

**Interreg  
Europe**



European Union | European Regional Development Fund

*Sharing solutions for better  
regional policies*



# **SOCIAL-SEEDS**

## ***Exploiting Potentials of Social Enterprises through Standardized European Evaluation and Development System***

**Presentation of social enterprise  
landscape & policies**

# Partner presentation

Abruzzo Region

# ABRUZZO REGION



© EuroGeographics for the administrative boundaries



Abruzzo is a region located on the east coast of the Italian peninsula, with a population of 1.331.574 inhabitants.

Its territory extends over 10.831 square kilometers and consists of 305 municipalities, most of them being towns of less than 3.000 inhabitants. L'Aquila is the regional official seat, while the other major cities are Chieti, Pescara and Teramo.

# ABRUZZO REGION

Due to its history and its specific geographical characteristics, it has preserved much of its territory unchanged. Moreover, along the years, it has successfully combined the protection of its natural heritage and much of its landscape with a thriving socio-economic development

Three National Parks ("Parco Nazionale d'Abruzzo", "Parco Nazionale della Majella" and "Parco Nazionale del Gran Sasso"), several regional parks and more than 30 protected areas mean that half of the territory is protected, the highest percentage than any other region in Europe.

Abruzzo also represents a strategic node for the Mediterranean that can be easily reached via its many motorways, major rail network, international airport and various ports along the Adriatic Coast.



# ABRUZZO REGION

- ➔ Over the past decades the regional GDP has grown at a constant, steady rate, making Abruzzo the 'first' region in economic terms of the 'Italian Mezzogiorno'. Abruzzo's GDP was on average €24,448m per year over the period 2000-12, the highest in Southern Italy.
- ➔ The region has one of the highest productivity rates in Italy and its economic structure is largely based on SMEs. Abruzzo is together with Puglia the most industrialised region in Southern Italy (Abruzzo's rate correspond to 31.4% of employment).
- ➔ In 2014 the regional unemployment rate was 13.8%, above the national average (12.6%). The regional unemployment rate was severely affected by the global financial crisis started in 2008 and by the earthquake that hit L'Aquila in 2009.
- ➔ Manufacturing activities are concentrated in few sectors: the manufacture of textile products (15% of employment in manufacturing), food products (10%), and basic metals and fabricated metal products (13%).

# Partner Relevance

- ***What are the partner's competences and experiences in the issue addressed by this policy?***

Abruzzo Region is the regional legislative, political and administrative authority, with duties of planning activities addressing culture, social affairs, social innovation [www.regione.abruzzo.it](http://www.regione.abruzzo.it)

- ***What is the capacity of the partner to influence policy instrument ?***

Abruzzo Region is the Managing Authority responsible of the implementation of ERDF, ESF, RDP Operational Programmes. This public body has a long experience in elaborating long-term development strategies, as well as has been involved or directly managed a wide number of international/national projects, so its capacity to influence policy instruments' improvements is definitely high. It's one of the core partner of NOPs (Social Inclusion, Labour Policy, Schools for the Future, METRO, Research)

- ***Which other institutions will be involved to achieve the improvement (if any)?***

Italian Ministries, EUSAIR partners

**Seminar**  
**Social Economy as Policy**  
**Dimension in Italy**

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

Estimated number of social enterprises in Italy

|                                       | Organisation type   | Estimated nr. |
|---------------------------------------|---|---------------|
| Legally recognised social enterprises | Social cooperatives (2013)  | 12.570        |
|                                       | Social enterprises ex lege (2013)   | 1.348*        |
| De facto social enterprises           | Other businesses with the term 'social enterprise' in their business name (potentially in the process of registration as legally recognised social enterprises (2011) | 404           |
|                                       | Foundations (2011)  | 2.799         |
|                                       | Associations (2011)   | 10.252        |
|                                       | Cooperatives (excluding social cooperatives) (2011)   | 1.576         |
|                                       | For profit enterprises carrying out activities the sectors of social enterprises (2009)   | 8.545         |
|                                       | TOTAL   | 37.494        |

Sources: Istat, CensimentoIndustriaServizi (2014); Venturi and Zandonai, 2012; Centrostudilegacoop, 2013.  
 \*Source: research conducted by Euricse on data included in the registers of Italian Chambers of Commerce.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

**12.570**

Cooperative sociali  
costituite ai sensi  
della legge n. 381/91

-  513.052 Addetti
-  42.368 Volontari
-  5.000.000 Beneficiari
-  10,1 miliardi  
Valore della produzione

## Impresa sociale

**774**

Imprese sociali  
costituite ai sensi  
della legge n.118/05  
e iscritte alla sezione  
L del registro imprese

**+  
574**

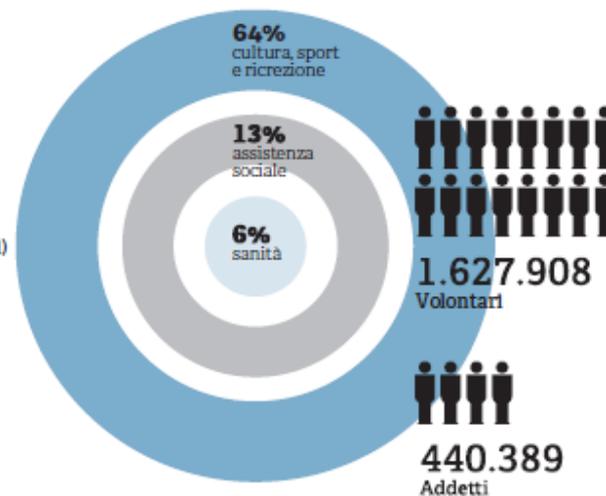
Altre imprese  
con la dicitura  
"impresa sociale"  
nella ragione sociale

-  29.000 Addetti
-  2.700 Volontari
-  229.000 Beneficiari
-  314 milioni  
Valore della produzione

## Potenziale di impresa sociale

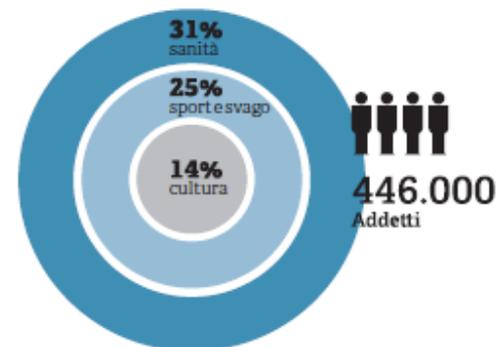
**82.231**

Organizzazioni  
nonprofit market  
(escluse le  
cooperative sociali)



**61.776**

Imprese di capitali  
operative nei settori  
di attività previsti  
dalla legge n.118/05



Fonti: Iris Network,  
Istat, Unioncamere

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Fields of activity

The activities undertaken by the largest proportion of social cooperatives and social enterprises consist in the provision of the following social services (*Istat, Censimento Industria Servizi, 2014*):

- Social care and civil protection (40 % operate in this sector);
- Economic development and social cohesion (this includes “type B” or “working integration social cooperatives”: 32%);
- Health (11%);
- Education and research (8 %);
- Culture, sport and recreational activities (7 %);
- Environment (1%).

Other fields of intervention concern: cooperation and international solidarity (<1%), Protection of rights and political activity (<1%), Trade union and representation of interests (<1%), philanthropy and promotion of volunteering (<1%).

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

- In order to promote pluralism in the production of social utility goods and services and a diversification of sectors of activity, a legal category of 'social enterprise' was introduced with the adoption of the **Law on Social Enterprises (Law no. 155/2006)**.



- The Law on Social Enterprises **provides a legal definition of social enterprise and specifies the criteria that an organisation must comply with** in order to be legally recognised as a social enterprise.

It **does not create a new legal form, but a legal status** or 'label' which all eligible organisations can obtain regardless of their ownership or organisational structure. Eligible organisations could in theory be traditional cooperatives, social cooperatives, investor-owned firms (i.e. share companies) or traditional non-profit firms (i.e. associations and foundations).

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## CRITERIA AND CHARACTERISTICS

Social enterprises have to:

- ✓ **be a private organization;**
- ✓ **perform an entrepreneurial activity of production of “social utility” goods and services**, seeking to achieve public benefit purpose rather than generating a profit (an organization is considered a social enterprise if it generates at least 70% of its income from entrepreneurial activities);
- ✓ **act for the common interest and not for profit:** the enterprise can make profit but cannot distribute it to its members or owners (non-distribution constraint). Profits have to be reinvested to further its main statutory (public benefit) goal, or to increase its assets.

In addition, a social enterprise needs to respect some good governance principles such as transparency and openness (including social reporting) and participatory decision-making.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## CRITERIA AND CHARACTERISTICS

The social enterprise legal category covers a wider range of activities, namely:

- 1) welfare;
- 2) health;
- 3) social care;
- 4) education, instruction and professional training;
- 5) environmental and eco-system protection;
- 6) development of cultural heritage;
- 7) social tourism;
- 8) academic and post-academic education;
- 9) research and delivery of cultural services;
- 10) extra-curricular training;
- 11) support to social enterprises.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Spectrum of social enterprise in Italy

➔ **Two legally recognised forms of social enterprise: social cooperatives and social enterprises ex lege.** These legally recognised and therefore institutionalised forms of social enterprise **do not capture the de facto universe of social enterprises in Italy** which also includes:

- Non-profit organisations pursuing social aims and oriented towards productive activities; and
- Other organisations (e.g. traditional cooperatives and mainstream enterprises) which perform activities of production and/or exchange of goods and services of social utility while pursuing objectives of general interest.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Spectrum of social enterprise in Italy



\*Organisations demonstrating to have the defining characteristics of a social enterprise, but falling outside the legal frameworks for social enterprises or social cooperatives, as defined by the Iris Network (Venturi and Zandonai 2012), that also uses the term "social entrepreneurship".

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

The **Ministry for Employment and Social Policies** is responsible for supervising the activities of the non-profit sector, including social enterprises. There are two main policy areas at a national level which support the development of the non-profit sector, including social enterprises:

- active labour market policies;
- social inclusion policies.

Interventions in these areas include the introduction of a favourable legal framework and fiscal treatment for organisations pursuing a social aim.

By providing essential services to vulnerable people, social cooperatives and enterprises play a key role in the Italian social welfare context for 2 main reasons:

- **Public administrations externalise the provision of services such as social care and work integration to cope with the increasing demand for these activities.** This outsourcing process has its roots in the 1990s, when the introduction of Law 381/1991 on social cooperatives facilitated the possibility for public administration to stipulate contracts for the provision of social services with social cooperatives.
- **Social cooperatives have demonstrated to be better able than for-profit enterprises to address the evolution of demand for social services,** particularly when this demand comes from less wealthy users or more vulnerable people such as the disabled, immigrants and homeless people.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Marks, labels and certification schemes

There are no specific marks or certification schemes for social enterprises in Italy, although different forms of certification are in place for the quality of the social services provided (e.g. the quality of social welfare and educative services offered can be certified according to International Organization for Standardization (ISO) standard 9001:2000).

There are, however, systems for social reporting which are specifically targeted at social enterprises *ex lege*. In 2011 the Italian Government approved and published the national guidelines for social reporting for the non-profit sector prepared by the Ministry for Employment and Social Policies (*Agenzia per il Terzo Settore, 2011*). The guidelines provided **a framework for the compilation of the social report ('bilancio sociale', or social balance sheet)** and expanded a synthetic scheme for social reporting previously established (Implementing Decree of 24 January 2008 for the Legislative Decree n° 155/2006).

**The social report is a document which should represent and testify the pursuit of the goals of common interest by the social enterprise *ex lege*.** This type of reporting is generally voluntary; it is mainly used by larger cooperatives and can follow guidelines defined by public administrations at local, regional and national level.

# Policy tools

**Table 2.1 Overview of publicly funded schemes specifically designed for or targeting social enterprises**

| Support type  | Are there any schemes specifically targeting social enterprises? | Are any of these schemes funded by ERDF/ ESF? |
|---|--|---|
| Awareness raising (e.g. award schemes, communication, advocacy )  | ✓  | ✓   |
| Social entrepreneurship education (e.g. academic courses)   | ✓  | X   |
| Pre-start / start-up support e.g. <ul style="list-style-type: none"> <li>▪ Business support e.g. mentoring, consultancy, coaching etc.</li> <li>▪ Grants</li> <li>▪ Infrastructure e.g. incubators</li> </ul> | ✓  | ✓   |
| Grants and business support for established enterprises (e.g. business planning, management skills, marketing, training and coaching etc.)  | ✓  | ✓   |
| Investment readiness support  | ✓  | ✓   |
| Dedicated financial instruments (e.g. loans, guarantee schemes, social impact bonds etc.)   | ✓  | ✓   |
| Physical infrastructure (e.g. shared working space)   | ✓  | ✓   |
| Collaborations and access to markets  | ✓  | X   |
| Networking, knowledge sharing and mutual learning initiatives   | ✓  | X   |

# Policy tools

**Table 3.11 Sources of income for social cooperatives, associations and foundations, 2011**

|                     | Public source of income |                  | Private source of income |                             |           |   |                        | Total income (€ mio) |
|---------------------|-------------------------|------------------|--------------------------|-----------------------------|-----------|---|------------------------|----------------------|
|                     | Public grants           | Public contracts | Members' contributions   | Sales of goods and services | Donations | Revenue from financial assets and real estate | Other private revenues |                      |
| Social cooperatives | 1%                      | 65%              | 2%                       | 28%                         | 1%        | 1%  | 2%                     | 11,157               |
| Associations        | 6%                      | 15%              | 43%                      | 10%                         | 8%        | 9%  | 10%                    | 14,746               |
| Foundations         | 6%                      | 34%              | 7%                       | 17%                         | 11%       | 19%   | 6%                     | 11,120               |

*Source: Istat, Censimento Industria Servizi (data extracted on 19/09/2014)*

# **Seminar** **Experiences**

# IN.CI.SO



**Inc.I.So.**  
Incubatore  
di Imprese Sociali

## **Inc.I.So Project - *The first incubator of social enterprises in Abruzzo***

<http://www.consortileirene.it/laboratorio-incubatore-imprese-sociali-2014>

Established thanks to an agreement between the Hub of Civil Economy and the Caritas Foundation, this incubator (located in Pescara, in the premises of Centro Emmaus) offers space and tailored services for developing new enterprises in the social economy, as well as for supporting business projects already undertaken with potential positive impacts on the regional social scenario.

Inc.I.So represents a concrete opportunity for all those who want to start-up a new social business or consolidate an existing company, choosing to settle in the incubator or have easy access to the offered services.

Among the range of services for entrepreneurs and new entrepreneurs, there are: - mentoring and tutoring for the preparation, development, advancement and testing of business plans; - support to the legal, financial, fiscal and administrative management; - assistance in the startup and the phasing-out for incubated companies; - animation and territorial promotion of business projects with related communication activities.

# CISEM – CHIETI Chamber of Commerce



**In the Chamber of Commerce, Industry and Handicraft of Chieti, in April 2013 has been created the Committee for social entrepreneurship and microcredit (CISEM).**

The Committee, in close collaboration with the activities carried out by Unioncamere, aims at promoting deep analyses and surveys on the local economy, with particular reference to the civil economy, to identify policies for social entrepreneurship development and supporting tools/forms for microcredit, and create a network of public and private operators.

<http://www.ch.camcom.it/P42A943C2S1/Nasce-il-CISem--Comitato-per-l-impresorialita-sociale-e-il-microcredito-della-Camera-di-Commercio-di-Chieti.htm>

# PROGETTI SOCIALI LTD Social Enterprise



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

Progetti Sociali aims with a creative approach to achieve objectives of general interest, oriented towards the social change and improvement, as well as to wellbeing of people through the implementation of specific activities in order to produce and exchange goods and services of social value and utility.

Planning, organization, implementation, training, research, information, communication are the cornerstones of the services provided by Progetti Sociali, that is also a direct protagonist of innovation processes in the civic community, through autonomous initiatives or in partnership with other and local, regional, national and international bodies.

<http://www.progettisociali.it/site/pse/page/home>

# GUSTOP



HOME CHI SIAMO IL LOCALE PERSONE GENUINE GUSTOLAB DOVE SIAMO CONTATTI



<http://www.gustop.it/>

GUSTOP has been created by the conjunction of two realities: *Via Libera*, a social cooperative aimed at providing employment for disadvantaged people, and *L'impronta*, a non-profit organization operating since 14 years in the southern suburbs of Milan in support of people with disabilities and their families.

Together they realized GUSTOP, one of the first experiences aimed at providing employment for people with intellectual disabilities in catering sector. GUSTOP seeks to promote the meeting between non-profit and profit on the issues of the right to employment and social solidarity.

The restaurant and bar arise from the dream to effectively build a form of integration, by placing people with disabilities in direct contact with the "customers.

# La Paranza Cooperative

☰ Menu Home In Italiano

## About Us

We were born in Rione Sanità and we work here to change things. We devote all our knowledge and efforts to supporting new businesses and inspiring hope among the youth.

CATA  
COM  
BEDI  
NA  
POLI



<http://www.catacombedinapoli.it/en>

Born in Rione Sanità (Naples) in 2006, this cooperative began in one of the districts of Naples with the clearest evidence of great socio-cultural inequality and huge resources existing side by side. *La Paranza* has contributed to reviving the city's image with enthusiasm and professionalism, through the rediscovery of its artistic and cultural heritage. It has also created training courses and job placement, exchange and networking schemes for people, organisations and associations.

# The Social Enterprise Boat Camp



The *Social Enterprise Boat Camp* is an intensive training and co-creation event with outstanding mentors and speakers of international calibre, a unique occasion in an unusual setting – on the open sea.

## SOCIAL ENTERPRISE BOAT CAMP GOAL

Creation and strengthening of inclusive businesses with high social impact

Strategic Partnerships, Networking, Collective Building

### ACTIVITIES AND METHODOLOGY

Assessment of Social Enterprises already active in the market at least for 18 months

Intensive working sessions based on participatory approach

Working groups facilitated by workshop leaders

Plenary sessions

### SECTOR

- Education
- Services for people
- Environment
- Mobility
- Energy
- Tourism and culture
- Social Housing
- Food and agriculture
- ITC for development
- Migration
- Other

### TOOLS

- Team
- Talent
- marketing
- branding
- business plan
- financials
- funding
- impact
- innovation
- technology
- storytelling

# The Social Enterprise Boat Camp

## WORKING SESSION PLAN

| 1° day  | 2° day   | 3° day   |
|---|--|--|
| <b>Assessment and analysis</b> of social business cases active in the market for at least 18 months | <b>Barcelona</b><br>Sharing of experiences and lessons learned with local social entrepreneurs | Redefinition, implementation, improvement and storytelling of the 8 selected social business cases |



*"It is the first social enterprise boot camp on board a ship, open to entrepreneurs, social innovators and international cooperation practitioners.*

*It is the first boot camp where players from the corporate world, finance, civil society and social enterprise interact, compare notes, and build sustainable high-impact business models together."*



<http://www.boatcamp2016.org/en/the-first-traveling-boot-camp/>

**Seminar**  
**Examples of Public Support  
Schemes in Italy**

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES in ITALY

Examples of Italian publicly funded support schemes designed specifically for social enterprises and / or targeting social enterprises, highlighting also the role of ERDF and ESF in supporting and promoting social enterprises.

| <b>Name of initiative</b>  | <b>Geographic scope</b> |
|--|-------------------------|
| Piccoli sussidi Puglia (2007 – 2013) ('Small subsidies Apulia')  | Regional                |
| Fondo di garanzia e finanziamenti a tasso agevolato a favore delle cooperative sociali ('Guarantee fund and low rate financing for social cooperatives') | Regional                |
| START UP, START HOPE - Aiuti alle piccole nuove imprese innovative ('Support to new small innovative enterprises')                                       | Regional                |
| Start-up di imprenditoria sociale (ongoing) ('Start-up for social entrepreneurship')   | National                |

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES – EXAMPLE 1



| <b><i>Small subsidies Apulia</i></b>  | <b>DESCRIPTION</b>  |                                     |   |
|---------------------------------------|---|-------------------------------------|---|
| Years of operation                    | 2013-ongoing  | Website                             | <a href="http://www.piccolisussidipuglia.it/">http://www.piccolisussidipuglia.it/</a> |
| Geographical scope                    | Regional (Apulia)   | Delivery / implementation mechanism | Managed by the Apulia region  |
| Target population                     | Non-profit organisations promoting social inclusion of disadvantaged workers, including associations, social cooperatives, legally recognised social enterprises and NGOs.  |                                     |   |
| Aims and objectives of the initiative | <p>The initiative focuses on three main areas of intervention:</p> <ul style="list-style-type: none"> <li>- the development of existing organisations through technological innovation and improvement of the quality of the services provided;</li> <li>- the support of the starting-up of new organisations;</li> <li>- the support of long term social inclusion in the labour market.</li> </ul> |                                     |   |
| Financing of the initiative           | € 5.4 million   |                                     |   |
| Role of EU funding (if any)           | Initiative developed within the Operational Programme for European Social Fund for the 2007-2013 period   |                                     |   |
| Form of support                       | Grants in support of a range of activities, such as to partly compensate the costs for the provision of start-up support or to the cost of employment.  |                                     |   |

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES – EXAMPLE 2

| <b><i>Guarantee fund and low rate financing for social cooperatives</i></b> | <b>DESCRIPTION</b>   |                                     |   |
|---|--|-------------------------------------|---|
| Years of operation  | 2013-ongoing   | Website                             | <a href="http://www.regione.piemonte.it/governo/bollettino/abbonati/2013/35/attach/dgr_06207_070_02082013.pdf">http://www.regione.piemonte.it/governo/bollettino/abbonati/2013/35/attach/dgr_06207_070_02082013.pdf</a> |
| Geographical scope  | Regional (Piedmont)  | Delivery / implementation mechanism | Managed by the Piedmont region, in cooperation with Finpiemonte, the regional public finance company.   |
| Target population   | Social cooperatives. Priority is given to recently created social cooperatives Type B and to investment with an impact in terms of employment. |                                     |   |
| Aims and objectives of the initiative                                       | Promote employment; promote the start-up and consolidation of social cooperatives.   |                                     |   |
| Financing of the initiative   | -  |                                     |   |
| Role of EU funding (if any)   | -  |                                     |   |
| Form of support   | Guarantees and low interest rate financing.  |                                     |   |
| Examples of innovation  | Introduction of the possibility to provide equity funding.   |                                     |   |

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES – EXAMPLE 3



| <b>START UP, START HOPE</b>           | <b>DESCRIPTION</b>  |                                     |  |
|---------------------------------------|---|-------------------------------------|--|
| Years of operation                    | 2013-2015   | Website                             | <a href="http://www.starthope.it/web/page/home">http://www.starthope.it/web/page/home</a>      |
| Geographical scope                    | Regional (Abruzzo)  | Delivery / implementation mechanism | Managed by the Abruzzo region in cooperation with FIRA, the regional public government agency. |
| Target population                     | Businesses in both traditional and innovative industries and supports companies   |                                     |  |
| Aims and objectives of the initiative | This measure supports firms' investments in the area of applied research, experimental development and business start-ups, with special reference to the areas of environment and energy as well as energy efficiency. The measure is promoted by the regional government agency FIRA who participates in firms' capital expenses with investments in the range of 15-45%. FIRA participates solely by purchasing new capital up to €1.5m. FIRA also involves Business Angels in new ventures and will withdraw investments from the respective start-up companies within five years of the initial investment. |                                     |  |

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES – EXAMPLE 3



| <b>START UP, START HOPE</b>   | <b>DESCRIPTION</b>   |
|---|--|
| Financing of the initiative   | <ul style="list-style-type: none"> <li>▪ Seed capital;</li> <li>▪ Start-up capital; and</li> <li>▪ Expansion capital.</li> </ul> <p>Potential applicants can also receive support from tutors provided by FIRA that support companies in communicating the business idea and the business plan.</p>  |
| Role of EU funding (if any)   | Initiative developed within the ERDF OP – Measure 4.3. “Fostering start-ups and gazelles”  |
| Form of support   | Venture capital (including subordinated loans) ensured by national public funds + EU structural funds  |
| <p><u>Policy learning:</u><br/>What are the most important “Do’s and Don’ts” that regional stakeholders should be aware of when launching a similar measure?:</p> | <p><u>Do's:</u></p> <ul style="list-style-type: none"> <li>• Support high-risk initiatives that would otherwise not be funded by financial institutions because of their not immediate financial returns; and</li> <li>• Link start-ups with academic and research institutions in order to provide technological support to new ventures.</li> </ul> <p><u>Don'ts:</u></p> <ul style="list-style-type: none"> <li>• Concentrate resources on too many industrial sectors in order to maximise the critical mass of investments and provide more effective technological and managerial support to start-ups.</li> </ul> |

# PUBLIC SUPPORT SCHEMES TARGETING SOCIAL ENTERPRISES – EXAMPLE 4

| <b><i>Start-up for social entrepreneurship</i></b> | <b>DESCRIPTION</b>  |                                     |   |
|--|---|-------------------------------------|---|
| Years of operation                                 | 2013-ongoing  | Website                             | <a href="http://www.rm.camcom.it/archivio43_bandi-altri-bandi_0_51.html">Http://www.rm.camcom.it/archivio43_bandi-altri-bandi_0_51.html</a> |
| Geographical scope                                 | National (38 adhering local CCIA, among which those of Chieti and l'Aquila)   | Delivery / implementation mechanism | Managed by the adhering chambers of commerce.   |
| Target population                                  | Legally recognised social enterprises and social cooperatives in the start-up phase.  |                                     |   |
| Aims of the initiative                             | Support start-ups   |                                     |   |
| Financing of the initiative                        | Provision of support services   |                                     |   |
| Role of EU funding (if any)                        | -   |                                     |   |
| Form of support                                    | Provision of free external support services for start-ups: tutors made available by the chambers of commerce to provide specialised support in the preparation of business plans, the engagement of financial investors and the creation of the companies |                                     |   |
| Examples of innovation                             | Recognition of social enterprises' resilience to negative economic conditions and support their role in contributing to economic recovery   |                                     |   |

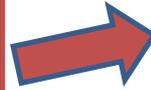
**Seminar**

**Emerging trends and challenges**

# Challenges for the sector (policy niches)

## Opportunities and barriers for social enterprises (SE)

**Spending review** implemented by the Italian Government in response to the economic crisis **have reduced the availability of public resources** in sectors that are fundamental for social enterprises, such as the sector of welfare.

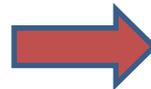


This has reduced the opportunity for expansion of social enterprises as far as public sector demand is concerned.



This creates the drivers for social enterprises to diversify into new markets (private demand) and to become more innovative.

The confusion caused by **the complexity and fragmentation of the legislative framework, both civil and fiscal**, which governs the operations of non-profit organisations (excluding social cooperatives, which benefit from a well established legal framework), companies and SE ex lege.

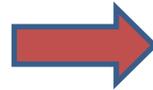


This can impose complex and restrictive bureaucratic and administrative duties, which complicate the enterprise's management.

# Challenges for the sector (policy niches)

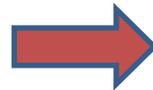
## Opportunities and barriers for social enterprises (SE)

**Delay in payments for the services delivered to public administrations,** that affects significantly the sustainability of SE.



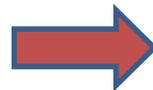
Significant delays have increased social enterprises' debts towards banks for advancing the payment of due invoices and affected the ability to remunerate employees with the needed regularity

**For-profit companies and public sector organisations are entering the markets traditionally covered by social cooperatives,** including the sectors of social care and healthcare services provided to disadvantaged people.



Growing competition from for-profit companies in some markets traditionally served by SE.

**Difficulty in attracting effective managers** to develop further their business due to lower salaries offered by social enterprises as compared to other sectors of the economy.



- Restrictions on profit distribution make it difficult to attract investments from private investors;
- lack of fiscal incentives in favour of private citizens who donate to social enterprises;
- for-profit organisations are excluded from controlling a social enterprise ex lege

# Challenges for the sector (policy niches)

## The Evolving Landscape of Social Enterprise in Italy: future perspectives

**In Italy, the Law on Social Enterprises of 2006 is currently under debate.**

The debate has raised from the very low impact that the law has had on the development of social enterprise (a very low number of organisations have actually registered as social enterprises ex lege). The key issues are:

- The strengthening of social cooperatives and start-ups (not only with a technology innovative profile);
- The need of boosting investments to identify potential trajectories of SE development, in particular as regards the ability / willingness to open a life cycle based on new models of production and exchange of goods of public utility;
- The importance of enriching the ecosystem: the development of a social enterprise is deeply related on the existence of a well-assessed and proven-effective network of human resources. This implies also strengthening this specialized system of resources by continuous measures of training, consulting and coaching;

# Challenges for the sector (policy niches)

## The Evolving Landscape of Social Enterprise in Italy: future perspectives

- The need of differentiating models: tracks of development lead to new approaches to the production of social value, such as community-based enterprises for the management of common goods; companies (and networks) of solidary economy, platforms linked to sharing economy; “cohesive” for-profit enterprises;
- To reinforce links between the activity of the social enterprises and the policies of local administrations (with regards to specific sectors as, e.g., water and culture).

# **Seminar**

## **Policy Tools**

# Policy Instrument 1

|   |  |
|---|--|
| <b>Name of Policy Instrument:</b>   | <ul style="list-style-type: none"><li>▪ <b>ERDF Operational Program</b> of Abruzzo for 2014-2020 - Thematic Objective 3 Investment, Priority 3a</li><li>▪ <b>ERDF Operational Program</b> of Abruzzo for 2014-2020 - Thematic Objective 3 Investment, Priority 3b</li></ul>  |
| <b>Brief description of the policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved:</b> | <p>Within Investment Priority 3a of the 2014-2020 ERDF ROP, Abruzzo Region intends to promote entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators.</p> <p>It should be ensured by introducing specific measures for funding of social enterprises and innovative startups, and instituting for SE a set of incubating services, which will help them entering the market, or repositioning on it, to improve value-for-money of investments even in the social sector.</p> |

# Policy Instrument 1

|  |   |
|--|---|
| <b><i>Brief description of the policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved [continues]:</i></b> | The Investment Priority 3b is focused to improve public funding for SMEs, with the aim of developing and implementing new business models for SMEs, in particular for internationalization. In this measure the Region is engaged to support the economic recovery and employment impact of the financial crisis areas recognized at regional level, through the strengthening of the production processes of existing companies, the reorganization of management processes, organization and marketing and strengthening of production capacity. This policy instrument could be better implement in integrating specific measures for stimulation of growth & employment tailored for social enterprises |
| <b><i>Managing Authority in charge:</i></b>  | Abruzzo Region  |
| <b><i>Proposed self-defined performance indicator:</i></b>   | Number of initiatives activated focusing on social entrepreneurs startups (experimentation of mechanisms of financing, targeted calls)  |

# Policy Instrument 2

|  |  |
|--|--|
| <p>Name of Policy Instrument:</p>  | <p><b>IPA ADRIATIC CROSS-BORDER COOPERATION PROGRAMME</b><br/>PRIORITY 1 – ECONOMIC, SOCIAL AND INSTITUTIONAL COOPERATION<br/>Measure 1.2 – Financial Support for innovative SMEs</p>  |
| <p>Brief description of the policy instrument (e.g. objective, characteristics, priority or measure concerned) and the reason(s) why it should be improved</p> | <p>The measure aimed at creating incentives for the territorial and productive systems to invest in research and innovation through the diversified and innovative offer of financial instruments.</p> <p>The initiatives focused principally on research, technology and science transfer, boosting entrepreneurial initiative and creating a productive environment where innovative capacity, even in traditional sectors, can grow and develop, in order to strengthen Europe's competitiveness.</p> <p><u>Expected beneficiaries:</u> SMEs and Joint SMEs , Public Bodies, Development Agencies</p> |

# **Seminar**

# **Stakeholders Networks**

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Networks and mutual support mechanisms

Networks of social cooperatives are well established in Italy. **Social cooperatives often group together in consortia to be effective in the market place.** The consortia play a fundamental role in the development of social co-operatives, supporting, advising and sometimes directly participating in the development of new business opportunities.

Consortia of social enterprises are funded with membership fees and act at local and national level providing the following types of support for the start-up and growth of social enterprises (Cvejić, 2013):

- Regional identification, economic cooperation and training;
- Good practice exchange and trade union representation; and
- Strategic planning, management, capacity building programs, joint projects and access to international experience.

Additionally, networks/consortia have their own funds to invest in the development of new social enterprises.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

## Networks and mutual support mechanisms

The consortia are in turn linked together in national federative bodies. The most significant of these is called CGM, which brings together 78 territorial consortia, involving over 1,000 individual social cooperatives. In addition to the CGM, relevant confederations and associations are:

- The confederation “Confcooperativa-Federsolidarietà” (which counts, amongst its members, over 5,700 social cooperatives) and the association “Legacoopsocial” (about 2,250) are the national organisations providing political representation, advocacy and trade union support for social cooperatives; and
- The association “*Impresasociale.net*” (ISNET) which provides an online platform for the exchange of best practices, organises meetings and offers legal support to over 1,000 social enterprises.

Networks at a local level also play a fundamental role in the social enterprises ecosystem: one of the key objectives of local consortia is to act as a ‘general contractor’ for participation in public bids for services. Consortia also are able to negotiate collective discounted interest rates on loans from financial institutions. The consortia may even act as guarantors for bank loans or for contract delivery.

# SOCIAL ENTERPRISE - ITALIAN LANDSCAPE

|  |  |
|--|--|
| Policy makers - Governmental departments or institutions designing or implementing policy, support instruments and measures for social enterprises and infrastructures     | <ul style="list-style-type: none"> <li>Ministry for Employment and Social Policies</li> <li>Regional authorities</li> <li>Local authorities</li> </ul>   |
| Organisations promoting, certifying and awarding social enterprises labels   | <ul style="list-style-type: none"> <li>None identified</li> </ul>  |
| Institutions, civil society initiatives or other social enterprises promoting social entrepreneurship education and training, and presenting role models                   | <ul style="list-style-type: none"> <li>Gruppo Cooperativo CGM</li> <li>Local Chambers of Commerce</li> </ul>   |
| Organisations that have the capacity act as an observatory and to monitor the development and to assess needs and opportunities of social entrepreneurs/social enterprises | <ul style="list-style-type: none"> <li>National Institute for Statistics (ISTAT CensimentoIndustriaServizi)</li> <li>National Network of Research Institutes on Social Enterprises (Iris Network).</li> <li>Association for the promotion of the Culture of Cooperation and Non-profit (AICCON)</li> <li>Italian Union of Chambers of Commerce (Unioncamere)</li> <li>Gruppo Cooperativo CGM</li> <li>UBI Banca Observatory (Osservatorio UBI Banca su "Finanza e Terzo Settore")</li> </ul> |
| Providers of social enterprise start up and development support services and facilities (such as incubators)   | <ul style="list-style-type: none"> <li>Regional authorities</li> <li>CFI/Cooperazione Finanza Impresa</li> <li>'Idee in rete' consortium</li> <li>See list of finance providers</li> </ul>   |
| Business support providers   | <ul style="list-style-type: none"> <li>CFI/Cooperazione Finanza Impresa</li> </ul>   |
| Facilitators of learning and exchange platforms for social enterprises   | <ul style="list-style-type: none"> <li>Association 'Impresasociale.net' (Isnet)</li> <li>'Idee in rete' consortium</li> </ul>  |
| Social enterprise (support) networks, associations   | <ul style="list-style-type: none"> <li>Gruppo Cooperativo CGM</li> <li>Confcooperative</li> <li>Wide range of social cooperatives confederations and other networks at local level</li> </ul>  |
| Social Investment Financial Intermediaries   | <ul style="list-style-type: none"> <li>Banca Etica</li> <li>Banca Prossima</li> </ul>  |

Overview of the key actors in the social enterprise ecosystem

|                       |   |
|-----------------------|---|
| Research institutions | <ul style="list-style-type: none"> <li>UBI Banca</li> <li>Cooperative Credit Banks (Banche di Credito Cooperativo, BCC)</li> <li>Oltre Venture</li> <li>National Network of Research Institutes on Social Enterprises (Iris Network)</li> <li>European Research Institute on Cooperative and Social Enterprises (EURICSE)</li> <li>Association for the promotion of the Culture of Cooperation and Non-profit(AICCON)</li> <li>Italian Union of Chambers of Commerce – research centre (Centro Studi Unioncamere)</li> <li>Centrostudilegacoop</li> </ul> |
|-----------------------|---|

# List of Stakeholders to be involved in the project

- Different regional departments: Department for Business Support and tourism policies, Department of Territorial Cooperation – IPA Adriatic Programme Managing Authority, Department of Social and Health Care policies
- Association of young entrepreneurs in the region
- Chambers of Commerce of L'Aquila and Chieti and CISEM
- Confesercenti Abruzzo – Ufficio Turismo
- Inciso (Incubator for social enterprises in Pescara)
- FIRA (financial regional agency)
- Abruzzo Sviluppo
- Istituto Nazionale Formazione e Addestramento Professionale (INFAP)
- Other key incubators in regional and Adriatic territories
- Business angels
- Legacoop
- Infiera Ecotour

# **Seminar**

# **Expectations**

# Your Expectations

- ❑ The Abruzzo Region, acting as Managing Authority responsible of the implementation of regional ERDF, ESF, RDP Operational Programmes, as well as of IPA Adriatic Cross-border Cooperation Programme, has a strong interest - in terms of applicability, strategic orientations and objectivity - to compare itself with other regions.
- ❑ Additionally, due to its role as Managing Authority of IPA Adriatic CBC Programme, Abruzzo Region is engaged in investing on tools for analysis and coordination of regional and macro-regional policies with the aim of implementing the EUSAIR Strategy.