RaiSE Project
Social Enterprises and skills development in ER

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RAISE - Enhancing social enterprises competitiveness through improved business support policies - is co-funded by INTERREG Europe for the years 2017-2021

RAISE is headed by the Regional Agency for Regional Development Acciò; PPs: ERVET, IFKA, Scottish Enterprise, Orebro, Westbic Ireland, ZSI Vienna

RAISE aims to improve regional policy instruments for the competitiveness and sustainability of social enterprises because Social Enterprises are drivers of social change. They have the potential to promote more and better jobs and generate inclusive growth, while addressing major societal challenges. Business support policies are still rare and, when available, fragmented among public authorities.

RAISE foresees an interregional learning process, the sharing of solutions and collaboration among different types of actors (local authorities, development agencies, companies and their forms of representation). A second phase of the project (2019-2021) is dedicated to the definition and monitoring of interventions envisaged by an a regional Action Plan.
Through RaiSE, all partners made a «Study on the social enterprises ecosystem» in own regions.

Desk analysis & interviews to Social Enterprises.
Characteristics of Social Enterprise today

- SE is now competing with the market, technology & new generations.
- SE has expanded the scope of its business and the offer of services and products.
- PA is no longer the only reference - new financial methods & instruments other than calls for proposals.
- SE is developing collaborations with the profit world in a public-private co-planning perspective.
- Internationalization processes are underway for the largest & most consolidated SE.
- The evaluation of quality of services and the measurement of social impact represent new frontiers of improvement, together with the need for high-level managerial skills and new professional skills (which belong to the profit world).
In Emilia-Romagna, social cooperatives are **over 700** with a turnover exceeding **2.5 billion euros**, a **job for about 50 thousand people**.

Social Enterprise operates mainly in personal assistance and education and is mainly represented by social cooperatives and voluntary associations and social promotion.

It is not to underestimate the importance of social cooperatives of type B aimed at the employment of disadvantaged people. They operate directly on the market by competing with profit companies in offering products and services with ever higher quality standards. These SEs therefore generate value and employment by supporting the public system that has decreasing resources.
The desk analysis and in-depth study of 21 exemplary cases through direct interviews with social enterprises highlighted the characteristics of the new Social Enterprise that must respond to the changed social needs expressed by the community and maintain the effectiveness of the action by responding to fragility and social emergencies (redevelopment of cities and suburbs, responses to vulnerable groups).

Data confirms how the Social enterprise in Emilia-Romagna, as in Europe, has a fundamental role for the economy as it has a strong capacity for resilience that allows it to grow even in times of economic crisis.

At the same time, SE is able to generate employment and services to support the public system.
Starting from the tools already put in place by the Emilia-Romagna Region and in view of future planning, the mapping carried out within RaiSE highlighted possible lines of action in terms of programming & political strategies to increase the competitiveness of the Region:

- To promote the creation of business networks, legal instruments and new organizational models
- To facilitate the contamination between innovative start-ups and consolidated companies
- To facilitate investments in new technologies
- To build impact-oriented financing tools (result and performance)

- To supporting the development of new managerial skills within social enterprises and to promote entrepreneurship as a whole
THE EMILIA-ROMAGNA REGION’S LINES OF ACTION

THE EMILIA-ROMAGNA REGION “PACT FOR WORK”

Annex 5 "Development, Businesses and Labor", various interventions are envisaged, for the support of a fair and inclusive society, among which those aimed at:

- promote social innovation, including through training actions aimed at strengthening the managerial skills of people working in the third sector;
- invest in training and qualification of professionals able to respond to new social needs.
Then

We are working on the definition of an ACTION PLAN focused on improving managerial skills of SE managers and supporting actions addressing regional operative programs of structural funds (ESF – ERDF) with new interventions (call, supporting actions/services).

In particular, within ESF Emilia-Romagna Regional Operational Plan 2014-2020 we will explore the possibility to open a tender to finance training for managers of social enterprises of Emilia-Romagna in order to support the development of entrepreneurial skills.

E-R ESF Operational Program highlights - with reference to the Thematic Objective 8. Investment priorities 8.5 "Adaptation of workers, businesses and entrepreneurs to changes“ - as the qualification of human capital in the productive system represents one of the levers to improve the competitiveness of companies and underlines how the intervention on the skills of the workforce is an essential element to look at innovation and development also through the repositioning of supply chains and production systems.
Thank you!

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