

The background of the slide is split into two vertical sections. The left section is dark blue with a bokeh effect of light blue circles and a grid of glowing binary digits (0s and 1s) in a lighter blue color. The right section is a solid, bright yellow-green color.

**SOCIAL FIRMS IN DIGITAL ECONOMIES**  
**SOZIALE UNTERNEHMEN IN DER ARBEITSWELT 4.0**

**CEFEC 2017** 27. - 29. SEPTEMBER, LINZ/AUSTRIA



# topics / Themen

1. New challenges for jobholders to meet the requirements of digital economies
2. The impact of a digitalized society on everyday work
3. Commercial relevance of social firms in digital economies
4. Psychosocial impacts of digital economies
5. The role of social firms in digital economies

1. Neue Anforderungen an Arbeitnehmer:innen in der digitalisierten Arbeitswelt
2. Einfluss digitaler Technologien auf den „Arbeitsalltag 4.0“
3. Die ökonomische Relevanz sozialer Unternehmen in der Arbeitswelt 4.0
4. Die psychosozialen Folgen der Arbeitswelt 4.0
5. Die Rolle der sozialen Firmen in der Arbeitswelt 4.0



host organisation / Veranstalter

## pro mente | **austria**

Austrian Federation for mental health. pro mente Austria with its 26 member organisations and 3.250 employees take care of approximately 80.000 mentally impaired persons and their relatives.

Österreichischer Dachverband der Vereine und Gesellschaften für psychische und soziale Gesundheit. pro mente Austria hat 26 Mitgliedsorganisationen in ganz Österreich mit ca. 3.250 Mitarbeitern. Jährlich werden um die 80.000 psychisch kranke Menschen und deren Angehörige von unseren Mitgliedern betreut.

## pro mente | **oö**

Pro mente OÖ takes care of more than 34.000 people in need every year. 1.500 employees and volunteers provide their service on 200 different locations across Upper Austria for more than 34.000 mentally impaired persons.

Pro mente OÖ hilft jährlich über 34.000 Menschen. Rund 1.500 Mitarbeiterinnen und Mitarbeiter, darunter auch Ehrenamtliche, arbeiten an 200 Standorten mit dem Ziel, Menschen mit psychischen Beeinträchtigungen eine gleichberechtigte Teilhabe an der Gesellschaft zu ermöglichen.



cooperating institutions (tbc) /  
Kooperationspartner

Upper Austrian Chamber of Labour (AK)

Austrian Chamber of economy (WKO)

Johannes-Kepler-University Linz (JKU)

Arbeiterkammer Oberösterreich (AK)

Wirtschaftskammer Österreich (WKO)

Johannes-Kepler-Universität Linz (JKU)



# CEFEC 2017 LINZ/AUSTRIA

September 27th – 29th 2017  
in Linz/Austria

approx. 200 -250 expected guest  
(from all over Europe)

international speakers

Approx. 7 workshops

Study visits

27. – 29. September 2017  
in Linz/Donau

erwartet werden ca.  
200 - 250 TeilnehmerInnen  
aus ganz Europa

Besuch der Ortsteile

Besuch der Einrichtungen



contact / Kontakt

Secretary of the  
Organisation Committee and  
Programm Committee

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Johann-Konrad-Vogelstrasse 13  
A-4020 Linz  
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Tel.: 0043/732/785397

ALL FURTHER INFORMATION  
ABOUT CEFEC 2017  
LIKE DETAILED PROGRAM, ACCOMMODATION  
AND REGISTRATION &  
CONTACT >

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INVITATION >

SOCIAL FIRMS IN DIGITAL ECONOMIES  
SOZIALE UNTERNEHMEN IN DER ARBEITSWELT 4.0

**CEFEC 2017**

30. CEFEC CONFERENCE  
ON SOCIAL FIRMS OF EUROPE  
SEPTEMBER 28 - 29, 2017 in LINZ/AUSTRIA

[www.30cefeconference.at](http://www.30cefeconference.at)

pro mente | **austria**

Social Firms Europe  
**CEFEC**

pro mente | **oö**

# SOCIAL FIRMS IN DIGITAL ECONOMIES SOZIALE UNTERNEHMEN IN DER ARBEITSWELT 4.0

## PROGRAM CEFEC 2017

We would like to sincerely invite you  
to the CEFEC Conference 2017

**September 28-29, 2017**  
**Landeskulturzentrum Ursulinenhof,**  
**Landstraße 31, 4020 Linz, 2<sup>nd</sup> floor**

We're looking forward to your participation!

Please register at [www.30cefecconference.at](http://www.30cefecconference.at)  
by September 13, 2017, at the latest

Participation fee: € 100 (€ 50 for students and users)

Conference languages:  
German / English (simultaneous translation in the main hall)

Patron:  
Mag. Thomas Stelzer, Governor of Upper Austria  
Birgit Gerstorfer, Councilor for Social Affairs of Upper Austria

Moderation:  
MMag.<sup>a</sup> Elisabeth Eidenberger (28.9.2017)  
Erwin Kargl (29.9.2017)

14.00 - 16.00 pm **Wednesday, September 27, 2017**  
Internal Social Firms Europe CEFEC Executive Meeting  
(pro mente OÖ, Lonstorferplatz1, 4020 Linz (Raum 101))

### Thursday, September 28, 2017

09.00 - 10.00 am Reception / Registration

10.00 - 10.30 am Opening and welcome speeches  
Prof. Schöny, Head of pro mente Austria  
Petru-Vasile Gafiuc, General Secretary CEFEC  
Birgit Gerstorfer, Councilor for Social Affairs in Upper Austria  
Thomas Stelzer, Governor of Upper Austria

10.30 - 11.00 am „Variability of work: Changes in Austria over the past 20 years“  
Dr. Thomas Leoni (WIFO)

11.00 - 11.30 am coffee break

11:30 - 12:00 „Replaceability of work through digitization“  
Mag.<sup>a</sup> Gerlinde Titelbach (IHS)

12.00 - 12.30 am Open discussion on the topic „Social Firms in Digital Economies“  
with LR<sup>in</sup> Birgit Gerstorfer, Mag.<sup>a</sup> Doris Hummer (WKO OÖ), representatives  
of the ILO, CEFEC, pro mente OÖ & of those affected  
Moderation: MMag.<sup>a</sup> Elisabeth Eidenberger, OÖ Nachrichten (newspaper)

12.30 - 13.45 pm lunch break

13.45 - 16.15 pm study visits to 3 facilities of pro mente OÖ

17.30 pm departure for the Gala evening

ab 18.30 pm Gala evening „30 years of CEFEC“

### Friday, September 29, 2017

09.00 - 09.15 am Opening speech

09.15 - 09.45 am „How Social Entrepreneurs use IT to scale their impact“  
Alexander Kesselring (ASHOKA Austria)

09.45 - 10.15 am coffee break

10.15 - 12.45 am workshops

12.45 - 14.00 pm lunch / end of conference

14.00 - 16.00 pm CEFEC General assembly

# Social Firms Europe

## CEFEC

### A History of Social Firms Europe CEFEC and the Present State of the Organization

The social Firms movement in Europe led to the first meeting in Berlin in 1987, Torino 1988 and Maastricht in 1989. The strongest step of development was introduced when the European non profit organisation of CEFEC (The Confederation of European social Firms, Employment initiatives and social Cooperatives) was founded. The CEFEC Charta published on 26<sup>th</sup> April 1990, agreed, according to Belgium law contains the main facts, goals and believes. The first impact came from the Italian movement of cooperatives and the German movement of Employment Firms in the early eighties. The emphasis was on the worker's role rather than the patient's role as an act of autonomy. This attitude also led to a clear distinction between sheltered workshops, their disabling structures and the social firms modeled along normal work conditions.

In 1986 a European meeting was held in London on Occupational Therapy supported by Mr. Partick Daunt, who was in charge of the EU office "Handicapped Affairs". It was his vision to support the setting up of Employment for the psychosocial disadvantaged, an area, neglected so far. A group of activists in the field of work and employment for psychiatric patients in England, Germany, Greece and Italy started the movement which later became the CEFEC organization. There have been annual meetings all through the years, as the stronghold of the network has spread since.

### European CEFEC Conferences



- **1987**, in Berlin, there was a first meeting to get to know each other in the field of Employment of psychosocial disadvantaged. The general secretary was started here till Greece took over in 2003.

- **1988**, in Turin, we worked on the guidelines on how to set up social firms with strong participations of the workers, the users.
- **1989**, in Maastricht, the movement of social firms and cooperatives widened.
- **1990**, in Southampton, CEFEC became a legal body.
- **1991** we realized, that the honeymoon was coming to an end; only an auxiliary meeting near Amsterdam was held.
- **1992**, in Delphi, we had to grasp the reality and deal with the problems.
- **1993**, in Londonderry, new Horizons open up and
- **1994**, in Spa, again the workers voice was heard on a transnational forum and not only in the local enterprises.
- **1995** in Turin the users participation was increasing.
- **1996** in Linz there was a big scale Conference with a Trade Fair on a high level.
- **1997** in Zaragoza participants started coming from outside Europe.
- **1998** in Athens the culture of users was continued. An Award was started and given to best practice firms as was in the years to come.
- **1999** in Helsinki a country started anew with social firms.
- **2000** in Lisbon local initiatives and their work projects exhibited
- **2001** in Berlin the method of “open space” conference to develop CEFEC was tried out.
- **2002** in Guildford a varied programme was offered but we found it hard to find a host for the next conference.
- **2003** in Athens the hosts had a hard job to organize the conference and still offered a number of post congress workshops around the country. The general secretary was transferred from Germany to Greece.
- **2004** in Thun, Switzerland we got a CEFEC member country which is not in the EU to cooperate for a very good conference.
- **2005** in Novo Mesto, Slovenia, for the first time a new eastern EU Country organized the conference in good spirits.
- **2006** in Seville, Spain we learned that this region has built up an integrated social psychiatric and work net all over Andalousia having done away with the big mental hospitals.
- **2007** in Linz, Austria, we were proud to celebrate TWENTY YEARS of CEFEC and issued to the European Union recommendations on Social Firms, the “LINZ APPEAL”.

- **2008** in Lisbon, Portugal, the conference was a boost up to sustain the Social Firms movement in this country. Trade name changed to Social Firms Europe CEFEC.
- **2009** in Prague, Czechia, a second eastern EU country offered to organize the conference with the hope that more eastern countries will follow.
- **2010** in Cambridge, United Kingdom which took the general secretariat over from Greece.
- **2011** in Merano, Italy where “Work, Dignity and Social responsibility was discussed as a mission of social firms.
- **2012** Conference is to be held in Suceava, Romania, with the working title of “Social Economy, Trend or Reality”



The 2012 conference in discussion.

- **2013** in Corfu (Kerkyra Island), Greece under the topic of discussion of “Social Entrepreneurship Today: Grasping the Challenges and the Opportunities”
- **2014** in Gorizia/Nova Gorica Italy/Slovenia with the working title of “1914 – 2014 from the Europe of WW1 to Social Europe”
- **2015** in Olten, Switzerland under the topic of discussion of “Social Economy and Welfare in Transition”
- **2016** in Łódź, Poland with the title „Social Economy and Mental Health”

### **The Code of Principles**

All in all, the code of principles that govern CEFEC has remained more important than the application forms to national and European funding bodies.

The number of members increased and decreased again according to European support schemes. Apart from annual meetings a great many projects, programmes, written news, activities and investigations have been developed amongst members. A good proportion was supported by the European Community.

Social Firms Europe CEFEC has grown and attracted people and organisations not only from Western Europe, but also from Eastern Europe and individual participants from far reaching countries such as Israel, Japan, Canada and USA.

Social Firms Europe CEFEC has become a movement believing in one major principle: To help organisations to establish social firms, to create employment for psychosocial disadvantaged people and thus giving them a chance for more independence from institutions and care systems. For social firms it is normal to create a good social atmosphere and leave space to each employee/user to develop his own capacity, knowledge and speed, as well as providing financial satisfaction. The economic basis & management plays as important a part as the social aims.

The social firms and their programs aim to meet the needs of the employees, the local open market, cultural particularities and the needs to reform local systems for people severely disadvantaged in the labor market.

The difficulties and the problems faced in individual projects are many. While transnational projects supported the annual Social Firms Europe CEFEC conference the opportunity is given to work closer, exchange experience and gather strength.

One main challenge the social firms have to face is that they work within the local commercial reality and that they pay their workers a normal wage.

To do that, the social firms need:

- Specific administrative-managerial skills and capacities
- Training of the managers as well as of the employees
- Intensive exchange of experience

This need has been met nationally but also on the European level:

The objectives of European support schemes and projects were:

- the transfer of knowledge and experience within social firms in Europe
- the transfer of know-how, concepts and technologies
- the promotion and support of transnational cooperation

This was met by publication of newsletters, conduction of seminars, workshops and community meetings. The main aims and objectives are laid down on the Social Firms Europe CEFEC website at [www.socialfirmseurope.org](http://www.socialfirmseurope.org)

This includes:

- The Social Firms Europe CEFEC Aims, Activities, Charter, Principles, Status and Definition of Social Firms

Recommendations to the European Union were issued in 2007:

- The LINZ APPEAL "Why there should be more Social Firms for disabled and disadvantaged people in Europe"- see website.

For more information contact Social Firms Europe CEFEC at:  
Secretariat, Social Firms Europe CEFEC  
Email: [socialfirmseurope@gmail.com](mailto:socialfirmseurope@gmail.com)  
Web: [www.socialfirmseurope.org](http://www.socialfirmseurope.org)  
Tel: +44 (0) 1737 231366 Fax@ +44 (0) 1737 826658

## 5 WORKSHOPS zur Auswahl:

### WORKSHOP 1



Dr. Thomas Leoni, MA

#### **„Die (Wieder) Eingliederung von Menschen mit gesundheitlichen Beeinträchtigungen – was kann und soll Arbeitsmarktpolitik leisten?“**

Nach einem kurzen Impulsreferat soll im Workshop auf Basis einer gemeinsamen Diskussion der Frage nachgegangen werden, wie Personen mit gesundheitlichen Beeinträchtigungen bzw. ArbeitnehmerInnen, die krankheitsbedingt länger vom Arbeitsplatz fern geblieben sind, am Arbeitsmarkt integriert bzw. re-integriert werden können. Das Impulsreferat wird einige konkrete Maßnahmenbeispiele präsentieren, unter anderem das gerade in Österreich eingeführte Modell der Wiedereingliederungsteilzeit.

### WORKSHOP 2



Univ. Doz. Dr. Spiel und Mag. Markus Schwab

#### **Inklusion von Personen mit Beeinträchtigung der mentalen Gesundheit in die Arbeitswelt 4.0. – Chancen, Herausforderungen und Wege.**

Eine gute Passung zwischen den Eigenschaften und Fähigkeiten einer Person und den Anforderungen einer Tätigkeit ist Grundlage für eine als sinnstiftend und positiv erlebte Arbeit. Eine aktuelle Literaturstudie zu den Veränderungen in der Arbeitswelt 4.0 und ihren Auswirkungen auf die psychische Gesundheit kommt zu dem Schluss, dass dies für Personen mit und ohne Beeinträchtigung der mentalen Gesundheit gleichmaßen gilt. Die Ergebnisse der Literaturstudie werden präsentiert und dienen als Informationsgrundlage für die anschließenden Diskussionen im Workshop. Erste Ansätze für die Inklusion von Personen mit Autismus-Spektrum-Störung werden vorgestellt und diskutiert. Gemeinsam sollen Chancen herausgearbeitet, mögliche Gefahren erkannt und Lösungswege entworfen werden.



### WORKSHOP 3



Gafiu Petru-Vasile

#### **Kooperationen und Netzwerke auf Basis internationaler Beziehungen.**

In diesem Workshop haben die TeilnehmerInnen die Möglichkeit, über die von der Europäischen Kommission finanzierten Projekte zu diskutieren und sich auf transnationale Zusammenarbeit zu konzentrieren. Es werden einige „best-practice-Beispiele“ von Projekten der SFE CEFEC Mitglieder und anderen Experten vorgestellt. Natürlich gibt es auch ein Brainstorming über Ideen für zukünftige Projekte. TeilnehmerInnen von Organisationen, die sich für den Europäischen Sozialfonds, ERASMUS, INTERREG-Programme, EEA-Stipendien und andere Möglichkeiten von transnationaler Finanzierung interessieren, haben die Möglichkeit, Unterstützung und Hilfe beim Sekretariat der SFE CEFEC zu beantragen.

## WORKSHOP 4



Mag. Martin Böhm, Assist.-Prof.<sup>in</sup> Dr.<sup>in</sup> Barbara Stiglbauer und Gerti Niedl

### **Soziale Unternehmen in einer Arbeitswelt 4.0 –**

#### **Zwischen Bedürfnissen und Anforderungen**

#### **(Einblicke aus Forschung und Praxis inklusive Betroffenenbeteiligung)**

Das Impulsreferat wird die Ergebnisse der Studie „Soziale Unternehmen in einer Arbeitswelt 4.0 – Zwischen Bedürfnissen und Anforderungen“ beinhalten, die bei pro mente OÖ im Geschäftsfeld Arbeit durchgeführt wurde.

Im Anschluss an das Impulsreferat werden verschiedene Fragen, die sich mit den unterschiedlichen Leistungsangeboten der beruflichen Rehabilitation für Menschen mit psychischen und sozialen Problemen beschäftigen, diskutiert.



Im Rahmen des Workshops wird mit Gerti Niedl, Leitung strada OÖ (Interessenvertretung für Menschen mit psychischen Beeinträchtigungen), die Perspektive um die der Betroffenen erweitert.

## WORKSHOP 5



Im Überblick

### **Soziale Unternehmen in der Zukunft -**

#### **Erfahrungsaustausch und best-practice**

Verschiedene best practice Beispiele von Sozialen Unternehmen bzw. Projekten werden kurz vorgestellt (Max. 15 Min. pro Unternehmen/Projekt); danach folgt eine moderierte Diskussion zu den Fragen: Wie zukunfts-fit sind die sozialen Firmen gegenwärtig, was sind die zentralen Herausforderungen unter den zu erwartenden künftigen Rahmenbedingungen, was sind generelle Learnings für die Zukunft? Anmeldung zur Präsentation von best-practice Projekten / Unternehmen unter [office@30cefecconference.at](mailto:office@30cefecconference.at) möglich.

## ANMELDUNG / WORKSHOP

Anmeldungen zu den Workshops

(Freitag, 29.9.2017, 10.15 - 12.45 Uhr)

bitte online unter [www.30cefecconference.at](http://www.30cefecconference.at)

bis spätestens 13. September 2017.

## Exkursionen / Study visits Tours

Treffpunkt / Meetingpoint Study visits: OK-Platz/Ursulinenhof at 13.45 pm

<b>Route 1</b> Guide: Tania Zimmermann Dauer: 13:45 – 16:15 Uhr	
13.45 bis 14.15	Fahrt zur ATZ Zweigstelle Schwaigau
14.15 bis 15.00	ATZ Zweigstelle Schwaigau
15.00 bis 15.30	Fahrt zur Köglstraße / Linz
15.30 bis 16.15	ATZ Holzwerkstatt oder in.takt Druckerei
16.15	Fahrt zum Hotel

<b>Route 2</b> Guide: Chris Hack Dauer: 13:45 – 16.00 Uhr	
13.45 bis 14.00	Treffpunkt Ursulinenhof – Fußweg zur Südtirolerstraße
14.00 bis 15.00	Kontrast Restaurant und Waschsalon
15.00 bis 16.00	ATZ webart und ATZ Buchplus
16.00	Fußweg zum Hotel

<b>Route 3</b> Guide: Bernhard Kolouch Dauer: 13:45 – 16:15 Uhr	
13.45 bis 14.00	Fahrt zur Pummererstraße / Linz
14.00 bis 14.30	Smartwork GmbH
14.30 bis 15.00	Fahrt nach Mauthausen
15.00 bis 15.45	in.takt Schlosserei
15.45 bis 16.15	Fahrt zum Hotel

## Galaabend / Galaevening

### „30 years CEFEC“

#### Allgemeine Informationen zum Galaabend

- 17.30 Uhr Abfahrt vom Park Inn Hotel und IBIS Hotel zum Seminarhotel  
„Wesenufer“ mit dem Bus  
eigene Anfahrt mit dem Auto auch jederzeit möglich:  
Wesenufer Hotel & Seminarkultur an der Donau  
Wesenufer 1  
A-4085 Waldkirchen am Wesen
- 18.30 Uhr Sektempfang oder Führung durchs Seminarhotel
- 19.15 Uhr Beginn Abendessen
- 23.00 Uhr Ende der Veranstaltung
- Abfahrt Bus Richtung Linz, Ausstieg Hotel IBIS und Hotel Park INN

#### General information for the Gala evening:

- 17.30 Departure with the bus from the Park Inn Hotel and the IBIS Hotel  
If you would like to drive you own car, the adress is:  
Wesenufer Hotel & Seminarkultur an der Donau  
Wesenufer 1  
A-4085 Waldkirchen am Wesen
- 18.30 Reception or guided tour through the hotel
- 19.15 Start of the Gala dinner
- 23.00 End of Gala dinner
- Departure with the bus to the Park Inn Hotel and the IBIS Hotel

## **International CEFEC event 2017 in Linz**

**On September 28th and 29th, the 30th International CEFEC Conference took place in the Ursulinenhof in Linz.**

More than 200 conference guests from all over Europe attended the Conference on "Social firms and Digitization". After the welcome by the President of pro mente Austria, Prof. Univ.-Doz. Dr. Werner Schöny, the Austrian Federal Minister of Social Affairs, Alois Stöger, the Governor of Upper Austria, Mag. Thomas Stelzer and the State Minister for Social Affairs, Birgit Gerstorfer emphasized in their opening speeches the significance of social enterprises.

Afterwards, experts gave lectures on the development of the labor market in the last 20 years and how the digital revolution will affect everyday work, employees and clients. During the study visits in the afternoon various work projects of pro mente Upper Austria were visited. The following day, various workshops were on the program in which longer-term trends, central developments in the labor market and in the future world in general were discussed and information was exchanged.

The „KunstRaum Goethestrasse xtd“ contributed the artistic concept "It's about people". Through the use of photography, performance and digital communication tools, an inclusive group of 30 people has become visible. They had one thing in common: they work. They are young, old, employed, unemployed, in education or school and are personally interested in the developments of the working world. Personal statements from all those involved on the topic of digital revolution can be seen on [www.kunstraum.at](http://www.kunstraum.at) and [www.facebook.com/kunstraum.at](https://www.facebook.com/kunstraum.at), as are photos and videos.

On the eve of the CEFEC conference, a gala evening, celebrating 30 years of CEFEC, was held in a beautiful setting in „Wesenufer Hotel & Seminar Culture“ right by the Danube. The musical entertainment and the exceptionally good menu of the kitchen team of the Wesenufer Hotel (a project of pro mente Upper Austria) provided a nice setting to award the CEFEC Award.

The conference was organized by pro mente Austria, pro mente OÖ and CEFEC.

# Social Firms Europe CEFEC

"a network for your social economy vision"

30<sup>TH</sup> ANNUAL CONFERENCE  
OF SOCIAL FIRMS EUROPE CEFEC  
28th - 29th SEPTEMBER 2017, LINZ/AUSTRIA  
[www.30cefecconference.at](http://www.30cefecconference.at)

CEFEC 2017

## The 30<sup>th</sup> Annual European Conference of Social Firms Europe CEFEC 2017 "Social Firms in Digital Economies"

The 30<sup>th</sup> Conference will take place in Linz, Austria in the period **28-29 September 2017** marking **30 years since the establishment of the network**. The event will be organized by the Social Firms Europe CEFEC and the **Social Firm Pro Mente, Austria in collaboration with Pro mente OÖ**.

The **main themes** are: to present the new challenges for jobholders to meet the requirements of digital economies; the impact of a digitalized society on everyday work; commercial relevance of social firms in digital economies; psychosocial impacts of digital economies; the role of social firms in digital economies.

The Conference organized committee had prepared an interesting agenda included in the **Conference program**: plenary sessions, a number of workshops and study visits in local social enterprises. Moreover **SFE CEFEC Award** will continue this year as well and the Social Firm which will apply and presents itself in the best way in the Registration Form will be awarded at the Gala Dinner within the SFE CEFEC Conference. We hope to encourage all social firms or other social firms in the orbit of SFE CEFEC movement to participate and to attend the conference.

### Website / Mail address:

[www.30cefecconference.at](http://www.30cefecconference.at)  
office@cefecconference.at

Save the date >

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SOZIALE UNTERNEHMEN IN DER ARBEITSWELT 4.0

CEFEC 2017

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