THE E.L.BA PROJECT Objectives and Steps



THE E.L.BA PROJECT

7 COUNTRIES

Albania
Bosnia and Herzegovina
Kosovo
Macedonia
Montenegro
Serbia + Greece





FUNDED BY

The Italian Episcopal Conference and Caritas Italiana

PARTNERS

National Caritases of the 7 countries involved

- DURATION

 18 months
 (1.3.2015-31.8.2016)
- BUDGET465.000 EURO

ECONOMIC AND SOCIAL CONTEXT

The financial and economic crisis in the Eurozone is affecting dramatically South-Eastern European economies:

- More difficulties in funding from financial institutions (mainly from Germany, Austria, Italy and Greece)
- Reduction of international trade from SEE countries to EU
- Decrease in internal and foreign investments
- Drop in remittances
- Decrease in domestic consumption
- High unemployment rates

OBJECTIVES OF THE PROJECT

- Finding sustainable new solutions for old and new problems
- Connecting social and economic points of view
- Offering innovative and qualified answers (social enterprises) to the needs of vulnerable groups in South Eastern Europe, supporting their educational, social and professional inclusion
- Supporting these countries' access processes to the European Union, through the promotion of welfare and social economy experiences that are in line with EU standards
- Strengthening the sustainability of the social enterprises supported by Churches and charitable organizations in South Eastern Europe
- Strengthening the regional cooperation among the Churches of the area

SOCIAL ECONOMY AS A TOOL TO FIGHT AGAINST THE ECONOMIC CRISIS

- In Europe, the organizations of the social economy and social enterprises are playing an important role as **service suppliers**, also in marginalized areas that are not adequately served by private and public subjects
- They facilitate the reallocation of resources and help to transform the welfare system
- This sector has become one of the main creators of jobs in Europe

THE IDEA OF SOCIAL ENTERPRISE PROPOSED BY THE PROJECT

- Any organization, (directly or indirectly) linked to the local Church in a different way, that meets social, pedagogical and human promotion goals, and has a significant social impact on local communities.
- The social enterprise related to this organization is created in order to take care of the most vulnerable and disadvantaged groups, both by employing them or providing them with social and educational services.
- Moreover, this form of social enterprise should actively involve its members in the decision-making processes and in its governance, through mechanisms of democratic participation and permanent consultation.
- Finally, it should reinvests all the profits produced by the business activities in the social enterprise itself and/or in social-oriented actions.

FINAL BENEFICIARIES

Vulnerable groups in South Eastern Europe such as:

- Young people and women from disadvantaged areas such as rural areas or suburbs
- People belonging to Roma, Egyptians and Ashkali groups
- People with physical and/or mental disabilities and people suffering from mental disorders
- Former drug addicts
- Any other group of people in need, benefiting of Caritas services and/or other social services

THE INSTRUMENTS OF E.L.BA PROJECT

EDUCATIONAL PROGRAMME

- 4 Trainings on Social Economy
- 3 Study visits (1 in Italy, 2 in the region)

CONDITIONAL CASH TRANSFER TO SUPPORT SOCIAL ENTERPRISES

- Fund to strengthen the existing social enterprises
- Fund to start-up new social enterprises
- Technical counselling, coaching and monitoring

DISSEMINATION PROGRAMME

- Market researches
- Researches on Local legislation
- Meetings, Brochures







- Presentation of Elba Project to National Directors and Local Coordinators
- Social Doctrine of the Catholic Church
- Caritas methodology that supports the development of social entrepreneurship
- The point of view of Civil Economy to build new economic models
- Sustainable models for social enterprises in the regional context
- Presentation of instruments to map the existing social enterprises and the necessary ecosystem for the development of social economy



Participants: 7 countries + Bulgaria

Key elements of social enterprise

- Sharing experiences on the legal framework and conditions for development of social enterprises
- New mentality that social enterprise requests: responsibility, risk, vision, desire, capability to see the challenges, capability to see the resources more than the problems
- Concrete experiences in Serbia:
 Caritas Sabac, Caritas Valjevo, Association Our House in Belgrade.
- Concrete Network on Social Enterprise: SENS, Social Economy Network in Serbia
- Team work to define Social Enterprise for Elba Project



STUDY VISIT, SERBIA

5-9 May 2015





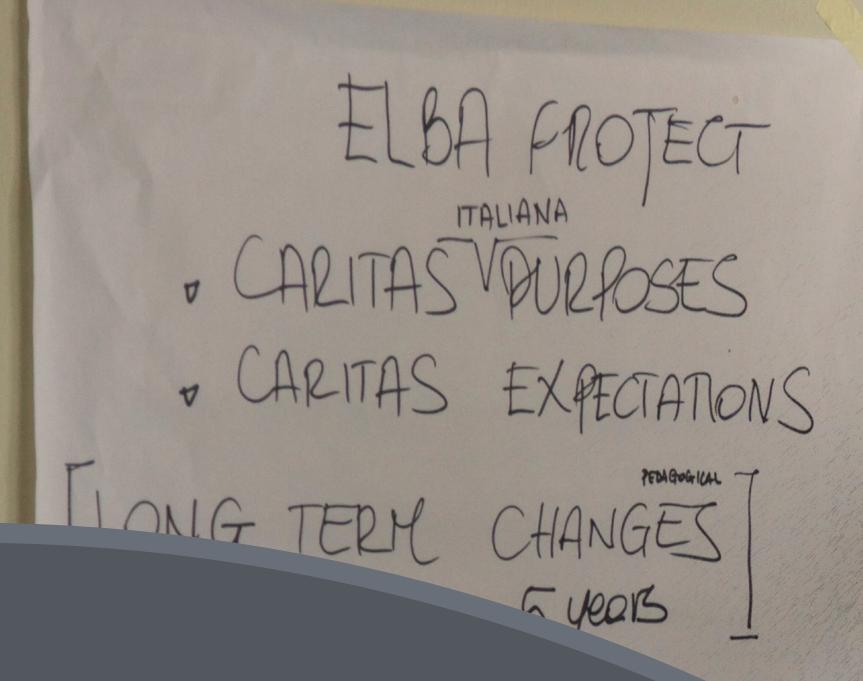
FORUM ON ADVOCACY AND COMMUNICATION, WIEN 27-29 May 2015



Participants: LC that could participate, members of National Caritases

- Creating a platform to contribute to the strengthening of advocacy and communication skills of the member organizations of Caritas Europa
- Networking of perspectives, experiences, projects and capabilities
- Introduction to Social Innovation
- Visiting innovative projects in Wien:
 Hotel Magdas, Centre for Social Innovation of Caritas Wien
 (artistic projects, cooking projects, second-hand shops)





WORKSHOP:
BUILDING
SELF-SUSTAINABILITY
SKOPJE

29 June - 1 July 2015



WORKSHOP: BUILDING SELF-SUSTAINABILITY, SKOPJE 29 June - 1 July 2015





- Starting to understand an integrated approach, "multi-stakeholders approach": connections between economic, cultural, social aspects
- Offering an overview on the topics of **sustainability** of Social Enterprises
- Discussing the results of the mapping of existing projects and starting to analyse the results with the instruments provided by the Observatory on poverties and resources
- Sharing points of view on the **evaluation criteria** for social enterprises that Elba Project will support.
- Team work to define Social Enterprise for Elba Project



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WORKSHOP: BUILDING SELF-SUSTAINABILITY, SKOPJE

29 June - 1 July 2015





- All the previously mapped social enterprises that were connected with the local Churches in different ways
- The evaluation commission was composed by external members, selected from Caritas Italiana without the presence of the Elba Team



STUDY VISIT IN ITALY, TURIN 14-18 September 2015

- The transformation of poverty
- New needs, new answers
- The contribution of civil society in giving answers to the needs
- How communities finds new solutions together
- The importance of networking
- Spaces that create networking
- How small experiences become big enterprises
- The "time factor" in developing long-lasting experiences
- The importance of the "cultural factor"
- Differences between Italian and Balkan cultures and resources









- Training work with local trainers in social entrepreneurship
- Main features and differences with others enterprises
- Which issues do they solve?
- How to find and exploit ideas for the development of social changes

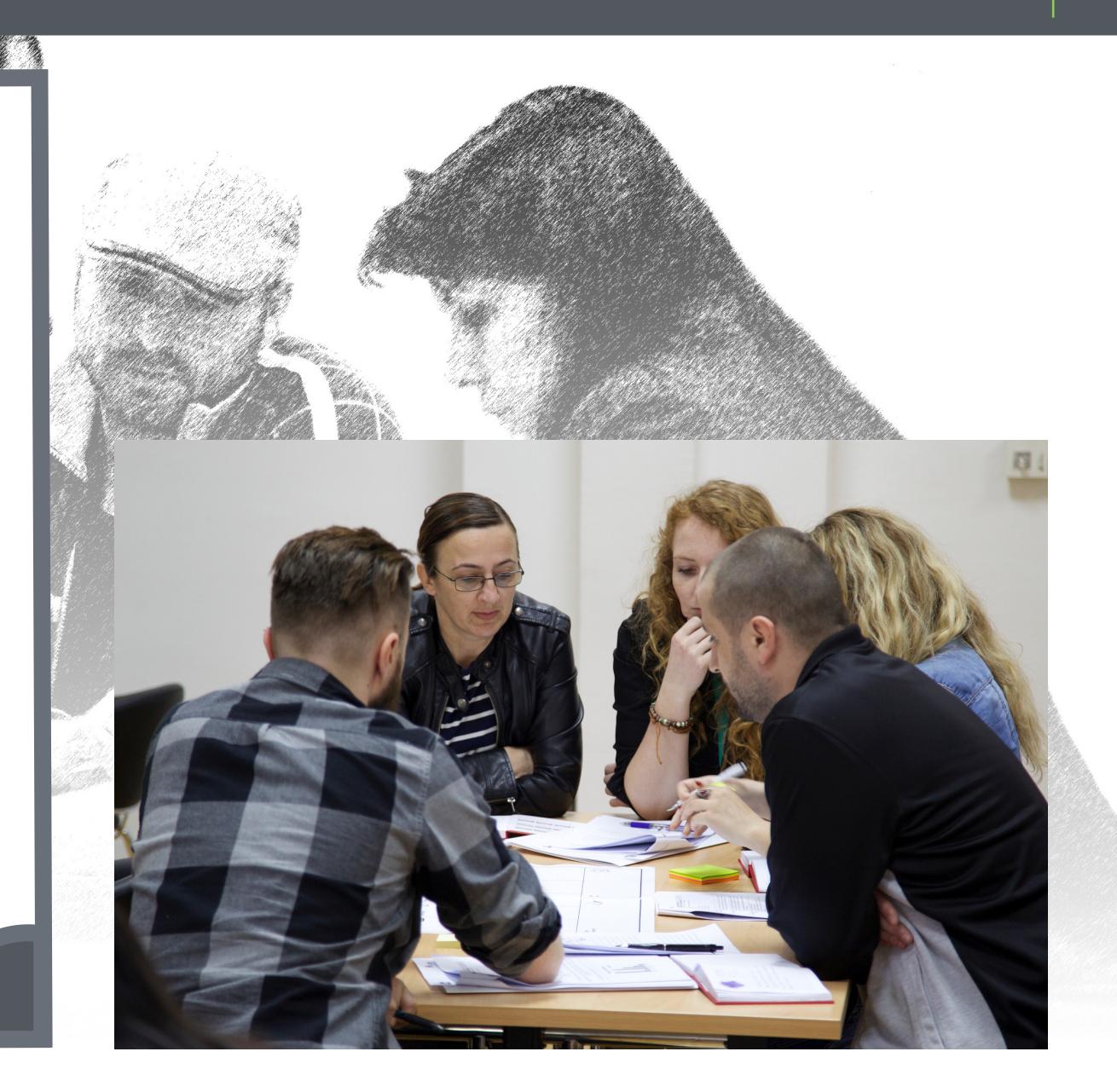
- Presentation of Canvan Model to be used in the development of social ideas
- ldentifying vision, mission, goals of social ideas
- Identifying markets and beneficiaries for social ideas
- Identifying financial needs
- Creating a Business plan





STUDY VISIT, BOSNIA 4-8 April 2016

- Business Project Description:Business Idea and Business Model Canvas
- Management Presentation
- Market Analysis: Customer segmentation and evaluation of the potential market (value)
- Goals: defining goals
- Marketing Plan: go to market strategy
- Technical Feasibility Plan
- Economic and Financial Feasibility Plan (3-5 years)
- Expected Return On Investment (ROI)
- Action Plan: 100% breakdown structure rule and Gantt diagram









THANK YOU

