

# REPORT- 1ST CEFEC ACADEMY

Social Firms Europe  
**CEFEC**

*"a network for your social economy vision"*

## SFE CEFEC ACADEMY 1ST EDITION

OCTOBER 18 - 20  
—  
2021

Employment



Recycling



Green economy



SUCEAVA  
—  
ROMANIA

**SEPAL**

Supporting Employment Platform  
through Apprenticeship Learning



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## Motto:

"During these days we had time to think back, consider the evolution of CEFEC and enjoy our togetherness in a warm and friendly way, in vivo, in Romania!

This warm and friendly CEFEC culture, kept us for 35 years, creative and connected to bring up new ideas, new plans, new projects for the future!

What we share now is the **three i (3i)**, our points of reference:

- Inspiration
- Innovation
- Inclusion

We pass it on to the next generation, to the NEETs, with challenges, trust and warmth to our hearts!"

Athina Fragkouli, Society of Social Psychiatry P. Sakellaropoulos, Greece

# 1. ABOUT THE CONCEPT

The 1st edition of the Social Firms Europe CEFEC Academy took place between 18-20 October 2021, at Best Western Hotel in Gura Humorului city, Suceava county/Romania, with more than 30 participants from 9 countries.

The Academy aimed to be a resource for multi-stakeholder collaboration and for the sharing and dissemination of ideas, knowledge and practical solutions. It was a space for sharing both practical experience and theoretical knowledge and encouraged the participants to innovate and evolve working practices throughout the field of social enterprise.

Through both structured and informal communication, the Academy facilitated new solutions and approaches to emerge by challenging current perceptions. This allowed the participants to recognize and overcome obstacles, allowing the continual improvement of social enterprise practice.

The 1st edition of the SFE CEFEC Academy was organized through the Supporting Employment Platform through Apprenticeship Learning - SEPAL project, which has the aim of creating an innovative model for job insertion of 300 NEETs and which is implemented by 5 of our members: Bucovina Institute /Romania, Fundacio Privada Pere Closa/Spain, ZISP/Lithuania, KoiSPE Diadromes/Greece and Collegium Balticum/Poland. We had the opportunity to cover the costs for 20 people to participate in the training with good motivation, good English skills and concrete future plans on how to put in practice the information they received during the 3 days of SFE CEFEC Academy.

The call was especially dedicated to the SFE CEFEC member organizations and the expenses with travel, accommodation and food were covered by the organizers.

The 1st SFE CEFEC Academy was dedicated to Mr. Klaus Hertrampf, our former Executive Committee member from Germany who really believed in this idea, but unfortunately couldn't be with us. He has sadly passed away on 7 September 2020, but will always be in our hearts.



## 2. METHODOLOGY



### 4 learning outcomes:

1. to describe the rationale and core concepts for developing an inclusive green business
2. to understand the steps necessary to be taken from one idea to the startup plan
3. to get an overview about green economy activities and sectors and identify the green and social mission of their business ideas
4. to experience the importance of internal and external exchange and networking

## THE PROCESS

- The trainers prepared presentations, which were developed into webinars (eg. Employment and Growth - Green Economy for Improving Employment, from 24 March 2021) and presentations during the online meetings of the CEFEC Working group 7 on Green Economy. Based on the feedback received from the other working group members, these presentations were adapted for the Academy target group: youngsters between 24 and 29 years old.
- The plenary presentations from the 1st day of the Academy were adapted to 20 minutes maximum and included also a short video (max. 4 minutes) about their organization and their activities. As the leader of WG7, Christiane Haerlin, mentioned in her introduction of the Academy event: „we didn't organize an academic exercise, but a way to go for new steps and an approach which is strongly based on experts views, on your voice and good communication between, facilitated by the planned workshops.”
- All the trainers have practical experience in their field and don't come from the University.
- The participants were split into 3 working groups, based on their topic of interest and were asked to work on developing a business plan where they had to fill in information about: the problem they are trying to solve, the solutions they are providing, customers, key partners, costs, marketing etc.
- Apart from the 8 trainers, Athina Fragkouli from Greece, Christiane Haerlin and Meto Salijevic from Germany took an active part in the event, as mentors and support for the participants, trainers and organizers.
- The administrative and technical organization of the Academy were covered by Bucovina Institute from Suceava/Romania and the SFE CEFEC Secretariat.

The **registration form** was developed as a Google form with questions about the contact details of the participants, the English competences, the topics of interest, motivation to attend, if they have a business idea that they want to put into practice in 5 years.

## SFE CEFEC Academy

You can apply to participate at the 1st edition of the Social Firms Europe CEFEC Academy, which will take place between 18-20 October 2021, at Best Western Hotel, Gura Humorului city, Suceava county/Romania, by using this google form.

The organizers have the opportunity to cover the costs for 15 people to participate in the training, which are in the age group 24-29 years old, with a very good motivation, good English skills and concrete future plans on how to put in practice the information he/she receives during these 3 days of SFE CEFEC Academy.

The call is especially dedicated to the SFE CEFEC member organizations and the expenses with travel, accommodation and food will be covered by the organizers.

We are looking forward to receiving your applications, until 15 September 2021!  
Thank you!

 socialfirmseurope@gmail.com (not shared) [Switch account](#) 

\* Required

**SFE CEFEC**  
**ACADEMY**  
1ST EDITION

Social Firms Europe  
**CEFEC**

OCTOBER 18-20, 2021  
SUCEAVA, ROMANIA

Please choose maximum 2 topics you are interested in from the list below: \*

- Topic 1: The history and creation of social cooperatives, with a focus on inclusion of vulnerable groups
- Topic 2: CO2 neutrality, green business and cleaning business
- Topic 3: Wood recycling
- Topic 4: IT refurbishing
- Topic 5: Reuse and women' empowerment
- Topic 6: Sustainable/circular activities & social employment
- Topic 7: Organic farming & ecological services

What is your motivation for attending the SFE CEFEC Academy? \*

Your answer

Do you have a business idea that you want to put in practice in the next 5 years?  
If the answer is yes, please give more details. \*

Your answer

# 3. ABOUT THE PROGRAMME & THE TRAINERS



## AGENDA

➤ Sunday, 17 October 2021 – Arrival of participants in Suceava

### Monday, 18 October 2021

Time/duration	Topic	Coordinator
09:30 – 09:50	Welcome & Introductions from the participants	Petru Vasile Gafiuc & Christiane Haerlin
09:50 – 10:20	Let's know each other	Alina Birsan
10:20 – 10:40	Training on CO2 neutrality, green business and cleaning business	Raymo Bucher, Oeko Service - Switzerland
10:40 – 11:00	Training on IT refurbishing / Online presentation	Christoph Teusch, AFB Group - Germany
11:00 – 11:30	Coffee break	
11:30 – 11:50	Training on Wood recycling	Richard Mehmed, Community Wood Recycling - UK
11:50 – 12:10	Training on Reuse and women' empowerment / Online presentation	Marinka Vovk, CPU REUSE – Slovenia
12:10 – 12:30	Training on Organic farming & ecological services / Online presentation	Nathalie Drige, Afidel - France
12:30 – 14:00	Lunch	
14:00 – 14:30	Training on Sustainable/circular activities & social employment	Geert Leysen & Tom Vercauteren, WEB - Belgium
14:30 – 15:30	Q&A from participants, based on the topics presented	All
15:30 – 15:50	Coffee break	
15:50 – 16:30	Teambuilding activities	Alina Birsan
16:30 – 17:00	Conclusions & Discussions	All
19:00	Dinner	

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### Tuesday, 19 October 2021

Time/duration	Topic	Coordinator
09:30 – 09:50	Training on the History and creation of social cooperatives, with a focus on inclusion of vulnerable groups	Felicitas Kresimon, Duemilauno Agenzia Sociale - Italy
09:50 – 11:00	Work in groups: • WG1 - CO2 neutrality, green business and cleaning business (coordinated by Raymo Bucher) • WG2 - Wood recycling (coordinated by Richard Mehmed) • WG3 - Sustainable/circular activities & social employment (coordinated by Geert Leysen & Tom Vercauteren)	All trainers
11:00 – 11:30	Coffee break	
11:30 – 12:30	Continuation of the working groups	All trainers
12:30 – 14:00	Lunch	
14:00 – 15:30	Continuation of the working groups	All trainers
15:30 – 15:50	Coffee break	
15:50 – 16:30	Conclusions presented by each of the 3 working groups	All
16:30 – 17:00	Evaluation of the Academy	All
19:00	Dinner & Award ceremony for the 1 <sup>st</sup> SFE CEFEC Academy session	

### Wednesday, 20 October 2021

Time/duration	Topic	Coordinator
09:30 – 13:30	SEPAL Conference <i>*It will be a moment to present the conclusions of the working groups</i>	Bucovina Institute
13:30 – 15:00	Lunch	
15:00 – 16:00	Final meeting with the Academy trainers	
16:00 – 18:00	Cultural visit, Sightseeing tour around Gura Humorului	
18:00	Special Dinner Complex Arinis	

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**8 SFE CEFEC trainers** which brought their contributions on the following 7 topics:





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## FELICITAS KRESIMON

Duemilauno Agenzia Sociale – Italy

Plenary presentation:  
"History and creation of social cooperatives,  
with a focus on inclusion of vulnerable groups"

<https://www.2001agsoc.it/>

**Main points of the presentation:** the process of closing the psychiatric institution from Trieste and the role of Franco Basaglia; how the system of psychiatric health care has been transformed into a decentralized system, anchored in the community; the creation of the first social cooperatives; how the social cooperatives are organized and their main characteristics.



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## RAYMO BUCHER

Oeko Service – Switzerland

Plenary presentation & Workshop:  
"CO2 neutrality, green business and  
cleaning business"

<https://www.oekoservice.ch/>

**Main points of the presentation:** the framework of Oeko Service, an overview of the ecological challenges, climate change, solutions, details about the Green New Deal and the benefits of the ecological transition, how a small company can adapt, the ladder towards an eco-friendly business.



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## **RICHARD MEHMED**

Community Wood Recycling – UK

Plenary presentation & Workshop:  
"Wood Recycling"

<https://communitywoodrecycling.org.uk/>

**Main points of the presentation:** the aims of social enterprises, about Community Wood Recycling, how can a social enterprise be environmentally friendly, create jobs, be financially sustainable and replicated nationwide.



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## **CHRISTOPH TEUSCH**

AfB Group – Germany

Online Plenary presentation:  
"IT refurbishing"

<https://www.afb-group.de/en/home/>

**Main points of the presentation:** the framework of AfB Group – Social & Green IT, why their company is social and green, their mission, process and journey, about their impact measurement and communication strategy, how they cope with challenges.



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## MARINKA VOVK

CPU REUSE – Slovenia

Online Plenary presentation:  
"Reuse and women' empowerment"

<https://www.cpu-reuse.com/>

**Main points of the presentation:** framework of CPU (REUSE center), their mission and goals, their plan for an effective waste management, about the concept of reuse and reuse activities, circular economy, revenue streams.



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## NATHALIE DRIGE

Afidel & Groupement Cocagne  
Haute Garonne – France

Online Plenary presentation:  
"Organic farming & ecological services"

<https://cocagnehautegaronne.org/categories/l-afidel/>

**Main points of the presentation:** about the Grouping Cocagne Haute Garonne, their network and focus, how they contribute to the local green economy, their projects and partners.



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## GEERT LEYSEN

WEB - Belgium

Plenary presentation & Workshop:  
"Sustainable/circular activities & social  
employment"

<https://www.webwerkt.be/en/>

**Main points of the presentation:** about WEB, its vision and sustainability, the steps taken toward an eco-friendly organization, about the sustainable/circular activities and social employment, the coaching model, details about their new project Kontoer – a new commercial campus with green businesses and activities.



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## TOM VERCAUTEREN

WEB - Belgium

Plenary presentation & Workshop:  
"Sustainable/circular activities & social  
employment"

<https://www.webwerkt.be/en/>

## The Agenda of the Academy included also:

- 3 parallel working groups, during which the learners filled in a business plan
- Teambuilding activities
- Conclusions and evaluation session
- Award ceremony
- Final Conference of the SEPAL project

On this occasion, at the end of the three years of implementation of the project, Bucovina Institute Association hosted a large event, which was attended by over 100 people from 15 countries in Europe (Austria, Bulgaria, Belgium, France, Greece, Germany, Italy, Lithuania, Poland, Romania, Republic of Moldova, Slovenia, Spain, Switzerland, United Kingdom), including online, through the Zoom platform, focusing on NEETs on the labor market through apprenticeship stages and employment support services.



## 4. ABOUT THE PARTICIPANTS & THEIR MOTIVATION

- 20 participants, as learners, from 9 European countries & the following organizations:

➤ Lister Sartoria Sociale, Italy; Pere Closa Private Foundation, Spain; Querciambiente Società Cooperativa Sociale, Italy; ZISPB Lithuania; UPI - Ijudska univerza Žalec, Slovenia; KOISPE DIADROMES, Greece; Star of Hope, Romania; “Ateliere Fără Frontiere” Association, Romania; AO AREAP, Republic of Moldova; Die Querdenker, Austria; WEB Belgium; Bucovina Institute, Romania.

- During the 1st day of the Academy, the participants were invited to fill in a profile and write about their motivation in participating at the event.

Throughout my path, I've always found myself interested in creativity and its communicative power, focusing in particular on fashion and textiles. As the fashion industry is one of the most polluting sectors, yet one of the most expressive, I have developed the desire and need to combine this expressive reality with the use of sustainable processes and methods, based essentially on circularity. Always going hand in hand with sharing and combating gender discrimination. With the aim of supporting and giving a new perspective to those women coming out of or trying to come out of violent situations.

(Elena, from Italy)



● To get educated and to find out more about building a sustainable business. To meet people that can mentor me and have the same interests and vision as I do. (Adina from Romania)

I am responsible for the operation and construction of Resourcelab in Turnhout, Belgium. I want to investigate how we can use more wood waste for good projects. I want to learn about a business plan to become more profitable. I want to share knowledge and get new ideas. (Tommy, from Belgium)

Learning from other people's mistakes that they might share and networking with anyone.  
(Andy, from Romania)





The participants were split into **3 working groups**, as follows:

- **8 participants in WG1 - CO2 neutrality**, green business and cleaning business, coordinated by Raymo Bucher from Oeko Service/Switzerland



- **7 participants in WG2 - Wood recycling**, coordinated by Richard Mehmed from Community Wood Recycling/UK



- **7 participants in WG3 - Sustainable/circular activities & social employment**, coordinated by Geert Leysen & Tom Vercauteren from WEB Belgium



The participants worked individually or in groups to fill in business plans for their future social enterprises:

- Recycling IT equipment and creating new items
- Recycling of materials to create textile items for home and for children (sustainable clothes and accessories out of recycled materials)
- Delivery of computers to customers and electronic waste to be recycled
- Organic gardening
- The idea of a future clothing and complements company in which sustainability and the fight against the discrimination of women are its core values. Sustainable therefore based on a circular economy structure, where all materials, as far as possible, are recycled. Supporting women's empowerment, by creating a network of relations with associations and communities that deal with women who have suffered violence of various kinds, so as to be able to work with some of them in the workplace. Otherwise, by founding a real cooperative, composed of women from these realities.
- Upcycling shop with accessories and jewelry made of e-waste, made with help of people with different disabilities

Designed for Alina  
Designed by Alina

<b>Problem</b> What problem are you trying to solve? - Lack of electronic waste - Heavy metal waste - Lack of recycling options - Lack of awareness about electronic waste - Lack of recycling options - Lack of recycling options	<b>Solution</b> What solutions are you providing for the problem? What is the key to your solution? - Upcycling shop - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste	<b>Value Propositions</b> What value do you offer to the customer? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products	<b>Customer Segments</b> Who are your key partners? Who are your key partners? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products
<b>Existing Alternatives</b> What are the other options? - Lack of recycling options - Lack of recycling options - Lack of recycling options - Lack of recycling options	<b>Key Metrics</b> How can we measure success? - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste	<b>Key Partners</b> Who are your key partners? Who are your key partners? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products	<b>Marketing Channels</b> Through what channels do our customer segments want to be reached? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products
<b>Cost structure</b> What are the most important resources in our business model? Which key resources are the most expensive? - Lack of recycling options - Lack of recycling options - Lack of recycling options - Lack of recycling options	<b>Revenue Streams</b> For what value are our customers willing to pay? How much does each revenue stream contribute to the overall revenue? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products		

Designed for Alina  
Designed by Alina

<b>Problem</b> What problem are you trying to solve? - Lack of electronic waste - Heavy metal waste - Lack of recycling options - Lack of awareness about electronic waste - Lack of recycling options - Lack of recycling options	<b>Solution</b> What solutions are you providing for the problem? What is the key to your solution? - Upcycling shop - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste - Recycling of electronic waste	<b>Value Propositions</b> What value do you offer to the customer? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products	<b>Customer Segments</b> Who are your key partners? Who are your key partners? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products
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<b>Cost structure</b> What are the most important resources in our business model? Which key resources are the most expensive? - Lack of recycling options - Lack of recycling options - Lack of recycling options - Lack of recycling options	<b>Revenue Streams</b> For what value are our customers willing to pay? How much does each revenue stream contribute to the overall revenue? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products		

Social Firm Europe CEFC Academy  
2<sup>nd</sup> Edition, Gera-Hammuhl/Bamberg, Germany



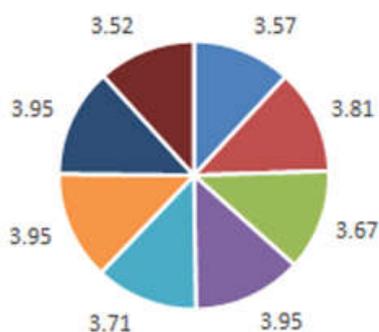
Designed for Rosa  
Designed by Rosa

<b>Problem</b> What problem are you trying to solve? - Nature disaster - Reduces global warming - CO2 reduction	<b>Solution</b> What solutions are you providing for the problem? What is the key to your solution? - Eco-friendly business - Eco-friendly business - Eco-friendly business - Eco-friendly business	<b>Value Propositions</b> What value do you offer to the customer? - Wood bricks - Education -> schools - CO2-neutral (compensation)	<b>Customer Segments</b> Who are your key partners? Who are your key partners? - Eco-friendly products - Eco-friendly products - Eco-friendly products - Eco-friendly products
<b>Existing Alternatives</b> What are the other options? - No alternative	<b>Key Metrics</b> How can we measure success? - Data collection - Analyze emissions	<b>Key Partners</b> Who are your key partners? Who are your key partners? - Farmer -> sustainable stems - IT-company -> IT-training	<b>Marketing Channels</b> Through what channels do our customer segments want to be reached? - Door by door - Advertisement
<b>Cost structure</b> What are the most important resources in our business model? Which key resources are the most expensive? - Most expensive: Transport, machines, staff salary, space	<b>Revenue Streams</b> For what value are our customers willing to pay? How much does each revenue stream contribute to the overall revenue? - CO2-neutral -> upcycling - Only bricks - Recycling/upcycling		

# 5. EVALUATION & FEEDBACKS

The participants were given **2 evaluation questionnaires**: one in the 1st day and one at the end. The responses from 20th of October showed that the learners had a better knowledge on the concepts presented during the Academy and have gone home with a better understanding on the following concepts: CO2 neutrality, green business, running an inclusive green business, the importance of networking, identifying the social mission of their business ideas, what are the steps to be taken from idea to start-up plan and the potential of recycling for developing an inclusive green business.

Final Evaluation Questionnaire SFE CEFEC Academy -  
20 October 2021



- a. Understanding of CO2 neutrality concept
- b. Understanding of the green business concept
- c. Understanding the concepts of running an inclusive green business
- d. Understanding the importance of networking
- e. Knowing how to identify a social mission for my business ideas
- f. Understanding the steps necessary to be taken from one idea to the start-up plan
- g. Understanding the potential of recycling for the development of an inclusive green business

## Some feedbacks and testimonials from the participants and trainers:

I wanted to thank you again for this wonderful opportunity to exchange. You must know that in I usually don't have the opportunity to catch glimpses of such diverse projects. It was super nice to meet you all in person and also away from the "work". (Raymo from Switzerland)

Since I am working with the youth for me was really interesting to see and learn what opportunities they have to start business. Also, what is CEFEC how they work and such. Also, it was great to see other youths who has started business and how they came to the idea how they started and so on. Now I have more knowledge how can I help people who want to create business. In general it was great opportunity to make new connections, to see potential partnerships and to get support for your ideas become reality. (Vaida from Lithuania)

I have heard and seen interesting ideas with all this working groups and I am thinking what project I will follow. The presentation was very successful and I have taken a lot of ideas. So I can use one project that will fit in my skills. I am still thinking about a plan or an idea. (Stelios from Greece)

The academy was really useful, having the opportunity not only to listen to the experiences of professionals in the field, but also to be able to communicate with them directly and to be able to receive advice and points of view from them meant that I did not feel far away from the possibility of embarking on an entrepreneurial path. Moreover, thanks to the working groups, I was able to work on an actual business plan, allowing me to better understand the approach needed to be able to realise a project that would otherwise remain just an idea.. (Elena from Italy)



## Some feedbacks and testimonials from the participants and trainers:

The academy is a wonderful opportunity for young people (as well as others, who already have a business of their own) to listen to great ideas from experienced entrepreneurs who focus not only on making money, but also on the well being of vulnerable groups and our planet. The working groups from the second day made us think about potential businesses or activities that could be developed in organizations we work in. There were many speakers which covered many topics of the CEFEC organization, and yet they were all connected because of the social aspect. Even though I was (I think) the only one coming from an educational organization I realized that we already do much for vulnerable people (we have language courses, retraining courses, free courses in several projects for adults etc.). My next goal after the CEFEC academy is to share the knowledge and experiences I gained during the event with my colleagues. Individually or together we could come up with other ways to help even more people and be greener to our planet.  
(Anja from Slovenia)



It was an amazing meeting with lovely people, fantastic organisation, accommodation, food and he enjoyed it thoroughly.  
(Richard from UK)

I was in the workshop of Raymo and he succeeded with a special interactive concept in taking the youngsters and others in the group right from the beginning of understanding green economy and climate change by having little tasks for every one and linking it with his message. In the end the participants were really motivated to start a project, discussing local possibilities.  
(Christiane from Germany)

The participants have received Certificates of participation & medals



## 6. WHAT'S NEXT?

- Strengthen the **connections between the participants** and the trainers, based on their future plans and business ideas developed during the Academy
- Continue the work started in the 1st edition of the Academy with a **new Erasmus+ project approved** and implemented by some of the CEFEC members:

**DIGI-LANCE4SE - Learning Centers for Social Entrepreneurship in the digital era** is another Erasmus+ project which has been approved recently. It will be implemented in the period November 2021 - November 2024, for 36 months, and is coordinated by the OSTFALIA HOCHSCHULE FUER ANGEWANDTE WISSENSCHAFTEN-HOCHSCHULE BRAUNSCHWEIG-WOLFENBUTTEL from Germany. The other partners are SFE CEFEC members, as follows: ACDC Association - Romania / DUEMILAUNO AGENZIA SOCIALE - Italy / GIFTED IRELAND Ireland Dublin - Ireland / UPI Žalec - Slovenia / YGEIAS DIADROMES Greece ΑΤΤΙΚΗ (Attiki) ATHENS - Greece

- Development of the **SFE CEFEC Working Group no 8** which should work on the future CEFEC Academy editions. The SFE CEFEC experts and trainers encouraged the young people to go home and tell their communities: „We are the young generation who will take a strong lead in our future, to care for disadvantaged persons, to give them green jobs and help to preserve our beautiful world.”



# CONTACT DETAILS



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The speakers' presentations from the 1st day of the Academy are available **HERE**.

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