

# REPORT

## SECOND ONLINE TRANSNATIONAL MEETING PART



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SKI.F.T. SKILLS FOR TRANSITION  
101126777

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**Co-funded by  
the European Union**



## **Second Transnational Online Meeting**

**18 June, 9.30am-12.30pm**

### **1. Participants :**

Sara Belloi, Legacoop Emilia-Romagna

Heike Birkhölzer, Gräfewirtschaft/Social Economy Berlin

Elsa Brander, Kooperationen

Vincenzo Cangiano, Arbizzi Cooperative

Fabiola di Fazio, Demetra Formazione

Valentina Dragone, Demetra Formazione

Enrico Fontanesi, Cooperativa Rigenera

Urszula Fila-Kicman, FISE

Agnieszka Iwaniak, Stowarzyczenie BORIS

Julia Koczanowicz-Chondzynska, FISE

Erdmuthe Klaer, REVES aisbl

Katarzyna Maciag, Kooperatywa Dobrze

Rosaria Mastrogiacomo, Legacoop Emilia-Romagna

Adam Markuszewski, FISE

Olga Odziemczyk, Fundacja na rzecz rozwoju oraz edukacji

Elena Scanferla, COESI

Roberta Trovarelli, Legacoop Emilia-Romagna

Francesca Zaganelli, CECOP

Laura Zambrini, Demetra Formazione

Stefano Zecchi, Expert

Regita Ziela, Association for Social Entrepreneurship Latvia

Pascale Zoetaert, ConcertES

## **2. Objective of the meeting :**

This second transnational online capacity-building meeting had the objective to provide partners with an occasion to further exchange on the jointly elaborated SKI.F.T. methodology and related tools. At the same time the event allowed partners to continue their capacity-building process in the preparation phase of advisory and coaching activities through an exchange between themselves as well as with external experts and (stakeholder) organisations.

## **3. Programme:**

9.30 Welcome/Intro

9.45 SKI.F.T methodology - Preparation Advisory and Coaching/Needs and priorities for the next months

- Partners sharing their plans/methods

- Presentation of Repository of tools

10.30 Break

10.40 Towards ESG from the perspective of a micro and small social economy enterprise

Stefano Zecchi, Senior Sustainability Counselor (IT)

11.15 Communicating social and environmental impact

- Heike Birkhölzer, Graefewirtschaft Berlin GmbH/Technologie-Netzwerk Berlin e.V./Social Economy Berlin (DE)

- Regita Zeiļa, Social Entrepreneurship Association Latvia (LV)

- Pascale Zoetaert, ConcertES (BE)

12.30 End of the meeting

#### **4. Discussion :**

##### **Preparation of advisory and coaching: Exchange of experiences and know-how**

The first part of the meeting provides project partners with an opportunity to exchange information and know-how related to the preparation of advisory and coaching activities. Main aspects addressed in this exchange are the concrete thematic content of the different activities as well as methodological questions (including the respective advantages and possible set-up of individual and collective sessions).

Partners decide to create a specific folder on the shared drive in order to share – on a voluntary basis - different type of (preparational) material for the advisory and coaching sessions.

This exchange is followed by a short presentation, by Erdmuthe Klaer, of a first draft of what will become the SKI.F.T. repository of programmes and tools supporting capacity-building of (small social economy) enterprises in the field of green transition. So far, the repository will remain work in progress which will be further enriched in the course of the project, before being published in autumn 2025. Project partners might obviously use the (draft) repository also for the design of their own activities in the framework of the SKI.F.T. project and beyond.

#### **ESG**

**Stefano Zecchi, Senior Sustainability Counselor**, provides participants with more detailed information on [Synesgy](#), a specific digital platform allowing enterprises to carry out ESG assessment throughout the whole supply chain. The latter accounts, according to scientific research, in many sectors of activity for more than three quarters of environmental impact of a company. The Synesgy platform is present in more than 90 countries and is accessible in more than 25 languages.

The company wishing to realise the assessment registers as process leader and uploads the list of its suppliers who are then contacted by e-mail and invited to take part in a survey. In a last step, data provided by the supplier companies are validated through automatic and manual checks. At the very end of the process, a specific assessment, related scores (for each of the ESG dimensions) and a certificate are issued.

Through a specific portfolio dashboard, the enterprise can check to what extent and how supplier companies responded to the survey.

Questions in the questionnaires are designed in a way to allow customers to use answers also in other contexts and reports.

Zecchi also makes reference to the [TranspArEEens](#) project which focused on possibilities to overcome obstacles regarding the collection and analysis of ESG and Energy Efficiency-related data specifically of Small and Medium Enterprises.

## Q&A

One of the main strengths of Syngesgy compared to tools such as [Open-es](#) and [EcoVadis](#) lies in the fact that it focuses on supplier-client relationships as well as in related reports.

Users of the platform have the possibility to benefit from online support (e.g. for the filling in of the questionnaire, etc.).

Social economy enterprises may customize Syngesgy with questions corresponding to their specific enterprise model and/or sector of activity. This was done, for example, by Legacoop Bologna, which used also additional questions that suppliers had to respond to. However, these questions and related answers won't have an impact on the final score which is based on the general questions every kind of user enterprise would have to answer. They just provide the customer (the lead enterprise) with additional information.

## Communication

**Heike Birkhölzer, representing [Graefewirtschaft GmbH/TechNet Berlin e.V.](#) and [Social Economy Berlin](#)**, shares her experience in the development of an initially very small social economy initiative.

Graefewirtschaft was founded in 2009 by long-term unemployed migrants and Germans. It is a social enterprise that has the objective to promote employment and social inclusion of migrants and refugees. Another aim of Graefewirtschaft is to improve school meals, canteens, food in kindergardens and the local food system through various activities, including

- kitchens catering for schools, kindergartens and daycare centres (up to 6000 meals per day);
- several canteen kitchens ;
- a catering service.

In addition, Graefewirtschaft provides household services and care for the elderly.

The company started as a micro enterprise. Today, through these activities, which generate 100 % of its income, Graefewirtschaft employs and delivers vocational training for ca. 80 people.

A main instrument also of communication of its social and environmental impact is social reporting. Birkhölzer made this experience also as an advisor in her work with other social economy start-ups and enterprises in the framework of Social Economy Berlin : Social economy enterprises are encouraged to consider social reporting from the very beginning. It is a fundamental point of departure for any communication activity. At the same time it helps (co-) entrepreneurs to clarify and become themselves more aware of (and thus able to share) the mission of the enterprise, the priority topics and objectives to be achieved, and related indicators.

The outcome and communication of social reporting activities of social economy enterprises in Berlin finally also had an impact on indicators used in local public procurement procedures.

Beside support for social reporting, Social Economy Berlin and the twelve intermediary organisations it brings together provide also other type of tools and free guidance on impact communication. The organisation as such developed a specific communication strategy to make the social economy in Berlin more visible and raise awareness, in particular among policy-

makers, but also in the general public, on its added value, activities and needs. Main instruments here are for example storytelling and publications, but also the organization of events promoting exchange amongst the different actors of the sector and political decision makers, the traditional economic sector and the civil society.

Also the Berlin Social Enterprise Award contributes to raising visibility of local social economy initiatives and their impact.

**Regita Zeila, director of the [Social Entrepreneurship Association Latvia](#)**, a member organisation promoting the development of social entrepreneurship in Latvia, presents guidelines and tools for impact communication developed by her organisation and partners.

A particularly fruitful experience for the design of various instruments was [“Baltic:Youth:Impact”](#) - a project on social impact management which focused in particular on youth organization and youth social enterprises. Zeila highlights the Impact Management Toolbox, one of the outputs of the project, which, though not in the first place addressing specifically communication, provides users with basic instruments to first of all understand – but then also communicate – the specific problems a social enterprise aims to address. Another output of the project, the Social Impact Communication Guidelines, support social enterprises in their effort to communicate their impact in an understandable – and inexpensive – way. They guide users in organizing internal and external communication, use the right channels, formulate messages... and finally develop a comprehensive communication strategy which also small enterprises confronted with limited resources are able to implement. Guiding questions help organisations to design their strategy, tools and messages.

Whilst developing the different tools, various objectives of communication – including raising the visibility of the social enterprise in the general public, reaching out to (potential) partners, attracting potential funders/investors, but also (future) employees, members or volunteers - were taken into account.

## **Q&A**

Concerning the use of the presented guidelines and instruments by a diversity of actors, including the younger generations that often appear already more agile and ‘expert’ with regard to different methods and means of communication, Zeila draws the attention of participants to the fact that youngsters tend to communicate, but do not always understand the results of their own projects and organisations. Moreover, youth organisations and youth social enterprises often experience a frequent turnover of workers/volunteers. The work carried out in the framework of social impact management helps the organization and the (changing) team at different moments to better become aware of what the organisation would like to achieve and how. The social impact management plan helps to define and understand different aspects: What are the results the enterprise or organisation wishes to achieve? When and how to create impact? How to understand the results and how to communicate them afterwards? This work has to be considered as a process in which the whole team has to be involved.

After the project, which led to the development and publication of the aforementioned Impact Management Toolbox and Guidelines on Communication, a survey was sent out to see whether partners and other organisations continue using the tools developed. This was the case. Moreover, also other organisations in the Baltic States and beyond – among them the Latvian State Administration School - started applying the guidelines and instruments.

**Pascale Zoetaert** introduces **ConcertES**, an organisation bringing together 23 social economy federations and organisations in the French-speaking part of Belgium (mainly Wallonia and partially Brussels), which operate in a diversity of sectors. ConcertES has the objective to represent its members in the dialogue with policy-makers and other players, to carry out advocacy actions, but also to promote the social economy more broadly, collect data on social economy development (e.g. in the framework of the [Social Economy Observatory](#)), etc.

The Walloon Regional Government Decree on the Social Economy, which was adopted in 2008 and includes different actions and measures to develop the social economy, created a favourable context for this work.

As a recognized representative organisation of social economy in Wallonia, ConcertES also received the mission to develop a communication strategy. The point of departure was a collective work with different social economy federations and organisations on a development plan of the social economy, in which communication was considered a key factor. A collective website ([economiesociale.be](http://economiesociale.be)) was launched through which the different social economy organisations and related stakeholders share news about recent development within the ecosystem, policies, events, projects at different levels, etc..

Within ConcertES a working group with communication experts from members was founded in 2020 to develop a common communication strategy. Initially, a survey was conducted among the population which showed that citizens did not know much about the social economy, but, once the social economy had been explained more in detail to them, declared a stronger interest and willingness to use social economy products and services more or even to work in the social economy. In 2021, ConcertES and its members, supported by the Walloon and Brussels regions, launched a campaign addressing specifically young people (18-34 years). The objective here was also to attract youngsters as future workers/employees/co-entrepreneurs of the social economy. As a part of the campaign, a collective brand identity “Social economy actor” was created.

For the 2022-2024 period a communication plan was launched, which has also received (financial) support through the Walloon Recovery Plan. The plan comprises both internal and external communication measures.

The former have the objective to foster, among social economy actors, including workers, a stronger sense of belonging to the social economy. Actions planned include networking events, newsletters, exchange around best practice, support to already running communication activities of ConcertES members, the consolidation of digital communication (capacities) of social economy actors, as well as training and advice (on communication) for social economy federations and organisations.

A main objective of the planned external communication activities is to further work on the image and visibility of the social economy in order to increase the number of customers of the social economy, to attract new workers, to stimulate the creation of new social economy projects, to increase media coverage and promote the [AlternativES Wallonia Strategy](#). Measures include different sectoral campaigns, events tailor-made for specific target groups (e.g. for potential social economy entrepreneurs, future workers, events promoting networking and cooperation between social economy organisations, etc.), press relations and a specific media campaign, further dissemination of the “Social Economy Actor” brand, training sessions, support to digital communication, etc.

As part of the communication plan, a campaign targeting the general public (mainly persons aged 22-55) has been carried out in 2023. Apart from making the population aware of the fact that

another type of economy exists, the campaign would like to encourage persons to buy social economy products and services. To this purpose, a Webapp/digital directory listing actors in the social economy was created. The campaign was carried out in two phases, each based on specific slogans (Phase 1: ‘Here they place human before profit’, Phase two: “Be unfaithful... to superprofit”). Main channels used were TV, radio and other traditional media, but also social media and websites, as well as posters, badges, etc. Moreover, ConcertES and its members developed, in each period, other customized messages and visuals adapting to the specific context and target group profiles.

## **Q&A**

Some difficulties ConcertES met from time to time in the planning and realisation of the presented activities relate mainly to the fact that it brings together members from different sectors which sometimes (have to) pursue very specific interests also with regard to visibility and communication. ConcertES, however, would like to position the social economy as one (in a transversal way) and thus develops most of its material and activities accordingly –yet, members then have a possibility to adapt this material to their specific sector. The internal working group on communication and its collaborative way of working has a rather positive impact in this regard.

With the activities developed in the communication plan ConcertES also aims to reach out to newly established social economy enterprises which might not yet be part of larger federations. This happens also and especially through ConcertES members, several of which are also social economy support and advisory organisations accompanying the set-up of new social economy initiatives in Wallonia and Brussels.

*All Powerpoint presentations of the webinar can be found hereafter (annexes).*



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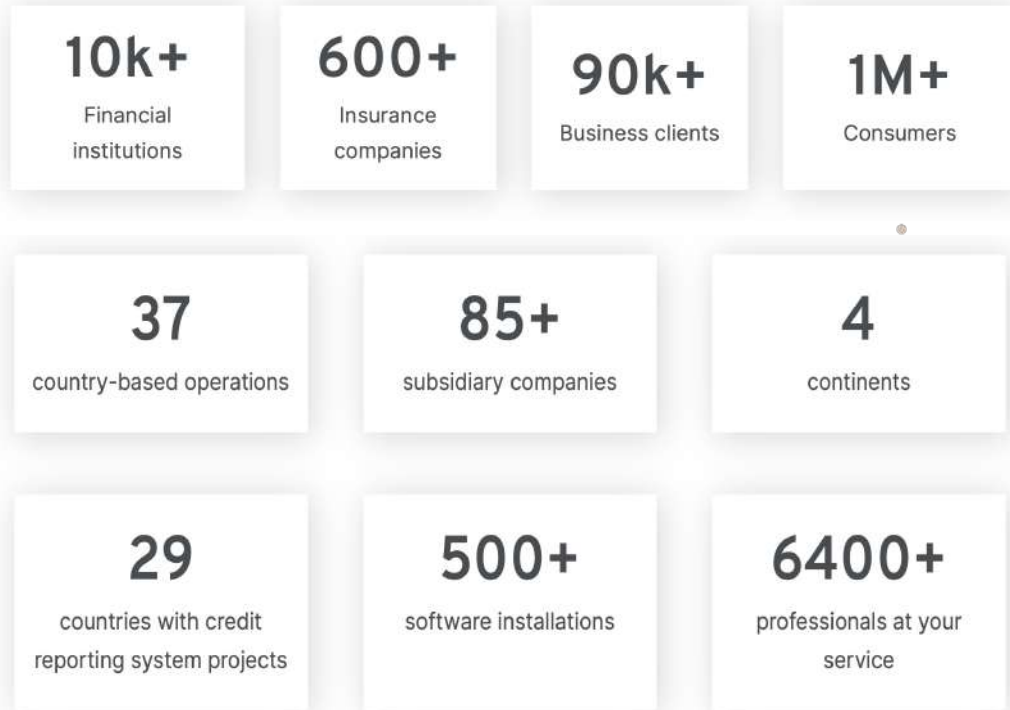
TM

# Sustainability self-assessment



webinar june, 18, 2024

# CRIF Group WW





# How can we help?

e.g. how to evaluate the sustainability of small and micro companies



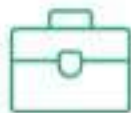


# Sustainability assessments and score to all companies worldwide

Synesgy is the global digital platform for ESG sustainability assessment within the supply chain.



# Synesgy by the numbers



**+25**

Languages



**+90**

Countries



**+500k**

Companies of the Supply Chain



**+1700**

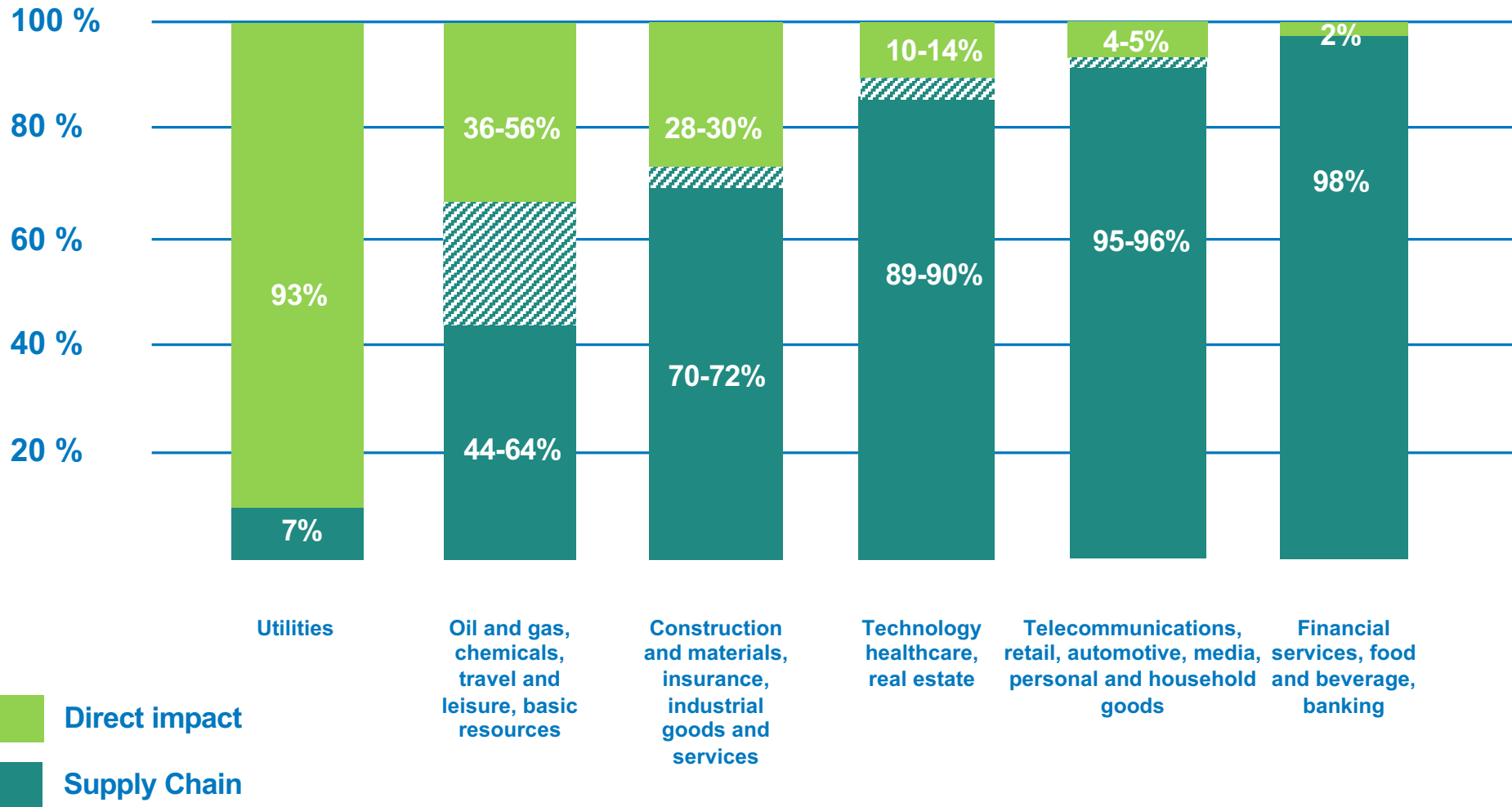
Buyers, Banks and insurers



2023



# The Enviromental impact of the supply chain



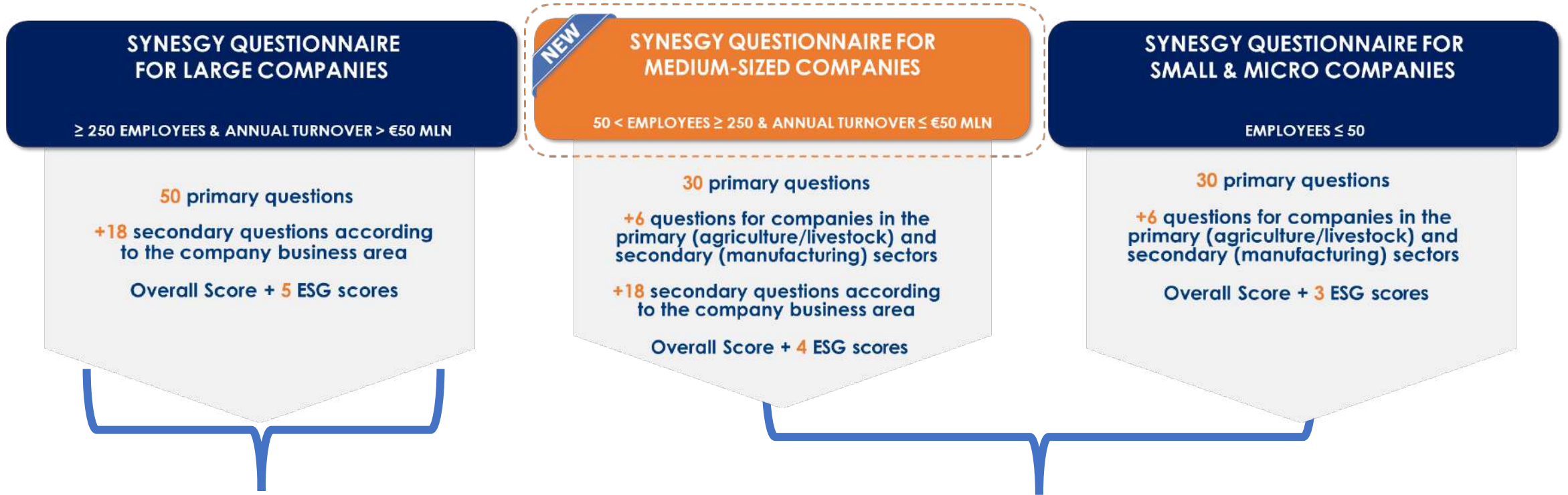
Source: TRUCOST ESG Analysis

# How Synesgy works: the process

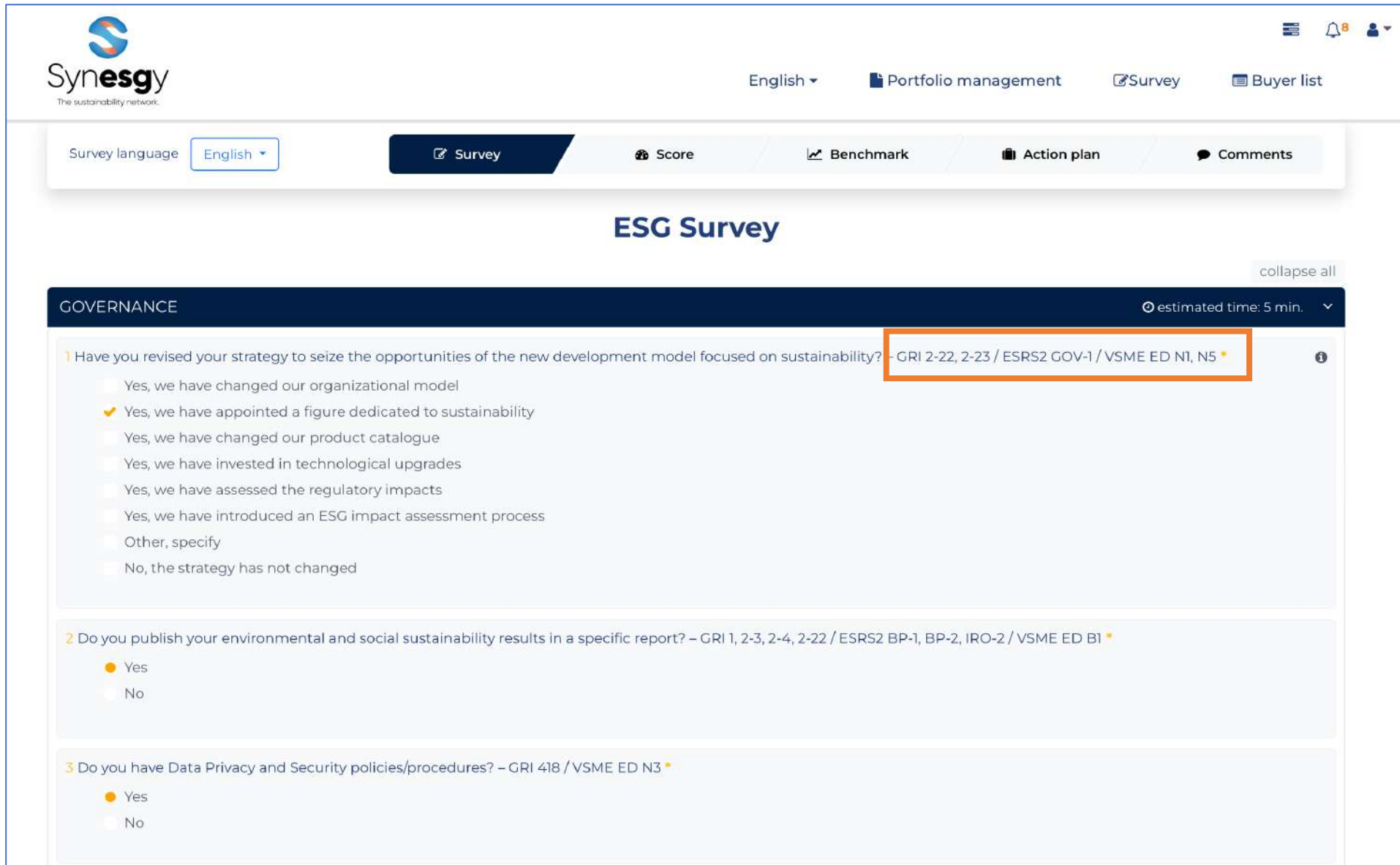


- Leader
- Supplier
- Synesgy

# Synesgy surveys



# The survey



The screenshot shows the Synesgy ESG Survey interface. At the top left is the Synesgy logo. The top navigation bar includes 'English', 'Portfolio management', 'Survey', and 'Buyer list'. Below this is a secondary navigation bar with 'Survey language' (English), 'Survey', 'Score', 'Benchmark', 'Action plan', and 'Comments'. The main heading is 'ESG Survey' with a 'collapse all' link. The 'GOVERNANCE' section is expanded, showing an estimated time of 5 minutes. Question 1 is highlighted with an orange box: '1 Have you revised your strategy to seize the opportunities of the new development model focused on sustainability? - GRI 2-22, 2-23 / ERS2 GOV-1 / VSME ED N1, N5'. The options for question 1 are: Yes, we have changed our organizational model; Yes, we have appointed a figure dedicated to sustainability (checked); Yes, we have changed our product catalogue; Yes, we have invested in technological upgrades; Yes, we have assessed the regulatory impacts; Yes, we have introduced an ESG impact assessment process; Other, specify; No, the strategy has not changed. Question 2 is '2 Do you publish your environmental and social sustainability results in a specific report? - GRI 1, 2-3, 2-4, 2-22 / ERS2 BP-1, BP-2, IRO-2 / VSME ED B1'. The options are Yes (checked) and No. Question 3 is '3 Do you have Data Privacy and Security policies/procedures? - GRI 418 / VSME ED N3'. The options are Yes (checked) and No.

ESRS1 - Art. 63 - *The information about the reporting undertaking provided in the sustainability statement shall be extended to include information on the material impacts, risks and opportunities connected with the undertaking through its direct and indirect business relationships in the upstream and/or downstream value chain (“value chain information”).*

...



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the outputs for  
the supplier



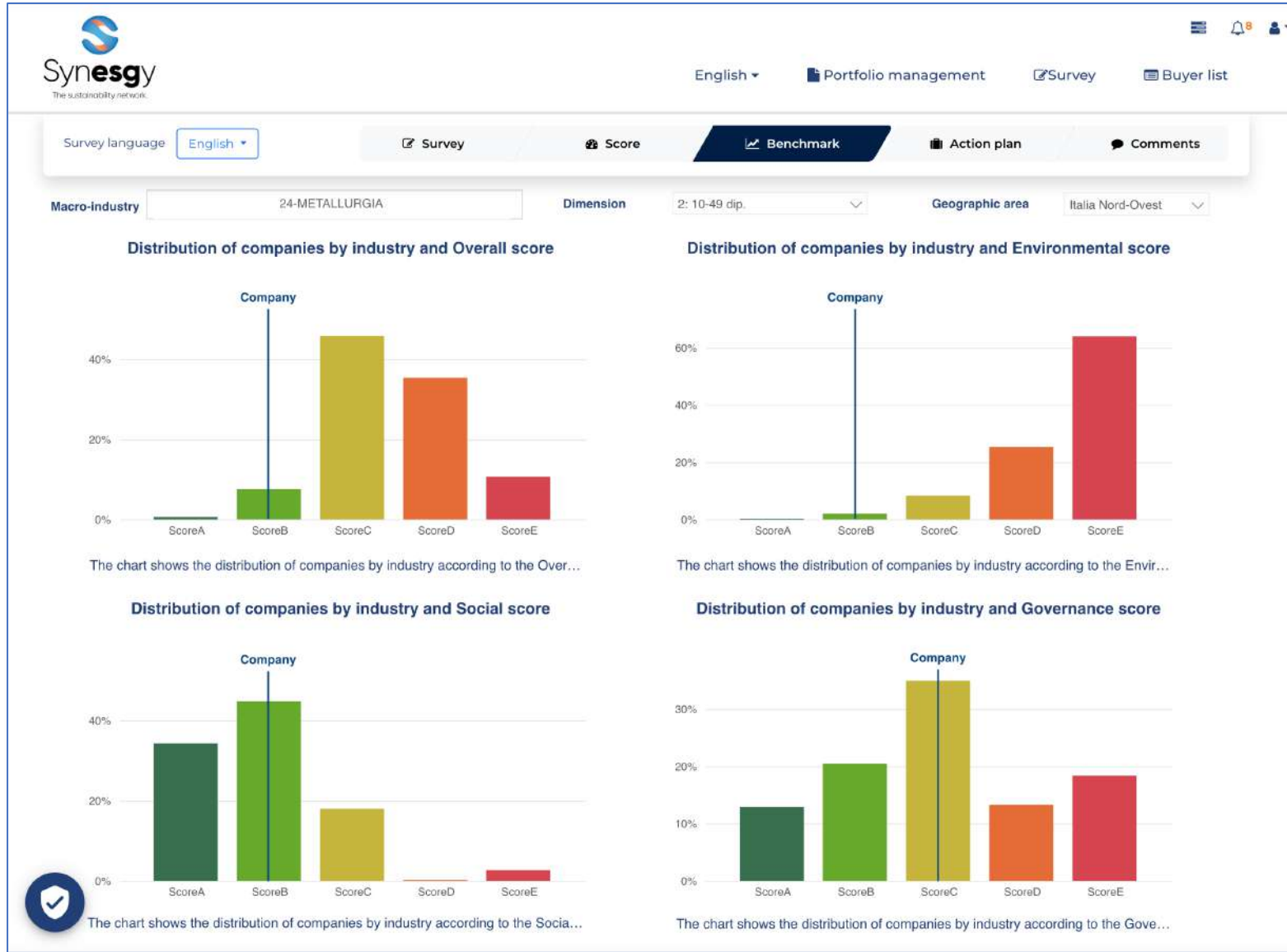
# Synesgy score



# The action plan

Action plan	Importance
<b>BUSINESS AND GOVERNANCE</b>	●●●○○
▮ Strengthen governance safeguards.	
▮ Evaluate the possibility of joining Benefit Corporations.	
▮ Strengthen your company strategy to seize the opportunities of the sustainable development model.	
▮ Prepare a materiality analysis aimed at identifying the main impacts related to environmental and social factors.	
<b>REGULATORY CERTIFICATIONS</b>	●●○○○
▮ Adopt ISO 37001 certification for the anti-bribery management system.	
<b>ENVIRONMENTAL CERTIFICATION</b>	●●●○○
▮ Adopt ISO 50001 certification for energy management systems.	
<b>PERSONNEL MANAGEMENT, CERTIFICATIONS AND REGULATIONS</b>	●●●●○
↶ Publish the company policy on Equality, Diversity and Inclusion on the website.	
↶ Strengthen regular consultations with key stakeholders.	
↶ Extend the training topics to include, for example, the circular economy.	
↶ Extend the training topics to include, for example, digital innovation.	
↶ Extend the training topics to include, for example, sustainable transformation.	

# Benchmarking



# Synesgy certificate




## Synesgy Certificate

Presented to **PLASTITOMAX SRL**  
BOLOGNA, Italy

Certification date	Valid until	Macro-industry	Country
<b>26 September 2023</b>	<b>25 September 2024</b>	<b>Mechanics</b>	<b>Italy</b>

This certificate is issued to PLASTITOMAX SRL (Business ID: 04444440061) by CRIBIS D&B S.r.l. for participating in the ESG assessment through the Synesgy platform on **26 September 2023**.

PLASTITOMAX SRL has the score "**B - Good**".

Synesgy's methodology follows generally accepted international sustainability standards such as the Global Reporting Initiative (GRI) and the Sustainable Development Goals (SDGs) and has been developed by CRIF Ratings, a Credit Rating Agency operating under ESMA supervision.

This score is valid for one year until the **25 September 2024**.

**A**

**B**

**C**

**D**

**E**

**ESG SCORE: B**  
Good level of Sustainability

Company with a good level of compliance with ESG principles, in line with national and international best practices.

The ESG Score complies with the international standards (Global Reporting Initiative, European Sustainability Reporting Standards and Sustainable Development Goals) and considers the most important, material and significant aspects relating to Environmental, Social and Governance factors.

ESG Score represents the evaluation of the compliance to ESG principles (Environment, Social, Governance) of a business, taking also into consideration industry sector and country/region.




The ESG Score is calculated based on a proprietary methodology from CRIF S.p.A. and is based on the information which is disclosed by the subject itself to whom the score is referred to (Evaluated Entity). Above mentioned information is voluntarily disclosed under the only responsibility of the Evaluated Entity and is not verified by CRIF S.p.A. The ESG Score is referred to completion date of the questionnaire (it is not monitored continuously in time). The ESG Score is not a certification nor a specific evaluation, it has the only scope to group Evaluated Entities in reference classes for information purpose only. The ESG Score is not subject to any guarantee of accuracy, completeness, reliability of the data. CRIF S.p.A. has not responsibility on the use of the score from third parties. CRIF S.p.A. is not liable for any decision based on the ESG Score taken by the Evaluated Entity or by any other entity.

\*The methodology used for the assessment platform is derived by CRIF Ratings. CRIF Ratings is a company whose general rating framework is certified by the European Securities and Markets Authority (ESMA).



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the outputs for  
the leader of the  
supply chain



# Supply chain leader

Upload company list

## Portfolio dashboard

Company statistics

Portfolio performance: ESG Score

Select office

All

Select portfolio

All

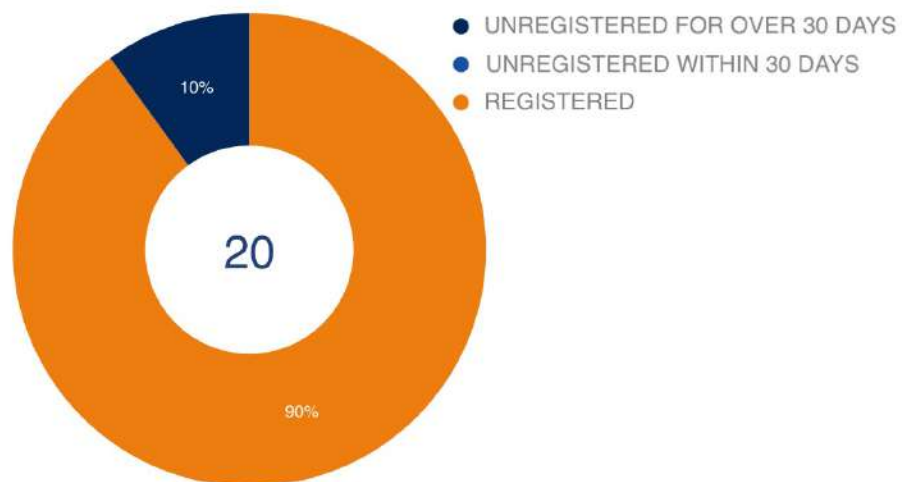
Select company size

All

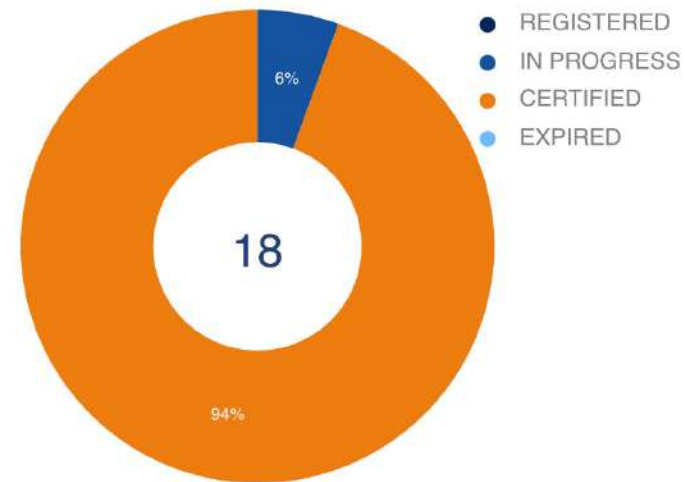
Select macro-industry

All

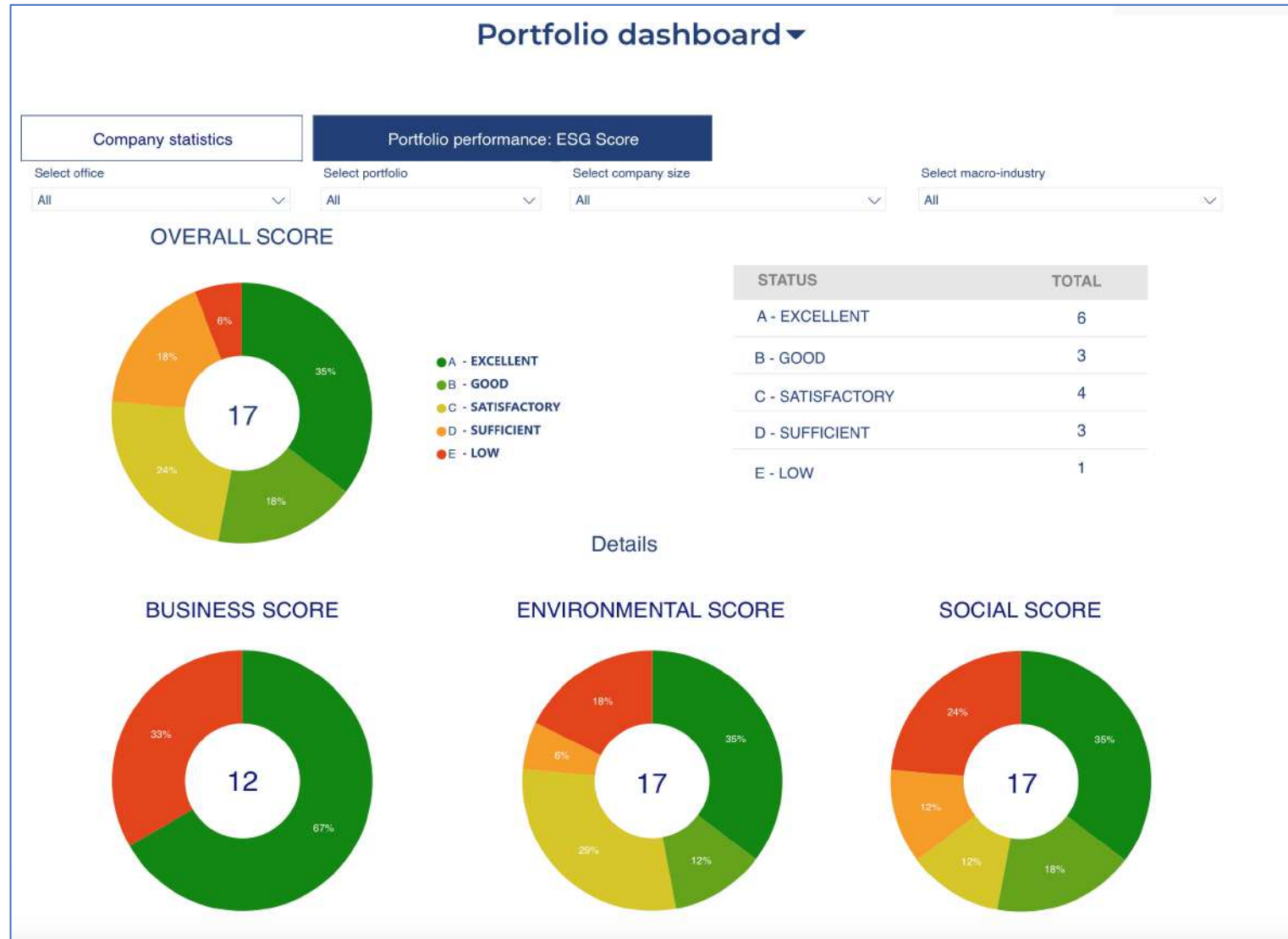
### COMPANY STATUS



### COMPANIES WITH SURVEY



# Supply chain leader



# We're now helping



Energy Efficiency & ESG factors of SMEs:  
TranspArEEnS project starts data collection with CRIF



TranspArEEnS - mainstreaming Transparent Assessment of Energy Efficiency in Environmental Social Governance Ratings  
Progetto finanziato dall'Unione Europea nell'ambito del Programma Horizon 2020 Ricerca e Innovazione, Grant Agreement N. 101033869



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[www.synesgy.com](http://www.synesgy.com)

# Thank you!

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*+39 335 7185971*





**SE  
ND** Social  
Entrepreneurship  
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Senatsverwaltung  
für Wirtschaft, Energie  
und Betriebe

**BERLIN**



***Social Economy Berlin***

# Social Economy Berlin

Development of a common ecosystem for the Social Economy in Berlin.



Social Economy Berlin (SEB) is a project executed by Social Entrepreneurship Netzwerk Berlin (SEND) and Technologie-Netzwerk Berlin e. V. (TechNet). The project is being supported through the Berlin Senate Department of Economics, Energy and Public Enterprises



Social  
Entrepreneurship  
Netzwerk  
Deutschland



Technologie-Netzwerk Berlin e. V.



Social Economy Berlin is a platform for the Social Economy in Berlin providing support and advice for Social Economy entities and local authorities. A central networking point for Social Enterprises and their support structures, founders, institutions, administrations, local authorities and universities.



# Interconnecting the stakeholders within the social Economy actively and effectively

- Creating a central networking point for the social economy
- Connecting social entrepreneurs and social start-ups with the social and solidarity economy and building a network of contacts and organisations
- Starting added-value-activities
- Networking events as well as workshops
- Enhancing the exchange amongst the different actors

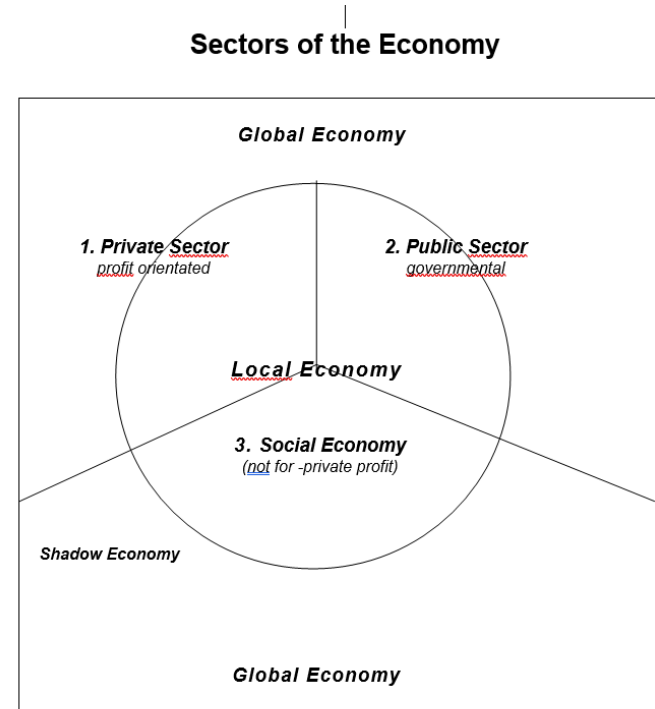


# The Social Economy: a thriving economic sector



## Facts and figures

- The contribution of the SE to the economic performance of the Local Economy in Berlin: **5,8%**
- Proportion of FTE Employment in Berlin: **14%**
- Number of social enterprises in Berlin: **8,500**
- Proportion of female social entrepreneurship in Berlin: **58,9%**



# Making the Social economy more visible and well-known

- a communication strategy providing information about the variety of social enterprises, their particular needs and their mode of production / economic approach...
- to improve the visibility of the social economy, in particular within institutions for economic development and the general public
- organizing exchange amongst the different actors of the sector and political decision-makers, the traditional economic sector and the civil society
- organizing conferences, workshops and events
- Berlin Social Enterprise Award 2022/2024 (SenWEB)



#socialeconomyberlin



## Visibility and communication



[socialeconomy.berlin](https://socialeconomy.berlin)



[linkedin.com/company/social-economy-berlin](https://linkedin.com/company/social-economy-berlin)  
[@socialeconomyberlin](https://twitter.com/socialeconomyberlin)



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[@soceconberlin](https://twitter.com/soceconberlin)



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[@socialeconomyberlin](https://facebook.com/socialeconomyberlin)



Newsletter  
<http://eepurl.com/hfmfAz>

# Facilitating and the founding of social enterprises



- free foundation and business counselling
- in cooperation with experienced consultants from the sector; up to 8 different organisations with different focus and specific experiences / knowledge
- free regular online and offline workshops for founders f.i. legal forms for SE, impact measurement etc
- provide training to business and founding experts within the relevant institutions such as the Chamber of Commerce and Industry of Berlin (IHK), and the business investment bank of the Federal Land of Berlin (IBB) in order to inform about Social Enterprises and their specificities and particular needs



# Challenges of the future



- Institutionalisation of the project
- Setting up a permanent support structure with specific offers for the sector..
- ... as a social innovation centre with a focus on Social Enterprise development (House of the Social Economy)
- Strengthening the Social Economy Sector by improving co-operation within
- Partnering with actors of the public sector, including universities, and also with private companies in the local economy
- Promoting a co-operation of peers between the public and the SE sector (*co-construction*) in order to develop a common strategy of the civil society and local / regional authorities for the eco-social transformation in the localities

# Team & Kontakt

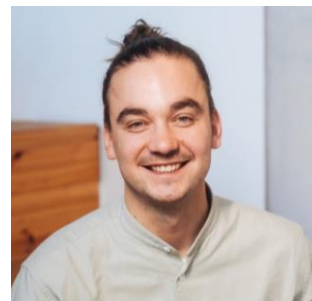


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# GUIDELINES FOR SOCIAL IMPACT COMMUNICATION



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SOCIAL  
ENTREPRENEURSHIP  
ASSOCIATION OF LATVIA



EESTI NOORTE—  
ÜHENDUSTE LIIT



NATIONAL  
YOUTH  
COUNCIL





# Regita Zeiļa

- Director of Social Entrepreneurship Association of Latvia
- From Rēzekne, Latgale (patriot of Latgale region)
- Bsc in Cultural and Social Anthropology
- Msc in Human Geography
- BAFF internship in USA, Boston, MA – Innovation management
- Personally interested in antiques, old maps, and ethnography.





NGO “Social Entrepreneurship Association of Latvia” (SEAL) is a member organization to promote the development of social entrepreneurship in Latvia.

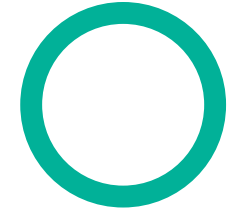
The association operates in three main directions:

- 1. Advocacy of interests at local, regional and national levels.**
- 2. Improvement of the capacity of members, development of the experience and knowledge-sharing platform.**
- 3. Informing society about social entrepreneurship.**

We bring together like-minded organizations, companies and people who believe that social entrepreneurship in Latvia has huge potential and who are ready to participate in the development and strengthening of the sector.



# BALTIC : YOUTH : IMPACT



## 5 PARTNERS FROM BALTIC STATES

### OBJECTIVES:

- improve capacity, skills and know-how of social impact management
- promote the importance and approaches of social impact management

### TARGET GROUP

Youth organisations, youth social enterprises, youth leaders, youth workers, youth policy and youth social entrepreneurship stakeholders



NEEDS AND BEST PRACTICE ANALYSIS



TOOLBOX FOR SOCIAL IMPACT MANAGEMENT



GUIDELINES FOR SOCIAL IMPACT COMMUNICATION

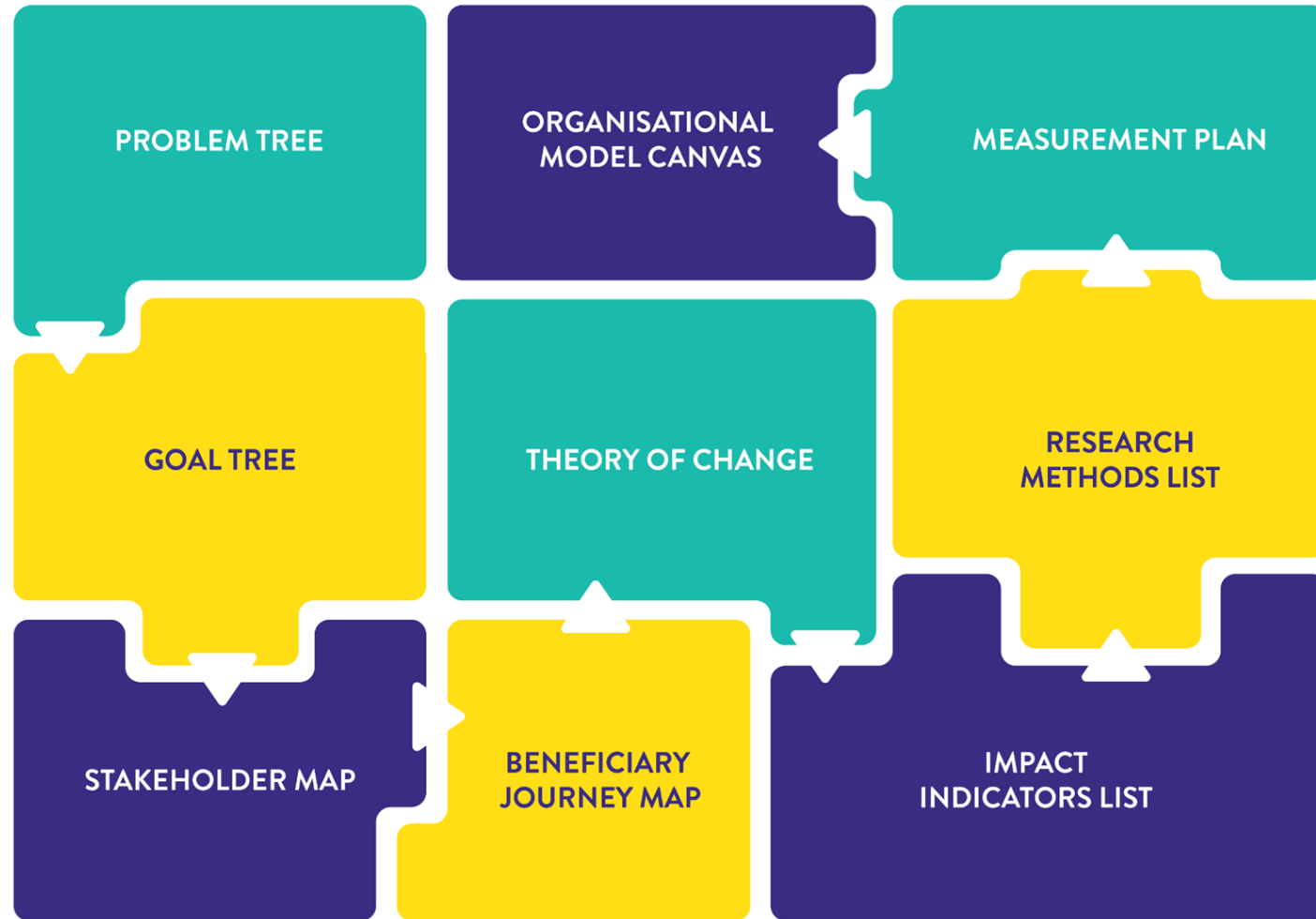
LATVIJAS SOCIĀLĀS  
UZŅĒMĒJDARBĪBAS  
ASOCIĀCIJA



POLICY RECOMMENDATIONS



# IMPACT MANAGEMENT TOOLBOX

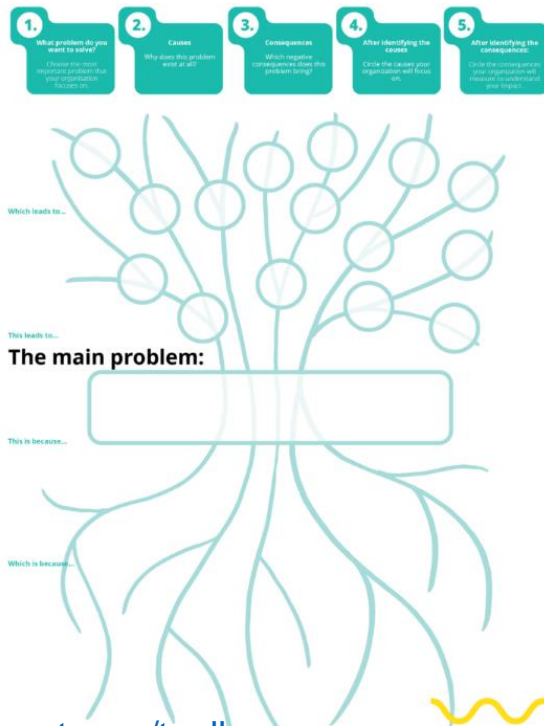


<https://storiesforimpact.com/toolbox>

# IMPACT MANAGEMENT TOOLBOX

A problem tree helps you understand and communicate the problem you aim to solve by analysing its causes and effects.

## Problem tree



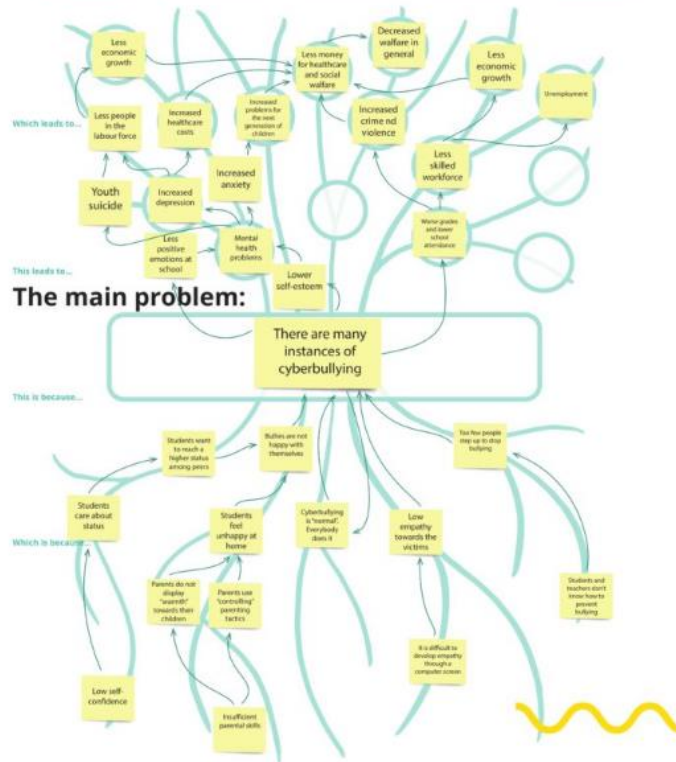
Looks complicated. Quite many steps to take. Could you walk me through it?

Sure! You can watch the video to get an idea of what the tool is about or continue reading after the video player.



# IMPACT MANAGEMENT TOOLBOX

## Problem tree



I think I'm starting to get it now. Could I see an example just to be sure?

Of course. Here is an example about a social enterprise that aims to increase the well-being of university students.

 [Click here to download printable PDF \(A3\)](#)



# **SOCIAL IMPACT COMMUNICATION GUIDELINES**

## **INCREASE AND SCALE THE POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT**

**Help to communicate social impact in an understandable, inexpensive way**

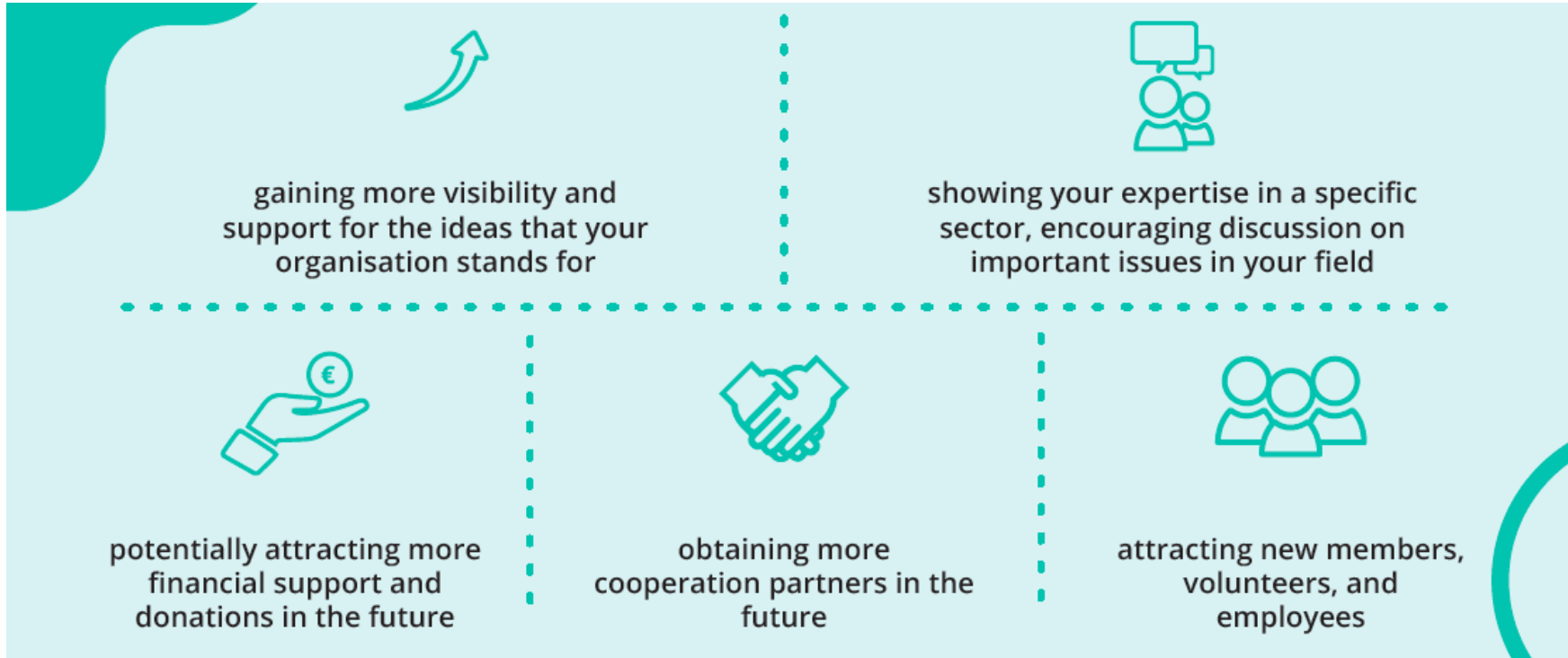
**Understand, how to organise internal and external communication and how to choose the communication message**

**Develop the communication strategy**

<https://sua.lv/socialas-ietekmes-komunikacijas-vadlinijas/>



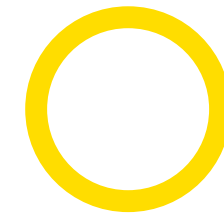
# WHY SOCIAL IMPACT COMMUNICATION IS IMPORTANT // HOW IT DIFFERS FROM REGULAR COMMUNICATION



Use communication and storytelling to inspire positive social change

Explain organisation's outputs, outcomes and impact

Show purpose driven organisational strategy



- **What is your objective** and why do you want to communicate your social impact?
- **To whom will you report to** (project leader, donors, organisation employees, volunteers, authorities or general population)?
- **What content** is relevant and interesting for the intended audience?
- **How often** and on what occasions communication tools should be used?
- **What type** of communication can help you achieve your goal?
- **What knowledge** does the audience already have?

Or shorter –  
**4 principles**  
 to structure your  
 impact  
 communication:

**WHY?**  
 What is the goal  
 of your  
 communication?

**WHO?**  
 Who are your target  
 audiences (the more  
 precise, the better)?

**WHAT?**  
 What are your key  
 messages (1-3 main  
 messages and supporting  
 arguments)?

**HOW?**  
 What are your  
 communication channels,  
 and what are your  
 partners' communication  
 channels?

It is simple and  
 to the point, to  
 show the  
 outcomes of the  
 programme

The target audience is  
 schools, it is specific and  
 targeted for schools to  
 notice the impact



**3** Use different styles of pictures for social media, websites, and blogs. When making images for social media and digital platforms, remember that each platform has its own dimensions. Some of the platforms have multiple formats depending on the place of image (cover photo, post photos, etc.) Check how your visual elements look on different devices (phone, desktop versions) before publishing them on social media.

Horizontal pictures for websites, blog and media articles, press

Pictures in square formats for Facebook and Instagram

Vertical pictures for Facebook and Instagram stories

**NOTE!**  
 Each platform uses different image sizes, dimensions for posts.



To explain the social impact of your organisation better, you should ask and answer the following questions:

1. What are the three most significant changes your organisation has seen since the project's implementation?

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2. How have these changes affected your members, employees, and volunteers? 3. Why are these changes important to your organisation? How will they affect the work of your organisation?

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4. What are the beneficiaries of project outputs and outcomes?

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5. What are the key learnings to your organisation after implementing project activities?

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6. How have the implemented changes affected the local community (how have you involved them in your activities, what was this cooperation like)?

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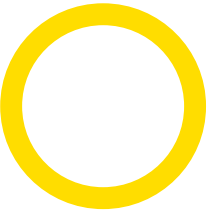
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7. How has your work changed someone's life? How has it helped increase the quality of life?

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# POLICY RECOMMENDATIONS FOR SOCIAL IMPACT MANAGEMENT

- 01** To raise awareness about the importance of social impact, proactively develop and support the narrative prioritising positive social impact over achievements measured in financial increases or capacity.
  - 02** Reconsider metrics of impact where necessary, in the context of funding, with additional support provided to organisations.
  - 03** Provide free, easily accessible and easy-to-use tools for impact management and/or promote, develop already existing material.
  - 04** Provide and/or support capacity building programs focused on social impact management.
  - 05** Include extra funding for impact management among youth organisations and social enterprises.
  - 06** Ensure that impact indicators in the national strategic documents directly reflect the well-being of young people, including youth representatives and impact creators in the strategic planning processes.
- 
- 



# INCREASE THE IMPACT OF YOUR ACTIVITIES

## CHECK OUT PRACTICAL MATERIALS AND TOOLS

### PROJECT RESULTS

NEEDS AND BEST PRACTICE ANALYSIS

TOOLBOX FOR SOCIAL IMPACT MANAGEMENT

GUIDELINES FOR SOCIAL IMPACT COMMUNICATION

POLICY RECOMMENDATIONS



Co-funded by  
the European Union



Agency for International  
Programs for Youth  
Republic of Latvia

SOCIAL  
ENTREPRENEURSHIP  
ASSOCIATION OF LATVIA



EESTI NOORTE—  
ÜHENDUSTE LIIT



LJP

NATIONAL  
YOUTH  
COUNCIL

GERI  
N<sup>o</sup>RAI



# Thank you!

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 [www.sua.lv](http://www.sua.lv)



## Communication Plan 2022-2024

**SKIFT Project**  
**18/06/2024**

# ConcertES

- Walloon Regional Government Decree on the Social Economy - 2008
- Founders of ConcertES wanted to have a transversal representation of the Social Economy
- Today ConcertES represents 23 federations and organisations active in a wide range of sectors
  - Energy
  - Sustainable food
  - Short supply chains
  - Development of the Social economy (advising agencies, incubators, alternative financing)
  - Circular economy (re-use, recycling, second hand,...)
  - Socio-professional integration
  - Integration through economic activity
  - Adapted work companies
  - Health & Care

## Our mission

- Representation of the Social economy
- Concertation
- Advocacy
- Promotion
- Social Economy Observatory

# Visibility & Communication: important milestones

- 2017: Development Plan of the Social economy
    - Communication is a key development factor
  - 2018: Launch of the portal [economiesociale.be](http://economiesociale.be)
    - News
    - Job vacancies
    - Agenda
    - Available calls for projects and subsidies
  - 2020: Creation of a Communication working group within ConcertES to define a **common communication strategy**
  - 2020: Organisation of a **survey** within Belgian French-speaking community
    - Main findings: Social economy has a relatively high level of spontaneous awareness and a certain amount of goodwill **but** people do not really understand what Social economy really is and who is part of it
- ➔ Challenge: Clarify what Social economy really is and identify the organisations that belong to it
- 2021: **Campaign** with support from Brussels and Walloon Regions: «Notre futur, justement» targeting people aged 18-35 years old and creation of a collective brand identity: **Acteur de l'Économie sociale**

**Le bénéf,  
oui, mais  
au bénéf  
de tous.**



# Communication Plan 2022-2024

- 2022: **Communication Plan 2022-2024**
  - Building further on the «Notre futur, justement» campaign
  - New financial means in the framework of the Walloon Recovery Plan
  - 3 year objectives

## External

### Image and Conversion

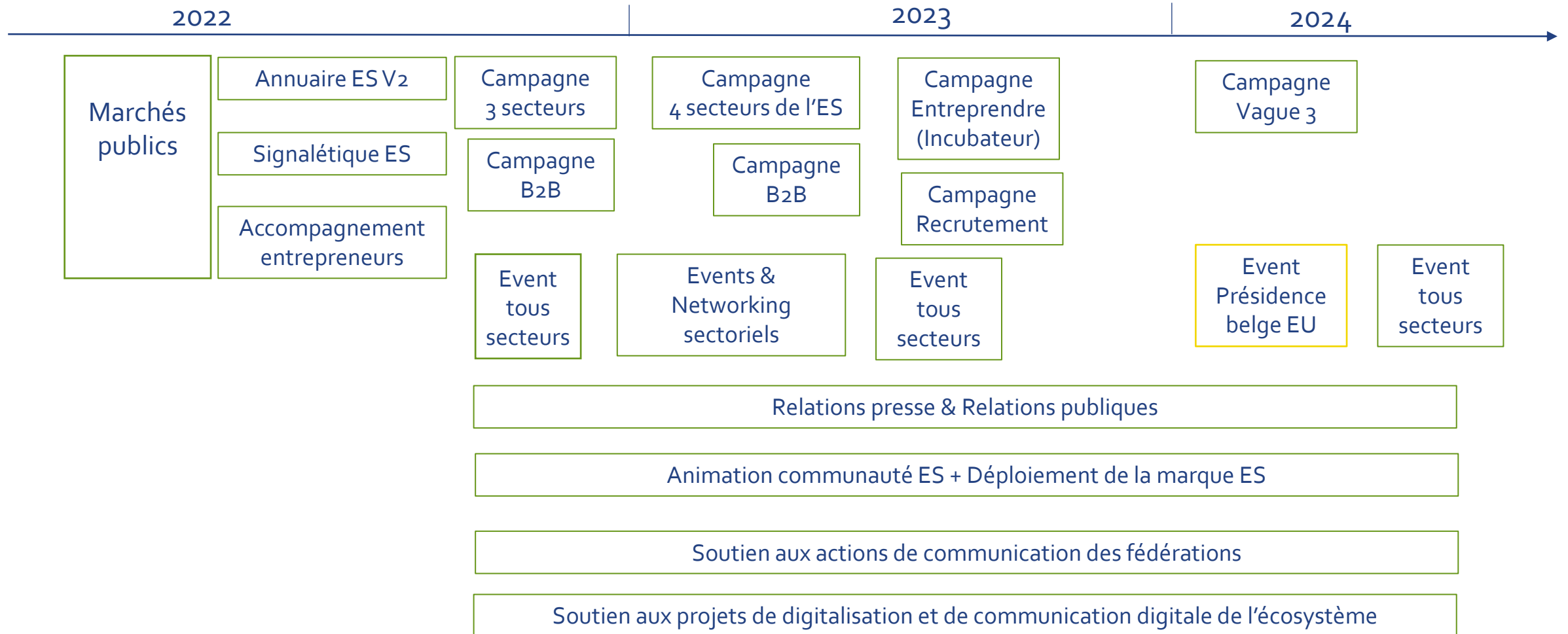
- Increase customers for the SE organisations
- Inspire the launch of SE projects
- Attract new workers with the SE ecosystem
- Increase media coverage
- Promote Alternativ'ES Wallonia

## Internal

### Belonging

- Increase the feeling of belonging of the SE actors
- Networking events
- Support towards existing communication actions
- Newsletter management
- Consolidation of digital communication of the SE actors
- Best practices tools
- Collective training & advice sessions

# Planning



# Campaign: Phase 1

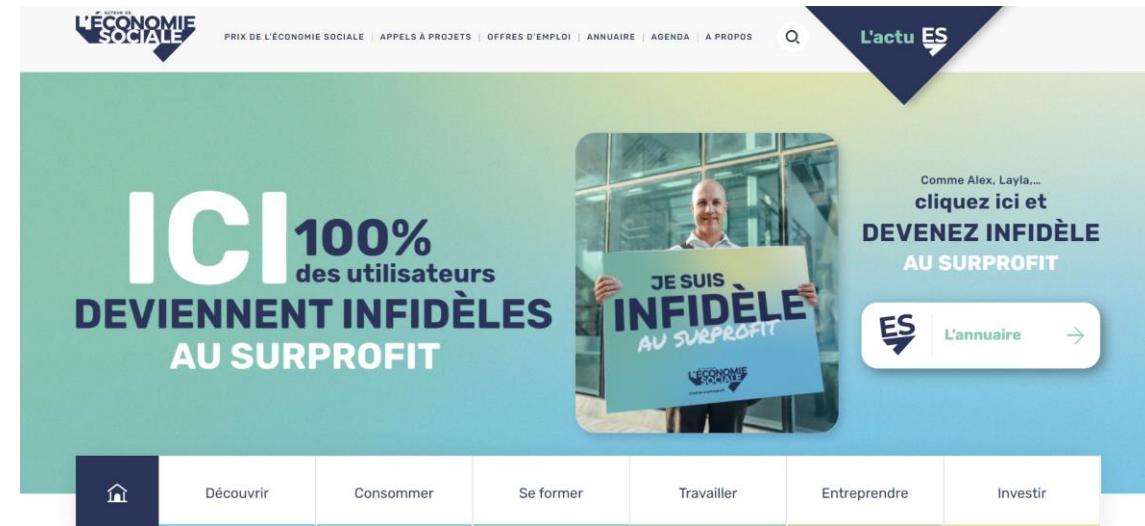
- Objectives
  - Awareness & image: make the general public aware that another economy exists
  - Conversion: encourage the general public to buy social economy goods and services.
- Target group: general public ( 22-55 y.)
- Call to action: Webapp listing actors in the social economy

- Phase 1
  - February – April 2023
  - TV & Radio
  - Digital – Social networks
  - Digital directory
  - Dissemination to members and customised messages and visuals



# Campaign: Phase 2

- Phase 2: Be unfaithful... to superprofit
  - September – October 2023
  - TV & Radio
  - Digital – Social networks
  - Digital directory
  - Dissemination to members and customised messages and visuals



Thank you for your attention

Pascale Zoetaert  
pascale@concertes.be



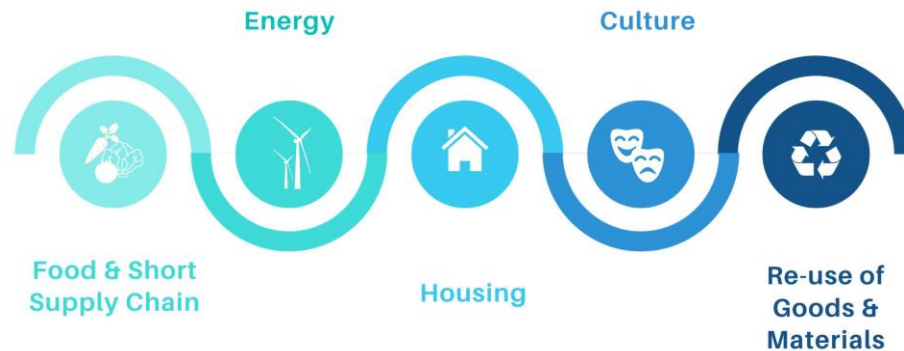
Back-up slides



# Strategy Alternativ'ES Wallonia

- Development strategy of social economy in Wallonia 2020-2024
- 3 strategic priorities
  - Supporting social innovation and facilitating the process of creating social economy enterprises
  - Facilitating the process of professionalisation and scaling up of social economy enterprises to strengthen their social impact
  - Increase visibility and promote social economy enterprises

- 5 key sectors



- 10 cross-cutting measures, under which: Promoting and raising the profile of the social and cooperative economy in Wallonia
- Dedicated website: [Alternativ'ES Wallonia \(alternativeswallonia.be\)](http://alternativeswallonia.be)

VICES - Valorisation de l'Impact Social de l'Entrepreneuriat Social ([projetvisesproject.eu](http://projetvisesproject.eu))

## Impact Concertes



**ICI**  
on place  
**L'HUMAIN**  
avant  
**LE PROFIT**



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**L'HUMAIN**  
**avant**  
**LE PROFIT**

ACTEUR DE  
**L'ÉCONOMIE**  
**SOCIALE**