

ENABLING ACTIONS FOR SOCIAL ENTERPRISES IN SOUTH EAST EUROPE

EASE&SEE
 CITY OF VENICE EUROPEAN POLICIES AREA
 San Marco, 4299
 30124 Venezia (VE) Italy
 Tel +39 041 274 7827 / 7829 / 9682
 Fax +39 041 274 7813
 www.easeandsee.eu
 easeandsee@comune.venezia.it
 www.facebook.com/pages/EASE&SEE/564924523538546



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- City of Venice
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 - ENSA - European
 - Pannon Business Network Association
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 - EURICSE - European Research Institute on Cooperative and Social Enterprises
- OBSERVERS**
- Diesis Coop
 - ELISAN - European Local Inclusion & Social Action Network



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EASE&SEE THE PROJECT



The project

Did you ever hear about social enterprises doing business with “traditional” for profit companies? And did you ever think about if, how and why public authorities should support such kind of cooperation mechanisms? And what about the financial industry: did you ever imagine the financial sector may consider this kind of networks an interesting investment opportunity? These but not only are the main topics at the heart of EASE&SEE: a project funded by the European Union under the South East Europe Programme, which focuses on innovative social entrepreneurship. EASE&SEE **considers** Social Enterprises being active players in the business community and not only in the welfare system. It **aims** at strengthening Social Enterprises relationships with “traditional” enterprises and the financial industry. It **implements** concrete solutions to support economic development and networking at local and European level.

The project wants to stimulate and share new **IDEAS** among entrepreneurs, investors, financial actors and public authorities. Through local initiatives, transnational study visits and dedicated working sessions, EASE&SEE will help these actors to create new **CONTACTS** or strenghten existing ones and help them to structure these ideas into concrete business and financial plans. Last but not least, once the plans will have been checked, EASE&SEE will provide concrete support to transform these plans into concrete new business **OPPORTUNITIES**.

If you want to learn more please visit our website: www.easeandsee.eu

FROM STATE TO MARKET

BUSINESS DEVELOPMENT

FINANCING SUSTAINABLE GROWTH

SUPPORTING SUSTAINABLE DEVELOPMENT BUSINESS PLANS



FROM STATE TO MARKET

This is the place where everything starts. The partnership will be engaged in understanding if, how and where public authorities, for profit companies and social enterprises are concretely working together with a view of creating new economic initiatives and models.

How are we going to work together? Through guided desk research, a transnational seminar, local meetings with stakeholders and personalized study visits to Italian, Austrian and Slovenian sites where such mechanisms are already in place! Evidence of cases will be published and shared online with a dedicated database which will be open to discussion and ratings to everyone.

What do we want to achieve through these actions? Our goal is not only to raise awareness on these cooperation models but stimulate stakeholders to think about new economic relationships at local (but not only) level.



BUSINESS DEVELOPMENT

Numbers and business scenarios are at the heart of this phase. The partnership knows quite well that evidence of opportunities and financial resources are not sufficient to make things happen. A quite relevant part of the work will be dedicated to a detailed analysis of business opportunities of each regional area with the clear goal of understanding and proposing the activation of business cluster initiatives between Social Enterprises and for profit companies with the contribution of pertinent Public authorities and the financial support and advice of financial actors.

How are we going to work together? The work will include "traditional" business planning and innovative business meetings where stakeholders will be guided to jointly invest in economic opportunities.

What do we want to achieve through these actions? Our goal is to create the preconditions to new economic relationships based on demonstrated win-win situations.



FINANCING SUSTAINABLE GROWTH

Finance is both the buzzword as well as one of the most critical issues we are facing right now. The partnership is aware about the fact that new economic relationships may require some sort of financial investment and will be engaged in analysing, understanding and benchmarking tools and experiences which might be used to develop new activities.

How are we going to work together? We will leverage on existing evidence and directly involve financial actors to understand what is out there, if and how it may be used. Evidence of cases will be published and shared online with a dedicated database which will be open to discussion and ratings to everyone.

What do we want to achieve through these actions? Our goal is to try to mind the current existing gap between "social economic actors" and the financial industry with a view to support new economic relationships.



SUPPORTING SUSTAINABLE DEVELOPMENT BUSINESS PLANS

This is our real playground where business support units will test the feasibility of creating innovative social business clusters in the SEE area.

How are we going to work together? Business Support Units will be activated by the partnership and be available during this phase for on demand service requests. Their role will be to follow up social enterprises eager to start with new economic activities, create business connection between Social Enterprises and for profit companies, advice public authorities on the ways to stimulate the creation of innovative social business clusters where Social enterprises, for profit companies and financial actors contribute to add value to the sectoral economic value chain.

What do we want to achieve through these actions? Provide concrete and on site advice also through "peer approaches" (entrepreneur vs. entrepreneur) in order to make economic relationships between for profit companies and social enterprises move from "paper" to reality.