



# **Social Business Initiative**

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## **Introduction:**

**EU = Social Market Economy**

= Article 3 of the EU Treaty

= Priority 4 of President Juncker's  
Agenda





## Introduction:

# Social Enterprises =

- SMEs in their majority
- aim to address a social need and achieve a social or societal impact in an entrepreneurial manner.  
Corporate Social Responsibility (CSR) is very high on the agenda of social enterprises.
- vehicle for social and economic cohesion
- the crisis = threat but also an **opportunity**

**Growth:** 1 out of 4 new enterprises/year/EU





# **Presentation today**

***I. The Social Business Initiative***

***II. Achievements***

***III. Next steps***





## I. The Social Business Initiative (Oct.2011)

- ✓ Announced in lever 8 of the **Single Market Act** (13/04/2011)
- ✓ Part of the "**Responsible businesses**" package (with, *inter alia*, includes also the Communication on **Corporate Social Responsibility**)
- ✓ Objective: strengthen the development of innovative enterprises that have primarily a social mission.
- ✓ HOW: creating a more **inclusive Single Market, strengthening growth and jobs.**
- ✓ METHOD: **Road map:** 3 themes with 11 key actions.





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## **I. Improve the access to funding (4 key actions)**

*Many Social Enterprises struggle to gain access to the funds that they need. These measures aim to improve access to funding.*

1. European **Social Entrepreneurship Funds** will create an *EuSEF* label, allowing investors to easily identify social business funds, May 2013.
2. Development of **microcredit** in Europe. (Code of Good Conduct, October 2013)
3. A **European financial instrument** to improve social businesses' access to funding (€85 Mio; 2014).
4. Investment priority for social enterprises in the regulations **ERDF** (European Regional Development Fund) and **ESF** (European Social Fund)





## **II. Improve the visibility (4 key actions)**

*Developing tools to gain a better understanding of the sector and increase the visibility of social entrepreneurship*

1. **Mapping** social enterprises in Europe (2014).  
+ **Statistical data** on the economic impact of social enterprises (2012-2014)
2. **Public database of labels and certifications**
3. **Guide on Social Innovation**
4. A single, multilingual information and exchange **platform for social enterprises: Social Innovation Europe**







### **III. Improve legal environment (3 key actions)**

*Developing appropriate European legal forms which could be used in European social entrepreneurship*

Proposal for a European **Foundation** Statute +  
simplification of the European **Co-operative** Society  
+ study on the situation of **mutual** societies;

The proposal for European Foundation was withdrawn in Dec. 2014, due to the lack of support from the Council.

2. **Public procurement** reform

3. **Guide on State Aid**





European  
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**Strasbourg event: 16-17 January 2014:  
more than 2000 participants**





## Strasbourg event January 2014 Objectives

- Take stock of the SBI implementation.
- Identify the future priorities for action.
- **Declaration of Strasbourg.**
- Engage all stakeholders in **including foundations** in an innovative and participative environment to shape the European Agenda for the next 3-5 years.
- Strengthen stakeholder networks.





## **Presentation today**

***I. The Social Business Initiative***

***II. Measures and areas of focus***

***III. Achievements***

***IV. Next steps***





## Presentation today

### ***13. Next steps:***

- Clear political calls on the Commission to continue its work under the SBI from:
  - Other EU institutions: EP, Council, EESC
  - Stakeholders
- Political agenda in many Member States





## Presentation today

### ***14. Next steps:***

- The Commission will assess the specific challenges and needs of social enterprises
- + identify areas where future EU level action is needed.





## ***15. Next steps: continued intervention***

- Better access to markets
- Better use of available EU funds by developing social **impact measurement standards.**
- Capacity building of social enterprises
- National regulatory environment' reforms
- Mutual learning and capacity building of national and regional administrations





## ***16. Next steps: access to finance***

- Guarantee scheme under EaSI Programme
- Project within the EUR 315 billion Investment Plan: development of a social investment market







## ***17. Next steps:***

**The Structural Funds for the 2014-2020 period:**

**Social Enterprises + Social Innovation =  
priorities** in the national operational programmes





## ***18. Next steps:***

### **Public procurement:**

harmonisation of national legislation (up to Apr.2016)





## ***IV. Next steps: COSME***

- European Fair of Social Enterprises in Plovdiv, Bulgaria (March 2015)
- Conference on Social Entrepreneurship under the EU Presidency of Luxemburg (Luxemburg, 3-4/12/2015);
- Social Innovation





## ***Conclusion***

- The Commission services continue the work on social enterprises
- Social Entrepreneurship = priority of the LU Presidency
- New Commission: how to continue?





## **More information?**

### ➤ ***SBI WEBSITE***

[http://ec.europa.eu/internal\\_market/social\\_business/index\\_en.htm](http://ec.europa.eu/internal_market/social_business/index_en.htm)

### ➤ ***SOCIAL ECONOMY WEBSITE***

[http://ec.europa.eu/growth/smes/promoting-entrepreneurship/we-work-for/social-economy/index\\_en.htm](http://ec.europa.eu/growth/smes/promoting-entrepreneurship/we-work-for/social-economy/index_en.htm)

➤ ***Twitter:*** @socenteu #socenteu

➤ ***Online Forum:*** <https://forums.ec.europa.eu/socialentrepreneur/>





European  
Commission

# THANK YOU

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