



DIPLOCAE

Consell de Diplomàcia Pública de Catalunya
Public Diplomacy Council of Catalonia

SOCIAL BUSINESS PROJECTS PRESENTATION

SOCIAL BUSINESS COPY-PASTE

Barcelona, December 2016

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- Document purpose
- Social Business Copy – Paste
- Selected projects
- Copy – Paste Suggestions

Document Purpose



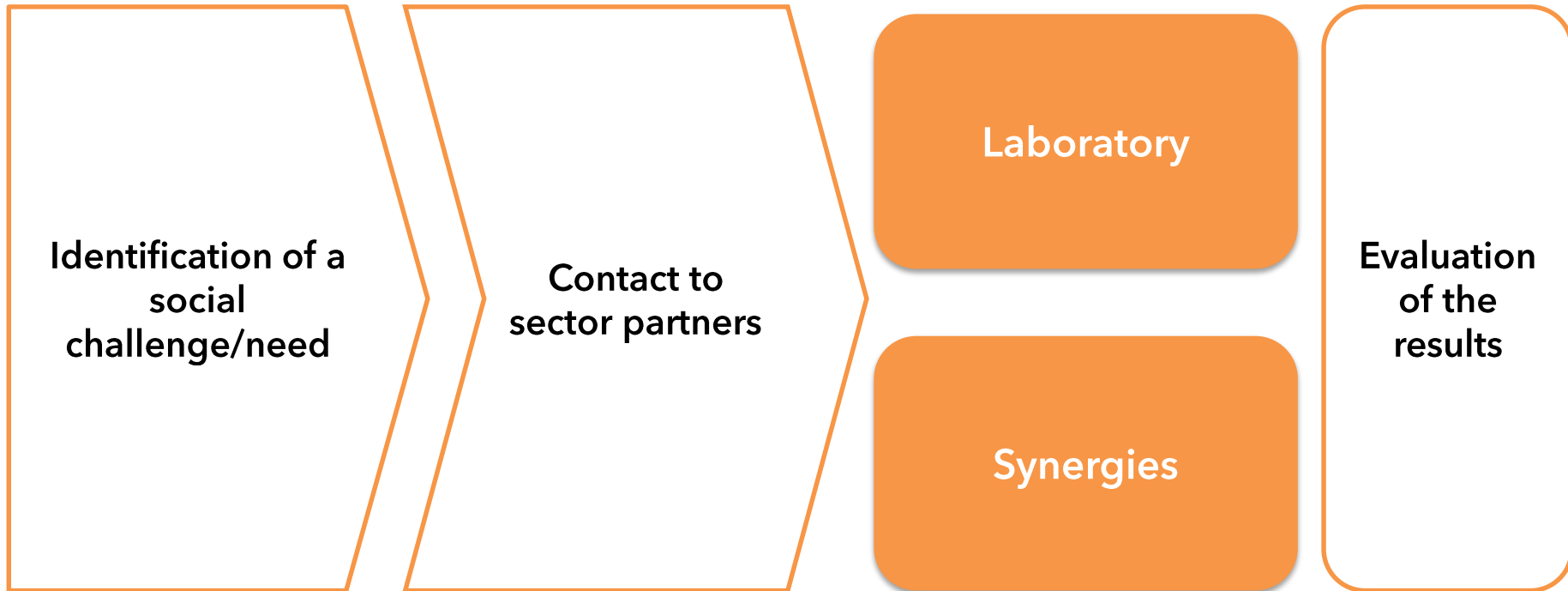
The purpose of this document is to present successful international social businesses projects that can be used as a model for the action of “Social Business Copy-Paste”. The objective of the Association Social Business City Barcelona is to provide information, knowledge and consciousness of these successful international projects in order to promote and support social entrepreneurship and social businesses in Barcelona.

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Social Business City Barcelona

Searching solutions to social challenges



Identification of a
social
challenge/need

Contact to
sector partners

Laboratory

Synergies

Evaluation
of the
results

Communication campaigns and training

University research and teaching

- A big partnership to promote social transformation in the city: Participation and collaboration among different partners is one of the key elements of the project
- The tool: Social businesses, non-profit organizations which main goal is to transform social needs by running a business

The first big challenge

Working lines serving social impact



From the first big challenge
detected in Barcelona...

... It establishes a three year
action plan supporting
different tools...

... which may achieve the
first big goal...

YOUTH
UNEMPLOYMENT

Training

Laboratory

Research

Support the
implementation

Reduction of
the youth
unemployment
tax in the city of
Barcelona

Other challenges:
Effects of tourism boom
Pollution
Urban agriculture
...

This social impact is going to be achieved by
supporting social businesses and social
entrepreneurship in the city

SBC Barcelona activities

An action plan that goes around the life cycle of social businesses



City prize for the best social business projects to university and professional training students

A physical space to support individuals and groups in the co-creation of a social business

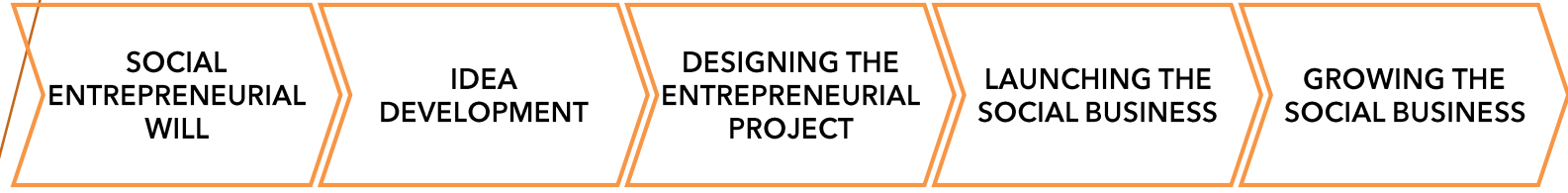
Lab "Co-creating social businesses"

"SBC Transform" Awards

"Doing social business"

"Social Business Copy-Paste"

Copy-paste of best international practices



Communication campaign and training

"YUNUS SOCIAL BUSINESS CENTER": Social impact evaluation

Social business training course in universities

University network: evaluation of the activities and promotion of research and teaching around social business

- SBC Barcelona bets for the youth as the key element for social change of their own reality (youth unemployment)
- SBC Barcelona will offer support and tools to help the youth achieving the social transformation of a situation that affects them directly

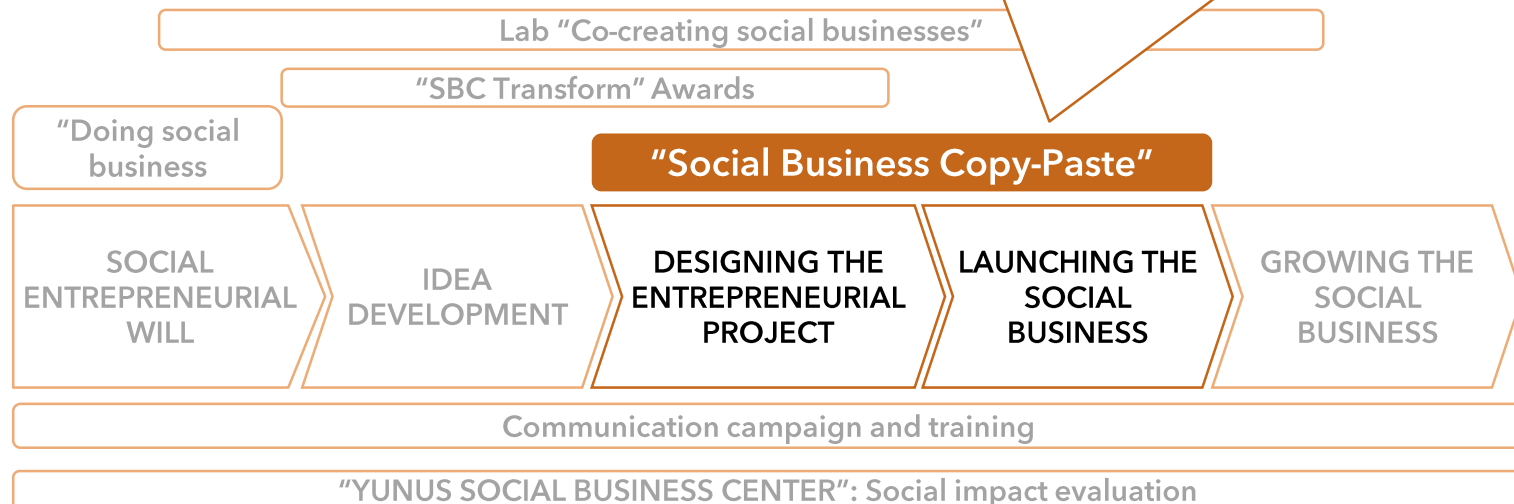
Check it to see our actions:
<https://www.youtube.com/watch?v=0fUbcw7bDy8&t=1s>

SBC Barcelona activities

"Social Business Copy - Paste"



- Identify best international practices of social business projects
- Adapt those international social projects that present sustainability, viability and high social impact in Barcelona
- Accelerate the creation of social enterprises: copying, adapting, supporting the launch and the effective implementation of projects



- Document purpose
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- Copy – Paste Suggestions

SOCIAL BUSINESS PROJECTS SELECTION

1. FOOD

Core business:

Perfect day is a coffee chain store. They sell coffee and fresh products coming from their own forest farm and also has joint venture with other forest plantation farmers. They have 3 stores already (two are franchises) in Germany.

The company is in control of the value chain from seed to customer.

Main objectives:

- Being responsible and creative in order to shape the interface between man, nature and society.
- They want to open 100 profitable and sustainable coffee shops within the next 10 years.

Indicators:

- # of employees: 50
- Breakeven: self financed

Social Impact:

Coffee farmers determine the price of their coffee. This enables them to grow the beans naturally in their forests without using chemicals or fertilizers, as well as to pay salaries above average.

In addition, they use the coffee sales to replant forest in the country of origin or to support an education center for sustainable agriculture.

Key of success:

- Control of the value chain in order to guarantee the social impact
- Strong joint venture and alliance with forest plantation farmers in India.
- The Grameen creative lab cooperation.

- *Foundation date: July 2004*
- *Impact area: Wiesbaden, Germany and India farmers.*

Perfect day GmbH & Co.KG

 perfect day®
Kaffeekultur und frischer Genuss





Core business:

Healthy Corners sells products to corner stores at wholesale prices and in smaller quantities than a conventional distributor. The stores sell the produce at below-market prices, making it an affordable option for the consumer.

They helped corner stores in struggling neighborhoods stock and sell fresh produce and nutritious items by giving them free infrastructure (like refrigerators and shelving), marketing assistance and affordable deliveries of healthy food.

Main objectives:

- The goal of Healthy Corners is to make healthy food accessible and affordable for everyone.
- DCCCK mission: Reducing hunger with recycled food, training unemployed adults for culinary careers, serving healthy school meals, and rebuilding urban food systems through social enterprise.

Social Impact:

Healthy Corners afford that people with low income could have access to fresh and nutrition food. Also, the products that they prepared are using recycling food.

Key of success:

- Healthy Corners is part of DC Central Kitchen organization who brings support in different aspects to run the business.
- They work with public agencies and philanthropic supporters to offset some of the costs of running Healthy Corners.

Indicators:

- # of corner stores presence: 67 locations
- Grossed more than \$79,826 in retail earnings
- Sold nearly 88,000 units of fresh produce and snacks.

- *Foundation date: 2011*
- *Impact area: Washington DC, EEUU*

D.C. Central Kitchen



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Casserole Club



Core business:

Casserole Club volunteers share extra portions of home-cooked food with people in their area who aren't always able to cook for themselves. They share once a week, once a month, or whenever works best for them.

Main objectives:

Connect people who like to cook with their older neighbors who aren't always able to cook for themselves.

Indicators:

They started with just one person, a mobile phone and an Excel spreadsheet to see if we could bring neighbors and communities together over meal. Now, more than four years later, there are Casserole Clubs in local areas across England and Australia. More than 7,000 people have signed up to take part in the service to share thousands of tasty, home-cooked meals with their neighbors who need it most.

- 80% of those receiving meals wouldn't have as much social contact without Casserole Club
- 90% of volunteer cooks would recommend Casserole Club to a friend.

Social Impact:

- Service that helps make local communities stronger
- Through the simple act of sharing food, they've seen new friendships and connections develop

Key of success:

- Casserole Club is a service created by FutureGov, a consultancy that use digital technology and design to find ways of enabling public services to become more effective and efficient, with the mission to transform local government.
- Provided with the support of local authorities and third-sector organizations.

- *Foundation date:* 2011
- *Impact area:* England and Australia

Social Business Copy

Casserole Club



Better Health Bakery



Core business:

Artisan bakery and a social enterprise based in Haggerston, London, producing handcrafted traditional sourdough breads and providing trainee placements to people recovering from mental ill health.

Main objectives:

Offer three-month trainee placements to adults recovering from mental ill health. It teaches its trainees a therapeutic craft, as well as helping people, many of whom have spent long periods out of work, gain valuable employability skills.

Indicators:

- 70 people have completed the bakery placement
- What do trainees do after? 35 trainees have started a placement with them, 1 trainee went on to do work experience at local delicatessen, 1 got a job as a delivery driver, 2 are doing volunteer cake making, 1 started at a trainee program to become a chef, 3 are doing courses developing their skills in catering and literacy and numeracy...

Social Impact:

- Many of the people who are recovering from mental ill health have been very isolated, and are lacking in social or employability skills, the focus of the enterprise is on offering them the support they need to get back into work
- Promote handcrafted and ecological products
- Bring the community together by promoting locally produced food

Key of success:

The bakery, alongside its sister initiative Better Health Bikes, is run by the Centre For Better Health. The retail model provides an operating income for both, and the outlets are staffed by full-time bakers and bike mechanics, and supported by a team of volunteers.

- *Foundation date:* 2012
- *Impact area:* London

Better Health Bakery



SOCIAL BUSINESS PROJECTS SELECTION

2. EDUCATION



Core business:

826 Valencia is a fabulous pirate store, but it hides a great educational treasure... is a nonprofit organization dedicated to supporting under-resourced with their creative and expository writing skills and to helping teachers inspire their students to write. Their services are structured around the understanding that great leaps in learning can happen with one-on-one attention and that strong writing skills are fundamental to future success.

Main objectives:

- Provide the tools and resources necessary for success in school
- Connect caring adults to young people in need of individualized support
- All students should experience wonder, creativity and pride as part of the writing process: writing can open doors to new possibilities and empower them to share their stories with the world.

Indicators:

- 864 volunteers
- 5732 number of students served
- 175 teachers and community partners
- 36 publications

Social Impact:

By making writing fun, by demystifying the process, and by creating gorgeous books, magazines, and newspapers that honor their work, they can inspire young people to gain critical skills and write with confidence.

Key of success:

- Huge movement of volunteers
- They partner with schools, families and communities to provide free programs

- *Foundation date:* 2002
- *Impact area:* San Francisco

826 Valencia





Core business:

Arpeggio's social enterprise, the "Arpeggio Music Academy", offers music lessons to children and youth. The Academy charges fees to children from higher-income families to subsidize scholarships for low-income children.

Main objectives:

- To promote cultural, artistic and academic development of children and young people through music and social education, thereby improving their life prospects and fostering social integration
- One community value: Each musician plays a unique and indispensable role in the makeup of the orchestra. This demands respect and solidarity between members, as well as gives them a sense of responsibility and belonging

Indicators:

- 430 children reached and educated in music

Social Impact:

The creation of a sustainable model that uses music to foster the conditions conducive to the development of citizens who are creative, and thoughtful.

Key of success:

- Balance between students who pay and students who receive scholarships
- To measure and manage the results of the social enterprise, including assessing the impact on its mission and values.
- NESsT investment, a non-governmental organization that develops sustainable social enterprises that solve critical social problems.

- *Foundation date: 2005*
- *Impact area: Trujillo, Peru*

Social Business Copy

Arpeggio



Asociación Cultural Arpeggio



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Core business:

Partner with student groups/clubs to collect used textbooks at the end of each semester. Students donate their used textbooks. Some of the textbooks are re-sold to students at the college/university of their collection source; some of the textbooks are donated to students in need at underserved universities in the developing world. The profits are split between the student groups/clubs, program administration costs, and any remaining funds are used to support social programs in developing communities.

Main objectives:

- Provide access to educational material
- Environmental sustainability: Reduce, reuse, recycle textbooks

Indicators:

- They've partnered with 6 universities in East Africa
- By donating to libraries, they've provided over 100,000 students in East Africa with access to high quality textbooks and journals
- A donation of 25,000 textbooks has a value of \$500,000 USD, providing major cost-savings for universities

Social Impact:

- Educate the future: Helping students learn with high quality material.
- Reuse material: Every textbook donated is reused or recycled. Help conserve trees and divert textbooks from landfills.
- Save money: Textbooks are expensive! Help students in North America save money on used textbooks and students in East Africa access material in their library.

Key of success:

- Creation of a huge textbook donation network by volunteers

- *Foundation date: 2014*
- *Impact area: North America, East Africa*

Textbooks for change



YOUR PURCHASE just helped us donate a textbook to a university campus library in East Africa.



#BOOKBYBOOK

SOCIAL BUSINESS PROJECTS SELECTION

3. TOURISM



Core business:

The Magdas Hotel have 78 rooms and offer extra services like bar, bicycle rental, a library, co working space, among other features.

From chefs the cuisine to the receptionists, this hotel employ emigrants from 16 different nations and every one of them makes this place so unique. It is a team of multilingual former and between them speak 24 languages.

Main objectives:

- "Stay open-minded" is the slogan of the hotel. They want to be a place where guest and employees share experiences, culture and languages.
- They want to help changing how people think about refugees.
- They hope to recover in five years the initial investment.

Indicators:

- # of employees: 28 staff, 20 are refugees.
- Initial investment: €1.5m loan from Caritas and €60,000 raised through crowdfunding.

Social Impact:

The Magdas Hotel employ refugees to work in different positions. The refugees are from Syria, Iran, Afghanistan, and 11 other countries, all of whom have struggled to find work elsewhere.

Also, they offer two suites at the hotel house asylum-seekers under the age of 18, who are living in Austria without family, and they offer them training as apprentices in the Hotel.

Key of success:

- Support for Caritas Viena to establish the hotel
- Viennese residents donated many of books, plants and vintage furniture items.
- Students from Viena Art's Institute decorated a lot of places at the hotel and an association of architects refurbished the building.

- *Foundation date: February 2015*
- *Impact area: Viena, Austria*

Social Business Copy

Magdas Hotel





Core business:

The Città Solare is pioneering an innovative form of social tourism, bringing together the disadvantaged in need of training and employment, the marginalized in need of accommodation and tourists and travelers looking for a good-value place to stay in Italy's Veneto region.

Is focused to the social integration and employment of Italians and immigrants through various activities in three main areas: environmental services, industrial manufacturing and hospitality.

Main objectives:

- Spread a new idea of travelling: an aware, responsible, accessible, social and sustainable tourism in its widest sense, a model that guarantees equal rights and opportunities to all people
- Provide temporary accommodation to marginalized people
- Create employment and labor inclusion
- Co-working

Indicators:

- Employs around 40 socially disadvantaged people
- 50 refugees temporarily housed

Social Impact:

- Social awareness through the encounter between tourists and many other groups of people -refugees, immigrants, recovering alcoholics, people who have been evicted from their homes...
- Sustainable, conscious and educational tourism

Key of success:

- Sustainability: the project does not depend on public spending or grants but lives of the tourism market

- *Foundation date: 1997*
- *Impact area: Italy*

Social Business Copy

Città solare



SOCIAL BUSINESS PROJECTS SELECTION

4. TECHNOLOGY BASED



Core business:

Arbusta is a company that provides digital services to the corporate world. They offer the following services: social media management (i.e. community manager services) and event coverage, software quality control (application testing), data entry, audio-to-text transcription and picture tagging. Aside from these services, they adapt to the specific needs of each client in the digital services field.

Why companies decided to hire their services?

Quality, flexibility, reducing capital costs and investment risk, keep focus on your core business, scalability.

Main objectives:

- Arbusta wants to empower women and youth from underprivileged communities offering train and work opportunities.

Indicators:

- # of employees: 62
- # of centres: 6
- # of customers: 30
- # of trained people: 150

Social Impact:

Arbusta offer training and first job opportunities to women and youth from underprivileged communities. They learn technical skills and have a job opportunity within their neighborhoods through digital services production.

People who work in Arbusta find themselves more sociable, eager to work in teams, thrilled to find a new calling, less shy, and willing to interact.

Additionally, Arbusta's impact can be felt in the corporate world as a cultural shift by eliminating the prejudice against people from impoverished origins to produce good quality work.

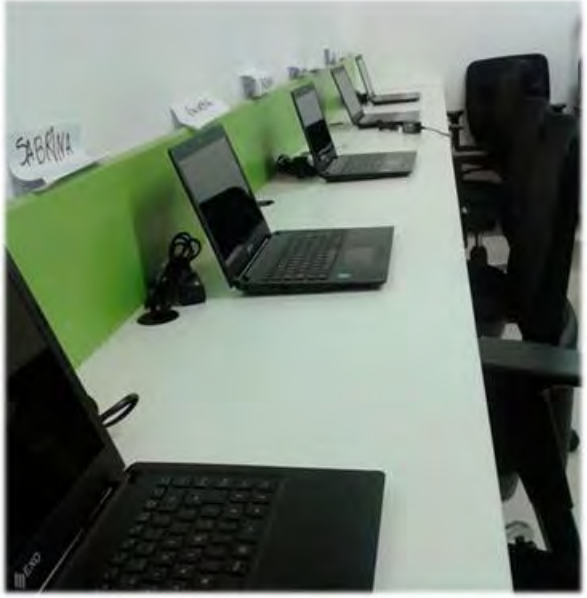
Key of success:

- Cooperation of Njambre, a social enterprise accelerator.
- Alliance with different NGOs to identify and train young and women.

- *Foundation date: April 2013*
- *Impact area: Argentina y Colombia*

Social Business Copy

Arbusta



Comunidad Oficios

Core business:

Comunidad Oficios is a social web platform focused on generating job profiles for trade workers. This platform allows trades workers to publish their profiles and their work done. At the same time, potential customers find people to make the labor they need in an online platform based on reputation and trust.

Comunidad Oficios is an online marketplace of services ordered by location and reputation of those who contract the service.

Main objectives:

- They want to formalize the market trade workers in Latin America.
- They want to give professionalism to improve the neighborhood economies, often informal, and thus the quality of life of those who practice them.
- They want to connect in a simple and innovative way trade workers and customers in order to expand access to opportunities to work as a network of reliable services.

Social Impact:

Formalize the labor conditions to trade workers through this platform connecting customers with workers.

Key of success:

- Cooperation of Sociallab, a social enterprise accelerator.

- *Foundation date: 2013*
- *Impact area: Argentina*

Comunidad Oficios



Elegí el trabajador que mas te guste según antiguas contrataciones

Vas a poder ver quienes contrataron a los trabajadores y que opinión tienen sobre ellos, así elegir va a ser cada vez más fácil.



Encontrá el trabajo perfecto para vos por zona y oficio.

Los clientes te van a buscar por tu oficio, por tu zona y por tu reputación.

Interactuá de forma fácil y rápida

Podrás comunicarte previamente con el trabajador que eligas para acordar cómo va a ser el trabajo y que forma de contratación prefieren.



Cobrá tu trabajo de una forma segura

La forma de pago va a ser de manera simple según acuerden ambas partes, de una manera bien clara.



Realizá el pago de forma clara y segura

La forma de pago va a ser de manera simple según acuerden ambas partes.



Construí tu reputación para poder conseguir más y mejores ofertas de trabajo

Cuando te contraten a través de Comunidad Oficios, se va a generar un historial con tus trabajos realizados en tu perfil, permitiendo de esta forma rankear mejor.



SOCIAL BUSINESS PROJECTS SELECTION

5. SPORT

One world play project



Core business:

One World Play Project makes, sells and distributes a nearly indestructible ball designed to bring the power of play around the world. For every ball purchased through their Buy One, Give One program, they give a second ball to organizations working with youth in disadvantaged communities worldwide where play and sport are used to foster social change. The ball never needs a pump and never goes flat. The ball can withstand the toughest environments in the world and last for years without maintenance. It's the same size and weight as a standard soccer ball but can also be used for other games.

Main objectives:

- To bring the transformative power of play to youth living in disadvantaged communities worldwide.
- Expanding our mission, products and services to enable play in all its forms—anywhere and everywhere.

Social Impact:

One World Footballs are used by a broad network of organizations that use sport and play to teach conflict resolution, gender equality, health awareness and other essential life skills.

Key of success:

- Strong sponsors like Chevrolet who support the project

Indicators:

- The organization has reached more than 175 countries bringing the transformative power of play to an estimated 35 million youth worldwide.
- 1 Million Balls, 30 Million Smiles achieved in 2014

- *Foundation date: 2010*
- *Impact area: Around the world*

One world play project



Core business:

GoodGym arose out of a frustration with normal gyms being a waste of energy and human potential. There are many neglected tasks and people in our communities that need that energy. GoodGym want to bring these things together. It aim to re-establish community connections and make public services more human.

Main objectives:

- Run in groups to do manual labor for community organizations
- Run to make social visits to isolated older people who we call our 'coaches' because they motivate us to keep going
- Run missions for older people; clearing gardens, changing light bulbs and doing odd-jobs for people who struggle to do them alone

GoodGym is a “fine grain” approach to volunteering, where participation is based on frequent low impact activities that are integrated usefully into our lives.

Social Impact:

Working in loneliness and isolation amongst older people: over 1 million people aged 65 and over admit to always or often feeling lonely, and 17% of those living alone see family and friends less than once a week.

Key of success:

- Supported by some of the best personal trainers and running coaches in the UK. They come on our group sessions and help us keep our fitness and technique on track
- Supported by Big Lottery Fund and Nesta.

- *Foundation date:* 2008
- *Impact area:* England

Social Business Copy

GoodGym





Core business:

Alive and kicking make durable balls in Africa and sell it in order to bring job opportunities and educate about health and also allow children to play with real balls.

The balls that they sell are hand-stitched in Kenya, Zambia and Ghana and made it from African leather. Their leather balls have been proven to be twice as resistant to puncture as the usual synthetics and can be customized with logos and messages.

Main objectives:

- “We make durable balls in Africa. We print them with messages. We play. We educate about health.”
- They want to create an additional 350 jobs in the coming 5 years

Indicators:

- # of employees: more than 150
- # of made balls: more than 700.000
- # of donated balls: more than 120.000
- # of trained coach: more than 500

Social Impact:

- Employ 140 adults in Nairobi, Lusaka and Accra in full-time work, places with high unemployed rates.
- They donor balls helping children to play, and raising health awareness through sport. Football is an ideal way to engage young people and give them the means to live healthy and productive lives. They teach young people about HIV and malaria cares.
- Alive and Kicking works with schools, community groups and charitable partners to donate locally-made leather sports balls to children who would otherwise not be able to afford them.

Key of success:

- Working with specialist health partners like Tackle Africa in order to train community coaches.
- Organization and privates donors to sustain the project.

- *Foundation date: 2004*
- *Impact area: Kenya, Zambia and Ghana*



Alive and kicking



SOCIAL BUSINESS PROJECTS SELECTION

6. ENVIRONMENT

Giardineria Italiana



Core business:

Giardineria Italiana provides skilled and passionate gardeners to take care and maintain any kinds of green areas like terraces as well as small gardens or big parks. They offer professional formation and employ in the ornamental nursery industry to disadvantaged people.

Main objectives:

- Offer employment to people with difficulties and help them through professional development as part of the care and maintenance of the green, in the social reintegration.

Indicators:

- # of employees: + 40
- Expansion to other villages (Siena, Peschiera del Garda)

Social Impact:

- Reintegration of people with difficulties as drugs addiction, alcoholism, depressions, etc.
- Environmental awareness

Key of success:

- Supported by Gruppo Mati working together with other two companies for the group.
- Before the launch, they could make an "experimental garden", being supported by some bank foundations and cooperatives
- Constant and specialized formation

- *Foundation date:* 1999
- *Impact area:* (Pistoia) Italy

Giardineria Italiana



Gortilea Social Farm



Core business: Gortilea is a not for profit Community Interest Company that aims to provide a place where everyone can exercise choice, independence and improved wellbeing, irrespective of ability or disability, by recognizing individual needs and providing inspirational and stimulating activities.

Main objectives:

- Helping people with learning difficulties to improve their wellbeing, career prospects and to take a fuller role in society
- Through stimulating activities, practical skills and a belief in the positive impact of a countryside environment, the objective of the farm is to encourage independence and improved wellbeing: agricultural heritage activities, crafts, animal-assisted therapy

Social Impact:

- The farm is changing the lives of people living with disabilities and mental illness in Northern Ireland by teaching them to care for animals, learn gardening and countryside management and help with farm-work.
- Environmental sustainability

Key of success:

- supported by the Northern Ireland European Social Fund Programme 2014-2020, through the Department for Employment and Learning and the Health and Social Care Board.

- *Foundation date: June 2015*
- *Impact area: Londonderry (N. Ireland)*

Gortilea Social Farm



Awamu Biomass Energy



Core business:

Awamu has designed an energy efficient stove that is 90% smokeless, reduces cooking time by 50% and uses plant biomass. Furthermore the stoves produce charcoal as a byproduct in the cooking process.

Main objectives:

- Working with local stakeholders to promote a low cost, locally produced and highly efficient clean cooking solution for the less privileged communities in Uganda.
- Manufacture clean and affordable cookstoves while creating employment, saving household incomes, reducing indoor air pollution and mitigating climate change.

Indicators:

- Awamu plans to create 250 jobs for women and youths along the value chain.
- Efforts will save 40 million trees from being cut and will save 65 million hours for rural women and girls.
- Target households will save \$20 million of incomes.
- Their long-term goal is to distribute 100,000 gasifier stoves and 2,000 tons of processed biomass fuels by 2020.

Social Impact:

- Employees, mostly low-income youths inspired by their curiosities about Renewable Energy, while learning job skills that can lead them to management positions.
- Work through established grassroots structures through farmer groups, cooperatives, women & youth groups, local businesses, NGO, that empower communities.

Key of success:

- Supported and financed by Yunus Social Business non-profit venture fund
- Strategic partners

- *Foundation date: 2012*
- *Impact area: Uganda*

Awamu Biomass Energy



SOCIAL BUSINESS PROJECTS SELECTION

7. TEXTILE



Core business:

Fábrica Social is a Mexican social business dedicated to support and promote the work and traditional knowledge of indigenous women artisans of Mexico. They collaborate in the development and production of clothing and artisanal textiles by means of the facilitation of design, organization and management tools and by the commercialization of the final product.

Main objectives:

- Support women indigenous artisans so that they can have fixed and stable income by means of fair trade of the products resulting from their traditional trade
- Construction and growth of a fair and equitable market.

Indicators:

- They work in seven states of Mexico with more than 120 indigenous women artisans

Social Impact:

- Ensuring the customer learns about the women who make the products: all clothes are labeled with the name of the woman who created it, the place where it was produced, the number of hours it took to do it
- Respect for creative licenses: Innovation and quality
- Position the traditional trade as an economic alternative

Key of success:

- Strategic alliances and partnerships
- Strengthen cooperatives so that they are autonomous and sustainable in themselves.

- *Foundation date: 2008*
- *Impact area: Mexico*

La Fabrica Social





Core business:

Réthy Fashion designs, creates and sells unique, fashionable and affordable clothing made from recycled denim. The social enterprise involves marginalized people in the collection and selection of raw materials, and provides employment opportunities for dressmakers with an otherwise very low employment potential.

Main objectives:

- Fight against the situation of people with low employment potential -for instance, people with psychiatric illnesses- that have no or very limited opportunities.
- Spread “green thinking” by using recycled denim

Indicators (5-years goals):

- 50 marginalized people employed in collection and selection
- 27.5 tons of jeans recycled
- 25 dressmakers employed

Social Impact:

- Labor Inclusion
- Environment conscious

Key of success:

- Cooperation with an institution serving people with mental health problems
- NESsT investment

- *Foundation date: 2011*
- *Impact area: Szigetszentmiklos, Hungary*

Réthy Fashion



SOCIAL BUSINESS PROJECTS SELECTION

8. OTHERS



Core business:

Moradigna provides services to reform housing structures, diagnosing the problem and providing rebuilding, design, and labor to properly regulate living conditions. The company focuses on providing low income people safe conditions to live in, the ability to pass safety and hygiene regulations, and to prevent the spread of diseases.

Main objectives:

- Fight against poor and unsanitary conditions of the favelas
- Ensure that residents do not suffer from conditions such as, moisture, mold, lack of ventilation, that could compromise their health

Indicators:

- + 20 reforms
- 114 people lives improved
- +22 workers from the local area

Social Impact:

- Improvement of the live conditions in favelas (In Brazil, more than 11 million people live in favelas, that represent nearly 6% of the total population of the country)
- Employ local people
- Community empowerment

Key of success:

- Supported and financed by Yunus Social Business non-profit venture fund

- *Foundation date: 2014*
- *Impact area: Brazil*

<http://moradigna.com.br/>
<https://www.youtube.com/watch?v=2BUokCqzU-o>

Social Business Copy

Moradigna



The Book Reserve

THE BOOK RESERVE
BOOKSTORE, CAFE & READING ROOM, BELFAST



Core business:

The Book Reserve is two businesses in one, a second-hand book seller and a cafe, set up specifically to employ and train young at-risk parents.

Main objectives:

- Provides training and employment to young parents who have been through the justice system
- Give advice and support to help them provide a stable and secure environment for their children
- The aim is to break generational cycles of offending

Indicators:

- Each year, the social enterprise provides training and employment for twelve young parents

Social Impact:

Creation of a sustainable business that will be both profitable and provide continuing support to young at risk parents in the longer term.

Key of success:

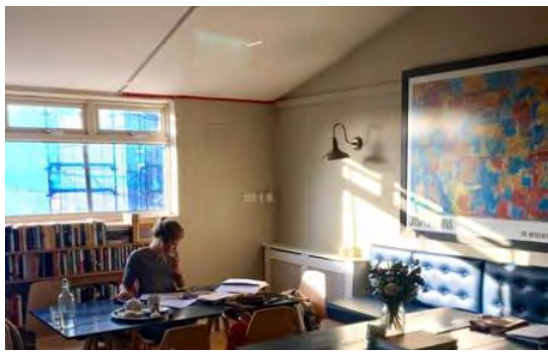
- Supported by a huge range of partners
- Supported by groups who are working closely with young adults offering tailored parenting advice and guidance both pre and post release.
- The enterprise has also received seed investment under the Early Intervention Transformation Programme

- *Foundation date: 2015*
- *Impact area: Belfast (Ireland)*

Social Business Copy

The Book Reserve

THE BOOK RESERVE
BOOKSTORE, CAFE & READING ROOM, BELFAST





Core business:

Kreyol Essence is an eco-luxury beauty brand, creating products made from Haitian black castor oil. It works together with farmers - mainly female - who grow castor plants and produce castor oil from seeds. It is extracted using a traditional Haitian method that is guaranteed to contain the full range of highly active and undamaged healing properties.

Main objectives:

- Kreyol Essence's mission is to tackle deforestation while ensuring higher income for local smallholder farmers, many of them women
- Endeavor to tackle the socioeconomic disparities
- Bestow upon access to Haiti's ancient traditions

Indicators:

- Inclusion of women farmers from several communities

Social Impact:

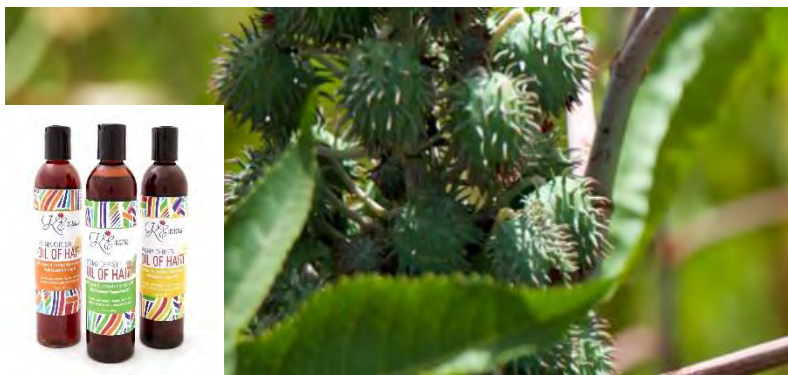
- Resolve deforestation and soil erosion
- equilibrium of culture and nature
- Organizing for self-sufficiency

Key of success:

- The social business developed a value-chain: planting of Castor trees in cooperation with female smallholder farmers, and afterwards buying of the castor plants at above market price to ensure sustainable incomes for those in the castor oil value chain.
- Supported and financed by Yunus Social Business non-profit venture fund

- *Foundation date: 2010*
- *Impact area: Haiti*

Kreyòl Essence



Cycle Salvation



Core business:

Cycle Salvation is a bike recycling shop. They sell refurbished bikes and parts that were donated for different organizations and private donation. The employees refurbish donated bicycles using a multi-point inspection process.

Cycle Salvation offers a variety of refurbished bikes for sale. Prices range from \$60-\$150 for our as-is bikes to \$150-\$500 for our completely overhauled bikes.

Main objectives:

- They strive to achieve a triple bottom line (profit, people, planet) by providing training and employment to people at risk of exclusion.
- They want to be auto-sustainable, they still need financial support.

Social Impact:

Cycle Salvation provides training and employment in the field of bike mechanics to people who are economically disadvantaged or with mental and physical disabilities, as well as those with credit problems, addictions or other personal problems. They provide a space where people can learn to repair bikes. All staff work 12 to 16 hours a week and earn minimum wage.

They believe that after one year of training, workers can seek other employment in a related industry.

Also, they protect the environment by refurbishing bikes destined for scrap and landfill.

Key of success:

- Financial support by Causeway Work Centre.
- They work with re-Cycles, a volunteer-run non-profit community bike shop to train and to obtain bike donations.

- *Foundation date: 2010*
- *Impact area: Ottawa, Canada*

Social Business Copy

Cycle Salvation



- Document purpose
- Social Business Copy – Paste
- Selected projects
- Copy – Paste Suggestions

Copy - Paste suggestions

- Investigate if there are similar projects in the city or organizations that are already working on some lines of the exposed projects.
- Study the different organizations working in these sectors and see how to open up new lines of action.
- Evaluate possible alliances between different actors in the city to have a greater impact.
- Analyze the needs and characteristics of the region: which are the most urgent problems in the city? What deficiencies, needs, injustices are we facing? How can we solve it? Do we have the resources to do it? What is the most sustainable but cost-effective way to do it?
- Analyze the needs and characteristics of the society to adapt the projects more effectively: which are the most disadvantaged social groups? Which communities need efforts for its labor market integration? Which are the most demanding social needs?

SOCIAL BUSINESS PROJECTS PRESENTATION

SOCIAL BUSINESS COPY-PASTE

Barcelona, December 2016

Authors: Andrea Balletbò and Micaela Villaverde from Tandem Social and Anna Domènech from Social Business City Barcelona. The selection has been done with the support of the Yunus Center and all the Yunus Social Business Movement.