



Make It Work!



European Conference

10-12 November 2014, Amsterdam

**Social Inclusion, Work Integration
and Social Entrepreneurship**

Programme

Organisers & Supporters

The INWORK Conference has been organised in the framework of the European INWORK Project. INWORK is a European project, financed in the framework of the Grundtvig Life Long Learning Programme of the European Commission. The main aim of INWORK is to improve participation in society and integration in the labour market of marginalised groups through the development of a tailored toolbox and an online resource centre.

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The conference is organised in cooperation with all project partners and additional supporters.



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Welcome to the European Conference on

Social Inclusion, Work Integration and Social Entrepreneurship – Make it Work! from 10-12 November in Amsterdam!

Marginalised and vulnerable groups, such as drug users, homeless people, people with psychiatric problems or (ex) offenders have a large distance to the labour market in most European countries. Their educational level is often low, they have little opportunities to participate in schooling and employment and there are only few initiatives that increase or improve the participation of these groups in the paid or unpaid labour market. The current economical crisis and the increasing unemployment affects all parts of society, but surely has a devastating impact on these groups.

In light of this situation the Rainbow Group, De Omslag Foundation and the partners of the INWORK Project organise the European Conference, Social Inclusion, Work Integration and Social Entrepreneurship – Make It Work! from 10-12 November 2014 in Amsterdam.

The conference aims at stimulating work integration and social entrepreneurship by bringing together key actors, such as NGOs, (potential) social firm owners, local, national and European policy makers, target group representatives as well as relevant networks and platforms in the field.

Participants can share their knowledge and expertise during plenary sessions, workshops and in policy debates. Furthermore, good practice examples are presented in the framework of a separate site visit programme. In addition, the conference highlights the results and outcomes of the European INWORK Project and launches the online toolkit for work integration.

We look forward to an inspiring conference with input from many different stakeholders, lively discussion and innovative thinking.

On behalf of the organisers of the conference,

The Rainbow Group and the Correlation Team

Programme Committee

Katrin Schiffer, The Rainbow Group/Correlation, NL

Corine van de Burgt, De Omslag, NL

Hans Wijnands, The Rainbow Group, NL

Sofia Mora, APDES, PT

Petr Blazek, Společnost Podané ruce o.p.s., CZ

Jakob Huber, Contact Netz, CH

Michele Rigby, Social Firms, UK

Kai Zhang, SPI, PT

Esmeralda van der Naaten, De Omslag, NL

Katharina Humer, Suchthilfe Wien, AT



Venues

Day 1: Monday, 10 November

City Hall Amsterdam
Raadzaal
Amstel 1
1011 PN Amsterdam

Route:

From Central Station: Metro 51, 53, 54 and Tram 9 (direction Diemen), stop Waterlooplein

From Dam Square: Tram 14 (direction Flevopark), stop Waterlooplein

Day 2: Tuesday, 11 November

De Meervaart
Meer en Vaart 300
1068 LE Amsterdam
www.meervaart.nl

Route:

From Central Station:

Tram 17 (direction Osdorp), stop Ruimzicht.

De Meervaart is across the street,
opposite of the stop.



Day 3: Wednesday, 12 November

Skill Building Session:
Amsterdam Centre for Entrepreneurship
Plantage Muidergracht 12
1018 TV Amsterdam

Site visits:

Pick-up location: IBIS Hotel Centre
Stationsplein 49
1012 AB Amsterdam



Programme

Monday, 10 November 2014

Location: City Hall Amsterdam,

Raadzaal

Amstel 1, 1011PN Amsterdam

14.00	Coffee and registration
14.30	<p>Welcome</p> <ul style="list-style-type: none"> – Arjan Vliegenthart, Alderman of Amsterdam, NL – Katrin Schiffer, De Regenboog Groep, NL – Corine van de Burgt, De Omslag, NL
15.00	<p>Keynote speech: Work Integration and Social Enterprises: current dynamics and challenges in Europe</p> <p>Julie Rijpens, Centre for Social Economy, BE</p> <p>A1</p>
15.30	<p>Interviews and story telling:</p> <p>Moderation: John-Peter Kools, De Regenboog Groep, NL</p> <p>Inspiring social entrepreneurs and target group representatives will share their experiences:</p> <ul style="list-style-type: none"> – Claudia Fernandes, CAIS, PT – Sjoerd van der Maaden, Specialisterren, NL – Sarah Sharlott, Realise Futures, UK – John Foster, Emmaus Gloucestershire, UK <p>A2</p>
16.00	Coffee Break
16.30	<p>WISES framework on European level</p> <p>Aurelie Dupres, ENSIE, BE</p> <p>A3</p>
16.45	<p>Comparison of different governance approaches towards homelessness and work integration in Europe</p> <p>Nienke Boesveldt, City of Amsterdam, NL</p> <p>A4</p>
17.15	<p>Panel discussion: Policy responses to support and stimulating work integration on national and local levels Moderation: Aurelie Dupres, ENSIE, BE</p> <p>Panel members:</p> <ul style="list-style-type: none"> – Nienke Boesveldt, City of Amsterdam, NL – Ewald Lochner, Sucht und Drogenkoordination Wien, AT – Riccardo Zoffoli, Social cooperative Sol.Co, IT – Michele Rigby, Social Firms, UK – Alessandro Pirona, European Monitoring Centre on Drugs and Drug Addiction, PT <p>A5</p>
18.15	Launch of the toolbox
18.30	Wrap-up and closure
19.30	Site visit at social firm ‘ De Prael’ (with pre-registration)
20.00	Dinner and reception at ‘De Prael’ (with pre-registration)

Tuesday, 11 November 2014

Location: De Meervaart

Meer en Vaart 300

1068 LE Amsterdam www.meervaart.nl

9.30	Welcome and registration
10.00	Opening session - in Dutch with simultaneous translation RED ROOM Welcome <ul style="list-style-type: none">– Arjan Vliegenthart, Alderman of Amsterdam for work, income and participation, NL– Eric van de Burg, Alderman of Amsterdam for care and welfare, NL Interview session with Vincent Bijlo <ul style="list-style-type: none">– Wil Tinnemans, writer, moderator and mediatrainer, NL– Frans Kalshoven, journalist and publicist, NL– Sandra Ballij, social entrepreneur, NL
11.30	OPEN SPACE SESSION: Pitch your work or project (3-5 minutes per presentation) GROUND FLOOR (CAFE AREA) Moderation: Sara Woods, De Regenboog Groep, NL A6
12.00	Lunchbreak A lunchbox is available at the conference registration desk from 11:30-13:00
13.00	Parallel session 1: Challenges and social dynamics in the field of work integration and social entrepreneurship FIRST FLOOR, ROOM 6 Moderation: Jaap Kemkes, De Omslag, NL <ul style="list-style-type: none">– Sofia Mora, APDES, PT: Critical factors for work integration in Europe: the INWORK toolbox A7– Aurelie Dupres, ENSIE, BE: Work integration in Europe; a comparison of approaches in Europe A8– Erik Boer, ACE, NL: Relevance of capacity building and education A9– Paul Anders, Drugscope, UK: The situation in the UK A10 Parallel session 2: Starting and organising work integration initiatives FIRST FLOOR, ROOM 7 Moderation: Michele Rigby, Social Firms UK <ul style="list-style-type: none">– Suzan Doodeman, Social Start, NL: Practical support for starting social entrepreneurs A11– Raluca Ouriaghly, Rise, RO: Experiences from Romania A12– Sander Egas & Brigit Nieuwburg, De Regenboog Groep, NL: NGO's as initiators of WISE's A13– Vina Patel, Social Firms Wales, UK: Experiences from the UK A14
	

Programme

Tuesday, 11 November 2014 Location: De Meervaart Meer en Vaart 300 1068 LE Amsterdam www.meervaart.nl	
14.30	Coffee break
15.00	<p>Parallel session 3: Measuring social impact FIRST FLOOR, ROOM 6</p> <p>Moderation: Aurelie Dupres, ENSIE, BE</p> <ul style="list-style-type: none"> – Nicky Stevenson, researcher, UK: Social Impact Measurement in the UK A15 – Marlon van Dijk, social evaluator, NL: Practical tools to measure social impact: Sinzer A16 – Floriana Nappini, Consorzio Sociale Light, IT: Social impact measurement in Italy A17 <p>Parallel session 4: Strategies to ensure sustainability and growth FIRST FLOOR, ROOM 7</p> <p>Moderation: Eberhard Schatz, De Regenboog Groep, NL</p> <ul style="list-style-type: none"> – Lex Huis in het Veld, PWC, NL: How to raise and (re)invest capital as social entrepreneur? A18 – Jamy Goewie, ASHOKA, NL: international experiences from the ASHOKA network A19 – Sarah Sharlott, Realise Futures, UK: Financing and supporting social firms in the UK A20 – Oriol Gaspa, Garbet, ES: Cooperation with the private sector A21
16.30	Informal closure with drinks

Wednesday, 12 November 2014	
10.00 – 12.00	<p>Skill Building Session (pre-registration required) How to develop a business plan in one single day? Location: ACE Plantage Muidergracht 12, 1018 TV Amsterdam A22</p>
9.00 – 13.00	<p>Site visits (pre-registration required)</p> <p>Pick-up Location: IBIS Hotel Centre Stationsplein 49 1012 AB Amsterdam A23</p>

Abstract: per session and presentation

A1: Social Economy in Europe

Julie Rijpens, Centre for Social Economy, Liège, BE

The presentation of Julie Rijpens gives an introduction on the issue of Work Integration and Social Enterprises in Europe: Current dynamics and challenges in Europe. Starting from the concept of the social enterprise, the speaker comes back on the objectives and specific features of the Work Integration Social Enterprises in Europe as well as on the evolution of the institutional landscape. She finally highlights the current dynamics and challenges of the field.

A2: Interviews and story telling

Moderator: **John-Peter Kools**, The Rainbow Group, NL

Interviewing session with an inspiring group of people, consisting of social entrepreneurs, social service providers and community members. They will tell their story and share their experience. It is an informal session, in which inspiration and personal experience are central. The experts from this group are:

Claudia Fernandes, CAIS, PT: CAIS is an association, based in Porto, which works with and for ex-homeless people, drug users and people with mental and physical disabilities. Cais Recicla uses waste products for the manufacturing of new design products. After the creative process, the designer of the product provides training to the craftsmen, so they can manufacture the design using their own creative insight. Sometimes they also create or adjust exclusive products for a company or institution, or they work on simple hand-work orders from partners.

Sjoerd van der Maaden, Founder of Specialisterren, NL: Specialisterren is a successful social enterprise currently employing 23 testers with autism, providing testing services for banks, insurance companies, big media corporations and E-health providers. Specialisterren is a financially healthy enterprise committed to growth looking to double its workforce in the next couple of years.

Sarah Sharlott, Chief Executive of Realise Futures, UK: Realise Futures is more than just a Social Enterprise - It's about people. Realise Futures is offering guidance and practical support, whether that's careers advice, an opportunity to develop new skills, help to get into employment or back into work. The Employment Team, the social businesses and the training services give people the chance to learn, earn, enjoy and achieve.

John Foster, Emmaus Gloucestershire, UK: John is someone who once had a professional background, became homeless and lost everything, and now has self-esteem and responsibility. He is managing a large shops and warehouse selling recycled furniture and household goods. He is an excellent communicator and tells it like it is.

A3: WISES framework on European level

Aurélié Duprés, ENSIE, BE

Europe is specified by a diversity of culture, practices and frameworks which also characterised the Work Integration Social Enterprises (WISEs). The European Institutions has set up several measures in order to favour the recognition, development and financing of social enterprises in the different Member States. A lot remains to be done to promote the social and economic integration of the most disadvantaged groups. The European Network of Social Integration Enterprises (ENSIE) gathers 26 national and regional networks of work integration social enterprises, representing 20 European countries. All these networks pursue, in a manner adapted to local constraints, objectives of social integration of disadvantaged people. Together, they totalise some 2,500 Work Integration Social Enterprises, and more than 400,000 salaried persons.

A4: Comparison of different governance approaches towards homelessness and work integration in Europe

Nienke Boesveldt, City of Amsterdam, NL

Based on insights from a recent PhD thesis on the Governance of Homelessness, this presentation will focus on the specifics of governance approaches towards work integration in Europe. For example the Koffoels Skolle from Copenhagen, the Glasgow and the Amsterdam tender on day occupation for public mental health clients and the pilot following this will be taken as examples. Also evidence on the subject of re-integration into work stemming from recent evaluations of housing first practices in Budapest and Lisbon will be part of this presentation. And finally this presentation will be able to shed a light on a progressive approach in a German city that nevertheless was unable to involve its most excluded groups.

A5: Panel Discussion on Policy responses to support and stimulate work integration on national and local level

Moderator: **Aurélië Duprés**, ENSIE, BE

Panel members will discuss the various policy responses towards work integration and social entrepreneurship. All panel members have different expertise and backgrounds and will give their specific view and input.

Questions which will be addressed are:

1. Which kind of policy responses are being implemented to stimulate work integration and social entrepreneurship (on city, country or European level) and how effective are these policies?
2. Which kind of major challenges lie ahead? And in how far do current policies meet these challenges?
3. What is the role of local governments? How can national governments stimulate work integration and what should be the role of the European Union?

Panel members are:

- **Nienke Boesveldt**, City of Amsterdam, NL
- **Ewald Lochner**, Sucht und Drogenkoordination Wien, AT
- **Riccardo Zoffoli**, Social cooperative Sol.Co, IT
- **Michele Rigby**, Social Firms, UK
- **Alessandro Pirona**, European Monitoring Centre on Drugs and Drug Addiction, PT

A6: Open Space session: Pitch your work or project

Moderator: **Sara Woods**, The Rainbow Group, NL

During the open space session, fourteen speakers will represent WIPs and projects from eight different countries as well as two European projects. In the informal setting of the café each speaker will give you a five minute sneak preview into their work on labour inclusion of vulnerable groups. Diverse in locations, target groups and activities, these fourteen presentations will provide you with an inspiring overview of some of Europe's work integration highlights. Starting with an introduction to INWORK's online good practice overview, we will swiftly move from recycling to peer involvement, from job coaches to grocery stores, and many more.

1. INWORK - European good practice collection - Sara Woods
2. FIX UND FERTIG - Low threshold and transit work in Austria - Katharina Humer
3. PUBLIC HEALTH SERVICE - job placement and recycling in Italy - Fanco Canto
4. SANANIM - drug users as outreach workers in the Czech Republic - Hana Laurentova
5. PROI - gardening in Bosnia and Herzegovina - Zeljko Gradiscevic
6. CAIS - recycled design products in Portugal - Claudia Fernandes
7. CHANGE LANES FOUNDATION -
social inclusion of prisoners in Hungary - David Csizovszki
8. INPATH - Innovative techniques to improve learning experiences in Europe - Sara Brandao
9. RYTMUS - job creation, placement and coaching in the Czech Republic - Jana Loskotova
10. LOLA - grocery store in Switzerland - Daniel König
11. PRAKSIS - social and economic inclusion of vulnerable groups in Greece -
Pertsinidou Ioanna
12. INPAR - Integration of drug users as peer workers in Portugal - Sofia Mora
13. SPR - Production of religious icons in a sheltered workplace in the Czech Republic -
Ceslav Skvaril
14. SEMITAM/FOKUS LABE/ PRAGULIC - three different WIPs in the Czech Republic,
included in INWORK's good practice overview - Petr Blažek

Parallel session 1:

Challenges and social dynamics in the field of work integration

Moderator: **Jaap Kemkes**, De Omslag, NL

This session will focus on the general conditions and the social, political and economic framework, in which work integration and social entrepreneurship takes place. Critical factors, challenges and social dynamics will be discussed. Main questions will be: What contributes or hinders work integration programmes and WISES in particular? What works and what doesn't? The different presenters have different backgrounds and expertise and will approach the issue from different angles.

The session includes 4 presentations:

A7: Critical factors for work integration in Europe: the INWORK toolbox

Sofia Mora, APDES, PT

Sofia will present the INWORK toolbox, which has been developed in the framework of the INWORK project. The toolbox is based on an assessment of critical factors and provides guidance for the development and implementation of work integration programmes. The toolbox can be divided into two major sections: In Theory and In Practice. The first section offers a more theoretical and background understanding of Work Integration Programmes (WIPs) for vulnerable groups, whereas In Practice offers more practical guidelines.

The toolbox is available as hard copy as well as online version. Do visit the online toolbox, for shorter versions of the theoretical texts, links to relevant and practical resources and good practice examples, including an extended version of the in-theory and in-practice documentation: <http://www.inworkproject.eu/toolbox/>

A8: Work integration in Europe; a comparison of approaches in Europe

Aurélie Duprés, ENSIE, BE

The European Network of Social Integration Enterprises gathers national and regional networks of work integration social enterprises from 20 European countries. The model and practices of Work Integration Social Enterprises (WISEs) follow the diversity of European culture and frameworks. These methods and systems are shared within the network and often lead to further debate and social innovation in the different members organisations.

A9: Relevance of capacity building and education

Erik Boer, ACE, NL

The youth has the future! Young people and students are increasingly showing interest in entrepreneurship and in particular in social entrepreneurship. This explains why universities pay more attention to training and education in the field of (social) entrepreneurship. Also in Amsterdam. Several examples support this. It is important that students get the opportunity to experiment by starting-up social firms and that they are supported in this by their university. By doing so, they will develop entrepreneurial skills by learning and doing. The social entrepreneurs of tomorrow stand firm and will help the sector grow in the long term.

A10: The role of social enterprise in employment support and work integration in the United Kingdom

Paul Anders, Drugscope, UK

On assuming office in 2010, the coalition government of the Conservative and Liberal Democrat parties set a number of policy objectives. These included supporting more people into work after the post-2008 economic downturn with a particular focus on the socially excluded, long-term unemployed and people who they argued had been failed by previous governments and interventions. There was a particular emphasis on the role that charities, cooperatives and social enterprises could play, described at the time as the 'Big Society'.

Measures to support these ambitions have varied from policy innovations designed to support the inclusion of social value in public procurement, the commissioning of large-scale employment and integration programmes featuring payment by results elements, and an overarching Social Justice Strategy focussed families, young people and on the most disadvantaged adults, including people affected by homelessness and substance misuse.

While some progress has been made around the agendas of overall employment, employment of socially excluded individuals and support for social enterprise and charities, the results have been mixed with regard to all three priorities. While overall employment has increased, this has been accompanied by an increase in the number of people taking 'poor jobs'. The number of people with histories of drug use moving into employment continues to be low by European standards. While some social enterprises have flourished, many others have found the funding and commercial environment to be inimical to success.

The above have been accompanied by significant changes to social security conditionality that appear to have had a disproportionate and harmful effect on the most vulnerable in society and that are potentially driving people away from rather than towards integration.

Parallel session 2:

Starting and organising work integration initiatives

Moderator: **Michele Rigby**, Social Firms, UK

This session will focus on relevant elements in regard to starting and organising work integration initiatives. Relevant question are: what is needed to initiate work integration? Which kind of support is necessary? Which kind of experiences do exist in different countries?

The session will build on the experience of the different speakers, by taking into account regional challenges. The session consists of 4 presentations:

A11: Practical support for starting social entrepreneurs

Suzan Doodeman, Social Start, NL

SocialStart is an innovative project and traineeship, which connects young social entrepreneurs with social organizations in Amsterdam. Young talents start their social firm under the wing of a larger non-profit organization and focus on the well-being of the people of Amsterdam. It's a win-win situation: young people bring their expertise on entrepreneurship and develop new ways of becoming independent of subsidies. Meanwhile they are supported by an organization and augment their chance of getting a job. The social organizations get the input and inspiration of a new generation, which they normally can't employ, due to budget limitations. SocialStart helps young social starters on their way with master classes, peer groups and more. SocialStarters will present the setup of this project and share their experience in setting up a social firm with the support of a no-profit organization.

A12: Experiences from Romania

Raluca Ouriaghly, Rise, RO

Social entrepreneurship gives an innovative, integrated and proactive answer to social, economic and environmental challenges, by creating jobs for the most vulnerable or excluded, creating social innovation, improving public policies.

Raluca will base her presentation on her practical experience of creating a work integration social enterprise in Romania. By doing so, she will present a good practice on how to initiate and develop social entrepreneurship as an answer to local social and economic needs.

A13: NGO's as initiators of WISE's

Sander Egas & Brigit Nieuwburg, The Rainbow Group, NL

NGO's are traditionally not involved in entrepreneurial activities. They are mostly offering specific services to support and help marginalised and vulnerable groups. Some NGO's have experience in running work integration programmes, which are partly or fully subsidised by the local or national government. However, the idea of setting up a WISE is relatively new. Many social service providers find it strange to combine social impact with profit-making. The need to produce and to earn money is seen as counterproductive, when it comes to social benefits.

Sander and Brigit will share their experience with good practice examples of the Rainbow Group. They will tell what works, but will also pay attention to the practical problems and show ways how to overcome these.

A14: Experiences from the UK (and Wales)

Vina Patel, Social Firms Wales, UK

The presentation will cover Social Firms from the Welsh perspective and look at two very different models and how both were set up differently. Or rather started life very differently. Yet both models have to consider the same issues in terms of sustainability and both models offer the opportunity to change lives if successful.

Parallel session 3:

Measuring social impact

Moderator: **Aur lie Dupr s**, ENSIE

This session will focus on the relevance and the practice of social impact measurement. During the session different models and tools will be compared, by focusing on examples in the UK, the Netherlands and Italy. Main aim of the session is not to promote one single approach, but to stimulate and inspire the participants to evaluate their work and to increase their impact. The following speakers will be involved in the session:

A15: Social Impact Measurement in the UK

Nicky Stevenson, Independent, UK

This presentation will cover the context in which social impact is being addressed in the UK including the introduction of the Public Services (Social Value) Act 2012, the tools that are commonly being used to measure social impact and the barriers that are being faced by people who are trying to use these approaches. The presentation will also include some general principles that should underpin good social impact measurement.

A16: Practical tools to measure social impact: Sinzer

Marlon van Dijk, Sinzer, NL

Do you want to get insight and measure social impact? Do you want to involve stakeholders through online questionnaires? And would you like to display your results in a clear and visual way? The new platform Sinzer (developed by Social E-valuator) provides many features to measure your social impact in an efficient and consistent manner. Marlon van Dijk will present this tool and provide practical tips for how to use this tool.

A17: Social impact measurement in Italy

Floriana Nappini, Consorzio Sociale Light, IT

In the context of the SEN (Social Entrepreneurship Network) project, the partnership (made up of both social enterprises and Public Authorities from different EU countries) has developed a tool for measuring the social added value produced by social enterprises. The main aim of the tool was to support potential investors (and particularly public authorities) in taking decision in relation to funding allocation. The tool was tested in one of the partner regions (i.e. the Lombardy Region in Italy) and was subject to a comparative analysis with similar initiatives in Poland and the Czech Republic.

Parallel session 4:

Strategies to ensure sustainability and growth

Moderator: **Eberhard Schatz**, Correlation, NL

In this session a number of experts will share their knowledge and experience in regard to financial issues. During the presentations and the follow-up discussion various questions will be addressed: What kind of financial support is needed to let social entrepreneurship grow? How can social entrepreneurs create more sustainability, raise capital and create impact? Which kind of skills are needed to do so? The following presentations will be included:

A18: How to raise and (re)invest capital as social entrepreneur?

Lex Huis in het Veld, PwC, NL

Raising funding seems to be more challenging when 'financial profit' isn't your main purpose, or is it? PwC sees the rise of social entrepreneurship as an important development. This is why we want to use our expertises and skills to empower this sector on the map and to increase the impact of social enterprises.

In 2014 we conducted a research in The Netherlands with respect to 'how to raise capital as a social investor'. We interviewed investors ranging from seed investors till pension funds and everything in between to find out where they are looking for in a business case. Secondly, we will shortly discuss the findings from our incubator, the Social Impact Lab. The process of selecting social firms who receive knowledge, network and funding provided useful insights in how entrepreneurs formulate their needs to growth.

A19: International experiences from the ASHOKA network

Jamy Goewie, ASHOKA

Jamy Goewie will highlight the challenges of a sustainable businessmodel after the start up phase of a social enterprise. Her input relies on Ashoka's Lessons Learned from working with social entrepreneurs for over 30 years. The presentation will also include new insights around the globe on how to develop new business models and how to finance a social enterprise.

A20: Financing and supporting social firms in the UK

Sarah Sharlott, Realise Futures, UK

Sarah Sharlott CEO of Realise Futures will talk about the need for a new model of finance to support social firms as they seek to grow and to become more sustainable. Drawing on developments in the UK, she will ask some important questions of potential funders and make some suggestions about how finance can be raised creatively in order to build and develop the “missing middle” when looking for Social Finance to develop the social firms sector.

A21: Cooperation with the private sector

Oriol Gaspa, Garbet Cooperative, ES

Oriol will share his experience within the Garbet Cooperative, which has been developed from the Suara Cooperative (The biggest cooperative of Catalonia). He will describe different projects and business cooperation with other social or non-social enterprises and the public administration.

In 10 years Garbet became the biggest company insertion in Spain, by charging 6.2 million euros and by having more than 300 professionals employed. The presentation will include the creation of joint ventures, the cooperation between companies and social entrepreneurs and the cooperation with companies and public institutions, including agreements with municipalities.

A22: Skill-Building session: How to start and run a successful work integration programme or social enterprise?

Erik Boer, ACE, NL

Pre-registration is necessary

Writing a business plan takes you three months. A waste of time. Making a Business Model Canvas brings you faster and better insights in turning your idea into a business case. Discover it in the Business Model Canvas workshop.

The Business Model Canvas is a strategic management and lean startup template for developing new or documenting existing business models. It is a visual chart with elements describing a (social) firm's value proposition, infrastructure, customers, and finances. It assists (social) firms in aligning their activities by illustrating potential trade-offs.

A23: Site visits

Pre-registration is necessary.

Information will follow and can be obtained during the registration.

Biographies of organisers, speakers and presenters

Paul Anders is Senior Policy Officer at DrugScope, the membership organisation for the drug and alcohol treatment sector. He leads DrugScope's work around employment, housing and the broader social inclusion and reintegration agendas. Prior to joining DrugScope, he worked in the homelessness sector for many years, including as Employment Manager and London Regional Manager at Homeless Link. In addition to his work at DrugScope, Paul is a non-executive director of Clean Slate Training and Employment, a social enterprise working with and employing formerly homeless men and women.

Erik Boer is Executive Director of the Amsterdam Centre for Entrepreneurship (ACE). In this network organisation he has a dual role: programme manager and networker. He initiates and encourages broad partnerships in the field of entrepreneurship, within the alliance between four universities in Amsterdam and he maintains contacts with entrepreneurs, the municipality of Amsterdam, sponsors, grant organisations and other affiliated agencies. Erik Boer has worked at ACE since July 2008. Before this challenge he worked at the VU as Director of Communications. Erik also has many years experience in the areas of policy and project management. He was previously affiliated as policy advisor to the VU, the Erasmus University, and the University of Applied Sciences Windesheim.

Nienke Boesveldt is a project manager in the city of Amsterdam, working in the Housing and Social Support Department. She is responsible for homeless policy in the city of Amsterdam. The past year she has been involved in the governance of occupational arrangements for homeless persons and persons with public mental health issues. She is a member of HABITACT – European exchange forum on local homeless strategies and has hosted a HABITACT peer review in March 2010 on the Amsterdam homeless strategy. She is currently completing a PhD on the Governance of Homelessness in three Northern European Metropolises (Amsterdam, Copenhagen and Glasgow). This book, Planet Homeless, will be published in 2015 by Eleven International Publishing, The Hague.

Corine van de Burgt is the managing director of 'De Omslag'. Corine brings the healthcare sector together with her skills on contract negotiations, business processes in social health care, data collection and networking for major social health care providers. She is a specialist on government policy on social healthcare. Excellent communicator, proven leadership in healthcare innovation, and conducting formal presentations to all levels of management.

Marlon van Dijk studied Business Economics in Amsterdam and started her career at a Dutch consultancy business for social enterprises with the focus on social performance management and earned income strategies. Since the start of Social E-valuator, she has been involved in consultancy, business development, marketing and sales. Since 2012, she is the managing director of Social E-valuator and working to achieve its mission to make social impact analysis better accessible, cost-efficient and consistent. Marlon van Dijk is also a board member of The SROI Network International.

Suzan Doodeman studied religious studies and works at Company ,Hoe dan wel' (,how to do it instead'). ,Hoe dan wel' implements the Social Start project on behalf of the Protestant parish. Suzan is responsible for bringing together existing institutions with the current generation network. This brings innovation and insights to both sides. The Social Start project is a good example of this.

Aurélie Duprés graduated in social assistance and sciences of population and development with north-south purpose, specialised in social economy through her different work experiences. Aurélie started on the fieldwork beside a group of work integration social enterprises and more particular beside its NGO in Burkina Faso. She has been the policy officer of ENSIE since the end of 2010. She helps in developing constructive working relationships with key influential bodies and to gain their support for programs and policies linked to the social inclusion and the fight against poverty. More particular, she works in the management of the different ongoing projects - industrial relations and social dialogue in the social economy sector, WISEs workers advocacy - and in formulating contributions and propositions in order to participate in the definition of the European policy for social inclusion such as the revision of the public procurement Directive and of the GBER.

Sander Egas is project manager social entrepreneurship at The Rainbow Group. Together with entrepreneurs two companies have been realised (Rederij Kees and Rainbow Popcorn). Two other companies will be launched in the next 6 months. Sander studied economics and has worked as financial and general manager in health care (addiction and psychiatry care in Amsterdam).

Cláudia Fernandes has a degree in Clinical Psychology, with post-graduation in Chemical and Behavioural Dependencies (2011) Entrepreneurship and Social Development and Planning (2013), in 2005 integrates multidisciplinary team of CAIS Association. From 2007 to 2009 integrates the pedagogical department of FC Porto. Returns to CAIS in late 2009 which exercises functions of coordination of Porto CAIS Centre. In order to respond to a problem, the team, along with Unicer launches project CAIS Recycles. Creativity, commitment, pride and dedication are the principles that drive this team to want more and better! Cooking for friends and play with the daughter of 20 months, are the moments that Claudia appreciate most in life.

John Foster was a freelance camera assistant from 1980 to 2013 and his achievements include an Emmy Technical Honour for filming 'Shackleton' in 2002. He became homeless in March 2013, and then a Companion at Emmaus Gloucestershire in June of that year. He has been a Shop Manager at the Superstore/ Warehouse from February 2014.

Oriol Gaspa is born in Puig-Reig (Barcelona). He studied Industrial Engineering and is specialised in electronics. He has a degree in Business Administration and CEO and studied at the business school EADA. He was formerly the head of maintenance at Gran Teatre del Liceu in Barcelona and the head of the maintenance company GTD industrial systems. Currently he is the manager of Garbet Cooperative Integration and is part of the management of Suara Cooperative.

Jamy Goewie is a serial social entrepreneur and started her first social initiative in Amsterdam Zuidoost where she launched an entrepreneurship program in 2003 for Out of School Youth together with KPMG and in 2005 founded Stichting Child at Venture, an organisation that promotes and supports entrepreneurship amongst the poorest youth in slum areas in Africa and Asia. She has trained and supported more than 1000 youth worldwide in setting up a small business. Next to that, Jamy has been active as a CSR consultant since 2010 for several large companies and is since 2013 director of Ashoka Netherlands. Ashoka supports leading social entrepreneurs with scaling and sustainable business models.

Lex Huis in het Veld joined PwC in 2009. Beside his work at corporate and private clients within the Assurance profession, Lex is engaged in various social enterprise projects initiated by PwC. He outlined the partnership between Social Enterprise NL and PwC, was involved in developing a sustainable business model for a social enterprise and was part of the assessment team of the Social Impact Lab of PwC in 2014. Lex also conducted the study on how to raise capital as a social enterprise. Thinking differently by converging 'problems' into businesses propositions, drives his interest behind social firms.

Jaap Kemkes is a strategic advisor, lobbyist and fundraiser for NGO's and social firms. Jaap is self-employed and works for a large number of organisations in the Netherlands. Since 2007 he has been working for De Omslag as freelance adviser. Jaap is a specialist on government policies regarding social healthcare. He supports innovative projects and initiatives in building effective organizations and developing sustainable business cases.

John-Peter Kools is an expert on drug use, health and harm reduction. He has been involved in the drug field since the mid 80s. At first as a drug activist in Amsterdam, later on also as an initiator and manager of harm reduction programmes. Initially in The Netherlands, but since the mid 90s he has been involved in initiating and supporting harm reduction programmes in Eastern Europe and Asia. Since 2008 he is self-employed and works on developing health responses for people using drugs. In Europe and in transitional and developing countries. He has been also involved in getting harm reduction off the ground in drugs/HIV affected countries in Africa. Since 2013 he is a part time staff member Correlation Network, the European Network on Social Inclusion and Health. He is also the acting chair of Harm Reduction International.

Ewald Lochner is the Deputy General Manager of the Addiction and Drug Prevention Coordination in Viennan, Austria and responsible for Employment, Social Integration and Prevention. The Vienna Drug Policy Programme poses great importance to labour market measures with the aim to integrate addicted persons healthier and with a better subjective well-being into social life. The key importance is the existence of tailored labour market policy measures. This is why the Addiction and Drug Prevention Coordination in Vienna (SDW) has developed a concept which has been implemented since 2008 together with the Labour Market Service (AMS), the Vienna Employee's Promotion Fund (WAFF) and drug treatment services.

Sjoerd van der Maaden has been working in ICT since the early 80's. During a year-long sailing trip around the Atlantic Ocean with his family, he was surprised when his son, who was performing poorly at his school that specialised in teaching autistic children, suddenly started to excel when home-schooled. After getting back to the Netherlands, Sjoerd founded Specialisterren, a company targeted at providing a proper working environment for people with autism.

Sofia Mora studied Economics and Sociology. Collaborating with APDES for the last 9 years, she has been actively involved in intervention projects, training and research in the areas of inclusion through work, self-employment and citizenship. Her fields of interest are the emergence of a new culture that can bring about change and the social and solidarity economy. She is part of the INWORK project team.

Floriana Nappini is project manager at Consorzio Sociale Light. After graduating in European Studies, she undertook a Master's Degree in Local Economic Development at LSE. Since then, she has been working within the Third Sector both in Brussels and Italy. Currently, she works as Project Manager for a consortium of social enterprises and is responsible for programming and implementing activities and projects supporting the development of social enterprises. Since 2010 she has been involved (together with representatives from the Lombardy Region) in the SEN Network (Social Entrepreneurship Network) where she has been responsible for coordinating the work concerning social added value measurement.

Brigit Nieuwburg studied Pedagogy. Brigit worked for 10 years in a shelter for homeless youngsters and was a volunteer coordinator in a project for homeless and drug users. Hereafter she worked as a counselor for people with a large distance to the labour market. Nowadays she is regio-manager at the Regenboog Groep with a focus on reintegration and social care for the most vulnerable citizens in Amsterdam. She closely cooperates with volunteers. Brigit is also supervising a number of social firms, which operate under the wings of the Regenboog Groep.

Raluca Ouriaghli has been working for several international NGOs and a work integration social enterprise in France. In 2008 she launched and managed a work integration social economy non-profit enterprise in Bucharest, Romania, to create jobs for the most disadvantaged target groups (ex-offenders, homeless, people with disabilities, health problems and various addictions, excluded Roma, ...). She contributes to the building of strong partnerships with public authorities and private sector and is creating social and economic templates for social economy in Romania. Today, Ateliere Fara Frontiere (Workshops without borders) is a Romanian work integration social enterprise established as a non-profit organization that hired since 2009 more than 120 very disadvantaged people, created 30 stable and quality transition jobs for the conventional labour market. The main social economy activities are collecting, reusing and recycling WEEE (waste of electrical and electronic equipment) and collecting outdoors publicity waste - meshes and banners that are transformed into bags and ethical fashion accessories and decorative objects.. Ateliere Fara Frontiere is member of European and national networks: ENSIE (www.ensie.org), Rreuse (www.rreuse.org) and RiseRomania (<https://ro-ro.facebook.com/pages/Rise-Romania/353428118098457>) – the national network of work integration social economy enterprises.

Vina Patel works for Social Firms Wales as the Social and Corporate Governance advisor. Vina is passionate about good governance and believes it is vital to the success of a sustainable organisation. She works closely with social entrepreneurs, community organisations and local authorities across Wales to ensure a clear vision is maintained and due diligence carried out, supporting long-term financial and social objectives to be fully achieved. Prior to working for Social Firms Wales Vina worked in the Third Sector supporting local, regional and National organisational development, coordinated a European project and been lucky enough to work with and across several European countries. Vina has also spent some time in West Africa working with a coalition of NGOs in Ghana. As the Social and Corporate Governance advisor Vina is kept very busy as the Social Firm sector is growing in Wales and an increasing awareness on the importance of laying strong foundations.

Alessandro Pirona is a psychologist with a PhD in experimental psychology from Sussex University. He joined the European Monitoring Centre for Drugs and Drug Addiction as a scientific analyst in the Intervention, Best Practice and Scientific Partners Unit. He is responsible for the monitoring of health and social responses in the EU, with a particular interest in drug treatment. He has been project manager of a number of key EMCDDA publications, such as 'New Heroin-assisted treatment in Europe and beyond', 'Treatment care for older drug users', 'Internet-based drug treatment' and the Insights on 'Social reintegration and employment: evidence and interventions for drug users in treatment'. Due to its uniqueness and quality, this publication is a reference publication for policy makers, professionals and the general public worldwide who are interested in finding out more on what works in supporting people who experience drug problems to consolidate their human, social and economic capital and thereby improve their treatment outcomes.

Michele Rigby is CEO of Social Firms UK - the national support and membership organisation for the development of the Social Firm and Work Integration Social Enterprise (WISE) sector in the UK. Michele's experiences at the sharp end of setting up and running an award-winning Social Firm, and of leading both national and regional social enterprise support bodies informs her views on the needs of social firms and the wider social enterprise sector, and the policy directions that enable and encourage them both to occupy a proper space within the national economy, and to bring new ways of effecting social change.

Julie Rijpens is a researcher at the Centre for Social Economy, HEC Management School, University of Liège. She recently finished her PhD in Economics and Management Sciences (HEC-ULg) about the governance of Work Integration Social Enterprises in Belgium. Next to governance issues, her research interests include more widely the management and business models of social enterprises. She has also teaching experience in social enterprise management and governance classes in the master and executive education programs. Since 2013, she is besides the manager of the Academy for Social Entrepreneurs @HEC-ULg, a platform that gathers the training, support and networking activities for social entrepreneurs, which are carried by the Centre for Social Economy and HEC-ULg.

Eberhard Schatz studied social work in Germany and worked for drug counselling services in Germany and cross-border projects between Germany and the Netherlands. From 1998 to 2004, he coordinated the European project AC Company, a network with 35 partner organisations, targeting mobile drug users in Europe. He is involved in different advisory boards at the national and international level. Since 2005, Mr. Schatz has been one of the coordinators of the European Correlation Network, an EU funded health project, with more than 100 partners from all over Europe. Together with Ms. Schiffer, he is responsible for the overall management of the project, the organisation of seminars and conferences (e.g. ,Social Inclusion and Health‘, Sofia, 2005 and ,Out of the Margins‘, Ljubljana, 2011). He presented the network at many conferences and symposia and published numerous reports and articles.

Katrin Schiffer studied social work in Germany and worked in several organisations and projects targeting drug users and sex workers. As from 1996, she has been working for the Rainbow Group (RG). Since 1997 she coordinates European projects targeting marginalised and vulnerable groups. Since 2005, Katrin has been one of the coordinators of the European Correlation Network with more than 150 members from all over Europe. She is also the initiator and coordinator of the European INWORK project. In 2011, she graduated at the Netherlands School for Public and Occupational Health as a Master of Public Health (MPH).

Sarah Sharlott has a background in local authority services. In a career spanning 35 years, she has established and led the delivery of services ranging from home care and meals on wheels, to community hospitals and employment advice and skills for Leicestershire County Council and Suffolk County Council.

In 2005, she led a European Social Fund supported project within Suffolk to analyse and evaluate the possibility of transforming the council's day care services into viable social enterprises. In November 2012, she became Chief Executive of Realise Futures. She is also a director for Social Enterprise East of England (SEEE) and speaks nationally on social enterprise development and governance. Nicky Stevenson has been a consultant in the social enterprise sector for over 20 years. She has extensive experience as a researcher and evaluator and in recent years has developed and delivered learning around social impact measurement. With Helen Fitzhugh she wrote a Guide to Getting Started in Social Impact Measurement (2010, revised 2012), a Social Impact Measurement Toolbox (2013), both for The Guild and Inside Social Enterprise – to be published by Policy Press February 2015. She is a trained Social Return on Investment practitioner with full approved advisor status and is a member of the SROI network. She is currently working as an independent researcher and impact measurement practitioner and is an Associate Lecturer at Anglia Ruskin University.

Arjan Vliegthart is a political scientist and was from 2007 to 2014 in the Dutch Senate. He taught for many years in political science (international relations) at the Free University in Amsterdam. He was assistant and later director of the Research Institute of the Socialist Party (SP). Arjan was for four years a member of the Departmental of SP in Amsterdam. As an alderman, he is responsible for the portfolios Employment, Income, Poverty and Participation.

Sara Woods has been working with vulnerable groups in Amsterdam and in the international context, since 2007. She has worked as project coordinator, support and advisor with drug users, people with mental health problems, and homeless people. With a degree in MSc Social Policy and Social Work in Urban Areas she continues to work as internship coordinator and Correlation Network's project officer.

Riccardo Zoffoli is the president of the Social Cooperative "Sol.Co" (www.solcoravenna.it), a consortium of social cooperatives, pursuing the general interest of the Community to the human development and social integration, managing personal services and services for the working insertion of disadvantaged groups in the provinces of Ravenna, Ferrara and Forlì -Cesena.



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