



goodworks
SOCIO-ECOLOGICALLY PRODUCED

...because good work is effective.

www.goodworks.social
www.goodworks-marktplatz.social

SOCIO-ECOLOGICALLY PRODUCED

Life is more successful, if we live together instead of living against one another, and so are economic activities! A challenge in our times is **sustainable economic activity**, i.e. to harmonize **environmental awareness, social thinking and entrepreneurial core business**.

On the one hand, working conditions are merciless: Whoever is not able to keep up with the pace of their job, suffers from long-term illness, has got no qualifications, whoever is disabled, cannot survive in the long run. Often a job or a day care place in a social enterprise offers an opportunity for a personal and professional new start or for sensible long-term employment.

On the other, approx. 10 % of the European economic performance is achieved by social economy. More than 11 mio. male and female workers are employed in this field. Through targeted procurement of work and a personal outlook, this sector essentially contributes towards a positive social development.

According to our slogan "Value creation through appreciation", our sustainable business model, especially the **goodworks fair marketing initiative**, shall obtain advantages for all persons and enterprises participating in the respective "business transaction". Furthermore, we strive for the part of society concerned to benefit from the ecological, social and innovative / sustainable results of the respective transaction as well.

...because **good work** is effective.



1. **good MARKET** | goodworks marketplace 4-6
2. **good LABEL** | goodworks quality label 7
3. **good MARKET** | goodworks fair marketing initiative 8-9
4. **good REASONS** | Sustainability and justice 10-11
5. **good OFFERS** | Our offers 13, 15
6. **good PARTNERS** | Organization and contact 17-19



THE GOODWORKS FAIR MARKETING INITIATIVE

It is an essential task of the goodworks marketplace to make products and services, which have been produced or performed by (or in cooperation with) disadvantaged persons, accessible to the general public.

At the same time, this regards creation of awareness and sales! Thereby, on the one hand, sustainable consumption in our society shall be promoted, and, on the other, persons in difficult living conditions shall be offered an appreciative occupation. Together with our partners and customers, we intend to pursue the tradition of the “quality handshake”, and thus perform simple and practically sustainable economic activity. Let us contribute towards rendering this new “economic sphere of values” visible and a true experience!

The **goodworks marketplace** is a sustainable marketing and distribution initiative of the goodworks Innovation Agency and their partners.



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Managing Directors of the
goodworks Innovation
Agency EEIG

The goodworks marketplace consists of five essential pillars:

1. The **goodworks multi-vendor online marketplace** - www.goodworks-marktplatz.social
2. The **goodworks quality label** – socio-ecologically produced
3. The **goodworks party model** – the value table
4. The **goodworks shops-in-shop distributor model**
5. The **goodworks philosophy of the “open market”** – The Shop basically intends to CREATE AWARENESS for services of its marketplace vendors. Customers are required to directly get into contacts with “their” social enterprises.

The group of the marketplace vendors comprises:

- **Social enterprises:** socially inclusive enterprises, workshops for persons with disabilities, inclusive enterprises etc., which intend to offer their own products and services in the marketplace.
- **Private-economic enterprises (and public institutions, respectively),** which have products produced by social enterprises, and which themselves specifically employ disadvantaged persons and have them create socially produced “products and services”, respectively (especially “social entrepreneurs”).
- **Free civic initiatives, associations, institutions of occupational therapy** and others, where disadvantaged persons are active and in exceptional cases also institutions or private persons that are committed in an honorary capacity, respectively, whose sales returns are directly transferred to charitable institutions.

The goodworks online marketplace makes products and services from social production obtainable directly from the producer for everyone through the internet:

www.goodworks-marktplatz.social

- **Vendors have their individual shop** with mini ERP access to their own merchandise management and linking to their own homepage
- **Regional and supra-regional / international marketing** of products and services from social production
- **Marketing platform** for socio-ecologically produced top products and services (goodworks quality label)
- **Story-telling / creation of awareness:** products and services are presented with a “sustainable biography”
- Strategic strengthening of the goodworks online marketplace through **symbiosis with the goodworks party model** and classical marketing
- Complete handling of **payment and logistics** by goodworks
- **Top tariffs for logistics** on account of cooperation with DPD
- Strengthening of your vendor profile through **common appearance** with like-minded value partners



THE GOODWORKS QUALITY LABEL: GUARANTEED SOCIO-ECOLOGICAL PRODUCTION

The goodworks quality label shows the positive distinction! It is directed towards economic enterprises and social enterprises, which intend to draw attention towards the high-quality socio-ecologically produced products and services.



Male and female consumers, who intend to consume responsibly, receive an orientation aid in order to be able to select certified socio-ecological products with a suitable usability (high quality) from the various offers of the market.

The goodworks quality label shall also motivate producers to consider already in new product developments, which components can be produced with the help of disadvantaged persons, and which services by social enterprises can be integrated.

Furthermore, an awareness of eco-design shall be raised: orientation towards the principle of sustainability. It is the target to achieve, by means of an intelligent use of the resources available, the greatest-possible benefit for all players involved (along the chain of value creation), at the same time minimum environmental impact and with socially fair conditions. In the long run, this also creates a clear advantage in competition!

The combination of the different criteria – **resource-conserving (ecology), produced by disadvantaged persons (social affairs), regional (preliminary products and raw materials from the respective region), high-quality (quality assured) and innovative** – render this quality label a unique multi-dimensional label of sustainability.

FAIR MARKETING OF PRODUCTS AND SERVICES FROM SOCIAL PRODUCTION

Together with our partners, we point the way towards promoting sustainable consumption! Through a broad range of “positive marketing”, goodworks highlight products, services and opportunities of cooperation by and with social institutions.

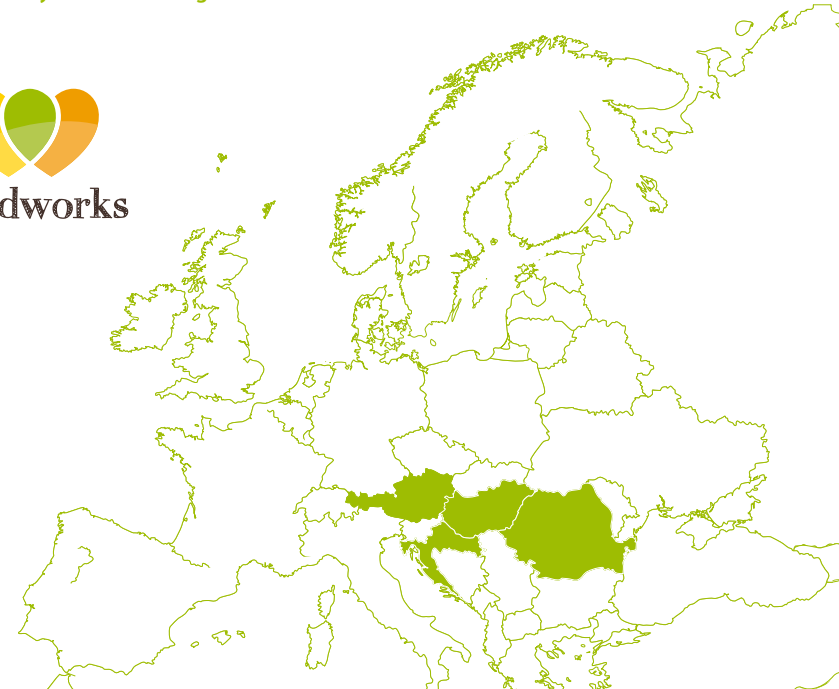
The connection between the online marketplace and local actions is particularly important to us: The **goodworks party model** increases awareness of sustainable consumption and sales of your products. In personal discussions and through personal touching and comprehending of products with a sustainable biography, consumers get into relation with our economic sphere of values.

The goodworks fair marketing initiative has been launched in the Austrian market, and is constantly developed further. Since 2015, we have been working on internationalization together with Hungary, Romania and Croatia. In the year 2017, the fair marketing initiative will be active in four countries!

Within the five to ten years to come, the whole European area shall be covered, and thus a real **economic sphere of values** shall come into existence.

Through the common-weal, non-profit approach of goodworks, this initiative, however, intends to scale this project as well as possible, in order to **sensibly employ as many people as possible, to trigger positive regional incentives, and finally to create European high-quality products with a European value creation.**

Become a member of the international goodworks family – we are looking forward to your establishing contacts with us!



FAIR ECONOMIC ACTIVITIES?

„There are still too many situations, in which people are treated like objects, the conception, design and utility of which can be programmed and afterwards disposed of, if they are no longer useful ...“

Pope Francis, speech to the European Parliament, Nov. 2014

The principal motivation of goodworks is the economic implementation of the ethical conception of sustainability, which is based on the principle of fairness. A change in our life style and consumption of resources is required, so that persons in the global South on the one hand and also future generations on the other will be able to live in a world worth living in.

A future-oriented society has to facilitate inclusion to all people – i.e. participation in life as well as in the work process. goodworks is oriented towards the three-dimensional concept of sustainable development. We integrate social and ecological considerations in the implementation of your economic projects, assist in practice-oriented development, and procure regional implementation by social institutions.

An economic activity is sustainable only then, if it is useful in the long run not only for the business partners, but also for the part of society concerned by this business!

Ecological sustainability:

- Cutting down on transportation distances
- Renewable raw materials
- Utilization of residual materials
- Saving resources

Social sustainability:

- Participation of disadvantaged persons in working life
- Appreciative working conditions and sensible activities
- Social balance in society
- Improvement of equality of opportunities

Economic sustainability:

- Safeguarding workplaces
- Regional value creation
- Sustainable economic activity
- Regional economic cycles

„Sustainability and sustainable development, respectively means the target that our children and grandchildren will also have food on their plates tomorrow – and that in general all people in this world will have food on their plates. It is therefore a matter of a peaceful world worth living in, as well as of liberty and sensible occupation for all people.“

According to Felix Ekardt



QUALITY PRODUCTS MADE OF USED WASTE CONTAINERS

Social franchising model of “waste container recycling”

Approx. one mio. of waste containers made of plastics are employed in Lower Austria only. Containers which can be used no longer often are disposed of together with waste.

Through a procedure patented in all of Europe, in material-preserving recycling, snow shovels and other products are cut out from used waste containers. These are marketed, for instance, as “recycled snow shovels”. Production is solely performed in social enterprises, currently in Lower Austria, Burgenland, Styria and Salzburg. All of them process and market the waste containers occurring in their regions according to uniform, high-quality criteria.

Up to now, more than 20,000 products have been produced from recycled waste containers. The range of quality products directly produced from used waste containers reaches from the snow shovel and snow pusher to the garden rake and bird houses. All WCR products developed up to now can be directly ordered in the online shop: www.mtr-online.at.



OUR OFFERS

As an innovative link, goodworks procures based on partnership and appreciation at eye level between possibilities and potential of disadvantaged persons and the requirements of economic enterprises, public institutions and private consumers. We support the process and develop high-quality products, services and projects, which are implemented together with disadvantaged persons. We link the offers of social enterprises, and support them in sales and marketing.

Socio-ecological production is the starting point and companion for small and large innovations, imbedded into a system of sustainable economic activity. Its benefit lies with individuals (people and enterprises), as well as with society as a whole (inclusion, social cohesion).



SOCIAL PRINTING WITH FUTURE GROWTH POTENTIAL

Processing of RICOH printers by the SOCIUS association

Ricoh is a global technology enterprise, which is specialized in office communication, production printing, document management and IT services. The principle of social responsibility of this enterprise (CSR) is an integral part of its values. The Socius association has assumed cleaning and technical processing of Greenline printers of the company Ricoh Austria since 2012.

Services of goodworks:

Development of concept • description of tasks • searching for business partners • coordination • awards of contract • support from testing to implementation • coordination with departments of enterprise • PR



OUR OFFER OF CONSULTATION AND DEVELOPMENT

- We work together with our clients/customers **“from the market to the product”**
- We **consult** (first consultation in the enterprise / public institution*)
- We **develop** (concerning innovative products)
- We **link** (with social enterprises)
- We **support** cooperation (communication, procurement)
- We **report** (documentation, PR)

We offer various CSR consultation packages: Product development, procurement of services up to implementation of innovative CSR projects.

We develop innovative products (especially in the field of upcycling) and services: From the classical giveaway and merchandising production up to more complicated products / services and project handling.

**) in many cases, first consultation and first steps of implementation are (in part) financed by regional economic and environmental development programs.*





SOCIAL FRANCHISING MODEL "PAINTING WITH THE COLOURS OF THE EARTH"



Since 2007, a multi-dimensional awareness-raising campaign on the topic of soil conservation has been implemented on behalf of the Lower Austrian Government and the Working Community of the Danube Regions.

The principal media are colour pigments extracted directly from soil. In the meantime, approx. 1,200 paint boxes have been produced and various target groups have been addressed, in connection with artistic support and training of multipliers. More than 30,000 school girls and boys have painted with soil colours. 100,000 people have occupied themselves with the topics of measure-oriented soil conservation. All works are performed by and in cooperation with social enterprises, respectively. Upon initiative of the Sustainability Working Group of the Working Community of the Danube Regions, this project shall be implemented as a "social franchising model" in the entire Danube Region and in other regions as well.

Services of goodworks:

Development of paint box • planning and implementation of regional and international competitions with schools • organization of production of soil colours in social enterprises • internationalization of project through cross-border projects • production of short films and many more.



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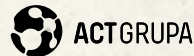
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ORGANIZATION

This initiative is supported by the non-profit goodworks Innovation Agency EEIG with its headquarters in Lower Austria and West Hungary, as well as by its partners. In the respective regions, established partner organizations offer direct contact and consultation specific to the region. Almost 20 strategic partners in the economic, environmental and social fields, umbrella organizations and sustainability networks support the development of goodworks into an initiative active on an international scale. Social innovations and the best-practice example of socio-ecological production shall find their way into practice of economy and society in cooperation with European networks, such as the Working Community of the Danube Regions, SONDAR (Sustainable Operations Network in the Danube Region), REVES (European Network of Cities & Regions for the Social Economy) and ESN (European Social Franchising Network).






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