

Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	From Friend to a Friend
Does this practice come from an Interreg Europe Project	No

In case 'yes' is selected, the following sections appear:

Please select the project acronym	Drop down menu with all acronyms
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Specific objective	Drop-down list of the 6 specific objectives <i>[Technical: In case a project is selected, the specific objective is automatically completed]</i>	
Main institution involved	Sõbralt Sõbrale, TARTU	
Location of the practice	Country	Estonia
	NUTS 1	EESTI
	NUTS 2	Eesti
	NUTS 3	Lääne-Eesti

2. Detailed description	
Detailed information on the practice	<p><i>From Friend to a Friend</i> is a social enterprise that cares about people and links the joy of the giver and the joy of the recipient. The NGO accepts donations in the form of things brought to its shops for selling and forwards the proceeds to those in need, who are often families, but can also be individuals or social institutions, whose needs become known through the mediation of social workers, churches or NGOs.</p> <p>The chain of shops is registered as a private limited company, but various social projects are performed through the foundation. From Friend to a Friend stores started operation in 1998. The NGO has expanded greatly, and now it has 15 shops all over Estonia. In addition to ensuring cheap and environmentally friendly consumption options, it believes the creation of jobs to be one of its values. At the moment the organisation's shops employ over 100 people. Due to the increase in the quantity of goods donated in Estonia, more and more support is provided to various parties in need: individuals, families and social institutions.</p> <p>The primary activity of <i>From Friend to a Friend</i> is creating a friendly and inexpensive shopping environment for people who value environmental sustainability and appreciate unconventional things. The organisation receives a major share of the goods it sells from its Swedish partners, who also forward the proceeds from selling goods for "the second life" to those in need in their own country.</p>

Resources needed	All the goods sold in the shop-network are donations meaning low storage and distribution costs. The number of employees increased by 36 % between 2011 and 2013.
Timescale (start/end date)	December 1998 – onwards
Evidence of success (results achieved)	The first evidence of success is the current employment of more than 100 people without depending on any projects. The people we cooperate with and the people we help are our only other success stories. In the broad picture, every child and family whose life could be changed or improved is a success story. The enterprise's dream is for those children who are brought up in poor conditions to grow up to be well-coping adults with higher living standards than their parents had.
Difficulties encountered/ lessons learned	It is important and difficult for the organisation to maintain both order and flexibility. It wants to provide fast help to those in need in such a way that it does not become too bureaucracy-ridden, but at the same time the donators can be sure that their donations are well-used.
Potential for learning or transfer	It is interesting, among other things, that the business model and the operational model are not directly linked to each other, i.e., support for needy families and individuals could be financed in numerous other ways. At the same time, the business model of a chain of second-hand stores has several strengths that directly support the implementation of the mission. First, the contribution of donors from Estonia and other countries in the form of objects can be used. Second, the donated things can be directly donated further by the social enterprise for covering the material needs of the people in need without the necessity of buying new things.
Further information	http://sobraltsobrale.ee/
Contact details <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i>	
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Expert opinion	<i>[500 characters]</i> <i>[Technical: to be filled in by the Policy Learning Platforms experts]</i>