

# ANNUAL CONFERENCE 2021



SOCIAL ECONOMY STIMULATING  
THE TRANSFORMATIVE POTENTIAL  
OF COMMUNITIES

## ANNUAL CONFERENCE 2021

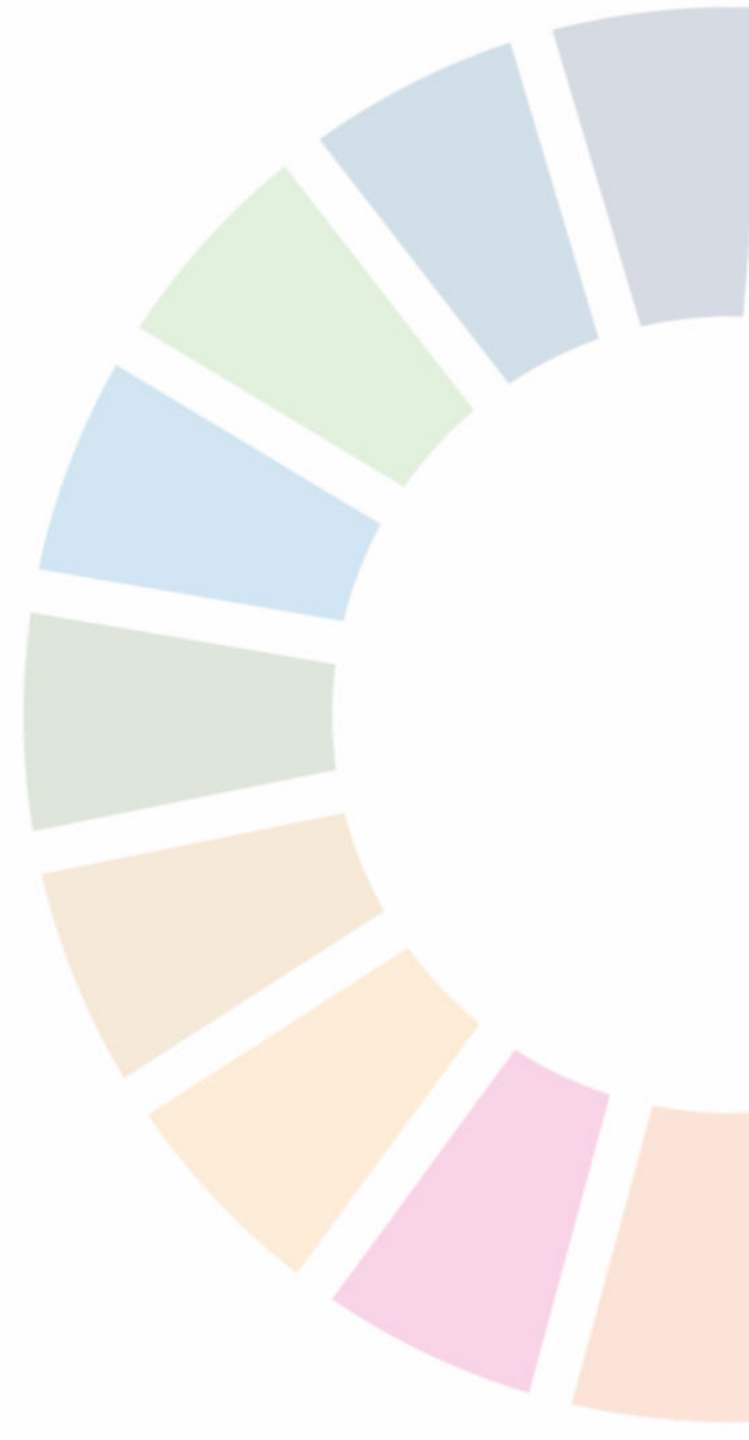


## EMPLOYMENT AND GROWTH

Green economy in improving employment.

24<sup>th</sup> of March 2021

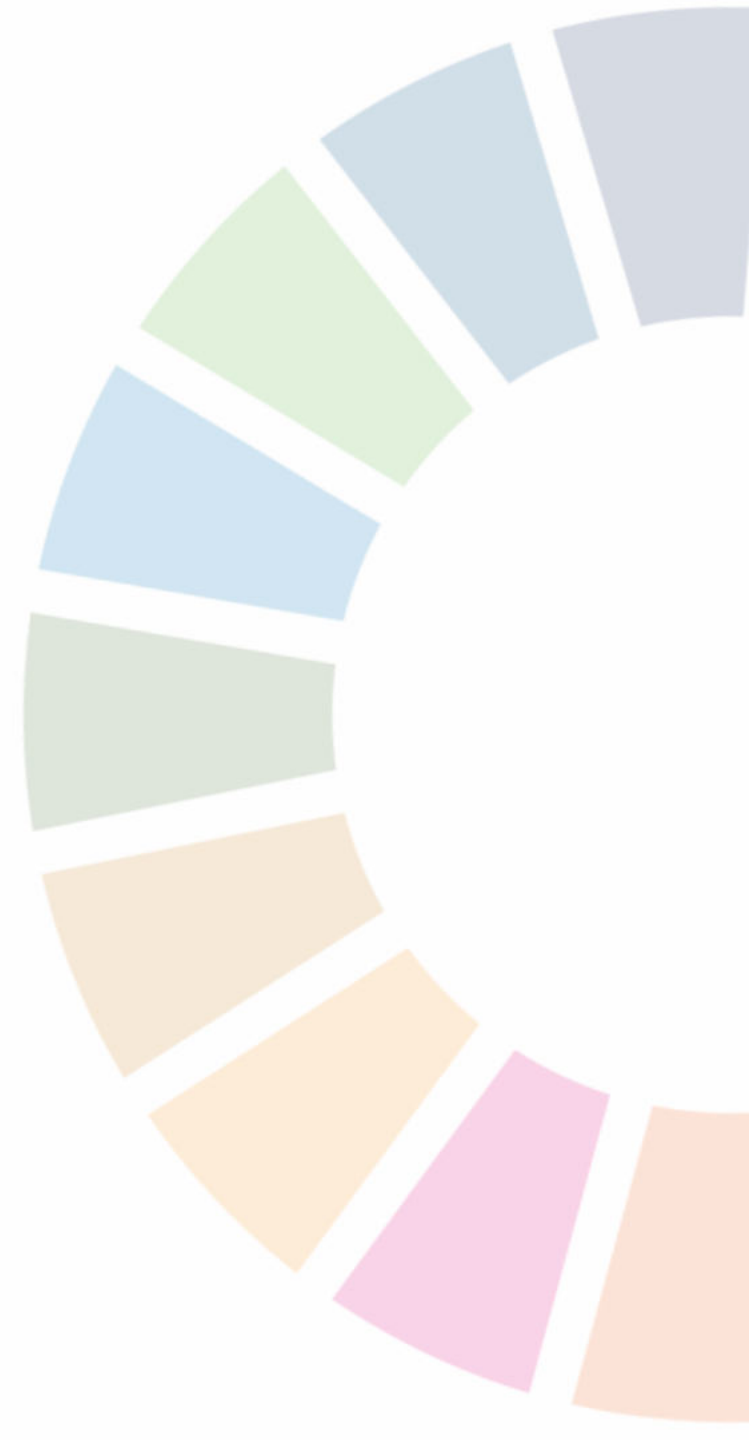
2:00 - 5:00 CET

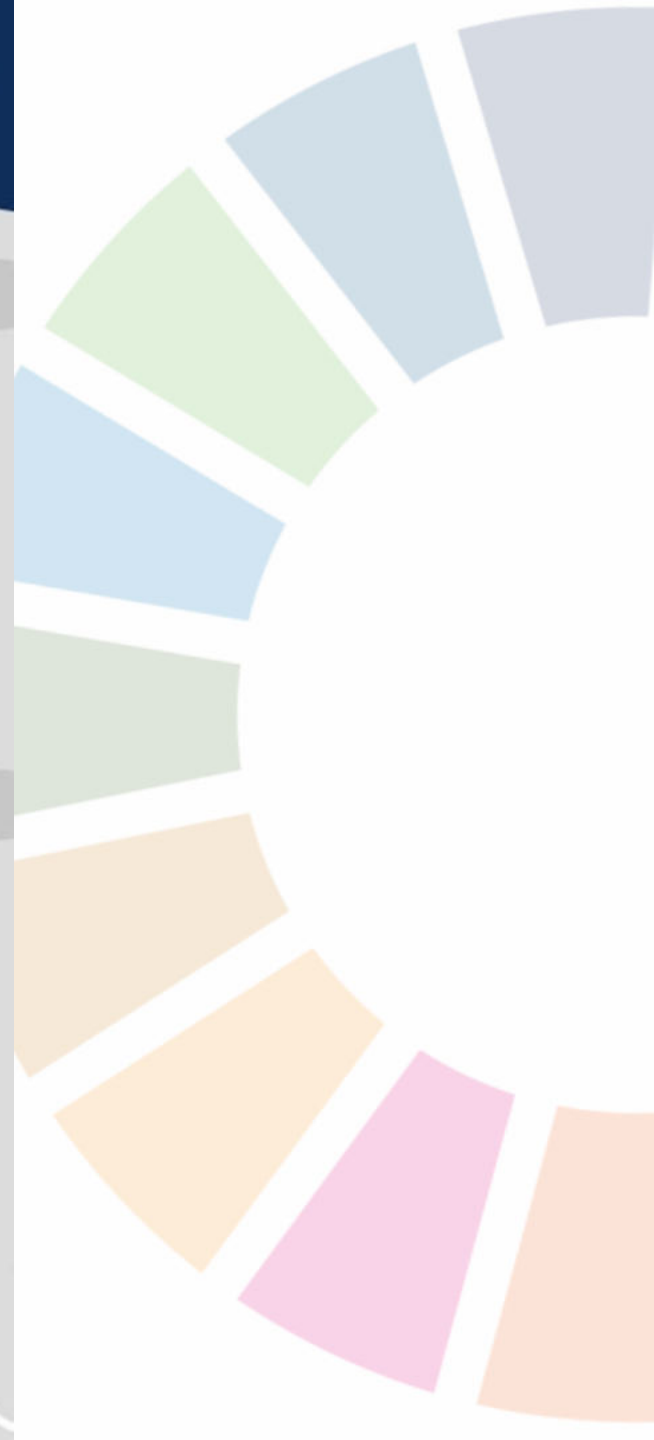
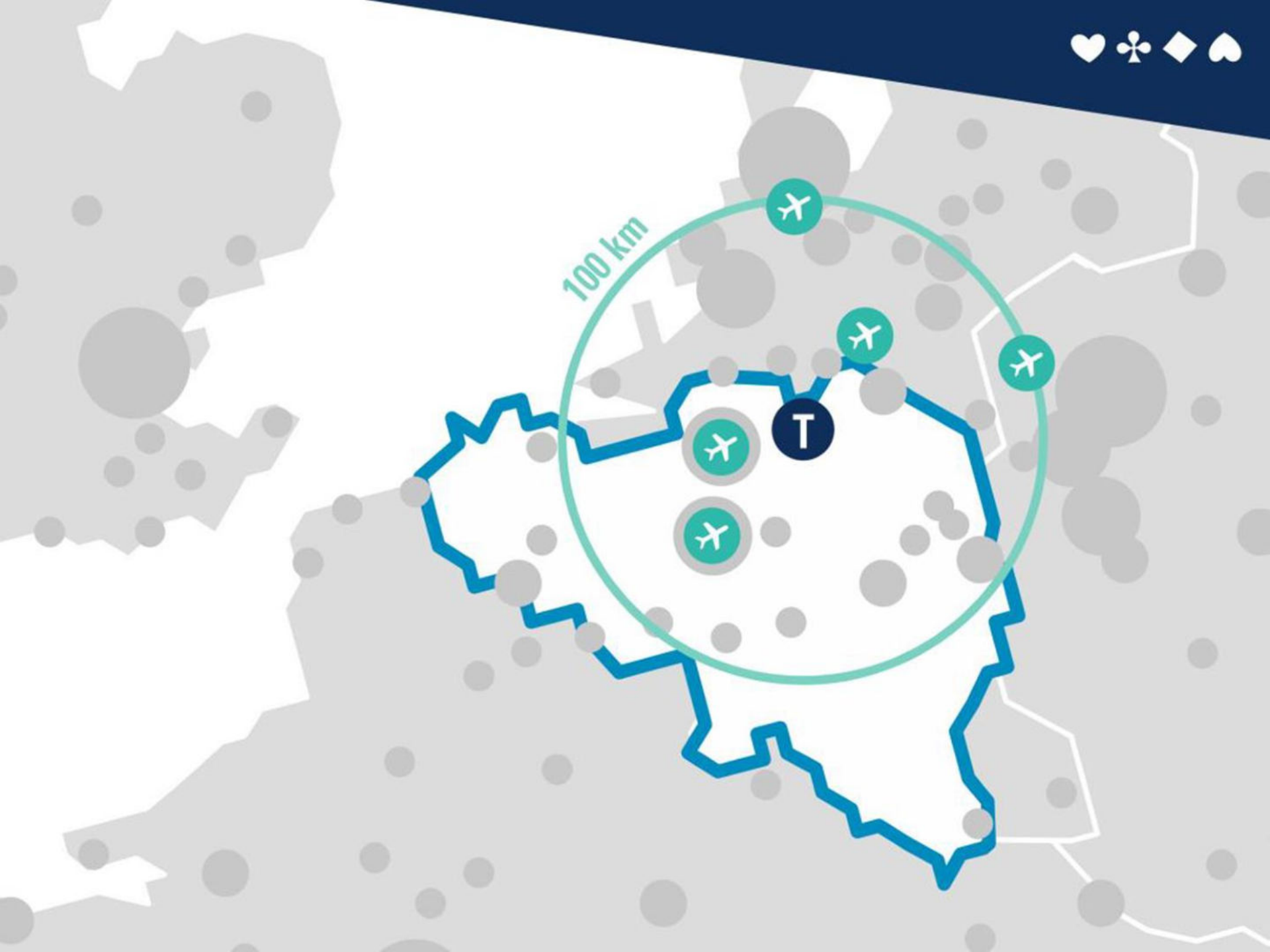


**ANNUAL CONFERENCE 2021**

**WEB WORKS!**

**[www.webwerkt.be](http://www.webwerkt.be)**

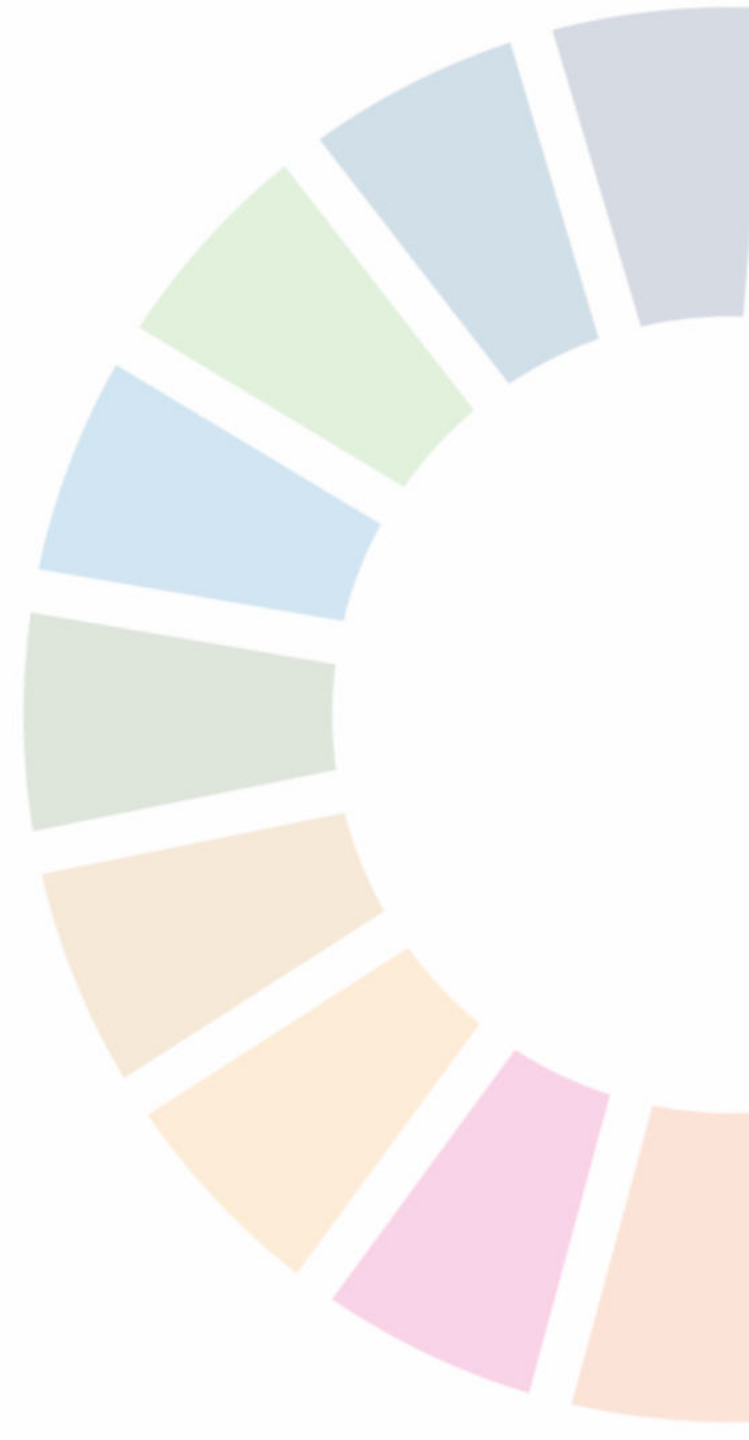




# ANNUAL CONFERENCE 2021

## Overview

- Introduction WEB: Mission Statement
- 2 departments: training/education & employment for target groups
- Presentation: Focus “WEB as an inclusive entrepreneur”
- New business case: Circular – Sustainable activities
- Employment: Target groups – Work Experience Workfloor
- ECO-system
- Partnerships

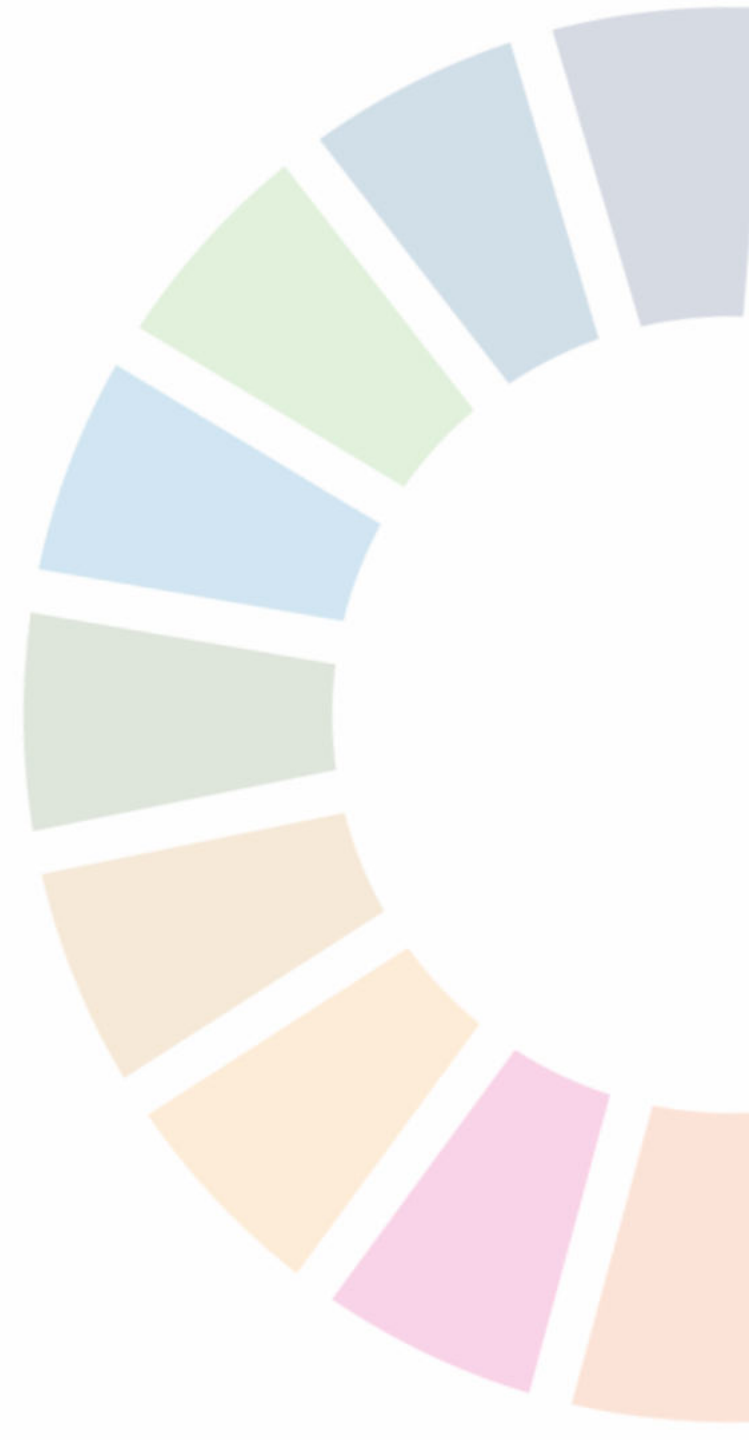


# ANNUAL CONFERENCE 2021

## Our Mission Statement

WEB addresses to unemployed people and employees who need intensive guidance during their search for a permanent job. We organize education and training, and offer work experience programs or sustainable employment for target groups.

Employers can get help from WEB for the education and guidance of their executive employees. We help employers develop a customized HRM-policy.



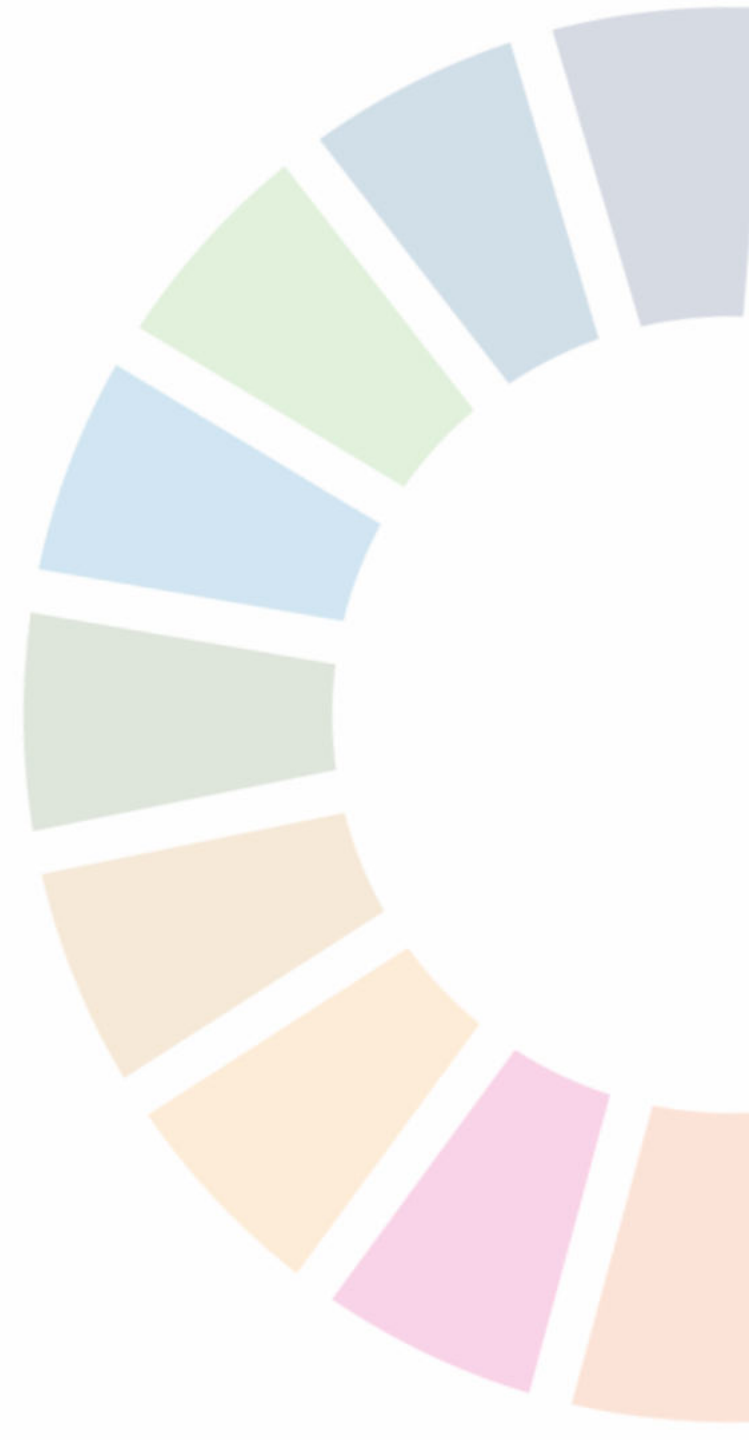


# ANNUAL CONFERENCE 2021

## 4 strategic priorities WEB

### Strategy

- Focus on sustainable activities, circular economy
- WEB as a link to inclusive entrepreneurship, coaching activities
- **WEB as an inclusive organisation**
- WEB as part of an organisation network

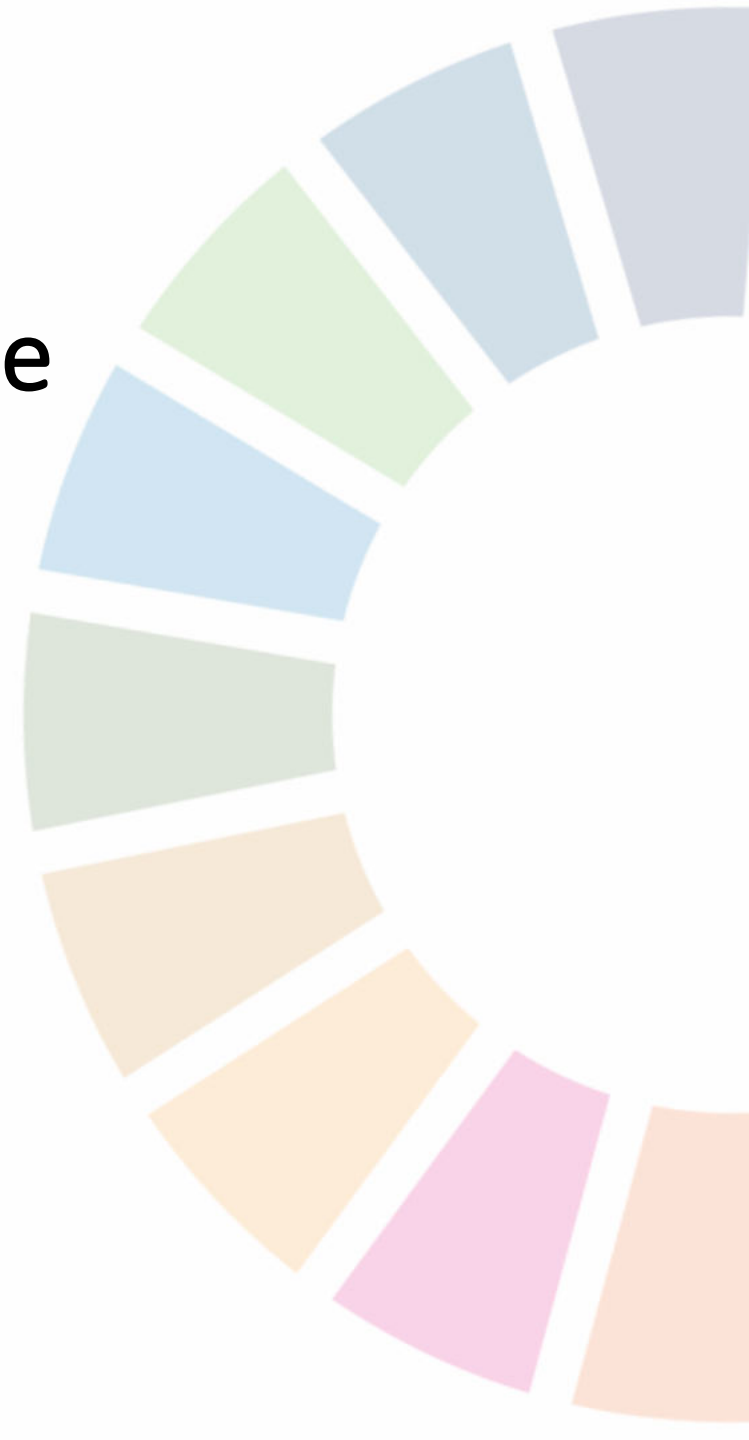


# ANNUAL CONFERENCE 2021

## WEB

### Werkervaringsbedrijven/ Work experience company

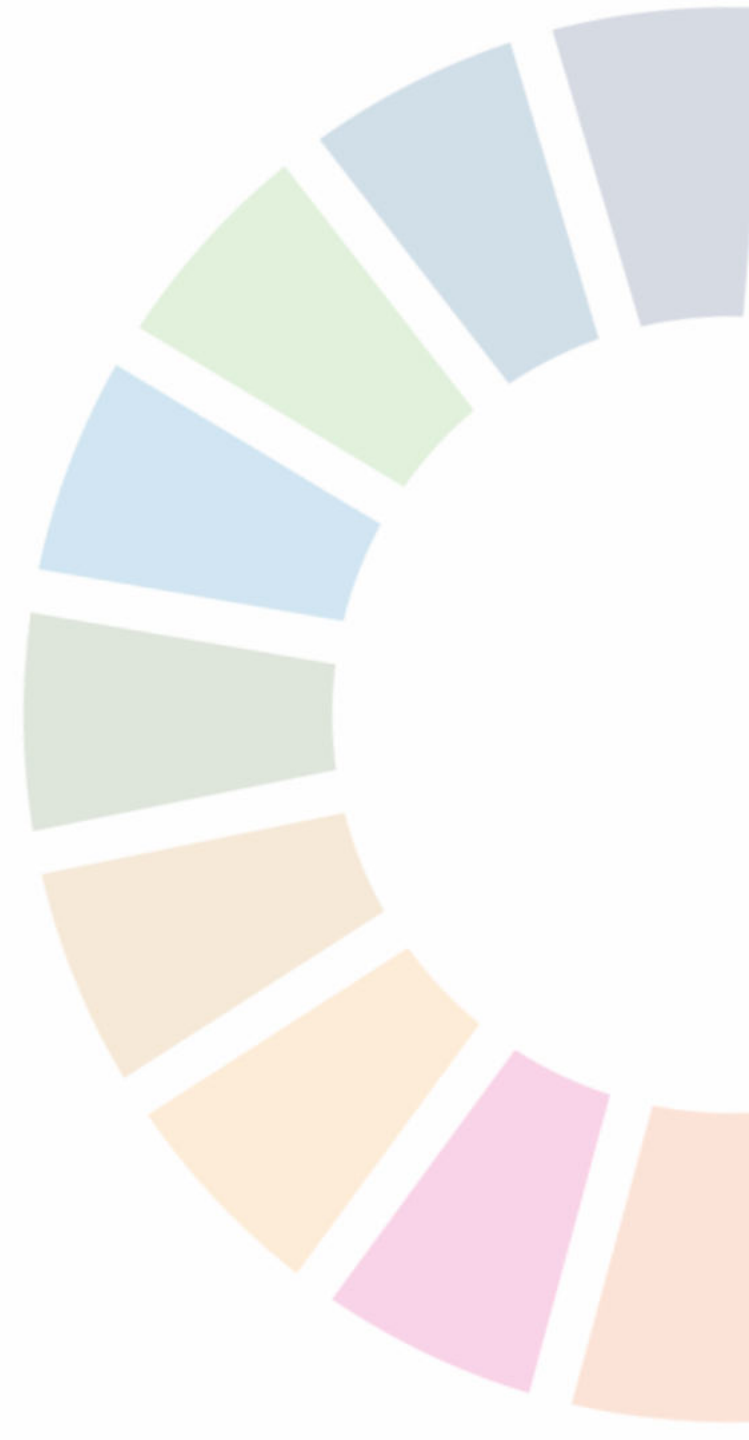
- →→ “walking on a tight rope”
- →→ a new site in the center of Turnhout (= a former supermarket)
  - Commercial activities with a sustainable, ecological focus
  - Creation sustainable jobs in Social Economy & a work experience floor
  - WEB bought the site in 2018, developed a business plan, renovations in 2020-2021, opening summer 2021
  - Investment: approx € 4 000 000



# ANNUAL CONFERENCE 2021

## Investment

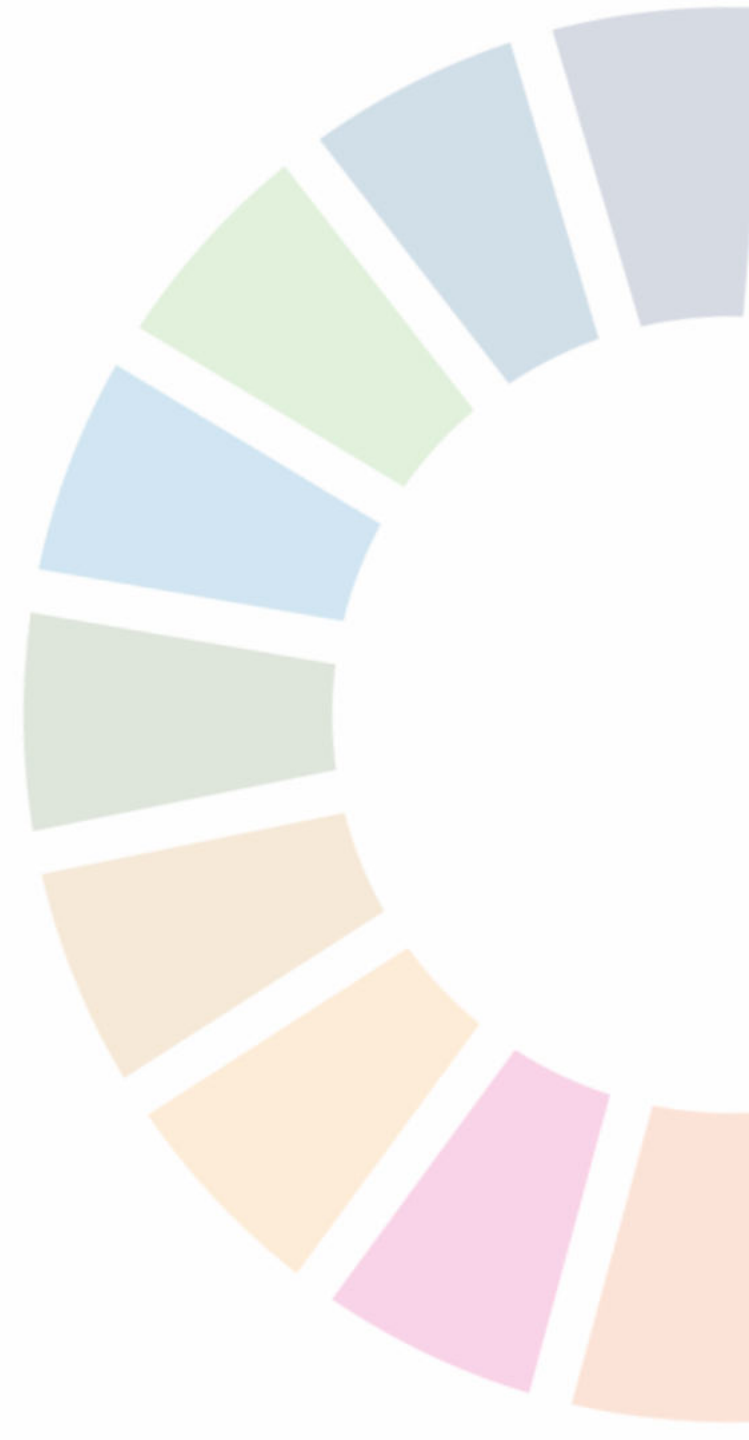
- Loan
- Own capital
- Financial plan



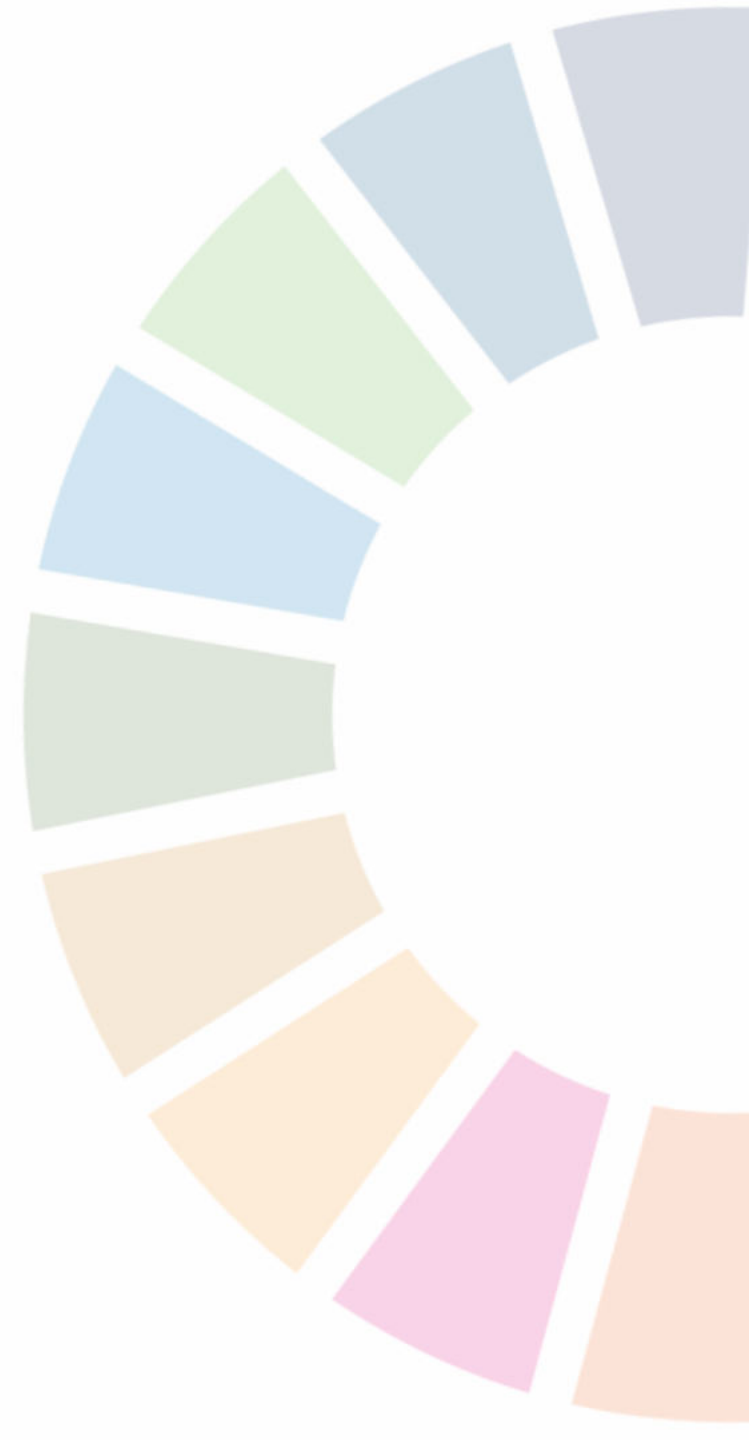
# ANNUAL CONFERENCE 2021

## Methodology

- Mission: employment target groups
- How: strong business cases
- Coaching method: Salmon model = Growth model
  - ALWAYS: WALKING ON A TIGHT ROPE .....



# ANNUAL CONFERENCE 2021



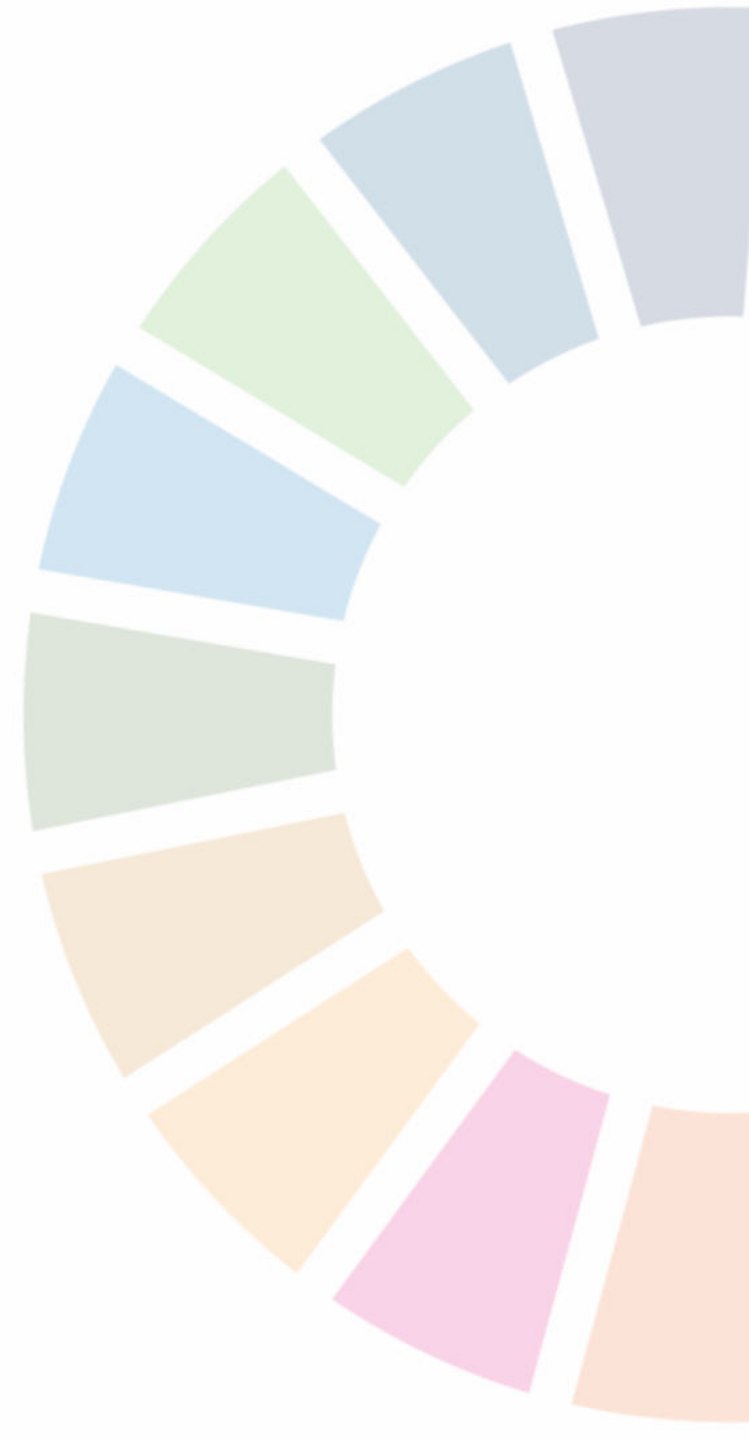
# ANNUAL CONFERENCE 2021

## Coaching: growth model

- Thought behind the principle of the salmon = growth



- Easy accessible, basic tasks
- Complexity tasks and customer contact
- Obstacles/barriers to sustainable employment



# ANNUAL CONFERENCE 2021

## Salmon principle

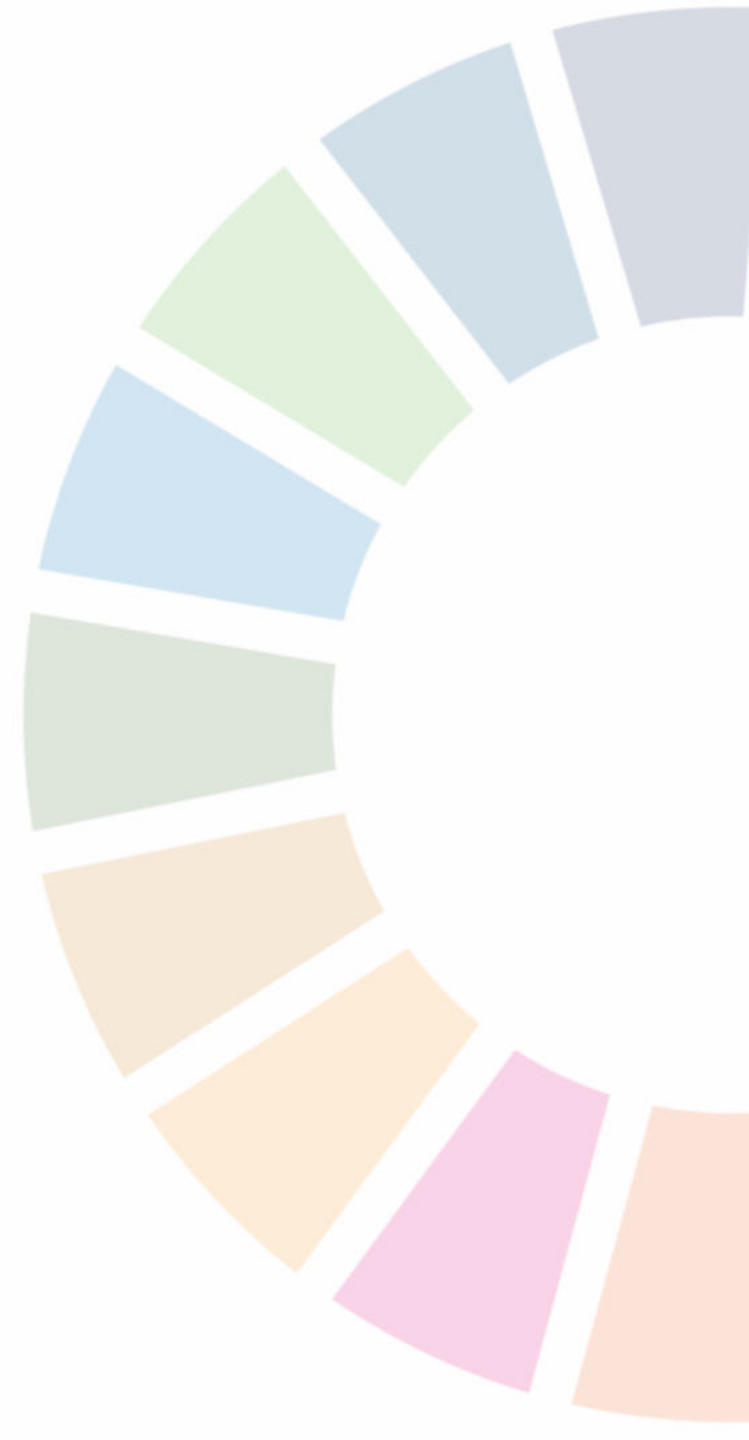
- Easy accessible, basic tasks
- Tailored/custom made to the new employee
- Planned timeline of 6 months
- Complexity tasks and customer contact increases
- Growing en tackle obstacles that prevent taking a sustainable job



# ANNUAL CONFERENCE 2021

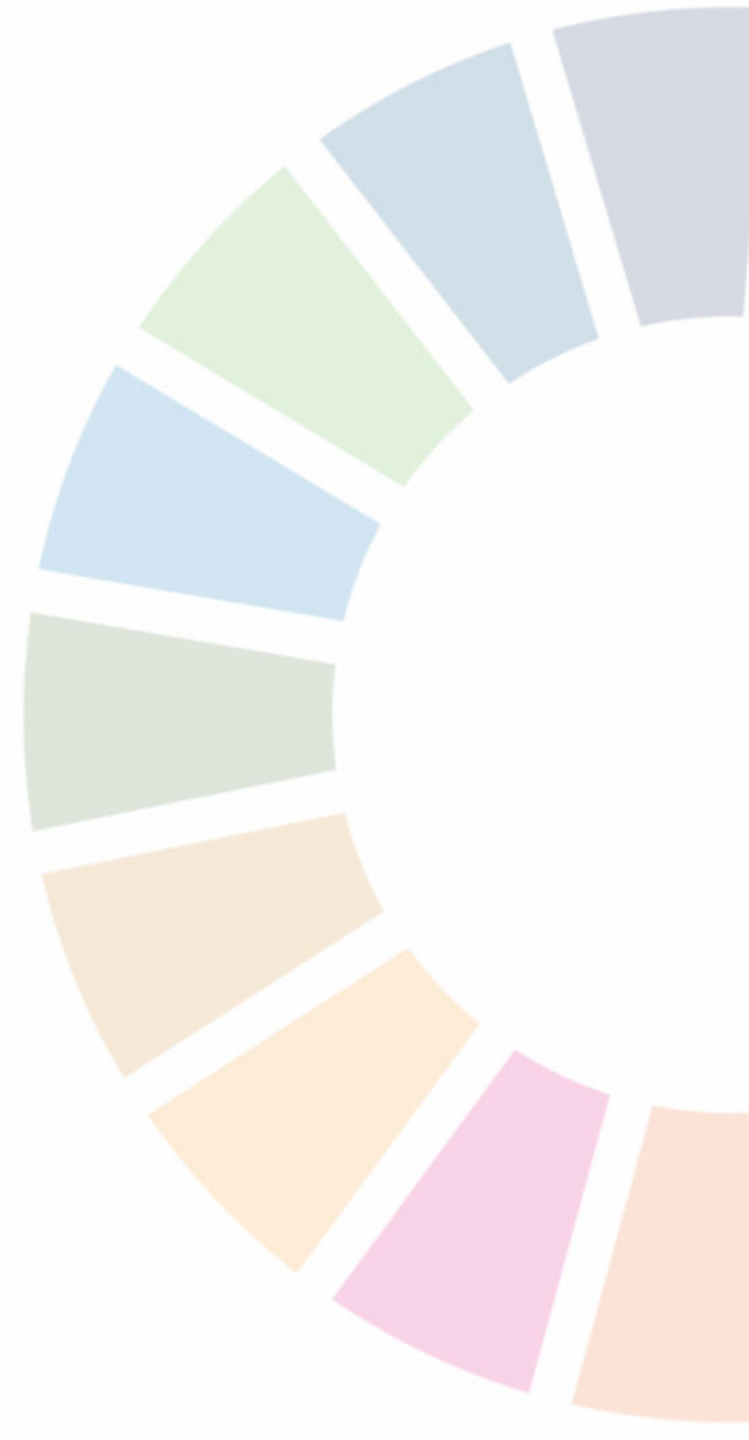
## Growth model & clusters

- Horeca
- Cleaning & Facility/woodworking/  
Handymen
- Retail
  - Second hand shops: logistics, production, sales,  
transport, administration ...



# ANNUAL CONFERENCE 2021

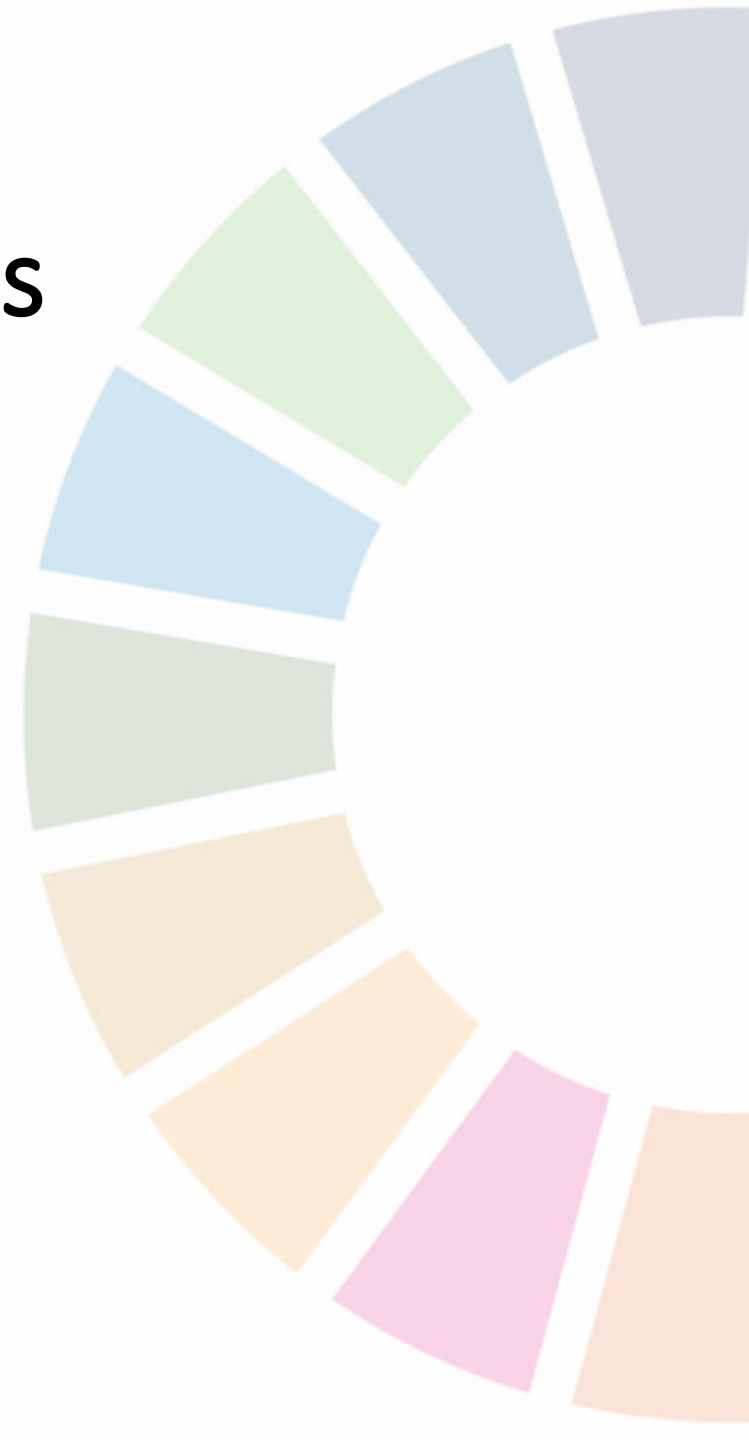
## Salmon Model HORECA WEB



# ANNUAL CONFERENCE 2021

## New commercial campus: 5 activities

- Foodshop
- Bistro
- Second hand clothes boutique
- Repair workshop
- Mini recycle centre



# ANNUAL CONFERENCE 2021

## Before ...

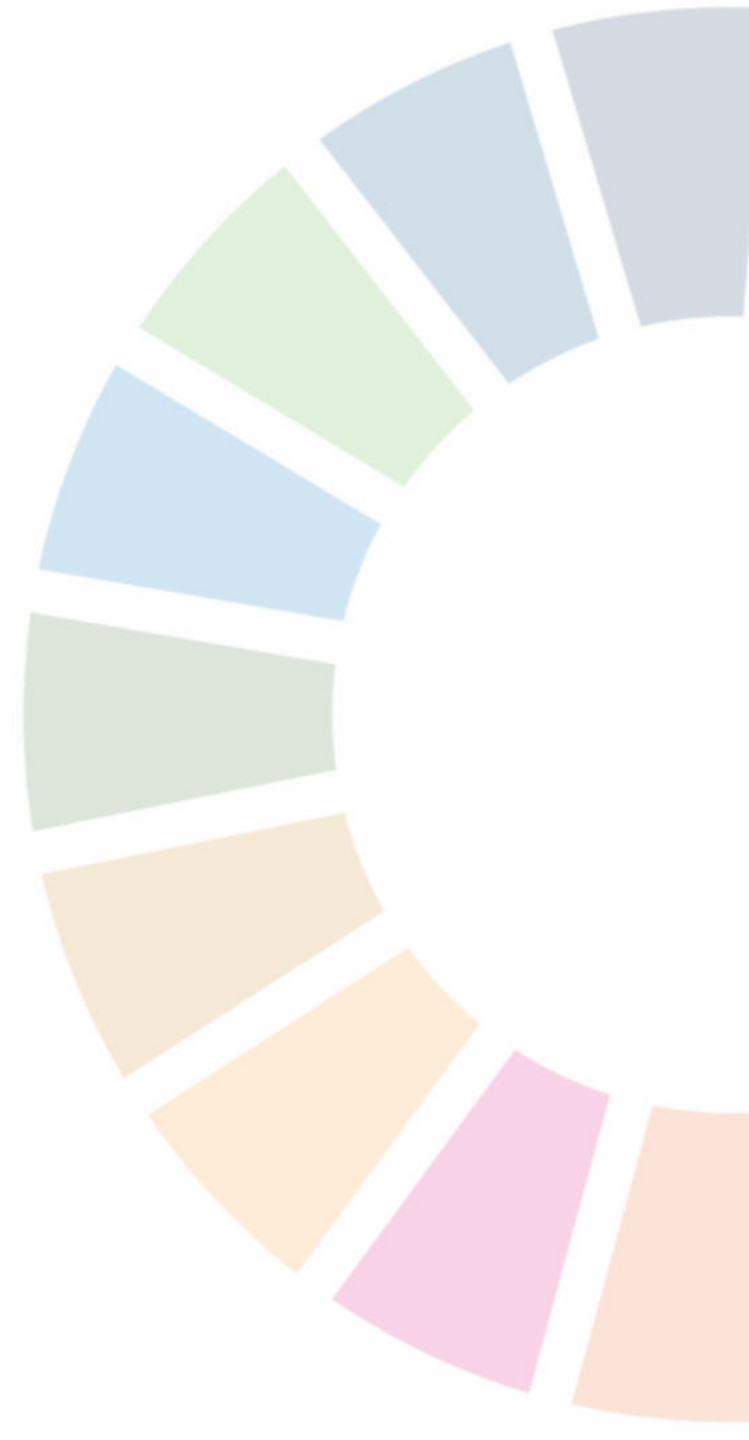
- Development strong business case
- Eco-system
- Advantage: 30 years experience similar activities
- 2021: upscaling to an innovative concept



# ANNUAL CONFERENCE 2021

## 4 baselines Storyline new campus:

- Top location!
- High quality service standard – look & feel: happiness, sustainable, authentic, innovative, experimental, sustainable partnerships, the experience of a training restaurant
- Design/ flow that creates a lot of traffic between the different departments.
- USP: combination of retail, repair workshop, restaurant, foodshop & mini-recycle centre → the storyline matches!



# ANNUAL CONFERENCE 2021

## Target group

- In general: shoppers visiting Turnhout
- More specific: those who are looking for healthy, take-away food, nice second-hand clothing, bringing in reusable goods, dining out with family and friends, lunch/diner with a businesspartner, unique restaurant experience with leftover menu's, ... → creates traffic between the different departments, activities



# ANNUAL CONFERENCE 2021

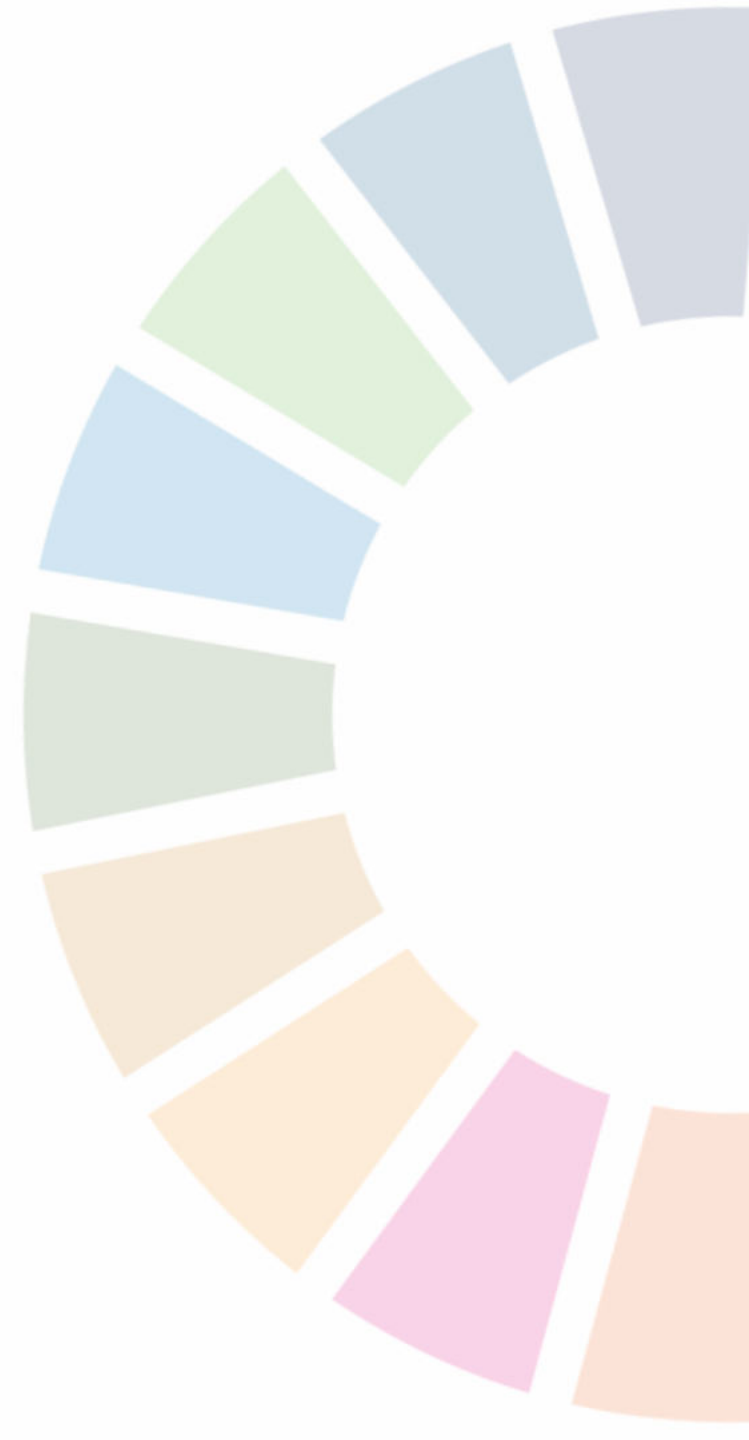
## Boutique with second hand clothing & repair workshop

- Current boutique “La Ganga” moves to the new site (just 200 m further in the same street)
- Quite successful concept:
  - > m<sup>2</sup> at the new site: ca 400 m<sup>2</sup> (now only 260 m<sup>2</sup>)
  - Offer: small, unique goods in addition to clothing
  - Variety changes every week



## Mini recycling centre

- Possibility to bring in small reusable goods in the city-centre
- = unique and only provider, creates traffic on the site
- Creating an experience: “waste alley”, ...
- Important: flow on the site, “bring & ride”



# ANNUAL CONFERENCE 2021

## Foodshop

- Offer WEB WECKT (conserved meals), soups, take-away meals, ...
- Fresh food: desserts, cakes, sandwiches, ... (always unique, daily fresh, ...)
- Charging deposits, avoid plastic waste to the maximum, etc
- Kitchen at the headquarter provides the new site from freshly prepared food
- This kitchen is a starters workflow!!!
  - Launch date: spring 2018
  - Easy tasks, max 6 months
  - Structural collaboration with a local food auction (vegetable market) and result in reduction of their food waste



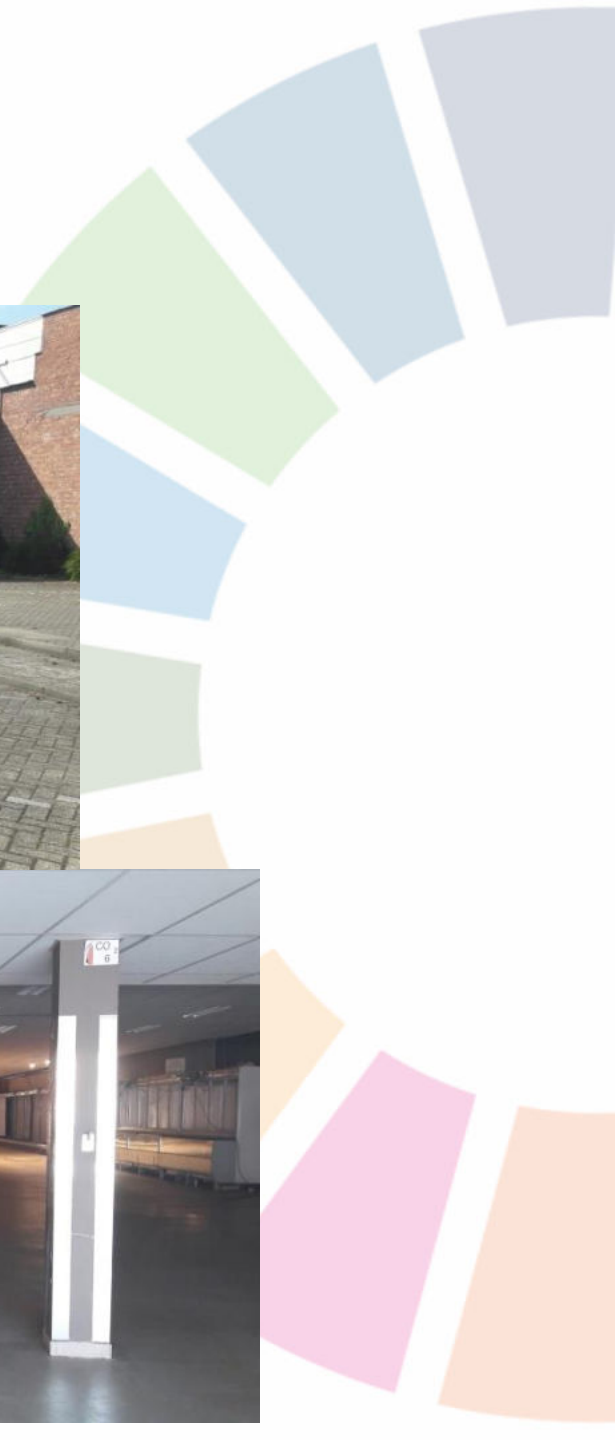
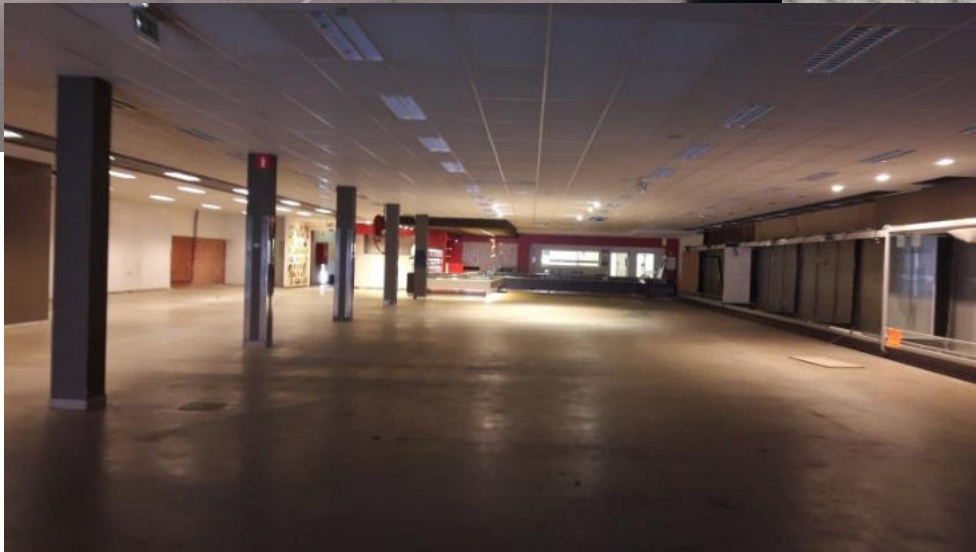
# ANNUAL CONFERENCE 2021

## Bistro

- Bistro concept (classic meals completed with veggie meals, specials, ...)
- training restaurant with table service, 100 seats
- Fresh ingredients, local product in the spotlight, ...
- Preparations will be made at the kitchen at the headquarter site (starters workflow)
- Experimental:
  - Incorporate “too good to go bag” , leftovers are sold
  - Daily/weekly: 1 left over dinner (in collaboration with supermarket Carrefour)
  - Incorporate the educational program “waiter/waitress” together with training center
- Work experience floor for target groups

# ANNUAL CONFERENCE 2021

Before ...



# ANNUAL CONFERENCE 2021

After ...

Moodmapping



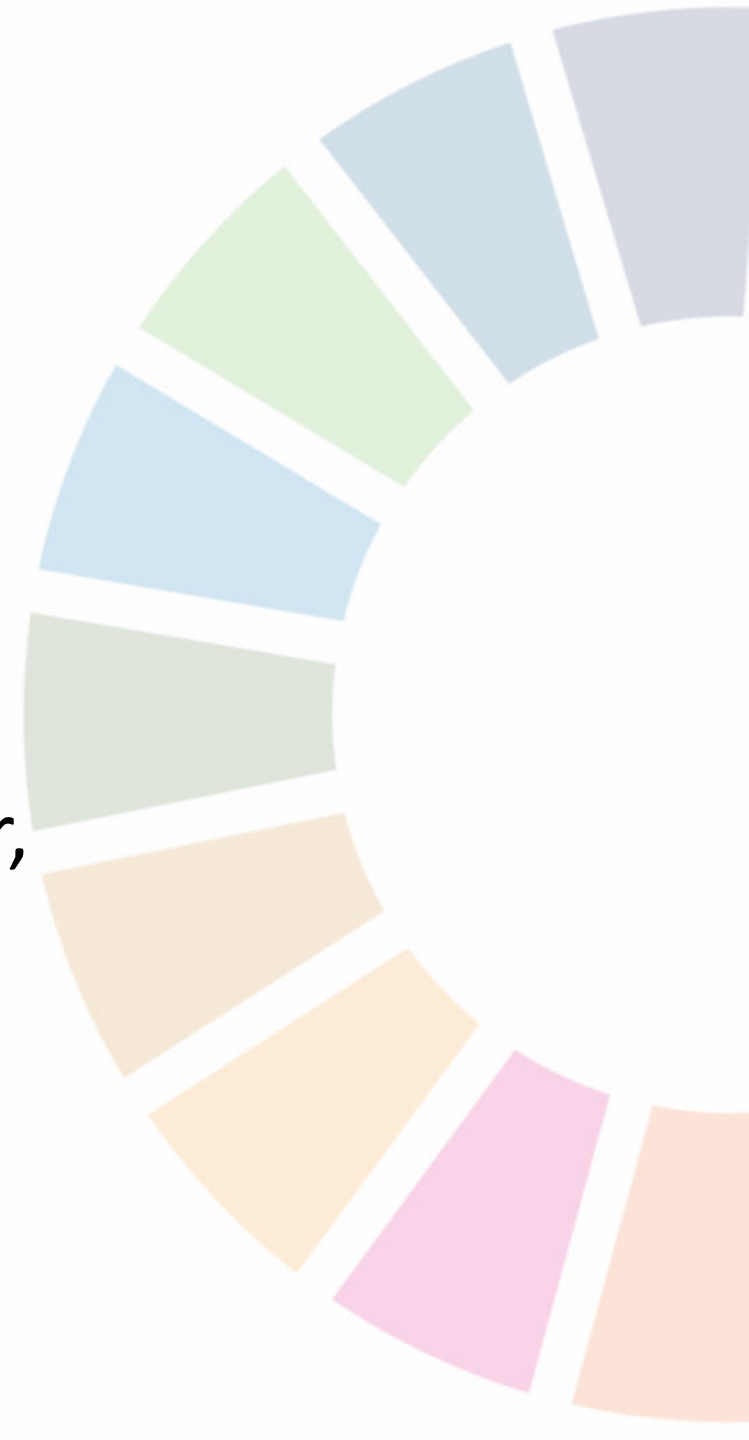
# ANNUAL CONFERENCE 2021



# ANNUAL CONFERENCE 2021

## Eco-system

- Activities at site
  - Sustainable partnerships are important (IOK Afvalbeheer, Unizo, cooperation with local dealers, City of Turnhout, educational sector, welfare organisations, Horeca Flanders, ....)
- Educational restaurant in collaboration with training center (include qualifications!)



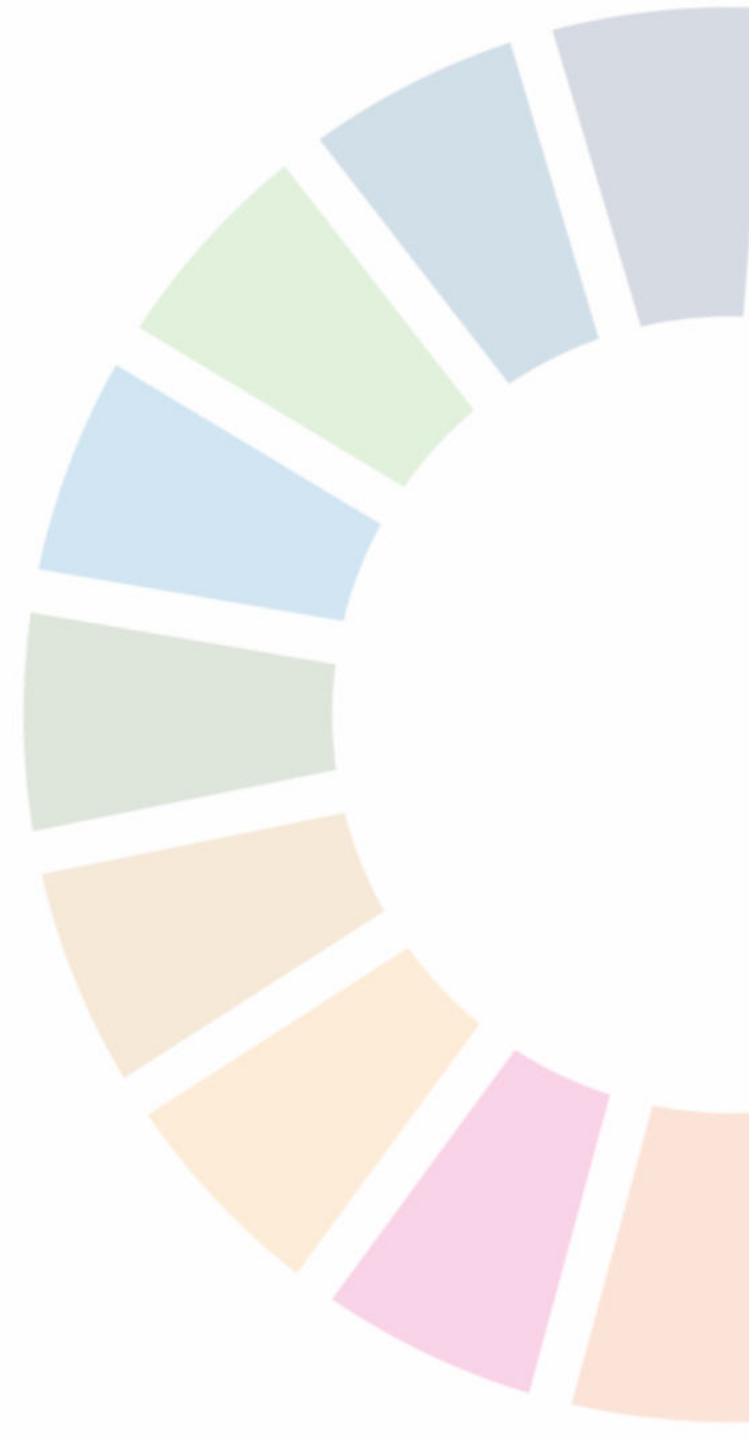
# ANNUAL CONFERENCE 2021



# ANNUAL CONFERENCE 2021

Peggy Liekens, director Employment,  
[Peggyl@webwerkt.be](mailto:Peggyl@webwerkt.be)

[www.webwerkt.be](http://www.webwerkt.be), 003214/46 27 10



# ANNUAL CONFERENCE 2021

**Thank you for your attention!**

