

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1457
Lead partner	E-ZAVOD
Output number and title	O.T1.1 CE ROAD MAP FOR UPSCALING SUPPORT TO SOCIAL ENTREPRENEURSHIP SECTOR
Responsible partner (PP name and number)	PP6 CVTI
Project website	https://www.interreg-central.eu/Content.Node/CE-RESPONSIBLE.html
Delivery date	09.2020

Summary description of the strategy/action plan (developed and/or implemented)

Max. 2.000 characters

The aim of the Roadmap is to identify key information in CE about social and altruistic entrepreneurs in order to plan, how to create long-lasting cooperation between mentioned key project target groups.

The roadmap extracts the most significant findings of several analysis that partnership finalized in the first part of the project, to identify key needs, values, interests, and bottlenecks related to potential cooperation between social entrepreneurship and for-profit companies.

1. Results of Analysis about existing framework and conditions for social business in the Central Europe regions, showed, that legal base, financial schemes, available financial tools, grants, dependency on public funds, network of venture and private investors capital available, are quite different in nine participating regions.

2. Results of Good practices of social entrepreneurship in participating regions, showed the majority of the good practices, where social and altruistic entrepreneurs joined forces, are linked to goals: decent work and economic growth, reducing inequalities, responsible consumption and production. The known cooperation shows different levels of development, from ad-hoc assistance to continuous, long-term joint work. In 70% of the cases the partners are medium and large companies with a multinational focus .40% of the civil partners are social enterprises, 60% are other organizations (e.g. association, foundation). The proportion of for-profit micro and small business' is low.

3. Results of Mentorship programmes and practices: in the analysis we focused on mentoring schemes, where enterprise or entrepreneur is mentoring another enterprise/entrepreneur. In analysis of 30 local and regional mentoring schemes, we found out that mentors and mentees are mostly individual entrepreneurs, for profit business organisations, non-profit organisations, and cooperatives/social cooperatives. Most mentorship

programmes were implemented on the following fields: responsible consumption and production, reducing inequalities and decent work.

4. Analysis of the survey “FINDING COMMON IMPACT GOALS & FIELDS OF INTEREST OF SOCIAL AND ALTRUISTIC ENTREPRENEURS IN CE”: 673 companies participated in the survey (366 social companies and 307 for-profit altruistic companies). Main findings: both groups include "Good Health and Well-Being" and "Decent Work and Economic Growth" in their Top 3 of social and ecological goals, both groups aim to make a positive contribution to society and environment through the way they do their daily business, all entrepreneurs agreed that the biggest hurdle in implementation of socially and ecologically sustainable strategies is lack of opportunity to receive financing in the development phase. Social and altruistic entrepreneurs differ in the field of personal motivations, for-profit entrepreneurs competitive advantages are more important than to managers of social companies, who have more mission-driven personality. The two groups also have different preferences in the field of cooperation. Altruistic entrepreneurs did not have special preferences, with which type of entrepreneur they would most like to cooperate, on contrary social entrepreneurs, prefer "missionary type" of entrepreneur -dedicated to specific goal.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Max. 500 characters

Country: Slovenia, Czech Republic, Poland, Hungary, Slovakia, Croatia, Germany and Italy.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Max. 1.000 characters

Upon results of all implemented analysis, we identified following project activities as the most important, which could support long term cooperation between both target groups in the framework of our project:

- Build a common community platform for social and altruistic entrepreneurs, where both stakeholders can engage, exchange common interest, “crowdsource” each other’s knowledge and services in line with their goals and values.
- Raising awareness on social entrepreneurship and altruistic entrepreneurship, boost the visibility and promote good practices
- Create coaching toolbox for social entrepreneurs coaching and subsequently followed by workshops for both social as well as altruistic entrepreneurs to build capacities in different topics.
- Identify the best innovation social ideas that will be supported/mentored by altruistic entrepreneurs.
- Set up CE sustainable framework model for support of social entrepreneurship) and make policy recommendations to support and measure social entrepreneurship.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Max. 1000 characters

In the phase of our work, when we launched national surveys, a lot of local, regional, and national stakeholders (NGOs, business support institutions, local and regional authorities) were involved and helped partnership to reach all participating companies. All mentioned stakeholders are very interested in the Roadmap and results of our survey. The interest of the results was also expressed by many companies, which participated in the survey. Due to mentioned interest, partnership decided to prepare also national brochures to provide key findings to regional stakeholders (this was not originally planned in AF).

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Max. 1000 characters

Development process of the Roadmap required good cooperation within partnership, to do a quality desk research and required a field research in the form of the survey, where 673 social and altruistic entrepreneurs from Central Europe regions participated. To get key information that are relevant at present moment, feedback from both groups of companies is essential. Mentioned approached required more time, but in long term view, it builds relationship between our project and regional companies that will have positive influence on implementation on all future project activities.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

Max. 1.000 characters

- D.T1.2.1 Analysis of existing needs, capacity gaps and development barriers of social entrepreneurship
- D.T1.2.3 List of support services Altruistic entrepreneurs could offer to social entrepreneurship sector
- D.T1.3.1 Finding common ethical values and fields of interests of Altruistic and social entrepreneur
- D.T1.3.2 Identification and analysis of good practices of social entrepreneurship in participating regions
- D.T1.3.3 Analysis of existing mentorship programmes and practices “Entrepreneur-to entrepreneur”
- D.T1.4.1 Preparation and design of CE Roadmap