



# REGIONAL ACTION PLAN

RERA – REGIONAL DEVELOPMENT AGENCY OF SOUTH BOHEMIA

This Regional Action Plan was developed within the SOCIAL SEEDS project under the Interreg Europe programme financed through the European Regional Development Fund (ERDF).

## 1. PART I – GENERAL INFORMATION

Project:	SOCIAL SEEDS (PGI00028)
Partner organization:	PP3 – RERA a.s. (Regional Development Agency of South Bohemia)
Country:	Czech Republic
NUTS2 region:	CZ03 – Southwest
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## 2. PART II – POLICY CONTEXT

The Action Plan aims to impact: Investment for Growth and Jobs programme

Name of the policy instrument addressed: Operational Programme Employment (OP Emp); Priority Axis 2 – Social inclusion and combating poverty; Specific Objective 2.1.2: Development of the social economy sector, 2.1.2: The creation and development of entrepreneurial activities in the field of social entrepreneurship, promoting and creating conditions for the emergence and development of social enterprises, raising awareness about social entrepreneurship and cooperation between all relevant actors.

### 2.1. NATIONAL CONTEXT

#### 2.1.1. HISTORY

Social entrepreneurship has relatively long history in the Czech Republic. The topic of solidarity economy goes back to the 19<sup>th</sup> century with first mutually insuring companies or credit unions. This development was interrupted several times during both World Wars and during the communist era from 1948 till 1989.

First discussions on this topic in the modern history took place already in the 1990s right after the former regime's fall. In 2002, the Czech Republic became the first country from the post-communist countries in Europe, that held a worldwide conference on social economy.

So-called *Prague declaration* was accepted on this conference stating that "Despite the fact, that there is no precise legal definition of the social economy following statements can be agreed on:

- social economy is not based primarily on capital but on participative democracy,
- the goal of social economy is not profit, but mutual solidarity,
- social economy can significantly contribute to inclusion of persons with disabilities into the society."

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Another change happened after the Czech Republic became an EU member state. Two organizations have tried to make the definition of social entrepreneurship in the Czech Republic more specific. FOKUS Praha was running a social enterprise “Júnův dvůr” not far from Prague and NESSEA was a network of social enterprises (that later became TESSEA). The activities were financed through the EQUAL programme.

As every EU member state, the Czech Republic has its own specific definition (of several) of social entrepreneurship. However, up to this date, this definition is still not embedded in the legislation.

### 2.1.2. PRESENCE

If we compare Czech definitions with the definition of the European Commission, we will find two significant differences. Firstly, it is the relationship between social and economic goal. According to the European definition the social goal is superior to the economic goal. In the Czech definitions of social entrepreneurship, gaining profit is as much important as increasing the public well-being, which makes the Czech situation quite special in comparison to the western European countries.

In practice, social goal is usually the key reason for founding and running a social enterprise, even though the definition is not accurate in this situation.

The second difference is the emphasis on decision-making dimension and inclusive management. This element is constantly strengthened in the European definitions and it became the third pillar of a social enterprise among the social and economic dimension. In Czech sheet of social enterprise principles is written that: "employees and/or members are truthfully and systematically informed about the enterprise's operation, results of companies' management and fulfilment of the publicly beneficial goals".

A positive difference for Czech definitions is a higher emphasis on the environmental impact of social enterprises. It is weaker in comparison with the social dimension, but the current state indicates that the environmental aspects became a natural part of social entrepreneurship in the Czech Republic.

New initiatives that do not fulfil the Czech definition currently appear, but they still have signs of social enterprises. According to TESSEA, new mapping and re-definition of the indicators for social enterprises has to be considered.

### 2.1.3. KEY PLAYERS ON THE NATIONAL LEVEL

As key players on the national level we see:

- a) Governance & administration,
- b) Non-profit sector,
- c) For-profit sector,
- d) Education institutions,
- e) Financial institutions,
- f) National networks.

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#### Ad a) Governance & administration:

Ministry of Labour and Social Affairs of the Czech Republic, Ministry of Industry and Trade of the Czech Republic, and the Ministry of Regional Development of the Czech Republic are the key national player. Besides those institutions, the Job Centre of the Czech Republic, Agency for Social Inclusion (loose translation, official title: Agentura pro sociální začleňování) are also very important institutions.

The governance is also a contracting authority for public procurements. Those can focus on social enterprises and thus can have a significant economic impact on social enterprises.

#### Ad b) Non-profit sector

NGOs in the Czech Republic play also a very significant role in social entrepreneurship development. Either they are social services providers that often found social enterprises in order to ensure jobs for their clients or to solve a particular environmental problem. They are also often partner organizations for SEs focusing on work with specific target group of clients.

#### Ad c) For-profit sector

The for-profit sector is finally becoming an important part of the ecosystem as well with increased popularity of sustainable and socially responsible entrepreneurship in general. Their role is not only as a customer for SE, but also as a provider of education and mentorship in professional manners and know-how sharing.

#### Ad d) Education institutions

Higher education institutions with economic focus are interested in social entrepreneurship in a small scale nowadays. Several HEIs offer study programmes focused on social entrepreneurship. Some institutions cooperate with SEs directly.

#### Ad e) Financial institutions

Considering the risks related to social enterprises, financial institutions are very important partners for SEs. In most of the banks, social enterprises do not have any specific conditions, they use the same financial instruments as traditional businesses. An exception is a social entrepreneurship programme of social banking from ERSTE group's Česká Spořitelna (ČS).

ČS started another phase of their social banking programme in which they will support social enterprises and non-profit organizations with focus on social or environmental impact. As a part of ERSTE Group, ČS uses guarantees of the European Investment Fund and offers loans for the development of social entrepreneurship. The programme helps not only with the finances but also with education and counselling. They plan to organize an Academy of social banking in the future.

#### Ad f) National networks

There are several networks (besides TESSEA, that focus specifically only on social entrepreneurship) that cover different segments of the ecosystem. They focus usually on the employment of people from various target groups.

#### **2.1.4. SOCIAL ENTREPRENEURSHIP SUPPORT ON THE NATIONAL LEVEL**

As mentioned above, the Czech Republic still lacks the social entrepreneurship act. Even though, there are many tools being developed to support the SEs, such as:

- a) Tools from the Ministry of Labour and Social Affairs of the Czech Republic - systematic projects,
- b) Grant programme ESF,
- c) Accelerators and support from foundations,
- d) Active Employment Policy instrument and tax reliefs.

#### Ad a) Tools from the Ministry of Labour and Social Affairs of the Czech Republic - systematic projects

Systematic projects focus on supporting both newly created and already running SEs. Another project focus on socially responsible public procurements.

Project “**Support of social entrepreneurship continues**” (loose translation, official title: Podpora sociálního podnikání pokračuje). The project offers free of charge counselling to starting SEs as well as to the ones already operating. Due to the project implementation, regional counselling network has been stabilised in all regions of the Czech Republic. Consultants from different fields, such as financial management, strategical management, marketing, gastronomy, etc. as available. Another part of the project is possibility of internships in other SEs. More information can be found on the website [www.ceske-socialni-podnikani.cz](http://www.ceske-socialni-podnikani.cz).

Project “**Promoting the Implementation and Development of Socially Responsible Public Procurement**”. The aim of the project is to support utilization and development of (socially) responsible public procurement, to support inclusion of the principles into everyday practice of public procurement a insure effective solution for employment, social inclusion, and sustainability in general. More information can be found on the website [www.sovz.cz](http://www.sovz.cz).

#### Ad b) Grant programme ESF

Currently, there is one Call for proposals that support social entrepreneurship opened. The **call no. 129 - Social Entrepreneurship** focuses on both newly created and already existing SEs with an allocation of EUR 7.700.000,00. This call was opened within the Operational Programme Employment and the support within this OP will be closed at the end of 2019.

In past years support from Integrated Regional Operational Programme was also a possibility.

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### Ad c) Accelerators and support from foundations

There are multiple support schemes for social enterprises in the Czech Republic, ranging from private support to programmes funded by EU funds, especially ESF.

The Czech Republic has experienced rapid development of incubators and accelerators over the past 10 years. They focus on entrepreneurial support for social enterprises or social innovation with the emphasis on the maximum impact and scalability.

As examples, we can describe following possibilities:

**Impact Academy** (scheme supported by ESF call No. 124 – Support to Innovative Environment).

It aims at social enterprises and social innovation. It offers unique half-year programme to improve their impact-oriented approach and create their own impact assessment system with the help of mentors from the Czech Republic and abroad. Attendees receive financial support to set up an impact assessment system in their organization ([impactacademy.cz](http://impactacademy.cz)).

The applicants may register in an annual call via online registration. The main selection criteria are preparedness to impact measurements and the level of strategic planning within the organization. The information is available on the Impact academy website, social network channels and at Ashoka Czech Republic website, too. The first round was attended by 9 organization, mostly NGO's and foundations.

**EDISON - accelerator for social innovation and social enterprises** (supported by ESF call No. 124 – Support to Innovative Environment).

This scheme offers 1.800 hours of support to teams that already have innovative solution and have ambitions to spread such solution over the whole country. The scheme is implemented by HUB Praha. A specific form of support is tailored to the needs of individual teams ([edison.impacthub.cz](http://edison.impacthub.cz)).

The participants are either actively approached by the organizers or they can register upon consultations during which the proposal suitability for the scheme is evaluated. Currently, there are 5 organizations involved in the scheme. The scheme is promoted both on organizer website and social media accounts of HUB Praha, HUB Ostrava or HUB Brno.

**#třidvajednaakcelerátor – Nadace Karla Janečka** (Karel Janeček Foundation)

A six-day accelerator with mentors (experts from traditional businesses) aimed at social investment. It can be further developed in subsequent follow-up programmes ([#třidvajednainvestory](https://www.facebook.com/třidvajednainvestory) or [#třidvajednaready](https://www.facebook.com/třidvajednaready)).

Karel Janeček Foundation has its own promotion channels, the participants register in an online form. There have been 1066 applications registered so far and 110 organizations have been already supported.

**Laboratoř Nadace Vodafone (Vodafone Foundation Lab)**

An accelerator that focuses on support of innovative solution with social impact using modern technology. Participants take part in a year-long course with many mentors and experts. Then they receive financial support to further develop their idea and business plan (laboratornadacevodafone.cz).

The selection of potential participants starts at regional workshops. The participants usually get the information from the foundation website and social media, but also at public events like seminars, workshops etc. In 2018, 60 participants registered, out of which 10 made it into the accelerator itself.

**ROK JINAK – Nadace Vodafone (Vodafone foundation)**

One of the best-known partner educational and mentorship programmes implemented in the frame of CSR strategies of large companies. A year-long internship of an expert of traditional business in a social enterprise. The aim of the programme is to make the use of the expertise to tackle underdeveloped areas of the social enterprise – product portfolio, financial management or marketing. So far, 51 organizations have walked through the programme.

Ad d) Active Employment Policy instrument

Social enterprises can use the Active Employment Policy instrument in order to receive subsidies for jobs on the protected labour market. Another possibility is to receive tax reliefs when employing more than 50% of their staff from target groups.

**2.1.5. SWOT ANALYSIS – NATIONAL LEVEL**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Society support as a form of solution for social issues,</li> <li>• Increasing awareness about social entrepreneurship, rising popularity of local products and products with the so-called added value related to better living standard in the Czech Republic,</li> <li>• Strong NGOs base,</li> <li>• Social entrepreneurship as a part of education,</li> <li>• Social entrepreneurship as a part of national strategies,</li> <li>• National network and some regional networks,</li> <li>• The existence of "recognition attributes" for social enterprises.</li> </ul>	<ul style="list-style-type: none"> <li>• Contractors' low awareness of socially responsible public procurements,</li> <li>• social entrepreneurship or social responsibility are not part of the elementary or secondary education,</li> <li>• Lack of legal background including benefits for social enterprises,</li> <li>• Lack of education possibilities for SEs' supervisors,</li> <li>• Low awareness of SEs about possibilities in financing, low interest in grants,</li> <li>• Definition of SE attributes is too narrow.</li> </ul>

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Opportunities	Threats
<ul style="list-style-type: none"> <li>• Socially Responsible Public Procurements and a source of contracts for social enterprises,</li> <li>• Education in elementary, secondary and tertiary level,</li> <li>• Social Entrepreneurship Act,</li> <li>• Accelerators and other tools supporting SEs (e.g. financial education),</li> <li>• Support from ESF including financial instruments,</li> <li>• The existence of enterprises that shows attributes of solidary economy</li> </ul>	<ul style="list-style-type: none"> <li>• Change of the social policy of the country,</li> <li>• Stagnation or recession of the economy,</li> <li>• The approach of the government to the NGOs (NGOs perceived as useless),</li> <li>• Emphasis on technical education at the expense of other specializations,</li> <li>• End of support for the umbrella entities,</li> <li>• High requirements on SEs (including economic self-sufficiency, limited support from the government)</li> </ul>

## 2.2. REGIONAL CONTEXT

### 2.2.1. KEY PLAYERS ON THE REGIONAL LEVEL

As key players on the regional level we see:

- a) Regional authority - South Bohemian Region,
- b) Larger towns,
- c) Small towns, municipalities and Local Action Groups,
- d) Regional & local branches of the Job Centre of the Czech Republic,
- e) Local NGOs,
- f) Regional organizations and associations,
- g) Higher educational institutions.

#### Ad a) Regional Authority - South Bohemian Region:

South Bohemian regional authority could be one of the main partners to social enterprises. Social entrepreneurship could fall under the remit of the Department of social affairs (Odbor sociálních věcí), Department of regional development and planning (Odbor regionálního rozvoje, územního plánování a stavebního řádu) and Department of public procurements and investments (Odbor veřejných zakázek a investic). Currently, social entrepreneurship is not included in any regional strategy.

#### Ad b) Larger towns:

Large regional cities like České Budějovice, Tábor or Písek support social entrepreneurship in their municipal grant schemes and they declare support to social entrepreneurship also in their Community plans of social services.

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Ad c) Small towns, municipalities and Local Action Groups:

Local action groups (LAGs) have the support to social entrepreneurship, including social agriculture, stipulated in their Strategies of community-driven local development (loose translation, official title: Strategie komunitně vedeného místního rozvoje).

Ad d) Regional & local branches of the Job Centre of the Czech Republic:

Jobcentre branches in the region actively support employment of persons disadvantaged on labour market, especially people with physical disabilities. Representatives of Jobcentre regularly participate in networking and educational events for social entrepreneurs.

Ad e) Local NGOs:

Local NGO's providing social services cooperate with social enterprises to arrange for employment of their clients or they directly establish a social enterprise.

Ad f) Regional organizations and associations:

Support organization like CzechInvest (Investment and Business Development Agency), Chamber of Commerce of South Bohemia (JHK), South Bohemian Agency for Support to Innovative Enterprising (JAIP), South Bohemian Science and Technology Park (JVTP) and others are significant stakeholders for social enterprises. Social enterprises can make use of their contacts or accelerator programmes aimed at SMEs development.

Ad g) Higher educational institutions:

In general, the HEIs acknowledge the social entrepreneurship as an important part of both social studies as well as economic studies. However, there is no significant representation of social entrepreneurship represented. Only exception is the Economic faculty of the South Bohemian University in Ceske Budejovice with a subject focusing on social entrepreneurship.

### **2.2.2. SOCIAL ENTREPRENEURSHIP SUPPORT ON THE REGIONAL LEVEL**

Social enterprises in South Bohemia Region can make use of the entire national support infrastructure. There are also few possibilities offered by the actors on the regional level, such as:

- a) Municipal grant schemes,
- b) Local Action Groups' grants focusing on social enterprises development,
- c) Individual grants provided by the regional authority,
- d) Competitions.

Ad a) Municipal grant schemes:

Grants focused on specific services in specific town. Usually, they are supporting auxiliary services.

Ad b) Local Action Groups' grants focusing on SE development:

The Local Action Groups (LAGs) use funds from big OPs such as Operational Programme Employment or Integrated Regional Development Programme and re-distribute them in their territories on a small scale.

Ad c) Individual grants provided by the regional authority:

Individual grants are designated for applications that do not fall under commonly published calls for grant proposals.

Ad d) Competitions:

Various regional thematic competitions take place in the region. The JihoCzech competition focusing (not only) on start-ups. The participant gains complex counselling in order to finish a business plan and be able to start a business.

**2.2.3. SWOT ANALYSIS – REGIONAL LEVEL**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• An increasing number of SE in South Bohemia</li> <li>• SE education available within Faculty of Economy</li> <li>• SE support from cities and inclusion into Community-driven social services plan</li> <li>• LAGs supporting social entrepreneurship and social agriculture</li> <li>• Strong NGO base involved in the employment of target groups</li> <li>• Good cooperation with job centres</li> </ul>	<ul style="list-style-type: none"> <li>• Low awareness of regional politicians on social entrepreneurship</li> <li>• Low awareness of public contracting authorities on socially responsive procurements</li> <li>• Low motivation of SE's to further education</li> <li>• Lack of regional network for SE's</li> <li>• Low unemployment rate</li> <li>• Minimal support from regional authorities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Education of regional politicians</li> <li>• Education of public contracting authorities</li> <li>• Support of SE's and their further education (e.g. financial education)</li> <li>• Support of SE networking with other subjects</li> <li>• SE's can employ people that would otherwise be unable to succeed on open labour market</li> <li>• Good-practise example adoption from other Czech regions (e.g. Pardubice region) as well as from abroad</li> </ul>	<ul style="list-style-type: none"> <li>• Depletion of the potential of social entrepreneurs, hindering founding of new SE's or their further development</li> <li>• Social entrepreneurship is taught only at Faculty of Economy</li> <li>• Grant increase towards registered social services to the detriment of support of other activities</li> <li>• Low activity of SE's outside large cities</li> <li>• Dependency on ESF funds</li> <li>• Support is aimed at physically disabled, the support to other target groups is erratic and time-limited</li> </ul>

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## 2.3. POLICY INSTRUMENT ADDRESSED

The policy instrument addressed states as one of its activities the planned usage of financial instruments as a new way of supporting the social entrepreneurship in the Czech Republic. Since it is a new method of support, it naturally fosters insecurity among SEs. The concerns of SEs can be minimized when SEs will have more information and knowledge regarding this topic. The addressed policy instrument also states as one of its activities “Establishment of educational programmes, education and counselling related to the support with: establishment founding, operation and marketing.”

The action described below was designed to improve the knowledge of financial management among SEs and foster orientation among possibilities of financial instruments through an educational programme.

## 3. PART III – DETAILS OF THE ACTION ENVISAGED

### 3.1. ACTION – ESTABLISHMENT OF EDUCATIONAL PROGRAMME FOR SOCIAL ENTERPRISES WITH FOCUS ON THE USAGE OF FINANCIAL INSTRUMENTS

#### 3.1.1. THE BACKGROUND

##### CONTEXT OF THE INTERVENTION

Up to date, the support of social entrepreneurship in the Czech Republic was almost exclusively in the form of ESF grants. The support was focused on launching a new enterprise or to start a new activity of the company. In summer 2018, the situation has changed and it was enabled to support also existing activities.

Based on evaluation of the previous programming period and experience gained within the current period, the approach has changed and grant support will be replaced by financial instruments, namely by refundable loans. This approach is new in the Czech Republic. Although the financial instruments have been already used in private sector (Česká spořitelna/ERSTE group, Occasio), this is the first time it is going to be used with ESF funding.

This new approach considerably changes the system of SE support in the Czech Republic. It completely eliminates the option for some applicants to receive non-refundable grants. Social enterprises need financial support not only to start the business but also to manage operational cash-flow.

Due to this new situation SEs need to increase their financial management skills in order to be able to reach to the new support planned. The planned action will help SEs increase their financial management skills and help them orient better in the context of financial instruments.

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## LEASONS LEARNT FROM THE PROJECT IMPLEMENTATION

The action was defined based on experience and information gained through the SOCIAL SEEDS project as well as from the actual situation in the ecosystem.

Inspiration for this action was mainly a case of financial instruments usage in Italy, which was presented to us during the project's meeting in Abruzzo region. Another interesting case of financial instruments usage is from Germany which was discussed during the project's meeting in the Czech Republic.

As we learned from success stories from other regions in Europe during SOCIAL SEEDS conferences (for example from 'Cohesion policy meets Social Entrepreneurship' conference in Brussels in October 2018 or conference about social economy in Maribor in March 2018) the use of financial instruments in the form of loan was quite common (mostly) in western countries. In the Czech Republic, this possibility was provided only by private sector (banks). The Ministry of Labour and Social Affairs of the Czech Republic came up with a vision to change the supporting policy from grants to loans only recently.

In almost 3 years many meetings with many entities involved in the ecosystem took place during the project implementation. Thanks to many group or individual meetings with regional stakeholders, the situation could be mapped. From meetings with social enterprises the fear of a new supporting tool appeared. This indicates that some social enterprises are aware of an upcoming change, but no concrete information are available yet, which foster the insecurity of the SEs.

During the project implementation RERA submitted 5 applications for ESF support for selected SEs. During the preparation period it became clear that one of the biggest struggles of SEs is the financial management. In general, SEs don't have many experiences with loans as a financial support and can perceive it as a more risky than traditional support via grants. This can cause a lower interest especially with new entrepreneurs. The missing structure and lack of educational programmes is also a problem. Thus a focus on the upcoming financial instruments is essential for the development of the sector in the future.

### **3.1.2. ACTION**

Motivated by the situation and inspiration mentioned above, an comprehensive educational programme for social enterprises with focus on the usage of financial instruments will be established. The educational programme will be established by RERA (project partner) and will involve several key stakeholders operating in the region. After the programme will be concluded, a feedback to the Ministry of Labour and Social Affairs of the Czech Republic will be presented which will evaluate the approach and impact on the programme.

The action is divided into several steps.

**STEP 1 - Establishment of a working group for the conception of the educational programme.**

The working group (WG) will consist of representatives of the Regional Development Agency of South Bohemia (RERA, project partner), South Bohemian Science and Technology Park (JVTP), South Bohemian Chamber of Commerce (JHK), South Bohemian Agency for Support to Innovative Enterprising (JAIP), Investment and Business Development Agency of South Bohemia (CzechInvest), DIALOG CB (NGO focusing on non-profit organizations, social enterprises and their connection to for-profit organizations) and selected representatives of social enterprises. Other relevant entities might join the WG.

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A qualified professional with deep knowledge of creation of educational programmes will be a member of the working group as well.

The WG will meet on regular basis (at least 5 times) and will create a curriculum of the course. The themes of the course are planned as following: credit loan, dept & principal, different types of loans, postpone payment, leasing, obligation and financial claim, instalment, overdue, registry of debtors, cash flow and risk management, subsidies and support from the Job Centre, accounting, refinance. The themes are the first proposal and the content, of course, depends on the outputs of the working group.

#### **STEP 2 - Pilot realization of the course.**

Representatives of 5 social enterprises will take part in the pilot verification of the course where their feedback and recommendations for the course will be collected. Based on the feedback the WG will improve the course.

The course will take 8 hours and will be lectured by lecturers from the involved organizations.

#### **STEP 3 - Creation of counselling positions within social enterprises.**

The representatives of social enterprises that took part in the pilot realization of the course will become counsellors for other social enterprises. They will understand the theory of financial instruments and they will know the environment of social enterprise as well. Due to this overlap, they will be able to help other social entrepreneurs in financial instruments instalment in their respective companies. 30 hours of counselling will be provided to the companies.

#### **STEP 4 - Realization of the courses.**

During the lifetime of the educational programme, at least two cycles of the course are expected. The courses will target not only operating social enterprises, but also entities that might be interested in starting a social enterprise.

#### **STEP 5 - Counselling of grant applications.**

When participants of the course will apply for a grant, counselling sessions will be suggested in order to create well prepared applications. While the social entrepreneurs will gain the needed knowledge about the financial instruments during the courses (in step 4), creation of the application can be a difficult process, especially if the SEs are not familiar with grants and subsidies. The SEs will have access to guidance on how to create a viable application.

Counselling will be done by our consultants (as of step 3) and will consists of consultations in the following areas: promotion, work with the target group, environmental aspect, combination of several types subsidies (e.g. public and private), and other possible issues.

Such an offer will increase the comfort of potential subsidies applicants during the application process and will increase their motivation to complete the applications. The respective consultants have a wide experience in grants and subsidies, knowing “the language” the applications should have and thus increasing the success possibilities of the applications as well.

### STEP 6 - Evaluation.

After the courses will be organized an evaluation will take a place. A survey will be circulated among the attendees of the courses in order to get their feedback. Experiences not only from the attendees, but also from the organizers will be summarized and a final report will be created. The document will be further communicated to the Ministry of Labour and Social Affairs of the Czech Republic.

The aim of the programme is to support social enterprises in the usage of financial instruments in a way that will not harm the financial health of the SEs and thus to increase the competences of SEs and to support their competitiveness on the market.

### Indicators and monitoring:

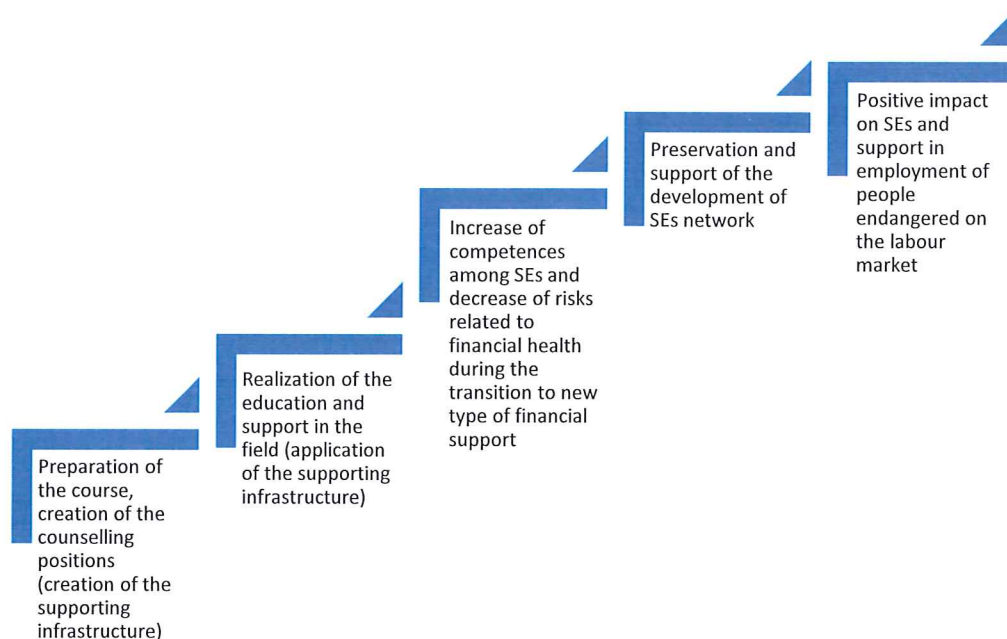
Indicator	Monitoring	Target
Creation of the course	Number of course curriculums	1
Creation of the counselling positions	Number of consul positions	5
Realization of the course (2 times after the pilot)	Number of attendees	15
Motivation to use the financial instruments	Number of SEs motivated to use the financial instruments	8
Counselling activities	Number of visits in social enterprises by the consuls	15

### Risk assessment:

Low interest of social enterprises and other possible participants	Medium	The event will be widely promoted in advance, we will make use of the existing stakeholder structures that are in contact with potential participants (local action groups, incubators, municipalities, Jobcentres etc.)
Unsuitable lecturer	Low	The lecturer will be hired after consultation with the Ministry of Labour and Social Affairs. Their lecturers are experienced people with legal and practical background on financial instruments
Unsuitable contents of the workshop	Medium	The lecturer will be involved in the preparation of the contents to make it attractive and useful for the participants. Also, the representatives of social enterprises will be involved in shaping the content.
Poor quality work of consuls	Medium	The consuls will be monitored by programme's operators and will have to report their activities.

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Intervention logic:



### 3.1.3. PLAYERS INVOLVED

#### 1. South Bohemian Science and Technology Park (JVTP):

The South Bohemian Science and Technology Park focus on professional support of SMEs and star-up projects. Its role in this action is during preparation and realization of the course, specifically parts with cash flow, risk management and support from the Job Centre towards the financial instruments.

#### 2. South Bohemian Chamber of Commerce (JHK):

The South Bohemian Chamber of Commerce is an association of entrepreneurs and its main mission is to support the development of the entrepreneurial environment and to advance the entrepreneurial interests. Its role in this action is during preparation and realization of the course, mainly parts overdue and registry of debtors.

#### 3. Investment and Business Development Agency of South Bohemia (CzechInvest):

CzechInvest supports (not only) SMEs in realization of investment projects, monitor the database of entrepreneurial real estate, manages the state investment support, supports networking, etc. Its role in this action is during preparation and realization of the course, mainly parts concerning credit loans, debt, principal, postpone payments, leasing, obligation, financial claim, etc.

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#### 4. DIALOG CB.

DIALOG CB focuses on support of NGOs, social enterprises and their connection to the for-profit sector. It also focuses on education of NGOs and SEs in various topics. Its role in this action is to co-create the whole concept of the educational programme, its settings and preparation of the promotion of the programme in order to present attractive and meaningful concept.

#### 5. Representatives of towns and municipalities, Job Centre.

Its role in this action will be to inform SEs about the programme, since they have a good connection to local SEs.

#### 6. Faculty of Health and Social Sciences, University of South Bohemia in České Budějovice.

The faculty has experience with social entrepreneurship and is able to supervise the preparation of the course, since their staff has a broad experience with creation of accredited courses.

### 3.1.4. TIMEFRAME

#### Preparation of the supporting infrastructure:

Establishment of the working group and preparation of the curriculum	semester 7 and 8 (04/19-03/20)
Pilot realization of the course	semester 8 (10/19-03/20)
Correction of the curriculum based on feedback from pilot	semester 8 (10/19-03/20)

#### Application of the supporting infrastructure:

Promotion and realization of the courses	semester 9 and 10 (04/20-03/21)
Counselling services for SEs	semester 9 and 10 (04/20-03/21)

### 3.1.5. COSTS

Staff costs (preparation of the curriculum, pilot realization, curriculum correction, promotion and realization of courses, evaluation) - 120 hours - 1.300,00 EUR

Administration costs (room rental, catering, printing costs, etc.) - 1.100,00 EUR

### 3.1.6. FUNDING SOURCES

Staff costs will be expense of each involved organization for each employee, since the action corresponds with their job description.

Administration costs will be covered by programme's implementer - RERA (project partner).

This Regional Action Plan was developed within the SOCIAL SEEDS project under the Interreg Europe programme financed through the European Regional Development Fund (ERDF).



## REGIONAL ACTION PLAN ENDORSEMENT


This Regional Action Plan will be implemented and monitored by the Regional Development Agency of South Bohemia RERA a.s. - the Project Partner no. 3 of the SOCIAL SEEDS project and the organization responsible for the educational programme proposed.

I hereby confirm, that I have the required authority in my organization to sign this endorsement of the Regional Action Plan and that the organization I represent will implement the listed activities as described.

Name and Surname ING. TOMÁŠ ČÍLEK, Ph.D.

Position CEO & CHAIRMAN OF THE BOARD

Organization RERA a.s. - REGIONAL DEVELOPMENT AGENCY OF SOUTH BOHEMIA

Signature: 

Date and Place: 29. 8. 2019, ČESKÉ BUDĚJOVICE

Stamp:



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