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| Europe for Citizens |  |
| **The project « Promoting Social ENTREpreneurship in EUropean communities (ENTRE-EU) » was funded with the support of the European Union under the Programme "Europe for Citizens"** |  |
| **Applicable to the Strand 2 – Measure 2.1 *"Town-Twinning”*** |
| **Participation:** The project involved 122 citizens, notably 84 participants from the city of Varazdin (invited by POU Varazdin & DAN d.o.o.), Croatia, and 38 participants from the Municipality of Ormž, Slovenia (Invited by Ljudska Univerza Ormož).**Location/Dates:** The main event took place in Varazdin, Croatia, from 10/10/2018 to 12/10/2018**Short description:** The day of Wednesday, 10/10/2018 was dedicated to the exchange of best practices and experiences relating to social entrepreneurship. The participants included representatives of SMEs (including social enterprise), education institutions, CSOs (civil society organizations), local development agencies and citizens. Presentations that were held by successful social entrepreneurs from Croatia and Slovenia showed participants how social enterprise functions in practice, how challenges in managing theses enterprises were overcome, and how EU integration benefited their operations (in terms of applying values and EU programmes to actions). Ivan Božić from Humana Nova (a social enterprise in the textile sector in Čakovec, HR) described how the enterprise was formed and how it overcame challenges. DAN d.o.o. presented its priorities concerning social entrepreneurship in Varazdin. Mr. Domagoj Borščak from BOMARK PAK (a plastics producer in Ludbreg) presented its web platform and initiative “Civilizacija Ljubavi” which is designed to connect social initiatives. Dr. Marinka Vok, from Ormož, SI explained how Center ponovne uporabe d.o.o, S.O.P. takes discarded furniture and other household items and applies a social enterprise approach to create attractive and unique furniture, decorations and other high-end household items. Iztok Luskovic from Zavod 100% naravno Botanik presented on how environmental protection and social inclusion are key elements of the company’s mission and vision and has contributed to the company’s success on the market. The panel discussion and interactions with participants addressed key topics & themes regarding social enterprise. Panel members explained how they incorporate active citizenship in their actions in order to motivate citizens, market products and succeed on the market. They also described how EU integration in Slovenia and Croatia over the past ten years has benefited their operations (in terms of creating legal frameworks for social enterprise and funding opportunities). One notable finding from the discussions related to the lack of a legal framework on social enterprise in Croatia. Slovenian participants mentioned how there is a clear framework that developed as a result of integrating EU commission recommendations in commercial laws. Croatian participants mentioned that no such framework exists, which puts into questions what is even considered a social enterprise in the country. Overall, the best practice examples and interactions contributed to raising participants’/citizens’ knowledge about how social enterprise works in a European context, and how EU policy & values (volunteering, active citizenship) function in social enterprises.The day of Thursday 11/10/2018 was dedicated to understanding the concept of social enterprise, developing social enterprise ideas, and to enhancing public awareness about the impact of the European Union on local affairs. During the first half of the day, a workshop was organized for representatives of public bodies, civil society organizations and students. The first part of the workshop focused on familiarizing the participants with the concept of social enterprise (I.e. what it is and what it isn’t). The second half included group work, where Croatian & Slovenian participants were given a scenario and asked to develop a business idea for a social enterprise. Through interactions, group work and discussions, participants learned about each other’s needs and developed new links. By presenting business ideas, the participants learned about how social enterprises form, what challenges need to be addressed and how social inclusion and ecologically sensitive approaches to business contributes to smart, sustainable and inclusive growth (Europe 2020 policy goals concerning employment and poverty). During the second part of the day, an EU quiz was organized as a citizens’ event. The quiz included multiple choice questions on the key values of the EU, the EU’s history, the European parliament, and social enterprise. The quiz was organized into 4 separate rounds/sessions in order to allow as many participants as possible to take part in the activity. Through the quiz, specific information about what the EU represents was provided in an easy-to-understand and interactive manner and certain myths/misinformation were addressed. The day of Friday 12/10/2018 was dedicated to cooperation between stakeholders from Croatia and Slovenia. A workshop was organized where representatives of public bodies, civil society organizations, social enterprises, and local authorities discussed the challenges of EU integration (regarding employment, education and social enterprise), what actions/projects would benefit the wider public, and how to involve citizens in local-level initiatives. Through the group discussions, it was realized that the challenges faced by citizens in Ormož and Varaždin are similar and that there are possibilities for cooperation via EU programmes/funds. Representatives of the Croatian Europe for Citizens contact point (Office for Cooperation with NGOs) presented the Europe for Citizens programme as a means to develop links and cooperation between communities and citizens, and described the types of projects that can be co-funded via the programme. At the end of the workshop, a short press conference was held where the Memorandum of Understanding (MoU) between the partners was signed and described. The memorandum serves as means to sustain cooperation between the partnership over the long-term and it promotes social enterprise in the wider region.\*Prior to the main event, pre-event seminars were held in Ormož and Varazdin (21 participants in Varazdin on 06/09/2018, and 15 participants in Ormož on 14/09/2018). The seminars were organized to promote the event, enhance know-how on EU policies concerning employment, gain inputs/feedback from citizens on the purposed contents of the main event, and assess what knowledge participants require in order to enter the market as social entrepreneurs. By taking this approach, the partnership was able to adjust the contents accordingly, understand more in-depth stakeholders’ needs and effectively achieve project aims. |
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| **Projekt „ Promocija socialnega podjetništva v evropski skupnosti (ENTRE EU)“ je financirala Evropska unija v okviru programa „Evropa za državljane“** |  |
| **Sklop 2, Ukrep 2.1 pobratenja mest** |
| **Udeležba**: V projektu je sodelovalo 122 ljudi, od tega 84 udeležencev iz Varaždina (povabljenih s strani POU Varaždin in DAN d. o.o.), Hrvaška in 38 udeležencev iz Občine Ormož (povabljenih s strani Ljudske univerze Ormož), Slovenija. **Kraj/datumi:** Glavni dogodki so potekali v Varaždinu, Hrvaška, od 10. 10. 2018 do 12. 10. 2018 **Kratek opis:** Prvi dan - sreda, 10. 10. 2013, je bil posvečen izmenjavi dobrih praks in izkušenj na področju socialnega podjetništva. Udeleženci so bili predstavniki malih in srednje velikih podjetij (vključujoč socialna podjetja), izobraževalne ustanove, organizacije civilne družbe, lokalne razvojne agencije in državljani. Predstavitve uspešnih socialnih podjetnikov iz Hrvaške in Slovenije so udeležencem pokazale, kako socialno podjetništvo deluje v praksi, kako premagati izzive pri upravljanju podjetja in kakšne prednosti pri njihovem poslovanje jim prinaša integracija v Evropsko unijo (uresničevanje vrednostih in programskih ukrepov EU). Janez Božič iz podjetja Humana Nova (socialno podjetje v tekstilnem sektorju v Čakovcu, HR) je opisal, kako je bila družba ustanovljena in kako obvladujejo izzive podjetja. Predstavniki agencije DAN d.o.o. so predstavili prioritete socialnega podjetništva v Varaždinu. G. Domagoj Borščak iz podjetja BOMARK PAK (proizvajalci raztegljive folije v Ludbregu) je predstavil svojo spletno platformo in pobudo "Civilizacija ljubezni", ki je namenjena povezovanju družbenih pobud. Dr. Marinka Vovk iz Ormoža, SI je pojasnila kako Center ponovne uporaba d.o.o., S.O.P. reciklira zavrženo pohištvo in druge predmete za gospodinjstvo in spreminja pristop socialnih podjetij pri ustvarjanju privlačnih in edinstvenih kosov pohištva, okraskov in drugih kakovostnih predmetov. Iztok Lusković iz Zavoda 100% naravno Botanik je predstavil, kako so varstvo okolja in socialna vključenost ključni elementi poslanstva in vizije podjetja, ki so prispevali k uspehu podjetja na trgu. Preko razprav in interakcije z udeleženci so bile naslovljene glavne teme socialnega podjetništva. Člani okroglih miz so pojasnili, kako so združili aktivno državljanstvo v svojih dejavnostih z motiviranjem državljanov in izboljšanjem uspešnosti njihovih izdelkov na trgu. Opisali so tudi, kako jim je priključitev Slovenije in Hrvaške v EU v zadnjem desetletju prinesla koristi pri njihovem poslovanju (v smislu ustvarjanja pravni osnov za socialno podjetništvo in možnosti financiranja). V razpravi je prišlo do spoznanja o pomanjkanju pravnega okvira za socialno podjetništvo na Hrvaškem. Slovenski udeleženci so povedali, da obstaja jasen pravni okvir, ki je nastal s pomočjo vključevanja priporočil Evropske komisije v obstoječo slovensko zakonodajo. Hrvaški udeleženci so povedali, da takšen pravni okvir ne obstaja, kar privede do vprašanja o sami opredelitvi socialnega podjetništva na Hrvaškem. Na splošno so primeri dobre prakse in interakcija prispevali k povečanju znanja udeležencev/državljanov o tem, kako socialno podjetje deluje v evropskem kontekstu in kako politika in vrednote EU (prostovoljstvo, aktivno državljanstvo) funkcionirajo v socialnih podjetjih.Drugi dan - četrtek, 11. 10. 2018, je bil namenjen razumevanju koncepta socialnega podjetništva, razvoju idej socialnega podjetništva in ozaveščanju javnosti o vplivu Evropske unije na lokalna podjetja. V prvi polovici dneva je bila organizirana delavnica za predstavnike javnih organov, organizacij civilne družbe in študentov. Prvi del delavnice je bil usmerjen v spoznavanje udeležence s konceptom socialnega podjetništva (npr. kaj je in kaj ni socialno podjetništvo), drugi del delavnice je vključeval skupinsko delo - udeleženci dobili različne scenarije, na podlagi katerih so morali razviti poslovno idejo za socialno podjetje. S sodelovanjem, skupinskim delom in razpravami so se udeleženci seznanili s težavami in potrebami socialnega podjetništva ter se povezali. S predstavitvijo poslovnih idej so udeleženci spoznali, kako se oblikujejo socialna podjetja, kako se lahko soočajo z reševanjem izzivov in kako socialna vključenost in skrb za okolje prispevata k pametni, trajnostni in vključujoči rasti (cilji strategije Evropa 2020 na področju zaposlovanja in odpravljanja revščine). V drugem delu dneva je potekal kviz o Evropski uniji, dogodek je bil odprt za javnost. Kviz je vključeval različna vprašanje o ključnih vrednotah EU, zgodovini EU, Evropskega parlamenta in socialnem podjetništvu. Organiziran je bi v štirih ločenih krogih, kar je omogočalo sodelovanje čim več udeležencev. S kvizom so bile na enostaven, razumljiv in interaktiven način predstavljene specifične informacije o tem, kaj EU zastopa. Prav tako se je dotaknili nekaterih mitov in dezinformacij o EU.Tretji dan - petek, 12.10.2018 je bil posvečen sodelovanju udeležencev iz Hrvaške in Slovenije. Organizirana je bila delavnica, na kateri so predstavniki javnih organov, organizacij civilne družbe, socialnih podjetij in lokalnih oblasti razpravljali o izzivih integracije v EU (v zvezi z zaposlovanjem, izobraževanjem in socialnim podjetništvom), o dejavnostih/projektih, ki bi imeli koristi za širšo javnost in o sodelovanju državljanov pri lokalnih pobudah. S skupinsko razpravo je bilo ugotovljeno, da so izzivi, s katerimi se srečujejo državljani v Ormožu in Varaždinu, podobni in da obstajajo možnosti za sodelovanje preko programov/skladov EU. Predstavniki kontaktne točke za Hrvaško - Evropa za državljane (Urad za sodelovanje z nevladnimi organizacijami) so predstavili program Evropa za državljane kot točko navezovanja stikov in sodelovanja med skupnostmi in državljani ter opisali vrste projektov, ki jih je mogoče sofinancirati preko programa. Na koncu delavnice je potekala kratka tiskovna konferenca, na kateri je bil predstavljen in podpisan Memorandum o soglasju med partnerji. Memorandum služi kot sredstvo za vzdrževanje dolgoročnega sodelovanja med partnerji in ​​spodbujanje socialnega podjetništva na širšem območju.\*Pred glavnim dogodkom so bile organizirane fokusne skupine v Ormožu in Varaždinu (21 udeleženci v Varaždinu, 6. 9. 2018, 15 udeležencev v Ormožu, 14. 9. 2013). Fokusne skupine so bile organizirani za promocijo dogodka, izboljšanje znanja o politikah EU na področju zaposlovanja, pridobivanje povratnih informacij državljanov o vsebini glavnega dogodka in evalvacijo udeležencev oziroma njihovega znanja, ki je potrebno za vstop na trg socialnega podjetništva. S tem pristopom je partnerstvo uspelo ustrezno prilagoditi vsebino dogodkov, razumeti dejanske potrebe zainteresiranih strani in učinkovito doseči cilje projekta. |