



# 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)

Coffee Roasting House Drahonice



### 2. Overview (2000 characters)

Pražírna kávy Drahonice (Coffee Roasting House Drahonice) was founded by Centrum Martin o.p.s. (charitable trust) in 2014 to continue their effort to establish on social enterprise market. Since 2010 they run ceramics workshop (sheltered workshop) and experimental cafe in Prague so the coffee roasting house was next logical step. They have extensive knowledge of running a SE in Czech environment. Due to lack of legislature concerning social enterprises in the Czech republic, running it is always, in a way, an experiment, many times in form of trial-and-error. According to up-to-date evolution it seems they partly overcame many obstacles usually stated by SE's as their biggest hindrances. Their product portfolio is pretty wide – apart from roasting coffee it also includes production of dried fruit, fruit and herbal concentrates for home-made drinks, fruit liqueurs and fruit biscuits and cakes. They currently employ 10 employees, 5 of them were permanently in healthcare institutions for mentally disabled before. They also cooperate with their sheltered ceramics workshop, which provide them with custom-made packaging in case customers desire so. Overall, Centrum Martin provides work for 50 people with various stages of disabilities, mostly with heavier forms of mental or combined (mental-physical) disability. It cooperates with local mental healthcare centre. As probably any SE they face several challenges on their way to sustainable social enterprise. Above all it mentions cashflow problems (linked to partial dependence on gifts and private and public funds) and rewards to employees as many of them are unable to handle financial forms of reward. They work on rewarding scheme based on something else. However they feel they support their employees's social and professional improvement. The employees also participate on management level (as much as they are able to).

### 3. Abstract (500 characters)

Pražírna kávy Drahonice (Coffee Roasting House Drahonice) was founded in 2014 to provide work and social inclusion for mentally and physically disabled or disadvantaged people. It

operates in cooperation with other social enterprises, specifically with cafe and sheltered workshop.

#### 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): \_\_\_\_\_

You can tick more than one dimension, but emphasize which one is the most significant!

#### 5. Policy Instrument connected with the good practice

#### 6. Location

Drahonice, South Bohemia, regional level itself, but linked to experimental café in Prague, run by the same company.

#### 7. Start date (tentative)

Started in 2014

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

10 employees, mostly young people with mental or combined disabilities (5 of them were previously in institutes for disabled). Total turnover is around 175 000 €.

#### 9. Challenges

The enterprise still faces a lot of challenges – primarily financial challenges as it is still not as independent as it wish to be. Some external funding is still needed to operate. Another challenge is the form of rewards for employees that can not quite understand the value of money. The lack of legislature is also a factor.

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

This type of project could work well in other countries or environments. It is a food-producing company processing both imported and local raw materials.

## 11. Activities (2000 characters)

We defined this SE as a good practice for number of reasons. First, the SE sector in the Czech republic is heavily under-developed and this is one of the obviously working schemes that seems to have a chance to prosper. The idea of cooperation between several SE's to boost its market impact (roasting coffee house + cafe + ceramics workshop) is one of the next reasons, as well as cooperation with local mental healthcare facility to provide work and social experience to people that are hardly employable somewhere else.

## 12. Achievements so far

This SE has growing turnover since it has been established which means lower dependency on external funding. Ability to employ people that were formally living in closed environment of mental healthcare institution.

## 13. Strengths, weaknesses, difficulties and lessons learned

Strengths – mutual cooperation with other SE's operated by the same company, economic activity that generates profit, good relation with its environment  
Weaknesses – partial dependency on external funding

## 14. Tips for success

The quality level of products is steady, without considerable fluctuations which enables establishing long-term business relations. The products can be partially custom-made (special packaging, gift sets). The coffee house cooperates with associated ceramics workshop to provide even more customer-friendly final products. The cooperation between other forms of SE can also be mentioned. Together they can create wider portfolio of products and they can be more attractive for potential customers, especially those more socially aware.

## 15. Dissemination and sustainability

If public funding is not available the project would continue to exist but with considerable difficulties. It would probably lower number of employees and production output.

## 16. Source – URL or Facebook

[www.prazirnadrahonice.cz](http://www.prazirnadrahonice.cz)

## 17. Contact person and details

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