



# ACTGROUP

## **WISE IN PRACTICE, CROATIAN CASE**

Brussels, 19/05/2015

ACT Group is the leading example of social entrepreneurship in Croatia and in the region, supporting and developing social entrepreneurship in the field of green economy and social services in the community.



# ACT GROUP

**\*first WISE consortium, 8(9) orgs**

**\*common mision/vision**

**\*cooperative principles & values** - personal&social /  
shared responsibility, sinergy & cohesion  
&cooperation, economic democracy, solidarity, etc.



# LONG-TERM PROGRAMS

**1/ GREEN ECONOMY DEVELOPMENT PROGRAM**

**2/ SOCIAL POLICY DEVELOPMENT AND  
IMPLEMENTATION PROGRAM**

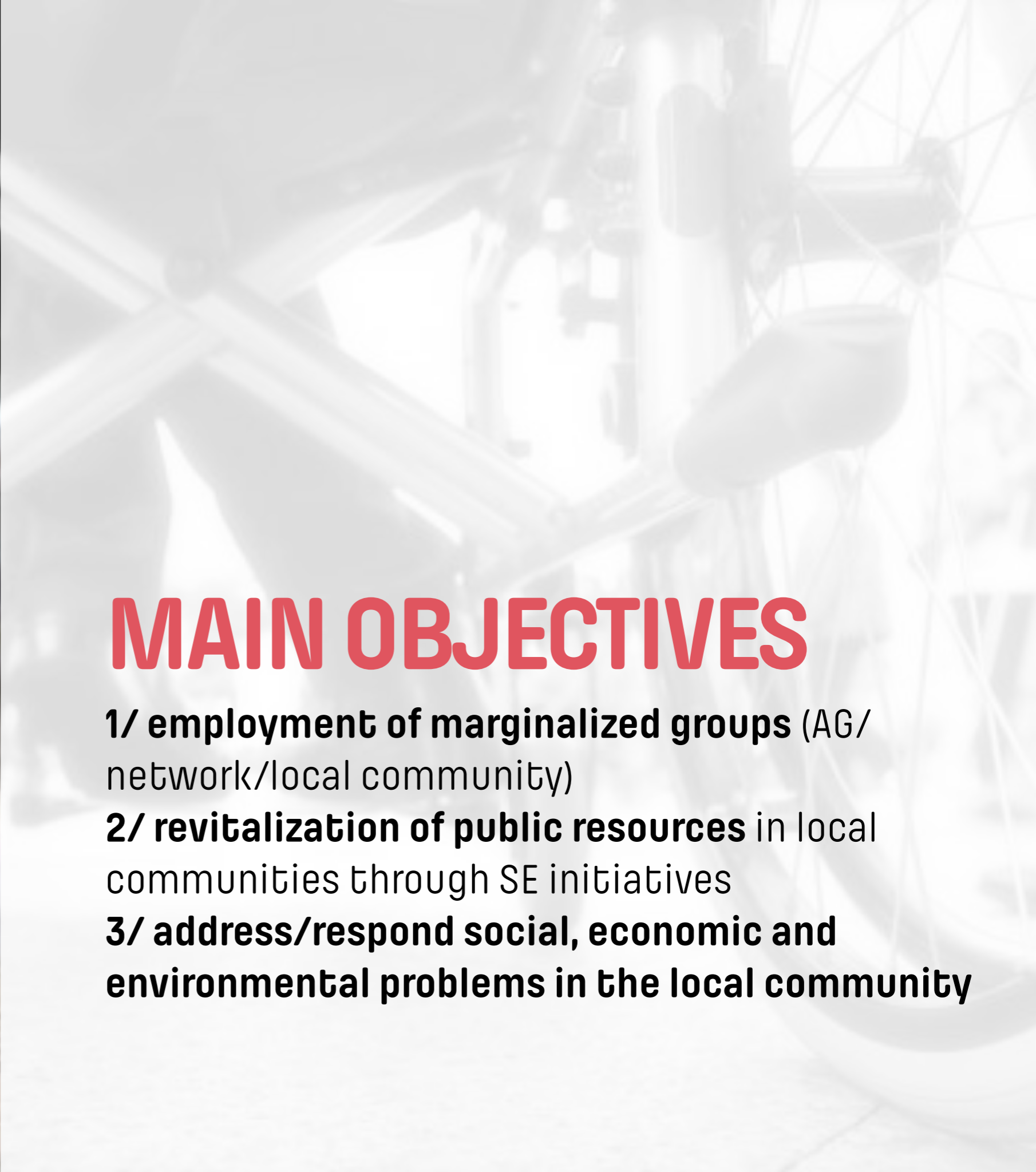
**3/ PERSONAL AND ORGANIZATIONAL EMPOWERMENT  
OF ECO-SOCIAL ECONOMY ACTORS PROGRAM**

**4/ EMPOWERMENT FOR FINANCIAL MANAGEMENT  
AND ACCOUNTABILITY OF ECO-SOCIAL ECONOMY  
ACTORS PROGRAM**



# LONG-TERM PROGRAMS

- \*organic farming, waste management / re-use, green / fair trade**
- \*home care, other social services in local community, shelter for homeless, etc.**
- \*philanthropy, volunteer centre**
- \*ethical banking and alternative monetary models**
- \*education, information, counseling**



# MAIN OBJECTIVES

- 1/ employment of marginalized groups (AG/ network/local community)**
- 2/ revitalization of public resources in local communities through SE initiatives**
- 3/ address/respond social, economic and environmental problems in the local community**



## 2 WISE EXAMPLES

\*Social cooperative Humana Nova

\*Social agricultural cooperative Domači vrt



# HN ACTIVITIES

- \*training, creation of employment opportunities
- \*collection, sorting and redistribution of textiles and clothing
- \*second hand shops, donations to local community members
- \*eco-design
- \*awareness raising actions and campaigns, educational projects



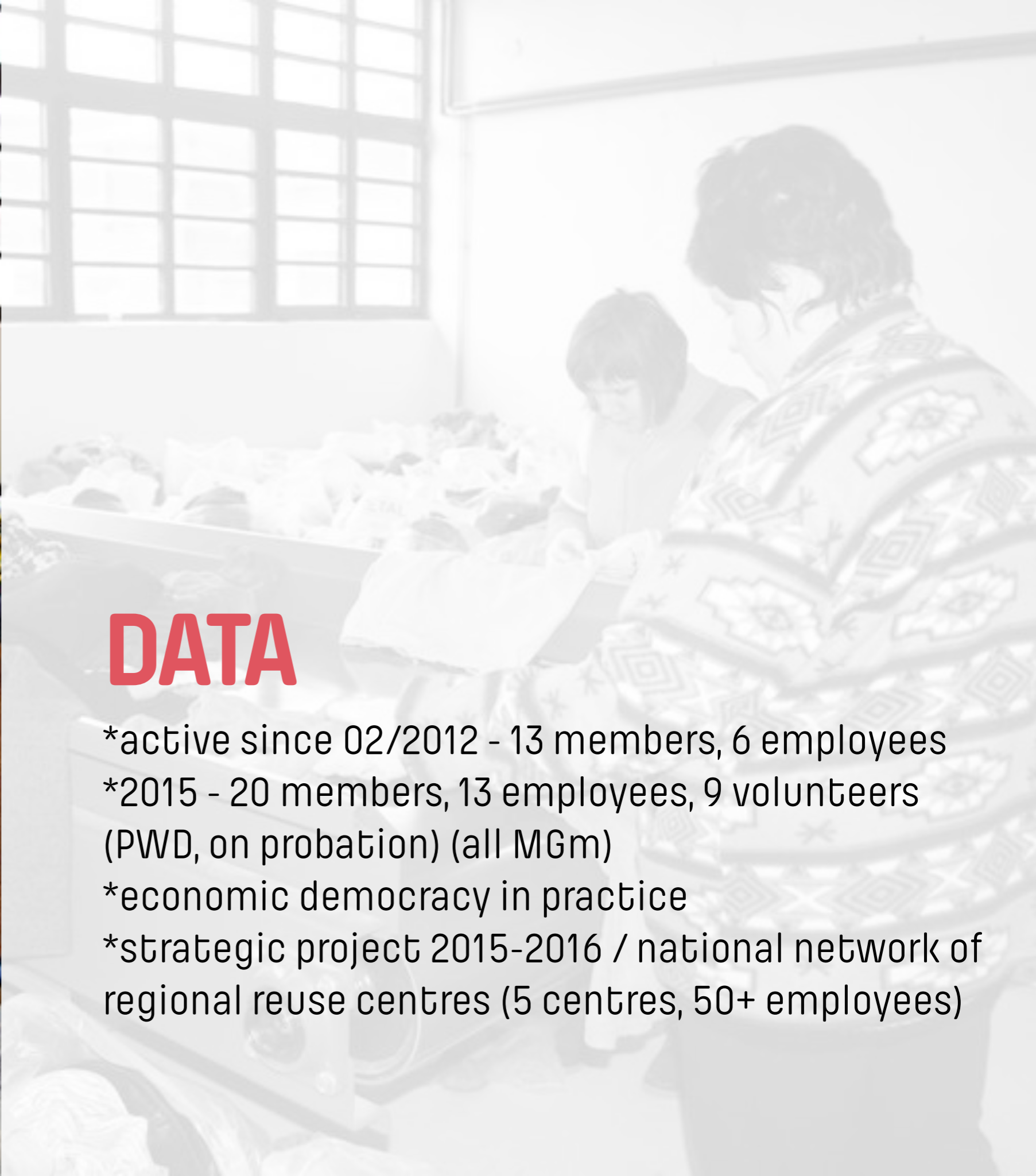
## HN - 3BL

**\*environmental:** waste prevention, sustainable management

**\*social:** social inclusion, affordable goods

**\*economic:** job creation, (re)training, poverty reduction





## DATA

\*active since 02/2012 - 13 members, 6 employees

\*2015 - 20 members, 13 employees, 9 volunteers  
(PWD, on probation) (all MGm)

\*economic democracy in practice

\*strategic project 2015-2016 / national network of  
regional reuse centres (5 centres, 50+ employees)



## DV ACTIVITIES

- \*training, creation of employment opportunities
- \*organic agricultural production - vegetables, fruits and herbs
- \*"non-agricultural" products (grow-me cup, etc.)
- \*local cluster of organic producers
- \*cooperative/cluster product development



## DV - 3BL

\***environmental:** ecological food production & local distribution

\***social:** social inclusion, healthy & affordable food

\***economic:** job creation, (re)training, poverty reduction



# STILL AT THE BEGINNING

\*established 03/2014

\*members: Roma, local eco-producers (10)

\*first employees: 4 Roma (+11 public works )

\*production/land: 14 ha



## SOME AG RESULTS

\***100+retrained** persons in 2014 (Roma, PWD, youth, women 50+ with dependent family members) -  
**40+ employed** for permanent time in different orgs (4 in AG), **20 employed** in 2015

\*2014: **61, 60%, 84%** from local community

\*regular monthly incomes, economically independent - **40%** of them were exposed to poverty



# SOME AG RESULTS

\***200+** implemented projects, **70.000+** direct beneficiaries/clients, HN - more than **6.500** low-income customers/beneficiaries (2013-2014)

\***income:** 60% on the market, 20% local community (citizens/orgs), 10% EU funds, 10% government, 0% local government (**WISE - 95% on the market, 5% donations/small grants**)

\***internal funds:** reserve, development, mutual, solidarity + **ethical bank / first EUSEF**



# SOME AG RESULTS

\*PWD, Roma - building **social capital** in local community

\***Roma employees and their families** - home food production, seen as good examples in community

\*geronto-housewives - long-term unemployed women from families with dependent family members - **increased life quality**

...



# EXISTING FRAMEWORK

- \*highly corrupted politicians, private media
- \*no SE legal/institutional framework nor (WI)SE model (soc coops, associations, llc)
- \*decision makers/public/SE actors - no common understanding
- \*(soc) coops discriminated (EU research / companies)
- \*no tax reliefs, subsidies (only PWD)
- \*Strategy for social entrepreneurship development 2015-2020 adopted





# EXISTING FRAMEWORK

- \*no support from local/national governments
- \*small support from national institutions (CES /PWD Fund measures) - non-quality measures
- \*no financial instruments for (WI)SEs - (ESF)
- \*no social impact investors
- \*EU funds system is not functional - liquidity
- \*public procurement - there is no practice, lot of examples of corruption
- \*administrative barriers (entrepreneurship)



# LESSONS LEARNED

- \*in that environment - **70%/30%**
- \***bottom up initiatives** (legal, financial, etc.)
- \* (WI)SEs are **stabilisation factor on labour market** (generate new employment/ opportunities) and **factor of sustainable development** of local communities
- \***quality** vs social goals
- \***(self)sustainability** models
- \***networking** - horizontal groups, regional/ national/EU level networks



# RECOMMENDATIONS

- \*in-depth analysis of **(WI)SEs needs**
- \*to ensure favorable conditions for the use of **unused public resources**
- \*development and systematic support for **national support mechanisms**
- \*tailor-made **financial instruments** (inc. guarantee funds, investment funds, grants, etc.)
- \***public procurement localisation** (corruption?)



# RECOMMENDATIONS

- \***education/informing** of all stakeholders on (WI)SEs, results, impact
- \*development and application of **social impact measurement methodology**
- \***recognition** - label/mark
- \***continuous informing** the media and public about the possibilities and importance of (WI)SEs
- \***promotion of good practice** through the organization of public events



# ACTGROUP

## **CONTACT**

ACT Group

a. Dr. Ivana Novaka 38, Čakovec, Croatia

m. +385 98 819 674

e. [info@act-grupa.hr](mailto:info@act-grupa.hr)

w. [www.act-grupa.hr](http://www.act-grupa.hr)