



SDGs & Circular Economy

SOCIAL INNOVATION AND COLLABORATIONS TOWARDS CIRCULAR CITIES

CIRCULAR ECONOMY & SDGs: new integrated structure of economics

To effectively realize a new conception of Economy: **Social Economy Enterprises** and **CSR management processes and systems** represent the applicative field for Circular Economy SDGs and Social innovation.

**SOCIAL ECONOMY
&
CSR**



Social economy and CSR:

AN INNOVATIVE PATH FOR BUSINESS

Social economy is made up of a diversity of enterprises and organisations such as cooperatives, associations, foundations and social enterprises among other forms that can be specific to each country.

They are united around the *values* of:

- primacy of people and the social objective over capital
- democratic governance, solidarity and the reinvestment of most profits to carry out sustainable development objectives.



Social economy and CSR:

AN INNOVATIVE PATH FOR BUSINESS

CSR is the *process* whereby enterprises integrate social, environmental, ethical and human rights concerns into their core strategy, operations and integrated performance, in close collaboration with their stakeholders, with the aim of:

- maximising the creation of shared value for their owners/shareholders and for their other stakeholders and society at large.
- identifying, preventing and mitigating their possible adverse impacts

[Source: European Commission understanding (EC Communication 2011)]



European Commission, Green Paper 2001:
CSR is defined as the voluntary integration of the *social and ecological concerns* of companies in their commercial operations and in their relations with interested parties."

INTERREG CENTRAL EUROPE: CE Responsible Project

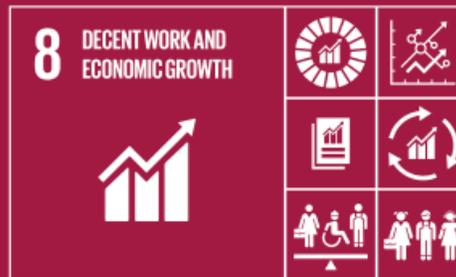
Connect

SOCIAL ECONOMY

and

SOCIALLY RESPONSIBLE

ENTREPRENEURS



CE Responsible Project



CE RESPONSIBLE

AIM

Empower Social Enterprises in Central Europe



HOW

Connecting Social and «Altruistic» entrepreneurs to build strong and lasting relationships

Entrepreneurial Discovery Process EDP

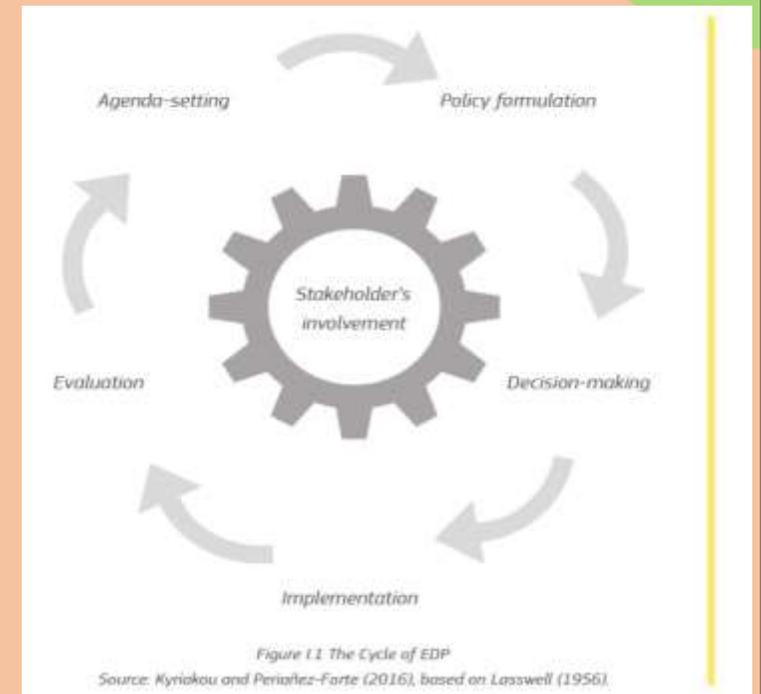
TO CREATE A NETWORK OF SOCIAL AND CIRCULAR CITIES IN CE

The EDP is an **inclusive and interactive bottom-up process** in which participants from **different environments** (policy, business, academia, etc) are discovering and producing information about potential new activities, identifying potential opportunities that emerge through this interaction, while policymakers assess outcomes and ways to facilitate the realisation of this potential.

The EDP pursues the **integration of entrepreneurial knowledge fragmented and distributed** over many sites and organisations, companies, universities, clients and users, specialised suppliers (some of these entities being located outside of the region) through the **building of connections and partnerships**.

The EDP consists of the **exploration and opening up of a new domain of opportunities** (technological and market), potentially rich in numerous innovations that emerge as feasible and attractive.

E-SERVICES AS BOTTOM-UP GOVERNANCE/POLICY TOOLS



CE Responsible Project: Services for Social Start-Ups



**Acceleration
Program:**
Innovative Projects
Selection

**Promoting
Networking
Platform:** sharing
knowledge and
capabilities

Creation of a
**Community of
«Best
Practices»**

CE Responsible Project: Services for Social Start-Ups



MEET PEOPLE WITH
SAME PASSIONS



GET YOUR IDEA OFF
THE GROUND

SPREAD YOUR
PROJECT



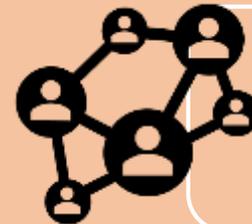
[NET4SOCIALIMPACT.EU](https://net4socialimpact.eu)



FUNDINGS
OPPORTUNITIES



EXCHANGE ADVICE



FOUND VOLUNTEERS
AND COLLABORATORS

Training and Coaching: fundamental asset

In comparison to other industry sectors, *social entrepreneurship* needs specific managerial and professional skills: fundraising and how to tackle risks, legal knowledge, strategic use of ICT tools, communication skills, therefore comprehensive coaching and sustainable support provided also **by altruistic entrepreneurs is needed.**

Ce Responsible aim is to build and upscale existing knowledge capacities of social and altruistic entrepreneurs, who would like to support social projects and to provide quality mentorship

→ **CAPACITY BUILDING** for entrepreneurs and *altrupreneurs*

→ **INNOVATIVE SERVICE SYSTEMS** for public bodies

Coaching for social entrepreneurs

Third sector Italian reform

Business planning for social entrepreneurship. Governance and management

Taxation, legal statuses and subsidized financing

Social impact evaluation

Coaching for altruistic entrepreneurs

Social responsibility as a distinctive feature

Altrupreneurs: what can they do for social enterprises

Ethical finance, impact finance and the main financial instruments for social enterprises

Diversity and Inclusion

POLICIES to enhance SE - CE Responsible

- ASSOCIATION

Altruistic Entrepreneur *club and ambassadors*

- LABEL

Responsible Entrepreneurs

- NETWORK PLATFORM

Cooperation Tools and Services

CAPABILITY DEVELOPMENT through:

- Thematic Trainings
- Workshop
- Round Tables
- with Policy makers and Decision makers

Development and Dissemination of **Framework Guidelines** in order to adopt **Policies** that could support the social enterprises in the regions of the project (i.e. Tax Incentives). **Soft policies.**

POLICIES TO PROMOTE AND SUPPORT ENTREPRENEURS

Across Europe, **social enterprises** face a number of important barriers related to legal and regulatory frameworks, financial resources, access to markets, business support and development structures, training, and workforce development.

Public policies should create an enabling eco-system to developing social businesses and facilitating, among others, access to funding.

Policy makers need to adopt a systemic vision of social entrepreneurship and the contribution that it can make to the improvement of economic and social wellbeing.

Promoting a culture of social entrepreneurship

For instance, attracting young talents into the sector.

A good policy example of this approach is the French Jeun'ESS initiative that was launched in 2011 as a public-private partnership between a number of ministries, enterprises and foundations from the social economy sector.

Building legal and regulatory frameworks

are important to bring clarity because the field, policy makers and investors need it. However, although legislation is required, it is not enough and must be accompanied by a wide range of strategies to support the development of social entrepreneurship. Moreover, it is important **not to over-regulate** when legislating so as to avoid using the law for matters that do not necessarily need it.

Providing sustainable finance

for social enterprises is essential. Just like any other businesses they require capital at all stages of their life cycle. However the reality is difficult because traditional banking systems do not understand the social enterprise business model and do not want to risk lending to these businesses. The emergence of a strong financial marketplace for social enterprises is needed, and the changing financial landscape, which is composed of innovative tools such as crowd funding, venture philanthropy, business angels etc., demonstrates great potential for this.

[Source: Antonella Noya OECD Senior Policy Analyst and Manager of the OECD/LEED Forum on Social Innovations]

Added value: new kind of policy focused on stakeholders

- They focus policy support and investments on **key national/regional/local priorities**, challenges and needs for knowledge-based development, including ICT-related measures;
- They build on each country's/region's **strengths, competitive advantages** and potential for **excellence**;
- They support technological as well as practice-based innovation and aim to **stimulate private sector investment**;
- They get **stakeholders** fully involved and encourage innovation and experimentation;
- They are **evidence-based** and include sound **monitoring and evaluation** systems.

INNOVATIVE SERVICES FOR SOCIAL START UP

Research conducted within the CE Responsible project highlighted that the services and support requested by social start up are basically:



- **Funding:** supporting the Seed-Funding of social entrepreneurs (crowdfunding)



- **Scaling:** supporting the growth of social entrepreneurs



- **Mentoring:** supporting the business structure of social entrepreneurs



- **Networking:** creating new connections for the social entrepreneur



- **Internationalizing:** supporting the global dimension of the social entrepreneur

E-SERVICES FOR SOCIAL INNOVATION



- Funding
- Scaling
- Mentoring
- Networking
- Internationalizing



SOCIAL INNOVATION

needs

CIRCULAR ECONOMY
and CSR enterprises

ICT

PLATFORM

Allowing communication
performance



Thanks for your attention

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