



Interreg IVB North Sea Region Programme

PROJECT IDEA FORM

Please fill out one form per project idea. Please fill out as many fields as possible, but try to keep it short.
Please write in the grey boxes in order to complete the form electronically.

Project Title	Innovation in social economy (SE), public sector services + ngo activities - Start up of a Social Entrepreneurship Competence pool		
Priorities Interreg IVB NSR Programme <i>Please choose one theme that fits best with your project idea</i>	<input type="checkbox"/> 1. Building on our Capacity for Innovation		
	<input type="checkbox"/> 2. Promoting the Sustainable Management of our Environment		
	<input type="checkbox"/> 3. Improving the Accessibility of Places in the North Sea Region		
	<input checked="" type="checkbox"/> 4. Promoting Sustainable and Competitive Communities		
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Project Description			
<p>Analysis in the South of West Flanders (Belgium):</p> <ul style="list-style-type: none"> - The South of West Flanders is a dynamic region of entrepreneurs. This is also true for social entrepreneurship and the employment of underprivileged groups: well developed in the region. - A considerable group of people nevertheless still do not find their way into the labour market. When unemployment decreases (cf. current economic cycle), the profile of the 'remaining group' becomes increasingly difficult. When unemployment increases, the underprivileged groups are the first to be eliminated again. - In the light of major social evolutions (e.g. population ageing and sustainability of social security systems) and policy priorities (cf. Lisbon) these remaining and underprivileged groups (e.g. low-educated people, immigrants and young unemployed persons) have to be activated as much as possible. This requires a special approach and support for potential employers both within the social and the regular economy. - As a consequence the need for support is very high: an increasing number of companies consider recruiting people from underprivileged groups to fill job vacancies, Public Centres for Social Welfare are exploring new methods to activate their clients, the current SE infrastructure (sheltered workshops for the disabled and the unemployed, community and proximity services, insertion companies etc) is looking for tailored management support and new market niches, local 			

authorities want to link the employment of people from underprivileged groups to additional services for certain inhabitants, companies are seeking support for the implementation of CSR etc.

Central Aim

A strong economy needs a strong social economy and vice versa! A strong and dynamic Europe needs strong and dynamic regions and vice versa! We want to set up strong and polycentric network of competitive cities and regions, who want to invest in an innovative social economy. To ensure that the South of West Flanders can maintain and reinforce its competitive advantage in the field of SE and the employment of people from underprivileged jobs and translate this into additional jobs for the underprivileged it is necessary to join forces across traditional sectors and structures. Therefore we want to join forces regionally and internationally to start up a social entrepreneurship competence pool.

Innovation is the keyword and the central aim is 'more and better jobs for more people'!

We want to innovate on the following fields:

1. From local to regional and international policy: We want to implement the 13th strategic objective of the South of West Flanders regional pact 2007-2012: to enhance the social economy by starting up a regional and international social entrepreneurship competencepool.
2. Management: We want to introduce and exchange innovative ways and instruments in the marketing and promotion of social enterprises and their products/services (e-shop, business to business, business to government, business to consumer, ...), financial management (micro-credits, solidarity funds like trividend, Kringloopfonds, ...), Corporate Social Responsibility (CSR) and HRM or competence management; not only for the social economy-employees, but also the managers. Our final objective is to professionalise social economy in terms of quantitative and qualitative growth; not only regionally but also internationally.
3. From technological innovation to social innovation: After focusses on productivity, quality, flexibility we want to innovate the entrepreneurship itself to stay competitive. So we will focus on entrepreneurship internally (intrapreneurship - competence management) and externally (extrapreneurship - networking organisation). Social innovation will lead to sustainable entrepreneurship with a strong and well balanced focus on the 3 P's (People, Planet, Profit) and on CSR.
4. New ways of coöperation between social and regular economy. Among others we want to develop and implement new methodologies of transferring the underprivileged groups from social to regular economy (e.g. supported employment).
5. International innovative network: We want to create an international network of social economy experts and support structures. We want to exchange innovative social economy projects. Innovative projects search solutions for new social problems by creating new possibilities for social employment: service vouchers companies (household activities), energy savers/cutters (environment and energy) and bicycle network/meetingpoints (mobility).
6. Niche detection and development: We want to detect employment opportunities for underprivileged groups within existing projects and company structures or new structures still to be established, including niche monitoring; not only regional but also international. Examples: service counters for social economy on new industrial estates, social employment in complementary home care (cf. population ageing), niches for social economy in a growing public health care (fe shlter for pets for the patients of a hospital), niches in the field of energy and (sustainable) home renovation.

Envisaged Outcomes	
A strong and polycentric network of several innovative social entrepreneurship competencepools with exchange of:	
* New regional and international policy	
* New management methodologies	
* New ways of entrepreneurship in (social) economy	
* New ways of ways of coöperation between social and regular economy	
* New social economy projects	
* New niches for social economy	
Thematic Keywords <i>(max. 5 words)</i>	Innovation, Social economy, Entrepreneurship, Competencepool, Capacitybuilding and Polycentrism: cities and regions
Partners already found	Drammen (NO)
Partners requested	Cities or regions from SE, UK, NL, GER and DK
Estimated budget	€
Date <i>(dd/mm/yyyy)</i>	23.01.2008

Please submit this form to info@northsearegion.eu