



# 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)

KORENIKA SOCIAL FARM

### 2. Overview (2000 characters)

In 2006 first idea for possibility of Eko social farm started based on the fact that Association Mozaik and local community Šalovci found joint interest in developing the centre for work rehabilitation and employment of invalid people and other vulnerable groups. Local community Šalovci provided over 20 ha of land including the farm buildings. Based on that decision Association Mozaik founded association Korenika in 2008. Korenika's main goal at that time was to provide work rehabilitation and employment of invalid people and other vulnerable groups. At the farm they renovated the buildings and started with production of eco crops (e.g. vegetable, fruits) and products (from crops and wild plants). They have their own market label and they produce and sell herb tea, oil, fruit and vegetable and its products, herbs). They also have their web shop. Based on the experiences of the rehabilitation and employment program (concession from the state) they registered also the social enterprise, which provide further inclusion and work for vulnerable goal groups. Based on their previous experiences they have arranged herb garden, they have animals and they provide diverse trainings and visit programs (including meals) for different goal groups. Additionally they have different workshops at their estate, where vulnerable goal groups produce different products, that are part of their trade mark and they are sold in the real estate and other local and regional markets in Slovenia. Recently they also developed the service: support to owners of the protected houses at the renovations. Based on mayor renovations and improvements in 2013, 2014 now Korenika can provide even more quality environment for work of vulnerable goal groups and they can foster and develop their trademark and their touristic activities on the major scale. Additionally they are quite skilled in obtaining different public sources (e.g. structural funds, different public calls) and they have significant income also coming from selling of the products produced at Korenika.

Long term strategy of Korenika is to foster dignity, respect as well among employees and among all people. Today and in the future they will employ handicapped people and people from other vulnerable groups and they will offer them protected employment.

### 3. Abstract (500 characters)

Eco social farm Korenika, organised as association Korenika main line of the business is:

- Eco farm which provide inclusion and protected employment for vulnerable goal groups
- Eco products that are sold under own trade mark (including social meaning)
- Visit programs and trainings for visitors (adults, children)
- Special work support for owners of protected houses

#### 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

Based on the experiences and good practices of start up of social entrepreneurship in Slovenia we can say that several improvements of support measures (that are now in Operational program 2014-2020 took place:

- Financial; microcredit scheme on Slovene enterprise fund (ERDF) and grants through National operational program 2014 -2020 (ERDF): support to Start-up social enterprises - incentives for the start-up of enterprises and youth cooperatives).
- Non financial; promised to be provided through National operational program 2014 -2020 (ERDF): support for mentoring schemes for vulnerable groups working in social enterprises, strengthening the support environment for social enterprises, transnationality in the field of social entrepreneurship, upgrade the services of One stop shop for SME-s and start ups (with the specific knowledge regarding social enterprises.

#### 6. Location

The headquarters is in in the heart of the Park Goričko in Šalovci.They offer the support mainly for vulnerable goal groups from the local area.

#### 7. Start date (tentative)

2006

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

400.000 EUR per year / 18 regular employees + 5 public work

## 9. Challenges

The lack of specific support measures for handicapped and other vulnerable groups based on the production of crops and products from crops in farm environment cannot be seen in other regions. There are other attempts in Slovenia, but they are rather slow, due to lack of land, lack of knowledge etc. Association Korenika can provide wide knowledge and expertise in ways of work with vulnerable groups on the farm, their work has been recognised as good practice in Slovenia too. Their work is very specialised and show very good results. Vulnerable goal groups are mostly used to work on the farm from before and Korenika provide them safe environment to obtain additional skills and to fill welcomed and confident in the results of their work (e.g. products are sold through trademark).

We are convinced that good practice of Korenika can be transferred also to other regions in Slovenia.

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

The program is rather specific, but their experiences can be perhaps used as the starting point for exchange of experiences with other support programs, working in the same range of the business.

## 11. Activities (2000 characters)

Korenika is first of all centre for protected employment of the handicapped and other vulnerable groups. This program is supported through concession (national level). Additionally they have social enterprise upgradind the work of mentioned centre with additional psihosocial support and work rehabilitation on the eco farm, where different eco products are produced and sold through Korenika trademark. Additionally in recent years also visitor and training programs were developed and are successfully put on the market.

## 12. Achievements so far

The Association Korenika is the first social enterprise in the area of Goričko. They are successfully developing and implementing program for handicapped people and other vulnerable groups (concession from the state). Adititionally they have developed succesfull social enterprise with inclusion handicapped and other vulnerable groups into psihosocial and work therapy (on the farm and in production of products, programs for visitors). They also have their own internet shop for their products.

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

The Association Korenika has long years of experiences in implementing the programs for protected employment on the farm. Based on these experiences they started the social enterprise. They provide successful model of social innovation, they have successful business model (content and financial wise). They have good network – having in mind also their marketing approach (internet shop, selling the products on near by local and regional markets in Slovenia).

Based on years of experiences it is evident that their program is successful and will be for sure upgraded in coming years. Above all they offer unique program on the farm for the vulnerable goal groups, where they can learn a lot about the production, quality of work and products, working with guests, children, customers. Based on the experiences gained in the programs they significantly improve their possibilities for some of the individuals to find regular work on the market.

Due to the fact that Korenika include in their work specific vulnerable goal groups with specific needs it is not possible to open new unit outside of the region. The other limitation is also connected to content and financial viability of their business model (so far slow growth have shown to be the right way of development).

#### **14. Tips for success**

Association Korenika is successful because;

- they have decided for slow growth (understanding and knowing their limitations).
- they have specific program and specific line of work (crops and products from the farm)
- they have specific expertise regarding work with vulnerable goal groups and they understand the needs for the vulnerable goal groups
- they take care about the quality of the services
- they gradually built their core business including new activities that are of benefit to users (vulnerable goal groups) and wider public (programs for visitors, children)
- they build their image very carefully
- they have steady financial flow (partly from public funds, partly from the market)

#### **15. Dissemination and sustainability**

It is clear that Association Korenika has an innovative business model, that has proved its viability through years. Since they combine protected employment (concession from the state) and social enterprise activities and they have realistic innovative business model, they will sustain their activities. Their good results, especially regarding the successful programs on the farm and successful selling of their products from the farm and expertise regarding long term sustainable business model can be used also in other regions.

16. Source – URL or Facebook

<http://www.korenika.si/>

17. Contact person and details

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