



Urban N.O.S.E. Network of Social Enterprises ETHICONOMY Event Report

16th May 2011



Connecting cities
Building successes



Report on the “Ethiconomy” event and the “Urban N.O.S.E. Award” competition

According to the Urban N.O.S.E. project contents, along with the Final Conference to be held in Gela on 8th April 2011 during the morning, a final event was also organised in Gela gathering actors of Social Economy from the territory, and from the other European cities. During this event called "*Ethiconomy*", each Urban NOSE partner has presented a total of five Social Enterprises, which have lead an exemplary activity in the Social Economy sector and which competed among them for conquering the *Urban NOSE Award*.



In order to assign the *Urban NOSE Award*, each partner had previously decided upon eligibility criteria, starting from the decisions taken in Steering Committee Meeting (SCM) during the fifth thematic conference of Xativa (December 2010), thus allowing to select best examples and the winners of the transnational competition. During that

steering committee meeting, the LE, Sergio Campanella, showed the partners the basic structure of the award criteria, provided to all the partner cities two months before, i.e. in October 2010, and promoted a debate about the following topics:

- How to evaluate the social enterprises.
- How many social enterprises should be evaluated.
- When: Agenda and schedule
- Who should evaluate
- Publishing the award call for proposals.

About “How to evaluate”, the LE had proposed a debate about the relative weight that each one of the eligibility criteria should have had in the resolution of the evaluation. After debating, the SCM decided:

- 1.- To put % of weight to each one of the eligibility criteria.



2.- Making the average calculation among each delegations' weight suggestions.

3.- The results of the average would have been common for all the partners, but each partner could evaluate the rest of questions in a free way, regarding the different local peculiarities and circumstances (economic issues, social

problems, etc.) in each country and city. In any case, the social enterprises chosen by each delegation had to present a little report (max 2 pages) explaining the reasons of the election.

The results of the average process were finally the following ones:

ELIGIBILITY CRITERIA

WEIGHT

- Social Impact: 27%
- Economic Impact: 22%
- Environmental Impact: 11%
- Governance: 08%
- Sustainability: 17%
- Development: 15%.



About the question on "How many enterprises should be selected by each partner city", the SCM took the decision of "no limits", that is to say it did not exist a minimum (it could also be zero) or a maximum of enterprises evaluated, but a maximum of 3 enterprises per partner city could go to Gela, and each one of them had to present a report (max 2 pages) regarding the reasons of the selection. The enterprises selected for each one delegation and the reports had to be sent at the same time to the LP and LE.

About the question on "When", the decided schedule was the following one:

28.12.2010: Deadline for publishing in each city the award basis (Call for proposals).

18.01.2011: Deadline for the admittance of candidates



submissions.

18.02.2011: Deadline for the evaluation of the submitted proposals.

28.02.2011: Deadline for sending to LP and LE the results (names of the companies) and evaluation reports.

About the "Who", the Common Jury for evaluating all the candidates (after the internal evaluation) should have been composed by each one of the local coordinators of the partner cities, plus the Lead Expert as chairman.



About "Publishing", each one of the partners should have made public the existence of the award and the related Call for proposals. Each one of the partners could choose the media or other way for make it, but logically, it seemed a good idea using IT for doing it. So, the Call for proposals had to be published mainly into the official websites of the partner cities.

UNOSE AWARD

ELIGIBILITY CRITERIA		QUESTIONS FOR THE CANDIDATE	EVIDENCE
SOCIAL IMPACT Entrepreneurial/Business solution to a social problem (Weight: 27%)	- Social utility of goods or services produced	<ul style="list-style-type: none"> - To what needs do the goods or services produced answer? How do you know that what are you doing addresses these needs? - What social impacts of your work can you evidence? - To what extent is this offer innovative and creative? 	<ul style="list-style-type: none"> - Demonstrable proof of social need - Evidence of project outcomes meeting a particular social problem - Evidence of monitoring and evaluation - Evidence of impact assessment - Innovative approach - Evidence of jobs creation - Evidence of taking care of equal opportunities and disadvantaged categories
	- Social activity's creation	<ul style="list-style-type: none"> - What kind of public is targeted for the use/ consumption of this good or service? - Is the territorial setting up of the activity answering to a social need? 	
	- Jobs creation	<ul style="list-style-type: none"> - Does the activity create jobs? - Do the jobs created aim at specifically integrating disadvantaged people? 	
ECONOMIC IMPACT Entrepreneurial/Business solution to an economic problem (Weight: 22%)	- Economic utility of the good/service offered	<ul style="list-style-type: none"> - What is the assessment of the local economic demand? - Are the goods intentionally affordable for the public targeted? - What economic impacts of your work can you evidence? 	<ul style="list-style-type: none"> - Demonstrable proof of economic need - Evidence of project outcomes meeting a particular economic problem - Evidence of monitoring and evaluation - Evidence of impact assessment - Innovative approach - Evidence of taking account of fair trade
	- Fair trade	<ul style="list-style-type: none"> - To what extent is the production process taking into account this issue? 	
ENVIRONMENTAL	- Environmental	- Is the environmental dimension	- Demonstrable proof of

<p>IMPACT Entrepreneurial/Business solution to an environmental problem (Weight: 11%)</p>	<p>contribution</p>	<p>taken into account in the production process or in the provision of the service?</p> <ul style="list-style-type: none"> - What environmental impacts of your work can you evidence? - What kind of actions are implemented in order to contribute to sustainable development? 	<p>environmental need</p> <ul style="list-style-type: none"> - Evidence of project outcomes meeting a particular environmental problem - Evidence of monitoring and evaluation - Evidence of impact assessment - Innovative approach - Evidence of environmental sustainability - Evidence of taking into account the environmental dimension
<p>SYSTEM OF GOVERNANCE Networking (Weight: 08%)</p>	<ul style="list-style-type: none"> - Collective and democratic management of the structure 	<ul style="list-style-type: none"> - Are the salaries involved in the decision-making process? - Are the clients/ consumers/ beneficiaries consulted on the content of the product/service provided? 	<ul style="list-style-type: none"> - Good level of participation in the business decision-making process - Good level of local networking
	<ul style="list-style-type: none"> - Relation with the other actors of the territory (participation in the local network) 	<ul style="list-style-type: none"> - Is the enterprise linked to the local Social Economy network? - Does the enterprise provide goods or services to associative, public or private sectors? 	
<p>POTENTIAL FOR SUSTAINABILITY Business plan (Weight: 17%)</p>	<ul style="list-style-type: none"> - Potential for sustainability 	<ul style="list-style-type: none"> - What is your organisation's potential for sustainability? - How do you plan to grow and develop your organisation? - How are you planning to ensure the long term sustainability of your organisation? - What trading or other income generating activities are in place or planned? 	<ul style="list-style-type: none"> - Realistic and achievable business plan - Organisation incorporated or legal structure considered - Organisation likely to be 1-3 years old with likely turnover of € 20,000.00 Existing customer base & knowledge
<p>PLANNED DEVELOPMENT/</p>	<ul style="list-style-type: none"> - Resources management 	<ul style="list-style-type: none"> - Does the enterprise have own resources? 	<ul style="list-style-type: none"> - Realistic and achievable plan in place

DEVELOPMENT CAPACITY
Business case and stage
of organisational
development
(Weight: 15%)

<ul style="list-style-type: none"> - Use of financial resources 	<ul style="list-style-type: none"> - ... in favour of the activity's development? - ... in favour of jobs' creation? - Other (please, specify)... 	<ul style="list-style-type: none"> - Project resources clearly defined - Project resources well allocated - Clear business communication strategy - Good level of generated income/sales - Key barriers and support needs identified - Evidence of financial resilience - Good understanding of competitors
<ul style="list-style-type: none"> - Communication 	<ul style="list-style-type: none"> - Does the enterprise promote its belonging to Social Economy? 	
<ul style="list-style-type: none"> - Stage of business development 	<ul style="list-style-type: none"> - Is there a strong business case to make your organisation a success? - Is your organisation sufficiently developed? - What progress have you made to date? - What income/sales have you generated so far? - Who are your main competitors? How do and will you distinguish yourself from them going forward? - Why do you believe your project is or will be a success? 	



To win the Award, each partner city was asked to shortlist from 3 to 5 social enterprises, and then to choose from one up to two winners, according to the eligibility criteria shown here above, to represent each partner city at the Urban NOSE Award.

At the end of this selection process, a total of five social enterprises was presented in Gela to the "Ethiconomy" event:

- › **TYKE Ltd** (Pori, FI);
- › **The Big Lemon CIC** (Brighton, UK)
- › **ARCI "Le Nuvole" Association** (Gela, IT)
- › **Sataosaajat Work Coop** (Pori, FI)
- › **Gelambiente Social Coop** (Gela, IT)

The common jury for definitively evaluating the five final candidates was composed by each one of the local coordinators of the present partner cities, plus the Lead Expert as chairman. The Urban NOSE Award Jury was thus formed by:

- › Sergio Campanella (L.E.), *Jury Chairman*
- › Anna Kosma (CY), *Jury Member*
- › Katiana Houli (GR), *Jury Member*
- › Mari Antikainen (FI), *Jury Member*
- › Maële Henry (FR), *Jury Member*
- › Massimo Finocchiaro (IT), *Jury Member*



In the early afternoon, the Jury Chairman, Sergio Campanella, declared opened the "Ethiconomy" event session, letting room to the five social enterprises in competition, so to inaugurate a 'social fair' where each enterprise would have had the possibility to better explain their activity purposes, along with running or future projects they could implement.

The first enterprise called by the chairman to illustrate its virtual showcase was the British "The Big Lemon".



Tom Druitt, The Big Lemon CIC:

The Big Lemon is a Community Interest Company working in Brighton & Hove. They run seven buses, including five city buses and two intercity buses, with oil supplied by companies, schools, restaurants. The main goal is sustainability and increasing the intake of work, there was no company that made buses to go with recycled oil, the oil already used in the kitchen. You can get diesel engines, you can make them go with recycled oil, so they have talked with companies, they asked if the oil could also be used for buses and it was said yes, in theory you can do it, but so far nothing has been done because one was just afraid, did not have the courage to start this initiative. They decided from the very first day to start their business with this recycled oil. They had some problems initially because it is difficult in the absence of experience, especially with the change of temperatures in the winter the oil at low temperatures could also be frozen up to solidify. So they have worked with companies producing oil in order to change the chemical structure of the oil and in order to avoid that it froze during the winter temperatures. And now there are several companies leading coaches who run city and intercity services with oil instead of diesel, in practice. They are going to collate the oil through one of their coaches and also work with schools where children carry oil recycled from home, take it to school, and when they have filled a number of bins they carry it in a nearby town where the oil is purified, it becomes a little cleaner and they use it for the same school bus. The children themselves of this school make a little mini tour of this event, are accompanied by the school in these towns nearby where the oil is purified so see the whole system as it is. So they are then taken back to school where they use the school canteen and they realize that the oil is re-used for vehicles of the same school. After, they talk with them about the difference of the oil that is used for cooking, recycled oil that is used to let run these buses as fuel and how it affects climate change. The pollution can be up to 55% less, not only because of the exhaust emissions are very low, but because they are the same as when the oil has grown as a plant in the fields. They use a vegetable oil that comes from a region of England, which is one hundred kilometres from where they live, bring it back where it is recycled in the city, where the maximum distance from where it grows to where it is processed is no more than three hundred kilometres. It is different taking oil from a refinery in Scotland or the oil that comes from the Middle





East or from Kuwait, Middle East areas. The product they offer is used for universities, schools, they do private bus services for special events, trips, tours and a resource that is growing right now is the demand to organize trips for the music festivals that are in South of England. Then they use buses to get people who go to

festivals just using an eco-environmental product and very clean with lots of savings. 90% of local pollution is when all people is travelling to go and see this festival. So if they help them to go to these festivals is undoubtedly a sustainable pollution that costs go down considerably. Another project they have is to increase sustainable economy with jobs and work with people who have been unemployed for so long. They make small training courses on how to drive the buses, so when they end up, are ready to enter the world of work. Recently they were contacted by government agencies to share this initiative and to be able to spread it throughout England. They hope that in future they will have the possibility to have more bus services with these new energies, with this new product and not only in England, but also throughout Europe. So they can encourage more people to use buses and public transport instead of cars or private cars and this will create a different impact and definitely a noticeable difference to the planet about the environmental ecology.

Answering to some questions coming from the audience, Druitt also added that their model is purely commercial, they are self-funded, they do not take any government subsidy. In 2008 their budget was one hundred thousand pounds of collection, in 2009 two hundred sixty-nine thousand pounds, five hundred and thirty thousand pounds last year. So they got two years of profits out of three. As they are a company at social purpose for the community, their profit is reinvested to improve services. Now they have twenty employees with a contract, ten part-time and they have six or seven volunteers who are helping them with their work. They serve the area of Brighton, where there is a high number of students and unemployed, and 90% of those who use these buses are people in need, who needs so the prices are very low, very competitive: the ticket price is a pound and fifty per round trip, two and fifty pounds for the whole day to get on and off whenever you like. Other companies charge two pounds to go, while three pounds and seventy to use it all day, so they are almost half the prices of other companies. So with this company many other companies are involved, many other facilities such as catering, which provides the oil, as well as people with disabilities, as the boys of the school, so there are many ties with other businesses.

The Big Lemon CIC, Managing Director Tom Druitt

The Big Lemon Community Interest Company started operations in 2007 to provide friendly, affordable and environmentally-friendly bus services for the local community. Services include a public bus service, private bus & coach hire, school services, festival coaches and a waste oil collection service. The hallmarks of the service are its commitment to the environment and to the local community.

All their vehicles run on 100% recycled cooking oil from local restaurants, and where possible waste or second-hand materials are used. They have developed a new model to run their public service based on a members' club, where members have a say in the running of the service, and received unlimited travel for their membership fee. Disadvantaged categories in the city are the main beneficiaries of these transport services, as those living in deprived neighbourhoods or the so many students from the two local universities.

The development of The Big Lemon has been a very exciting, challenging, sometimes frustrating yet ultimately rewarding journey. The main challenges have been getting to grips with business regulations and making the model work financially.

As for the future, they are working now to develop their model to become a real force for change in travel options and travel habits, and where the prototype is working well; they aim to use it as a platform to develop similar initiatives in other areas, providing people with the tools, as they need to change transport for the better in their area too.

After the first enterprise presentation, the Jury Chairman gave the word to an Italian association, ARCI "Le Nuvole".



Giuseppe Montemagno, ARCI "Le Nuvole" Association

The association 'Le Nuvole' (Clouds) was founded in Gela in 1994, the birth of this association took place during the first caravan against mafia. It is an association that is part of a national network called ARCI, an association for social promotion, the caravan was just down in Sicily, organized together with the Association 'Libera' (Free), associations that are engaged precisely in the fight against the Mafia and organized crime. For years their activities in the area were mainly linked to the activity in favour of children's childhood.

They run a range of services, recreation centre, an educational service at home, which was working with families in difficulty, and then in recent years they have developed a very interesting job with the young teen category. Through a project funded by the Ministry of Economy, they made a sort of social centre for young people aggregation

and, in this centre, there are a lot of artistic activities from music, where there is a room where groups can play, up to activities of theatre and dance. Let's say that it is very important that the work is done with the neighbourhood where they are with the families, so that they really live in that neighbourhood. Basically, about three years ago within these associations has been formed a solidarity buying group, which is an aggregate of about twenty families who purchase products, especially organic farming, and which then developed a relationship with the land, with farmers and other groups that are engaged in the same field and, thanks to the contribution of these young people who attend the centre, the idea of developing work to promote the area and in particular of responsible tourism products and local handicrafts was born. The idea is a bit to put the system and connections they have built in these years on the network and then somehow just promoting the area through the vehicle of the area's image, also by just joining a few national associations: among these, of course they are part of the ARCI as well, even the AITR, which is an Italian association of responsible tourism. Then the SICILIAGHE Association, an association that brings together the Sicilian farmers and solidarity purchasing groups. So through these contacts, the attempt is to build a series of services to promote responsible tourism in their area and then through the efforts of these young people who are willing to work to achieve this type of activity, they are trying to build tourist routes within the territory through which to promote a sustainable way of farming, even from an environmental perspective, and organic farming, of course, and raise awareness of local handicrafts and those who were rediscovering the ancient crafts in the ground or work-related products craft, in order to recover lost traditions also linking these pathways to a recovery of tastes. In fact they called the project "the parks of taste" because the idea is precisely to link these routes also to some local products and then rediscover the flavours. The goal of course is to put in motion in the territory of an economy going into a more sustainable direction than in the past, while enhancing the experiences that already exist, then starting from what already exists and build next to this new experiences that have an economic value, but surely a social one at the same time. And this, again, has a dual significance because working with disadvantaged people allows you to use this kind of activities also to give employment opportunities to subjects that would otherwise be cut off from the labour market. One last thing: in this circuit, cultural events are also organised which are always associated with local traditions, so favouring the rediscovery of some festivals and also the recovery of some historical sites of the area who might be in a state of neglect.



ARCI "Le Nuvole" Association, Managing Director Giuseppe Montemagno

Project objectives aim at supporting the development of cultural enterprise, promoting the development of alternative forms of tourism and making it accessible to persons with disabilities and their families. In order to achieve these aims, it is necessary to create and structure service centres to support cultural tourism, located in properties also abandoned and/or unused. Thanks to this kind of achievements, it is possible restoring vitality to the cultural and environmental heritage of the area, the abandoned property assets, through the enjoyment of cultural events and the circuitry to be valued as part of tourist itineraries. It will also be necessary to intervene on the issue of seasonal adjustment of the summer tourism, trying to find viable alternatives that allow to combine a purely resort tourism, with proposals of anthropological and socio-cultural significance.

DESCRIPTION OF THE PROJECT LINES OF INTERVENTION

1. Creation and development of "regional parks of taste" through the integration of innovative services and facilities management of cultural heritage, of the environment, of typical local and wine-gastronomic products, starting from the research and construction of thematic trails (e.g., *the wine road*), to tie the certification of "quality of taste".
2. Expanding services for the improvement of tourism through the development of integrated culturally homogeneous areas: production of information material, promoting outreach (*marketing and promotion of tourism related networking*).
3. Possibility to include proposals for a "vacation-training" (i.e., *accompanying to the fruition of the path the hypothesis that tourists can learn how to make granita, cannoli, bread, pasta, etc., through the activation of collaborations with artisans of the area*).
4. Structuring of routes usable by people with physical disabilities.
5. Building up 2 or 3 info-boxes, or "Gates of taste", as service centres networked with each other, which can be structured on the principle of Berliner Info-boxes: a place where you can find information and publicity material, computer workstations and operators assigned to advice for those who want to structure the individual paths of knowledge of the area. The info-box is not in competition with the information desks of the tourism businesses in the territory, but wants to broaden the range and quality of services they provide by diversifying the offer through different proposals aimed at different user groups, including the universe of "disability". Into the info-box is provided a media space where you can discover and view free magazines, books, local guides, videotapes, CD-ROMs, and all the necessary audiovisual equipment. It should be set up internet points.
6. Creating a sort of promotional showcase available to agricultural producers and artisans to promote local agricultural, organic, handicraft products or products from businesses or assets confiscated from the local Mafia.
7. Training of human resources aimed at strengthening and upgrading skills for the whole intervention.
8. Creating a regional network with the involvement of extra-territorial institutional, economic and social bodies willing to support the project.

9. Census, recovery and use of cultural heritage starting from the abandoned property, through an operation aimed at restoring their dignity and vitality. Rediscovery of arts and trades that characterize the local cultures.

10. In cultural heritage, besides historic monuments, should also be considered the "minor" heritage consisting of: industrial architecture, rural architecture. There will also be considered as inclusive part of cultural heritage special events (*religious festivals, folk festivals, folk traditions*) and sites (*places of work, public spaces and aggregation*).

PARTNERSHIP

The project will rely on the support of some local partners not yet committed in the areas of intervention foreseen by the project. Among them:

- AITR (*Italian Association for Responsible Tourism*)
- ARCI Sicily;
- LIPU - *Managing Body of the Natural Reserve "Biviere Gela"*;
- Social Coop. "*Work and not just it*" (*manages land confiscated from the local Mafia in Corleone and Canicatti*);
- Solidarity Purchasing Group "*Clouds*";
- Association "*Siqillyàh*".

At the end of ARCI's presentation, Sergio Campanella invited the Finnish TYKE Ltd. to intervene.



Hannele Tuomainen, TYKE Ltd.

TYKE represents the second largest social enterprise in Finland. This limited company in Finland is the second largest independent production agency. In their marketing, the company service is of high quality and their customers are part of a wide range: from small municipalities, small towns, up to government bodies or private individuals. Their workers are differently-abled people and are suitable for long-term as part of a company's social responsibility project, in fact 45% of their staff are differently-abled people. There is a production of garden supplies, whose name is Cannabis, there are production facilities for hospitals and health

materials, there are manufacturers of furniture in the communal areas and there are plants of protection wire. They are located in five different cities. In addition they also provide liaison offices in these areas, especially they import from China hospital supplies. By '91 there was a huge growth in this sector: now in Finland they offer a

job to many people who have different skills. There are five hundred and twenty men employed. The only grants they make are from the state, which is compared to 5% of their capital received. They have companies with staff of Finnish and Chinese personnel in connection, though sometimes they import directly from China. The standard of production is the same as that of China, they go there personally to make sure that their staff is efficient and a good staff, which is why they also have their staff there, to monitor efficiency.

TYKE Ltd., Managing Director Hannele Tuomainen

Tyke Ltd is Finland's second biggest social enterprise and an independent production, marketing and service company which produces high-quality, competitive products and services for a wide customer base from municipalities and government agencies to private businesses and individuals. Tyke operates as a social enterprise employing disabled people and long-term unemployed, as part of the company's commitment to social responsibility. Tyke it has been established in 1984. Tyke is a wholly-owned subsidiary of Satakunta Hospital District. Its 2009 turnover was EUR 7.5 million. Tyke has approximately 120 full-time employees and 60 places for people from the employment assistance programme of the Satakunta Hospital District.

Tyke operates in five localities in Satakunta and in seven different sectors. Tyke nowadays has also a branch in China, Hang Zhou region, and is also known as a competent subcontractor for many different fields and businesses in different Finnish cities:

- › Administration and marketing, in Ulvila
- › Personal aids production plant, in Rauma
- › Garden furniture production plant, in Kankaanpää
- › Hospital equipment production plant, in Ulvila
- › Communal areas furniture production plant, in Pori
- › Steel wire products production plant, in Kokemäki
- › Subcontracting, in all production units
- › Employment services, in the entire Satakunta area
- › Finland Tyke Oy, in Lu'an (China)
- › Reseller of the Seniortek security system, in all production units

Tyke sells its products through its own marketing section and with its co-operation network. Tyke has also established its own electronic marketplace.

TYKE Ltd is committed to offer employment services, individual coaching, group trainings, social employment and labour bank as services for its clients. The aim of social employment is to maintain, revive and consolidate work skills as well as open avenues for the long-term unemployed to enter the open labour market. Through these services clients may be placed to work in one of Tyke's production units or at an external company. TYKE Ltd also aims to work as a company providing subcontracting services and high-quality products.

Concerning social innovation, the practice has grown from an ordinary work centre to a significant business that operates in seven different sectors supporting the

rehabilitation and offering work to the persons with impaired capacity to work. In the field of personal aids and specially in walking aids it is the market leader in Finland. These products help especially the elderly and disabled persons to walk and move both indoors and outdoors and therefore support independent living for them.

After TYKE, the Jury Chairman invited the representative of an Italian social cooperative, Gelambiente, to exhibit about the content of its activities and projects in progress.



Nuccio Campanaro Gelambiente Social Coop

Gelambiente is a type B social cooperative in Italy: the difference is that among the social cooperatives of type A, there is only attention on the management, while the 'type B' ones, they prefer to promote the employment of disabled or disadvantaged persons in particular. For about ten years they have been around and they manage a property of the Municipality of Gela, a sports centre. In this sports centre, they made some improvement works and have begun to play a number of sporting activities, especially, management and integration of aggregative activities for children through

sport.

They have two main activities, one with the public and another one is carried out as a private business. They managed until a few months ago a project for asylum seekers and refugees for humanitarian reasons and now they do a project with the Region of Sicily and called NEW LIFE, always in favour of young people in aggregation activities. As a private business, instead, and besides the management of the recreational sports centre, they are conducting various activities with other local authorities which are addressed especially to the elderly, that is a house of hospitality. As scheduled in the short term they asked permission to Sicilian Region for a chance to build and operate a 'green compost' plant for waste collection of the public and private green, that will be grinded and the compost will be formed; as a category everything is green, they are plant products that derive from any activity, not only maintenance but also by businesses. This compost is grinded and after three months it matures and is sold as fertilizer. In this activity they expect at least the employment of two or three workers.

GELAMBIENTE Social Coop, Managing Director Nuccio Campanaro

It was founded in 1997. The main objective is: *produce social welfare actions aimed at activating human integral development, social integration and improvement of the quality of life, with particular attention to disadvantaged persons*

WORKING INCLUSION is powered through:

Management of services and projects entrusted by the public entities:

- Ministry of Interior: Project SPRAR
- Sicily Region : APQ - Project Life
- Province of Caltanissetta: Project Migration

Creation and management of private activity:

- Wimbledon Club - Leisure Sports Centre
- CAS - Centre for Sport Startup
- Game Room

Programs currently underway and in partnership with other agencies are:

- *Activities of group in favour of the elderly in collaboration with the House of Hospitality 'A.Aldisio'*
- *Activities to support disadvantaged families through the distribution of food supplies in collaboration with the Cooperative ASSIGela*

The Sports Leisure Centre Wimbledon

is a collaboration between the municipality of Gela (owner) and the Social Coop. GELAMBIENTE, who made sports facilities and leisure allowing both their management and public use.

New programs, which will be implemented in partnership with other organizations, are:

- *Creation and Management of a Compost Plant*
- *Separate waste collection linked to managing and maintenance of public and private green*

The ***Compost Plant*** is a system composed of two 25 x 50 m areas, where the green waste after completing the stage of grinding is deposited for the formation of mature compost and have a capacity to supply 1,000 tons. The materials that can be conferred in this system are:

- *Biodegradable Waste Plant (including waste arising from the maintenance of gardens and parks, including waste from burial sites)*
- *Cellulosic Waste-wood (sawdust , shavings, wood packaging)*

These materials are normally granted improperly in landfill of municipal solid waste, with burdensome management costs and incalculable damage to the environment.

The Compost matured after three months may be used as:

- *fertilizer in agriculture*
- *integral to the peat substance in gardening and similar activities*
- *substrate fertilizer in areas at risk of erosion*
- *covers in the quarries and former municipal solid waste landfill*

The Compost system needs:

- *a mechanical grinder*
- *a shuffle of the heaps deposited*

The human resources that will be used:

- administrative staff
- personnel management system (grinding and stirring)



And, last but not least, the representative of a Finnish work cooperative, Sataosaajat Osuuskunta, was invited to describe aims and activities of the enterprise.

Tuula Merikivi, Sataosaajat Work Co-operative

Sataosaajat is a workers' cooperative founded at the end of 1994 and has already begun to be active in February 1st, 1995. At the moment only has thirty employees, this is also due to the crisis that also hit Finland. It developed into a centre of cooperatives area. Before there was a business purpose, at the beginning there were only thirteen members who founded the co-op and now they have thirty employees, and they then set up and established in the Satakunta region, an area central to the development of cooperatives. At the beginning they had difficulties to establish the cooperative, so they used some incubators of cooperatives. They have four service lines: the first is the centre of training services for business workers; they have the electric field in buildings; as well as welfare services and also provide a craft service. Here are the main goals of Sataosaajat: the first is a marketing service provided by the members themselves, the second is a development of the training experiences of the same members. The last goal is an action to develop centres for cooperatives. How income, we got five hundred thousand euro, but more than 70% of these investments is reused for the same company. Finland has had a severe economic crisis in the early nineties, and Sataosaajat was an innovation after the crisis. So one see how difficult it was with the hard times they went through.



Sataosaajat Work Co-operative, Managing Director Tuula Merikivi

Sataosaajat is a workers' cooperative, founded 7.12.1994 and it's started its operations 1.2.1995. It has four business lines:

1. Enterprise and training services for cooperatives; entrepreneurship, coaching for work, business administration, communication, marketing, IT
2. Electrical and building services, planning and building of electrical installations, renovations
3. Wellness services; housekeeping, naturopathy, services in physical training
4. Handicrafts; horse equipment, woodcraft, accordion repair, needlework

Sataosaajat Osuuskunta was funded by 13 unemployed members and employs now 30 persons in various fields, from manual to expertise services. All the original founding members still belong to the co-operative.

Sataosaajat produces different services for its clients in the region, but it also acts as a regional co-operative development centre. Sataosaajat aims at marketing the services provided by its members, developing the expertise of its members by training and acting as a development centre for cooperatives.

Sataosaajat also gives training at national level for other co-operatives and has published a guidebook for co-operative funders. All the funding members were unemployed and the co-operative has been an efficient way to employ the members and also give work to external staff.

From the beginning of the existence of the cooperative, all the synergy effects have been taken advantage of. Some members have performed manual work as some have

worked on expert tasks, and information on important things in different branches has been naturally changed in a common venture.



at the second place, Gelambiente at the third place, TYKE Ltd at the fourth place and ARCI "Le Nuvole" at the fifth place.

The announcement of the winners was given by Mr. Jean-Loup Drubigny and, during the night event, the Mayor of Gela, Mr. Angelo Fasulo, personally handed the award plaques to the top three social enterprise representatives.

The Big Lemon was chosen as first one, as it is a so well working model of a local social enterprise, has built up a high profile in its area in a short time and has both important social and environmental goals.

Sataosaajat was chosen as second one, as a concrete example of social enterprise able to face cyclic crises by favouring job inclusion and re-insertion at every



age, along with a positive local networking.

Gelambiente was chosen as third one, due to the very good model of PPP (public-private partnership) implemented, the way to use sport activities to tackle social problems affecting children and teen-agers and, above all, the clever engagement towards the environment.

So, The Big Lemon, the Independent Bus Company from Brighton & Hove scooped a European Urban Network of Social Enterprises Award for Best Social Enterprise, resulted from an EU exchange and learning programme promoting sustainable urban development with 9 partner cities from 8 different parts of the EU (UK, Greece, Cyprus, France, Italy, Spain, Portugal and Finland).

Tom Druitt, the Managing Director of Big Lemon said, *"We're all delighted The Big Lemon has won the EU's award for Best Social Enterprise. It's a huge honour and gives us renewed energy to make this project work well. Over the last few months the level of support we have received from the public*



has been unprecedented, and with international recognition now too it's clear that this is something we must cherish and nurture for the future".

The Urban N.O.S.E. Lead expert
Sergio Campanella

URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy

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