



**XXII. CONFERENCE**  
**SOCIAL FIRMS EUROPE (CEFEC)**



**XXII. Social Firms Europe – CEFEC Conference**  
**Social Firms - A New Dimension of Enterprise**  
**10th – 12th September 2009, PRAGUE,**  
**Czech Republic**

## XXII. Conference of Social Firms Europe – CEFEC

### Social Firms – A New Dimension of Enterprise

10th – 12th September 2009, PRAGUE, Czech Republic

*Under the auspices of*

**Mr. VLADIMÍR ŠPIDLA,**

*Commissioner for Employment, Social Affairs and Equal Opportunities, European Commission,*

**Mr. PETR ŠIMERKA,**

*Minister of Labour and Social Affairs, Czech Republic, and*

**Mr. PAVEL BÉM,**

*Mayor of the City of Prague, Czech Republic*

**The conference is a part of Mental Health Weeks**

## Conference Programme

Venue: Autoclub ČR, Opletalova 29, Prague 1

Simultaneous Czech-English translation available in Smetana Hall.

Consecutive Czech-English translation available where pointed.

[www.cefec2009inprague.cz](http://www.cefec2009inprague.cz)

Conference Secretariat: Fokus Praha, o.s., Dolákova 836/24, 181 00 Prague 8, Czech Republic, tel./fax: (+420) 233 551 205, mobile: (+420) 774 904 925, e-mail: [info@cefec2009inprague.cz](mailto:info@cefec2009inprague.cz)

Social Firms Europe  
**CEFEC**

**fokus**  
společnost pro práci  
a udržení zaměstnání

**fokus**  
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služby pro práci a udržení zaměstnání

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## Conference Supporters



Ministry of Labour  
and Social Affairs  
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## Conference Partners



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## Media Partners



## Wednesday, 9<sup>th</sup> September 09

- 19:00** **Informal opening: GET TOGETHER dinner**  
Everybody is welcome! (Social Firm Café Therapy, Školská 30, Prague 1)

## Thursday, 10<sup>th</sup> September 09

- 9:15-10:00** **Registration for Study visits**  
(Autoclub, ground floor)
- 10:00-13:00** **Study visits**
- 10:00-13:00** **Registration of participants**  
(Autoclub, ground floor)
- 13:00-14:00** **Press conference**  
For those invited only. (Autoclub, room: Club, 5th floor. Consecutive translation available.)
- 14:00-14:20** **Official opening**  
(Autoclub, Smetana Hall, 1st floor)
- P. Novák – CEFEC President, Fokus Praha (CZ)*  
*M. Černá – SKOK (CZ)*

### THE ECONOMIC AND SOCIAL IMPACT OF EMPLOYING DISADVANTAGED PEOPLE I.

Employment of disadvantaged people from the ethical, social and economical view, including introducing research results. Labour and social inclusion policies of the Czech Republic. Social enterprises and the current economic crisis.

- 14:20-16:00** **Plenary session / Panel**  
(Autoclub, Smetana Hall, 1st floor)
- 14:20-14:35** **Social Return on Investment: The economic and social value created by social firms**  
*S. Durie – SROI Network, Social Firms Scotland (GB)*
- 14:35-14:50** **Successful structures to develop Social Firms in Germany – What can we learn for a development on the European level?**  
*P. Stadler – FAF GgmbH (DE)*
- 14:50-16:00** **Joining disputants:**  
*R. Soukupová – Association of Towns and Municipalities (CZ)*  
*S. Reynolds - Social Firms Europe - CEFEC (GB)*  
*J. Kadeřábková – University of Economics, Prague (CZ)*
- 16:00-16:30** **Coffee break**  
(Autoclub, foyer, 1st floor)

### “SOCIAL BUSINESS MARKET”

A market square used to be the heart of each community: a place where people meet, trade and communicate. Here we are creating an imaginary market place for people involved in social and employment projects. This will be a space where you can advertise your business products and/or services, projects, plans, offers of or searches for partnerships, or consultancy. As a result you will be able to establish new joint ventures or just discover who is doing or preparing what. Thus connecting supply and demand for everyone's benefit.

- 16:30-18:00** **Plenary session / Panel**  
(Autoclub, Smetana Hall, 1st floor)
- 16:30-16:40** **Opening of “Social Business Market”**  
Explanation and instructions. Example of T. Zuljevic – *die querdenker (AT)*
- 16:40-16:45** **Presentation of participating countries**
- 16:45-17:30** **Country reports on Social Firm developments around Europe**  
Facilitators: *Ch. Haerlin – BAG-Integrationsfirmen (DE)*, *Ch. Krämer – VSPZO (CH)*
- 17:30-18:00** **Presentation of the shortlisted applicants for Social Firm of the Year 2009 Award**  
Facilitator: *Ch. Krämer – VSPZO (CH)*
- 19:30** **Welcome by Mayor of the City of Prague**  
(Brožík room, Old Town Hall, Old Town Square 1, Prague 1)
- Welcome drink, visit to historical rooms of the Hall**

**Friday, 11<sup>th</sup> September 09 - morning**

## **THE ECONOMIC AND SOCIAL IMPACT OF EMPLOYING DISADVANTAGED PEOPLE II.**

Employment of disadvantaged people from the ethical, social and economical view - labour and social inclusion policies of EU and Czech Republic. Appeal for supporting social enterprising in the Czech Republic: presentation of the Appeal formulated within the national section of the conference.

### **9:00-10:00 Plenary session / Panel (Autoclub, Smetana Hall, 1st floor)**

9:00- 9:10 **Appeal for supporting social enterprising in the Czech Republic**  
*M. Würtherlová – Fokus Praha (CZ)*

9:10-10:00 **Joining disputants:**

*V. Špidla – Commissioner for Employment, Social Affairs and Equal Opportunities (EU)*  
*M. Hošek – Deputy Minister of Labour and Social Affairs, Czech Republic (CZ)*  
*A. Frangoull – European Disability Forum President (GR)*  
*M. Cabrnock – European Parliament member (CZ)*

### **DIVERSITY MANAGEMENT: Valuing the difference**

Diversity management was first developed in the business context. It is as a special approach which reflects differences among human beings and their groups, irrespective of their role as staff members, colleagues, clients, customers, providers or business partners. It seeks ways to respect, accommodate to and take interest in these differences. Today, it's integral to human resource management and puts more emphasis on questions of labelling, social inclusion and setting mutual learning and understanding. This session will introduce how the principles of Diversity can be transferred to practice with the employment of disadvantaged people.

### **10:00-10:40 Plenary session / Panel (Autoclub, Smetana Hall, 1st floor)**

10:00-10:30 **Managing diversity – supporting people with mental health problems in Social Firms**  
*R. Grove – Sainsbury Centre for Mental Health (GB)*

10:30-10:40 **Outline of the workshop topics to follow**  
*Workshop facilitators*

### **10:40-11:10 Coffee break (Autoclub, foyer, 1st floor)**

### **11:10-12:30 Workshops (parallel sessions)**

#### **A1 Recruiting and training employees**

(Autoclub, room: Eliška Junková, 1st floor. Consecutive translation available.)

*L. Toresini – Legacoopbund (IT): Social enterprises starting from a psychiatric total asylum – Italian history*

*O. Dvořáčková – Green Doors (CZ)*

#### **A2 Necessary support for employees (Autoclub, Smetana Hall)**

*R. Grove – Sainsbury Centre for Mental Health (GB)*

*J. Novák – Fokus Praha (CZ): Support provided to employees of social firm Jůnův statek*

*M. Ambrož – Sananim (CZ): Employment services in Sananim*

#### **A3 Corporate Social Responsibility (CSR) (Autoclub, room: Laurin a Klement, 1st floor)**

*H. Krymláková – VŠB – Technical University Ostrava (CZ): Corporate Social Responsibility of Industrial Companies in the Moravian-Silesian Region in Czech Republic*

*L. Kuldová – University of West Bohemia Pilsen (CZ): The concept of Corporate Social Responsibility and Fair Trade in business practices*

#### **A4 Roundtable for disadvantaged employees and mental health service consumers.**

Participation of disadvantaged employees in the company management and operation.

(Autoclub, room: Praga, 1st floor. Consecutive translation available.)

*M. Balabán – o.s. Kolumbus (CZ)*

#### **A5 Mental health care and employment: guiding people out of hospitals through rehabilitation to employment (Autoclub, room: Club, 5th floor)**

*Ch. Haerlin – BAG-Integrationsfirmen (DE)*

*E. Hanninen – National Institute for Health and Welfare (FI): Transitional and Supported Employment in Framework of the Clubhouse Model*

*P. Říčan – Fokus Vysočina (CZ): Transitional employment*

#### **A6 Social Firms and employment/rehabilitation programmes (Autoclub, room: Aero, ground floor)**

*A. Frangoull – PEPSAE (GR)*

*J. Nyman – Ertyissuunnittelija (FI): Founding a social enterprise in Helsinki*

*R. Bělová – Slezská diakonie (CZ): Silesian Diacony and Social Entrepreneurship*

*R. Kulhánková, M. Lejsal – Domov Sue Ryder (CZ): Social enterprising is helping to finance the high quality care for seniors in CR*

*D. Czudková – Ergon – chráněná dílna (CZ): Employment without barriers*



Venue: Autoclub ČR, Opletalova 29, Prague 1

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## Thursday, 10<sup>th</sup> September 09

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(Autoclub, ground floor)
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- 10:00-13:00 Registration of participants**  
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For those invited only. (Autoclub, room: Club, 5th floor. Consecutive translation available.)
- 14:00-14:20 Official opening**  
(Autoclub, Smetana Hall, 1st floor)

### THE ECONOMIC AND SOCIAL IMPACT OF EMPLOYING DISADVANTAGED PEOPLE I..

- 14:20-16:00 Plenary session / Panel**  
(Autoclub, Smetana Hall, 1st floor)
- 16:00-16:30 Coffee break**  
(Autoclub, foyer, 1st floor)

### “SOCIAL BUSINESS MARKET”

- 16:30-18:00 Plenary session / Panel**  
(Autoclub, Smetana Hall, 1st floor)
- 19:30 Welcome by Mayor of the City of Prague**  
(Brožík room, Old Town Hall, Old Town Square 1, Prague 1)  
**Welcome drink, visit to historical rooms of the Hall**

## Friday, 11<sup>th</sup> September 09 - morning

### THE ECONOMIC AND SOCIAL IMPACT OF EMPLOYING DISADVANTAGED PEOPLE II.

- 9:00-10:00 Plenary session / Panel** (Autoclub, Smetana Hall, 1st floor)  
**DIVERSITY MANAGEMENT: Valuing the difference**
- 10:00-10:40 Plenary session / Panel** (Autoclub, Smetana Hall, 1st floor)
- 10:40-11:10 Coffee break** (Autoclub, foyer, 1st floor)
- 11:10-12:30 Workshops** (parallel sessions)
  - A1 Recruiting and training employees**  
(Autoclub, room: Eliška Junková, 1st floor. Consecutive translation available.)
  - A2 Necessary support for employees**  
(Autoclub, Smetana Hall)
  - A3 Corporate Social Responsibility (CSR)**  
(Autoclub, room: Laurin a Klement, 1st floor)
  - A4 Roundtable for disadvantaged employees and mental health service consumers.**  
Participation of disadvantaged employees in the company management and operation.  
(Autoclub, room: Praga, 1st floor. Consecutive translation available.))
  - A5 Mental health care and employment: guiding people out of hospitals through rehabilitation to employment**  
(Autoclub, room: Club, 5th floor)
  - A6 Social Firms and employment/rehabilitation programmes**  
(Autoclub, room: Aero, ground floor)

## Friday, 11<sup>th</sup> September 09 - afternoon

**12:30-14:00 Lunch** (Autoclub, Restaurant, ground floor)

### ECONOMIC SUSTAINABILITY AND DEVELOPING A SOCIAL FIRM

**14:00-14:40 Plenary session / Panel**  
(Autoclub, Smetana Hall, 1st floor)

**14:40-16:00 Workshops** (parallel sessions)

**B1 Social Firm Values**  
(Autoclub, room: Eliška Junková, 1st floor. Consecutive translation available.)

**B2 Promotion, marketing, business plans**  
(Autoclub, Smetana Hall, 1st floor)

**B3 Co-operation with the world of business and local authorities**  
(Autoclub, room: Laurin a Klement, 1st floor)

**B4 Research and economic assessment of the Social Firm sector**  
(Autoclub, room: Praga, 1st floor)

**B5 How to start a Social Firm?**  
(Autoclub, room: Club, 5th floor. Consecutive translation available.)

**B6 Social Firms and employment/rehabilitation programmes**  
(Autoclub, room: Aero, ground floor)

**16:15-18:00 CEFEC Annual General Assembly** (For CEFEC members only)  
(Autoclub, room: Club, 5th floor)

**19:00-24:00 CEFEC ball on the boat**  
(Embarking: Rašínovo nábřeží (Rašín embankment) – between Jirásek and Palacký bridge)  
**Official Announcement of the winners of Social Firm of the Year 2009 Award**

## Saturday, 12<sup>th</sup> September 09

### WORKSHOPS INSPIRED BY OPEN SPACE TECHNOLOGY:

... because coffee break is the most effective conference format for mutual learning, inspiration and establishing co-operations.

**10:00-10:15 Panel**  
(Autoclub, Smetana Hall, 1st floor)

**10:15-11:30 Workshops** with continuously running coffee break

**C1 Discussion on the definitions of Social Economy, Social Enterprise and Social Firms**  
(Autoclub, Smetana Hall, 1st floor. Consecutive translation available.)

**C2 Social enterprise and ethics**  
(Autoclub, Smetana Hall, 1st floor. Consecutive translation available.)

**C3 Mental health care and employment: the system transformation**  
(Autoclub, room: Eliška Junková, 1st floor. Consecutive translation available.)

**C4 Future development of Social Firms and Social Enterprises in the Czech Republic**  
(Autoclub, room: Laurin a Klement, 1st floor)

**C5 Networking of Social Firms**  
(Autoclub, room: Aero, ground floor. Consecutive translation available.)

**C6 Free topic**  
(Autoclub, room: Praga, 1st floor)

**11:30-13:30 Plenary session / Panel:**  
(Autoclub, Smetana Hall, 1st floor)

**13:30 Lunch**  
(Autoclub, Restaurant, ground floor)



# Call for social entrepreneurship support in the Czech Republic

## We hereby call for social entrepreneurship development upon:

### • citizens, their associations, municipalities and their representatives

- To perceive social economy and its enterprising activities as real opportunity to solution of personal, social, local and regional problems, to use examples of good practice and not to be afraid to overtake responsibility for risks herewith connected

### • representatives of non-state non-profit organizations focused on social enterprising, established and starting entrepreneurs, social economy experts, academic representatives, and current projects implementers to support social entrepreneurship by means of:

- creating a representing platform becoming a partner for state and public sector representatives, bank institutions, academic sphere representatives and additional institutions and broad public whose aim will be:
  - investigate social economy sphere and current actors and their typology
  - participate actively on creation of infrastructure necessary for social entrepreneurship development support
  - develop social economy actors network
  - communicate and co-operate with state and public authorities, entrepreneurs, academic area and broad public representatives
  - perform intense public relations and promotion of social economy and good practice examples
  - organize educational activities: seminars, conferences, study visits

### • state administration representatives:

- to modify legislative framework concerning economic competition rules so that it takes into account benefits of social entrepreneurship and support hereby its existence

### • state administration and Labour offices representatives:

- in Act No. 435/2004 Coll. On employment
- make socially disadvantaged groups equal

- investigate current forms of disabled people employment (i.e. employment support tools, vocational rehabilitation, sheltered workshop term revision, assessment of percentual share of employed disadvantaged persons) and create and revise employment support tools of disabled persons complying with social entrepreneurship concept

### • state and public administration representatives:

- assess more variable subsidy support reacting on diversity of social entrepreneurship activities
- support establishment and development of social enterprise infrastructure, i.e. education of future social entrepreneurs, consulting services to social enterprises, promotion of social economy and evaluation of its contribution

### • public administration representatives on state, regional and local level

- use possibilities of service and goods purchase from current social enterprises in terms of opportunities assessed by Act on Public Procurement and under limitation of its force
- involve social economy into concepts, strategies and local development policies

### • state administration representatives, social economy platform representatives and academic sphere representatives:

- to professional co-operation leading to methodology creation on social economy added value

### • companies proclaiming social responsibility:

- make social enterprise responsibility more transparent
- perceive social economy as new dimension and support social companies on local and regional level

### • financial and banking sector:

- perceive social companies as new equal market segment and create adequate conditions for its development

### • educational institutions, Labour Offices:

- develop and implement programs of education and consulting to social entrepreneurs
- co-operate in a formal and informal way with social enterprises
- include the issues of social enterprising into educational schemes on high schools and universities



# Why to call for social entrepreneurship support in the Czech Republic

The call was established based on initiative and experience of non-profit organizations representatives working with social entrepreneurship, established and starting social enterprises, social economy experts and academy sphere representatives in order to exacerbate Czech politicians, state and public administration representatives, banking institutions, commercial sector and broad public to social entrepreneurship support in Czech republic.

## What is social economy and why to support it

It creates a counter balance to global economy, way to harmony and sustainability of a man and capital. It respects market relations, but it is motivated by different value scale. It creates „windows into wiser future“ of our civilization, overstated.

## What social economy enables and offers

It offers motivation and chances to people who cannot find self-expression (due to various reasons) at current unified global labour market, services and goods market. People involved into social economy not only increase their independence and self-esteem, but they especially strengthen their own responsibility for their lives and personal development.

It offers motivation to groups of people creating civic society to non-traditional forms of own economical activities that will strengthen their position in municipalities and regions.

It offers a **stronger entrepreneur ethics** to entrepreneurial sector.

**From municipalities, cities and regions point of view** – social economy covers services that are impossible to be ensured by means of market tools and at the same time gaining a new dimension of relations among citizens and their interest groups. It empowers local and regional cohesion.

**From state point of view** it offers solution of local and regional problems where they arise. By means of social economy development it enables reduction of dependence of people, municipalities and regions on public resources. It uses self-help and mutuality where passive consumption of public services occurs.

## Europe and social economy

Experts in individual countries are engaged in the issue of social economy and its meaning since the 90ies and it became a frequent topic also in the field of European Commission and European Parliament.

E.g. European Economic and Social Commission states:

*„Common characteristics of social economy subjects represent accentuating social goals, stress laid on business points, but not the need of maximal turnover and profit. Their basic values are solidarity, social cohesion, social responsibility, democratic constitution, civic participation and autonomy. They combine business involvement and respect towards public benefit.“*

We find the following in the Report On social economy of the Commission for Employment and Social Affairs of European Parliament from January 2009:

*„Social economy that connects profitability and solidarity, plays a crucial role in European economy by means of creating quality working placements, it empowers social, economic and territorial cohesion, creates social capital, supports active citizenship, solidarity and type of economy with democratic values, prioritizing people and supporting sustainable development and social, environmental and technical innovations.*

*Social economy is crucial as economic and social agent. Social companies are unique in their enterprise form which is different than trade companies. They are private companies independent on public authorities and reacting on their members' needs and needs of common benefit. Ability of social economy to react on social needs that arose in the course of history in an innovative way led to the fact that its meaning is increasing continuously.*

*Social economy is created by co-operatives, mutual companies, associations, foundations and additional companies and organizations with common basic characteristics:*

- *Preferring personal and social goals to capital*
- *Protection and implementation of solidarity and responsibility principle*
- *Unification of members/users interest and common interest*
- *Democratic self-control by members*
- *Voluntary and open participation*
- *Independent management and independence on public authority*
- *Involvement of significant amount of redundancies in order to achieve the goal of sustainable development in the interest of service provision to members and services of public benefit“*

## Social economy in the Czech Republic



The first associations, co-operatives or foundations related closely to social economy concept were established in the Czech Republic 150 years ago. In last 7-10 years new entrepreneur activities were arising spontaneously in the form of new business activities of non-profit/civic-like bodies or business-like activities reacting on society need to solve a specific problem. These activities without consciously intending so bear the characteristics of social enterprising and they are understood this way abroad, so we can call them like that. Scope and diversity of these activities have not been reviewed so far in the Czech Republic.

Significant impulse for social entrepreneurship development in the Czech Republic was given in years 2005-2008 by EQUAL Initiative program, in terms of which there were two types of social enterprises established and verified - social co-operatives as a suitable form of social enterprise with the aim of municipal and micro-regional development and social firms employing significantly disadvantaged target groups. Below stated definitions and issues of social economy, social entrepreneurship and social enterprise were created by members of NESEA workgroup established upon National thematic network C Social economy empowerment, especially regarding community services, in terms of this program and represented by non-state non-profit organizations, co-operations, commercial and academic sphere representatives.

### **Definition of social economy**

*It is a complex of autonomous private activities realized by different types of organizations that have the aim to serve their members or local community first of all by doing business. The social economy is oriented on solving issues of unemployment, social coherence and local development. It is created and developed on the base of concept of triple bottom line – economic, social and environmental benefits. Social economy enables citizens to get involved actively in the regional development. Making profit/surplus is desirable, however is not*

*a primary goal. Contingent profit is used in preference for development of activities of organization and for the needs of local community. Internal relations in the social enterprises are headed to the maximum involvement of members/employees in decision-making and self-management while external relations strengthen social capital. Legal form of social economy entities is not decisive – what is crucial is observing public benefit aims as listed in the articles. Subjects of the social economy are social enterprises and organizations supporting their work in the areas of education, consulting and financing.*

### **Definition of social entrepreneurship**

*Social entrepreneurship develops independent business activities and is active on the market in order to solve issues of employment, social coherence and local development. Its activities support solidarity, social inclusion and growth of social capital mainly on local level with the maximum respect of sustainable development.*

### **Definition of social enterprise**

*Social enterprise means „a subject of social entrepreneurship“, i.e. legal entity or its part or a natural person which fulfils principles of the social enterprise; social enterprise must have appropriate trade license.*

### **Main principles of social enterprise**

- 1. Public benefit aim defined in the articles or statutes*
- 2. Participation, democratic decision-making and social capital*
- 3. Specific financing and profit utilization*
- 4. Local dimension*

*Legal entity of social enterprises is not important, however they must be subject of private law. According to the existing legal system, they can function in a form of cooperatives, civic associations, public benefit associations, church legal entities, Ltd., stock companies and sole traders. Budgetary organizations and municipalities should not be social enterprises as they are not autonomous – they are parts of public administration.*

*Social entrepreneurship is defined very broadly. Beside employment of the people disadvantaged at the labour market it also includes organizations providing public benefit services in the area of social inclusion and local development including environmental activities, individuals from the disadvantaged groups active in business and also complementary activities of NGOs destined to reinvest profit into the main public benefit activity of an organization.*

# Obstacles in social entrepreneurship development

## Not visible, practically no PR

- Uniform representative form of social economy actors is missing
- Social entrepreneurship results are not apparent, their promotion is lacking
- Insufficient motivation and capability of social enterprises to perform effective public relations

## Respect and understanding is lacking

- Small consciousness and knowledge concerning the term of social economy, social entrepreneurship and social enterprise
- Public administrations on national, regional and local level are not conscious of its development potential and therefore the issue is not involved into their concepts, strategies and policies
- Social responsibility is not sufficiently transparent regarding socially responsible companies
- Low motivation, self-consciousness and will to overtake risks of potential social economy bearers

## Low and inefficient support

There is no education in non-profit sector to entrepreneur proficiency necessary for starting and operating social enterprises.

- Financial support necessary for social enterprise start up is lacking
- Simplified understanding of capability to self-finance social enterprises, it is impossible to assess their financial independence as a „condition necessary to be fulfilled to certain date“
- More variable grant calls for proposals that would support social entrepreneurship reacting on diversity of social entrepreneurship activities, are lacking

- Public administration does not use the possibility to purchase service and goods from current social enterprises based on opportunities assessed by Act on Public Procurement, often regarding small commissions.
- Labour Offices provide systematic support just to specific disadvantaged target groups, i.e. handicapped people, and even this support is not bound in a system way.
- Great extent of state support to disadvantaged people paradoxically inhibits them in their development, it does not motivate them to gradual process of achieving independence
- Infrastructure supporting social entrepreneurship development is lacking

## Not embodied, control is lacking

- Social economy and their actors are not investigated and reviewed
- Formally assessed parameters in terms of calls for proposals supporting social enterprise establishment inhibit creativity and innovation, representing typical signs of social economy
- System of control vs. support – i.e. acknowledgment of social enterprises and assessment of support for their establishment and development – is lacking.

In Prague on 19th August, 2009



### Sources:

European Economic and Social Commission, EU, INT/242  
Commission for Employment and Social Affairs of European  
Parliament, Report on social economy (2008/2250(INI)) published on  
January 26, 2009  
[http://ec.europa.eu/enterprisocial/entrepreneurship/entrepreneurship/social\\_economy](http://ec.europa.eu/enterprisocial/entrepreneurship/entrepreneurship/social_economy)  
Social economy in the Czech Republic viewed by NTS CIP EQUAL  
projects, 14th April 2008



# Social Firms Europe **CEFEC**

[www.socialfirmseurope.org](http://www.socialfirmseurope.org)

## The Network of Social Firms across Europe

Social Firms Europe CEFEC is a European NGO which represents SMEs, NGOs and organizations who share the common goal of creating work for people with disabilities and other severe disadvantages in Social Firms and social co-operatives.

*Join us in this work...we are stronger together*



## What we do:



- **Annual conference** held in different EU country each year
- **Share best practice and inspiration through operation of the European Social Firm of the Year Award** – a competition held each year with prizes for an overall winner, best small Social Firm of <10 employees and best large Social Firm of >11 employees (subject to the definition of Social Firms outlined on the back page of this brochure)
- **Support** members to create new workplaces
- **Facilitate information exchange** and mutual support at a transnational level (including brokerage of partnerships for European projects)
- **Provide a voice** for members at EU level
- **Encourage research** into the Social Firm model and **lobby for better understanding** of the role and potential of Social Firms



## Membership

We have members from 18 European countries, all working towards the common goal of social and economic integration of disabled and disadvantaged people through employment.

*There are 3 different types of membership:*



### 1) FULL MEMBERSHIP

For national networks, organisations, social co-operatives, Social Firms and initiatives **within Europe** working in vocational rehabilitation and towards the social and economic integration of people with mental health problems and other disabilities or disadvantages.

- 150 Euros per year for organisations with <20 staff
- 300 Euros per year for organizations with >20 staff

### 2) SUPPORTING ORGANISATION MEMBERSHIP

For national networks, organisations, social co-operatives, Social Firms and initiatives **outside Europe** working in vocational rehabilitation and towards the social and economic integration of people with mental health problems and other disabilities or disadvantages.

- 150 Euros per year, for any size of organisation



### 3) INDIVIDUAL MEMBERSHIP

For individuals, rather than organisations, in Europe and worldwide and for anyone involved professionally or personally in this field.

- 25 Euros per year

To join, go to [www.socialfirmseurope.org](http://www.socialfirmseurope.org) and click 'Join Us', select the membership category which is appropriate for you, complete and return the application form to [socialfirmseurope@cefec.biz](mailto:socialfirmseurope@cefec.biz) and we shall process it.



### Defining characteristics of a Social Firm:

- A Social Firm is a business created for the employment of people with a disability or disadvantage in the labour market;
- It is a business which uses its market-oriented production of goods and services to pursue its social mission;
- A significant number (minimum 30%) of its employees will be people with a disability or other disadvantage in the labour market;
- Every worker is paid a market rate wage or salary appropriate to the work, whatever their productive capacity;
- Work opportunities should be equal between disadvantaged and non-disadvantaged employees. All employees have the same employment rights and obligations.

Social Firms Europe  
**CEFEC**

Contact details:  
**[socialfirmseurope@cefec.biz](mailto:socialfirmseurope@cefec.biz)**  
**[www.socialfirmseurope.org](http://www.socialfirmseurope.org)**

CEFEC – a.s.b.l. (non-profit association), Registration No. 442.465.795,  
Registered office: Vottem, Belgium

# Certificate Certifikát


We hereby certify that / Potvrzujeme, že

**Petru Vasile Gafiuc**

has participated in / se zúčastnil(a)

XXII. Conference of Social Firms Europe – CEFEC “Social Firms – A New Dimension of Enterprise”  
10th – 12th September 2009, Prague, Czech Republic

XXII. Výroční konference Social Firms Europe – CEFEC „Sociální firmy – nový rozměr podnikání”  
10. – 12. září 2009, Praha, Česká republika

  
Pavel Novák

Chairperson of CEFEC  
Předseda CEFEC



## Country Presentations

## Questions and Answers

First Day of Conference , Christiane Haerlin and Christine Krämer will moderate

1. How many Social Firms are in your country ? How many emerging ? If not how many other employment projects are there ?
2. Is Social Firm Development a part of governmental policy with legal or similar consequences ?
3. Is there a special Act (law) on Disability and Social Firms ?
4. Are there subsidies for Social Firms ( disabled or disadvantaged people ) as regards
  - investments
  - starting costs
  - training
  - salary compensation
5. Is there a quota system for businesses on the open market to employ disabled or disadvantaged people, and/or do companies have to pay for not meeting their employment quota?
6. Is there an umbrella organization or formal network of Social Firms which helps to promote new firms and consult and coach existing firms including training courses ?
7. What is the most important information about Social Firms in your country ?

Call for social entrepreneurship support in the Czech Republic was created by following persons and organizations:

Mirka Bubela, O.s. Green Doors, Praha

Ing. Lucie Brančíková, Svaz českomoravských výrobních družstev

Doc. Ing. Marie Dohnalová, CSc., Fakulta humanitních studií Univerzity Karlovy v Praze

Zuzana Dudáková, sociální firma Modrý domeček, o.s. Náruč

Ing. Pera Francová, Nová ekonomika, o.p.s, Praha

Martin Hamáček, Stéblo, o.s.

MUDr. Vladimíra Hejmová, o.s. Náruč

Ing. Zuzana Hippmannová, sociální firma - kavárna/galerie Rozmar, Rozmarýna o.p.s., Praha

Kateřina Hlatká, Dis, Fokus Praha, o.s.

Bc. Martin Lán, Fokus Ústí nad Labem

Bc. Jan Mácha, Fokus Praha, o.s.

Jiří Novák, sociální firma Jůnův statek, Fokus Praha, o.s.

Pavel Novák, Fokus Praha, o.s.

Ing. Karel Rychtář, Svaz českomoravských výrobních družstev

PhDr. Jaroslava Šťastná, Filosofická fakulta Univerzity Karlovy v Praze

Ing. Markéta Würtherlová, Fokus Praha, o.s.

The mission of Fokus Praha is to support people with a history of mental illness in their efforts to manage their lives and find opportunities for self-fulfilment in the community

# FOKUS PRAHA

- offers free-of-charge comprehensive social and healthcare services in a non-institutionalized setting, focusing on individual care for people with a long-term mental illness
- advocates for the rights and interests of people with mental illnesses
- works with clients' families
- is a group of psychiatrists, psychologists, psychotherapists, social therapists, vocational therapists, social workers, educational and other professionals including volunteers
- promotes legislative and other changes in psychiatry and social services
- organizes workshops and courses for both professionals and lay public
- disseminates information on mental health and mental illnesses
- promotes an open and tolerant attitude towards people with mental illnesses
- supports the creation of a regional system of care for people with mental illnesses, and is actively involved in it

## Who are our services meant for?

Our target group are adults with mental illnesses

## Among the most common diseases are:

- schizophrenia
- neurotic disorders
- mood disorders, such as depression.

An open discussion about and with people who suffer from a mental illness makes it easier to understand their problems

## What could a mental illness involve?

The person's condition may be hard to understand for those who are around him or her. They can feel weak and vulnerable because of their insecurity and fear. They usually stop communicating with those that are closest to them, which further deepens their social isolation. There is a growing risk that they will become overwhelmed by their condition and feelings of helplessness. In this condition, they have a less acute perception of their rights, obligations, and needs.



## People with a mental illness and their families need the following support:

- **social support** - goes across the board and connect all services:
  - case management - gradual and long-term support to those clients who have been using various types of support, and need help in multiple areas - family, social contacts, work, education, free time
  - information and counseling services that give users access to information in difficult life situations. They help users deal with common life difficulties.

### Other areas of support:

- **health** - focused on health and psychotherapeutic care for users and their families
- **employment** - offers sheltered work opportunities. The aim of rehabilitation programs is to improve or re-acquire capabilities and skills that one needs to succeed on the open labor market
- **housing** - offers a set of supporting services that enable users to live a normal life
- **free time** - offers a safe and pleasant environment to spend free time, build social contacts, manage time, and find hobbies that help users become proactive and feel fulfilled
- **education** - helps users upskill or retrain through courses and workshops

### The aim of professional support:

Makes it possible for people with mental illnesses to live easily with other people, to be able to create social relations, have family, their own housing and work.

**Our intention is that all users leave us more balanced and stronger, empowered in their abilities and better prepared to face life. We want them to be better rounded and whole in their family relationships, friendships, their community and place of work.**

Fokus Praha was established in 1990 in response to a need for a change in psychiatry and social services. Fokus Praha is a member of the following international bodies: World Federation for Mental Health, Arge Ost West, Mental Health Europe.

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# SOCIAL FIRM

A social firm is a competitive business trading on a regular market for a social purpose. It is one of the models of placing disadvantaged people on the labor market.

A social firm provides disadvantaged people with job opportunities similar to standard employment while taking into consideration their special needs.

When necessary, it offers a certain amount of support while aiming to maximize the potential of its staff and develop their skills and capabilities.

## A social firm:

- generates at least 50 % of its income from commercial activity
- employs at least 25 % but no more than 55 % of physically or socially disadvantaged people
- caters to the special needs of its disadvantaged staff to help them keep their jobs in the long term or move on to the open labor market
- employs both people with and without disadvantages, which encourages stigma reduction and social inclusion
- offers services to the local community that are in demand, which helps disadvantaged people feel useful and fulfilled
- pays wages that are usual in its region and industry, which supports financial independence of its employees
- increases the quality of life of disadvantaged people
- adheres to standards set out for social firms

**Jůnův statek** is the first social firm managed by Fokus Praha. Established in 1999, this social firm provides accommodation and hospitality services, and employs 25 people with a history of mental illness.

**Garden**, another social firm Fokus Praha has been running since 2006, had been transformed from a sheltered workshop. It offers landscaping services, and employs 7 people with a history of mental illness.





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# Social Firms Europe CEFEC

## Social Firms Europe CEFEC

### Meeting of the General Assembly

11 September 2009, Prague

#### **Members present**

Athena Frangouli (Greece)	
Vasile Gafiuc (Romania)	
Christiane Haerlin (Germany)	
Bernard Jacob (Belgium)	(Incoming President)
Christine Krämer (Switzerland)	
Jarmo Kujanpää (Finland)	
Marcelino Lopez (Spain)	
Paulo Mendes (Portugal)	
Pavel Novak (Czech Rep)	(President)
Igor Pavel (Slovenia)	
Sally Reynolds (UK)	(General Secretary)
Teresa Ribeiro (Portugal)	
Rainhold Scharf (Austria)	(Treasurer)
Carla Silva (Portugal)	
Polona Stefanic (Slovenia)	
Lorenzo Toresini (Italy)	
Roland Z'Rotz (Switzerland)	
Tom Zuljevic (Austria)	

#### **1 Introductions**

Members introduced themselves, briefly explained their background in Social Firms and their links with Social Firms Europe CEFEC.

#### **2 General Secretary's Report**

Sally Reynolds, the new Secretary General, thanked Athena Frangouli, the previous Secretary General, for all her work over the past seven years. She congratulated ARIA for organizing and hosting a very successful conference in Portugal in 2008 and thanked them for donating 10% of the 1500 euros raised to Social Firms Europe CEFEC.

Regarding work with other organisations, Athena Frangouli will be the Social Firms Europe CEFEC representative on EDF and Sally is on the board of ENSIE,

another pan-European network with which Social Firms Europe CEFEC could build productive links.

Responsibility for the Secretariat is being transferred from Greece to the UK, following the departure of Marianna Georgalis. It will now be hosted by Social Firms UK, whose new Membership Officer, Tom Gaule, will perform the Secretariat duties as part of his job when he starts in November. Sally envisages that this arrangement offers scope to develop better services for Social Firms Europe CEFEC members. The transition has created some delays and members can expect to receive invoices for the 2009 membership fees shortly. When the Secretariat is running smoothly, Sally will take a more strategic role.

## **2a Bank Account**

Regarding finance, Rainhold explained that Social Firms Europe CEFEC was registered officially in Belgium and Social Firms Europe CEFEC's bank account was also in Belgium. Members were agreed that the Belgian bank account is to be the main one used from hereon in, and that the signatories to this account are:

- Athena FRAGOULI
- Bernard JACOB
- Suzanne HAIRS (PALM)

Financial and other official papers are required by the Belgian authorities in June and so it had been necessary to submit them before the General Assembly meeting. On a day to day basis, the bank account is to be monitored by Bernard (with assistance from Suzanne Hairs), who will send bank statements regularly to Rainhold and the Secretariat for checking.

## **3 Appreciation of previous Secretary General and Secretariat**

Sally gave a vote of thanks to Marianna and Athena for all the hard work they had done since 2002 as CEFEC co-ordinator and Secretary General respectively. This was endorsed by everyone present.

## **4 Strategic Priorities**

Sally gave a presentation on the strategic priorities for Social Firms Europe CEFEC that had been agreed by the Executive Committee.

The vision and mission statements still need a bit of work, but the strategic priorities have been agreed as the following:

- 1) to raise the level of understanding and increase the profile of Social Firms and social co-operatives across Europe
- 2) to increase and serve the membership
- 3) to become more financially sustainable and influential as a European network



She also explained that in order for the organisation to become more financially sustainable the strategy would be to increase membership. 5 new full members and 1 new individual member had joined since April.

## **5      Financial Report**

Rainhold circulated copies of the annual accounts which were approved unanimously. He explained that the current balance was low because of expenses related to Marianna's departure and because invoices for 2009 membership fees had not yet been issued. However, when this had been done he expected it would generate sufficient funds. Decisions on the annual fee to be paid to Social Firms UK for providing the Secretariat services would be taken at the next Executive Committee meeting in February 2010. He noted that under the new arrangement Social Firms Europe CEFEC would not face any employment liabilities. Other likely expenditure included a payment of 200 euros to Christiane as reimbursement for producing folders for the Linz appeal documents, and the EDF 2009 membership fee was still outstanding.

Christiane suggested that when the 2009 invoices were sent out, they should include a reminder to members who had not paid 2008 membership fees to settle their accounts.

## **6      2010 Conference**

Sally explained that this will be held next July in either Cambridge or Norwich, UK, and will be combined with the Social Firms UK conference. As it will be the EU Year for Combating Poverty and Social Exclusion, she is applying to the UK authorities for funding and if successful, she wants it to be as inclusive as possible and hopes to be able to offer bursaries for members and service users to attend. Progress on arrangements will be discussed at the next Executive Committee meeting, which is provisionally booked for 5 February. The assembly thanked Sally for hosting the conference.

For 2011, both Bulgaria and Italy have expressed interest in hosting the conference. Sally will liaise with both countries and report back to the Executive Committee on the outcome of these discussions. It was noted that Lorenzo would need to have a decision by April 2010.

## **7      Presidency**

Pavel explained that the President of Social Firms Europe CEFEC is usually the Executive Committee member in whose country the next annual conference is to be held. However, given that Sally had recently taken responsibility as Secretary General, was managing the Secretariat and had offered to host next year's conference, the Executive Committee considered that another Executive

Committee member should be President, and Bernard had offered to take on this role. Members of the Assembly agreed with this arrangement.

With the support of the Assembly, Bernard thanked Pavel for his excellent work as President.

Bernard explained that he had been appointed as an adviser to the Belgian Ministry of Health and his responsibilities include preparing for activities that will take place when Belgium holds the Presidency of the European Union from July to December 2010. This will include organizing the meeting of the European Disability Forum (EDF).

As the new President of Social Firms Europe CEFEC, Bernard said that, in addition to increasing membership, it was important to have influence at a political level in order to gain support for, and help to achieve, the organisation's objectives. He proposes to draw up a letter containing two main questions that Social Firms Europe CEFEC can send to Members of the European Parliament. He will prepare a draft and seek the Executive Committee's agreement to it.

## **8      Other Business**

Christiane asked for the country reports that had been prepared ahead of the conference for the interview session to be sent to Hana Netusilova, as it hadn't been easy to capture the information at the time and the organizers would like to include it on the website.