



Graefewirtschaft



GERMANY  
BERLIN



START DATE:  
2009



FINANCIAL SUPPORT:  
Setup without /  
Now partially (\*)



N° EMPLOYEES: 45  
+ 5 Trainees  
vocational training



**GRAEFEWIRTSCHAFT** is a social enterprise with the aim of creating jobs for migrants and refugees. The company qualifies and supports migrants on the job in cooperation with various partners. The association's goal is to promote work integration and improve the neighborhood's living conditions by supplying needed services.

**GRAEFEWIRTSCHAFT** has enabled a migrant group to start its own independent business. The restaurant *Die Weltküche* in Berlin has been run since June 2014. In the world kitchen migrants cook daily fresh dishes from their home countries.

**GRAEFEWIRTSCHAFT** has developed into a major provider for community catering, canteen kitchens especially for school meals. They offer breakfast break as well as lunch with healthy drinks. They make everything fresh, do not use finished products. Graefewirtschaft attaches great importance to processing only fresh products. Their concept emphasises fresh and direct processing of products, as well as short service life, operating frequently in the kitchens of the school. They try to find a balance between the desires and needs of children and a balanced healthy diet according to the standards of the German Society for Nutrition.

*“ We invest in goals like promoting work integration and improving the neighbourhood’s living conditions. Other actors could do the same, but generally ‘traditional’ businesses try to maximise profits, and therefore, act less sustainable.”*

## Why Social Enterprise?

We wanted to create decent jobs for migrants and refugees, and to offer good food products in our neighbourhood. We have chosen to start like a Social Enterprise, in order to prove that the concept of the social enterprise model works well.

Our main goal is not to maximise profit: other values are more important to us, like good and fair work condition for migrants and refugees and at the same time implementing an offer of handmade cooking and organic food within our community.

### STARTING POINT OF ACTIVITY



# Graefewirtschaft



## MAIN GOALS

Fresh and **organic food** .

**Handmade cooking.**

**Healthy, multicultural, inexpensive** meals.

**Good** and fair **working conditions.**

**Integration** and access to labour market.

**Recruitment, integration and training** in the social enterprise for young **NEET** (not engaged in education, employment or training).

## SOCIAL IMPACT

Within the last seven years Graefewirtschaft

**Employed more than 250 people** and

**Supported more than 200 refugee and migrants.**

Graefewirtschaft **serves today more than 2200 healthy and fresh cooked meals** in 8 schools and 9 kindergartens.

We have one Project in the framework of the *"Federal ESF Integration Directive"*, which is funded by ESF and the Ministry of Labour and Social Affairs. The main objective is Integration instead of exclusion.

Watch the movie about us:

<http://www.esf.de/portal/EN/Funding-period-2014-2020/ESF-Programmes/bmas/ESF-integration-directive.html>

## BEST

**Berlin Development Agency for Social Enterprises and Neighbourhood Economy** presents through the project Graefewirtschaft a successful labour market policy strategy, which has given migrants a lasting career perspective. The model is transferable, independently of industry and target group.

## AWARDS



365 Landmarks in the "Land of Ideas" 2011



PSD-Bank | Jury Prize awards 2015



Preis Soziale Stadt 2010

<http://www.graefewirtschaft.org>



**FRANCE**  
PARIS



START DATE:  
**2016**



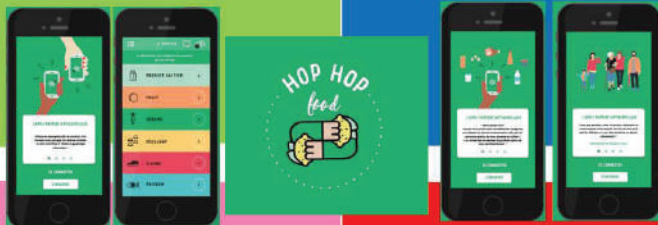
FINANCIAL SUPPORT:  
**NO**



EMPLOYEES: **4**  
**volunteers -**  
**soon 2 employees**

Recycling  
**Circular economy**  
Reduce food waste

**Sharing economy**  
/ collaborative  
/ of platforms



**Social & solidarity economy**

**HopHopFood** aims to develop food solidarity areas, while reducing food waste of individuals/households, via a free digital platform.

**HopHopFood** is a platform, which allows to geolocalise and connect those who have, at one time, not enough good food and those who occasionally or generally have too much of them or want to donate.

This simple, fast and fun platform will be launched in France before the end of 2017. It will be accessible from any smartphone, tablet or PC.

**HopHopFood** creates spaces of solidarity and food exchanges/donations.

## Why Social Enterprise?

We are at the heart of the **3 sustainable economies**: circular, sharing and social & solidarity economies. Circular economy - HopHopFood participates in the recycling of food and the reduction of food waste.

Sharing Economy - **HopHopFood** creates spaces of solidarity between populations that otherwise do not meet. It also participates in the economics of platforms because its model of solidarity creation uses an electronic platform.

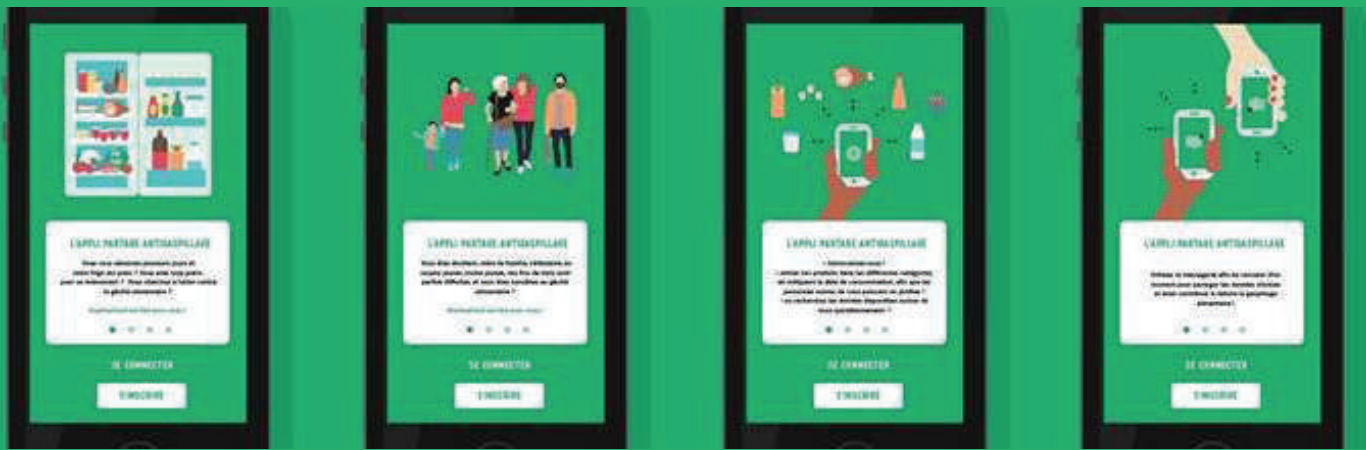
It is a collaborative economy where the Internet and populations "collaborate" in exchanging food.

Social & Solidarity economy - **HopHopFood** is a non-profit organisation, one of the traditional statutes of the social economy in France (and in Europe). It also participates in the solidarity economy because it aims to have a positive social impact on vulnerable people.

### STARTING POINT OF ACTIVITY







*“ In France, several start-ups with business models have tried to launch a digital platform for exchange of food between individuals (C to C). All failed, and from C to C have now decided to concentrate on B to B, B to A or B to C \*. None of them had the ambition to go further and develop zones of food solidarity as we have. On food exchange for free, only not for profit entities can survive.”*

*\*A – Association; B – Business; C – Consumers*

## MAIN GOALS

Our objective is to **promote food sharing** by means of a simple, fast and pleasant geolocalised application.

Our approach is that there is no reason for stigmatising those who have less or blaming those who have too much. It is this difficulty of bringing these two populations closer together that must be combated.

## SOCIAL IMPACT

When the platform will be launched, and food solidarity areas/zones will be tested then created, we will be able to monitor :

- Food which would have been wasted and was donated via the digital platform.
- Number of donors and receivers of food via the digital platform.
- Number of locations where food solidarity has been permitted thanks to the digital platform.
- Number of people in the food solidarity areas/zones who have been impacted by the donations through the digital platform.
- Tons of food saved from food wasting.



TERRE  
JONICHE



ITALY

ISOLA DI CAPO RIZZUTO E CIRÒ



START DATE:  
2013



FINANCIAL SUPPORT:  
Yes



N° EMPLOYEES: 8



*“ Our enterprise can support the creation of a sustainable food system through information and involvement of the community. We will continue to work in transparency, keeping our reality open to those who want to know and verify our commitments. ”*

**TERRE JONICHE - LIBERA TERRA** is based on the principles of the association “*Libera- Associazioni, nomi e numeri contro le mafie*” (Libera – associations, names and numbers against Mafia). These principles refer to respect for human rights, legality and social justice.

**TERRE JONICHE - LIBERA TERRA** is committed to develop the assets awarded, confiscated from the Mafia, through conservation and improvement of local agriculture resources, production of organic products and arable crops such as cereals and legumes (commercialised under the label “*Libera Terra*”).

**TERRE JONICHE - LIBERA TERRA** has the purpose of pursuing the interest of the community, human promotion and the integration of the disadvantaged people (referred to in art.4 of the law of November 8, 1991, n 381).

**TERRE JONICHE - LIBERA TERRA** intends to promote responsible tourism paths; for this purpose, they are building a tourist accommodation.

**TERRE JONICHE - LIBERA TERRA** valorises territories through recuperating goods confiscated to the Mafia, obtaining high quality products using environmentally friendly methods and respecting of human rights. The use of the land involves rotation of cultivation cycles (for example, rotation between cereals and horticulture, intermingling with the main crops and even furtive crops). The social cooperative uses biological productions and promotes training activities for its members.

#### STARTING POINT OF ACTIVITY





## Why Social Enterprise?

We believe in the values of social economy enterprises based on ethical principles and not only on the logic of profit. Social enterprises are able to develop:

Environmental sustainability through the conservation and production of traditional quality products and preservation of natural resources.

Economic sustainability by generating income and creating decent jobs.

Social sustainability through the promotion of legality and justice in the territories in which it operates.

*“ The aim of the co-operative is to grow so that the opportunities for the members and workers can be extend even for the young local people. ”*

### MAIN GOALS

To restore the dignity of territories characterised by a strong presence of Mafia.

To create autonomous co-operative enterprises able to work and create positive spillover to the economy.

To propose a virtuous economic system, based on legality and social justice.

To promote critical consumption among the community.

To increase consumers' awareness about the significant impact that their choices can have on the economic and social system.

### SOCIAL IMPACT

Terre Joniche working with other **8 co-operatives of Libera Terra network.**

Production of **80 types of quality products.**

15 different cultivations of local products.

44 weeks of Training camps with **820 participants.**

39 municipalities involved and **1364 ha** + others productive structures.

**56 worker members** + 14 voluntary members and 20 financing members.

Turnover of € 8.749.859 (all Libera Terra products).



# MARAMAO

Società Cooperativa Agricola Sociale Onlus. Canelli, Italia



ITALY

CALAMANDRANA - CANNELLI



START DATE:  
2016



FINANCIAL SUPPORT:  
YES



EMPLOYEES: 9



The project **Start up impresa agricola sociale** was started in 2014 by CRESCEREINSIEME co-operative.

In 2016 Maramao achieved a great goal. It became an agriculture social co-operative (Società Cooperativa Agricola Sociale).

**MARAMAO** cultivates vegetables in a private land granted cheap or free of charge. Private people share with the co-operative the goal of creating a social farming enterprise that cultivates organic products, involves asylum seekers and international protection holders of SPRAR (System for the Asylum Seekers and Refugees protection) in the province of Alessandria.

**MARAMAO** is a social enterprise that produces vegetables, cereal, grapes, hazelnuts and processes them according to organic farming techniques.

**MARAMAO** promotes social integration, the well-being of the people involved and builds trusting relationships between the people who cultivate and those who consume the products.

**MARAMAO** develops training opportunities and job placement of disadvantaged people, especially asylum seekers and refugees. Maramao is committed to recover abandoned rural areas, to promote local products, and revitalise local territories and communities. All its activities are environmental friendly.

*“The values for social enterprise are: sustainable development, community engagement and respect for work. Thanks to these principles sustainable food is one of the results of the social enterprise.”*

## STARTING POINT OF ACTIVITY





## Why Social Enterprise?

The principles, which guide our social enterprise, are respect for people, environment and development of the territory.

We are a social and agricultural cooperative, where the aim of the start-up project was to create and consolidate in three years a social agricultural cooperative that cultivates, produces and transforms not only agricultural products but also relationships, approaches and ways of looking at each other.

### MAIN GOALS

Selling healthy, fresh organic products.

Developing a virtuous green economy that does not exploit the land, but recovers the territories.

Promoting a decent work that respects the person.

Recovery of rural areas at risk of desertification.

### SOCIAL IMPACT

+ 20 hectares from the beginning.

90 Asylum seekers and refugees.

30 h/week of paid work for each person.

32 modules of training about biological agriculture.

3,000kg of hazelnuts.

5.900 kg of *Barbera* grapes.

4.500 kg of *Dolcetto* grapes.

4.200 kg of *Cortese* grapes.

2.000kg of *Moscato d'Asti* grapes.

6000 strawberries planted.

*“ Social integration, well-being of the people involved, relationships of trust between farmers and consumers, training opportunities and job placement, including asylum seekers and refugees in the area, all of this is Maramao. ”*





# PERMAFUNGI



**BELGIUM**  
BRUXELLES



START DATE:  
2013



FINANCIAL SUPPORT:  
Yes



N° EMPLOYEES: 7+ 4  
**Trainees**  
socio-professional reintegration



**PERMAFUNGI** is a project of urban agriculture and circular economy whose mission is to help making our cities more resilient.

**PERMAFUNGI** recycles coffee grounds into two valuable products: oyster mushrooms and compost. This technique transforms completely waste into two useful products.

**PERMAFUNGI** is an active actor to promote sustainable development towards social, economic and environmental actions in Bruxelles. This Social Enterprise produces and sells fresh mushrooms and compost, developing a network of decentralised production.

At the same time, people are important and Permafungi wants to be a place where everyone can contribute: in fact the enterprise has established a participatory management and socio-professional integration programme and interns and volunteers.

*“ This project will reduce transport, create jobs, train qualified staff and raise public awareness.”*

## Why Social Enterprise?

From the start, social and environmental issues were a point of attention of the founders.

When they started their enterprises they wanted to show that production and consumption habits could be changed by focusing more on environmental and social issues than exclusively on logic of profit.

The model of Social Enterprise represented the best way to develop their mission based on the three pillars of sustainability.

### STARTING POINT OF ACTIVITY





## MAIN GOALS

- Upcycling agro-industrial waste.
- Producing healthy and organic food.
- Creating low-skilled jobs.
- Becoming independent from fossil energy sources.
- Promoting local economy.

## SOCIAL IMPACT

- More than **15 tons of recycled coffee grounds** produce:
- 3.500 kg of oyster mushrooms** (only for 2016).
- 14 tons of fertiliser.
- 3300km by bike** to collect coffee grounds (350 kg of CO2 saved).
- 5 people employed.**
- 22 workshops for **250 participants.**

*“ We believe that every worker can contribute to the decision. In over a year, we have set up a participatory management and the results are promising.”*

## AWARDS in 2016



Prize Prix de l'économie sociale



Prix des générations futures



Best Sustainable Partnership Award



Parmi les 5 lauréats européens