

Workshops on 14th of April – Information on the presenting organizations**Workshop 1: Visibility and Marketing (11.30-12.30h & 14.00-15.00h)****goodworks marketplace and label (AT, EU)**

More and more people are concerned about their consumer behavior, through production and working conditions, transport routes and product quality. Many are also convinced that in our current economic system, which sets only on profit, commodity and cheap products, a lot's wrong. Social enterprises have the right offer here. Products and services with sustainable and social background.

- 1) The goodworks marketplace which opens in 2016 is structured as a "multi-seller shop" and as a non-profit sales platform of different providers. First from Austria, soon from countries all over Europe.
- 2) The "goodworks – socio-ecologically produced" quality label distinguishes certified sustainable products and services, which have largely been produced by disadvantaged persons and come up to social, ecological and regional criteria. Economy thus receives a tool of communication of their commitment, as well as increasing market opportunities of their products. For public procurement, social and environment-friendly criteria are safeguarded.
- 3) With integrated marketing strategies - direct marketing tools, an informative mix of sales, information, training and networking – we will start a very new (non-profit) business model for regional and social economy and for true customer loyalty.

Hope to see you soon at goodworks value club ☺

CULT – “Not just a shop, a social experience” (RO)

CULT is a special lifestyle, a way of thinking innovative, a creative concept inspired by originality; attention to details and impeccable quality is our motto. CULT is more than a shop, it's a sustainable experience, an aesthetic and visual universe that invites customers to discover the new and beautiful, created into a socially responsible way. CULT is a boutique-destination, that hosts and offers a wide range of carefully selected fashion items signed only by Romanian designers, collections for both women and men, shoes, accessories, jewellery, own limited edition collections made from eco-friendly materials and unique pieces of interior design. An up-cycling fashion collection is on the way for the Romanian consumers and not only.

CULT is a conceptual space that combines fashion with art projects and social events, including art shows, exhibitions, art installations, concerts by promoting young talented artists in need for a space to express their creativity. Housed in an equally eclectic spirit, our showroom is located in Bucharest downtown, Ion Campineanu No 3A , in an area perfect for slow-shopping. For those who prefer online shopping, you can make a virtual visit to www.cultstore.ro, our e-shop is updated daily with new products, news, events and special projects. As CULT initiators use to say: "It is not just a shop, it's a social experience, an aesthetic universe in which we hope that each and one of you will find its own story!"

WS 2: Quality jobs & labour market integration (11.30-12.30h & 14-15h)**Verein (Association) Morgenstern (AT)**

Verein Morgenstern was founded in 1998 with the aim to offer adequate living-, school- and working-possibilities to youngsters and young adults who have psychological, social or slight cognitive disturbance; to offer these people support and professional assistance to gain the most possible independence.

Beside the living area, Verein Morgenstern has different working areas: Creative and Industrial group, Carpenters Workshop, Farm, Garden, Central Kitchen etc. The Association offers a fundamental and high-quality proposal for people who need more time to develop between school and work-life. The levels and requirements are quite different: just low-threshold working training (giving structure, gaining social skills); professional training (orientation at a certain job-profile; external internship etc.); apprenticeship (with formal certificate).

Taste of Home (HR)

Taste of Home is a culinary-cultural-research project that introduces the culture, customs and countries of origin of refugees and migrants in Croatia by recording their memories of home, smells and tastes of their cuisine. This is an experiment in sharing life stories and culinary skills of refugees and people from Croatia. Tastes of home have been investigated and recorded over several years. For over ten years the persons involved in the project have been meeting people in search of safety and happiness, people in search of home. By preparing the food they grew up with, refugees are evoking memories and creating new friendships and experiences in their new home. In the same time they are building on skills that will help them find employment and integrate in the new society. Collective "Taste of Home" gathers around 30 refugees and volunteers/activists. They are currently running a crowd-funding campaign which will help, inter alia, to establish a social cooperative with an aim of starting a catering business and culinary exchange projects.

<http://www.okus-doma.hr/en/info/o-nama>

Project "WELcommon" (GR)

"WELcommon" stands for "Welcome in common". This is the name that four well-established organizations - the social cooperative Wind of Renewal, the Greek Forum of Refugees, the Greek Forum of Migrants and ANASA Cultural Centre - have chosen for a project seeking to offer much more than emergency accommodation. Social inclusion, empowerment and refugee integration are key aims of the initiative.

The main objective is to provide quality housing for up to 120-150 asylum seekers for six-month periods or longer. The personnel of the Hostel will be both migrants/refugees and Greek nationals. Refugees will also be put in contact with local initiatives looking for workers as technicians, nurses or doctors, artists and social entrepreneurs.

Refugees will receive food, clothing and health care to cover their basic needs, as well as information and various training opportunities, such as language instruction, to develop their abilities and skills.

<http://anemosananeosis.gr/?p=1316&lang=en>

Workshop 3: Fostering solidarity-based communities and a real sharing economy (11.30-12.30h & 14.00-15.00h)

Fairmondo (D)

Fairmondo is a project aiming to create a global online-marketplace - owned by its local users.

The project was launched with the first project-related local co-operative in Germany in December 2012. Since December 2015, over 2000 members have invested about 600.000 Euros in shares. In September 2013, the German online-marketplace was launched. Since, it has been further developed and used by a core community of ca. 12,000 users. It offers over 2 million products, including a largely complete range in the section of German-language books and a wide variety of high quality, fair-trade, and sustainably produced products throughout most categories. At the same time Fairmondo is further developing sustainable, decentralized logistics allowing to involve as much as possible local enterprises.

In order to ensure that Fairmondo lives up to its values even while scaling up, the "CO-OP 2.0." model was developed. This model includes structural provisions to ensure democratic accountability for all stakeholders as well as legally binding commitments to transparency and open source.

www.fairmondo.de/www.fairmondo.com

Cité de l'Autre Economie (FR)

The « Cité de l'Autre Economie » (City of the Other Economy) Dijon is an initiative launched by an association that brings together social economy organizations, public authorities and other players and initiatives. The objective is to create a physical space promoting another model of production and consumption which would host initiatives linked to the social and solidarity economy, the circular economy, functional economy, collaborative economy, etc. In line with this, the initiative will also have a strong environmental dimension (ecologic buildings, vertical urban farm, promotion of soft mobility, etc.).

The development of e-commerce to reinforce the activities of many actors is foreseen, as well. At the same time the "Cité" aims to strengthen active citizenship (also through training and events) and to reinforce the link between different initiatives and the local community.

Contact: ab.citeautreeconomie@gmail.com

Eutropian (AT / IT)

Eutropian is a planning, policy and research organisation helping urban regeneration processes. Eutropian consists of two legal entities: **Eutropian GmbH** is a Vienna-based company offering advisory services to municipalities and international organizations, in policy development, project management, participatory planning, cooperation design, fundraising and communication. **Associazione Eutropian** is a Rome-based non-profit organization, with a focus on conducting research and organizing participatory processes, professional workshops as well as public events.

In the framework of the project "Funding the Cooperative City" new economic models of community-led urban development are identified and analysed.

<http://eutropian.org>

Workshop 4: Social public procurement (11.30-12.30h)

REVES: The new European public procurement directive: Opportunities and remaining challenges

With the adoption by the European Parliament, on 15 January 2014, of the proposal for a new directive on public procurement new rules will govern purchasing or leasing of goods and services by public authorities. The new directive provides public authorities with more opportunities to link public procurement more closely with the promotion of their own specific objectives in various policy fields, including social policy: reserved contracts, possibilities to put more emphasis on quality rather than on price in the assessment of bids, and more opportunities to include social considerations in the procedures can be considered, if applied, considerable achievements for the social sector, social economy organisations and society in general. It is now up to member states to decide whether or not they wish to enshrine these opportunities in national procurement law.

<http://www.revesnetwork.eu/news.php?zcid=643>

Austria: Public procurement as an opportunity for Social Enterprises (AT)

Introducing social and ecological considerations in public procurement has been considered to be a huge opportunity for social enterprises in Austria for several years. But, apart from few best practice examples, social considerations have not been implemented by the contracting authorities in Austria. The new directive on public procurement is a window of opportunity, because it provides contracting authorities with better vehicles in order to achieve social and ecological goals. For this reason a group of four umbrella organizations for social service providers started in 2014 to gather expertise and raise awareness about risks and opportunities of the new directive. Currently we are lobbying for a favorable implementation into Austrian legislation during the following months.

<http://arbeitplus.at/>

City of Brescia: Alternative to Public Procurement (IT)

Brescia was the first City in Italy to abandon the lowest-price tendering procedure in social services. The key word for this was “co-projecting”, intended as a way for the public authority to abandon a role where it – alone - identifies the needs of a territory and entrusts the delivery of the related service through a competitive tendering. In the new procedure, the authority pushes different members of the community to project together and co-operate. Calls are not totally eliminated, as they provide a good way to gather all available resources, in terms of competences and capacities. What was eliminated was the competitive tendering, as allowed by the law. As a first step a “programming council for city welfare” was established, with an active role of those in needs, the producers of services, the foundations, social cooperatives, voluntary associations etc. The first call issued on the basis of the work of this council was answered by the same providers that were already managing the services, but the way the work is carried out changed. All partners – municipality, providers and beneficiaries of the service - made a survey of all available resources and planned how to reach additional ones, in order to deliver an appropriate level of quality.

<http://www.comune.brescia.it/Pagine/default.aspx>

Workshop 5: Growing sector „Health“ (11.30-12.30h)

NÖGUS / “Health in all policies” & “2nd Life Medicine Devices (AT)

Health and care institutions are in many ways important partners of the Regions. A special challenge is to lead them into a – economically, ecologically and socially - sustainable future. The Lower Austrian NÖGUS (health and social care fund) started a project to show existing cooperations and to investigate for potential of long term solutions in partnership with social economy. A total of 15 ideas for implementation were evaluated and a total of 7 of these ideas are implemented. Two of them are presented and discussed in this workshop.

* 2nd Life Medical Devices - Recycling and reuse of medical devices

Studies suggest that many medical „one-way-to-waste“ products could be processed 2 to 12 times - without the loss of quality. For Austria an annual savings potential of 60 to 100 million € is assumed. Renewing of used medical devices shall bring employment and added values. Social economy can play there a central role in local and international partnership. This year NÖGUS launches a project preparation to be implemented on transnational level.

Handicap Tailor’s – goodworks social franchise (AT, HU)

Custom-fit, timeless and fashionable functional clothing for persons with special needs. In cooperation between Austrian and Hungarian experts and social enterprises, accurate-to-size, custom-fit, ageless fashionable functional clothing is produced for persons with special needs. Persons with disabilities and in care institutions were invited to propose their personal clothing wishes for the development process of this project. Together with NÖGUS, this model has been implemented successfully in special-care homes. This year it is foreseen to give all care-homes in Lower Austria access to benefit. goodworks is open to invite (international) partner to establish „Handicap tailor’s“ as an international Social-Franchise: to expand the offer of outerwear and casual clothes / for expansion of the supply territory to new regions .

Concrete plan is to establish production and delivery structure in cross-border cooperations and to offer advantages to all participants. Partially custom-fit clothing of high quality at a cheap price for persons with special clothing needs, as well as more use to capacity and fair conditions of orders and work for the producers.

Luce è Liberta (IT)

The **Fondazione di Comunità di Messina** (Community Foundation of Messina) was established in 2009 by a number of different local actors, among them co-operatives, associations and other forms of social economy, ethical finance and banking structures, the local employers' confederation representing traditional non-social small and medium enterprises, representatives of the academic world and single citizens.

The project "Luce e Libertà" (Light and Freedom) is a flagship initiative of the Community Foundation. Its objective is to bring persons with mental health problems from a judicial psychiatric hospital back into employment and society, using energy production as a source of employment and financial resources. This is done through a unique partnership and interplay between public and private actors, linking initiatives in the fields of health, social inclusion and employment, renewable energy, culture etc. Empowerment of the target group & (socially) sustainable development of the local community is the key focus of all activities.

<http://www.fdcmessina.org/>

Workshop 6: Growing sector „Green jobs / energy“ (14.00-15.00h)

RepaNet Austria – Green jobs through Re-use (AT)

RepaNet is the Austrian Re-use and Repair-network. The target of the network is, to combine the offer of reused products for people with small income with the creation of jobs for disadvantaged persons. This approach links ecological and social advantages. Studies show that there is a very high potential of job-creation in the Re-use sector, especially on the regional level. Re-use is economically feasible! RepaNet does lobbying work to create better legal framework (Waste Directive on European and national level) and supports regional stakeholders to build up local Re-Use Networks between local waste management and social enterprises. In some Austrian provinces these networks already work quite well – involving social enterprises, creating jobs and doing good marketing to attract costumers.

Wind of Renewal (GR)

The social cooperative “**Wind of Renewal**” (“**Anemos Ananeosis**”) aims to play a strategic, synthetic and scientific role in the promotion of the:

- social – cooperative and responsible economy,
- sustainable, effective, innovative social enterprises
- green – circular economy
- social and environmental innovation
- employment in green, social and cultural sectors,
- incorporation of democracy and human rights in financial and social life.

Among the recent initiatives of the cooperative in the field “green jobs and energy” figure, for example, the promotion of school energy cooperatives, work on energy autonomous islands or the development of a guide on sustainable regional development. The guide will be addressed both to local authorities and to civil society. In 2015 emphasis has been put on energy saving and renewable energy, as well as on capacity-building of political and administration staff of municipalities, or on the participatory formulation of strategies and action plans at regional and local level. Wind of Renewal also supports the Greek Green Cities Network.

http://anemosananeosis.gr/?page_id=1416&lang=en

Workshop 7: Non-profit EEIG (14.00-15.00h)

Structure and organisational form of the European Economic Interest Grouping (EEIG) and its value for (international) non-profit networks

The legal-form of EEIG (Input from Hans Jürgen Zahorka, LIBERTAS)

The EEIG is largely unknown, probably because it is anchored in EU law? However, the still fairly rare form provides excellent opportunities for tax EEIG members. The EEIG offers a lot of possibilities for different organizations to cooperate on economic base as well as in case of non-profit agendas.

Mr. Zahorka is one of the most prominent experts in European EEIG and committed supporter of goodworks Innovation Agency in EEIG Affairs. He gives a concise overview of the subject and opens the space for questions on specific co-operation opportunities of participants.

goodworks Innovation Agency EEIG

...on the way to establish best-practice for non-profit EEIG.....

§ 3 Purpose of the association

(1) The association shall serve the purpose to facilitate the social and economic activities of its members, and to develop further the approach of “socio-ecological production” as well as of sustainable, regional economic activity on an international scale. It shall not pursue the purpose of making a profit for itself.....

Art. 5 Membership rights and their assignment, respectively

(1a) Fundamentally the model of membership is based on a regional, non-profit approach.....

www.goodworks.social/