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**PLANNING
SEEDS**

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**SEED'S Planning Solidarity Economy Districts for Social, Economic,
and Environmental Sustainability**
Module 5 : Social and Solidarity Economy II



Center for
Not-for-profit
Law

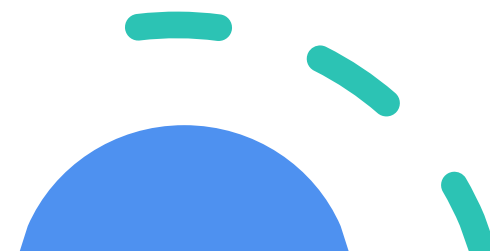
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Table of content

1. Social Enterprises best practices;
2. Social Economy best practices;
3. Interview with a social entrepreneur.



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Brief introduction about the module and its objectives and competences



Welcome to the second module of Social Economy! In this course you'll embark on an enlightening journey to put into practice the concept of the social economy that you learned in the first module.

Throughout this module, you will gain a broad overview of the social economy, putting into practice its key principles, structures and the different entities that operate within it.

We will look in depth at the differences between the traditional and social economy, analyse its different forms and try to create our own social economy enterprise.

By the end of this module, you will have a solid general understanding of the foundations of the social economy and be equipped with the knowledge to analyse and engage with this dynamic and transformative field.



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Brief introduction about the module and its objectives and competences



Skills

1. Improve organizational and reporting skills.
1. Improve self-reflection and critical thinking.
1. Enhanced communication and research skills.
1. Improve teamwork and collaboration skills.

Competences

1. Understanding and analyzing relevant policies and regulations.
2. Developing innovative approaches to address social challenges.
3. Identifying strengths, interests, and goals that will guide a good social enterprise.
4. Participants learn from each other's experiences and insights.
5. Being able to work on collaborative projects to develop and implement a social economy initiative.



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Brief introduction about the module and its objectives and competences



Objectives



1. Having a practical understanding of the social economy, its principles and its importance in promoting inclusive and sustainable development.
2. Learn how to distinguish a social enterprise from a traditional one.
3. Improve their knowledge of the skills and methods needed to effectively engage in and contribute to the social economy.
4. Learn new tools to promote the social economy.



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Description of the activities



This module is divided into different practical activities, starting with some case studies, before delving deeper on several practical exercises .

In this second module participants are tasked with identifying the key differences between traditional, for-profit enterprises and social enterprises.

Afterwards, they will have the opportunity to learn more with about social enterprises and social entrepreneurs.

This module lasts 2 ½ hours, including 15 minutes break and it's divided into 3 parts.



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Social enterprises best practice



PermaFungi

- Social cooperative in Brussels
- With the coffee grounds gathered by bike, they produce one ton of fresh oyster mushrooms and ten tons of organic fertilizer by recycling 5 tonnes of coffee grounds. All of it in a circular economy!
- <https://www.permafungi.be/en/>

Video

PermaFungi Bruxelles
https://www.youtube.com/watch?v=yTUwATKo_c0



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Social Enterprise best practice

To Good To Go

- Too Good To Go is a certified B Corp social impact company, on a mission to inspire and empower everyone to fight food waste together.
- <https://www.toogoodtogo.com/en-us/about-us>



Video

To Good To Go

https://www.youtube.com/watch?v=PdB_iW1LVc0



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Social Enterprise best practice

ENALEIA, TOGETHER WITH THE FISHER

- **Enaleia** is an organisation with a vision to make the marine ecosystem sustainable through circular and social economy solutions. Enaleia runs several projects worldwide, from mega cleanup projects to consultancy & research projects.
- Mission: To solve two problems that correlate to a great extent: Reduction of fish stocks & Marine plastic pollution.
- <https://enaleia.com/>



Video

Enaleia: The hellenic Initiative
<https://www.youtube.com/watch?v=vVAWyGmt4Rc>



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Social Enterprise best practice

REFRESH

- **Refresh** is a Brussels-based social economy restaurant serving sustainable food via our ultra-short supply chain.
- Mission: To actively promote local produce, with their cuisine based on 100% local vegetables grown on their roof garden and sourced from local suppliers.
- <https://refreshbxl.com/>



Video

Climakteurs : Refresh

<https://www.youtube.com/watch?v=MKoKYIwqCSU>



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Social Enterprise best practice

BEES COOP

- **BEES coop.** ('Brussels Ecological, Economical Supermarket) is the first participative supermarket in Brussels.
- Mission: to build a consumer-based co-operative offering quality products at affordable prices, in a way that is respectful of both producers and the environment.
- The goal is to create an alternative to the current mass-distribution model, through members' active participation in the day-to-day running of the store.
- <https://bees-coop.be/en/supermarket/>



Video

Bees Coop

<https://www.youtube.com/watch?v=9sVCBZliWOM>



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Activity : Fair or Hot Air?



This activity of the module on social economy and social entrepreneurship is an exercise where participants have to put into practice what they have learned in the previous module on social economy.

They are asked to identify the similarities differences and potentials of the two - based on the previous module on social economy and characteristics discussed.

This exercise will allow the participants to better understand through practice the difference between a social enterprise and a traditional one.

Typical duration of the activity: 45 min.



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Activity : Fair or Hot Air?

Characteristic	Social Enterprises Approach
Social Objective What is their vision? What do they want to achieve? Is there a specific target group/beneficiary? Is the general interest of the community protected?	
Entrepreneurial Activity How do they achieve their goal? What is the business model? What are the exact steps to achieve their goal?	
Governance How is the enterprise structured? Members? How is participation secured? Do they include their stakeholders in important processes?	
Social Reinvestment How is their profit reinvested in their economic activity and (local) community?	
Other Observations, comments, more in-depth analysis (optional)	



Case Study 1 : AIRBNB vs FAIRBNB



Fairbnb is a platform that offers short-term vacation rentals that allow for affordable and unique travel experiences. Locals can supplement their income while sharing their culture. But this model can come at a cost, driving up real estate prices, fragmenting communities, and closing local businesses. Across dozens of cities, technology-driven tourism is making it harder for locals to live in and manage their own neighbourhoods.

FairBnB.coop is first and foremost a community of activists, coders, researchers and designers that aims to address this challenge by putting the “share” back into the sharing economy. We want to offer a community-centred alternative that prioritizes people over profit and facilitates authentic, sustainable and intimate travel experiences. They are creating an online platform that allows hosts and guests to connect for meaningful travel and cultural exchange while minimizing the cost to communities.

Fairbnb.coop started its journey in 2016 as a movement seeking to create a just alternative to existing home-sharing platforms. Initially, the movement emerged in Venice, Amsterdam and Bologna but soon other groups from all over Europe joined the debate and helped us in shaping our final business model.

(Source: Fairbnb Official Website)



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Case Study 1 : AIRBNB vs FAIRBNB



Airbnb was born in 2007 when two hosts welcomed three guests to their San Francisco home, and has since grown to over 5 million hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe. Every day, hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.



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Case Study 1 : AIRBNB vs FAIRBNB

What is
Airbnb?



TechBoomers

Airbnb : <https://news.airbnb.com/>
Video

What is Airbnb & How Does It
Work?
[https://www.youtube.com/watch?
v=evqnlKVX8RM](https://www.youtube.com/watch?v=evqnlKVX8RM)



Fairbnb : <https://fairbnb.coop/>
Video

Fairbnb in 90 seconds
[https://www.youtube.com/wa
tch?v=1zLM4mzVZoU](https://www.youtube.com/watch?v=1zLM4mzVZoU)



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Case Study 2 : FREITAG vs REDO



REDO upcycling is a textile workshop and mechanical workshop that produces objects such as bags or chairs with recycled material. The raw materials, the non-standard products, the production waste that are disposed of mainly by local companies, after a sorting and cleaning phase enter the cycle of (re)production. Tailors, mechanics and designers work closely together to combine materials, product quality and custom patterns. REDO's experience comes from the thirty years of work of the social cooperative Alpi. Alpi is a cooperative that mainly employs people with psychiatric disabilities. Since the beginning, exploiting the network of contacts and relationships of the founders, the cooperative has acquired work from private contracts with local industries and companies. This was mainly the assembly and processing of production parts. Currently, the cooperative has a turnover of about three million euros, employs 120 people of which about 90 disadvantaged people and has three production sites.

The **REDO brand** takes shape one day and the production manager decides to make a gift to his girlfriend. The parents ran a petrol pump and in the warehouse, the father kept old advertising tarps that were used to keep the wood from the house sheltered during the winter. The idea was to use a piece of old tarp to make a Freitag-style bag using the lab's sewing machines. The laboratory had machines suitable for sewing thicknesses because among the old orders of the cooperative, there were some that had allowed the development of technologies and skills to treat hard materials.

One of the orders concerned Lizard sandals, which had allowed to experiment with particular forms of stitching. Another order came from Woody Valley, the world leader in paragliding construction who had developed skills in precision work.



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Case Study 2 : FREITAG vs REDO



FREITAG – Born in 1993

In search of a functional, robust, water-repellent bag, brothers Daniel and Markus Freitag develop the original version of the iconic F13 TOP CAT messenger bag using old truck tarps, discarded bicycle inner tubes and car safety belts. The first FREITAG Store (F-Store) opens in Davos.

They do not make seasonal products, but unique pieces that are long-lasting, timeless and thought-through. And because they are always working on new materials and functions, the products in our range are regularly changed.

For more information you can read [The Role of Social Enterprises](#)



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Case Study 2 : FREITAG vs REDO



FREITAG : <https://www.freitag.ch/it/history>
Video

Freitag - Out of the Bag. Retrospective at Museum of Design Zurich
<https://www.youtube.com/watch?v=4dGrjnSfFRw>



REDO : <https://redoupcycling.com/>
Video

REDO upcycling. Video N.001.
Respect Recycle Reduce
<https://www.youtube.com/watch?v=1svbtNkZihI>



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Activity 3 : BEEN THERE. DONE THAT. INTERVIEW WITH A SOCIAL ENTREPRENEUR



The last part of this module is intended to inspire the participants through an experience of a social entrepreneur, whose enterprise in the field of short food supply chain and food sustainability.

The activity will be allocated for an introduction and general presentation of the selected social entrepreneur, with a clear focus on the development of the social business idea, the needs analysis and the challenges faced.

Typical duration of the activity: 45 min.



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Activity 2 : BEEN THERE. DONE THAT. INTERVIEW WITH A SOCIAL ENTREPRENEUR



The Canvas Cafe

“The Canvas is a hub of happiness and an inspiring example of how a community venue can boost local wellbeing, enhance social cohesion, encourage kindness and transform people's lives.”



Hosted on average 60 events every month, 2/3 of them free of charge in our Community Hub



Collected £30k of paid-forward meals to our local homeless community via our Pay-it-Forward board. That's 250 hot meals, 500 coffees and 825 homemade cakes and snacks per year we've been open.



+6000 free home cooked meals to vulnerable Tower Hamlets residents throughout the pandemic



Provided +8000 free hot home cooked meals for homeless men and women at the Crisis Skylight Centre



700 free meals for children at risk of holiday hunger in Tower Hamlets

<https://thecanvascafe.org/>



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Activity 2 : BEEN THERE. DONE THAT. INTERVIEW WITH A SOCIAL ENTREPRENEUR



The Canvas Cafe




Video : <https://www.youtube.com/watch?v=a-4J9-wawCg>



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Conclusion

A decorative graphic on the left side of the slide consists of an orange circle at the top left and several teal, curved brushstroke-like lines of varying lengths and orientations extending downwards and to the right.

The social economy is a dynamic and evolving field, and your role within it is crucial. By integrating the best practices, skills and knowledge gained during this training, you will be well equipped to contribute to building a more social and inclusive world.

Your commitment to the principles of the social economy will not only increase the effectiveness of your work, but also inspire others to join the movement for positive social change.

Thank you for your active participation and dedication throughout this training. Together, we can continue to create meaningful impact and build a better future for all.





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