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PLANNING SEEDS

**SEED'S Planning Solidarity
Economy Districts for Social,
Economic, and Environmental
Sustainability**



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Module 12: Seeds
Planning II



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SEEDs implementation: Action plan for SEEDs



In order to ensure successful development and implementation, there are numerous essential steps involved in creating an action plan for Solidarity Economy Districts.

In this Module you can find the steps to be followed for the creation of a SEEDs Action Plan. Specifically, the steps are the following:

- Step 1: Define the Vision and Objectives
- Step 2: Conduct a Situational Analysis
- Step 3: Develop Strategic Actions
- Step 4: Create an Implementation Plan
- Step 5: Establish Monitoring and Evaluation (M&E)
- Step 6: Engage and Communicate with Stakeholders
- Step 7: Foster Continuous Improvement



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Step 1: Define the Vision and Objectives





Vision Statement:

Clearly and effectively define the Solidarity Economy District's (SED) vision. This include the district's fundamental values and long-term goals.

For instance: "To build a sustainable, inclusive, and cooperative economy that empowers local communities."

Objectives:

Establish SMART (specific, measurable, achievable, relevant, and time-bound) goals that support the vision.

Some examples of SMART goals include: promoting sustainable practices and lowering environmental impact; increasing local employment through cooperative enterprises; and improving social inclusion and community engagement.

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Step 2: Conduct a Situational Analysis



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SWOT Analysis:

Identify the Strengths, Weaknesses, Opportunities, and Threats related to the development of the SED.

- Strengths: Existing cooperative enterprises, community support.
- Weaknesses: Limited funding, lack of awareness.
- Opportunities: Growing interest in sustainable practices, supportive policies.
- Threats: Economic instability, resistance to change.

Stakeholder Analysis:

- Identify key stakeholders, including community members, local businesses, government agencies, NGOs, and potential partners.
- Assess their interests, influence, and potential contributions to the SED.





Step 3: Develop Strategic Actions



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Action Areas:

Identify the critical areas where action is required to meet the goals.

Examples of these areas include environmental sustainability, policy advocacy, education and training, and economic development

Action Steps:

Provide a list of specific tasks or projects that need to be done for each action area.

An illustration of economic development

- Create a cooperative incubator to assist newly formed cooperative businesses.
- Offer cooperative startups choices for microfinance.
- Set up local markets to advertise district-produced goods.



Step 4: Create an Implementation Plan





Timeline:

Create an extensive timetable outlining when each action item will be implemented. This should include milestones that are medium-, long-, and short-term.

A Timeline Example:

- Short-term (0–6 months): Conduct cooperative principles workshops.
- Medium-term: Open the cooperative incubator (6–18 months).
- Long-term (18–36 months): Develop regional networks and markets.

Resource Allocation:

- Determine the resources (material, human, and financial) needed for each stage of the action.
- Find out where these resources come from, including any possible funding sources, collaborations, and in-kind donations.



Roles and Responsibilities:

- For every action phase, provide individuals or organisations with specific roles and responsibilities.
- Make sure each action area has a sub-coordinator and a lead coordinator for the overall plan.

Step 5: Establish Monitoring and Evaluation (M&E)



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Indicators:

Create indicators to track each action step's impact and progress.

Example Indicators:

- Total number of recently formed cooperatives.
- District employment rates.
- Participation rates of the community in SED initiatives.

M&E Plan:

- Make a plan for regular tracking and assessment, including how data will be gathered, how often assessments will be conducted, and how reporting will be handled.
- Plan on conducting frequent progress evaluations and modifying the action plan as necessary according to the of the evaluation's findings.



Step 6: Engage and Communicate with Stakeholders



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Communication Strategy:

- Create a plan for informing and involving stakeholders during the action plan's execution.
- Make use of a range of communication platforms, including social media, local media, newsletters, and community gatherings.

Feedback Mechanisms:

- Provide channels for stakeholders to offer input and take part in the decision-making process.
- For instance, holding frequent town hall meetings, polls, and suggestion boxes





Step 7: Foster Continuous Improvement





Review and Adaptation:

- Make sure the action plan is still applicable and functional by reviewing it on a regular basis.
- Modify the plan in response to suggestions, evolving conditions, and remaining potential.



Management tools for conducting SFSCs and SEEDs



For social enterprises for economic development (SEEDs) and short food supply chains (SFSCs) to function effectively, improve conservation, and accomplish social and economic objectives, management tools are critical.

An outline of these entities' essential management tools is provided below:

1. Supply Chain Management Tools
2. Customer Relationship Management (CRM) Systems
3. Sustainability and Impact Measurement Tools
4. Project Management Tools
5. Financial Management and Accounting Tools
6. Marketing and Communication Tools
7. Collaboration and Communication Tools
8. Data Analytics and Business Intelligence Tools
9. Quality Management Tools
10. Human Resource Management Tools
11. Ethical Sourcing and Traceability Tools
12. E-commerce and Online Marketplaces



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1. Supply Chain Management Tools

- ERP Systems: Enterprise Resource Planning systems like SAP, Oracle, or Microsoft Dynamics help manage resources, streamline operations, and integrate various functions such as procurement, production, and distribution.
- Inventory Management Software: Tools like Fishbowl, TradeGecko, or Odoo help manage stock levels, reduce waste, and ensure timely availability of products.
- Transportation Management Systems (TMS): Software like JDA, Descartes, or MercuryGate optimize logistics, route planning, and delivery scheduling.

2. Customer Relationship Management (CRM) Systems

Salesforce, HubSpot, Zoho CRM: These tools manage customer interactions, track sales, and improve customer service and retention.



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3. Sustainability and Impact Measurement Tools

- B Impact Assessment: This tool helps measure and manage a company's social and environmental performance.
- GRI (Global Reporting Initiative): Provides standards for sustainability reporting.
- IRIS+ System: Managed by the Global Impact Investing Network (GIIN), this system offers a catalog of impact performance indicators.

4. Project Management Tools

- Asana, Trello, Monday.com: These tools facilitate project planning, task management, and team collaboration.
- Gantt Charts: Tools like GanttProject or Microsoft Project help in visualizing project timelines and dependencies.



5. Financial Management and Accounting Tools

- QuickBooks, Xero, Wave: These tools manage accounting, invoicing, payroll, and financial reporting.
- Budgeting and Forecasting Tools: Software like PlanGuru or Adaptive Insights aid in financial planning and scenario analysis

6. Marketing and Communication Tools

- Mailchimp, Constant Contact: Email marketing tools for outreach and communication.
- Hootsuite, Buffer: Social media management platforms for scheduling posts and engaging with the community.





7. Collaboration and Communication Tools

- Slack, Microsoft Teams, Zoom: Facilitate team communication and virtual meetings.
- Google Workspace, Office 365: For document sharing, collaboration, and storage.

8. Data Analytics and Business Intelligence Tools

- Tableau, Power BI, Looker: Tools for data visualization and business analytics to support decision-making.
- Google Analytics: For tracking and analyzing website traffic and user behavior.

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9. Quality Management Tools

- ISO 9001 Standards: Framework for quality management systems to ensure products and services meet customer and regulatory requirements.
- Six Sigma, Lean Management: Methodologies to improve processes, reduce waste, and enhance quality.

10. Human Resource Management Tools

BambooHR, Workday, Gusto: Manage HR functions such as recruiting, onboarding, payroll, and performance evaluation.



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11. Ethical Sourcing and Traceability Tools

- Blockchain Technology: Ensures transparency and traceability in the supply chain.
- Fair Trade Certification: Ensures ethical sourcing and fair wages for producers.

12. E-commerce and Online Marketplaces

Shopify, WooCommerce, Magento



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