



GOOD PRACTICE INVENTORY

Exploiting Potentials of

Social Enterprises through Standardized

European Evaluation

and Development System

SOCIAL SEEDS

Interreg Europe



SME competitiveness



European Union
European Regional
Development Fund

I. GOOD PRACTICE COLLECTION

1. Name of the good practice (100 characters)

PROGETTI SOCIALI LTD

2. Overview (2000 characters)

PROGETTI SOCIALI LTD is a social enterprise, established as a limited liability non-profit company, in accordance with the Italian Decree. No 155/2006, born in Pescara in November 2008.

Social Enterprises are based on values such as social equality, sustainable development, centrality of the person, community social economy, subsidiarity, interdisciplinarity, integration and knowledge brokerage, technologies, cultures, all finalised to the realization of the common good.

"Progetti Sociali" is acting in a globalized contest where the social dimension is declined in many disciplines, ranging beyond the traditional humanities and social sciences. In addition to emerging expressions of common use, such as social innovation, social market economy, socially sustainable development, in the contemporary framework of services and expertise designed to meet the needs of the community, new dimension of disciplines that were not socially oriented so far (such are the current social architecture, social technology, social design, social physics, social communication, social web, etc.), are becoming areas of specialisation for a social enterprise.

In this scenario of innovation, dynamism and diversity of perspectives, Progetti Sociali aims to achieve objectives of general interest, oriented towards the social change and improvement and towards people wellbeing through the exercise of economic activities organized in order to produce and exchange of goods and services of social value and utility. Progetti Sociali chose, since its establishment, to be a **social enterprise** (being among the first ones in Italy), as an instrument of great innovative potential, able to combine the economic not-for-profit profile of the company with the perspective of public interest and social utility. It is, therefore, a company in the sense of the term "LTD", but not for profit, and has responsibilities not limited to mere economic aspects.

"Progetti Sociali" aims to achieve the wellbeing of community and people, through the creation, planning and experimentation of innovative products and services, to be shared with all the convergent key actors, applying an approach of wide partnership and mainstreaming, to ensure the sustainability and the concrete social utility of the implemented initiatives.

3. Abstract (500 characters)

"Progetti Sociali" adopts a creative and cross-cutting approach, in line with the dynamic trends of current societal challenges, analysing this new wide area of research, design and

expression, that combines the character of enterprise, oriented towards the growth of its economic value but not lucrative, with the mission to achieve objectives of general interest, turned towards the change and social improvement and wellbeing of people.

4. Coherence with the Dimension of the Social Enterprise Inventory

- Social innovation (including services)*
- Social impact and measurement opportunities*
- Cooperation atmosphere (PPPs)*
- Regulatory frameworks and bottom-up grassroots*
- Social entrepreneurship skills and competencies*
- Access to finance (including external funding)*
- Access to market (including the internationalization approach)*
- New(ly) established social enterprise model*
- Other (specify):* _____

5. Policy Instrument connected with the good practice

“Progetti Sociali” is at the same time a consultancy instrument of advice, information, technical assistance and support for all the actors of social improvement, and a direct protagonist of innovation processes in the community of citizens, through autonomous initiatives or in partnership with other local, regional, national and international bodies.

The Policy Instrument that could be used to further invest in the field addressed by “Progetti Sociali” is within the Investment Priority 9 “Promoting social inclusion and combating poverty and discrimination” of the ESF Operational Programme 2014-2020, Objective 9.7 “Reinforcement of the social economy”, and in particular the measures 9.7.1, 9.7.3 and 9.7.5.

6. Location

Pescara

7. Start date (tentative)

2008

8. Total revenue / income created / personnel employed by the good practice (EUR)

Not specified.

9. Challenges

The culture of social enterprise and social entrepreneurs has been fast growing worldwide in the last years. This new philosophy of business is based on visioning and offering innovative solutions to society’s most pressing social issues: social entrepreneurs present user-friendly, understandable and ethical ideas that engage widespread support in order to maximize the number of citizens that will seize their idea and implement it. Today, all around the world have been established different communities and social networks between business

companies and social entrepreneurs, from Changemakers to I-genius to Social Edge to UnLtdWorld to OneWorld – just to mention the most known. In Abruzzo Region, the uptake of social economy is more recent and needs still time and a major effort of resources to become an effective driver for change. The creation of the Cluster for Social and Civic Economy is creating a network of incalculable power: this pole can facilitate synergic collaborations, lead to sharing valuable knowledge and insights, and distill the most effective patterns for social economy development. In this context, “Progetti Sociali” is investing in, supporting and partnering with local institutions and other relevant key actors to pursue workforce readiness and job creation, improved education and healthcare, self-governance networks, peaceful conflict resolution, culture and creativity as tools for inclusion. The challenge is to continue on this path that employs paradigm-shifting solutions to critical social problems, even in times when the shrinkage of public resources is becoming a constant factor and necessity of diversifying the funding opportunities is a major element.

10. Would this programme work well in another European context?

The range of services and technical assistance offered by “Progetti Sociali” can be work as well in other European and Italian contexts. The potential of social enterprises such this one is realized through a better ability to produce goods and services in public benefit sectors, often of a non-standardised kind and with a high relational content. “Progetti Sociali” has shown so far a relevant ability to strengthen trust relations and sustain the accumulation of social capital through positive externalities. The creation of a similar experience in other contexts should be encouraged and supported.

11. Activities (2000 characters)

“Progetti Sociali” delivers tailored services and specialized assistance for different kind of target groups. For **public administrations**, in order to improve the social quality of institutions and the effectiveness of their social policies’ actions, the offered services are:

- Global planning consultancy (architectural, economic, managerial, evaluation) for the preparation of social projects and assistance to the management of social, service, research, including project financing, infrastructures
- Consultancy in planning, management, and evaluation of plans and programmes in the social field (social plans, employment plans, local development plans, etc.)
- Consultancy for the social impact evaluation of big infrastructures or new services
- Consultancy for the development of innovative products and services of social technology in favour of disadvantaged people
- Planning and management of innovative services of social assistance and active social inclusion
- Innovative training courses for public social system operators and training of professionals of social change and innovation within public bodies
- Planning and management of innovative research services on social ecology in urban contexts and elaboration of methods and tools at local and transnational level
- Planning and realisation of researches on local sustainable development and elaboration of methods and tools of experimental sustainable planning

- Researches on project financing for social infrastructures and elaboration of methods and tools of social project financing
- Elaboration and simulation of social and demographic scenarios for long term service planning.

Moreover, "Progetti Sociali" proposes services able to satisfy in a specific and diversified way the needs of **social entrepreneurs** in order to give innovative and effective answers to the challenges emerging from the communities in which they operate. Some of the offered services include: consultancy for drafting applications for contract works; technical assistance for elaborating proposals financed by European, national, and regional public calls; consultancy for the development of social entrepreneurship of the cooperative or enterprise through the management redefinition of organisation and services; specialistic training on social management of key professional profiles of the enterprise and on innovative social services for the organisation operators.

Progetti Sociali has also designed services and specialistic assistance for **associations and third sector actors**, in order to reinforce and innovate their capacity to be present and protagonists of new emerging societal scenarios, and to develop new forms of initiatives for the well-being of communities' targeted groups.

Furthermore, "Progetti Sociali" has envisaged tailored services for **enterprises and their members**, to stimulate and strengthen the skill to be "good citizens" by applying and sharing sustainable business strategies that are also conscientious to social context, and can be successful in terms of profitability and market positioning.

12. Achievements so far

"Progetti Sociali" has so far participated in various EU and national funded projects and has also implemented social research projects on as a tool for understanding the different social realities, for reading scenarios and phenomena of change and innovation of the response capacity by public and private institutions to the emerging needs of communities and people. The enterprise took part in SIMPLE project (funded under IPA CBC Programme 2007-2013) addressed to elaborate joint strategies and approaches in the Adriatic countries for the promotion of the equality and non-discrimination culture, as a basic value for the peaceful coexistence of all citizens, without distinction of race, religion and ethnic origin. The developed institutional programme was completed by the joint specialistic training for professionals of public and private organizations in all project countries.

The involvement in MUSIC GATE project represented an important experience related to an innovative methodological approach for the implementation of modern and effective youth and social policies: direct engagement of young people and associations in the realization of cultural and creative initiatives; not-formal learning paths to contrast some basic conditions of youth problems, which increases social tensions and brings to the exclusion of disadvantaged young people from their peers.

The participation in TINCOM project, focused on the issue of youth unemployment, allowed to develop innovative ICT-based solutions for the design and realization of services and instruments directed to facilitate the social and job inclusion of young people.

"Progetti Sociali" has achieved a profitable knowledge and expertise as far as programmes and financial instruments of the European Union for the implementation of initiatives and projects in the sector of the social policies, urban and social sustainability, technological innovation and applied research for communities' wellbeing.

13. Strengths, weaknesses, difficulties and lessons learned

The local network of collaborations activated by "Progetti Sociali" with professionals, social enterprises, and associations with social competences and expertise in specific different areas (social sustainable development, architecture and urban planning, personal services, services for disabled people, abused and mistreated children, women victims of violence, linguistic-cultural mediation, technological innovation, etc.) represents a strength's point, as it ensures the best technical and operative support for the design and implementation of social projects. Some difficulties encountered so far concerned the delays in payments/costs' reimbursements during EU projects' implementation, depending on general programme's procedures. Moreover, as far as the regional system of social enterprises, "Progetti Sociali" was established when the general awareness of the potential of SE was still very low; in the following years, the regional scenario has been changed and now there are more opportunities to boost social economy experiences.

14. Tips for success

Planning, organization, implementation, training, research, information, communication are the cornerstones of the services system of "Progetti Sociali". The multidisciplinary expertise of the involved professionals, acquired and tested by a team work successfully completed in the last 10 years, are the key to open a window on local, national, and international challenges, to pursue potential opportunities and criticalities, and represent the necessary framework to analyze, understand and focus conditions and external situations, and to respond to the multifarious needs of citizens.

The company is based on a unique form of integration between the internal capacities and resources of a specific type of enterprise and the support coming from public sector or other funds. It has demonstrated that this innovative cooperation can produce positive results in terms of social innovation.

15. Dissemination and sustainability

"Progetti Sociali" has a dedicated website in which all the company's activities are presented. This has been an effective tool to ensure adequate visibility and promotion of the engagement and the general scope of the enterprise. All the EU projects and direct social research studies have been properly disseminated through the website; moreover, a specific service of e-newsletter has been created, allowing to be easily informed on upgrades of current activities and on new ones. Additionally, "Progetti Sociali" participated in several public events organised within the international projects (workshops, seminars, conferences) bringing and sharing with other professional and general public its knowledge and manifold experiences.

The sustainability relies on three main features: the professionals involved in the work team, the partnerships created with other social economy actors and the enabling technology applied. The combination of these factors has permitted to create a sustainable financial model that can permanently shift the social and economic equilibrium for the identified targeted beneficiaries.

16. Source – URL or Facebook

<http://www.progettisociali.it>

17. Contact person and details

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