



**Tuesday, December 8<sup>th</sup> 2015 - Belgrade**

Improving living conditions in the South East Europe and bringing competitiveness and development back in focus are the main goals indicated by the Regional Cooperation Council in the „South East Europe 2020 Strategy“. The document stresses out the shared vision of the economies in the region to open up to 1 million new jobs by 2020, increase of total regional trade turnover, the rise of the region’s GDP per capita, and the addition of 300,000 highly qualified people to the workforce.

**Can Social Economy contribute to reach some of these goals and how?**

We have invited regional and international experts, academics and practitioners to confront, discuss, share best practises and create networks in an informal and engaging setting. Join us as a partner, sponsor or participant at the Regional Conference „**Business for the Community Well-Being**“, organized by the European Movement in Serbia on **December 8<sup>th</sup> in Belgrade** and find out more about unexpressed potential of the Social Economy in the region.

**#SOCECONSEE2020**

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## Preface

Increase of employment is one of key priorities set by Regional Cooperation Council (RCC) within South East Europe (SEE) 2020 Strategy, adopted by Albania, FYR Macedonia, Montenegro, Bosnia and Herzegovina, Croatia, Kosovo and Serbia in 2013.

Achieving this ambitious goal, judging by examples from the European countries, might be more feasible by developing social economy, a specific model of economic development which is not based on profit maximisation, but on "private, formally organised enterprises, with autonomy in decision making and free membership, founded with the aim to respond to needs of its members, by selling goods and services on open market".

Therefore, those enterprises have a goal to respond to needs of their members, or their community, and not to make profit to their founders or shareholders. Decision making and profit division in these enterprises are not directly related to financial stake or membership, but are based on principles of participation, democracy, and well-known cooperative principle "one head one vote".

**Social economy** makes up more than 10 % of the European GDP, above 11 million workers and 4.5 % of the active EU population.

7.5% of the active population in Finland, 5.7% in the United Kingdom, 5.4% in Slovenia, 4.1% in Belgium, 3.3% in Italy, 3.1% in France, etc., is engaged in **social entrepreneurship**; One out of 4 new entrepreneurs in the EU is a "social entrepreneur". In Finland, France and Belgium it is even 1 out of 3.

"SEE 2020 Strategy" stresses the great importance of social economy and in its development doesn't only see the potential for generating employment and provision of services in community, but also for fostering social innovation in other areas such as culture, sports, assistance and care, tourism, agriculture, development of social capital, and strengthening of civil society.

European Union recognises social economy in some of the key documents, such as Europe 2020 Strategy, Social Business Act and Single Market Act, which emphasise that "*social economy has great potential in human and economic resources which could be put at service of European integration process and*

*adopted as model for overcoming crises.*"

This as well is the presumption of [The Strategic Study on Social Economy Development in the Context of the South East Europe 2020 Strategy](#), developed by the European Movement in Serbia and SeConS - Development Initiative Group in 2014. The research gives comprehensive overview of the state of affairs in social economy sector and offers numerous recommendations for enhancing social economy development in the region.



We were able to identify potentials of social economy in the region, offer recommendations and point out concrete opportunities available to national governments and suggest regional initiatives which all together could contribute to creation of conditions and favourable environment for development of social economy in wider region.

Likewise, the work, research and contribution of the Impact Hub (IH) clearly support more durable and sustainable practices in the Social Economy. IH is a 'locally active and globally connected' network of social entrepreneurs, combining elements from co-working spaces, innovation labs and business incubators. IH enables cross-sector and -industry social innovation and entrepreneurship at the local and transnational level. For example, the projects "BENISI" and "SCALING" transfer know-how, open-source experiences and scale locally and trans-nationally innovative social enterprises to enhance economic growth and create new and meaningful jobs for a new generation of young people.

To have these recommendations implemented and best practices scaled it will be necessary to properly coordinate implementation of the Strategy and establish an ongoing dialogue and exchange of experiences among relevant and responsible actors in the society.

## Goals

- To increase knowledge on the SEE 2020 Strategy's implementation among regional CSOs in the field of social economy;
- To strengthen the dialogue among CSOs and national institutions in the region in the field of social economy within the framework of the SEE 2020 Strategy;
- To raise awareness of the key priorities and objectives of the SEE 2020 Strategy in the field of social economy, the state of play in the implementation process and its expected impact on SEE countries among public authorities, CSOs and citizens in the region.
- To transfer know-how and enable the scale of best practices in the social economy



## Target Groups

- Representatives of civil society and social economy actors from SEE region
- Representatives of institutions and decision makers from the region and the European Union
- Representatives of private sector (corporate sector, for-profit businesses, etc.)
- Journalist and media

## Speakers <sup>^ invited</sup>

### Key-Note speakers

[Martina Bodnarova](#), Ashoka fellow

### Institutional speakers

[Victor Meseguer](#), Head of Mission at Social Economy Europe

[Sven Giegold](#)<sup>^</sup>, EU Parliament - Germany

### Other speakers

[Giulia Galera](#)<sup>^</sup>, European Research Institute on Cooperative and Social Enterprises (Euricse) - Italy

[Alberto Masetti-Zannini](#), Development Director Impact Hub King's Cross

[Konstantina Zoehrer](#), Social Innovation Activist (Loft2work, Startup Live Athens)

### Regional experts

- **Davorka Vidović**, Faculty of Political Sciences, University of Zagreb, Croatia
- **Teo Petričević**, ACT group, Croatia
- **Dženan Šarić**, Mozaik Foundation, Bosnia and Herzegovina
- **Anto Janković**, Fact foundation, Montenegro
- **Ariola Agolli**, Partners, Albania
- **Mileva Gjurovska**, European Movement in Macedonia, FYR Macedonia

\* This designation is without prejudice to positions on status, and is in opinion on the Kosovo declaration of independence.



- **Alma Tafarshiku**, independent Expert, Kosovo\*
- **Slobodan Cvejić, Marija Babović**, SeConS – Development Initiative Group, Serbia

## About the organiser

### European Movement in Serbia

European Movement in Serbia (EMinS) is one of the first organizations to recognize the potential of social economy in dealing with numerous social problems – inclusion, demographic changes, unemployment, to name a few. Since 2008, we have actively worked on projects that promoted the concept of social economy by creating favourable environment for its development, through education and trainings of representatives of state institutions and potential social entrepreneurs. As founders of **Coalition for Social Entrepreneurship Development**, we advocate for sustainable development of this sector.

Above all, EMinS is an independent institution of the democratic public and a form of gathering of citizens who are advocating a full European integration, as well as a democratic and modern Serbia as part of Europe. Our mission is the modernisation of Serbia whose ultimate objective is to prepare the society for membership in the European Union. We are a full member of the **European Movement International** based in Brussels, the oldest pan-European organisation which has shaped the vision of European integrations.

### Contact person

**Dina Rakin**, Coordinator, EMinS, [dina.rakin@emins.org](mailto:dina.rakin@emins.org)

## About the Co-organizer

### Impact Hub Belgrade

As part of the global network, Impact Hub Belgrade offers a collaborative ecosystem through the flexible use of our co-working space, program support, inspiration and diversity. We are an entrepreneurial community of **social innovators and entrepreneurs** to prototype the future of business together in Belgrade and across the World. We are part of the fastest growing **global**



**European Movement**

Serbia



**Belgrade**

belgrade.impacthub.net

**movement** of local impact-driven and globally connected communities that generate and scale more durable solutions in the social economy.

**Contact person**

**Nenad Moslavac**, Cofounder and Director [nenad.moslavac@impacthub.net](mailto:nenad.moslavac@impacthub.net)



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**Impact Hub Belgrade**  
**Belgrade, Serbia**

Organized by:



**European Movement**

Serbia



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