency fees
Hungary	market revenue, third-party and public funding
Italy	shareholder equity and public funding
Poland	donations and third-party funding
Slovakia	market revenue, third-party and public funding
Slovenia	market revenue

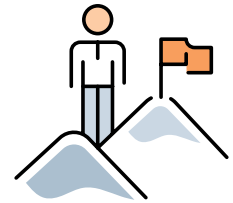
Table 4:  
Project financing per  
country

The fact that three partner countries of the CE Responsible project were not able to select a cooperation project between social businesses / NPOs and for-profit organisations because they had no such submissions may – besides the already mentioned challenges through Covid 19 – be a reflection of the still existing barriers and difficulties to realise these partnerships. Social enterprises report finding it difficult to identify persons within for-profit businesses who have both the authority to make decisions and the mindset/ interest/ knowledge/ time to invest in a social business. What is more, especially in the start-up phase, social enterprises struggle with major challenges such as financing or visibility. Whilst this is quite common for start-ups, their socio-ecological positioning (and thus possibly slower growth, less return on investment) is a circumstance that makes operational decisions more complicated. The other projects, however, stress the benefits of collaborating with for-profit companies, mostly because these partnerships increase their impact range and open up areas to which they would otherwise have no, or much less, access.





# 5 Where We Are Going



This is precisely why strong networks and cooperations can be vital for the survival of social enterprises. Against the background that social businesses and impact entrepreneurs play an essential role in shaping a society towards more social and / or environmental responsibility, the recommendation to decision-makers and policy-makers is to promote and support the emergence and development of social entrepreneurs in Europe. To date, only three of the nine countries participating in the CE Responsible project (Italy, Slovakia and Slovenia) have a defined law on social entrepreneurship in place. Consequently, the interventions identified and recommended by the CE Responsible project to foster and promote social entrepreneurship in Europe address the need to improve the national legal and fiscal frameworks. The 2017 Social Enterprises Reform Act in Italy, for example, provides a no-tax area for any profit that is reinvested in the organisation's activities and the opportunity for social enterprises to distribute profits among their shareholders up to a limited cap. In Slovakia, companies approved for the status of a social enterprise are listed in a specific registry coordinated by the National Ministry of Labour, Social Affairs and Family, and can receive incentives (investments, subventions, direct transfers of funds from the government). Whilst an improvement of legal and fiscal frameworks is required, further development on an organisational level also seems key for the success of social entrepreneurs: Germany's model of Responsible Ownership, for example, offers new opportunities for succession and enables start-ups to make a credible purpose promise, since the assets remain in the company<sup>2</sup>. In addition, we identified a need for education, both for social entrepreneurs and for the business sector, to raise awareness of social responsibility relevance, and by the implementation of supporting networks for social enterprises.

Finally, social entrepreneurs will certainly support their visibility and outreach by creating and implementing, from the beginning of the activities, a monitoring system to measure their social impact. Equally important is, at the same time, to disseminate as broadly as possible the information gleaned from such standardised reporting on impact to all relevant stakeholders. The contents of this brochure are an effort to follow our own recommendation and contribute to raising awareness on social entrepreneurship.



The following section presents pilot projects from each partner region that were selected for their specific ecological or social impacts. They are presented per country in alphabetical order.



<sup>2</sup> See <https://verantwortungseigentum.com/>

# 6 Stories and Achievements

## Austria

### BeRTA – All-In-One Facade Greening

[www.bera-modul.at](http://www.bera-modul.at)

Factbox	Name of project founder(s)/CEO(s)	Susanne Lins (tatwort), Gerald Hofer (GRÜNSTATTGRAU)	 
	Name of the organisation(s) promoting the idea	TATWORT – Nachhaltige Projekte GmbH, <a href="http://www.tatwort.at">www.tatwort.at</a> , GRÜNSTATTGRAU Forschungs- und Innovations GmbH, <a href="http://www.gruenstattgrau.at">www.gruenstattgrau.at</a>	
	Duration existing/ planned cooperation project	ongoing	
	External partners	City of Vienna – Department for Environmental Protection (MA22)	



#### Context

Climate change affects Austria, and Austrian cities – especially Vienna – increasingly experience hotter summers. Due to the high degree of surface sealing, some surfaces heat up to between 70-90°C during the day, then retain the heat and hardly cool down at night. This problem is also known as the urban heat island effect (MA22, 2015). Facade greening to address this problem already takes place in cities, however, despite the theoretically high implementation potential of green facades in existing buildings, a cost-effective, easy-to-implement comprehensive solution for effective retrofitting of climbing plants to existing properties was not available to date. The implementation of green facades was also hampered by complicated and lengthy handling and approval processes within the building community and administration authorities.

*'BeRTA' presents an integrated combi-solution as a low-tech, low-cost one-stop-shop for inner city facade greening.*

#### The project

The all-in-one facade greening system 'BeRTA' was developed as part of the City of the Future FFG project '50 Green Houses'. The idea behind this was to offer an integrated combi-solution as one-stop-shop for facade greening projects. BeRTA includes a greening-toolkit and an innovative web-based instrument for participation. The greening-toolkit is a low-tech, low-cost and easy and broadly implementable plant troughs-solution with tendrils and a maintenance concept that is specifically applicable to existing buildings. The MA 22 – Department of Environmental Protection of the City of Vienna was a partner in the research project and now supports BeRTA with a grant of up to € 5,200 per project. GRÜNSTATTGRAU qualifies all interested companies (planners, gardening and landscaping companies, suppliers of system components) and provides the technical expertise of facade greening. Tatwort manages the project and acts as coordination hub. Project development needs target consultancy in the area of innovation management to increase scalability and efficacy of the BeRTA system as well as sustainability of human resources.

*Facade greening in the city contributes to cooling the buildings and thus the surroundings, improves the microclimate and air quality in the city, and can reduce the perceived temperature by up to 13°C (PET value). In addition, the climbing plants create more attractive living spaces, bring nature back into the city and improve quality of life and health of residents.*

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**13** CLIMATE ACTION



### The impact

Green facades bring many advantages for the city and the building itself: facade greening in the city contributes to cooling the buildings and thus the surroundings, improves the microclimate and air quality in the city, and can reduce the perceived temperature by up to 13°C (PET value). By reducing the need for cooling, green facades help to reduce CO<sub>2</sub> emissions. For buildings, greenery acts as a protective shield against weathering and helps to reduce renovation and maintenance costs. In addition, greenery has been proven to increase property values and improve the quality of life and health of residents. Funded as a research project by the FFG (Austrian research agency), ten houses in the target area Favoriten were greened on the street side through 50 BeRTA projects. The high level of interest in the all-in-one solution in Vienna led to the development of a business model so as to offer BeRTA outside of

the research project as quickly as possible, too. What is unique about BeRTA is that for the first time, the facade greening module not only includes the entire planning and construction process as well as all necessary materials, but also takes over the - previously complex - approval process with the authorities. This has made it possible to implement facade greening in Vienna more quickly and comparatively inexpensively, with high durability and quality, and comparatively unbureaucratic for the property owners. From May 2020, the BeRTA modules can also be ordered in Vienna outside of the research project. However, demands are so high that developments are underway to multiply BeRTA to other cities in Austria and Europe. The CE Responsible project supports BeRTA in this endeavour. If broadly implemented, the project harbours enormous potential for generating new jobs and for sustainably contributing to climate action.

### SD Impact Areas

Economy	x
Social Cohesion	
Natural Environment	x
Policy	x
Culture	
Public Opinion	


### Impact pathway

<b>Input</b>	Creation and coordination of all-in-one facade greening
<b>Activity</b>	Implementation of 50 BeRTA projects so far
<b>Output</b>	So far, 10 houses were greened in Vienna as financially supported by the FFG framework; CE Responsible supports its international roll-out
<b>Outcome</b>	Climbing plants increase attractiveness of living space and bring nature back into the city
<b>Impact</b>	Facade greening contributes to cooling of buildings and surroundings, improves microclimate and air quality in the city, and can reduce temperature by up to 13°C (PET value)

## Croatia

### Agricultural Cooperative Island of Krk

<https://www.facebook.com/poljoprivrednazadrugaotokkrk1>

Factbox	Name of project founder(s)/CEO(s)	Valerij Jurešić	
	Name of the organisation(s) promoting the idea	Agricultural Cooperative Island of Krk, <a href="https://www.pz-otok-krk.hr">https://www.pz-otok-krk.hr</a>	
	Duration existing/ planned cooperation project	The project started 1,5 years ago	
	External partners	Ponikve Eko Otok Krk, City of Krk, Municipality of Malinska-Dubašnica, Municipality of Punat, Municipality of Baška, Municipality of Vrbnik	



#### Context

There has been no systematic collection of sheep wool in Croatia in the past 20 years. Because of this, sheep wool has been thrown into nature or burned. Due to its composition, wool is very slowly degraded in the environment, creating pollution, and it is also hard to burn, so gasoline is used for burning it. On the other hand, it is a renewable resource with amazing qualities. Agricultural cooperative Island of Krk started collecting wool in Krk island 1,5 years ago, with a lot of success. They also work on educating citizens on various innovative uses of sheep wool and work with Krk's and other regional governments to spread the model to other places.

***Agricultural Cooperative Island of Krk was founded to collect and transform sheep wool. It creates various sheep wool products and enhances knowledge on sustainable use of sheep wool.***

#### The project

Agricultural Cooperative Island of Krk collects sheep wool from the shepherds from all over the island at the recycling centre Treskavac, run by Ponikve Eko Otok Krk. There they store and then sort it according to its qualities for two main purposes: transformation into various wool products (yarn, felt), which is carried out in Slovenia, or for direct local use as mulch or fertiliser. The project is financed partly by subsidies coming from the municipalities involved, which cover the remuneration for the shepherds, and partly by selling the products through the webshop of the Cooperative. The Cooperative's main goals are that there is no more wool dumped in the environment and that shepherds can cover the expenses of wool shearing, thus also making shepherding a more attractive profession. The project has two main target groups: shepherds and consumers, however the group of consumers is very wide, as some are hobby knitters or felters, and others gardeners and farmers, etc. The current goals are to employ at least one person for sorting the wool, buy a wool cutter and pelleting machine, and produce their own bio fertiliser made of wool. Agricultural Cooperative Island of Krk is also working on involving their whole region.

*Agricultural Cooperative Island of Krk removes slowly degradable wool from nature and reuses it in a sustainable way while increasing awareness and knowledge.*

**3** GOOD HEALTH AND WELL-BEING



**6** CLEAN WATER AND SANITATION



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



**15** LIFE ON LAND



**17** PARTNERSHIPS FOR THE GOALS



**The impact**

In just one season of working with the 5 municipalities from the island they collected around 7 tonnes of wool. The Cooperative wrote an Action Plan for Wool Collection and Use for the region of Primorsko-goranska, and if all goes well it will mean that Krk will become the main storage unit, with the creation of 3 other smaller collection units in other parts of the region. There is a lot of interest in local wool products and ecological products in general, so the Cooperative sees it as a big potential for the sustainable development of their region. It can become an important tourist product, but also be used in the local agriculture and social centres, and provide local income and jobs.



**SD Impact Areas**

Economy	x
Social Cohesion	
Natural Environment	x
Policy	x
Culture	
Public Opinion	


**Impact pathway**

<b>Input</b>	Sheep wool, money, staff time, local subsidies, transport, webshop, social networks
<b>Activity</b>	Wool shearing, collection, sorting, transporting, washing, transformation, selling, marketing, R&D
<b>Output</b>	(So far) 7t of wool removed from nature, many products sold, 0.5 job created
<b>Outcome</b>	Satisfaction of shepherds, satisfaction of local municipalities, satisfaction of customers
<b>Impact</b>	Further branding of Krk island as the "Green Island", regular collection of wool for the region of Primorsko-Goranska, with the possibility of dissemination to other parts of Croatia

## Czech Republic

# Community Space at the Vodňany Municipal Library – COURTYARD AT KONÍČEK

[www.knihovna-vodnany.cz](http://www.knihovna-vodnany.cz)

Factbox	Name of project founder(s)/CEO(s)	Kateřina Mašlová	
	Name of the organisation(s) promoting the idea	Městská knihovna Vodňany, <a href="http://www.knihovna-vodnany.cz">www.knihovna-vodnany.cz</a>	
	Duration existing/ planned cooperation project	2021 – completion subject to funding	
	External partners	Municipality of Vodňany, Nadace Via	



### Context

Vodňany is a small town that did not have a public meeting place for local cultural programmes for residents. At the same time, the Vodňany Library has a backyard in its headquarters which had not been used to its full potential. The main aim of the project is to transform this backyard into a community place for all generations to meet. The creation of such a place and programme follows the national strategy of the 21st Century Library. According to this concept, the library is not only a place for lending books, but is the centre of the socio-cultural life of the city. Especially in these (post) Covid days a lot of people feel alone and need to renew or build again social contacts. Support from the local community could help them to restart their lives.

*The Vodnany's Municipal Library together with the visitors and town community will write the story of a pleasant place that will be a constant source of inspiration, motivation and joy for everyone.*

### The project

The aim of the project is to create a place next to the library, which is intended for meetings of the general public and at the same time will enable the realisation of a wide range of cultural and educational programmes. The vision for this place is to best suit not only the organisation but also the visitors, wherefore a participatory method of planning was chosen for the realisation. The resulting project is based on the requirements of the participants of planning meetings. The library visitors are children, adults and seniors, so the project target group includes people from 0 to 100 years. Thanks to the endowment contribution of the Via Foundation and the organisation's own resources, the library managed to obtain financial coverage for the first stage of the project, which includes the construction of a social facility and an open pergola. Construction work will be completed by the end of October 2022 after which all related marketing activities will begin. The organisation is already focusing on finding financial resources for the second phase, which will ensure year-round use of the space thanks to the glass and insulation of the building. The project video spot and finalised marketing plan, supported by the CE Responsible project, should help to find new collaboration partners in the town and its surrounding region.

*A community space with a balanced budget will be created, which will appeal to a wide audience with its offer.*



**4** QUALITY EDUCATION



**11** SUSTAINABLE CITIES AND COMMUNITIES



**17** PARTNERSHIPS FOR THE GOALS



flexibility of the organisation's employees. The programme will consist not only of one-off cultural events, but also of periodically recurring activities. When creating the programme content, the perception of the library as a teaching organisation that has general public confidence is reflected.

When evaluating the impacts of the project, not only the number of events/ visitors will be recorded, but also the changing number of registered readers will be monitored.

A separate issue is the economic stability of the newly created space. The library itself is a contributory organisation of the city and the overall inflow of funds is controlled by the founder. The individual chapters of the budget are compiled by the library itself. As an organisation, the library strives for maximum financial self-sufficiency of the new space. The goal is for the space to withstand the competition of commercial companies. If this model can be applied, the creation of one job is estimated. This staff member will be responsible for managing the backyard.

**The impact**

The newly created backyard space will have the potential to become the centre of the city's socio-cultural life. It will not be limited to library readers. On the contrary, its openness and active communication as well as a wide range of programmes will bring new visitors to the library. As a result, the library can become an attractive place for a larger target group.

At the moment, the dramaturgical framework of the backyard is ready, but there is a presumption that it will be adapted to the specific requirements of visitors. It is assumed that this process will be of a long-term nature and will have demands on the

**SD Impact Areas**

Economy	
Social Cohesion	x
Natural Environment	
Policy	
Culture	x
Public Opinion	x

**Impact pathway**

<b>Input</b>	The backyard reconstruction project was created on the basis of knowledge about participatory planning in cooperation with the public. The financial support from Nadace Via, other sources are in the preparation phase. Project videospot (financed from CE Responsible project).
<b>Activity</b>	Period of testing the backyard area. Educational process in the field of public involvement and projection of their requirements into the final project. Two planning meetings that involved the public: 1. defining requirements 2. revision and commenting on the resulting proposal. Construction management and realisation. Fundraising activities for the second phase.
<b>Output</b>	Once the construction work is completed and the permanent programme offer is created, one job will be created.
<b>Outcome</b>	A large group of locals will be given a meeting place where cultural events, educational programmes and other activities will take place.
<b>Impact</b>	Consolidation of the socio-cultural situation in the city across all age groups.

## Germany

### WeiterGebenOrg

[www.weitergeben.org](http://www.weitergeben.org)

Factbox	Name of project founder(s)/CEO(s)	Harald Prokscha
	Name of the organisation(s) promoting the idea	WeiterGebenOrg, <a href="http://www.weitergeben.org">www.weitergeben.org</a>
	Duration existing/ planned cooperation project	Ongoing
	External partners	Municipalities, cities and schools



#### Context

Almost 50 million pieces of furniture end up in the German bulky waste incinerator every year. This is due to the fact that (although most of them are still in good condition) no buyers can be found for used furniture. Attempts of companies to donate good used furniture to social and charitable organisations are unfortunately often unsuccessful. Not because organisations do not have a need, but in most cases, the search for a buyer for the used furniture is started at far too short notice. Since there is usually no overview of non-profit organisations, they have to be searched for individually by hand.

*WeiterGebenOrg collects furniture donations from various authorities, municipalities, companies and corporations and distributes them as donations to non-profit associations and institutions.*

#### The project

The ecological-social enterprise WeiterGebenOrg was founded to create a furniture recycling system. It is open to all market participants, starting from furniture producers, new and second-hand trade to repair service providers and recyclers. The company, which is active throughout Germany, already has various projects in which the aim is to bring a maximum of used furniture into further use. Various authorities, municipalities, companies and corporations make use of this. Since an independent, transparent and regions-connecting network did not exist until then, a transregional information system was brought into being, for used material donations that are exclusively redistributed to non-profit associations and organisations. WeiterGebenOrg is a member of UpdateGermany under the patronage of former German Chancellor Angela Merkel.





**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



### The impact

In the furniture industry, an industry that is just discovering sustainability, the social enterprise WeiterGebenOrg is concerned with preserving created values and environmental resources. The social enterprise aims to contribute to the fact that each consumer is conscious that old furniture is not garbage, but valuable resources. WeiterGebenOrg is already active in all German-speaking countries and aims to make good use of a large amount of the estimated 10 million tons of used furniture per year in Europe, which has so far ended up in landfills or incineration plants, in the interests of nature and society.

*Our society is deprived of furniture with an acquisition value of many billions of euros through the unnecessary incineration of bulky waste and the environment is exploited by the same amount of materials recurring. WeiterGebenOrg helps to turn this double unnecessary waste with simple measures substantially into the positive.*

### SD Impact Areas

Economy	x
Social Cohesion	x
Natural Environment	x
Policy	
Culture	
Public Opinion	


### Impact pathway

<b>Input</b>	Apart from the time and knowledge spent by the founders, the development of an online software for scaling up the initiative is one of the biggest challenges. The estimated costs are around € 300.000,-.
<b>Activity</b>	WeiterGebenOrg collects furniture donations from various authorities, municipalities, companies and corporations and distributes them as donations to non-profit associations and institutions.
<b>Output</b>	Charitable organisations receive donations of furniture. To date, furniture owners have commissioned the service to bring almost 50,000 items into circulation. This number is to be increased to 50,000 in one year by 2023 and to 1,000,000 annually by 2030.
<b>Outcome</b>	Through the project, companies are connected to charitable organisations and thus the process of transferring furniture is made simpler. WeiterGebenOrg solves not only the communication problem of companies, they also make it easier for companies to find buyers/recipients for used furnitures. That way, less furniture is wasted or thrown away and that furniture has a longer life-span of usage.
<b>Impact</b>	The CO2 emissions are reduced by up to 90% compared to the purchase of new furniture. (More information in German here: <a href="https://weitergeben.org/zahlen-statistiken/sperrmuell">https://weitergeben.org/zahlen-statistiken/sperrmuell</a> )

## Hungary

# Good Impact – Hungary's Coolest Sustainability Event

<https://civilimpact.hu/good-impact>

Factbox	Name of project founder(s)/CEO(s)	Gyöngyvér Kiss	
	Name of the organisation(s) promoting the idea	Civil Impact Non-profit Ltd., <a href="http://www.civilimpact.hu">www.civilimpact.hu</a>	
	Duration existing/ planned cooperation project	ongoing	



### Context

The initiators ran a communications agency when they realised how little opportunity non-profit organisations had to make themselves visible. They discovered that the knowledge of NGOs was not reaching companies, while the companies were limited in their ability to integrate CSR into their business models in a sustainable way. A solution was born in the form of the Good Impact Sustainability Fair. At this event, non-profit organisations showcase their services to large corporations in interactive, engaging, all-sensory workshops. Representatives of the participating enterprises will then decide which services they will buy, and the cooperation between the NGO and the company can begin!

*A place where corporate, institutional goals and non-profit causes meet in a sustainable way through organising the Good Impact Sustainability Fair.*

### The project

Civil Impact is the place where corporate, institutional goals and non-profit causes meet in a sustainable way. Accordingly, their target group is multi-circular: working simultaneously for non-profits and advancing corporate social responsibility. Through persistent work over more than ten years, they have already achieved that leading large corporations have aligned themselves with their mission and become regular participants in the annual Good Impact Sustainability Fair. For non-profit organisations, their priority is to showcase a model that goes beyond one-off fundraising campaigns, for which cooperation with companies is an excellent and viable long-term option. Large corporations are increasingly receptive to the wealth of knowledge that NGOs can offer, whether it's promoting diversity, multiculturalism, integrating people with disabilities, providing exceptional employee experience, or championing a specific environmental cause. Given the current business need, the services of non-profits can be made a permanent feature of the daily life of a large corporation.

*Civil Impact offers truly sustainable social responsibility.*

**17** PARTNERSHIPS FOR THE GOALS



**The impact**

NGOs have traditionally raised money through fundraising campaigns and grant proposals. However, funding has become scarce, and the impact of fundraising is one-off and short-term in most cases. Civil Impact provides a solution with its Sustainability Fair that opens the door for NGOs to sell their knowledge to companies. The revenue they generate can be used for new or existing projects or operations, depending on their mission and objectives.

Good Impact is the only event in Hungary where corporate leaders can shop for niche business services. In addition, Good Impact creates a platform for the for-profit and non-profit sectors to meet and collaborate. Social enterprises can showcase their market value and potential and build real connections with corporations. 8 services from 8 NGOs are showcased in unique showrooms in a five-sensory impact way in only 8 minutes.

Companies are also winners of this initiative. Typically, the services are purchased to benefit the well-being of their employees directly (e.g., through yoga classes, skills development, integration, sensitisation services) or indirectly (e.g., by providing team-building sessions where employees volunteer to help an NGO). The services can be integrated into company operations, tailored to their needs. By implementing civic services, companies create value in their corporate environment and do good by supporting non-profit missions. Good Impact offers participants quality civic connections, business opportunities, sensitive or entertaining presentations, and good energy. The meeting of these two sectors will enable the NGO to plan its future stably and the large company to significantly strengthen its social responsibility.

**SD Impact Areas**

<b>Economy</b>	x
<b>Social Cohesion</b>	x
<b>Natural Environment</b>	x
<b>Policy</b>	
<b>Culture</b>	x
<b>Public Opinion</b>	x

**Impact pathway**

<b>Input</b>	NGOs who wish to establish lasting partnerships; NGOs that are open to learning, developing their business model and portfolio of services; Large companies interested in social responsibility; Large companies who want to create value in a way that supports their business model.
<b>Activity</b>	Training of NGOs to develop their services; Inviting large companies to participate; Organizing Good Impact event; Supporting the launch of NGO-business partnerships.
<b>Output</b>	Over the past five years, they have worked with more than 300 NGOs and more than 80 corporate partners.
<b>Outcome</b>	A win-win situation: Modern social enterprises with stable operations. Strengthened social impact. Scaling up social impact. Large companies are active in the support of well-being of their employees and/or mitigating social issues.
<b>Impact</b>	Achieve greater impact than with previous operating models. Contributing to social awareness raising. Strengthening commitment to social good.

# Italy

## Edicola Resiliente

[www.ilpassodellabarca.it](http://www.ilpassodellabarca.it)

Factbox	Name of project founder(s)/CEO(s)	Antonio Cardelli
	Name of the organisation(s) promoting the idea	Passo della Barca, <a href="http://www.ilpassodellabarca.it">www.ilpassodellabarca.it</a>
	Duration existing/ planned cooperation project	Ongoing
	External partners	egaCoop (National League of Cooperatives), Fondazione Innovazione Urbana, Social Center Rosa Marchi



### Context

Covid 19 emergency has made sociality and proximity services an absolute necessity. The social challenge the project wants to address is to create an alternative to gentrified activities of the city, to improve the attractiveness of peripheral areas of Bologna, and take charge and care of this group of citizens and the place where they live. Born as an informal group, it turned into a legal form, i.e. a cooperative and social enterprise. The project aim is to promote and consolidate an attitude to active citizenship, to create an urban community cooperative that works for the common good to which it belongs.

*Passo della Barca created an urban community cooperative to redevelop public spaces with a bottom-up approach, offering sociality and proximity services.*

### The project

An informal group of neighbourhood families decided to organise themselves to give value to their habit of being active citizens. Neighbourhood citizens were the starting target group. A newsstand/ cooperative was conceived as a pretext to socialise and reach them as well as to provide proximity services. It was renovated in order to reuse the newsstand and the public space around in a new way. When the cooperative's social structure expanded, the target group was enlarged too, reaching all the city. The company had the short-term goal of having its own assets to acquire the newsstand. To establish itself as a cooperative, a shared capital was necessary, a quota of €150 per shareholder. Other revenues were deemed necessary to guarantee economic solidity: funding by Metropolitan City of Bologna institutions was secured; €13,000 were collected via crowdfunding. Finally, it was possible to implement business and proximity services: workshops with children, parcel collection, bike rental. The need the project has highlighted is administrative support for carrying out tax formalities.

*Improvement of the attractiveness of a peripheral area of the city, while providing social cohesion, active citizenship, mutual exchange of labour production.*



**8** DECENT WORK AND ECONOMIC GROWTH



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



### The impact

Taking charge of a common good, re-launching the "newsstand" activity as a vehicle for various proximity services, and creating a new way of socialising for local development are the solutions to the city's activities gentrification identified by Passo della Barca. The relations between citizens are the binder of this project, and by organising themselves in this juridical form they make themselves useful to the community. Competence and availability of the members, who are not all working members, contribute to the development of the project in terms of self-management. LegaCoop has drawn up a regulation for them, which contains the innovative aspects regarding the legal form of the Cooperative: it can create Users and Work Production. At the moment all members are Users, working on the topic of self-management. Rigid constraints in the definition of the partners are

important for the development of the project itself and the adaptation to the relevant legislation. The ambition is to activate job exchange to encourage members to actively participate. The project was born with the idea of being replicable, because each neighbourhood can have the potential to aggregate its citizens for local development, to collaborate in the neighbourhood's quality of life, and provide proximity services.

### SD Impact Areas

Economy	
Social Cohesion	x
Natural Environment	
Policy	
Culture	
Public Opinion	

### Impact pathway

<b>Input</b>	Shareholder capital, time, funds, knowledge, administrative support
<b>Activity</b>	Redevelopment of a common asset, creation of an urban community cooperative
<b>Output</b>	Newsstand acquired, 92 members reached, creation of one job position, creation of proximity services, mutual exchange of labour production (expected)
<b>Outcome</b>	Improved attractiveness of a peripheral area, bottom up approach for local development
<b>Impact</b>	Mutual support of the neighbourhood, improved social cohesion, job creation (expected)

## Poland

# Improving the Daily Lives of People Affected by Physical Disability through Work on the Open Labour Market

[www.oczyszerokootwarte.com](http://www.oczyszerokootwarte.com)

Factbox	Name of project founder(s)/CEO(s)	Mariola Kaniewska, Kama Kępczyńska-Kaleta	
	Name of the organisation(s) promoting the idea	Association 'Wide Eyes Open', <a href="http://www.oczyszerokootwarte.com">www.oczyszerokootwarte.com</a>	
	Duration existing/ planned cooperation project	2011 - ongoing	



### Context

From the very beginning, the association 'Wide Eyes Open' has mainly focused on social problems. It is working on topics like social injustice, racism, intolerance, xenophobia, and ecological issues. The current project addresses the problem of employing people with physical disabilities on the open labour market. Persons with disabilities are two to three times more likely to be unemployed than others, not least because frequently, they are not considered able to be potential members of the workforce. Perception, fear, myth and prejudice continue to limit understanding and acceptance of disability in workplaces everywhere. Myths abound, including that persons with disabilities are unable to work and that accommodating a person with a disability in the workplace is expensive.

*The project works to recruit employers and match them with people with disabilities so that they can be integrated in the labour market.*

### The project

The project works to change attitudes in this area and presents entrepreneurs with a package of benefits associated with hiring people with disabilities, thereby drawing attention to ubiquitous stereotypes about disability and contributing to improving the daily lives of people affected. The project's target audience is any person who conducts economic activity as all entrepreneurs can give a person with disabilities a chance to work. If they do, they can receive an endowment to salaries of employees with disabilities. The activity of the association 'Eyes Open Wide' is mainly based on the participation in international projects within the Erasmus+ programme which also funds their ideas and activities. Project development needs primarily include help with connecting to a larger group of entrepreneurs whereby not only personal meetings with business representatives are sought, but also larger consultations at conferences. Furthermore, the project needs support in attracting employees and volunteers, who would like to devote their time in long-term cooperation with the association. The project is unique in that it wants to execute the entire process of professional activation of people with disabilities from finding willing employers to matching them with a suitable person with disability, thereby considering the barriers resulting from the disability. The project is still in development.

*People with physical disabilities are employed, which improves their quality of life through steady work.*



**1** NO POVERTY



**3** GOOD HEALTH AND WELL-BEING



**8** DECENT WORK AND ECONOMIC GROWTH



### The impact

Year by year, the employment of people with disabilities in the open labour market is increasing. It indicates that entrepreneurs are slowly becoming convinced. The project can be implemented throughout Poland, it is addressing any person running a business, as well as institutions. Working out a model of professional activation of people with disabilities in Kielce and the wider region can be successfully reproduced and implemented in the whole country. Due to the EU Directive on the employment of people with disabilities, projects on this topic are being imple-

mented in all European Union member states, which contributes to the awareness of this problem. People with disabilities must be hired on an employment agreement for the company to benefit from subsidies to the employee's salary or reduce obligatory payments to the National Disabled Persons Rehabilitation Fund. In their non-financial reports, large companies show the employment rate of people with disabilities and thus become responsible entrepreneurs, which has a positive impact on the image of the company.

### SD Impact Areas

Economy	x
Social Cohesion	x
Natural Environment	x
Policy	
Culture	
Public Opinion	

### Impact pathway

<b>Input</b>	Personal meetings with business representatives, but also meetings in form of conferences, participation in campaigns using social media, volunteers
<b>Activity</b>	Planned activities: - Providing entrepreneurs with a package of benefits related to the employment of people with disabilities - Drawing attention to pervasive stereotypes about disability - Contributing to the improvement of the daily lives of people with disabilities
<b>Output</b>	At this stage: Zero promotional meetings held Zero entrepreneurs encouraged to work with people with disabilities Zero people with disabilities engaged to work with entrepreneurs The project is still being implemented
<b>Outcome</b>	The project is designed to positively impact individuals with physical disabilities. It will improve the mental state of people with disabilities. They will be able to return to normal life and engage in society.
<b>Impact</b>	Impact on the employment of people with physical disabilities and improving quality of life through steady work.

## Slovakia

### Drevenô Koliesko (Wooden Wheel)

[www.drevenokoliesko.sk](http://www.drevenokoliesko.sk)

Factbox	Name of project founder(s)/CEO(s)	Beata Bobulova
	Name of the organisation(s) promoting the idea	Drevenô Koliesko, <a href="http://www.drevenokoliesko.sk">www.drevenokoliesko.sk</a>
	Duration existing/ planned cooperation project	Existing cooperation – 1 year
	External partners	Ekos Plus, s. r. O., <a href="https://www.ekosplus.sk/">https://www.ekosplus.sk/</a>



#### Context

Project Drevenô Koliesko (Wooden Wheel) was created based on the personal experience of Ms. Bobulova. When she suddenly became a widow and was left alone, without the right to a widow's allowance and with two small children, she realised that in the given situation as well as in her present mental state, she was not able to continue in her previous work. She needed to take some time to cope with this situation. Therefore, this project is primarily intended for widows/ widowers, single parents, but also other vulnerable/ disadvantaged groups who need to stay at home, whether due to childcare responsibilities and/or other restrictions.

*Wooden Wheel offers unique educational or gift products, designed and crafted by people who unexpectedly found themselves in an extremely difficult situation.*

#### The project

The Wooden Wheel project creates jobs with a simple scope of work so that it can be easily done from home, time-varying and taking into account individual needs. Participants produce advertising and utility items, as well as creative educational sets for children. All their products come from a wooden wheel – a sawed tree branch segment. They offer gift sets to companies or kindergartens and primary schools, which they usually contact directly. At the same time, potential clients turn to the organisation solely based on references or their communication and advertising on social networks. Since the beginning, they were able to sell more than 13 thousand wooden wheel products while employing two permanent employees and offering a number of job opportunities seasonally. The project uses a standard sales model with the gradual development of several sales channels and brand building. Their main income is based on the sale of their own products, and partial wage refund is provided by the labour office.



*Providing job opportunities for people in vulnerable situations, with an added value of supporting and improving education in kindergarten and primary schools.*

**1** NO POVERTY



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**8** DECENT WORK AND ECONOMIC GROWTH



**10** REDUCED INEQUALITIES



### The impact

The Wooden Wheel project provides work at home, and participants don't have to have a special skill or talent. The project cooperates with elementary schools/ kindergartens, where it offers educational craft sets for playful use, during which children learn interesting and practical information from various areas, such as on sheep or bees and their importance. Drevenô Koliesko are currently preparing a set for recycling as well. Still, these products are made by widows/ widowers, single parents, but also other vulnerable/ disadvantaged groups. The project cooperates with EKOS Plus company, who not only actively promote them but also helped approach Acad-

emy of Fine Arts students to create a promotional gift from a wooden wheel for companies. The best designs were rewarded by EKOS Plus with a financial reward, which helped the project and students as well. Thanks to the fee/ reward, several students took part in the competition, which resulted in very interesting products. The project is still progressing and they focus on new products and continuous growth of long term job positions.

### SD Impact Areas

Economy	x
Social Cohesion	x
Natural Environment	x
Policy	
Culture	
Public Opinion	x

### Impact pathway

<b>Input</b>	Time, funds, knowledge
<b>Activity</b>	Product design and development
<b>Output</b>	More than 13,000 products sold since 2019, two long term job positions created, jobs created seasonally
<b>Outcome</b>	Improvement of education, positive effect on disadvantaged/vulnerable people in need
<b>Impact</b>	Long term jobs – education by educational craft sets for kindergarten and elementary schools, awareness raising of needs of specific vulnerable groups

## SLOVENIA

### Reusable Furniture Salon Project

<https://knof.si/en/salon-za-manj-odpadkov-in-vec-stila>

Factbox	Name of project founder(s)/CEO(s)	Boštjan Vimpolšek Mojca Metelko Žganec	
	Name of the organisation(s) promoting the idea	Kostak Company, Utilities Management and Civil Engineering, <a href="http://www.kostak.si">www.kostak.si</a> Zavod Knof, so.p, social company, <a href="http://www.knof.si">www.knof.si</a>	
	Duration existing/ planned cooperation project	Project is in implementation since autumn 2020	
	External partners	Municipality of Krško	



collection|knof

#### Context

Intensive consumption of fresh raw materials in the past led to a shortage of raw materials on the one hand and a greater amount of waste on the other. Bulky waste is municipal waste, including furniture and mattresses, which due to its size, shape or weight is not suitable for disposal in containers or bags as other municipal waste. Reuse of bulky waste in Slovenia is carried out in nineteen reuse centres. Still usable bulky waste is mostly not collected in an organised manner or not reused but is incinerated or disposed of in landfills.

*The Reusable Furniture Salon project is innovative due to the successful transfer of theoretical knowledge about circular economy into practice. The project approach is based on a systematic work methodology which includes sorting material according to quality, reuse according to the possibilities and wishes of users, an innovative online order system of waste disposal for citizens, and environmental impact assessment using ISO standards and Life Cycle Assessment (LCA). The output is redesigned furniture.*

#### The project

In the light of the presented challenges, Kostak and its partner Knof, with the support of the Municipality of Krško, designed the Reusable Furniture Salon project. Common goal of the project is to reduce waste, save natural resources and creative processing of furniture or 'upcycling'. As part of the Salon, a 500m<sup>2</sup> furniture exhibition salon in Krško and 300m<sup>2</sup> of workshops for renovation, repair or restoration were established. Old pieces of furniture from the previous century are brought back to life in collaboration with designers, carpenters and seamstresses, and they gain new character and value. Important part of the project is also awareness raising of end-users/ customers (citizens) about project activities, through notices on the back pages of utility bills, the official website, the social network, local newspaper 'Posavski zbornik' and through the organisation of online and live awareness raising events.

The project is implemented in accordance with circular economy principles and has important positive social, environment and economic impacts.

1 NO POVERTY



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



**The impact**

**Social impacts**

The social effects of the project are very large, as it created so called green jobs and increased the employability of the most vulnerable groups, i.e. over age 55 and disabled persons. There has also been an increase in interest in selling rare and selected groups of products from certain historical periods, as well as low-priced ones for those for whom products in traditional stores are too expensive.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



13 CLIMATE ACTION



15 LIFE ON LAND



**Environmental impacts**

It is very well known that the effects of reused equally heavy objects made of different types of materials do not have direct proportional effects on the environment. The environmental evaluation may stem from the belief that the reuse of materials replaces the production of new ones. Therefore, the project applied LCA in accordance with the ISO 14040 and ISO 14044 life cycle assessment standards. The results of the LCA show that with 231 reused items, 101m<sup>3</sup>, weighing a total of 3,167kg, they achieved CO<sub>2</sub> storage in

wood products in the amount of 3029 kg, reduced energy consumption by 83GJ, CO<sub>2</sub>-eq emissions by 5.2 tons and drastically reduced water consumption for 9,988kL.

**Economic impacts**

Economic effects were obtained using the Life Cycle Costing (LCC) method. The results indicate that the largest share of costs are present costs for employees' salaries (72%), energy costs (15%) and investment costs (12%).

**SD Impact Areas**

Economy	x
Social Cohesion	x
Natural Environment	x
Policy	
Culture	
Public Opinion	

**Impact pathway**

<b>Input</b>	Use of the bulky waste, including furniture and mattresses for reuse
<b>Activity</b>	Sorting material according to quality, reuse according to the possibilities and wishes of users, innovative online order system of waste disposal for citizens and environmental impact assessment using ISO standards and Life Cycle Assessment (LCA)
<b>Output</b>	New jobs created, 231 reused items
<b>Outcome</b>	The project attracts all customer groups, those with low and those with higher incomes. Namely, it provides lower price products, as well as higher price products from individual characteristic periods, with declarations of great historical and ethnological value. Together with the positive effects on the environment, it brings many positive effects for society.
<b>Impact</b>	Social, environmental, and economic impacts for local residents

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# 8

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