

**ΙΔΡΥΜΑ ΝΕΟΛΑΙΑΣ  
ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗΣ**

**ΠΡΑΚΤΙΚΑ**

***ΔΙΕΘΝΟΥΣ ΣΥΝΕΔΡΙΟΥ ΝΕΩΝ  
«Η ΚΟΙΝΩΝΙΑ ΕΠΙΧΕΙΡΕΙΝ»***

**3 ΚΑΙ 4 ΙΟΥΝΙΟΥ 2015**

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## ΔΙΕΘΝΕΣ ΣΥΝΕΔΡΙΟ ΝΕΩΝ

### «Η ΚΟΙΝΩΝΙΑ ΕΠΙΧΕΙΡΕΙΝ»

### Κοινωνική Επιχειρηματικότητα

ΤΕΤΑΡΤΗ, 3 ΙΟΥΝΙΟΥ 2015

## ΠΡΟΓΡΑΜΜΑ ΣΥΝΕΔΡΙΟΥ

### 1<sup>η</sup> ΗΜΕΡΑ

- **ΚΑΛΩΣΟΡΙΣΜΑ – ΧΑΙΡΕΤΙΣΜΟΙ – ΕΥΧΑΡΙΣΤΙΕΣ**

**Παναγιώτης Μανούρης**, Διευθύνων Σύμβουλος Ιδρύματος Νεολαίας και Δια Βίου Μάθησης.

- **ΚΟΙΝΩΝΙΚΗ ΟΙΚΟΝΟΜΙΑ – ΒΙΩΣΙΜΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ**

*(Συντονίστρια: Έλενα Μαυρομιχάλη, Impact Hub Scaling Manager)*

**Ολίβια Κυριακίδου**, Επίκουρη Καθηγήτρια, Οικονομικό Πανεπιστήμιο Αθηνών: «Ποιες είναι οι ευκαιρίες, οι προκλήσεις και οι τάσεις για την ανάπτυξη της κοινωνικής οικονομίας και επιχειρηματικότητας στην Ελλάδα;»

**Γιάννης Μπάρκας**, Υπουργείο Εργασίας / Γραφείο Κοινωνικής Οικονομίας: «Γιατί η κοινωνική επιχειρηματικότητα είναι μοχλός ανάπτυξης για την Ελλάδα;»

**Γιώργος Κεράνης**, ΕΑΤΑ/Δήμος Αθηναίων – *Επιχειρώ Κοινωνικά*: «Πώς η πόλη μπορεί ν' αποτελέσει μια δυναμική πλατφόρμα για την ενίσχυση της κοινωνικής οικονομίας και επιχειρηματικότητας; Το παράδειγμα της

Αθήνας».

**Κωνσταντίνος Γεώργας**, Υπεύθυνος Μητρώου Κοινωνικών Επιχειρήσεων: «Πώς συνεταιριστικά εγχειρήματα κινητοποιούν την οικονομία και ενεργοποιούν τη συμμετοχή πολιτών για την ανάπτυξη της κοινωνικής επιχειρηματικότητας».

**Milo Tesselaar**, Freims, Contemporary consulting for transformation, innovation and impact: «Πώς οι συμμετοχικές διαδικασίες λειτουργούν ως καταλύτης καινοτόμων πολιτικών πρακτικών στην Ευρώπη».

- **ΔΙΑΛΕΙΜΜΑ**

- **ΧΡΗΜΑΤΟΔΟΤΗΣΗ ΚΟΙΝΩΝΙΚΗΣ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ**

*(Συντονιστής: Δρ. Εμμανουήλ Νικολαΐδης – Οικονομολόγος / Premium Consulting)*

**Cristine Spornbauer**, Impact Hub Vienna / Investment Ready Program: «Πώς μπορούμε να δημιουργήσουμε διακρατικά συστήματα υποστήριξης για την κινητοποίηση πόρων και την χρηματοοικονομική ενίσχυση βιώσιμων και ηθικών επιχειρήσεων».

**Δρ. Εμμανουήλ Νικολαΐδης**, Οικονομολόγος / Premium Consulting: «Πώς μπορούμε να κατευθύνουμε χρηματοοικονομικό κεφάλαιο στις Κοινωνικές Επιχειρήσεις».

**Μαρίσα Αντωνοπούλου**, A.F.I. – Microfinance: «Πώς το μοντέλο του 'μικροδανεισμού' (microfinances) μπορεί να δημιουργήσει ευκαιρίες βιώσιμης οικονομικής ανάπτυξης».

**Paul Kidner** – Praksis Business Coaching Center – OneUp!: «Πώς μπορούμε να εφαρμόσουμε και να δημιουργήσουμε συμμετοχικά εργαλεία χρηματοδότησης (crowdfunding) σε φθίνουσες οικονομίες για την υλοποίηση κοινωνικών πρωτοβουλιών και επιχειρήσεων».

- **ΕΛΑΦΡΥ ΓΕΥΜΑ**

- **ΚΟΙΝΩΝΙΚΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ ΚΑΙ ΠΟΛΙΤΙΣΜΟΣ**

*(Συντονιστής: Φίλιππος Λέντζας – Πρόεδρος Δ.Σ. Ιδρύματος*

**Νεολαίας και Διά Βίου Μάθησης)**

**Julia Lopez** – Transi Projects: «Πώς ο πολιτισμός μπορεί να λειτουργήσει σαν εργαλείο οικονομικής ανάπτυξης για τις περιοχές σε κρίση; Η διεθνής εμπειρία».

**Joao Brites**- Projecto Transformers: «Πώς μπορούμε να χρησιμοποιήσουμε την τέχνη σαν υπερδύναμη για να μεταμορφώσουμε την κοινωνία γύρω μας».

**Andrei Georgescu**- Romano Butiq Coperative: «Πώς παραδοσιακές τεχνογνωσίες μπορούν να μεταφραστούν σε σύγχρονο design πολεμώντας την περιθωριοποίηση».

**Έλενα Λάμπρου & Δώρα Θανοπούλου** – «Λόγου Παίγνιον»: «Πώς μπορούμε να ενισχύσουμε τη δημιουργική επαφή των ανθρώπων και να ενδυναμώσουμε την αποδοχή του διαφορετικού».

**Alex Riegler** – Mumu Collaborative Space Design: «Πώς ο 'χώρος' γίνεται το μέσο για την ανάπτυξη της καινοτομίας και τη δημιουργία κοινότητας».

- **ΔΙΑΛΕΙΜΜΑ**

- **«ΕΥΡΗΚΑ» ΚΟΙΝΩΝΙΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ ΚΑΛΕΣ ΠΡΑΚΤΙΚΕΣ**

**(Συντονίστρια: Σόφη Λάμπρου, Impact Hub Athens)**

**Cristina Simionescu**- Sacoza de Panza

**Ιγνάτιος Φωτίου** – TOBEA: «Πώς μπορούμε να δημιουργήσουμε προσβάσιμες δομές για άτομα με κινητικά προβλήματα χρησιμοποιώντας τη σύγχρονη μηχανική και την έρευνα».

**Antonis Schwarz**- Vouliwatch: «Πώς μπορούμε να ενισχύσουμε το δημόσιο διάλογο μεταξύ πολιτών και πολιτικών;»

**Miranda Richard**- Digital Mums: «Πώς μπορούμε να εντάξουμε στην αγορά εργασίας μητέρες που μένουν στο σπίτι για να φροντίσουν τα παιδιά τους».

**Tobias Judmaier**- Iss Mich: «Πώς μπορούμε να αξιοποιήσουμε τα λαχανικά και φρούτα που δεν πληρούν τις αισθητικές προϋποθέσεις που

προτάσει η σύγχρονη βιομηχανία τροφίμων για τη δημιουργία μιας βιώσιμης διατροφικής κουλτούρας;».

## 2<sup>η</sup> ΗΜΕΡΑ

### - **ΚΑΛΩΣΟΡΙΣΜΑ – ΧΑΙΡΕΤΙΣΜΟΙ – ΕΥΧΑΡΙΣΤΙΕΣ**

(**Αναστάσιος Δαρσινός** - Μέλος Δ.Σ. Ιδρύματος Νεολαίας και Διά Βίου Μάθησης.

### - **ΕΥΚΑΙΡΙΕΣ ΑΝΑΠΤΥΞΗΣ ΚΟΙΝΩΝΙΚΗΣ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑΣ ΣΤΗΝ ΕΛΛΑΔΑ ΚΑΙ ΣΤΟ ΕΞΩΤΕΡΙΚΟ**

(*Συντονίστρια: Ελίνα Μακρή – Oikomedia*)

**Wieke van der Zouwen** – Scaling Social Business Across Europe: «Πώς μπορούμε να πολλαπλασιάσουμε επιτυχημένες λύσεις για ν' αντιμετωπίσουμε κοινωνικές προκλήσεις σε όλη την Ευρώπη;»

**Κοκκινάκης Δημήτρης** – Impact Hub Athens: «Πώς αναπτύσσουμε κοινωνικές επιχειρήσεις ώστε να εξελιχθούν και να περάσουν στο επόμενο στάδιο σε τοπική και διεθνή αγορά;».

**Mikel Oleaga** – Punto JES: «Πώς μπορούμε να καλλιεργήσουμε και να ενισχύσουμε τη νεανική κοινωνική επιχειρηματικότητα;».

**Στεφανίδης Ανδρέας** – Aerhoria: «Πώς μπορούμε να ενισχύσουμε την επιχειρηματικότητα που σέβεται και φροντίζει το περιβάλλον;».

**Julie Seydoux** – Make Sense: «Πώς μπορούμε να φέρουμε κοντά μια παγκόσμια κοινότητα που πρακτικά δίνει λύσεις σε προκλήσεις των κοινωνικών επιχειρηματιών και των εγχειρημάτων τους;».

**Κωνσταντίνος Μπάστας** – Κέντρο Επιχειρηματικής Υποστήριξης: «Πώς μπορούμε να υποστηρίξουμε την ανάπτυξη και υλοποίηση επιχειρηματικών εγχειρημάτων;».

### - **ΔΙΑΛΕΙΜΜΑ**

### - **ΤΕΧΝΟΛΟΓΙΑ ΚΑΙ ΚΟΙΝΩΝΙΚΗ ΕΠΙΧΕΙΡΗΜΑΤΙΚΟΤΗΤΑ**

*(Συντονίστρια: Μπέτυ Τσακαρέστου – Επίκουρη Καθηγήτρια στο Τμήμα Επικοινωνίας Μέσων και Πολιτισμού – Πάντειο Πανεπιστήμιο).*

**Alicia Peszkowska** – Techsour: «Πώς μπορούμε να δημιουργήσουμε κοινότητες που αφορούν τη λύση τοπικών προκλήσεων μέσω της τεχνολογίας;».

**Γιώργος Σταυρόπουλος** – BloodE: «Πώς μπορούμε να δημιουργήσουμε ένα δίκτυο πληθωπορισμού για τη δωρεά αίματος ώστε να καλύπτονται αμεσότερα και φθηνότερα οι σύγχρονες ανάγκες σε αίμα;».

**Άγγελος Κουτουμάνος** – noesi.gr: «Πώς μπορούμε να δημιουργήσουμε δυνατές δομές υποστήριξης και ένταξης για τα παιδιά με αυτισμό και τις οικογένειές τους;».

**Δημήτριος Βόγιας** – Feel Form 3D: «Πώς μπορούμε να δώσουμε την ευκαιρία σε άτομα με μειωμένες δυνατότητες όρασης να έρθουν σ' επαφή με τον πολιτισμό;».

- **ΕΛΑΦΡΥ ΓΕΥΜΑ**

- **ΚΟΙΝΩΝΙΚΕΣ ΕΠΙΧΕΙΡΗΣΕΙΣ – ΚΑΛΕΣ ΠΡΑΚΤΙΚΕΣ**

*(Συντονίστρια: Εύα Τσολακίδου – Προϊσταμένη Τμήματος Διαχείρισης Ειδικών Δράσεων / INEΔΙΒΙΜ)*

**Elena Rodriguez** –Authenticities: «Πώς μπορεί ο ταξιδιώτης να γίνει συμμετέχων στις λύσεις των προκλήσεων της κοινωνίας της πόλης και του περιβάλλοντος των περιοχών που επισκέπτεται;».

**Στέλλα Αργυροπούλου** – ΠΕΡΠΑΤΩ: «Πώς μπορούμε να κάνουμε κινητικά ανεξάρτητα άτομα με κινητικές δυσκολίες;»

**Μελίνα Ταπραντζή** – Wise Greece: «Πώς μπορούμε να δημιουργήσουμε επιχειρηματικές ευκαιρίες στους τοπικούς παραγωγούς, ενώ ταυτόχρονα δίνουμε ανοιχτή πρόσβαση σε τροφή για όσους έχουν ανάγκη;».

**Ματίνα Κανάκη** – Εκάτη/koinsep.org: «Πώς μπορούμε να ενδυναμώσουμε κοινωνικά συνεταιριστικά εγχειρήματα μέσα από τη δικτύωση και την ανάπτυξη συνεργιών;»

**Φάνης Τσόνας** – ΙTHACA – SIA Winner 2015: «Πώς μπορούμε να βοηθήσουμε τις συνθήκες υγιεινής των αστέγων;».

- **ΛΗΞΗ ΣΥΝΕΔΡΙΟΥ**

**E. TSOLAKIDOU:** Good morning. I would like to welcome you to the International Youth Conference on Social Entrepreneurship and Adult Society Ventures. The Conference is carried out under Academy of Plato, The Citizens and Society action, under the operation of program “Education and lifelong learning”, co-financed by the European Union and national funds.

The International Youth Conference is part of a wider thematic subject, a circle entwining the citizens and the city. It includes cultural events and a focus on the tradition and innovation in the context of modern society. In this subject circle we have the participation of the University of Athens, the Onassis Foundation, and the aim of the actions of the Youth Center in the context of citizenship and city. Our subject area is to put forward the connection of education and the labor market. Today’s Conference is addressed to those who research good practices from Greece or abroad and institutions that have an experience in managing entrepreneurship, the development of entrepreneurial activities and the support and creation of new enterprises, startups.

We would like to thank the participants and representatives of companies from Greece and abroad, who with their support have assisted in implementing this action. We would like to thank the participants of public vocational training institutes and I would like to invite and to give the floor to Mr Panayiotis Manouris, who will give a welcoming speech.

**P. MANOURIS:** Good morning, everyone. Serious things happen only after welcoming speeches, so my speech will not last for long.

The Youth and Lifelong Learning Foundation is a venture that resulted from merging the Youth Foundation, the previous King Paul Foundation; it comprised student and pupil residencies and we all know that student residencies in Greece have been a failure and have no positive connotations.

However, if we go a few years back, we can see that residencies played an important part for isolated villages in Greece of the 50s and the 60s. And this was a way for children to learn, to go to school, going to central villages or larger cities and living in these students' residencies. So, we had a merger of the two foundations and we are currently managing youth programs.

Lifelong learning is a concept that is not well-perceived in Greece, as is entrepreneurship. I have been around Greece in order to promote lifelong learning centers and today, mayors and the local administration have been convinced in undertaking this kind of programs. In one and a half year, more than 200 people, more than 200 beneficiaries passed from the classes of 20 or 50 hours of lifelong learning as centers on different subjects.

As a flexible foundation, we have taken some initiatives under the programs "Meet Greece" and "Restart Greece" and we are trying to assist in promoting the concept of entrepreneurship and not of social entrepreneurship, which actually partly belongs to volunteerism. And this was assisted by the crisis. So we have an institution, public institution that takes initiatives in order to assist entrepreneurship.

So what we did is we visited different regions and I believe that soon we will continue our activities in Epirus, we started from Crete, we went to Thrace, Alexandroupoli, Central Macedonia, and our aim was to promote our activities in all regions. We had four participations in the first week, with classes of 350 people and we talked about innovation, entrepreneurship, with the participation of experts, people from chambers, from commercial chambers, from universities and after speeches we had a dialogue of one and a half hour with questions by participants and we provided them with guidelines as to start an enterprise, finding financing, promotion, crisis management.

So, we provided them with information as to what young people want. We have had many problems in relation to culture. As I have said in the past and recently I repeated in the final event of Business Talent, and last year we have had the Young Business Talent event and last year we had the participation of 75 schools of which 90% were public schools and this year, we

have the participation of universities and of the Polytechnic School of Athens. So students had the opportunity to work for three months on a business simulator, in order to present the course of business in the future. So we had 18 business years. This was a very important venture for Greece and this helped.

So how the situation would be if this was a reality in Greece. Of course, there are startups in Greece, but however the legal and institutional framework does not allow for the establishment of new companies. And this is not only related to the crisis. This was the reality before. As I said yesterday, and we had also the participation of people, of children from schools who are now participating as university students, I said that it is very important to improve the image of entrepreneurship and we hope that the future will be bright for them.

However, the most important thing is to have the backing, the support of the State. And we are a part of the State. Universities must do their job and in my opinion universities should focus on research, on connecting their studies with the market and the secondary education should change its structure, in order to have this type of approaches not only by entrepreneurial simulators but also by introducing the culture of entrepreneurship in the everyday curriculum. And maybe primary education should play an important part, so that our pupils can have entrepreneurship in their DNA, let's say.

We must be able to construct flexible companies. We know now that no one can do the same job for their entire life and this is why we need entrepreneurship and this is why we want to make this a reality in Greece, as was the case in the rest of Europe. So, I believe that we are moving towards the right direction for the moment. There is great need to develop social entrepreneurship. Today and recently, there is a shift towards this type of entrepreneurship, by institutional bodies of the State and the local administration will play an important part towards this direction.

I don't know if you are active in the sector, if you are operating in the sector of waste management. There is a new plan, according to which recycling can be made where waste is generated in every municipality, because in Greece municipalities do not want to have infrastructure works serving other

municipalities and this is why municipalities in the future will have to manage their own waste, and municipalities are currently envisaging to use social entrepreneurship in order to improve local administration. So, social entrepreneurship in my view could be a solution, a solution for many problems. And it is different from volunteerism or from business making. However, all these factors, all these three factors, volunteerism, social entrepreneurship and entrepreneurship, are the pillars for the modern state. Apart from the legal framework, investments are very important and we must try to delimit the role of the state. The state must be a mechanism that provides the ability to investors, to enterprises and to initiatives to expand.

In this frame, we are starting this Conference and we believe that participants will increase. Our speakers have a lot to contribute and participants have a lot to contribute as well, and I believe that social entrepreneurship will benefit from this type of initiatives. We are part of a collective effort that has been undertaken. Mrs. Tsolakidou has already mentioned the initiative that we are currently carrying out. We have good participants and I believe that the Academy of Plato and its coordination is a well-targeted coordination and a coordination that has faced many problems; because when something new starts in Greece it has to face bureaucracy, red tape, which is necessary for some activities, however it is very complicated and it is very hard to face.

And to close, I believe that in a few years we may be able, by investing in long-term operations, for example in education and training, as you know this is very important, this is a long-term investment which requires entrepreneurial culture. However, unfortunately in Greece we only have a crisis management culture and even if we do not have some sort of crisis, we invent one in order to test our reflexes to the crisis. However, this cannot ensure a good future for Greece. This will not help us solve our problems. In the next 15 years, we must invest in education, in entrepreneurship, in order to have competent citizens that can do business in a different way.

There is a problem, there is a very complicated problem which is very hard to solve. In the public administration, transparency is not always related

to effectiveness. We must solve this. We need transparency, we need to maximize transparency and effectiveness at the same time. This is something that we have not managed to achieve so far. And this is the most important problem of the Greek education, of the Greek society and Greek entrepreneurship, and this is why we are facing all these obstacles in the development of new enterprises.

These were my thoughts and this is what I had to contribute to your meeting today, and I believe that the coordinators will start this Conference as soon as possible, so that you can obtain useful information. I would like to say that the Education and Lifelong Learning Foundation will undertake new initiatives and I invite you all to participate, because I believe that we have a lot to contribute ourselves and our partners.

Thank you very much.

### **1<sup>st</sup> Session: Social Economy - Sustainable Entrepreneurship**

**MODERATOR (E. MAVROMIHALI):** Good morning. Our first speaker, Mrs. Olivia Kyriakidou, assistant professor in the Economic University of Athens, Mr. Yannis Barkas from the Ministry of Labor, Social Economy Bureau, Mr. George Keranis, on behalf of the Municipality of Athens, Mr. Konstantinos Geormas and Mr. Milo Tesselaar from Consulting for transformation, innovation and impact from Austria.

“Social Economy, Sustainable Entrepreneurship,” this is the topic of our session. Our guests have prepared a lecture and then we will invite you to ask questions and I will be there to moderate the discussion.

Mrs. Kyriakidou, you have the floor. “Opportunities, challenges, trends in relation to the development of social economy in Greece.” Thank you.

**O. KYRIAKIDOU:** You have great expectations concerning my lecture. Anyway, first of all let me thank you for inviting me to join you here in this event. I would like to congratulate you on the agenda. It is an extremely interesting one.

Anyway, to be concise and avoid tiring you, I would like to make a short introduction concerning social economy, certain topics that we need to deal with here in Greece, certain trends in Greece and I will give you certain examples based on the experience in other countries. We have learned a lot from foreign experience, by various bodies involved in similar endeavors.

I am involved in the field of social economy as of several years. What I try to do in my academic course, in my research, is to investigate social changes and all relevant issues. In the past 50 years that we are focusing on at an international level, essentially I realized that the means and the tools to achieve social changes have changed. In the past, we had manifestations, we have various means to indicate certain issues, up until today that we use social media to claim social changes. Let me remind you the publicity of social media in Tahrir square. Indeed, in the past years to attract people to get more involved in social change movements, we always utilize the following five: Vision, first. Second, leadership, to inspire people to follow me, to move forward together. Third, clear goals that shall lead and guide my vision, and I am passionate with regard to these goals. And to support my endeavor to change. I need huge impact, in other words I need people. Those five elements have remained fixed throughout those 50 years that I have been studying.

Today, we are speaking about social justice. Social justice is based on our efforts to achieve freedom, respect, human rights, in dealing with the numerous social problems that exist and have been multiplying during the past years. And we do so via various methods. Sitting protestations: that was a means in the past to simulate social changes. All those forms have taken a more organized form. The goal was to deal with the social problems and let me remind you again at this point that an organization develops skills, allows a platform to put in place good practices that have been tested elsewhere, and again there are general models that can attract and get us involved in social issues. There are many quite good organizations at international level. Several global organizations which serve to those practices. Thus, after telling you this very short story, we

may conclude that social change today is easily translated in social economy and social entrepreneurship.

These social problems in the past could not be dealt with sufficiently and this is why today social economy and social entrepreneurship may give an answer. To enhance social change we need to develop social sustainable entrepreneurship from the very beginning. Social entrepreneurs are not typical activists. We cannot have millions of people in the streets, which might be the role of an activist in the past. We try to create social change programs that have a certain momentum. All those trying to eliminate diseases from the Third World, smallpox for example, what do they try to do indeed? They try to build large-scale programs with the relevant means, in order to be able to indicate even the minutest episode in a household. In this way, we can put forward similar social programs to have the largest outreach and to resolve the maximum possible number of challenges.

And again, social entrepreneurship is participative. In other words, this is the element which makes it social. Unless we understand this element, we cannot build those programs. So the biggest part of the population need to be involved, need to participate, need to enhance all those schemes relating to social challenges. And of course, we need to have a scaling. Social entrepreneurship is not a small shop which might deal with a part of the problem. We may embrace small shops, but we need to embrace a vision with the largest reach. In other words, we need links. And this is the first thing that we need to put forward in order to build up social endeavors. So we need social links.

Today, technology allows us to have cyber over-links with larger societies, which may allow us to give power to the people in the way jobs are perceived. Bill Drayton of Asoka proposed that each one of us is a change factor, is a person that may fulfill change. Social change and social entrepreneurship according to my opinion is the ideal combination, when we are referring to social businesses. Each one of us can become the vehicle of change through e-platforms, by utilizing technology, which was the case even in the past. However,

in the past, the scaling tools were different. As I mentioned earlier, the major social movements today are supported by different types of technology.

A social business involves the following. The core elements. Deals with the social need and serves the common good. Unless those goals are there, there cannot be a social business. This is the starting point and then we have the social impact, the social problem that we wish to resolve. The second issue which is equally important, core issue again, is relevant to the following. The social company needs to develop an involved profitability as well. In the past, we would demonize profitability. However, unless it is there, unless a commercial activity is involved, no social problems can be solved. There shall not be incentives that may attract talents in this particular field. Thus, the second core element is relevant to a commercial activity and the profitability. And last but not least, of course, serving a social goal. In this third sector of social economy, and I do not like this term, "third sector," which has a negative connotation, it comes third after the first and the second, nevertheless it allows the development of endeavors of different legal entities, however having a joint goal. And we have non-profitable organizations, social enterprises and the private sector.

Why we focus on social enterprises today. Social enterprises can fulfill the needs far more efficiently as opposed to public bodies, may be more creative, may create larger sustainability, as opposed to NGOs, and may fulfill the needs in a far more generous way, as opposed to the traditional ones. And this is why here in Greece we are interested in developing social enterprises. A sustainable social entrepreneurship needs to be developed continuously. This is the way I perceive it. The final goal of it being to annihilate its purpose. This would mean that it has reached its social goal. The reason why it has been existing essentially.

Thus, sustainable social entrepreneurship is a goal that can be achieved by implementing specific targets in order to produce social impact. It is not a concept. It has never been. And I will explain you that later. There are no good concepts. The implementation is what matters. The implementation of a

concept needs to be good and this is how we need to think to contemplate all those models of all those entrepreneurship plans.

And a second issue in dealing with social entrepreneurship is funding. The financial resources that may allow to this model to be sustainable. And we need strong connections and links with other groups that may allow scaling and diffusion of the innovation produced.

Five elements that are critical that may enhance scaling and sustainability. The fifth most important involves the following. We are not aware of the real practical value of a concept. We claim, "I've got a good idea," which is nonsensical as I explained earlier. The best one must be tested and proved in practice. Behind a good idea there needs to be a good group, a group of people. The founding group that shall take the concept and put it in practice, shall materialize it at the maximum possible extent. And this is what sponsors need to fund. The group of people that shall be invited to implement the target, the concept.

And we need to be furious. A social entrepreneur needs to be passionate, needs to be angry at something. This something that needs to be resolved. Otherwise, I will never become proactive, I will never put in place a business plan, I will never build a strong team to resolve this particular challenge for which I am passionate, angry at. And all those social entrepreneurs need to cry out their existence. "I am there." Most entrepreneurs are afraid of promoting their concept, being afraid that someone else might take over. And this is wrong. And again, they focus on the weaknesses and not on their strong points. When you are an entrepreneur, you need to focus and promote what you know to do best, despite your weaknesses. Researches indicate that sustainable entrepreneurs focus on their weaknesses, however. They pinpoint those elements that may be translated in the collapse and destruction of their concept. There might be problems of course, there might be weaknesses, however I need simply to build programs to deal with them.

And last but not least, the social impact and the profitability that I am looking for. A good business plan, from the very beginning, bearing in mind

the social impact required, will give the best possible result. Would other groups, the groups that I focus on? And again, we need to brand our work, which shall demonstrate my reliability, your reliability, so that I may attract significant and important investors. Lifelong learning programs. In the past there would be one. And then, several more were there to support him/her, and last but not least came Bill Gates. Thanks to a strong brand that was the case.

Now, the sectors that may be of interest here in Greece. Sectors that can be developed in relation to social entrepreneurship. Disabled persons, a huge social problem in our country, a huge field to have social enterprises aiming at improving the life of disabled people, aiming at developing the skills of disabled people. This is a huge chance to incorporate the funding group in your project itself and turn them into entrepreneurs. Culture and tourism, which can be connected to the previous sector. A large sector. Art, which has been thriving in our country during the past years and which might embrace social enterprises and generate incubators of social hubs. Recycling, the recycling sector. A huge field of action. The rural sector. And we have already significant efforts. The logistics sector.

So we have numerous sectors in place that we can exploit. Yet, to give you an example, we need to identify the point where we need to intervene. Beyond the sectors themselves, we need to develop activities that may join the efforts in the logistics sector on a certain particular point. So this is our goal, to join our efforts with other efforts already in place. Elvis and Kresse, an excellent idea of luxurious items through recycling various materials, collaborating with fire brigades, thus Elvis and Kresse gets its raw material from fire brigades and manufactures luxury bags. They try to teach to the children of the particular neighborhood creative writing. This is the ultimate goal. And yet they've got a commercial activity, a profitable one, which may allow them to build those learning schemes. Belu, a social enterprise which sells bottled water and it has a great alliance with a huge company, in order to build the ethical bottle. So we need social enterprises that can intervene and join the logistics and the supply chain of other companies.

“Bounce Back,” another huge social enterprise in England, offering job to people that have just left prisons and they create various items. Do you know what the cost of an imprisoned person per year is? 20,000 dollars. Do you know what the cost of Bounce Back program to train and integrate people leaving prisons and the relevant integration in the labor market is? 2,000 dollars. Do you know the rate of people that train people that end up finally again in prison? Less than 10%.

And the sector of disabled people, where essentially disabled persons are offered work and they are integrated in the social tissue. There we have a company that essentially recycles bottles. It is not very attractive, it is just a bottle recycling company. It fills and refills bottles. And in Ireland they have gained a large contract with Coca-Cola just for this work. An exclusive contract with Coca-Cola. Strong leadership, strong vision and strong brand. And another endeavor relevant to apps, technology field and apps offering support to disabled people.

And last but not least, my final point. “I buy from social enterprises.’ This is a motto that needs to be embraced, needs to be promoted. This is what we have to do. Wherever we are, in a hotel, in a university, all people, this is the only way to support strong social entrepreneurial concepts.

Thank you very much.

**MODERATOR:** Thank you very much. The next speaker is Mr. Yannis Barkas from the Ministry of Labor. He will talk to us about why social entrepreneurship is a promoter of development in Greece.

**Y. BARKAS:** Good morning. We have a little small technical problem and I do not have my presentation with me, however I believe that this is a very interesting subject. I will be concise and I hope that I will give you useful information.

After the interesting presentation of Mrs. Kyriakidou, which contained some very interesting issues and in a period whereas discussions on social economy and social entrepreneurship are being developed in Greece these are very interesting questions and we must discuss different points of views on these specific subjects. For example, there has been large discussion

on social economy and social entrepreneurship with regard to whether social entrepreneurship is connected to social change and whether social economy brings social change. In my view, this is a burden for social entrepreneurship, but I agree with what Mrs. Kyriakidou said that this is a great opportunity.

A healthy development of social entrepreneurship and social economy leads to a change, to a social change. And a second point that was put forward by Mrs. Kyriakidou and which is very interesting is the issue of connecting profit with social enterprises. This is a very large discussion on whether social entrepreneurship and social economy actors are focused on profit. There is a view according to which profit must be at the core of social entrepreneurship, exactly in the rationale developed by Mrs. Kyriakidou, and there is another point of view according to which what differentiates social entrepreneurship and social economy from the private sector is exactly that: the fact that the core of social entrepreneurship is not profit, but covering social needs.

In Greece especially the institutional framework of social economy, as you have heard, is made in such a way in order to protect this core and to prevent social enterprises from producing profits, which then are allocated to their members. Now, on behalf of the Ministry, I will develop the issue of social entrepreneurship as a promoter of development in Greece. These are very important issues. Many of us have focused on these issues. There will always be a question as to what development is. What is growth, who is the promoter of growth, the public sector, the state, the private capital, private entrepreneurship? Throughout the history we have had different answers. We believe that social entrepreneurship can be a promoter of development, along with social economy; but first of all I would like to give you my interpretation of these terms. What is social entrepreneurship and social economy?

Social economy, which appears in literature in different terms, for example solidary economy, etc., is a field that is characterized mainly by methodology. That is, the purpose is not profit, but it focuses on the way in which people are active and operate in a specific field. The common characteristics that

delimit social economy are for example a collective way of operation for this social enterprise, we decide all together, a democratic way of operation for these enterprises, that is, we discuss together and we decide on the operation of our enterprise, and I said earlier, the third basic characteristic is that actors in the social economy do not aim at producing profits. Their main aim is to fulfill social needs and insure the livelihood of people who operate in these ventures.

Therefore, the aim of social enterprises is to address social needs. What does growth mean? This is a very interesting question, because economically it is measured under specific terms with specific factors, but for example we could say that if this was the case, in Qatar right now we have high growth rates because there are a lot of construction projects, however in Qatar we have the violation of social rights, due to the large construction works we have many workers and many employment and labor accidents, so the term growth is relevant. We must define what growth is. And in my view, growth in the context of social economy is not just a GDP rate; it is the development of productive activities in compliance and in cooperation with the social environment. And the environment in general, under an environment-friendly point of view.

So growth and social economy, after agreeing on the definition of these terms, yes, social entrepreneurship is an activity that can contribute to growth that can be a promoter of development, of growth. Especially now and especially in Greece. Because we see that a development model that was adopted in the previous years has collapsed. The model of the previous ten years, of investments, of large profits, etc., has collapsed. And of course the crisis is something very negative, but it is a reality that we must accept.

Secondly, what are the conditions in Greece? We have high unemployment rates among young people. However, in Greece, young people present interesting characteristics. We have many unemployed young people, but 75% of young people in Greece have received post-secondary education. This is a very important characteristic with regard to designing development policies.

Thirdly, in the last years young people that have at least secondary education and who are being prepared in order to enter the labor market cannot enter the market or do not accept to enter this specific market. That is, there are examples where graduates from faculties do not want to accept a job with very low salary and with very bad labor conditions.

These are some of the characteristics of the general situation here in Greece. So, the social economy and social entrepreneurship in Greece in the last years has been growing. There is a new trend. And especially the initiatives that have used law 4019 and social cooperatives have produced many enterprises. We have more than 1,000 new cooperative ventures that use only law 4019 on social cooperative enterprises.

So if we agree that there are the conditions for developing social entrepreneurship, the state must play an important part. For us, social entrepreneurship is an independent process, however the state must pave the way so that these ventures can develop, can grow. The state must not intervene, must not interfere, and it must not try to control social economy ventures. On the other hand, it cannot let them compete alone with the private sectors. The state must give visibility to social economy, it must provide tools, networking tools, financing tools, and at the same time the state must respect the independency of social enterprises. And this is the most important factor for social economy, the independence of enterprises. Because in Greece we have had very bad examples in the past, either by private sector ventures that were based on state financing and wanted to be in direct cooperation with the state, living out of the state and having very increased client relationships, and on the other hand we have the state trying to guide and control social economy ventures.

So, social economy must be independent and it must develop on its own means with the support of the private and the public sector, following an independent strategy.

To close, what is social entrepreneurship for development? Let's say what it is not. It is not an answer to unemployment. Unemployment has deeper causes. It is not an answer to the lack of productive activities in Greece.

Social entrepreneurship can be a tool for addressing unemployment and can be a tool for the development of productive activities, exactly because it focuses on social needs. So, to close, social entrepreneurship, or better social and solidary economy, are something which is both negative and positive for Greece. It is negative, because it is a very new field, a very recent field and activity, because we do not know how it will go, how it will move, but this is something positive as well, because it is interesting to pave the way, to be a pioneer and to try to find the directions to which you will move.

Thank you.

**MODERATOR:** Thank you. We have got by now all the information concerning social economy and now Mr. Keranis will present the model of Athens and how the municipality can be a platform enhancing social entrepreneurship and social economy.

**G. KERANIS:** Good morning. I have heard a lot and I have lots of questions. Nevertheless, the Plato Academy project is extremely significant and by adopting Plato example, let us put questions instead of giving answers.

How a city can become a platform to enhance social economy, social entrepreneurship? And let us together have a look into the situation here in Greece. Being proactive in the social economy field is a pillar which attends to perceive where we stand, where we can have a positive impact within the social entrepreneurship concept. A risk is to go beyond or limit itself a lot.

Now, the platform. Three dimensions. The action bodies, the enterprises themselves. We have got the level, the dimension of the hubs, which might be universities, cooperative fields such as incubators, and again the state and its institutions, which is a different dimension of a platform that can become an entire city. A city platform, of course, should combine all. However, it cannot be achieved overnight. So, first of all we need to start.

What is social enterprise? As mentioned earlier, once again, there are thousands of uses concerning the interpretation of the term. The European Union has adopted a version, the Greek law 40 adopts a different one, the MS Network “solidarity for all”, Asoka which has a platform here in Greece, they all

disagree between themselves and they all agree on the words. Social enterprises.

So let me get back to the question and the Plato Academy. What can we do, what the state can do, what social entrepreneurs and the Academy can do. First of all, the municipality cannot decide overnight on the definition and interpretation of social entrepreneurship. We have tried to discuss and investigate the phenomenon, which is an old one, it has been existing for ages. It has become fashionable only in the past 40-50 years. There have been in place, however, as of the onset of capitalism. I remind you the textile industry in the UK and how the first social entrepreneurship concepts were materialized in that time.

Bearing all the above in mind, how can we set the conditions for a healthy platform? We need to create a common place of understanding and for this reason we need a common platform of reference. In other words, we need to understand that the social entrepreneurship is a subtotal of social economy and potentially a subtotal of private economy. I repeat once again that profitability is a tool and this is why social economy and profitability are not self-excluded. And again, social entrepreneurship sometimes is a factor of transition. We investigate the phenomenon and, of course, I repeat once again that it cannot be the answer to the crisis, that we should not be expecting that this model might save us. We have been failing for ages, we haven't managed to build a good model in the past, we didn't care in the past, because our problems were not as acute as today.

Thus, social entrepreneurship if in place could have changed the course of growth here in Greece. In any case, we need to come up with a common denominator. It is a non-public body which produces social profit, ensures its sustainability with entrepreneurial tools and in the case of Athens, which are in line with the goals of the body implementing it. In other words, let's say build an organization to teach people how they should not build houses. This is an organization which serves a certain social responsibility parameter, it is potentially an NGO. However it cannot be a social enterprise. We need cohesion

in terms of mission, of intentions and of actions. We cannot do one thing, think one thing and put in practice something different.

This is a minimum condition which requires criteria. Social dimension, social profit, for whom, the share of the profit and how it is utilized, governance open and transparent governance, financial relationship, ownership relationship and again, entrepreneurial spirit. And again, the stages of lifecycle of an organization, because a social enterprise has a lifespan and we need to consider all the above. So, a healthy platform, cortex of reference, minimum denominator for developing entrepreneurship, plus criteria. And again, the municipality cannot operate top to bottom; it needs to do it the other way around.

At this point, we plant the seed and we are expecting if it sprouts. And again, we need to be clear and explain to the people what we offer and what we do not offer, to the people who come with us. We do not offer contracts, we do not offer funding, we do not offer free buildings. That is the way we cleared up the horizon and we avoided building a clientele style relationship and this is our effort to let people be independent. We didn't want them to be dependent by foundations, organizations that just make available money. And again, the synergy of resources of the municipality. We have got the Athena platform, bottom-up, which involves all citizens, actions and they are greatly involved in the refugee field and all relevant issues, and KEADA and other organizations in place.

Two dimensions, when we are in the society. The social, the collective actions in other words, inside the society, because sometimes we are an excellent cooperative and non-profit, let me put it even this way. We produce excellent products, yet they are full of chemicals, which shall burden the organisms of those that shall eat them, if this is a case of foods. Is this a social enterprise? And what about the social impact outside? Steve Jobs was the example, Zuckerman had an impact, anything may involve an impact, but those weren't social entrepreneurs, neither Zuckerman nor Jobs. So, we need to consider it in terms of the quality produced.

The healthiest expression is one that combines both my actions outside and inside, the reach in the society and what I perform inside. And again, of course, we have the section involved in the market itself, be it retail or gross, or EU programs, whatever, and we have got the contributions by ...sponsoring the nations. There have been similar cases here in Greece. Anyway, the first one is more active in the market, the second one is more “I wait and ask for things,” this kind of modern in any case. We need to bear in mind that we should not succumb to the rules of the market. There are other ways of transacting with the people, pay what you want in Germany, in the US, has become a standard in the catering sector and in other sectors as well producing social benefit. Thus, I am not referring to the strict definition of the market as understood up until today. We can change the market itself. Or I pay a scalable fee or whatever. And test it and wait to check the result.

To achieve all the above, being an enterprise under the Municipality of Athens, we offer the “*Επιχειρώ Κοινωνικά* I build enterprises at a social level;” this is the title of the program and that is a common platform, to put it this way, for all. It is a consultation group, six meetings of five hours, three themed social method, three themed topics for entrepreneurship, a working group and workshop, a thematic workshop two days, conferences and seminars open to the broader society. This is an effort to inform and diffuse the social entrepreneurship concept to the people.

So I repeat again, we’ve got the group consultation and the building of a VP, all those efforts to sensitize public opinion and to diffuse the entire concept infiltrated in the society of Athens. We are not philanthropists. We need to make people stronger, because the beneficiaries themselves repeatedly have mentioned that philanthropy has made them more vulnerable, because it destroyed their respect.

Cause and causality; let me refer to this concept by presenting social impact and assessment. Essentially we’ve got the internal and external parts, which are integrated in an organization in order to produce our goal. And we try to involve all beneficiaries and participants in this rationale. There are

things that can be generated intentionally and others that are produced randomly. So, we may send people in Thiva and have them there work and due to a random incident they are through in three-months' time. So we need to take into account all these external parameters. This is the matrix produced which represents the lifecycle of a project and which demonstrates to what extent every single box is social or not. Everything is a matter of degree and a matter of hues. There are hues to paint and describe the various boxes of an enterprise. We might be closer or at a further distance.

What we ask, again, is cohesion in terms of our goals, of our means to achieve our goals. I attack my neighbor and I throw bombs, in order to maintain peace? This is not the way to have peace. To give you this vulgar rather example. Because in this example, there is something missing. The quality factor. And this is what we are looking for.

Based on the system of values that we've got in the Municipality of Athens, there cannot be a social enterprise, an innovative one, food producing, yet utilizing chemicals. This is not the case. This is how we are accused of being rather difficult in understanding, in accepting different concepts. And we reject several enterprises, we do not accept them as social and we judge them depending on the means they put in place, on the ultimate goals they are looking for and on the tools they utilize to achieve them.

In the first cycle of our program, we've got two bodies in progress of establishment, eight already operable, nine are already operable, five coincide, and eight in process of operation. Six persons bellow 30, all other entrepreneurs all of them 40, they all shared a vision and certainly they were looking for funding. We have explained that this wasn't exactly our sole purpose; that they had to be somehow independent. In other words, I offer something valuable to the society which is competitive and is requested by the community itself. So, there is competition in place. Let me remind you that in Germany blind women can diagnose when touching the breast of women breast cancer better than any technical device, and this is how they broke the standards of the medical community. And they have built a different model of social enterprise there.

It would be very good for us as Municipality of Athens to say we have a network of entrepreneurship. However, we want to have a bottom-up approach and we want to see the overall ecosystem, so we said that we cannot create a network. This would not be a healthy platform. It would cover the enterprises' activities. We want active participation in all this. We did not jointly decide, we also jointly managed operations. We all keep minutes, we all participate. At the first day, we had 90 people, and now we have eight. We do not attend to co-manage enterprises. We will start as a working party and later on we will try to become a network. A dynamic platform starts with planting a seed and then we can have better results. We cannot have 5,000 social cooperative enterprises from the first day and in five years we will have only 50. We will start with five and in five years we want to have 50.

Thank you very much. We have the second circle of social entrepreneurship, it ends tonight.

**MODERATOR:** Thank you very much. The next speaker is a friend of our network, of Impact Hub, Mr. Milo Tesselaar from Austria, from the Freims Institution. Mister Tesselaar will give us an insight about social innovation in the public sector and how it can be worked in a creative way.

**M. TESSELAAR:** *Καλημέρα* from my side. I am very honored and excited to be here. That's me, Milo Tesselaar, when I was in Greece I was told this was called apple and even though I don't like apples it is nice remembering.

You can reach me on Tweeter via this address and yes, I am going to talk about social innovation in politics, but basically I am also talking about myself, since I am also a social entrepreneur, although I don't call myself a social entrepreneur, because I think every entrepreneur has a social impact in any case. It's just our decision if it is a negative or a positive impact. And I think that my decision personally is that I completely focus on the positive impact. I also want to disagree at the beginning with Yannis. I do think entrepreneurship and entrepreneurship with a positive impact can solve a part of the unemployment. It is a tool to make yourself your own job and the jobs of your friends or whomever, and that's my personal way.

Also in the context of this event I would like to mention that I personally chose not to go to the university, but to go for a learning by doing approach, so after school I really did a lot of implementation of ideas and I really failed a lot and I really had a hard time, but it made me what I am now.

One of my endeavors is a consulting company called Freims, but it is a social business. We use the official expression or the industry of consulting to have a positive social impact, because it matters to us. So my partner and I we decided to make profit by developing and delivering services to, for example, public institutions, but yes, in the end being profitable and being very clear with which projects we offer our time. So we don't want to spend our time doing any jobs for any commercial corporation or whatever. It is a waste of time for us. So for us in any project we do, partly these are projects where clients come to us or partners come to us and they really want something from us, or we initiate projects and we gather some partners.

So, these questions, how to contribute to society, by which effect we contribute and what we want to achieve and so on and so forth are very relevant questions to everything we do.

We call our streams contemporary consulting for transformation, innovation and impact, so the chance if someone thinks in my organization something is lacking or we are lost in our processes or we are stuck or we certainly don't know how to deal in the future, they might think of us as a partner to elaborate with. And it is mainly that's a very big context, I guess it is for all of us in Europe the same context, but it is mainly caused by these issues, future and present issues, like ecology, digitalization, ageing population, the conflict or gap between generations, the European community and the over-complexity and speed we speed we are all tackling.

So what we do is still a bit abstract, but that's what we do. It is process design, it is concept design and advisory. One of our focus is political innovation, so we work with political organization, with parties, with public institutions, public administration and with civil society. Our first project, like the project on which we founded our company was Rethink Austria. It is a political

innovation lab and for this project we gathered with the former European Commissioner of Austria for Agriculture and Fishery, maybe you had to deal with him in the past. Anyway, that's what we do together and that's the first project. It was our concept and it is the first project that caused us being a company. It is a political innovation lab, where we strongly go on strong party collaboration. So we do believe that rarely just one party rules and even if one party rules, it is still not necessarily connected to the civil service and the whole administration. So, you cannot do anything with the others. And we Rethink Austria, or you could also name it Rethink Greece or whatever, it is a two-day retreat, about 80 people, 60% of the political leaders, so those who are already in the political decision making or will be for the next years and some people from civil society, economy and science. And we take members of all parties of parliament, from very right to very left and all in between. And the aim is collective learning, find a common ground, deep conversations, inspirations and under the surface we are building a tribe of people, who even though they have different ideologies they can work together in the future and they have a level of common understanding and they have a level of talking with each other properly, rather than now in daily life they would need to play a show in parliament, or play games via the press, and behind the scenes they can still create a new culture of working together. And we do it now for the third year and we do it in two weeks.

So this is one impression. Another impression, this is a foreign minister and also delegates to the parliament. The lady before was a former head of the highest card. Another project we are working on is again one of our initiatives, but coincidentally for the same idea we were approached by one Austrian ministry. So what we do is in Austria we have a coalition and this means two parties. They separate some ministries for each other and then mainly everyone is doing on each one, which doesn't necessarily work really well. So, for example, take the issue of sustainability or digitalization. This is not a topic that you can go vertical, but horizontal, so every ministry has to be concerned about it, every ministry has to find solutions, and you can't find solutions on your own. So we saw the need and apparently they also saw the need of what we are creating as a platform that meets four times a year. The participants are all the

direct assistants and secretaries of the ministers and they meet outside of press in a calm space. They need to have a proper space to talk, to learn from each other, to really find out what they originally, intrinsically, personally wanted by doing politics, to realize what they can do in their position now and to simply make their job easier; because right now they work either on their own or against the other, which doesn't lead anywhere.

We have a third project, I have no slide for it, but in Austria we had a two party coalition and now the cultural and the water habits changed that radically so there won't be parties anymore that can gather up the 50% to have the majority, so in the future we will have three-party coalitions and what we do is we materialize the program that exercises three-party coalitions in terms of content, in term of process, in terms of culture and they elaborate before they go into the three-party coalition. They make a concept of their own before we even have elections.

And a third project we did is we were approached by the city of Graz, it is actually my hometown in the south of Austria, and they asked us what we can do with our diaspora. So it comes for any nation to learn what this diaspora of people outside of our own country what are their issues, what are the connections to their home country, why did they leave, how they contribute now to their origin in economic senses, in innovation senses, and so on and so forth. So in this case it is a primary digital platform and it is just the first step, it is a prototype, we did a mapping of where people are, but the next step would be like a very integrated community building and relationship management and develop with them solutions that help the city or not just the city or not just the whole network.

These are some inspirations on matters we are working with. These are some other organizations, the Ministry of Foreign Affairs, etc. George had a logo of B-Cooperation. I consider the B-Cooperation is the label for the Benefit Cooperation or the B-Lab, which is a very exciting and for me the most impressive network and collection of business that do social impact in a positive

way. So it is a real recommendation. I think we as Freims, as a consulting company, will be part of this network as well soon.

For any questions or discussion, I am happy to be here further on.  
Thank you.

**MODERATOR:** Thank you very much. First of all, I would like to ask the audience for any questions. I have noted three questions that we will talk about and then we will have a short break at 1 o'clock, as I have been informed.

If you have any questions or if you want any question to pose to the speakers.

**E. NIKOLAIDIS:** Thank you very much.

One question to Mr. Barkas with regard to whether the Ministry is satisfied by the course of social economy so far in Greece and I am talking with regard to the institutional framework. You have talked about an independent social economy as far as possible and I would like to ask you if you believe that today's institutional framework insures this independent nature and whether in your view there must be changes, or if changes have already been planned.

Thank you.

**Y. BARKAS:** The institutional framework for social economy in Greece, the first institutional framework that governs social economy in Greece is law 4019. As you know, unfortunately tradition, legal tradition in Greece, with regard to institutional frameworks is that we have many frameworks on social economy. We have two types of cooperatives, we have agriculture cooperatives and civil cooperatives, and law 4019/2011 for social cooperatives is an evolution of the law on urban cooperatives.

Social economy in Greece, as I said and as all speaker said, is a new activity that is now being organized. The question of whether we are satisfied or not is a relative question. What we are planning to do as Ministry towards the development of support policies and especially with regard to the institutional part is to do what the rest of you have been doing so far. That is, to unify the institutional framework and social economy under a general law, which

will set the foundations for social economy, which will define the main characteristics of social economy, and then we will have different categorization of different schemes.

Law 4019 is a very simple, a much generalized law on social economy. It sets the new characteristics, we believe that it moves towards a good direction, but it is an elementary text. It is only a transfer of European experiences. Our direction, our intention is at the first level to make some changes in the institutional framework of 4019 to improve some points, after public consultation with regard to making these changes and at the second level we want to unify frameworks on social economy under one law.

**MODERATOR:** Any other questions?

**G. KERANIS:** Yes, it is addressed to Mr. Barkas again. Regarding the new institutional framework. As you say, there will be a general category and then subcategories. Is this true? Will there be one legal form of social enterprise or will this depend on quality criteria included in the Articles of Association? Because of course this is under consultation.

**Y. BARKAS:** Yes, the unification of the institutional framework comes before consulting. We will set the main directions. The European experience has different opinions. In Spain there is a law that in three articles defines social economy and then we have subcategories. In France there is a new law from August 2014 and it is more detailed in its institutional framework.

In our opinion we will set all social criteria that will govern all forms of cooperatives, of enterprises, and then we will have different forms of enterprises at a second stage. The general direction is to have a simple law towards the Spanish model. A law that sets the principles for operation of the social economy and then we will have specifications in a particular context. But I repeat, the unification of the institutional framework is a second level, a second stage. What we have started so far is an amendment of 4019 in order to improve some points of the law. Public consultation will start at the end of this month and it will last for a long time I imagine.

**MODERATOR:** I would like to ask Mrs. Kyriakidou her opinion on how she would see the implementation of similar practices for social development in Greece, having as an example the presentation of Austria and the cooperation between different institutions of Austria. The example of Austria, of Mr. Milo, whether it could be implemented in Greece.

**O. KYRIAKIDOU:** First of all, congratulations to Mr. Tesselaar, to Milo, for his very important initiative and the important social enterprise that they have established in Austria.

My personal view is that this is difficult for Greece. I hope that something like this could be implemented in Greece. This would improve things a lot. It could be implemented in various spaces, in different areas, not only in politics, because the level of politics is where many of the values in our country are reflected.

So these forums and these platforms for cooperation and the exchange of opinions and for the development of innovation, it would be good to have all this at many levels, in many areas, but this is very hard. I believe that at the political level this would be very difficult for Greece.

**MODERATOR:** Mister Keranis, Mr. Barkas, maybe you want to give us an opinion of whether this could be possible here.

**Y. BARKAS:** Yes, to the extent that it is implemented somewhere, yes, of course it is feasible, it is being implemented somewhere, but we need commitment.

This type of model contributes both to reducing red tape and transparency and another rationale that everything can be discussed and can be made public. I know that this type of practices have been implemented abroad to a great extent and they have improved access to information, despite the fact of bureaucratic problems. And I believe that this is very important in the public sector. We must try to implement this model in the public sector and it would be good to start this from local administration. This is the best place to start from.

**G. KERANIS:** And very correctly you have given the floor to me. The Municipality of Athens and what Milo does with regard to connecting different ministries,

different staff members, and this is the first time that I work with local administration in the public sector, I always had a bad image when I was outside. For example, in one ministry two secretaries could not talk with each other.

In the past 20 years, as I have seen things, two ministers who have similar competences cannot talk to each other, cannot communicate. The Ministry of Health had a project on diet and the Ministry of Agriculture did not open the door when the Minister went to visit. So, in this sense Greece has a culture that everyone has his own house and we should not try to mix competences. So we have implemented the program and we are trying to resolve these issues. We are trying to bring together people from different services and we try to find solutions. This would be very important and we can give you good examples.

Now, we implemented this with the nutritional policy laboratory. This related to the nutritional system of Athens and how we can have a policy for a more viable production and consumption of food, so we had the cooperation of prefectural authorities and under a common subject we have seen that employees can cooperate. We can see that we may think that some people cannot communicate, but when they have a common goal they can communicate and they can give good results. And what is very important is that we see that the civil society is also very negative when the institutions, the public institutions, the state try to reach the bottom. So they say that okay, we will say that we have had consultation, but we will do whatever we want.

So, talking about Greece there is lack of trust on public institutions and if we increase trust I think that what Milo does will have a good result.

**M. TESSELAAR:** Yes, I would like to add that I just made three examples and they were very within politics, but I think it is even more important to create trust by connecting all the stakeholders together.

So what we also do of course is to have processes where we involve the public administration, where we involve all political parties, but where we also involve the civil society, companies, groups of interest, etc. Because in the end, which is also very important for each of us in this room here, is that the

solutions that are necessary cannot be delegated to the politics on its own or to the public body as well, because they won't achieve it. It is a responsibility, but also a chance for all of us to join this process.

**MODERATOR:** Thank you. Okay, so the main question. What is the next step? We have here young people with us, we have possible future social entrepreneurs, people who want to find solutions to modern issues. What is the next step? What do you believe, what do all of you believe? Mister Keranis, you have the floor.

**G. KERANIS:** I don't know what the next step will be, but I believe that it would be to question the status quo, to make plans but not to be based on plans always.

We must improve our intentions, we must improve our ethics, our aesthetics, and I would say that the next step is to cultivate these elements, the elements that will give us something better as compared to just designing and just imagining our future. Of course, there is need to design, there is need to plan, but planning without taking account of the human factor would be a disaster. So, in the future we will have either complete destruction and failure or we will see that there are other things apart from political planning, etc., and we will try to change our perceptions with regard to how things work, and this will lead to a positive future. This is what I think in regard to the future, in general terms of course.

**MODERATOR:** Mister Barkas, do you have specific observations, comments, something that you would like to say with regard to planning?

**Y. BARKAS:** No, I just wanted to share a few thoughts apart from planning. I could say what the strategy of the Ministry is, what the strategic planning of the Ministry is and what the next steps are and the direct initiatives that the Ministry will take, our long-term initiatives, etc.

But I want to talk in more general terms in respect with this question and how I see things in the future. The first thing is that young people must not leave the country. This would be very important. It is an easy choice to leave the country. It is a choice that has been made by more than 200,000 people in the

last years and we must try to find a solution and live here. In my view, as I said, this solution may be both negative and positive. The most creative way is to work together and to try to have a good result. You can cooperate with five, with ten people, in order to build something. And on our part, our main goal is to try to lift as many obstacles as possible, in order to develop this type of social entrepreneurship initiatives. This is what I said during my speech.

It is a basic way in which we approach social economy. We are trying to pave the way in order to plant the seed and be able to develop these ventures. So we stay here, we stay in Greece and we try. This is what I had to say.

**MODERATOR:** To close this discussion, the last question.

**M. TESSELAAR:** I would have two points for the next step. First, to Yannis, the Benefit Cooperation which I mentioned before.

There is actually a completely new business entity form in the US and it includes, it seems like a limited but it includes the social aspect as part of the legal framework and Italy will soon implement this B-Cooperation entity in its law. At least that's what they told me and maybe it is also a solution for Greece. I think it is a solution for every country and Austria. And personally I think it is always good to leave an event with an intention for action and that's up to you.

Thank you.

**MODERATOR:** Thank you. Mrs. Kyriakidou?

**O. KYRIAKIDOU:** This question is very important. I will talk as a teacher, a teacher to young people.

I come to contact with young people every day and through efforts to develop social ventures. The next steps for me are first of all to develop an entrepreneurial mindset, which does not exist in my view here and probably the universities or even the secondary education should incorporate these views. We must try to reduce our fear, the fear of expressing entrepreneurial activities, especially in the social sector. If we are afraid of expressing entrepreneurship in general, we are more afraid in the social sector. So we must try to reinforce this

mindset, we must try to reinforce this entrepreneurial spirit, which we did not have.

Second is that in connection to that, as young people, we must try to get involved with the problems of our society, to understand the problems of our society, because many of us believe yes, okay, I will try to establish a new company, to have a social startup, but I have no ideas, what can I do? And this is a question that in practice has been posed by many of my students. How does the idea come? The idea comes through specific procedures and specific involvement with procedures. So the second thing is to try to develop all these procedures, in order to lead to ideas and to social entrepreneurship ventures.

And the third element which is very important is that when we start thinking about these issues we must try to develop two or three entrepreneurial skills, in order to implement these ideas and to develop these ideas. Because this does not come without saying. We may have the ideas, we may have the understanding, but all these must be put in practice and this means that we must connect all these, this idea and the specific entrepreneurial skills. And this is very important. And I believe that and I agree with the other speakers of course.

**MODERATOR:** Thank you very much. At this point we will close with a final question. It is not exactly a question. It is an invitation. We invite you to tell us a story with a content that shows a great social impact. Milo, you want to start?

**G. KERANIS:** We are talking about an impact. Positive or negative?

**MODERATOR:** Positive of course. I am talking about a positive impact of course.

**Y. BARKAS:** A positive impact. It is not just one story, it is a group of stories, a group of efforts that have been made in the past years.

We all know that markets without intermediaries have started from the Municipality of Katerini, from the Prefecture of Katerini, when a few young people bought a quantity of potatoes from Nevrokopi and organized a farmers' market for potatoes in Katerini and tons of potatoes were sold directly from producers to consumers without intermediaries. And I believe that all this has expanded throughout Greece. Every Sunday, we have markets without intermediaries throughout Greece. And this was an initiative that was undertaken

by people who participated on a voluntary basis, who came into contact with producers and purchased their products.

All this led to more than 15 social grocery stores in Athens. That is, people that were outside the labor market that had lost their jobs, all these people focused on this, on buying products directly from producers, and made grocery stores that are cooperative grocery stores that have good Greek products in very low prices and the purpose of this venture is to ensure the livelihood of these five or six people, products are with very low prices and of very good quality. This is the first easy example that comes to mind and it has developed a lot, especially in Athens.

**MODERATOR:** Anyone else a story or maybe we can close and go for a break, what do you want? Okay, so we will have a short break and we will meet back here. Thank you very much.

### **Break**

### **2<sup>nd</sup> Session: Financing Social Entrepreneurship**

**E. TSOLAKIDOU:** We will now continue the proceedings of the Conference and we will proceed to the 2<sup>nd</sup> Session, entitled “Financing social entrepreneurship” and I would like to invite Mr. Emmanouil Nikolaidis from Premium Consulting, to moderate this session and to introduce the speakers.

**MODERATOR (E. NIKOLAIDIS):** Thank you very much for the invitation and for giving us the opportunity to talk about a very important topic that does not pertain only to social entrepreneurship, but expands further to the wider spectrum of entrepreneurship.

We believe that in the context of this session we will have the opportunity to listen to some very interesting things and to exchange ideas. We are going to listen to good practices regarding the financing of businesses. I would like to invite to the panel Mrs. Christine Spornbauer, who represents Impact Hub Vienna and who will talk about the way that we can create systems

providing support and motivation for the establishment of moral and sustainable enterprises.

I will then present some issues regarding the financing of social enterprises. I would also like to welcome and to invite to the panel Ms. Marissa Antonopoulou who will talk about the microfinance, which is an innovative way of providing financing. She will talk about the various different ways and practices of financing social enterprises and how these enterprises can make the most of this tool. And I would also like to invite to the panel Mr. Paul Kidner, who represents Praksis Business Coaching Center and who will talk about the participative tools of funding, the so-called crowdfunding in declining economies for the implementation of social initiatives and enterprises.

Before we start, I would like to ask the other members of the panel to use 15 minutes in order to complete their presentations, so that we will have enough time for discussion and for questions and answers session after the end of the presentations.

Thank you very much and now I would like to give the floor to Mrs. Christine Spernbauer, so that she can give her presentation.

**C. SPERNBAUER:** Thanks a lot. My Greek is not too good, so I will conduct my presentation in English, I hope that's fine with everyone. Thank you for being here, thank you for the invitation and for giving me the opportunity to present one of the programs of Impact Hub Vienna here in Athens. It is called "Investment-Ready Program".

The topic or the reason why I am standing here is I am supposed to talk about how we can build an ecosystem, how can we bridge different sectors in order to create social change. And Investment-Ready Program, which I will present you in a bit, is actually a good tool for doing so, as it proved over the past three years.

Before I start, I would actually like to show you a little video, a short image video about Investment-Ready Program, so you will actually get to see what it is all about and see some of the former participants and their statements

why they joined and afterwards I will walk you through it to give you a better insight.

### **Video**

**C. SPERNBAUER:** So this was the program in a nutshell, or at least some impressions of sessions that we ran in the last couple of years.

Where did it all start? Actually the motivation of the founders of the program was to create a social investment market, specifically addressed for the CE region, where impact investors, investors that actually not only look for their financial return but for the impact ventures they put their money in actually have, and startups that are ready to attract that kind of investors, and we realized there is not too much going on actually, because there is not any place where these two groups can meet. So we thought what is needed in order to build that market? Because Impact investment caught a lot of attraction also globally, but there was too much going on in Austria or in other CE countries, so we created that marketplace.

And that marketplace in a way started with a support program, with an incubation acceleration program for these entrepreneurs, because we realized the need for cash is not the same as demand for capital, so many of these ventures actually were not at the stage where they could attract investors, so they would know how to talk to investors and they would know what kind of capital they would actually need and they would fit their case. So we created a program that would select and scout for these entrepreneurs, not only in Austria but the whole CE region, and support them in a very thought-through process, in order to make the investment ready. So we were working with them on the business model, on the financial model, we worked with them on their pitch, how to present themselves, how to actually get the interest of investors, and then we put them in a room with investors, giving them the opportunity of getting to know and starting a conversation.

This is an overview on how the process looks. So there is first the scouting and warm-up phase, where we will reach out to partners, scout for the most promising entrepreneurs around, we select them, so we take ten to fifteen

every year, put them in a five-month program and then in the end bring them together in a room, virtually but also physically, with Impact investors.

Here are some numbers. We scouted over 600 ventures, so there is a lot, many people are doing great things, not everyone is already at a stage where you could actually go to the investment stage, so we try to really pick the ones that have promising cases and then work with those. And throughout the last year, we managed not to just get the interest of potential investors, but really make them commit money in advance. So we built an investor circle that upfront said that we will invest in one, two, three ventures that graduate from your program afterwards, because we believe that you are doing a good job and that you make these people investment-ready so to speak. So that's also a development that we were hoping for but we couldn't tell three years ago. But it is proven that the model works and that more and more investors step into that space, because they realize they want to put their money where they can also see a meaning or a positive impact and not just having the highest financial return.

Here are some of the partners that we work with that also support us in doing so that we are able to do what we do. It's from foundations to investor funds, to the Vienna business agencies, so everyone who has an interest in actually building that market. One element of the Investment-Ready Program is Impact investors' conference space, where this is actually one of the physical spaces where the ventures and investors can meet and exchange and actually learn from each other and start understanding how the other archetype thinks and what they want. And this is the CEE Impact Day. The next one is happening in two weeks' time, so anyone who is interested in coming let me know so that I can provide you with further information.

But also, here we started this CEE Impact Day three years ago and it was small, it had 50 participants and there were not too many impact investors out and not too many ventures who knew who were these impact investors. So in a way we built the market on both sides. On the one hand, training entrepreneurs to become investment ready and on the other hand, building the market for

impact investors, because also for them it is new. So, there is a lot of ecosystem market building needed. An ecosystem is actually one point that I would like to emphasize here. It is not just about money and cases where this money can be put in, but it is a whole ecosystem that should be connected to that right. It is a city of Vienna, or Athens, it's universities, it's different other players in the market that have networks and that need to come together in order to make things happen. It's not just money and ideas. And I think that Impact Hub in Athens is definitely also a good place to be in that platform where all these different stakeholders can plug in.

I talked briefly about the numbers. Here a chart on the investment that actually came out or that has been made after ventures finished the Investment-Ready Program. And you can see it is around, like almost 2 million euros that have been raised and different forms of investment have been taken. So there is not one form that fits it all, but it should be very well aligned and according to the case, to the entrepreneurs and what they actually want to achieve.

Here are some examples of the successful cases, maybe you even recognize one of these guys from the video, they are working in sustainable fashion, they are producing jeans in Vienna with a marginalized group in the production process and now they are scaling to Germany and the UK. Here we have one example called Sold Bottles. They are working in the area of water, so they are raising awareness within Germany, Austria, Switzerland and then putting money into water projects, mainly in Africa. ....they are an upside clean company for old hardware, so they are refurbishing it, selling it again to good and fair prices to NGOs, other people that could not afford new equipment. Often it is not actually needed, to get the newest device. Here we have one entrepreneur from Croatia, this is a home and housing facilities tool that supports mainly people with disabilities, old people, to be able to manage their house on their own. So it is in a way connected to healthcare and caretaking. And now they raised a lot of money in the Netherlands and now they are scaling across Europe as well. Pragulic, a very nice case from the Czech Republic, they are working in tourism

and they provide city tours and the tour guides actually are homeless people who would show their Prague, so to speak, to tourists. They started as a two-people, very small idea, and now they are all over in the Czech Republic as far as I know and also through their activities they create a lot of awareness for the topic of homeless people.

This is to give you a bit of an insight on what can happen if you bring different stakeholders at one table and also what is needed to foster the dialogue between them and to create a strong and vibrant investment market. So you need education and a lot of different stakeholders to make it happen.

Thank you very much. Looking forward to your questions afterwards.

**MODERATOR:** Thank you, Christine, it was a very interesting presentation of the practices through which we can see the ability to find capital, an important amount more than 2 million euros for different activities.

Now we will move to the presentation of financial instruments and tools in relation both to Greece and Europe.

Talking about financing, on the basis of what we have heard so far, we must clarify the field on which we are talking. We are talking about social entrepreneurship and those of you who have been here since this morning you must have heard that a clear definition and a clear view with regard to social entrepreneurship is something that does not exist. There are many different dimensions as understood by each organization. And as we will see through different examples, these are notions experienced differently by different countries.

However, we must all agree on the fact that in addition to the characterization social we all refer to the concept of entrepreneurship. And this concept, regardless of whether there are different approaches, means profit. No activity can be called entrepreneurial activity if it has no profit, if it has no economic results. And this is supported by many views of the previous speakers who said that in Greece we have a deficit of education with regard to how we understand the concept of entrepreneurship. What is entrepreneurship in

Greece? Of course, we will not analyze this right now, but we will all agree probably that it is the production of a viable result. A viable result in the sense that we will use specific factors, raw materials, ideas, different materials, we will produce and sell a product that will allow us to reinvest profits and to continue our activities.

What is the difference between social economy and classical economy? In social economy profit is returned in its whole to the society. The social entrepreneur is not interested in having profit for himself. It is not a for-profit enterprise. The entrepreneur will turn profit into a social benefit or into labor. And this is the main difference.

In order to have an entrepreneurial approach towards each idea and as we have seen there are many ideas, however is it possible for all these ideas to stand as entrepreneurial ideas, regardless of whether they are social or not? This is not sure. We must apply the tools of classical economy by improving them, in order to define the final result. We have to see whether there is a result, there is profit, whether this idea can stand in this specific market. If the answer is yes, we can move on. If the answer is no, then it would be better to think again, to redefine our idea or to abandon our idea.

Now, what is the institutional role in this context and what are the organizations that help people with ideas in order to put their ideas in practice? First of all, we have states, we have unions of states such as the European Union, which as an economic market, as a common economic market at any moment, at different programming periods, gives us the priorities and the axes on which the economic environment moves. The European Union, for example, says that after 2020 we must have set measurable goals, so that 75% of the population between 20 and 64 years old is employed. 3% of the GDP must be invested in R&D. Greenhouse gas emissions, which is the environmental aspect of the European policy, must be 20% lower compared to the 1990 levels. The percentage of people that abandon school must drop. People who are affected by poverty or by social exclusion must be reduced by at least 20 million. These are the primary goals.

The goals and policies are served and are implemented by specific tools that finance and make these goals a reality. All member-states are using these tools, these instruments, in combination with the knowledge, with the knowhow, with the particularities and the local characteristics of societies, in order to produce new ideas, innovative ideas, ideas that can become viable entrepreneurial ventures. They may have the form of social entrepreneurship, they may be classical entrepreneurial ventures, and this however in my view reflects the personal views, the personal beliefs of every one of us.

Now, let's see the current situation, knowing the different policies and focusing on Greece as compared to the European financial area, the European economic area. Not the countries of the European economic area, the countries of the Eurozone. In these graphs you can see unemployment rates. In Greece you can see the dark line here, the dark line is for Greece, and the average of the European Union. This graph shows employment. We can see that in Greece employment drops and in the remaining states of the Eurozone employment is increasing. This is a graph that shows unemployment. Greece ranks first, Spain second, third Croatia, fourth Cyprus, etc. We can see that dark blue is used for higher unemployment rates and Iceland ranks last with 4.9%. We can see here the different regions, unemployment per administrative region of the European Union. You can see here the dark colors that represent higher unemployment in different regions in the same country. There are different grades of unemployment. This happens in all countries. In some countries like Greece uniformity is almost complete, it is almost dark in its entirety. Unemployment is very high in almost all administrative regions and it exceeds 20%.

The employment rates, that is, people who are working. We can see here dark colors, more than 80% of the active population and this percentage is seen in countries of central and northern Europe. In the south we can see a lack of employment. The active population is idle, the active population is not working. Unemployment among young people, since 2007-2008 onwards we can see that these were the years of recession in Greece. We have talked earlier

about the model of the past decade or decades. I would say that there was no development model in Greece. This is something that has not happened in any other countries. We have very high unemployment rates and increased trends that have remained stable and have remained increased. All this means that the incapacity of the private sector to address the crisis has shown that it depends highly on the public sector. The public sector collapsed and the first consequence was high unemployment. We can see here data on unemployment among young people. In the south of Europe the situation is very dark.

Unemployment among young people in the south has always been relatively high, but right now we see high unemployment rates and a trend to remain high, over 50%. And we have now rates in Greece that exceed 55% to 60% unemployment rate among young people, long-term unemployment. We have different scales. In Greece we have long-term unemployment of 20% of the labor force. On the right of this chart, the less dark line, it is approximately 6% of the labor force in long-term unemployment. This is a great difference between Greece and the average of the European Union. Here we can see the different administrative regions for long-term unemployment and this shows that the south faces significant problems.

Labor costs. This is used as a factor that shows that despite the fact that labor cost is a negative factor for the competitiveness of enterprises, nevertheless it is not directly related to the concept of unemployment. There are other countries that produce less competitive products without having the same unemployment rates. We can also see, and this why this graph exists, that there has been a gradual adjustment. Right now, labor costs in Greece are much lower as compared to the average of the European Union. And another graph that shows the increasing trend in Greece of GDP per capita in terms of purchasing power and its evolution. These excessive changes are not something normal for our economy.

In this context, we are trying to find measures and perspectives in order to mitigate these phenomena, in order to combat unemployment, to lift exclusions, etc. So, in 2011, in Greece the concept of social economy was

introduced. In the European Union, despite the fact that we had said that social economy may preexist or it may exist for approximately 200 or 300 years, from an institutional point of view, and this is something of interest for entrepreneurs regardless of whether they are social or classical entrepreneurs, what is of interest is the institutional framework. It is another thing to have a concept and another thing to know that if I establish a social company, a social enterprise, there would be a capital tax of 0% and this is provided for by law. For us as economists this is very important, this is the most important thing.

Of course, we can discuss, we can have practical discussions and views, but unfortunately when it comes to giving viable results, these do not help. We want institutional support in order to provide information to entrepreneurs, to younger, older entrepreneurs, social entrepreneurs. These people must know that at the end of the month they will pay a specific amount of money, because it is set out in a specific law. This is why we asked earlier whether in Greece there are favorable institutional conditions for continuing the social economy or maybe there is some change envisaged for the future.

Now, the activity fields of different social enterprises. I am certain that knowledge and knowhow, creating networks like Impact Hub or other networks that are not represented here, all these factors play an important part for informing people and for making them see that all ideas in all sectors can be promoted either through classical economy or through social economy, depending on the objective pursuit. We do not select social entrepreneurship to be trendy, or to be in fashion, or because someone told us, or because there is a subsidy of 40% according to a law. A great number of social enterprises were founded in order to get benefits from the state. The state was giving subsidies to cooperatives, for example. And in the register of social enterprises there are more than 650 such enterprises, but many of them were removed, because afterwards there was legislation that said that the social entrepreneur would be regarded as a normal entrepreneur and would be taxed.

In this context, we cannot be optimistic with regard to the fact that we can have a viable future. If the mindset that we had in developing the public

sector and secondly the private sector and now the third sector, which is the social economy, if we follow the same rationale, all pillars, all sectors will decline, will collapse.

This is a slide in English for a specific purpose. We refer to the instruments that have been developed at the level of the European Union. None of these instruments has been an institutional framework and institutionalized instrument for the development and the financing of social entrepreneurship in Greece so far. We are referring here to three main pillars for encouraging social entrepreneurship. First pillar, improving access to funding. We have seen earlier, we saw earlier a very interesting presentation by Christine with regard to how we can bring to the same table social entrepreneurs and people, stakeholders, who want to invest their money in this type of ventures. And I believe that here in this room there are people who are thinking about developing entrepreneurial activity. And probably this could have the characteristics of a social enterprise. The idea of addressing a network that would bring them into contact with people or institutions that want to give some money or want to invest in something like that, in an attractive idea, an attractive venture, makes us optimistic. We can see here that there is a positive example.

This can be the beginning and this could be an incentive that could lead people to research fund instead of waiting for state subsidies. In Greece we know that in every programming period that lasts approximately six years there is approximately 22-23 billion euros for development purposes, per ministry or per region. And so we are quite familiar with the concept of the subsidy, of state aid. So here we want to present different practices, different ideas apart from subsidies.

There is institutional framework from the European Union. We have the social investment funds. These are very important funds, other countries have taken advantage of this framework and developed social investment funds. And the European Union is not the first to have done this. In the private sector, if we want to have an especially large amount of money, whether we are talking about ship owners or other businessmen, these people will make a plan and will

address investment funds in order to have this money. In this case, we are encouraging the idea of social financing instruments. So as we have investment funds in the private sector, we also have such funds in the social sector and they have been institutionalized increasing the visibility of social entrepreneurship, by creating for example databases, networks. All this has been recorded in the social business initiative by the European Union, adopted in 2011. All these are institutional tools, institutional instruments that can be transposed, can be institutionalized and implemented in Greece.

As a third axis we have improving the legal environment. It is exactly what we said earlier. If we have a good idea, a good practice, its transposition, its transfer to another country must be done in an institutional manner. If we do not have a specific law for establishing a fund, we cannot implement anything. The European Commission is financing social enterprises through different programs. We mentioned a few of them here. All these practices, and I do not want to talk in detail about any of these practices, but what I want to say is that there are many practices, there are many programs that finance viable strategies and viable actions.

Now, crowdfunding is another thing, but we have a special presentation on this that we will here later on. And to close, I would like to present to you the classical financing instruments, traditional financing instruments in Greece, which can finance both traditional and social entrepreneurship. Bank loans, first of all. They have been used in the past, but today for some specific reasons each one of these factors are facing specific problems. We can discuss them later on, if there is some special question.

I will stop here and I would like to invite to the floor the next speaker. So maybe before that we could have an example from funding in other countries. The first column here refers to sales. If the enterprise created is unable to sell, is unable to have clients, is unable to cover large parts of its costs by its own products, it cannot be viable. Thank you very much.

I would like to invite to the podium Ms. Marissa Antonopoulou who will talk about micro-financing, another interesting way of financing.

**M. ANTONOPOULOU:** Hello, I represent Action Finance Initiative, or better AFI, which is basically the first non-governmental business in Greece that has brought the micro-financing in the Greek market.

Is anyone familiar with the concept of micro credit, micro finance, where it started from? Anyone? Anyone who would like to share with us his knowledge?

**SPEAKER:** I am from Portugal, so I heard there were a couple of examples before but I heard about it first with the experience of ...which are using micro-financing in Bangladesh and they realized there was this huge portion of the market that because they couldn't have any assets they couldn't have access to any kind of funding and that created a kind of cycle that would not take these people out of poverty.

And once you start to give small loans and you give these people the ability to pay back, then you give many of these people the opportunity to break the cycle of poverty. And I heard that also 97% of the people who received loans were women, because they found out that women are more loyal to their payments than many men.

**M. ANTONOPOULOU:** Thank you very much, well said, I could not add anything more. So, moving on.

In Greece currently there is a problem. The problem of unemployment, which is a huge problem. And that is why there are two solutions available. One has to find a job or create a job. We are here in order to talk about the second solution, the creation of a job. And here you can see a map of endeavors in Greece. It is not inclusive, there are many new partners that have been added to the ones that you are seeing on the slide and these partners are promoting social entrepreneurship here in Greece. They are providing support in terms of encouraging and promoting an idea or providing knowledge and training or financing.

Although there are various solutions for financing, there is a huge gap in the field of micro-financing. This is the lower part that you can see on this slide. Up to 10,000 euros. And when the economy was blooming here in Athens

nobody had identified this gap. Why? Because this amount could be covered by families, by friends or by a bank loan. But now that there is no access even to such small amounts of financing, everyone has realized that there is this huge gap. And that is the reason for which we created the Action Finance Greece that was founded in January 2014 by ActionAid Hellas and by the French organization ADIE. ActionAid wanted in these difficult time of crisis to have an impact on Greece. That is why it collaborated with the French organization ADIE and after conducting a study along with the support of European institutions and on the basis of which this gap of financing was identified, the Action Finance Initiative was creative.

The objective of AFI. To introduce micro-financing in Greece and in that way combat social exclusion that has been a major result of the economic downturn. In that way, it could also create new jobs through self-employment and also to train and support, without any charge, the interested parties, by providing mentoring and training. And it had also a more long-term plan, which is to improve the legal and institutional environment governing self-employment. And in that way to encourage entrepreneurship even further.

Now, a few words about ADIE, which is one of the two founding partners. It was the leader of micro-financing in France, it was established by Maria Nowak who knew Mohamed Yunus who established the bank in Bangladesh and in 2013 only it created 10,200 new jobs. This is very important, because many people when they hear that we provide 10,000 euros as micro-finance they say we cannot do much with 10,000 euros. No, this is not true. A lot of things can be achieved with 10,000 euros and we have seen that in practice during the last few years that we are operating as AFI in Greece. It is an amount that one can use in order to open up a small business. It can be a shop, or a small store, or an electronic platform, or a tourist company.

The 10,200 jobs that were created in 2013 can be translated into 200 new jobs per week, which is something very impressive. And the Ministry of Labor in France admitted that and actually said that it was a very impressive

trend and it said that the Ministry itself could have never succeeded in creating 200 jobs on a weekly basis and for a long period.

Some of the examples of businesses in France that have gained the support of micro-financing. I am showing you these examples in order for you to understand the wide spectrum of businesses that can get the support of micro-financing. Here, we can see for example someone who repairs bicycles, a lady that opened a bakery, a snail cultivator, an agriculture that wanted to buy tools and a small store with donuts, which has become a trend here in Greece as well.

What do we offer as AFI? We have a dual offer. On the one hand, we provide training, education, mentoring and support, which starts from the moment somebody comes into contact with Action Financing Initiative and what is most important and why were basically established? We provide access to micro-finance. In other words, we start with the support and training and then, if we believe that the business is sustainable and that the person interested can actually make the next step, we provide him with access to micro-finance. And then these two roles develop in parallel.

Now, in terms of training and support. I cannot give you an exact definition of what this means, because it constantly changes. We provide different kinds of training. We have one-to-one training in sales. There is for example a specialist in sales that provides training. We provide training for the development of the business plan. We provide training for business model counseling. In other words, when somebody has an idea and wants to express it, we provide him with the necessary tools in order to do that. We provide training in order to explain what a businessman is and what are the different capacities that he will have, and this is very interesting because we have many people that want to establish a business and they do not know some basic stuff of what it means to be a businessman. They have no idea about accounting books, they have no idea about using Excel for example. What they only want to do is to become bosses, which of course is something non-realistic.

We also provide training on legal issues, training on the use of social media, online marketing and we have specialists who help us and help the

people interested. They provide, for example, information on how they can make their website more user-friendly, how they can include more information on their website, all these types of training have been developed on the basis of the different needs of the interested parties.

In parallel with the training and support, we provide access to micro-finance. And this in cooperation with the Pan-Cretan Cooperative Bank. The reason why we cooperate with the bank is that due to the legal framework in Greece and due to the existence of a banking law, there is no possibility for someone who has a capital to give this capital in the form of a loan, unless they are a bank. The Action Finance Initiative is certainly no bank. In Europe, however, there is the possibility of that, because we have the example of France, where ADIE managed to change the law and thanks to this change of the law, now ADIE can provide this micro-finance, even though it is not a bank. However, here in Greece we are lagging behind, however I am optimistic that this will change in the future, but for the time being we cannot provide these loans and this is why we cooperate with the Pan-Cretan Cooperative Bank.

We are talking about loans amounting to 10,000 euros with a payback period of 48 months and with a period of grace of 46 months, with an interest of 2.7% and the terms of the contract for the provision of the loan is to buy some shares of the Pan-Cretan Cooperative Bank. For the time being, the Action Finance Initiative is active in Athens and in Thessaloniki. Unfortunately, we can only provide our services to businessmen. I am not using the term business, but businessmen. We are interested in the people. And these people have to be located up to one hour and a half away from Athens. And this is because the program is still at a pilot stage. In other words, we had to start from somewhere. That is why we set these criteria of being at proximity of one hour and a half from our establishment, because we want to be close to the businessmen, we want to provide immediate solutions and provide the support and help whenever they need it. Of course, we have plans of expanding our operation in other areas of Greece, but for the time being we can only provide our services to businessmen in Athens and Thessaloniki.

The criteria that somebody must meet in order to get micro-finance from AFI: First of all, to have a legal activity, the total amount of investment to be below 20,000 euros, in other words if we are talking about a small store, then all the related costs for the purchase of equipment and for others should not exceed 20,000 euros, out of which 10,000 euros can come from micro-finance and the remaining amount from his or her own savings or other types of financing. If we are talking about existing businesses that want to expand for example, there is a store that wants to develop an e-shop then this project should not exceed 10,000 euros. The business must have commenced activities, because we want to see that there is an actual business activity in order for us to give the loan. And there must be a guarantor for the 50% and up to 3,000 euros.

What does this mean? If you know the history of micro-credit and micro-finance you will know that Grameen Bank gave loans to members of a team and the other members of the team became guarantors for this loan. So those who were receiving the loans were accountable not only to the Bank, but also to the members of the local community and of the society. Of course, this was easier to be done in the past, not so easy now, but its implementation started here in Europe as well and that is why we promote this criterion. We want to have a guarantor from the close circle of the businessman so that he will be accountable not only to us but also to the close relatives or friends. This is also a way that we can get guarantee that the loan will be paid back in case the businessman that received the loan is in difficulty.

Another criterion is to have a clear tax record and no due amounts to the Greek State. Of course, this is something very difficult to be found here in Greece due to the difficult economic crisis. Most of the businessmen do not have a clear tax record, but still we actually provide them with the possibility to settle their accounts with the Greek State and with the tax record in order for us to provide them with the loan. We always pay attention to the amount due, because it is different for somebody to owe 50,000 euros for example and a completely different thing owing 1,500 euros. So we examine all these with great detail and with great attention before we provide the micro-finance.

Now, the comparative advantages in relation to banks: We aim at social groups that cannot be served by other institutions. In other words, most of the people that have addressed to us have previously addressed to a bank and could not get finance. Or maybe they had tried to get a subsidy without results. We show trust to people and to their capacities. We are more interested in people than business activities, 60-40 percent to put it this way. We are not interested in businesses that will give us great returns, no. We are interested in creating jobs. That is why we give the possibility to people to create their own jobs. Even if they create only one job, it is a great success for us and for them. This new job is a great success.

We develop personalized relations. We spend many hours with the people who come to our office, we get to know them. Many of these bring their own children or their friends along, so that they can also see what we are doing. They bring their guarantors along. There is a great interest both on their side and on our side, and moreover we develop personalized relations with them and they develop personalized relations with their mentors, since we provide them with mentors. And they have meetings with those mentors at least once per month. In the context of these meetings they can have interesting discussions, they can ask for clarifications. And these mentors are ex businessmen; they can be economists, they can be finance directors, they can be experts in their own fields. Somebody, for example, may be expert in tourism, another one in marketing, depending on the needs we find the right experts and we assign them to the interested businessmen.

There is no limitation in the business activity. There is no term according to which the project must be innovative or must use a specific technology. We have electronic platforms and various other electronic projects. There is no participative ownership and this is a model that has been successfully tested around the world for more than 30 years with great results. 3% of default rate, whereas in the case of banks it is 40%, reduction of unemployment cost for the state and creation and fulfillment through work. This is actually one of the most serious problems that stem from unemployment; the

impact it has on the psychology of people. And through this model they can actually feel fulfilled, they can actually feel creative.

Here are some of the projects that we have supported by way of micro-finance. Our first micro fund was given to this people. It is Kostas that has a business with electric bicycles, Tina developed an e-shop in order to sell honey and oil to the English market, Dimitris who is in the process of creating an electronic platform, Giorgos who has a tourist business promoting alternative forms of tourism, and various other examples which unfortunately I cannot present them to you, because they are at the stage of the idea.

Of course, we owe our success to the wide network of volunteers, volunteers who are experts in their field. We have been greatly impressed by how many people are willing to work 10 or even 12 hours per day, they are willing to stay up late in order to help a businessman. And I will give you an example. We had a meeting, it was late in the evening, and we had very-very intensive discussion because this young lady had so many problems, but in the end the volunteer after being so helpful she embraced her and then that young lady started crying, because she felt that this support was impressive. These people are feeling alone in the beginning of their professional career. They don't have the support they need. Maybe they ask their friends, their relatives about their concerns, but no one will take the responsibility. Yes, they will share their ideas and their views, but in the end the responsibility is entirely their own. And that is why when they get this type of support and help, they feel moved. And that is why this young lady actually broke to tears.

I don't know if there is anyone in the room that has tried to establish a business. Is there anyone in the room? By yourself? So you probably you understand what I am saying right now. You don't know where to turn to, who to ask. We are members of Impact Hub. This is a network that helps us enormously. Not only by assigning experts, but also by assigning volunteers to us; and these volunteers give us great support, because these are people that have the same problems and the same experiences with us. And we would like to believe that

this movement will continue to grow, a movement that is based on the complementarity of one with the other.

These are types of the training that we provide. Three times a week we have standard trainings that are taking place, related to business plans or to sales. These are one-to-one training sessions and on this slide you can see what AFI is not. It is not a profitable organization, it is not a bank, it does not provide charity help, it does not provide non-interest loans, it is not a European or national subsidy, and it is not a co-working space. It is the opportunity that we give to people to create on their own. These are some indexes of efficiency coming from France. We are eager to see what will be the indexes for Greece, but we believe that given the current reality the indexes will be very encouraging and very promising.

That's all. Thank you.

**MODERATOR:** Thank you very much, Marissa, very interesting presentation. You have seen the problem of the institutional network with regard to micro-finance. This initiative is obliged to cooperate with a creditor institution and to offer an interest rate that is quite high. Under a different institutional framework, it would be able to offer lower interest rates.

Now, we will move to the next speaker, Paul, he will talk to us about a new and a very optimistic way of financing crowdfunding.

**P. KIDNER:** I will take this opportunity to speak in English. It makes it a little more exciting for you and a little less exciting for me, so thank you for that.

I am going to talk to you about OneUp. It is a crowdfunding platform of the Praksis Business Coaching Center. So, go into a little bit about what Praksis as a business coaching center is and then we will go into the crowdfunding platform. I just want to know if any of you know what a crowdfunding platform is. Can you raise your hands? So not everyone, okay, so I will go through that as well.

Basically, a crowdfunding platform is a way for many people to come together and be able to purchase, donate money for a specific project, idea

or business. Obviously, for us the crowdfunding platform is going to be dedicated to new entrepreneurs, to new businesses. So Praksis is an NGO and we provide humanitarian aid in a whole array of different fields for socially vulnerable groups that are in need and from that the Business Coaching Center grew as we saw that there was a dire need in Greece during the crisis to assist a growing number of unemployed in this economy. And basically people who are long-term unemployed and unemployable it is very difficult now to find jobs as we see from the statistics that we saw earlier.

The BCC supports the unemployed, therefore both socially and/or socially vulnerable sectors, but not only. We also target individuals who create new jobs, new businesses or have a social impact, and basically we do that by helping them to get into meaningful employment, which is specifically self-employment. So our program is a format program on entrepreneurship, it includes training, we go through creating a business model canvas with all our participants, we do one-to-one consulting and one-to-one coaching, both of which show that they are hugely important in being able to support the persons focusing their idea, becoming more realistic and eventually sustainable. The scope is to empower entrepreneurs to establish viable businesses and contribute to the economic development of a region, of Athens.

The BCC I am glad to say has a success rate of about 30% of business startups that we think are sustainable in general. What I would like to say here is that we are also like AFI in terms that we don't focus on new technology, not only new technology. We do have people who have new tech as part of their business ideas, but we tend to focus a lot on modern pop stores, small and medium sized enterprises. The problem though from the BCC's perspective was that like many other programs and hubs that currently exist we are preparing individuals to start a business, but they don't have and we can't support them with financial tools and the startup capital to help them kick start their business. So we came up with the solution, which was to provide entrepreneurs with alternative sources of financing, in order to help create the capital necessary to start a business. That alternative source was OneUp. It is a

crowdfunding platform, as I said, and it is dedicated to beneficiaries that graduate from the BCC program, enabling entrepreneurs who have good business plans to attract donations or pre-purchases before the actual product has come out from individuals, from foundations, from businesses in Greece and abroad. Obviously abroad is very important; as we all know money does not exist in Greece at the moment.

So OneUp also accepts business plans from individuals attending other local hubs and ahead of our launch we have already signed an MOU with ....Growth and we are hopefully going to do the same with the Impact Hub and perhaps even with EATA and Yannis back there, we were discussing it earlier.

So how OneUp differs? The problem generally with crowdfunding in Greece and in Europe in general is that it exists within a grey legal zone. It is not easy for crowdfunding to exist as a business. The legal infrastructure does not exist to support it. The difference with OneUp is that it is a crowdfunding tool of an NGO, of Praksis. So it's not a business in and of itself; we are not trying to make money from it. And as an NGO, we are legally able to accept donations, especially as they are targeted to specific projects. So as I said, OneUp is not for profit; it has been set up with the beneficiary and entrepreneur in mind. It is the first platform in Greece in fact that will be able to accept credit cards and that allows us to provide over 98% of the donations straight to the entrepreneur. We have signed an agreement with the bank that it won't take any commission. The only commission that exists, the 0.5% to 2%, is for the credit cards that are being paid. So up to 2% will be paid in commission to the credit cards, the rest will go to the entrepreneur.

The other major difference is that we offer accountability, transparency and monitoring. What do I mean by that? Essentially, the donations that are provided are placed in a Praksis bank account and are provided to entrepreneurs in stages, as and when they reach specific milestones. So they don't go as in traditional crowdfunding straight to the entrepreneur. They come to Praksis first and we ensure that the entrepreneur does what he said he is going to do. So this ensures accountability on the part of the entrepreneur,

transparency and follow-up for every cent that the donor gives to the entrepreneur.

There are some issues with crowdfunding in Greece. I mentioned the legal issue which we have overcome, but as we have seen also in this room there is a low awareness of what crowdfunding is. So part of our job is to educate the market and that's what we seek to do. There is also distrust among entrepreneurs. We have seen some entrepreneurs who fear the reaction of their peers. And I think this is a Greek phenomenon. They consider it mercy, *ελεημοσύνη*, you know, that they are giving money for mercy; and it's not like that. Crowdfunding is a way for someone to be able to give money or purchase a good or a product, before it is actually been produced, in order to be able to gain something from it later.

Also, one of the problems that we have seen is that people are not technically progressive, so some of our target entrepreneurs who graduate from the BCC don't know how to use technology very well and seeing that we created a whole new department of the BCC that focuses on helping people to create crowdfunding platforms. That's really important, because we saw that we had already developed the technical side of it, but as we were about to go out and starting to create the campaigns we saw that people couldn't communicate their ideas properly. So we are helping them with that as well.

Overall, therefore, I believe awareness of the crowdfunding seen as currently an issue and that it may affect donations in the beginning, but we are at the beginning of the curve and that's exactly where we want to be. We want to be at the beginning of the curve of a growing market. We want to be there to start this whole movement, let's say, of seed-funding, crowdfunding, and help each other with other organizations like AFI. It is for this reason that we chose the crowdfunding platform in Greece. We believe the crowdfunding, as I said, will grow and it will provide medium to long-term opportunity for those new businesses and entrepreneurs in Greece, especially now, when there is very little alternatives for seed funding.

We believe that a dedicated platform targeted to businesses and its donors, who believe that entrepreneurship is the way to help Greece grow, will ultimately be successful. So people outside of Greece, all the Greeks who live outside of Greece want to be able to help Greek businesses, this is a very easy way to do it. You know, we have a term called slacktivism, which is someone on the couch can be an activist, by just pressing a button and donating or purchasing a good for 5 euro, before it is actually been produced, in order to help someone kick-start their business.

So for the BCC our measurement of success is how many viable businesses will be able to kick-start in its life. So now, as I said, we are completing the beta of our site, in fact the technology has been finished, the payment gateway is done, we are creating synergies and MOUs with partner hubs and other carriers, and we are assisting as I said our first group of graduates to craft their first business campaigns. One of those things that we are helping them do is to create videos. For those of you who know crowdfunding, the video is the most important aspect of creating a crowdfunding campaign and without that the crowdfunding would be quite weak. The crowdfunding campaigns would be quite weak. So we have sourced sponsorship from the US Embassy in Athens in order to help us create those video campaigns. And of course we are generating media partnerships in order to promote the platform as a whole, so that we can support our businesses when we launch OneUp.

So we are preparing to announce our launch date, please support us on oneup.gr. You will see at the moment it is just a coming soon site, but if I just show you perhaps what we have already, here you can see that it's basically already there. Some tests that we are doing here to create new campaigns, for example, and these are already there and it's very easy for someone to come on and start a campaign. What I would say though is that if you are interested, connect with the hub, get a business plan, know your business inside-out; because that is the only way you are going to be able to communicate it. I think it has been a theme throughout the talks that one of the things that are missing with new entrepreneurs is their knowledge and intimate knowledge of every

aspect of their business. You need to know your business, in order to be able to communicate it. And if you communicate it, you will be able to get investors, micro-financing, donations or purchases from clients that will purchase goods from before they are actually produced.

That's it from me in fact, thank you very much.

**MODERATOR:** Thank you very much. We would like to thank Paul for all the interesting things he shared with us. And since we are talking about financing, we can actually say that we have some good news to you, for three reasons.

First of all, there are enough tools that one can use in order to finance his or her venture. The second reason is that there are enough networks, we saw some of these in the context of this session, we actually saw people that have already used them, and these networks can actually help either by providing knowhow or by providing financing.

The third reason is that lunch is waiting for us at the first floor. This is very important, very good news. But before that, we are eager to listen to your questions or if there is someone who would like to describe a business plan and attract an investment.

**J. BRITES:** Thanks. I wanted to make a question about the mobility of the investment.

So far, I noticed that much of this impact investment is focused and restrained in the country, so we saw the example of how Austria for instance is connecting Impact investors to social entrepreneurs in Austria. So we have another example here of this crowdfunding platform of connecting all these people that can contribute with small amounts to businesses also here in Greece. And what I wanted to ask is do you think it is possible and it can be promising to currently in Europe we have a part of Europe that has capital availability, the northern Europe, the Central Europe, and the southern Europe which is in huge social need and in need of projects that have a capacity, of enterprises that can have a capacity to meet these social needs. So would it be a viable and interesting idea to maybe try to connect some of these impact investors in Austria and northern Europe to these enterprises and social projects in southern

Europe? Especially because if we try to find impact investors, for instance I am from Portugal, pretty much the same way as in Greece, we have very low amounts of capital available to invest, so maybe it would be more promising if we would connect these social projects with the places where this capital exists.

**C. SPERNBAUER:** Thank you for the question. First of all, the Investment-Ready program that I presented before is precisely doing what you just described. It is not talking and engaging investors in Austria and ventures from Austria, but the whole CEE region, so also the investors coming from that space, they are hard to find there but there are some, but we are trying to actually put that region on the map for investors coming from all over the globe, so to speak.

So in my opinion, to answer your question, yes, it would be possible to connect them, as long as the quality is right; because an investor would always look into where do I put my money, no matter if he is a non-profit investor or an impact investor. The quality of the venture needs to be at a level where he feels comfortable to make an actual investment. So I think we should focus a lot on this capacity building that also my co-speakers actually do in their organizations, in order to be able to attract these investors looking into these regions. But I would definitely support your idea in promoting the Mediterranean countries towards investors, be them private or public, to bringing money in here. But I think money can travel; we see that also a lot in central Europe, like we worked together with funds from Switzerland and also Germany and the UK, so there is not any boundary for that or boundaries for that, but I am emphasizing the point on the quality of the ventures.

**P. KIDNER:** Yes, I would just like to add thanks for the question; I think it is a great one. From our point of view, I think that the businesses that come out of the BCC might not all be the right sort of business for investments, but maybe one out of ten would be. And of course those are the ones that we would want to be able to scale up.

So, for example, we have a business, social impact business, a lady who is the mother of an autistic child and she wants to bring new technology in Greece to be able to help both the parents and autistic children to be able to

stay within one area together and relax together. And that's very-very difficult with that type of difficulty and she has created a concept in which that is possible, with technology that exists now in Europe but not in Greece. So that for example might be something of interest for investors, because it is a for-profit business, she has a business plan and all she needs is the initial capital to get it started. So it is very possible.

**C. SPERNBAUER:** Can I add something more? There will be more details coming about that tomorrow, but there are eight impact hubs that together pulled off a support program for ventures that want to scale across Europe, so making first of all the ventures travel or looking at social innovations and work in one context and try to localize them in a different one, and that also comes in line first of all with the capacity building, but second also with the exposure and giving those ventures visibility to investors in order to make it happen also in a new context; but that actually also opens up for a lot more.

And in my experience, working with the investors like everyone has preferences, an investor might be interested in a specific field or in a topic, but also in a specific country or region, so the challenge is finding them and channeling them to the right place, but I think it is possible.

**MODERATOR:** If I may, would like to say something related to the question that was just posed, which is a very important question and pertains to the countries of the south, the way that somebody will choose the country of investment.

What the investors wants, and we are not interested in the amount that they will invest, what the investors want is stability. The countries of southern Europe, not all of them, I would say Greece is the bad child, even in the family of the southern countries, is a country where there is no favorable law for investment. The law that is related to investment has changed three times during the last few years, so investors are not really interested in investing in Greece because of that. But generally speaking, the countries of southern Europe, for the reasons we just explained, and that is great unemployment, social problems, are countries that receive resources from the European Social Fund. And the

combination of the subsidies through the ESF and of a private investor I would say is the ideal one.

Currently, due to our professional capacity we are elaborating investment plans which once we deal with this instability problem will attract investors and we will have investments made in the social sector or in the traditional sector, because this can actually combine the subsidies along with the private investors. There are three parties that can actually guarantee it; the state, the private investor and the entrepreneur himself.

Thank you. Any other question?

### **Lunch Break**

#### **3<sup>rd</sup> Session: Social Entrepreneurship and Culture**

**E. TSOLAKIDOU**: We are ready to continue with the 3<sup>rd</sup> Session, entitled “Social Entrepreneurship and Culture.” I would like to welcome the President of the Foundation of Youth and of Lifelong Learning, Mr. Filippos Lentzas, who will be the moderator of this session and he will also introduce the speakers. Mister Lentzas, you have the floor.

**MODERATOR (F. LENTZAS)**: First of all, I would like to welcome all of you to this two-day Conference organized by the Academy of Plato, a Conference that is organized thanks to the NSRF programs by the Foundation of Youth and Lifelong Learning.

I would also like to say that the rationale behind this program goes hand in hand with the cultural development and the functioning of social entrepreneurship in the area where the great Greek philosopher Plato developed his own theories on society, but also the procedure through which he conveyed his ideas and philosophy to western Europe and to the entire world, etc. The connection with social entrepreneurship regards these different aspects, one of which is the possibility that culture creates in Greece areas where people will have the opportunity to sell their products, which is a cultural product.

In the past, this used to be done for free. Now, as you have probably observed, there are different events that are related to culture, to sports and to various other manifestations of the human personality and you have probably observed that these different manifestations have taken on an economic nature. And I would like to add at this point that this is a realistic contemporary approach to all these things. The realistic approach to these events and things calls all of us to come into contact with all of these different events that can develop a social program, which in its turn will create jobs through the entrepreneurship of youth. And these jobs will be absorbed by young people who are interested in culture, but are also interested generally speaking in new and modern processes and development that can stem from it.

I would also like to say the following. In the past, there was a rational thinking; the thinking of Plato. It was the reason of Plato. And this reason was inextricably linked with ethics, and ethics had to do with the social dimension that any citizen could assimilate. Now, if we take a look at the reality of the past and the way that Plato approached this reality, we would realize that Plato approached this reality and took it into account in a specific way, and both Plato and all the others could easily observe that the Athenian citizens did not work. The Athenians were involved only in thinking; not even with thinking to be exact, but with decision making. So it was there that an entire school of philosophers was established, the so-called school of platonic philosophers. And these philosophers analyzed both discourse as a result of thinking and image as a result of discourse, and in the turn that I am just describing them.

If we try today to think about what was going on back then and what is the impact that that time has left on modern Europe, we must distance ourselves from the rationale that was behind the philosophy of Plato, always in relation to the current European reality. And I would also like to say that Plato had four axes, four basic principles; and these were the definite, which was never used, the subjective, which he used extensively, and the imperative, as well as the axis that was based on desire. Now, these four axes do not exist anymore.

The only one that has been left is the definitive one. There is no subjective, no wishing nor imperative one.

There are as polite reasons, which are “Would you like?” polite statements to put it this way, but at the same time there is the very realistic phenomenon of what I see is the definite thing that exists and what I don’t see cannot possibly be definitive and final. Therefore, I cannot approach it via language. And this is the different perception that we have compared to Plato.

You need to know that if we approach it on the basis of language, we will see that it is completely different compared to the analysis that has been made by western philosophers. There are various different theories that have been put forward, according to which the view of Plato is an authoritative one. There have been theories according to which the philosophy and the views of Plato are not based on the real needs of people; that they create a confusion and I repeat that this is the western approach to the philosophy of Plato. But at the same time, it is a sign of the current reality, since the western approach is the approach that is based on need. It is the approach which is created by the fact that there must certainly be a need in order to have a result. In antiquity, this did not exist, this mentality did not exist. Culture, civilization was not a need; it was part of daily life.

Culture was not linked with money back in ancient Greece. Now, it is a necessity to link culture and money. And this, I repeat, is the western way of thinking. So in this western way of thinking with which of course I disagree I have to operate, and since I am a westerner, I have to adopt this approach.

And having said that, I have the honor to introduce to you distinguished speakers: Ms Julia Lopez, who is involved with projects that are related to what we are now talking about, and she will get the floor in order to kick start the discussion; a discussion that I will later on comment on. And I will comment on the basis of the devil’s advocate.

**J. LOPEZ:** Hello, thank you very much. *Καλησπέρα*. I don’t know if I shall continue in Spanish and you have an amazing translator; this is a joke, obviously. Well, I am very glad to be here. For me, Greece is an amazing place.

I should be talking about culture and crisis and social innovation and for me being in Greece has an emotional part, because I have always been here with somehow a personal crisis and I have always returned back home with a solution. So let's see how this event takes place.

I have been listening to what he said in the middle, because I was missing my earphones, and I completely agree with the part that culture is not in my opinion linked to money or to an economical result, but we are westerners; that's true. So as far as I know crisis is a Greek word and it should mean opportunity or possibility of solving something. For me and the people I represent crisis is something always good.

I think that Spain and Greece are very similar societies and countries and we all have the same relation to crisis and we are very Mediterranean and very linked to our heritage and culture and we are really fighters and passionate. Saying this, we should be talking about, I expected another kind of format of speaking, so please try to interrupt me if you want, this shouldn't be like a speaker and the public, but interactive dialogue, but we should be talking about how culture might be a tool for social innovation in places with crisis. But I would like to know what culture is for you. Two or three volunteers that want to share what is culture. Not a hundred volunteers, please, one or two, only one or two! Nothing? For you guys?

**J. BRITES:** I would say that would be like the invisible rules that guide our behavior.

**J. LOPEZ:** I like it. I like it, because for me culture is everything. Culture is art, culture is sculpture, but it is also feminism or a way of governance, or a way of getting related among ourselves, so culture is everything. That is why this is an opportunity to talk about culture.

I come from a place called Impact Hub Madrid; there is also an Impact Hub here in Athens, and we build an ecosystem for bringing positive impact in our communities. And in my background I have been working always in culture. I studied law and economics, but I never wanted to work in that stuff unfortunately, maybe I was richer now. And in my background I can share with

you that I worked in Rome for the Spanish Embassy, promoting culture, and it was an amazing experience, but it was very institutional culture. The rules came from above and we had to do the stuff that the government said, which is nice, because it is also like the establishing of lines of developing culture and we have to take care of this, but it was a little bit only in that slice.

Then, I went to travel and live in Mexico, where I had the opposite experience. I have been working with local indigenous communities teaching them, and it was the typical field work, and this is culture tool. We were a group of three teachers and the scope of our work there was to give them the tools to develop their culture, the Mayan culture in Mexico, and then we needed to go out from the schools, so they could be self-sufficient without us, which is obviously what we wanted. And then, I have been living in Argentina and I was working there in culture, but in cooperation and cooperation is also like the middle way between field and institution. So as you see my experience has gone through many areas of how to develop culture and in all of these cases they are crisis countries or people that are somehow under the shock of difficult situations and they have always developed good solutions, entrepreneurial solutions or cooperative solutions or whatever, but solutions through culture, and they always work.

In the institution I represent, which is in Madrid, for us culture and social innovation are completely together. That's why sometimes it is difficult to separate us. As I said culture for me is everything, it is also a way of relating among ourselves. I didn't bring a presentation, as I said I am more a speaker but we can talk about this later and I brought a book so you can see the projects I want to talk to you about, but for example we have amazing projects among our members that develop culture and that are economically profitable. For example, Pragda, it is a project of developing cinema, independent cinema of Spain and creating a festival in the United States, which is opening a new line of showing the cinema we do in Spain in a market that usually is the opposite side, it's the United States that bring cinema to Spain. And this is a profitable way of developing culture.

We've got also Las Malas Lenguas; this is also a cooperative of three guys that teach languages in an innovative way and they teach Spanish, English, now they are beginning to teach French, and they are working at Impact Hub with us and these are amazing ways of teaching their language, our language, which is culture, which is our inheritance, in a very innovative way.

And the most interesting experience I wanted to share with you is that my institution got together with another institution called Transit Projectes, which is a super big managing company in Barcelona in the north of Spain that has been developing culture for more than 20 years in many ways; in festivals, in artistic ways, but also in writing or in investigation or research. And they came to the Hub, to our community, and we created a project together. And we wanted to go to a community that needed some guidance to develop new structures in social entrepreneurship linked to culture, so we went to Colombia, to Moravia - Moravia is a little community in Medellin, where Pablo Escobar was born, the super-narco guy, and this is a community, it is a complex community, because there are many people who love Pablo Escobar, because he was somehow a liberator, he gave money to people and work to people, but on the other hand he as a drug dealer and a very dangerous guy. But this community is a little bit in a difficult situation and they grow in a huge mountain of garbage. So, of course, abandoned people there, and we went there to develop with the government of Moravia a project of culture, but that had something linked to creating sustainable projects, so it had to do with economic issues. We wanted to guide them how to become entrepreneurs in culture. I did this with Transit Projectes and then when we arrived there, I felt absolutely embarrassed, because I was teaching them how to be an entrepreneur, while they were entrepreneurs. Maybe they didn't have the label of entrepreneurs, but they were fighters. These guys knew much more than I knew about being an entrepreneur. They were born in crisis, they had to feed their kids since they were small and we were teaching or guiding in a very European prism, a way of looking the reality.

Anyway, fortunately, we turned everything into a mutual learning and we guided the process, this scientific process of creating divergent and

convergent moments and we had people from community radio, from the government, we had men that had never worked, people from shops, people that didn't consider themselves cultural agents, and we were able to create a project all together, like a caravan that was traveling in the neighborhood with the radio and we also taught skills for taking care of women and feminism and also little kids, and this had also a development with building things and doing yourself stuff. So themselves they created a project that could be also sustainable. But I personally consider that it was a little bit embarrassing for me to be there, teaching these guys. Of course, I knew how to teach them or guide them about this innovative process, but the core of the idea was them and they were fighters already.

And then, I would like also like to share with you another project we created with Transit, which was Musica Para Camaleones, it's Music for Chameleons, and we chose this name, because the chameleons are these animals that change color to learn how to live and not be bitten by the bigger beast, and the cultural agents are somehow these chameleons, they change; entrepreneurs in general. And we created this project in which we saw that the cultural agents were very creative and amazing guys and super innovative, but as he was saying they were missing a little bit this sustainable leg, or this economic part. So we created the project teaching skills in a business model compass in areas of the business model compass, value proposition, channels, the cost, etc., and we created this process of nine weeks, teaching them the process, and it was amazing, the mutual learning. Because they had the idea, but they changed it always, like this is not feasible, this is sustainable, and on the other hand, we were the ones trying to fight for the innovative part. And after creating this first prototype in Madrid, we did it also in Barcelona, in the other north of Spain in La Coruna, also in the south of Spain and this product is also developing nice skills for joining culture and entrepreneurship.

In Spain, I don't know in Greece, but culture has always been very-very linked to the political or the institutional help. If you do a festival, you never thought about the sustainability, because someone on the government or a

ministry will pay for it. And now, in this crisis moments, people find solutions and these are the solutions that for me are much more interesting. Of course, the institutional part has to be covered, of course. The government has to maintain the libraries, has to maintain the theaters, the cinemas, etc., but the alternative ways of creating culture are also an entrepreneurship and an amazing part of knowledge and collective intelligence.

I wanted to share with you some experiences of Madrid. It is not Impact Hub that I am talking about. For example, I am super passionate about graffiti or urban art and I have been thinking about this on the airplane and I think it is a great example of social innovation, because it is self-sustainable, it is for free, in the streets, it is also polemical, because it is not legal, but people like it or people don't like it, but it is somehow also a communication in between the artist and the population that sees the message. It is making it available to everyone, it has also a political interaction, the city is ours or theirs, and it also changes regulation. It goes beyond laws. For example, I just read a notice about Banksy; he did a graffiti on a bus, in London, three years ago, and the owner of the truck wanted to sell the piece and they paid I don't know how much money, but millions. So he was the one to say. So this is also creating an interaction that a long time ago was not in our minds.

In Spain, there are some interesting projects that were created because of the crisis, for example a project of urban art and graffiti that wanted to do pieces in the street, but also to have a relationship with the communities. For example, they went to Sao Paolo or Rio, I don't remember, in Brazil, and they changed a complete favela by painting it all with amazing colors with the population, with the people living there. So people were empowered and they felt that it was their city and they participated also in an artistic project. Of course, the sustainability of this project was paid by the Ministry of Culture in Spain, but fair enough in my opinion.

Also, I don't know the word, the self-managed places in Madrid for example, after the crisis the Quarters, because we lived in the traditional *squadres* and after the crisis in Spain at least these places were places for

meeting, places for creating culture, places for having a choir, for having yoga, for having tango or whatever and it was self-organized by the neighborhood and it was sustainable. People could create a cafeteria or a bar, people could have a beer and this created the money to be self-sustainable. And in places such as the Patio, for example, which is a squadre in Madrid, many people after the super-huge crisis created the 15M. Do you know this movement of the *Indignados* in Spain that were fed up with the political situation? After this situation, now in the mayor of Madrid, people from there are now politicians.

So all of this cultural process had a product four years ago; it is another of the tentacles of this octopus. And I think that's what I wanted to share with you.

**MODERATOR:** Thank you very much, Julia, for this analysis. I said that I will take over the role of the devil's advocate and that's why I would like to pose some questions to Julia. And I imagine that in the end, when everyone has completed their presentations, you will answer two questions put by the audience and by myself.

So, a question that is very interesting for me. You did not work on economics, despite the fact that you studied economics, so how can someone that has not studied economics and is not in economics how can he understand the economic dimension of a cultural activity. This is something I would like to hear from you, and another question, a more difficult one. There are some things in life that you have to pay for. After the extinguishing of Escobar in Colombia, you have to know that there was an increase in criminality and poverty there. And this is something important. Did anyone try to assess from an economic aspect the situation stating whether the citizens of Medellin were better off with Escobar or without Escobar? Was there an analysis on that? And this is very important. And who was responsible for taking out Escobar and with whose money? And whose money is used to do activities in Medellin, where 50% of the purchasing power of people has been lost? And this is something very important.

All this has to do with democracy, it has to do with the freedom of speech, it has to do with how I can ensure my meal tomorrow and my livelihood,

because this is also culture. And the favela can be improved from the outside, but inside it will remain a favela.

So I will give the floor to our next speaker, Joao Brites. He will talk to us about how we can use art as superpower, so that we can transform society around us. This is not an economic speech.

**J. BRITES:** Hello. What's up, everybody? My name is Joao, I am from Portugal and I came here to talk to you about how we can unlock the power of youth for social and civic participation. Especially, how we can unlock this power in a moment of social despair, of hopelessness, of hardship.

So, I have been dedicating my work and my life to this issue since I was 16, now I am 24, and always dedicated to this question of trying to understand how youth can improve society and how we can measure this kind of impact; because I am also trained as an economist, but I also have a B side. But first of all, why should we care? Why should we care about having engaged young people? Why should we care about having an engaged society? I mean, we are in the age of getting drunk, having a few drinks, having fun. Do we really need an engaged young generation? I believe so. And I believe so, because youth, because civil society is this crucial renewable source that we can use for problem solving of any sort. Especially young people; we are likely to have the most educated young generation ever. Young people have the time, young people many times have the motivation, young people have the resources, have the technological tools and we know the problems from the inside. And that's why I believe we are this very crucial asset for problem solving in our communities.

But on the other hand, the truth is that our society, the rates of civic participation in our societies is very low. At a European level the average volunteering rate is 24%. In Portugal where I come from 9 in each 10 young people are not engaged in any kind of civic, social, political or volunteering group. So, I believe it is really important to find a way for these young people to be meaningfully engaged. Che Guevara once said that being young and not being a revolutionary is a genetic contradiction. I believe it is so, especially in a moment of hardship and crisis. And either we as a society, either we as a community find

a meaningful way for our young people to be meaningfully engaged or our young people will find other less meaningful ways, more aggressive, more violent, to channel the frustration that we feel in regards to politics, in regards to the injustice we see in the society.

And that's why I believe it is so crucial to develop an ecosystem where young people can thrive and make a change. Because if we don't do so, they will channel that frustration for something else and they will likely threaten the democracy, the fragile democracy that we fought so hard in our countries to have.

So what is my agenda? My agenda in this presentation is to talk to you about three aspects. The first one is my own personal story about what sparked in me this idea and passion for change, for trying to change stuff, for trying to be a change maker. The second thing is to share with you the Transformer's project. It is not a movie, it is an awesome project based in Portugal and I am going to talk about it further on, and the last thing that I want to share with you are some of what I believe are the keys to unlock this youth power.

So, I have experience as the cofounder of this Transformers Project, but I also traveled a little bit in the world, I also worked in communities in the Amazon and the Rain Forest, I taught breakdance to kids in a Brazilian favela in the north region of Sao Paolo, I also worked in India and in Zimbabwe in other types of projects and through my experience I believe that there are a couple of keys and aspects that are transversal; that kind of work almost regardless of the framework and of the nationality and region where you are. And I hope I can share that with you in the last part of the presentation.

Regarding the part of the personal story, for a long time I was a swimmer. I started swimming when I was this tall, I was just four years old, my mom put me in a swimming pool and I started swimming and swimming was where I spent most of my time actually. I swam until I was 15 years old. I used to do competitive swimming, so we had eleven practices per week and at some point I see a movie. I don't know if you have heard about this movie, it's called

Flashdance. So it is this movie about this girl that works in a factory and she has this dream of becoming a dancer, which she does so eventually in the movie, and in the middle of the movie there is a scene, a breakdance scene. And when I saw this scene I felt like this is really what I want to do. But I was twelve at that moment when I saw the movie. I didn't really have the guts to turn to my mom and say, "Mom, I want to leave swimming and try breakdancing." Also because breakdance has this negative connotation, it is a dance from the street. But when I turned 16 I decided it's now or never. So I decided to drop swimming, I found a breakdance crew in my neighborhood and I started dancing with them. Now it is eight years since I made that choice and what I really love about breakdancing is not only being a mean for my own self-expression, but it is the history.

When breakdance started in the 1970s in the Bronx, it started in very poor communities, in the suburbs of the US. At that time, everybody would look at these people living in the suburbs as waste, as garbage. Nobody thought that they could really create something new, nobody thought that they could be entrepreneurs, nobody thought that they were useful; in fact, they were seen as a source of problems. And I loved the fact that it was kids like those, kids that society looked at with such despair and pity that created movements like the one I am going to show you. And I found amazing the fact that these kids created this. If these kids are not entrepreneurs, what are they? And it was this conscience of people to which society looked with so much pity doing something so cool and so valuable that made me think that maybe I can do something also.

And this brings me to the idea of the Transformers Project. I started the Transformers Project with a couple of friends back in 2010 and the idea was we tried to look at ourselves and understand that, okay, in Portugal 90% of the youth are not engaged. I was part of this 90%. So we asked ourselves, okay, how did we cross this bridge? How did we become socially engaged? And the answer for me was breakdance, was finding my passion, finding my talent, finding my super power. And then we thought, okay, for me it was breakdance, for someone else it might be poetry, for others it might be videogames, for others it might be parkour, graffiti, ballet, swimming, whatever.

So what we did was to create a program, where we basically have institutions that apply to have the Transformers Project, institutions that work with youth. It can be schools, pediatric hospitals, NGOs, prisons for underage kids. They apply for the Transformers Project and basically what we do is to try to find in the community that the institution works what those kids want to learn. And this is a crucial question. How many of us in our formal education were ever asked what we want to learn? In Portugal we are never asked that question. We are always supposed to choose between some things, but we are never asked what we actually want to learn. Well we make that question and then what we do is to try to find in the community where these kids are people that can teach these kids more about it. So if a kid in a group of kids wants to learn how to rap, we will find in that community an MC that can teach rap to those kids. And the idea is that so this community provides mentors, so that these kids can learn whatever they want to learn, for nine months, at least once a week. And these mentors that teach these kids work as volunteers.

And then, after this period of nine months, where these kids learn whatever they want to learn, they need to give back to the community in a concept we call the Payback. So for instance, if I learn breakdance for nine months, at the end of the nine months, I need to use my breakdance skills to transform my community. They need to come up with a project that solves a specific problem in their community, using that talent. And that's what a transformer is for us. It is someone that makes a difference through what he or she loves to do. So I am going to show you a short video so that you have a kind of a glimpse of what we do and our work.

### **Video**

**J. BRITES:** So that's a bit of the work we do.

In terms of results, so far we engaged over 200 mentors in these teaching activities. We gave over 20,800 hours of classes, we taught over 150 activities, so any activity that you can think of we have in Transformers. We taught over 1,800 kids over the course of the five years we have been working on. We work in over 50 communities, in three cities in Portugal, Lisbon, Porto and

Coimbra, and our cost per kid is 45 euros. So for 45 euros we can manage to do all of this, especially because all of our mentors are volunteers.

But results are not measured by just outputs, but by impact, long-term impact. So our main indicator of impact is the volunteering rate. So we try to measure the volunteering rate once people leave the Transformers Project and the volunteering rate includes not only volunteering that the people do through organizations, but informal volunteering, like helping a neighbor. So our average volunteering rate in Portugal is 12% and among the kids that participated in the Project and already left the volunteering rate is 68% and among our former volunteers it is 93%, so much above the national average. And this is our main indicator of impact, because we believe that measuring the volunteering rate is also measuring the way people see themselves, because you only contribute to others if you think you are worthy, if you have something to contribute.

Having said that, summing up, what I believe are the keys to unlock the power of youth. Well, the first key is to bring close the unexpected change makers. And what I mean by this is that many times we do not bring certain people to change making, because of a bunch of stereotypes; because we think that that type of people doesn't want to contribute. This is one of my hats that we use to spin on our heads and sometimes when I go and dance and give workshops with my crew, sometimes people run away from us. And I am with my crew giving voluntarily a breakdance workshop to kids and people are running away. And sometimes we do this; sometimes we think that those kids, because they have hats on their heads, or because of their hoodies or because of whatever they don't want to contribute. And that's wrong. We are starting exclusion at the point where we should be including people. Do not make that mistake. Bring closer these unexpected people, because they really do want to contribute.

The second key is to explore this power of making a difference through what we love. We can always make a difference if we all recycle; we can make a difference if we all reduce the waste we create, if we reuse whatever materials we want to reuse, but there is part of the change that the world needs

that only each one of us in his own capacity, in his own superpower can make. For me it was breakdancing. The President of the City Hall of Lisbon, regardless of the budget he has, he cannot breakdance with the kids. That's something only I and my crew can do, and each one of us has a talent, each one of us has a superpower and we can make a difference through what we love. And volunteering doesn't have to be something boring; it can be so much fun.

Then, try to reframe the problem as a mission to accomplish. Sometimes, when we think of a problem, as we frame the problem we get demotivate. In Portugal, nine in each ten young people are not engaged in any kind of civic, social, political or volunteering group. This sucks all of the life of a person. Nine in each ten are not engaged, but we can reframe this into a mission. Everybody here has ever played videogames? Who played computer games or videogames here? Okay, you know how the videogame starts. Usually you have that introduction where the world is ruined, where everything is in a mess and then come a bunch of heroes that want to transform that. Well, reframe the problem in that way and it becomes so much cooler to target and address the problem, if you reframe it as a mission to accomplish.

Then, show the sexy side of being engaged. Sometimes, and I am not using on purpose the idea of making volunteering sexy, I don't think we need to make volunteering sexy. I think helping other people, engaging ourselves in transforming communities is sexy by nature. We just need to show it. When I am with my kids and we are running these breakdance workshops, the kids want to contribute to the community because they feel it is cool, because they are really part of a community and they are feeling that they are doing their job. So show the sexy side, because it truly has a sexy side being engaged. Some people do not think so, but we can show that sexy side.

Final three: Be proud and aware of the talents and the strengths and the resources of our youth. And I think this is a crucial point. I don't know how it is in Greece, but I had the notion from the previous presentations that the Greek society looks upon itself in a very negative way. And that's just the way in Portugal we look to ourselves. And sometimes in Portugal I see people speaking

about our youth and I get depressed, because they speak about our youth as if they were the criminals, as if they were the worst people on the block. So, just to finish, be proud of your youth, be proud of the talents and the resources they have and be proud of yourselves; because we have so many talents and so many beauties. Understand that volunteering can cause a major impact in the world.

And this is just to show you something which I think is a fundamental insight. In Portugal many people do not do volunteering, because they think that volunteering creates unemployment, because people are working for free. What this graph shows is that the countries with the higher volunteering rates are also the ones with the lowest unemployment. So volunteering and paid work are not substitutable, they complement each other.

And just to finish, understand the secret; that the secret of happiness is this idea of freedom and that the secret of freedom is courage. So be bold and have the bravery to pursuit a change in the world.

**MODERATOR:** It is a fact that there was this very interesting audiovisual presentation given by Joao and that is why we decided to give him more time, something that we will not do for the following speakers, since we have limited time, in order to be able to give the floor to the audience. Thank you very much, Joao, I will not ask you any question and I believe that nobody will have time to ask you any question, because you took all the time you had.

And now, we will give the floor to Andrei Georgescu. He will talk about the traditional knowhow which can be translated into modern design.

**A. GEORGESCU:** Thank you. First of all, hello, my name is Andrei Georgescu, I come from Bucharest, Romania, and I am going to talk to you a bit about culture, more specific about the Roma culture and how we can use this culture in order to help the Roma integrate in the Romanian society and in the European society mostly.

I chose to have on the first slide right next to the title two very sad statistics, I would say, about the Roma in Romania. First of all, it is about 7% to 9% population the Roma minority, it is not very clear but it is estimated about 7%

to 9%. And out of this 7% to 9% almost 80% either live in poverty or are at a risk of becoming part of the people living in poverty. So this is really-really high as you can very easily understand.

Also, there is a huge degree of discrimination. I know in all European countries you have racism and you have discrimination, but trust me when I say I have never actually experienced the level of discrimination that I see when I go into Roma communities and what they are facing constantly in Romania. And unfortunately that is mainly because of the lack of culture that the majority population understands or sees or has the chance to interact with when it comes to the Roma; because what you see and what you are told by the media, what you learn in school, what you are told by politicians everywhere in Europe and of course a lot in Romania is that the Roma don't want to work, they have nothing to offer and they are people who refuse to be integrated in the modern society, which is of course absolutely false but nobody is really taking the time to get to understand what is happening.

So what we have done is we as an organization we have tried to have a different approach to this problem. And we have three types of activities, because we as an Organization we are pretty big, we are developing a Roma museum right now in Bucharest, we have a lot of projects working with the Roma children in communities, but what I am doing is I am working more on the cultural part regarding traditional craftsmanship, which is really-really important for the Roma culture. So what we have done is we have tried to do some anti-discrimination campaigns, we started about four years ago and then we tried to organize a bit the traditional Roma craftsman into cooperatives and then we thought about how we continue from here; because just doing some anti-discrimination campaign is not really going to help if you think about it. There have been so many campaigns against discrimination, let's not talk about Europe, but think about the United States and the discrimination against Afro-Americans. To present there are still a lot of ethnic conflicts there, even though they have been doing so much to stop this.

So, anyway, we have started with this anti-discrimination campaign where we've tried to just showcase the traditional Roma culture to the majority population. And I am one of the many Romanians that have never interacted with a Roma person up until very late, so maybe I have seen some of them, maybe I have had when I was very young some neighbors which were Roma, but I never really understand what is the difference, I never understood anything and I never questioned it. So then, what we did is we built this Itinerant Workshop and we started to move it around the country in the very big cities of Romania and we have always put it in the main square of the city so people didn't have a choice but to actually see it, interact with it in a way. And in this Itinerant Workshop what we've done is we have taken traditional craftsmen from their villages and brought them into the center of the city so they can showcase their traditional craft. And you will slowly understand what I am talking about.

It had a huge success actually. A lot of people, to be more precise about 20,000 people have come to see these events in about one year and a bit, and people were coming and interacting and trying to understand the Roma culture in all its difference, because there are a lot of different Roma groups that are living right now in Romania, about 12 different Roma groups, and then you have even more that are living in other countries. So you have the Roma in Spain, which are different from the Roma in Romania and they are different from the Roma in Serbia and whatever. So you can imagine there is huge information there and there is huge level of culture that you haven't had the chance to interact with.

Anyway, we have done these exhibitions, we have done concerts, we have done anything that we could so we could get people to come and be curious about it. And what we realized doing these events is that people were very open and they really loved to see a traditional craftsman or craftswoman working there and creating a wooden spoon. This was very interesting for them. Or for people it was very interesting for them to try to make a basket, for example, under the guidance of a traditional craftsman. So then we thought, oh, this is perfect! Then we can make an economic dimension to this, so we can start

selling the stuff the Roma are making and then we can earn money and invest them in the communities. So we started to do this, but first I am going to show you some pictures.

These are just pictures from events. For example, on the left there that's a picture from this very big building that we had in one city. I am sorry that the quality of the projection is not that good, but you can see people there working with the craftsman and trying to understand the traditional craft. And of course people were always very happy in the end, because they could keep the object that they made together with the craftsman. Also bringing in some very romantic elements, like the music and the clothes, is always a good idea and people would dress up in these clothes and then they would pose to Facebook so more people could see it.

But the idea is that we realized that we can make a business out of it and not a business for us, but a business for them, for the traditional craftsmen. So we created these cooperatives in order to help the traditional Roma craftsmen to produce more objects and then to sell the objects. So we created a brand under which we are selling all the products that the Roma craftsmen are making. And these are the Romano Butiq Cooperatives and this is how they are spread out throughout the country. And this is the map of Romania and the small dots are cooperatives or communities in which we are working currently. As you can see, we started with a lot of them actually and it was really difficult at the beginning, because it was very hard for us to understand how you market a product, how you sell it and everything like this. And I also have some pictures with some of the craftsmen. So these are the actual people that we are working with. Each of them is producing a different type of objects.

This has happened for three years now and it was successful in a way that people became really interested and it was successful in a way that people became very curious and they were asking for more information, for more products, more about everything. So then we thought, okay, if it is this sexy, why not exploit this thing, this interest that everybody has? So, what we did is we started cooperation with some international designers and we are currently

working with really famous designers actually. We are working with Nadja Zerunian who used to run the creative department of Calvin Klein, she ran Jorgensen, she is doing projects for Swarovski, so you can imagine that this woman, who has an international career, she is one of the best jewel designers in the world, she is Austria; she just came back to Europe from New York and she chose to come and work with us. Of course we are not paying her, because we couldn't afford it in a million years, but she is being spending so much time with us in the communities, traveling with me a lot of the times. So in the past year she spent one week every month in Romania, working with these traditional craftsmen, and she created some amazing products. And then, she started bringing in some of her friends, also really famous designers, like Peter Weiss who is a really good fashion designer in Austria. And then we started to cooperate with a design studio in Sweden to create some new products, so again we brought a totally different dimension to this traditional craftsmanship. And this is how it looks like.

This here is Nadja Zerunian with her MacBook there and then you have the traditional craftsmen who are working with very-very ancient techniques and they are making small brooms and they get really involved. And this is Peter Weiss. He is showing this lady who has been making brooms for 50 years. He is showing her a different sewing technique. So this is amazing also for the craftsmen that they have the chance to actually understand how they can improve their products, not just see a sketch and then make them. So we always get the designers really involved in the process. So out of this day we had this product, this is a very nice little broom that you can use at home or in your car. It is a very nice material and it has a leather string. So this is very different to the traditional broom and it looks in reality really nice.

And this is another workshop, where we are doing wooden things. What you would have seen there is this huge log and this huge machine and there are a lot of people there and the people from the Swedish design studio, who also flew to Bucharest and then we drove to this workshop and we spent one week there to create new products. And some of the products that we

created are these very nice-shaped spoons and these very nice bowls. And sometimes, we also work on sketches. What the designers do, because they can't come every week from Sweden, so they send us sketches. I myself, even though I am a marketer and I have studied economics, I have started to study design and understand how it works and how to do measurements and everything. So they send me a sketch and then I travel and I work with the craftsmen until I get the final product.

So right here is Maria, the woman who has made the baskets. So they send a sketch and then there are these things here, we made them out of metal and Maria was weaving around it. And that's hazelnut tree, it is really difficult to work with it, I have tried, it is impossible to do it, but it looks really nice. And this was in this year's Romanian Design Week; it was exhibited there with pretty big success. And also, this very traditional simple scale. This is how it looks, you have the sketch and then you make it. And this is hammered, it is not pressed, it is not made by machines, because we have also a lot of stores like you have here in Greece where you have pressed copper into the very traditional coffee pots and whatever. This is not pressed, this is hand-hammered into that shape, this is amazing and we found only two families able to do this in Romania.

And you might ask why we do it, why spend around 800 euros to make a coupled stool, because it makes one week to make it, why not press it? Because when one person comes and sees this stool and touches it and understands that it has 6,000 hammer hits to get into this shape, they start to comprehend the technique and the work that this Roma craftsman has put into this, and they start to question just a little bit, maybe the Roma do want to work, maybe that's just a stupid stereotype that they don't want to work. And everybody is saying this in Romania.

So this is just a bit about the product development. And what we are doing right now, and this is of course the most important part, is that we started developing the workshops so that they can become a bit more efficient. That doesn't mean that we are buying presses. We don't want to change the traditional techniques, but we want to make the initial processing of the Roma

jewels a bit faster, so a bit more efficient, cost-efficient. And also, we are developing this way of selling the products that is much more appealing to people and in this way we can address more and more and more people, so then we can sell more and more products.

What we've done is we've opened a very nice store, a concept store in Bucharest. This is the first one of its kind in Romania. I think it is the first one of its kind in the world maybe. A store dedicated to traditional Roma techniques, manufacturing techniques. And this is how it looks from the outside, it is the one we are always saying with the red frames around the door and the windows, and these are some pictures from inside the store, people are really curious and they are trying to look at the products and try to understand the products. This is actually quite a cool picture, because we are also doing clothes, by the way, ladies, and really nice jewelry. And she is the seamstress actually and she is seeing her clothes in the store for the first time. So she is explaining to somebody else how she did, I did this stitching here like this, so this is really-really interesting also for the craftsmen to come and see their products in this really cool concept store in the center of Bucharest.

And people are really curious, they smell the products and then they are touching the products and they try to understand how they work, how they got into that shape, also the jewelry and everything. So ever since we started this cooperation with international designers everything has skyrocketed and everybody is interested and everybody wants a piece of the Roma traditional craftsmen. And four years ago, nobody cared. And this is because we took a part of the Roma culture, a really important part of the Roma culture, which is the traditional craftsmanship and the traditional manufacturing techniques, and we made them cool. We made them interesting, by creating new products, which are servicing today's needs, because we were talking about the needs and how we react. In this case we actually thought about the needs of the people and we tried to understand what kind of products and what kind of associations we can do so people become interested in the Roma culture.

So, I think we can honestly say that we have managed to bring the Roma culture into the spotlight. Right now, everybody wants to be part of it, everybody wants to see it. Now what we have to do is sell a lot of it. So then we can invest it back into the communities and grow the number of craftsmen that we are working with, because currently we are working with about 25 craftsmen, so that means that we generate steady income for about 25 craftsmen, but then we have another 12 people working in the team servicing and more people in the team are Roma than non-Roma, so that's also a good part.

This is how our website looks like. You can go there and see some of the products. The new products are always coming in, so if you go back in one week you will be surprised by some new products. The future plans, what we are going to do this summer actually is we are going to open a new store in the second biggest city in Romania and this is going to be a mobile store, it is going to be like a popup shop in this very industrial container that we use to transport goods, but it is going to be a bit smaller and it's going to open up so people can go inside. So hopefully this will come mid-July or at the beginning of August. Then, of course, it is really important to have more designers get involved to this process, but we need really good designers. We cannot bring in beginners or novices, because they don't understand the techniques and they cannot adjust. The thing about traditional craftsmanship is that in order for you to maintain the technique, the designer has to create a product that can be manufactured through a specific technique. So the designers have to be really good in order to do this. But if you know about designers, let them contact us, because we are paying for all the development process and then the designers also get some money from what we sell, because we realized that it is really-really hard to find people like Nadja Zerunian who dedicated half or a quarter of a year to do this. Mostly people need to earn a living.

And also, with the designers we want to do more products and then in the end, by having more stores, more products, more sales, we bring in new craftsmen and more and more craftsmen. What's happening right now is you go in the communities and the traditional craftsmanship is dying. It has died in all of

Europe, there is no Romanian craftsmanship anymore, there is no craftsmanship in Austria, I know this for sure, in Sweden as well. And the craftsmanship is dying because the younger generation doesn't want to learn how to do these crafts. And it is a very easy decision, because they don't make money. So if their parents are unable to provide a decent living, of course the children will not want to do the same thing as their parents. As you remember from the beginning, 80% live at the risk or in poverty.

What we are trying through this is first of all to promote the culture to the outside, to outside of the Roma communities, but also we want to promote it inside the Roma communities, because they themselves have forgotten about their own culture. So if we make it cool, hopefully they will want to learn their craftsmanship.

So this is my final slide, it's just the contact details. Please write them down. Thank you very much.

**MODERATOR:** Okay, so now we will have a Greek participant in our panel. We will have with us Dora, I don't know if I am saying the name correctly. Dora will talk to us about a few things in relation to the creative contact of people, social feelings and another series of very interesting things.

**D. THANOPOULOU:** Good evening. As we said earlier, Elena and I, there's two of us, we are going to talk to you about *Λόγου Παίγνιον*, *wordplay*, and we will talk to you about how people can come into contact through culture. And we will do this on the basis of the experience we have had so far. I don't know if we will manage to impress you, but we will try to. We will say what we have learned.

**MODERATOR:** The impressive thing is that you have knowledge and that you know things.

**D. THANOPOULOU:** We are young people here, but we also have older and more experienced people with us in our Organization.

In *Λόγου Παίγνιον* we are a team of educators, actors, musicians and we aim at providing educational programs for children and at making theatrical performances. What is more important is why we offer these services.

Our aim on the basis of entertainment and culture is to bring children in a creative relationship with a series of things: First of all, with a series of social issues, secondly, with important thoughts or thinkers, and thirdly, which is more important, with themselves and with each other.

The issue which we are trying to resolve or to which we want to answer is an issue that I would say is a bit philosophical, but unfortunately is something we see every day in the Greek society and in many societies. Manos Hatjidakis had said it better than me. The problem is the inability that most of us have in identifying ourselves with people who are different, who have a different religion, who are supporting a different football club or who are supporting a different political party, and at the same time, this pathological trend that we have to identify ourselves with people who are like us or to people who belong to the same group with us. Either they are Greek people if we are Greek, or people that have no disabilities compared to people with disabilities, or humans as opposed to nature and animals, or our own culture and our own social position and our social profile.

This is one issue and we believe that it does not come from the personality of each one of us. It does not come from the personal ideology of someone. It is an issue that exists inside us. It comes from instincts that we all have since the day we were born and it is just that the conditions and the education that we have had up to now, until our generation, do not allow us to change these instincts into something more creative. We are obliged to center ourselves to what we already know. What we want is an education that would allow us to express our creative instincts in a context of respect, mutual understanding and joined creation. This means that we can coexist with others in a creative framework.

In order to do this, something very important and the role that we follow is we must never try to teach children in an imperative manner. We do not teach them on a social issue. We let them play; we let them have fun together around this issue, so that they may have developed positive feelings for this problem, so that they may want to come into contact with this problem in the

future, with this issue in the future. One of our actions is what you see here in this slide, educational programs that are related exclusively to the arts. In these programs children are divided into groups and they compete with each other so that it may be more interesting and children may have an incentive, and so we use arts, that is, non-linguistic expression, and we try to learn the work and the thoughts of important Greek authors like Elytis, Kavafis and Kazantzakis.

In this picture here you see the children that are sitting there and they are seeing some paintings and we will invite children to create music, to write music in order to describe the paintings. And we will ask the other children of the audience to guess which picture corresponds to which musical part. So children will not use language, but they will communicate through their feelings. They will try to transmit what the painting makes them feel and then they will create through another form of art the paintings' explanation, the paintings' feelings, and all this will be done by a group of children working together.

Now, another example that helps us bring children together and make them creative around a social issue this time is the program we have had this year and the last year in ESIEA, the Association of press workers of Athens. This program is based on reversal. So what we do is that we use very creative processes in order to make children think on how reporting and the media are never something objective and that they always transmit the subjective truth of reporters. The thing is that we never say this clearly to children and we do not teach them something, we do not give them this message. They are divided into groups and they pass through different games, I cannot reveal what happens during these games, I don't want to spoil it, and all this makes them understand that it's true that some things that we see in the media are not objective and there is a way to face this situation by personal research and by using our critical thought.

For younger children we use more intensely musical and theatrical arts and performances and in particular we use musical and educational performances as you can see here in this slide. And in this theatrical context we are trying to talk about some issues. We are talking for example here, in this

case, about the protection of wolves in this performance and children are participating in performances. Here, a last activity that we have in order to multiply all these effects and all these benefits is that we try to teach other teachers, other educators, on how they can adopt the same viewpoint. Here you can see the head of our team, his name is Panayiotis Tsiridis, a very inspirational person and teacher and educator, he started our team and he is the one we are always trying to get advice from, we are trying to organize seminars so that he can teach other educators the same things he has taught to us.

You can see here our achievements so far, you can see them written here. And here I will end my presentation. I don't know, this was an awkward presentation I would say. Thank you.

**MODERATOR:** Thank you very much, Dora. You talked to us about the creative contact between people. We have a last speaker for today, his name is Alex Riegler and his presentation will focus on how the space can become a means in order to develop innovation and to create communities.

**A. RIEGLER:** I will be very quick, because I am the last one. And I am not having a representation so I am just going to talk to you a little bit about space and some light.

I am actually quite proud of what I hear and what you guys do and what you create and try to establish. I am an artist, I work with light for over 15 years now and what I can do is actually I try to create places where all those smart guys can find their own superpowers. I try to create places with the use of light and some creative craftsmen of all kinds to make environments that make people relaxed and cheering up and spiritual, going forward and not stuck in some dark, small room, where we actually came from when you think about the offices, how they have been designed 20 years ago, you had like a bright lit room with neon lights and a little corner where you had to sit and that was it. Now, today, our working environment has changed. People change how they work together.

And I use light like nature does it actually. I always compare it with the sun or an open fireplace. If you look at the sun, it is very easy to find out what

the tricks are. It is always very bright and strong lighting, but it also has bright and strong shadows. And modern lighting designers, what I see most of it, they forget about the shadows and I think it is very important to use that as well. In creating spaces I find out that the communication is so transparent and so vivid and so communicative that people don't want to be singular any more, which is fantastic actually. Finally we are going into a trend where people work together, networking together. So the spaces I try to create mostly start with an environment that has more of a bar, more of a restaurant, more of a kitchen-type feeling than just a regular working space.

So, around these small items I try to create open spaces, listening to people, what they need, what their needs are. In Vienna I did a hub five years ago, which has reopened more space about a month ago and it is very interesting to listen to the people like I did right now, what your needs are. And it is like also the politicians should strive to be transparent, because you guys are doing it already and I try to give you environments that are open, flexible, but you can also be convertible into something quiet, where you can be alone for a short time, but always have the connection to the other people around.

I am very proud to be here, thank you very much for this small, brief invitation, but thanks a lot, thank you very much.

**MODERATOR:** Very-very brief the last speaker. I asked some questions, which were rhetorical questions, in order to ask questions related to the questions posed by Plato.

Anyway, the questions that we can now pose are questions to ourselves. And I mean by that, are we ready to start a process without knowing who is going to finance it? Moreover, culture is a social good and this is something that only the Greeks say, nobody else. The social good is not paid and the transfer of social goods creates actually an industry, and this is the interest that they are going to choose. If this is the message of our times, then abide by this message, but if it is a message going against our times, then again abide by this message. And if it is an anti-message, don't follow it, don't abide by it.

Thank you very much.

**E. TSOLAKIDOU:** Thank you very much. We will take a short break and please be back in 10-15 minutes so that we can have the last session of the Conference.

### **Break**

#### **4<sup>th</sup> Session: “EUREKA: Social Enterprises and Good Practices”**

**MODERATOR (S. LAMBROU):** Now, we left the best things for the last, so now we will have the honor to have some special social entrepreneurs presenting their solution in important challenges that their communities or societies overall are facing, and actually we will have them show how they are bringing change in the area or the industry they are working.

First of all, here you can see my friend Cristina from Romania. I cannot pronounce the name, I am embarrassed, Sacoza de Panza. Then we will have Ignatios Fotiou from TOBEA who will say the amazing things that he is doing. Then we have Richard from the UK, who is working with digital moms, and then we have Tobias Judmaier who has a surprise for you I think, you will all be as surprised as I was when I first talked to him, he is from Austria and he is working with what we love a lot here in Greece, which is food.

So, first we will start with Cristina.

**C. SIMIONESCU:** My name is Cristina; I came from Romania to talk to you about a very special social enterprise that we created there. The name of it is the Canvas Workshop and it is created by the NGO Future Plus.

What we did and why we started the project is because we deal with sustainable development. And we wanted to know and to see that sustainable development can be put into practice and do real activities for people. So, one of the ideas was the Canvas Workshop which started in 2009 and we had a special mission, but I want to ask you first how many of you use plastic bags to go shopping. Okay. One of our missions was to offer an alternative to plastic bags, because they are one of the main sources of pollution around the world and we want to offer a better solution. Another mission that we faced, because sustainable development means more than just environment, it

also means social quality, is try to integrate people with disabilities and people from socially disadvantaged areas. And that is why we are a protected unit, which means that over 30% of our employees are people with disabilities. Also, the bags are created with their help. They are hired, they have a legal work form and with the help of people in disadvantaged situations, we have two main groups we work with.

On the aspect of the environment, we are trying to replace plastic bags with the canvas bags and our bags are quite special, because we try to use raw materials. We use canvas, which is unbleached, untreated and un-dyed; it is natural and it is very-very strong. Another aspect that we are trying to reach is the economic development and that is why we try to support local economy, we buy the material from local suppliers and we hire people from the community and we also try to offer some financial benefits to our partners. The fact that we are protected unit means that in Romania we have a special law, so companies with over 50 employees either must hire people with disabilities or they must pay a tax, or they have an alternative to buy products from social enterprises such as this, which work with people with disabilities.

As an impact that we have, last year alone we made over 19,000 canvas bags with seven employees and out of these 19,000 bags, 5% were made from reusable leftovers from different materials coming from companies. In total, in the five years of the project we reached the number 88,000 bags and we made a small calculation that that means that we replaced almost 14 million plastic bags. It is estimated that each person uses around three plastic bags a week in the world. So if you sum that up, in five years you get this number.

We had around 23 people involved in the project and eleven of them were from the vulnerable groups. We managed to have six people qualified for the job as seamstress, because that what we do in the workshop, and we are very-very happy to be able to offer them a legal and stable workplace, with all the benefits that come from that, and to offer them a salary which is above the minimum salary in Romania. And they also have benefits like paid transports, they have a medical insurance or sometimes access to workshops.

Why to choose the Canvas Workshop? First of all, it is local. So for Romania it is a local product that uses natural materials, uses canvas that is untreated, we have tailor-made products and we can make a wide range of products for different needs for different companies or people. We have the social economic co-advantage, which is that we offer support to people with disabilities or other disadvantaged groups, and also we work with companies to make them more aware and responsible towards this social environmental aspect, so that they use their budget not only to buy a product, but to buy a product that has an impact in the society.

We have a lower carbon footprint, because we buy the material, the canvas, we buy it from Romania, it is made locally and the cotton from which the canvas is made is bought from Turkey. Unfortunately, in Romania we do not have cotton plantations, so we had to choose the nearest location. These are the main advantages that we have versus bags made in China, which of course do not offer any social contribution and they have a high carbon footprint. They are not as strong as a material and they can manage to break easily.

Financially we are very happy to announce that after five years have finally reached breakeven and we actually managed to have a 3% profit, which for a social enterprise is something that doesn't happen that often. From the total budget of the Organization which has more projects than this we are covered up to 6%.

Our partners are mainly private companies. We work with companies who need the bags for conferences, events, for their employees, for any other type of activity that they want to involve their partners. And most of them are aware of the benefits they have when they cooperate with a social enterprise such as us. We also work with public entities and individual consumers, but most of our sales come from private companies.

I would like to show some of our bags, would you like to see them? We have around three main types of activities. We have our bags which are made by us, our own models, and I can show them like this. And if you want, you can test them around to see them. We work with artists and volunteers that help

us with the design. That one right there is a Romanian shepherd and the one in the front is a Romanian traditional model for the customs. We put them on the bags. Another line that we have is products made from leftovers. We have some companies that give us materials that they have from their production and we transform them. So, for example, this one was a leftover material and our wonderful seamstresses managed to make this bag from it. It is also something that we do and we want to increase. We also have a new line of t-shirts and we develop that Romano Butiq which Andrei just presented before, but I do not have the t-shirt right now.

And what is really important for us when we work with companies is that we try to explain to them that besides having those bags it is also more about the social responsibility they have and somehow we try to involve them to promote this project in the work practice they have, in the life of the employees. This is an example we made with a company in Romania, it is a bag made from leftovers, but it says “Sustainable Living Plan” and they give it to the employees along with the campaign they had.

Other things we do to promote the canvas workshops are events. We go to many events, from concerts to street events, to workshops, and we try to talk to people about the problems of people with disabilities, about environmental issues and how they can help and how they can get involved. These are some examples. We have classes for children, usually we have some workshops where they paint the canvas bags, we have a special paint for it and they just use their imagination and create art. Here also. They usually love it and we manage to do this a few times a year with the kids in school and other NGOs, wherever we are needed.

We were awarded the entrepreneur of the month by the US Embassy. We try to have connections with all types of companies, the institutions, embassies, to promote the projects in every environment that we can.

And what we want to do in the future is to try and increase the number of bags made from leftovers, because we think it is important to reduce

their consumption. So instead of using canvas from cotton, which also has an environmental footprint, we are trying to make it more products from the leftovers and we are aiming at 50% in the next five years. We also want to increase the number of beneficiaries, people with disabilities, with three new employees in two years. And another important aspect is to try to promote the business model and to sell our products abroad. Right now, we sell them mainly in Romania, not only in Bucharest but all around the country, so now we are starting to take the next step and sell them abroad.

The project team that we have is a wonderful team that gets involved every day and struggles with the project and for the project. We have communication coordinators, logistics, production, we have a special person that trains the seamstresses and that's why they work so well and they make these wonderful bags.

Another thing that I want to tell you is why we chose people with disabilities for this project. We noticed that in Romania less than 10% of people with disabilities are employed and it is very difficult for them to find a job, both because they have a hard time managing to leave the house or to find the support they need to actually go to work, or because it is the companies that do not really trust that much to hire someone with disability or they think it is easier to hire someone without, so we are trying to change that also.

Thank you.

**MODERATOR:** Thank you, Cristina, for bringing hope and employment to people with disabilities and also supporting businesses to be a little more responsible.

Now, Ignatios, would you like to take the floor?

**I. FOTIOU:** Good afternoon. I would like to inform you that the presentation will be given in Greek, so our friends from abroad please get some headsets.

I am here today in order to present you the program SEATRACK, as well as the company TOBEA. As you can possibly understand, this pertains to an industrial product. The name of the company is Think Out of the Box

Engineering Applications and it was established by me and my friend Mr. Doxiades.

I would like to give you a brief overview. The research team of TOBEA comes from the research of technical engineering of engineers and the director of the laboratory is Mr. Vassilis Kostopoulos. We came into contact with the problem that people with disability have in accessing the sea, when Mr. Gerasimos Fasianis, who was deputy Minister of Health asked for something to help him enter the sea. He asked for the self-explanatory, in other words to be able to access sea, without having somebody else carrying him. It was a great surprise when I went back to the office, I did some research on the net, in order to find something that we could modify and thus help him and the people with disability have access to sea. And what I found out was that there was nothing out there that could help us, so we decided to build it. And a year later, we had the first prototype, SEATRACK. But for that to be successful and thus help people have access to sea, it was very important to have a very effective team.

Now, what is SEATRACK? SEATRACK is a disposition that allows people with disability to access the sea without needing help. This is a disposition that is user-friendly, it does not alter the physical environment, it is a stable track where the wheelchair rolls. Moreover, the wheel has special parts where the individual can hold and you can see that there is a box where all the electronic equipment is stored. And on the top you can see that there is a part that actually is a PV and that collects energy, in order to supply energy to this whole device. We have given particular attention to use environmentally friendly equipment; that is why we opted for the solar panels.

When we started, of course, we had many people saying that what you are trying to do is impossible. Many people believed that this was impossible and to be honest, they were right. We didn't manage to do that on the first time or the second time, but we insisted and despite our failed attempts, we decided to press on and that is how we came up with SEATRACK in the end.

In order to supply SEATRACK in the market, we had to establish a company. A company in other words is a tool used in order to promote our idea

to the wider world. And that is why we founded TOBEA that was established with the help of the University of Patras and now TOBEA has become a profitable company that brings back money to the University of Patras. Of course, things were not so smooth, there were many obstacles; bureaucratic obstacles, collaboration problems. The truth is that the colleagues are not always the ideal ones, but never mind that. We faced all these problems and we managed to overcome them.

And I would like to say is that there is a community that actually creates and this community has some underground characteristics. And I am borrowing the term “underground” from the musical sector and you know that when you want to listen to a specific kind of music, you need to make some research, you need to come into contact with these alternative artists, you need to do some work. Otherwise, you will have to do with the mainstream music. But if you want to be innovative, you need to find these people that have done something similar, you need to discuss from them, you need to learn from their mistakes, you need to have communication; because these people are working hard, they are learning from one another and they are moving on. And they are moving on in terms of creation. They take great joy from what they are creating. And the same stands for us.

Now, the impact, very important: The SEATRACKS that have been installed in popular beaches are used more than 1,000 times per season. The record is 1,200 times per summer season. The SEATRACK is used by various different individuals, moreover there is a website about SEATRACK called [amea.peopleatsea](http://amea.peopleatsea), I believe it is the second most popular site regarding issues related to people with disabilities. But this was not the most important thing for us. The most important thing for us is the way that this influenced and brought change to the lives of people. Thanks to this device, people found joy by going to the sea. For all of us sea is something unique, something pleasant. We take great joy from it. But there is this percentage of people, people with disability who cannot actually as much as they would like the sea. And thanks to this device,

they manage to do that. They manage to regain their dignity and get pleasure from going to the beach.

This impact, of course, has been advertised both in the Greek press and the international press. And allow me to make a parenthesis on a related case. Last year, in the beach of Nea Makri we tried to install this device and this actually caused many reactions by certain people of the local community. They were aged, they were few thank God. The good thing is that they were a few and the other good thing is that after giving a rather a hush battle we managed to be victorious and install this device.

Earlier on, I talked about this 10% that corresponds to people with disability. It is the greatest minority on the planet. And if you believe that this is not the truth, think of that: In the developed countries where the life expectancy is over 70 years old, we will have to spend eight years as people with disability. Moreover, in Europe the people with disability are over 120 million people. Each of them has a guide, an aid. And they have to pay these people that help them. The cost for paying these people is enormous, which means that we can actually help these people minimize their cost, by making them more independent and autonomous.

And the other thing that I would like to say is that we started this mechanical application, an engineering application that had a social impact. And we saw that what we built -and this comes into contrast with what I have heard from most of you, because you started immediately with a social dimension, whereas we started in the opposite way- we made this device and then, slowly, this device took on a social dimension.

This project can also impact on our company, since our company became bigger, it developed SEATRACK even further and allow me to say at this point that this development and growth requires smart people, but I believe what it requires the most is young people that have the ideas and that are innovative. Of course, growth and development never stop. The modern SEATRACKS are on the way. For example, on the modern SEATRACKS there will be a camera in order to identify whether there is somebody on the tracks, so that the wheelchair

will stop automatically. Moreover, there will be an internet package that can be used in order to provide real-time image from the beach, as well as the temperature of the water. And you will be able to use this webpage in order to get this real-time information and real-time image.

Of course, we developed new products, this is one of these. This is a new idea that will become a solution for supermarkets. With this solution, we will help the people on wheelchair to have fun in supermarkets. We are trying to promote this solution in order to help these people, but in order for us to have fun as well.

And now, I would like to show you a video, but before I do that I would like to thank our Professor, Vassilis Kostopoulos, for all his support and help. And of course I would like to thank all the friends who are in a wheelchair and who share with us their valuable experiences. And now, allow me to show you a small video, maybe some of you have already watched it. I believe it is very interesting. This video had participated in the International Competition of small videos, Big Idea, and got the 4<sup>th</sup> place at global level.

### **Video**

**MODERATOR:** Thank you very much, Ignatios, for your very interesting work and I believe that many people are thanking you for what you have given to them.

Now, we will move on, we will hear Richard. Richard has a very interesting project, a social enterprise; he will talk to us about his social enterprise. They create jobs for moms that are staying at home in order to take care of their children. So you can see how they do it.

**R. MIRANDA:** Thank you, I am Richard from Digital Moms and I want to talk to you about two problems that we have in the UK.

On the one hand there is Gemma. Gemma had a rough time during her teens. She was homeless when she was 16, but she managed to put together and turn her life around and she ended up going to the university and

studying marketing, but at the final year of the university she fell pregnant and so she had to drop out. So she had her daughter and she stayed at home with her daughter for a few years and then she decided that she wanted to work again, but that wasn't possible. Nobody would employ her, because they thought she was unemployable. She didn't have any work experience before and there was nowhere for her to go, even her friends wouldn't employ her. So she really didn't know where to turn.

On the other hand, there's Alice from Money Wise. So, Money Wise is a charity that supports social housing tenants to become more confident with their finances. Alice realized that there was a great need for Money Wise to get on social media, as a great way to build and maintain their community. But none of her employees were skilled at social media, it didn't have access to any good training and when she looked for freelancers everything was either too expensive or extremely low quality. So this is mirrored throughout the UK. Between 2010 and 2013, as a result of the recession, women were three times more likely to become long-term unemployed than men in the UK. And then this led to female unemployment being 26-year high as of 2013.

Women are often faced with a catch-22, where childcare and communal costs are so high, in London especially it can easily be over 500 pounds per month, making women often question once they have kids is it actually worth me going to work, because I will be spending all my money just to be able to work and not see my kids. But if they don't go to work, then their skills are outdated and after a few years, if you stay home and not working, you become much less attractive to employers and then that can lead to lack of confidence, that can lead to a lowering of your social networks, a loss of identity and ultimately worse outcomes for moms and therefore their families. And it's the same for businesses as well.

So even though the digital economy is booming in the UK, 1.6 businesses still lack digital skills, one in three SMEs say they need support and one in two charities say they need support, but as with Alice most of the options out there are either too expensive from agencies or really low quality. There is

nothing really that sits in that sweet spot in the middle where an SME doesn't have to hire somebody full time, but can be assured that the quality they are getting is really high.

So that leads to a solution and we came up with an idea that is a solution to both problems at the same time. Effectively, what we do at Digital Moms is we train moms to be social media managers and then we match them to businesses that need their help getting on social media. The way that we do this is we have a training academy for moms, so mom comes in and works for six months during this training course. So all the training is online and you do from home, so you can fit that around your family commitments. So you work in groups of six and you join a community of now well over 100 moms and you go through the process over these six months of running a real social media campaign for a business, so that over time you increase in confidence, you increase in your ability to use social media in a freelancer environment and then you can eventually do it for real as a job. And then, once they graduate successfully, we then match them to businesses that employ them in their new life as a freelancer.

A question we get a lot is why. Why moms. First of all, moms are really digitally savvy. In the UK 92% of moms own a smartphone and the average mom spends six hours online every day, so social media is a bit of a natural affair. And they are also very well suited too as a career. Moms have empathy, they are great multi-taskers, they have great communication skills and they are generally more motivated, more responsible than the average person. What also helps is the fact that they want to work part-time. For the most part some moms want to work full-time, but a lot of moms want a job that can fit around their family commitments. That they can work how many hours they want a week that genuinely they can do from home and it fits around.

So a lot of SMEs who can afford someone full-time they only want someone part-time. So it's the perfect fit. Moms who want part-time work and businesses who only want to hire somebody part-time. We also get asked why social media. As I said, social media is one of the few new careers which are

genuinely flexible. You can actually do it while taking your kids to school, you can do it once you put them to bed, you can do some on the weekend; you can really plan it around the rest of your life. It also has great career prospects. It is one of the fastest growing digital jobs in the UK and the potential earnings of it over the long-term, especially if you combine it with other skills, is really pretty substantial.

The social impact model we have is fairly straightforward as a result. We train moms with on demand digital skills, they increase their confidence, they increase their social networks by working with other moms, they get connected to meaningful employment once they graduate; this increases their household income, they reduce the spend they have on childcare and on travel, and ultimately this results in better outcomes for them and their families.

For businesses they also get increased brand awareness, website traffic or whatever it is that they want to do, they get better relationships with their customers and key stakeholders, and ultimately they increase their revenue. And for the economy it decreases the digital skills gap, we increase maternal employment, we increase tax in national insurance contributions, then successful businesses draw growth, successful charities benefit the nation and overall it reduces the welfare spend as well.

So back to Gemma. Gemma, after joining our training, she completed it and we matched her with Alice from Money Wise. And then she went on to freelance for them as their social media manager with great success. And then Gemma went on to take on two more clients and now has taken a break to have her second child and she is now kind of waiting to get to a point where she can feel that she is ready to work again. But basically Gemma who was once unemployable now has three clients under her belt and has more work than she potentially needs. So she's gone from unemployable to someone with a real bright future ahead of her and I think that's because of the nice market efficiency that we have had by matching moms that need part-time work to businesses that need their help.

That's it.

**MODERATOR:** Thank you, Richard. It is very nice the way you are helping moms and unemployment with social media.

And now, before going to Tobias actually I would like to invite my friend Tony, he appeared here, you didn't see him at the beginning. So we are moving now to something that has to do with citizens' participation and political dialogue and Antonis will present to us Vouliwatch.

**A. SCHWARZ:** Good afternoon. I don't have a presentation to show you. I am co-founder of Vouliwatch. I would like to thank you, Sophie, for inviting me to this Conference. I will talk about Vouliwatch and I will be very fast.

Vouliwatch was founded one year and a half ago and it is based on the model parliament watch, which basically is a web platform where any citizen can actually access and pose a question to MPs. And then, the MPs or a European MP has the opportunity to answer. These MPs have profiles and people can actually access these profiles in order to find information and also pose a question. A question which is first of course scanned and controlled. There is in other words a code of ethics that the people interested in posing a question need to abide by. Then, the MPs as I told you are in the possibility to get these questions and then answer to those who have posed them. And this actually brings into contact the people, the audience, with the MPs. And in that way the gap that has existed previously between society and parliament can now be bridged.

As you can understand, during the last few years we are going through a deep crisis of representative democracy and people have the idea that they don't have a voice, they don't have a say. The story behind Vouliwatch is as follows. I got this idea from abroad. This initiative has already been materialized in eight other countries. It started in 2004 in Germany, and then it travelled to Luxemburg, France, Austria, Tunisia, Morocco, Yemen and Greece. In other words, Arab countries have also implemented this initiative. Each initiative is independent from the rest. We are here, a civil, non-profit organization, and our group is comprised of six-seven people who are responsible of running this initiative. Of course, for us it is very important to have good cooperation with the

media, so that the citizens can be informed about the platform, but also on the other hand the MPs will have the opportunity to answer. And as I said, we started this initiative one year ago and we were rather lucky, because it was the time when important elections were taking place.

That is why we made the most of this platform and we launched some applications that the people could use in order to compare the different political parties and their popularity. Moreover, we had some candidate MPs presented on our platform. In terms of statistical data we are doing great. The other applications that one can find at the site are applications that people can use in order to get information about the way that the parliament operates. Moreover, the citizens can actually submit proposals about laws or have discussion with other citizens who are interested in the same subjects, and we are also using applications in order to organize events in the context of which MPs discuss with citizens about important political matters. You can actually take a look at our site in order to see what events we have organized.

Since we started, we have received more than 800 questions from citizens, 20% of these have already been answered. Of course we can improve this percentage and this is actually what we are trying to do. We have reached a point where we actually call the MPs in order to get them to answer. Many discussions have also been discussed in the parliament. For example, the issue of identity of homeless people has been discussed in the parliament. These people have great difficulty in renewing their identity once this expires. This specific topic came about after an event we organized, where we invited many NGOs, and these NGOs posed questions to the MPs.

So, I believe you have got an idea of what this is basically. We started with our own financing. We used the crowdfunding and it went rather well, and then we applied to several institutions and we got financing from an international foundation and now we are trying to find more financing. Of course, we don't have any revenue from a commercial activity; that is why we are trying to find financing from other sources.

This is our story. You can actually visit our site in order to get more information and if you have any questions, I will gladly answer them. Thank you.

**MODERATOR:** And you are actually participating. Participants must participate. Okay.

And our last speaker is Tobias. I am talking in Greek, because he has a secret skill and so I give you the floor. How are you? How is life in Vienna, Tobias?

**T. JUDMAIER:** Is it open? Good evening. My name is Tobias Judmaier, I am from Vienna and I will try to explain to you what we do in our company, called Iss Mich, but I will do this in English, because it is easier for me.

Iss Mich went from food activism to a sustainable catering company. We started in 2012 with a project called Waste Cooking and we did exactly that. We went to supermarkets at night, we emptied the trashcans, we looked what we could find in these trashcans, we brought it out, we cleaned it, we went to public spaces the next day, in the old town of Vienna for example, and we started cooking. And then we started feeding this to whoever came by. And what made the whole thing also an art project was the fact that we would film the reaction and we would film what happened and that actually was very fascinating, because you would meet young people being disgusted by the fact of what we would give them or you would meet old people that would be absolutely shocked by the circumstance that what they eat actually was thrown away before.

And this was very successful and we put it online on YouTube and many people started watching these episodes, because we cut them a little bit like cooking shows and after a while we even got it so far that the Cultural Department of the City of Vienna invited us to participate a cultural event. They had funding for it, so we had a little money and we could do a three-four day even in Vienna, under the umbrella of the city. This was the moment when we decided that it actually made sense to go a little beyond the idea of just emptying supermarket trashcans on a regular basis and we went towards agriculture and we started interviewing farmers about how they feel about throwing their products away in large quantities, which they do in the European Union.

So after discussing with them and understanding that they are very willing to support us, we got to an agreement and we got sponsoring also from them and we set up a project we called the Free Supermarket. And this Free Supermarket was a three-day event where we reversed the concept of the supermarket, because you could not buy anything, it was all for free and anyone could bring what they had too much at home and somebody who had nothing at home could take it. And for that we also got from the farming industry around Vienna a donation and when I went to the CEO of this institute, of this agricultural association and I said, "Can we have some donation from you?" he looked at me and he said, "How many tons would you like?"

This is exactly where the idea came to the catering company and I will show you now a one and a half minute clip on these activities and on how it all evolved.

### **Video**

**T. JUDMAIER:** I stop it here, because it goes on for quite a while, I just wanted you to get an impression no two things: a) what one really finds in garbage bins of supermarkets and b) what you really find when you deal with agriculture and what we discard in terms of food.

So, what drives us is the fact that an unbelievable amount, 168,000 tons of food is being thrown away in Austria. In Germany it is more than ten times the amount, the Germans hold the record in food waste. This equals approximately 40 kilograms of food per household. And the second thing that is fantastic and we totally forget is the amount of plastic packaging that is used generally but also around food and these are also over 250,000 tons alone in Austria. The other topic that was important for me was the fact that we get a lot of food delivered, but it always comes with a car or with a motorcycle. So the fact that you create more CO<sub>2</sub> emission for bringing food, to me sounds not such a good idea. And the fourth thing, fifth thing that I came along is the fact that labor in catering business is always a difficult topic, because people are very poorly

paid and the working conditions are not very good and very often you don't really create an interesting job for somebody to be in.

And so we looked who is a disadvantaged group that fits our working hours and this is very much young mothers. And so, these are people from a social level that have an enormous difficulty getting into jobs, because they need to work during hours when there is childcare available. So this is what we decided to do at that point, to create a good food company. And what does this good food company do? Iss Mich is the first company that uses organic vegies, vegetables of all sorts, in order to take them out of the recycling process and put them in an up-cycling process and actually really create soups, stews and dishes that you can use in caterings or for regular dinners. The idea is to reduce food waste with actually feeding it to somebody.

The second important point is that we jar the food. So we did something that we did forever, we tried to preserve something, we are putting it in a jar, heating it, sterilizing it and making it last. The other important part is that we deliver strictly with bikes and with nothing else. So we have bikes, we have hangars, we have e-bikes with hangars and we have e-bikes generally just to deliver in the city range.

The employment policies that we are cooperating with mother-child facilities, where there are young mothers who due to their status cannot find jobs and during the times with the facilities of childcare we often offer our kitchens in order to help us cook, in order to help us peel, in order to help us clean. And what we also did is we introduced deposit systems, so the jars that you receive your food in we actually collect afterwards, we wash them and we refill them, so we produce absolutely no waste in packaging, while you still enjoy the meal you can enjoy. And that's the product.

You have to imagine that when we seal these things, there is a little rubber band in between and you put the soups, you close them, you put them in the oven, they expand and through the expansion you create a vacuum where you cool them down again and so the thing holds and it stays tight and we can make them last for up to three weeks once they are cooled, which actually as an

office food it is very interesting, because you never know when you are going to eat in an office. When you are lucky, you have a lunch break. When you are not and the phone is ringing, you delay and sometimes you don't have time to have lunch anyhow and you would rather eat in the evening. So this is an ideal product, because no matter when you eat it, it lasts.

So the revenue model that we have, because we transferred it a bit, but anyhow, we have two main ways of making money out of this. The one revenue stream is the classic jars. I am selling jars to the end consumer directly that I deliver with bike and selling jars to retailers that then sell it in their store and I am selling also to gastronomy, because there is lots of small coffee shops that would like to offer some food to their clients, but they have no kitchen. So what do they do? They get my jars and they just heat them up and serve them. They give a piece of bread with it, or make some rice, or some kush-kush or whatever they want to serve it with, and that actually works quite well.

The second revenue stream is classic catering business. When I started this, everybody told me nobody wants a catering with waste food. I actually at the moment make more money with catering than with the jars, because everybody wants catering from waste food. Why? Because for big companies like H&M or Price Waterhouse Coopers or KPMG or Siemens or whoever, they all have a sustainability department and the sustainability department tells the even department, you need to look good and you need a very sustainable catering. And there you go. It's a very sustainable catering. So that's why I am extremely well-booked with the catering and with the jars we are slowly starting developing into the market.

So our outlook is that we are currently launching an online shop to ease the order process of the customers, but as well of our trading partners. At the moment, we are doing this all manually, which makes a lot of problems, because when we are typing we are making mistakes. And what's also planned within this year is to cover Vienna fully, all districts and all parts of the town, with the delivery, which we don't yet have. We have 50% of the town we can reach. Also, entering the retail market; we have now one shop we are doing a test drive

with. We run it, we want to understand how the retail market works, that's new for us, and we want to see what we need to optimize before we really go into a big number of shops. And then of course our goal is to enter an Austria-wide retail market. I have demands already also from supermarkets that come and want the product, but I am still waiting a little bit until it is all perfect enough to be marketed to that extent.

Thank you.

**MODERATOR:** Do you have any questions? Joao, would you like to ask something?

**J. BRITES:** Thank you very much. I really loved this session. All the projects are really inspiring. I have three questions.

The first one regarding this project is I have the impression that if we would have a product like this in Portugal the hygiene and control authority would be on top of this project, because it is food coming from waste and I wanted to ask you whether the hygiene authority in your country, whether there was actually an episode or how you deal with the idea of having the quality control. I am also going to jump for the other questions and the other two questions were regarding the Vouliwatch project. I wanted to ask you about whether you thought about videoconferencing, because the members of parliament at the moment are texting and I was wondering whether videoconferencing would not give a more human connection also as a compliment. And the last thing is about the SEATRACK. I want to ask, I don't know if you can disclose this, but I was interested in knowing the price of the installation and to whom you are trying to sell this. And regarding the Digital Moms, I loved the project. I don't have any question, but thanks.

**T. JUDMAIER:** Yes, hygiene. Well, the point is the following. What the agricultural production considers waste are two things: The one thing is what does not fit into an arm, so what does not fit a certain size that's already waste. The second thing is when a product like a potato has a scratch from a harvesting machine. So these two things make it waste and it doesn't reach the

supermarket, but that's the only problem it has. Besides that it is a perfect product.

So of course we are being checked, but as I am cooperating with the agricultural association or the agricultural society that can guarantee me the quality of their product and I can show that on paper, I have no problem with the authorities; as long as I prove that I am really turning them into a dish. These products I could never give them raw to anybody, because it is prohibited by law, because they have been already thrown out of the system. So I have to prove that I process it into a dish.

**A. SCHWARZ:** Your question basically touches an important point of interactiveness.

So what we did is a thing called Vouliwatch Give me Five and we took the most popular question and basically organized a one-on-one session between the citizen and the MP and videotaped it so it was like an interview basically from the citizen. And what we are thinking of now of doing is basically doing crowd-sourced interviews, so the citizens ask their questions, we pick an MP every two weeks probably so we do the interview with crowd-sourced questions and then publish this together with another media outlet which we are looking for right now. So if any media people are here, journalists, feel free to contact me.

And the third thing maybe what you said is really interesting to have like an online debate basically. You were thinking about something like a Google Hangout, but who would talk is the question. I mean, obviously the MP, but then would there be one citizen or several citizens?

**J. BRITES:** I didn't think it so much in detail in terms of the way it could be featured. It was just an idea of having as you said more interactivity and see the human behind the MP; but I think a Google Hangout with a couple of more people would be great. Maybe not too many, because then the quality gets bad, but maybe it could be like a prize for the best questions.

**A. SCHWARZ:** Yes, I think maybe technology is what scares me there, but I think in principle it is a great idea. I will discuss it with my team, thanks.

**I. FOTIOU:** It is my turn I suppose. Help me with the question; I don't remember all the scales.

Until now, we have already installed 35 SEATRACKS. It is a very young product. Most of our customers are municipalities. We have a few private customers. In municipalities we don't sell the bulk product, we sell also the services for one year. This entire package is about 30,000 euros. I know it is a little bit expensive, but believe me, this entire machine is built in small parts by hand, cutting, welding. One of our future products, one of the projects of the next year is to industrialize it, the industrialization plan of the construction in order to reduce cost. And this is for Greece. We have some exports to Cyprus and in 2015, this summer we are going to sell a few products in Turkey. We will have other problems, such as to find the right distributor. A distributor should give to the customer services, technical support to the product, so this isn't quite easy. So this is a slow process and we to be very careful with our choices. I hope I answered you.

**MODERATOR:** Are there any other questions?

**SPEAKER:** My name is Natalie. I am a journalism student, so I just have a couple of questions for the parliament watch. We didn't hear the website address. I just wanted to write it down.

**A. SCHWARZ:** It is vouliwatch.gr.

**SPEAKER:** Okay, great, thanks. And for Mr. Fotiou, how about the islands? I mean there are very popular islands like Rhodes, Mykonos, Santorini. Have you been in touch with municipalities in the islands?

**I. FOTIOU:** Yes, we have many discussions on process right now. For this year you are going to find SEATRACK in Crete, Santorini, and Santorini was a big challenge for us because of the rock, Spetses and Kithira. There are also two SEATRACKS in Limnos, but we are trying to expand this. You can find in our website a map with pins in every location that SEATRACK is installed.

**SPEAKER:** Thanks. You guys, awesome job, I am really impressed. Thanks.

**MODERATOR:** Any other questions?

**SPEAKER:** For Digital Moms I have a question. It is similar to the other question to Iss Mich. Let's start with Iss Mich. You take for free the foods or do you pay the supermarkets? And what about the quality? You say you have only the accreditation from the authorities. And what about the price? You have a catering selling some food of low quality. Is this a problem for you?

And the same question for the Digital Moms. Businessmen hate the girls who are going to be mothers, because when a woman becomes a mother she really adores her child and they don't do a really good job. So how do you change the mind of the businessmen, of the companies, about the mothers? That the mothers are the same good employee.

These are the two questions. Thank you.

**R. MIRANDA:** Well, there are two ways that we get around that. First of all, because they generally work on freelance contracts, they are not in the same way, a businessman is not going to be scared of employing them for fear of them going to maternity leave, because they are going to be working remotely, freelance, probably between five to ten, to possibly 15 hours a week. So you reduce the risk for that business and therefore you greatly increase the chance that they are willing to employ that mother first of all.

Second of all, social media as I was saying is really well-suited to be able to fit really-really flexibly. So actually you will find a lot of mothers don't need to take the same time off, because in a surprisingly short amount of time they can properly manage, maybe five hours a week, as opposed to a normal maternity leave where you would have in the UK three months, then be expected to go back full-time, which then becomes unmanageable, because you have a young child and you are expected to work full-time. So, because the mom can decide how many hours they want per week, it is a shorter cycle in terms of how long it might take them to get back to work on a part-time basis.

**T. JUDMAIER:** Can you tell me the question again, please?

**SPEAKER:** You take the food free from the supermarket, are you paying? And the other question was about the quality. Do you offer catering services in low fares?

**T. JUDMAIER:** Question number one: No, I don't pay for the ingredients. Let me put it that way. The dropout -I give you an example of potato- this facility I am working with turns over 40 tons of potatoes per day, of which 40% drop out. So you are having 18 tons per day. I can cook 100 kilos or 200 kilos. So what I am getting from them is so much.

And they give me that as a donation, because for them also the fact that the rules and regulations are put that way that they have to throw it away, which they don't want but they are forced by law, they are not according to that, they would like to not accord with that. And what we do is we raise awareness on the topic, because it says on its jar "I contain 150g or dropped-out vegetable." So the consumer gets aware and that's why they support us basically and for them it is no loss. If the stuff comes to me and we cook it or if they turn it into biogas or into fertilizer, which is what else happens with it, you have to see at that point it actually for them has basically no value, the ton of potato costs five euros, because it is fertilizer.

I am selling a medium to high price premium product. Why? Because what we do is the handling. It is a lot of handling, because the things have little mistakes, you cannot just peel them with a machine, there is a lot of manual labor involved and the expensive thing on a food product or on any product is the manual labor. It's not so much the cost of the onion or the carrot; it's that people need jobs and they need to be well-paid. And in my understanding the consumer has to be trained that in reality there is no cheap food, it cannot be, cheap food does not exist. Somebody along the line pays. It's either an employee that is not paid well or it is a resource that is not treated accordingly. So we have to learn that good food that is properly made by hand has to cost money and that's why the soup I am selling costs 3.50 to 4 euros, 300g; main course, curry or whatever, costs 6 euros.

**MODERATOR:** Any other questions? I have a last question actually that I think concerns all of you and actually it is broken down in three pieces.

First of all, I wonder if you have tried to scale abroad, if you have already tried to do it. Then, if you have done it, what were the three most

important things that you would need in order to succeed and if you haven't done it, what are the needs that you have in order to be able to do it? Because I see that all the projects, and this is why actually we invited you in the first place, are models that are giving viable solutions in many different markets. And so we really believe that replicating these solutions could have a huge positive impact and a lot of employability. And so I wonder what the needs that you have are, what are the obstacles, what you need in order to scale if you haven't done so and if you have tried, what were the obstacles that you would need to overcome in order to do it.

**C. SIMIONESCU:** With the Canvas Workshop we try to have organic growth. So we took it step by step and now we finally managed to reach breakeven and have a small profit, so the next step for us would be to sell abroad, but for now the way we thought to do it was to find partners or clients abroad, not necessarily to replicate the workshop itself. That's another idea, but I think it is a bit more complicated now.

So what we are trying to do is to actually establish connections and see where we can work and sell the bags or other products that we can make, because we can make other products from canvas. This was in connection to one answer.

**I. FOTIOU:** As I said before, we have done some small steps for selling abroad. We have sold SEATRACKS to Cyprus and this year to Turkey. Our problem is the network. We have to find the right network of distributors. And we are working on it.

**R. MIRANDA:** We have not scaled abroad yet. We are still only about 20 months old, so at the moment we are still definitely just finding out what the core unit of our business is, to really establish that before we can scale. We nearly started a pilot in Australia, because we had a lot of demand there, but we decided to hold back. We just felt it was a little bit too much too soon.

But in terms of obstacles, I guess for us it's figuring out what is the right method to scale. Do we just do it all from the UK? Do we make teams in each of the countries? And then obviously within Europe or within other countries

where English is not the predominant language, then it becomes another translation barrier, because actually our course is all training content, therefore training content, all that has to be completely reworked for those countries. That would definitely be an obstacle. It is not insurmountable by any means, but it is definitely an obstacle to immediately just scale as quickly as possible.

**A. SCHWARZ:** We don't have.

**T. JUDMAIER:** Also, we didn't try.

**MODERATOR:** Thank you.

**END OF DAY 1 PROCEEDINGS**



# **ΙΔΡΥΜΑ ΝΕΟΛΑΙΑΣ ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗΣ**

## **ΔΙΕΘΝΕΣ ΣΥΝΕΔΡΙΟ ΝΕΩΝ**

### **«Η ΚΟΙΝΩΝΙΑ ΕΠΙΧΕΙΡΕΙΝ»**

### **Κοινωνική Επιχειρηματικότητα**

**ΠΕΜΠΤΗ 4 ΙΟΥΝΙΟΥ 2015**

## **2<sup>η</sup> ΗΜΕΡΑ**

**MS. E. TSOLAKIDOU:** Good morning. We've got with us from the Board of Directors of the Institute Mr. Darsinos.

**MR. A. DARSINOS:** Good morning. On behalf of the Board of Directors and the Chairman Mr. Lentzas I would like to his greetings for a successful conference, a conference which is addressed to young people. It is a hope that tomorrow may be supported in terms of wishes, desires and in terms of their effort to join the labour market.

The Institute, the Lifelong Learning Institute, being the body for the implementation of programmes, involves the second-chance schools, the lifelong learning centres IEK, the vocational training centres, and provides learning and education so that those programmes may be put forward and help young people establish creative startup enterprises and enterprises in the field of social economy.

During the last three years we have had very fruitful developments that set the basis on which we have been working regarding the implementation of those actions. Taking into account the hard times in place, we would like to congratulate all young people for the dynamics they have developed, for their support, with regard to the overall vision in our country and in terms of cohesion.

Akadimia Platonos is the bilateral desire to keep working together, in order to meet the vision of the European youth. The Akadimia Platonos action implements programmes relevant to the European culture, the entrepreneurial training, in the support for setting up enterprises. In this period we have created the KEY Entrepreneurial Support Action, which welcomes and supports young entrepreneurs, providing information and specialised consultancy, in order for them to create their enterprises.

In these hard times of crisis, social economy intervenes between the public and the private sphere in economy, according to Martins, and it's his diagram, completing thus the entire economic cycle.

At this point let me stress that, in the spirit of social economy, we have the cyclic economy concept, and it is there that we need to focus our forces. For example, recycling of materials, so that we do it in favour of the society, without being in need of mediating companies.

The conference provides information concerning social entrepreneurship, putting this very concept as a core idea relating to entrepreneurial activities and lifelong learning. And this is why our Institute wishes to convey the message that we are getting into a second stage where lifelong learning shall be cooperating with entrepreneurship, in order for us to prepare the future of our country.

I wish every success to your conference, and I would like to tell you that we are committed in working with you. Thank you.

**MS. E. TSOLAKIDOU:** Thank you, Mr. Darsinos. And we move forward with the session Development Opportunities for Entrepreneurial Activities. Ms. Elina Makri shall be the moderator and shall present the speakers.

**MS. E. MAKRI:** Good morning. I am Lina. I am a journalist, and I'll moderate the first panel.

I don't know whether you were here yesterday – almost all of you. So you have listened to the representatives of the state and certain people that are involved in social entrepreneurial activities.

Today we have with us people that are in those actions. Social economy, social enterprises, is a buzzword for our times. Indeed, it is critical to understand why today this concept is even more critical than ever.

Enterprises have been existing always, to put it this way. In 1612 in England a judge has written, "Enterprises cannot be demonised, cannot be outside the law, because they have no soul"

In 1980 the citizens and their needs are integrated in the concept of enterprises. I do not wish to discuss it further. I'll invite Wieke van der Zouwen, our first speaker, from Impact Hub of the Netherlands. I assume you know what is Impact Hub.

So maybe, Wieke, if you want to explain just in the beginning what is Impact Hub, the network of Impact Hub. Wieke is a Scale Manager.

**MR. W. VAN DER ZOUWEN:** Thank you. Thank you for inviting me here to talk about the Impact Hub and how we support ventures to scale.

So to introduce it a little bit I'll explain what the Impact Hub is about. So we're a network of and for social entrepreneurs, and what our purpose is, is to inspire, to connect and to empower people to realise enterprising ideas for sustainable impact. And in that way we tackle societal issues.

So how do we do this? We offer three things to the entrepreneurs that are a member of our community. We offer inspiring space where they can work together, a vibrant community, local but also internationally. You will see that we are located in more than 65 hubs across the world. And we provide them meaningful content, and we do that through programmes, workshops, events.

So these are the three elements that count for every single impact hub, whereas at the same time at a local level we develop our own services.

Here you can see how big the global network is, and as you can see, below the yellow text there are the hubs that are coming soon. So amongst others we are developing impact hubs in sub-Saharan Africa, about six, I believe. And we are spread across five continents.

So what characterises us? We are locally rooted, as I said, but a globally connected platform. We are practice-based, so we make use of theory but we focus on the practice. And entrepreneurship is a means; it is not a goal by itself.

And we have hosts that make the meaningful connections between the entrepreneurs, the experts, the investors that are part of our community.

It's strong mission-driven, so it's not just about being an entrepreneur; it's about creating that positive impact on society.

And then, last, what's important is that the Impact Hub is a local living lab in itself, so we test and prototype things, to make sure that innovation arises.

These are some of the themes that our entrepreneurs work in, and the fields that they are prototyping in, so you can see it's about education and learning but it's also about arts and culture, and I've heard that that's one of the most important themes here, but also to support NGOs and to create a better environment.

So what we do is we support them in their journey from intention to impact. In doing so, we increase the overall numbers of individuals taking these entrepreneurial actions driven by impact, but we also increase the relative number of entrepreneurs that are successful in a later stage in their development.

And the most important thing is that we build a collaborative community that tackles issues as a whole, instead of working on an individual level.

So this was a little bit about the Impact Hub in general, and you'll hear more from other impact hubs later, but what I am here to talk about is the scaling programme, because what we do is we set up a programme to tackle these key challenges for social entrepreneurs that you see here, because as we see, and what the I Report also emphasises is that there are a number of problems that social entrepreneurs face: limited access to finance; they lack

business skills. We try to focus a little bit more on creating impact and less on talking business language.

But also there is a need to look at scalability of their social innovations. So how do you grow from a local enterprise? How do you make that into a European one or a global one?

And there is a need for these support networks and infrastructures, and this is what we aim to offer to provide suitable business development.

And then, last but not least, there is a lack of uniform regulations that are recognised and regulated across different countries. So this is why we think there is a need for the scaling programme.

So what is it? It's a multi-hub initiative. We aim to scale a hundred social innovations across Europe through the Impact Hub network, and we provide them knowledge, skills and advice by different experts and top mentors.

We are located in Amsterdam, Athens – here, very important, Bucharest, London, Madrid, Milan, Stockholm and Vienna. So we are widely dispersed across Europe.

So what is it that we are going to do? We are going to provide them with intensive consulting. We do this based on an assessment scan, to see where they are at and what they need in their development, and then we look at their strategy. And we sit with them to design a business model suitable for scaling across countries.

We look at their impact, how do they track it, what should they track, and how should they measure it. But also we provide them advice on legal and tax and financial matters.

And we look at their team. How do you build a team? How do you make sure that your team drives that social innovation?

And what is really important is that one of the biggest difficulties for them is to understand how a local market is organised, so what you need in the market that you are based in might be entirely different from what you need to develop your enterprise further in a different market. Differences between

Amsterdam and Athens are quite big, in that sense, and also between the other countries. So we give them a soft landing abroad.

I am the Scaling Manager in Amsterdam. If I have an entrepreneur who wants to scale to Athens, I'll look at my colleague in Athens and say, "Hey, can you help this entrepreneur further? Can you provide them with market information or look at their business model, whether it's suitable to your context?"

And we match them not only with the scaling manager, but also we investors, with peers and experts.

And throughout the programme we provide them with visibility to make sure that they are known across Europe. We bring them to social networking events.

And last but not least, we provide them a place to work, which can be fun and good to develop your plan.

So who are in the scaling programme? We are looking at social enterprises that want to change something, for example on issues like demography. So an ageing population, which is an important theme throughout Europe right now, but also the environment and the new community; poverty such as social exclusion and child poverty is addressed, but also health and well-being. So maybe it's about caring, about caring for the elderly or for minorities.

And then last but not least ethical goods and services, so fair trade for example.

So the ambition that these enterprises should have is to scale at least to one other country in Europe and to create a minimum of two jobs in their scaling process, to make sure that as a whole with those hundred enterprises we create more job opportunities throughout Europe.

So in the end what we want to do is we want to create a positive social impact, scale up and drive social innovation forward and create this positive impact as such. I see that it's double, but we really, truly have to focus on positive impact.

So thank you for coming, and if you have questions, if you want to come to Amsterdam to see what's out there, then just let me know. Thank you.

**MS. E. MAKRI:** Thank you very much, Wieke. Dimitris Kokkinakis will discuss the same issue here in Athens, because Dimitris has joined the network, and he shall explain what is going on in Athens.

**MR. D. KOKKINAKIS:** Good morning. We would like to thank you for giving us the opportunity to present to you what we have done in the Impact Hub. We believe that good practices and good ideas should be shared among all of us.

So let's start with some facts and figures. In Greece we have gone through a crisis during the last six years. This was the first country which in 2013 was downlisted from a developed country downwards. This was the first time that this happened to a country worldwide. We have an -1.8 inflation rate. This is the debt, 192.8 billion euros, that has to be paid in the next 50-70 years.

Unemployment for the young people reaches 57%, and overall 27%. Ten per cent is the average in Europe.

This is the average salary and the 26, and it is 500 euros until the person becomes 30 years.

What is optimistic, though, is that in 2012 more than 40,000 new businesses were registered, most of which lasted for more than one year. So Kalimera is out motto, which is like this, a spectrum at the limits of the vision. A new day which arises, and social entrepreneurship for us is a tool that can indeed bring about this change, social change, so a new day can rise.

Our purpose and our motivation is that we want to change, to see the changes in entrepreneurial models. We want to have new prototypes in the economy as a whole. We want to build dynamic systems that can support new initiatives. We want to connect the local with the international level, because nothing can be done in isolation. And if we focus particularly on the localities we are putting barriers in our capacities.

Active citizenship is another aim. We want aware citizens and active citizens, so that they are able to convert ideas into actions and they are

involved in what happens in this society. And we also want to build capacities so that we can execute some actions.

About our history, in 2008, together with Sophie, we met at the university. We are best friends and we worked then with some other friends. We made a trip to Brazil. We learned about the Impact Hub from the founders of the Madrid branch. We liked that. We liked the communities. We liked social entrepreneurship, we liked activation, so we said “Why not? Let’s go and see.”

So in 2010, while in the university, Sophie went to Madrid for three months for internship, and I went to Vienna, again for three months, where I stayed for two years.

We learned a lot. We learned the methodologies, how to build the community, how to connect and coordinate different organisations so that they create value, and then we expanded the circle of our friends and our business partners, and we came back to Greece so as to start the Impact Hub in Greece.

Wieke spoke about the Impact Hub. Our motivation was the movement that exists everywhere. We moved from copyrights to copyleft; we moved from restricted data to open source licenses. We moved from null value to open new value, from networks to communities, which are gathering around the same purpose and not only consume but also author. From hierarchy, we have moved towards models of shared leadership and shared procedures. From philanthropy we have moved to utilisation of grants. From firms we have moved to ethical businesses offering to the people. And from the third sector that was the NGOs that were only absorbing money to implement projects we have moved to sustainable partnerships that can utilise their capacities in order to offer value in an independent way.

So in Greece we established a group with some people who were friends, friends of our friends or our partners, associates, and we created the Impact Hub.

Let me show you now a video of the first days.

### **Video presentation**

This was the first meeting. We made a community in Athens, and we decided how we want the space to look and which would be the content for our community internally and into the city and the society.

So as Wieke said, we have three features: First, the space is the body language of the community. Our building is in the Psyrri area, 28 Karaiskaki St.. We have some areas there, which provide work spaces, spaces for events, a library, a common kitchen, laboratories areas, and this community can use it for any use.

The second feature is our community, which consists of businesspeople, investors, academics, professionals, social entrepreneurs, artists, journalists, designers, engineers, because we believe that different specialties and different people can bring about different expertise that can create something new. This community is both local and global. We have 75 members in Athens, and the global network reaches 11,000.

And the third feature is the programmes that we run. For each stage, where a business idea follows, first we have the popcorning stage, where you have a lot of ideas and you want to offer something. Then we have the impact event, which is organised with another seven impact hubs, in order to support training and entrepreneurship, plus finding some financing for the creation of enterprises.

The Impact Hub Academy addresses businesses that have had profit of at least one euro, because there are many social enterprises that maybe have had no income at all.

The third thing is Resilience, which is a programme for training NGOs as for how they can become more sustainable.

The Investment Ready programme that was presented by Christine last night, and the Impact Hub scaling, which was just presented by Wieke.

So the idea is that for each stage and for each business level we can give the proper support and context, so that somebody can promote their projects in the next stage.

These are two more projects that we run, down at the cellar you can find the first comics library with 2500 titles, and the bike kitchen is a shop where somebody can mend their bicycles.

We believe that we can have a better world, and this can be born through community actions. And we are inviting you to this journey. Thank you very much.

**MS. E. MAKRI:** Thank you, Dimitris, for that. It is important how private initiative creates so many creative ideas that we haven't learned even at school

So it's time now to invite Mikel Oleaga, founder of Punto JES, who is going to speak to us about social entrepreneurship for young people.

**MR. M. OLEAGA:** Thank you very much. Good morning. Thank you very much for inviting me, and I am going to speak about Punto JES, which stands for Youth Social Entrepreneurship Info Point.

A year ago a friend of mine, Lorena, who works with many different organisations from Ashoka to other different foundations in terms of social entrepreneurship, approached me and she said, "I have detected that there is a problem because I have the contacts of all these young entrepreneurs who go through these programmes, who establish a community, and I end up having coffees with them and talking with them through facebook, but we don't have a physical space where we can meet and where we can keep on addressing them and helping them out to how they can continue their track on their social entrepreneurship track." So this is a germ of how it all started.

I also work at an impact hub, so I come from a different community. She came from the young social entrepreneurship community, and along with another friend who is very much active in the school – she works in a school and she is very active in different programmes throughout the school – this team was established, the Youth Info Point.

And we thought that was a perfect match between what Impact Hub is, that I am going to talk about because you've heard already, and we kind of created these independent organisations because we are an association established by three individuals, and also by Impact Hub as a founding member, but we are independent.

And we thought that it was very interesting, the synergies that we could create between these two organisations, because this one kind of focuses especially on young social entrepreneurship, with the differences and specificities that this has.

So as we usually do, we started without waiting to be constituted as an association or having any money or anything like that. We opened the first Info Point. At the beginning we started once a week, and we thought it was very important to have a physical space.

But let me tell you, explain to you what exactly Punto JES is about. What we say is that our motto is we are the reference space for young social entrepreneurs. We think that we are addressing and we have tested that those needs actually existed, because we have had in this last year very much demand.

First of all there was a lack of space where, if you were a youngster and you wanted to do something, you had an idea, but you didn't know where to start or you just wanted to hear about it, you have the Internet, but it's even better. You have a space where you can go, where you can meet other people, especially if they are young and you kind of relate with them, and just tell you all about what opportunities there are there, what tools you can have. They get you in contact with other young people, and they really push you into doing something.

We also, as I said, saw there was a lack of connection between programmes and competitions and awards that were very specific to certain themes or to certain ages or to certain contents. So what we do is we provide a space, a consultancy in terms of what's your project or what would you like to

create. Then you have this project, you have this resource, you have this tool, and next year you'll be able to enter in this other one.

Because what happens before is I might go to this programmes and “OK, you don't fit, I'm sorry. Goodbye.” And you might not know that there were other things.

It is also a meeting point for this community. Usually these kids that go once they enter a programme they kind of meet each other, they create this sense of community because also sometimes they are kind of the strange kids in their schools. So it's very rewarding for them to find in these programmes there are other kids doing and promoting things, and they want to continue in spaces where they can meet and find each other again.

And also for the organisations we saw that they had problems trying to get their message. The organisations that promote young social entrepreneurship, they had the problem to reach to the kids, to the youngsters they were really aiming at.

So what we created is this point that it's an entry point for curious people, for kids, and not only kids, but we usually talk about people from 14 up to 30, but we attend no matter who comes and has an interest in young social entrepreneurship. The thing is that the resources that we provide and a lot of the content that we provide is limited to that age.

We also provide a space, and this is one of the parts of the synergies within Impact Hub because they have a space, they have a community, they have professionals, they have all these programmes, all these events. And so in this synergy with them they provide the kids a space. If they need a presentation, if they need a meeting room, if they want to do an event, we facilitate that for them.

We also give them consultancy, and the way we focus this, it's different when you are talking with senior entrepreneurs. This is much more about, as the minister here explained, lifelong learning, getting skills that will help you throughout life. It is not so much if you are talking with a 14-year-old kid or a 15-year-old kid it is not so much about the project that might be very small, and it

does have an impact but maybe the direct impact is not so great, which probably or might be, but as the impact it has on the kid itself on the people surrounding this kid and how this kid will change its mind, will provide a set of skills that will be very helpful, if he decides or she decides to start any project, or even for his employability.

So we also have a big database and we get in contact with them. We have a very personal and strong relationship with all these kids that have projects. We actually create community events, and we have this database. So if a young girl or a boy comes in – well, they are not so young, sometimes – and has an idea or has this hobby and I would like to do something about theatre because this is my passion, then we get them in contact. Why don't you talk with Ivan who has this project. He might need help, or he might tell you how he worked. You might just join his project, help you out, create something with him or whatever.

We also get them in contact with professional people within Impact Hub. We have much contact with organisations, so they offer us organisations and even professionals and companies. There are also people who want to help these young entrepreneurs, but they don't know how to.

So sometimes we get approached and we have this service we want to offer young entrepreneurs. We want to help them out. So we funnel these opportunities into the right people, into our youngsters.

We offer them participation in numerous events, because we are very well known and other organisations know that we can get to the right people. And obviously this is all free for the kids.

The other side of the Youth Point is our work with organisations, and that's the way we have – because Punto JES is also a social entrepreneurship. We want to be sustainable, and we started with no money and we still have very little, but little by little we want to make it more professional and sustainable.

Actually we started three people. we have our own jobs and we can put a certain amount of time, and we have started to have youngsters also who

are helping us out, and we expect in not many, a few months to start paying them also for the job they do for the management of the website, the newsletter and the social networks.

So what we do is we also work with organisations to create workshops for their programmes or sometimes we have organisations that come with whole teams of kids that are working on a certain programme, and they pitch for us and we give them feedback; we encourage them.

But also we have discovered that certain organisations have a need to really promote their programmes or really promote their works, and we can provide services, paid services, to complement those programmes, from trainings to promotion, etc. And this is also very interesting because we can present ourselves as Punto JES but also as Impact Hub, and create a package of space, of content, of consultancy, specialising in kids that suits very well the needs of these organisations or clients.

So this is very important. One of the lessons is where you are located and with whom you are located and collaborating. We are very open; we are born in Impact Hub, which has this mentality of collaboration and spreading the word and how we can co-create. And this has been key for us.

And also I think it has been very – we work for Impact Hub. We bring them most business; they bring in business. We complement our brands; we are the youth division, they are a huge network. We interchange networks. We bring young people, young entrepreneurs, that will end up creating the base of the members that will join Impact Hub in the future and will create this community. We share contacts; we share databases, and that has been very helpful.

To finish, what are our next steps? We are very happy that the response of the young people and the response of the organisations has been great. We have had a lot of impact everywhere, and we are aiming at creating a much more powerful website, which actually a company approached us and said, “We want to do that website for you.”

And we are starting to join in certain projects, European Commission projects. We are starting to, as I said, have people helping us out, young people helping us out.

And we want to grow and expand and create other Youth Info Points in all cities around the world, because we think it's necessary and it's a good thing.

So thank you very much.

**MS. E. MAKRI:** (μιλάει ελληνικά) ...an incubator focusing on environment.

**MR. A. STEFANIDIS:** Thank you very much. I would like to speak in English in order to honour our guests from outside of Greece. I would like to thank inedivim for the invitation to be a speaker today on this panel, and just a quick introduction of myself.

The last 15 years, as Elina said two years ago in one of the interviews, I am an evangelist of youth entrepreneurship in order to support job creation in our country, in Greece. So the last 15 years I tried to develop networks of young entrepreneurs at European and national level, mainly for creating extroversion of young entrepreneurs that have something innovative, social or traditional businesses – this is not the case – and try to see the common European market – I am a very strong believer of the common European market – and try to attract other networks and transnational markets outside of our local or national economy.

The last 15 years we connect Greece with European networks, and also the global network, and we show that we need to support the extroversion not only of the young entrepreneurs but also research centres, universities, private equity networks, policymakers – this is the most difficult part, to make policymakers to think outside of the box. But it's a necessity, because all these very nice things that we listen from Impact Hub and other social entrepreneurs will not flourish if the policymakers will not take the obstacles in front of us.

Now, the last 10 months I am part of the team of Aiforia and very happy and proud of that, because it's the first incubator in Greece and I think in

Europe for sustainable business ideas with a social impact. And I would like to say to the young people that even if the business is social that does not mean in order to be sustainable it must be profitable. So that means for any kind of business, even for a social enterprise, you need to have profits. The difference is that in traditional businesses we have accumulation of wealth, but in social enterprises we keep the profit inside the business, we grow the business and we give employment. And that is the goal of every one of us, because the third problem in the world is the unemployment problem.

So social enterprises is the future on that. We need to have profit, and we need to remember two things: In order for any business, especially social businesses, to have profit, you need to have sales of services and products, and second to control your expense. This is a true equation for every single organisation, either for traditional or social enterprises. Otherwise the organisation cannot be sustainable.

That just to keep in mind when you listen about social enterprises: The profit that we accumulate we want to create jobs. And according to OECD, the growth of the countries now is not measured only with increase of the GDP, but is measured from how many jobs they have created every year.

In Aiforia we started last year to have a sectoral focus. So we started for the first time in Europe the Blue Growth Initiative, a competition that will gather ideas from the marine and the blue industry, mainly the sea industry. So the Blue Growth is a framework of business ideas and challenges aiming to promote innovative concepts on the sector of blue growth. And of course south Europe and especially Greece is surrounded by sea, so blue growth is a fundamental sector for our economy.

This year we started a competition on the 27<sup>th</sup> of May, last week, and we have three different initiatives, the Blue Growth Competition that will go until the end of August. Second, we had a startup weekend that already finished the previous weekend, 29-31 of May. And today we have the end of another competition, Cruisine, that started teams of entrepreneurs with mentors a cruise

from 1<sup>st</sup> of June surrounding Aegean, going to Turkey and coming back and will finish today and they will come out with their ideas out of this competition.

So it is a challenge, and we are looking forward to becoming a cluster of new ideas, traditional or social ideas, that will support job creation.

The first competition in innovative entrepreneurship that aims to the maritime economy, this year the European Maritime Day was celebrated in Greece in Piraeus, and that is very important for the promotion of Piraeus harbour, one of the biggest harbours in the Mediterranean area, and for Greece as well.

For sustainable development worldwide, the sector that we are aiming, so if you have people that are interested in submitting their ideas until the end of August, information and communication technology mainly for the maritime sector, environmental protection and energy conservation. Last year we had an excellent – the first idea was desalination of seawater. Fisheries, sustainable maritime tourism, shipping logistics, water use. These are just a few of the sectors of Blue Growth Competition.

Online submission, as I told you, started last week and will be open until the end of August. Second, we evaluate the proposals until the 20<sup>th</sup> of October. The announcement of finalists at the end of October, and 21<sup>st</sup> of November we will have a demonstration day that the first nine teams will compete in front of the judges and will be within the Global Entrepreneurship Week of Greece.

The winners will have a mandatory three-months' incubation period that will start January of 2016, because this year we made a mistake and we started in November and we had the break of Christmas and they lost their pace.

They will get, at the end, the three or four winners, 5000 euros worth of business services, not real cash in their hands, because we want to form the business and know exactly where to spend the money, not just to get a very nice check, because the majority of them don't know what to do. We want to have a multiplier effect.

And no incubator, no accelerator can succeed without your participation. And I don't mean only the people that are in this conference today, but I mean with the society itself. We need all of us think every single business, social or profitable business, no so social, like being in our business. Thinking that is very crucial for this challenging period in order to support entrepreneurship for the future.

And from the University of Athens we have the offer of free scholarship for the first team. Aiforia is a pioneering, as I said, sustainable practice incubation programme that we follow the triple-bottom line. We cannot create new businesses if we do not protect the environment, if we don't protect the society and the economy.

So if your business has a business plan to make 1000 euros per month profit, just to make a number, let's make it 700 but protect the environment and giving something back to the society.

In the last two years from starting our operations, we have been connected with 58 teams and we incubated 15 startups until now.

Startup Weekend already finished the previous weekend and was focused on shipping and logistics. Today we have the end of Explore Aegean Sea and Start the Venture. It was inside a big vessel, Celestial Odyssey. And we have the support already of the municipality of Piraeus and the Greek government, but without the support of the society all these initiatives cannot grow and create a physical cluster for Blue Growth in Piraeus and Greece as well. Thank you very much for your attention.

**MS. E. MAKRI:** Thank you, Andreas. And now Julie Seydoux, member of the community. She said that I am a member of the community, not a member of the board. This is a qualitative difference.

**MS. J. SEYDOUX:** Hello, everyone. Let me set up a timer so that I am quick. So I am going to take you through a tour in MakeSense. Has anyone heard of it? No, no one, OK. Who here is a social entrepreneur? Can you raise hands? OK. Who thinks you have the skills to help a social entrepreneur? Come on, guys. You do have skills. You are here.

So just a word about me. I am a member of MakeSense, and that's why I call myself a gangster. I joined the community three years ago in Brussels. I used to work in an advertising agency, and I quit my job to do some art. That's why my hands are dirty. But in parallel I wanted to use my skills to do something right, and that's when I joined MakeSense.

So our motto is find a challenge, solve it, celebrate. You're going to understand why.

So we have all these issues we want to tackle: environment, social, education, food, whatever is urgent, OK? And many of us are willing to do something but we don't really know how. We find it too complex. We don't know where to begin. We think we have to change the whole system. So a lot of people like my brother and like me before, we wouldn't take action.

So we find a way of connecting these people to the social entrepreneurs in need, so they have an innovative solution, like the speakers here. And we believe that, apart from bringing a concrete solution today, they are also innovating in the models they are offering. So our mission is to help them launch, develop or scale the projects.

How does it work? We spot some social entrepreneurs, then we connect them to individuals willing to help them. For that we have an app; it's a website, it's makesense.org. It's a bit like kickstarter. It features all the challenges of all the entrepreneurs who need help, and as a sense maker, meaning somebody who wants to do something, you can decide to solve the challenge, spread the word or just support the initiative.

Once you decide to solve the challenge, you organise a workshop and then you celebrate, because after a few workshops you become friends with a lot of people, so you want to have a party.

This is how the platform looks like, so you can have a look later. These guys are the sense makers and gangsters. Anyone can organise this workshop; it's open. You have training and tools. So this is an example of a manual that is used for the workshops.

And more about the workshops: We call them holdups, because we put together some ideas to hack solutions. We are using some processes of Design Thinking. I don't know if you are familiar with that. It's an innovation process that was invented in the US a few years ago, like Educate. And it's used in innovation to come up with a solution to wicked problems, problems to which you would need to have the product to answer the question, you know?

So Design Thinking takes you into a two-phase process. It's very creative, and you see we are using loads of Post-its. We are trying to get sustainable with this. But it's very fun, and if you are interested in innovation it's a big, big learning.

And then we celebrate, so that's some photos of the SenseCamps. It has started three years ago. The first SenseCamp was spontaneously organised in Berlin, and now it's like a big machine of events running, because people are doing it everywhere. The last one was in Dakar; it was the first one this year, in Africa. And lots of them took place in the impact hubs, and each time I was there I had a really great time, so thank you, guys.

And so to coordinate a bit the guys who want to help the new entrepreneurs and their partners, we have community developers. We call them like that, but it's just the reverse of what a company like Colgate would do on a facebook page. It's the reverse. It's people here to help you, connect you, any time of the day or night. So there is MamBa in Dakar, Lorena in Mexico, someone in London, someone for Europe, etc., etc.

So about impact now, this is where the community is. It's an old map. Now we are more than 1400 gangsters, and there have been more than 1000 holdups, meaning when you have a holdup you invite like 20 people, so we have mobilised more than 20,000 people to help social entrepreneurs.

And now, as we are getting bigger, we are also scaling ourselves, and we are doing what we call the Worldwide Holdup Days. So on the same day in every city of the world – last year it was like 30 cities – we solve challenges for all entrepreneurs. And what's cool is that the entrepreneurs actually say that it's helping them, but more than just solving a challenge, sometimes they apply

directly the solutions, sometimes not. They also use it as a way of communicating, and explaining the solution because it's very complex.

And when you invite 20 people that are going to think about your issue, you make it accessible to a wider crowd.

And from the community member site, from the gangster site, you also learn more about the sector, what's happening in your city. You also learn to run a workshop. You get skills in animation facilitation, and also innovation process.

And half of the gangsters I know from three years ago have begun to launch their own social business, so it's also a good step to do something.

And so back to these Worldwide Holdup Days, we are partnering with a lot of people, public, private, to scale impact. So just a few examples.

Last year we partnered with the Elysee in France, because the government wanted to finance some social projects but they didn't know how to mobilise the citizens on these projects. So we just did the same, like there were I don't know how many but loads of projects that were posted and the challenges were posted and applied for. And we would mobilise every citizen to come, do a holdup and solve the challenge.

And now I am a bit tired because I am coordinating this day, which will be for impact journalism, and 46 newspapers are going to publish about existing initiatives in the world, thanks to Sparknews. And to say that people it's good that they read about solutions and social entrepreneurship and it's also cool that they get mobilised in real life to solve the challenges. We partnered with Sparknews to do holdups on these very initiatives.

And now that's where everybody gets lost usually. So these are the social businesses powered by MakeSense. Some are doing education, so SenseSchool is working with schools to help the students learn by solving a challenge. So in big business schools for instance they have innovation seminars, but instead of just doing exercises they do it on concrete, real cases which are social enterprises, and so at the same time it's impactful.

There is an incubator, which is called SenseCube, which focuses on tech and community social entrepreneurs. The new batch is being launched now, so if you want to apply. And MKS Room is doing a partnership with cultural institutions to spread the word and to explain more what social enterprise is about. So it's like a concert where you have an artist linked to a social entrepreneur on the same subject.

OK, so CommonsSense works with enterprises for entrepreneurship, social entrepreneurship. They help sustainable communities.

And this is another example, last. It's really new. A few months ago we did this What the Food. It was launched by SenseSchool to help an entrepreneur called Zéro Gâchis, and we found ourselves partnering with le CROUS, which is the big university restaurant in France. They serve 10 million meals a year. And we developed an app to reduce food waste, and so we did a hackathon. We created it in one weekend, and now we have it and we hope it's going to work.

Just an example, to say now how we can scale. So if you are a social entrepreneur, it's cool because now we have the power to connect you with the community, but also with a partner who is able to reach a bigger impact quicker, like le CROUS, like Elysee, like a big company.

So if you want to join, just send your bio to [makesense.org](http://makesense.org), and if you want to contact me I'm [julie@makesense.org](mailto:julie@makesense.org), and feel free to talk to me.

**MS. E. MAKRI:** Thank you, Julie. I think it's very good. She spoke about Elysee. This is an initiative starting from the President of France, and she can tell us more information about how the state entities ask for help and try to support this kind of initiatives. We want to see some of these things in Greece as well.

So I am going to give now the floor to Mr. Konstantinos Bastas from the consulting team.

**MR. K. BASTAS:** Good morning. I don't have much time, but I'm going to give you a few words about our centre.

In the context of Akadimia Platonos project, we have a sub-project related to the operation of a business support centre, which is called KEY. For six months now, since last September, we started with its operation.

What do we do in the centre? We address young people, unemployed, women, people who have tried to start up a business in the past and want to change something in the business or improve something or modernise a business or make a business viable, or to some newcomers who wish to have an idea as to what businesses are.

We also address the vulnerable social groups, special populations, which are the main target group of our organisation.

So what do we do in the centre? In the centre we have a group of officials, consultants, specialised in a particular expertise, which they know very well. One is expert in new technologies, Andreas and I are officers of the centre, there is another expert in social entrepreneurship. So this group provides advice and consultation to the addressees at a specialised level.

The purpose is to welcome the interested parties. We have a series of sessions that we follow a certain procedure. We see which are the needs. We see which are the talents, the skills, the education, the interests, what they want to do, where they believe that they can start a business, and based on that we create the profile of each one, and then we continue through some tools that we use, in order to help the person to evaluate some ideas they are having. We see whether this idea can be sustainable, how viable is the particular sector, and we want to help and assist this idea to become reality, to make a business plan, to see where it can be submitted, to support the submission in a programme where this idea can be financed, and then see the first steps of this enterprise, how it starts and how we can support this new business in its new steps.

This is the plan in KEY. One hundred young people have asked for our advice for the moment. We are going to provide the services for six more months. Our headquarters are at Iera Odos, a very nice area. You can have information from the website of KEY.

Parallel to these advising services, we plan specialised workshops and events aiming at providing information and motivating these people to understand how to become businesspeople.

Then onwards we proceed to specialised training programmes to support businesses regarding the legal framework, the various programmes that exist. We have 15 such programmes, short-term programmes of 25 hours per week, and we have one further step where we operate workshops for more specialisation, and there we are very close to the materialisation of the idea.

This is an open programme for anyone who wishes to participate, and we hope that we can offer our expertise in these very difficult times, so that people can have jobs.

To finish, let me say a few things about social entrepreneurship in our country. I believe that Greece is lagging far behind, not only in terms of social entrepreneurship but in the idea of entrepreneurship. This concept of doing business has been distorted in the past. Especially through the crisis we have seen hundreds of thousands of businesses closing down: manufacturing businesses, tourist businesses as well. Many hotels closed down or they are sold.

At the same time we see a lot of small shops, coffee shops etc., opening up.

Unfortunately youth unemployment during the last five years more than 100,000 young people have fled to other countries because they couldn't find support here. So we are losing these people. This leakage creates problems for the next day in our country.

At the same time we see that the state does not try to do anything. Typically there is an institutional framework. For social enterprises there is a registry. There is legislation. But there are no motives, there is no support, there is no context, so that these kinds of businesses can be started up. A lot of resources have been lost, though the first stages of these startups could be financed. We have legal obstacles, and we see that the state cannot exploit all capabilities so as to give real content to this effort.

So we are facing a challenge, which is the next Operating Programme. We should not lose this opportunity too. We believe that we should utilise as much as we can. We have to change our views. Entrepreneurship, and especially social entrepreneurship, that presupposes cultures of cooperation, of synergy, etc., should be entrenched in the Greek civilisation, because we don't have this mentality of cooperation. We should teach children to cooperate in schools. We shouldn't be educated just to find a job in the public sector when we grow up. We can't follow the model that we had in this country 20 and 30 years ago. We cannot limit ourselves to the state.

We need to have production, but the state does not produce anything. The state plays an administrative role, supports the social policy, is a general of strategic coordination.

So when young people want to start up a new business, they should not be paying taxes from the very first day they open up a business without even having a concrete purpose in their business plans.

But we also have to change our mentality, our habits, our perceptions. This of course demands time, I believe that this conference yesterday and today contributes with the examples.

Europe of course is very developed in social economy, which is 6-8% of the overall economy, whereas in Greece this social economy is less than 2% of the whole.

I believe that the recent crisis has helped the creation of many structures, and I believe that these structures could be further supported at the local and the regional level, because these infrastructures are being financed every year from European funds, and when the funds are over then these infrastructures are shutting down and they cannot continue their operation.

I believe that we could find support from the state, so that social entrepreneurship can grow. Many sectors can be helped from social economy, from help to the elderly up to kindergartens. We need a top-down decision and a bottom-up activation. And of course we need a context to follow.

**MS. E. MAKRI:** We have 10 minutes for questions if there are any. Let me just add that outside we have some material for the centre. You were very eloquent in your presentation so you could give advice to the state. We have 10 minutes for questions. Please state your name before you speak.

**MR. M. OIKONOMIDES:** For Mr. Kokkinakis a question. About Impact Hub, which is the legal form of the Impact Hub? And could you give us some information as for which was the initial cost and how you were funded? How did you deal with these questions, and what would be your advice to young people who would like to come to you?

**MR. D. KOKKINAKIS:** Thank you for the question. Regarding the legal form, we were established in 2013 as a non-profit organisation. As for consulting and the events creation, we have a limited company together with Sophie. So we have two forms for two different functions and roles. Maybe we can open up a social enterprise as well.

All impact hubs are private initiatives. In Athens, together with Sophie, with our own money we set up the seed capital so as to have a functional building, and since September 2013, when we started operating, we had three buckets, if you like. One bucket would go for reserve, the other bucket would go for utilities, and the third bucket would be for renovating the building.

We didn't have salaries and fees, of course, so we wanted to see how we would function and operate and see how we could get some money so that we could become operable, to have electricity, etc., so that the people can use it. And then from the money we get we are improving the situation.

As for the programmes, we run some programmes through cooperations, which are standalone or independent projects. They have budgets and a particular purpose.

**MS. E. MAKRI:** Any other questions? Of course we are going to have a break in a while so you can have the opportunity to speak to each person.

Let me make a question for Dimitris and Andreas. Dimitris, I met you in 2012 when you came to Greece. Andreas, I know you from earlier. I would

like to ask you whether you have seen something changing in these years, how the state sees social economy and social enterprises. Have you seen any changes? Because we have been seeing a lot of changes lately, and actually Greece is a new country every six months.

**MR. D. KOKKINAKIS:** I think that the situation is rather variable. You cannot see changes; you cannot act on changes in terms of the economy and citizen awareness. People believe that it is very difficult to start up a new business, especially a social one. This is a form of operation that has to be formed, and the face of a social enterprise is a very complex one. You are not interested in making profit only. You need to think about social impact, but nevertheless it is easier now; just because the state has focused on

Social entrepreneurship it's easier now to do it.

We see, though, that the state doesn't have the capacity, doesn't have the money to support this kind of services to the citizens. Though the society of citizens take the initiatives and try to run them, and we don't know which is exactly the role for the private initiative.

I believe that we have not changed from 2012. We are just trying to survive, and we have just learnt to use the concepts of social enterprises, but we haven't made any practical change or improvement.

**MR. A. STEFANIDIS:** I have been around since 2001, so let me say that I am rather optimistic and I have seen that the Greek society has changed in the last five years. It's not true that everybody leaves the country to find something to do. I have met people that come to Greece to make their ideas a reality, and they set targets which include something more than just profits. They want to be near their family; they want to do something for their country, and they have seen that in other countries things are not so different than here. So our alienation from the social structures is an important motive for them to come back.

The state has always been cumbersome in Greece, but it has started being polite at least. For example I am going to the tax authority and they smile at me. They wouldn't smile at me some years ago. Of course we are not a

vigorous A, but at least this is something. We have started paying our taxes, which we didn't in the past. We are using web banking, which is something.

Of course we are going through a crisis, but we need to move. We are a part of the state. Each citizen has their own responsibilities.

**MS. E. MAKRI:** Thank you all for the participation for the first session. We have a half-an-hour break now. Then at 1 o'clock we'll be back for our second session regarding technology and social entrepreneurship.

### **BREAK**

**MS. E. TSAKALIDOU:** We will move on. Our session is on technology and social entrepreneurship. Moderator Ms. Betty Tsakarestou, Assistant Professor in the Media Department of Panteion University. Please take the floor.

**MS. B. TSAKARESTOU:** Ladies and gentlemen, good afternoon. It is a great pleasure for me to be with you and moderate this youth conference in a very interesting field, namely social entrepreneurship. Indeed we are in an era where entrepreneurship is critical, since it may provide solutions to social challenges and problems. It urges us to identify different sustainable approaches that may produce a positive impact. It is a concept which motivates us all, and at this point allow me to present to you our panellists and move forward with their lectures and I hope eventually a fruitful discussion.

First of all, let me present to you Alicja Peszkowska from Techsoup. She shall discuss how we may create communities in relation to local challenges, solutions, via technology. So Alicia, we will be happy to have your talk and your presentation.

**MS. A. PESZKOWSKA:** Good afternoon. Hello. I am Alicja Peszkowska, as I was introduced. I am very happy to be here. This is not my first time in Athens nor in Greece, and I have great Greek friends and they introduced me to this beautiful country and I am very happy that I can be here and share my experience.

And my experience is pretty international, so I will get the geography straight first. So I am Polish and I came here from Warsaw, but I work for an NGO, a non-governmental organisation, one of the biggest in the world and one of the biggest international social enterprises actually, that was founded in 1997 in San Francisco. So it was founded there, in this closeness to Silicon Valley, and the European office is in Warsaw, so this is where I reside. But I am going to talk to you about the projects I have done mainly in the Western Balkans and also in Turkey and also some local Polish initiatives.

So the geography, we get it straight. I don't have a presentation. I prefer it to be a little bit more conversational and with the slides I will just have to talk to you and in this way I can maybe read your reactions, to make it a little bit more relevant for you.

So I want to talk a little bit about our philosophy of how we do things and our approach to social change is very systemic. So it starts with this layer. We are a social enterprise, I told you. We partner with those big, sometimes maybe evil, companies like Microsoft, Adobe. We have a programme with Google. Basically we partner with big technology providers. They donate software to us, and we then redistribute it to NGOs all over the world.

We check whether NGOs are eligible and like a legal entity really exists, and they usually pay for a percentage of the value of the product. This is an administration fee, which makes us sustainable and also allows us to do more, so that we are not relying on grants only. So this is one thing: We provide the access to technology.

But then we also teach technology. And this is a contradictory way of putting it, because technology is a thing you cannot teach in an old-school way. And I also think it breaks into two things again, so there is this layer of access and infrastructure. This is the first thing you have to have access to technology.

But then in order to use it in a smart way, you have to have competencies and attitudes, and I think competencies is something that, you

know, we can write blog posts about, we can write articles about, we can have workshops. And some skills, some like media literacy, can be taught this way.

But then technology changes so many things fundamentally and how things work. It makes things faster; it makes you make things first, and then iterate and try again faster. It makes everything more collaborative. It kind of contradicts the entire thing, so you cannot really work with technology if you are not open to work in a different way, so this working with attitudes is something that is particularly interesting for me.

I once drew this graph. I think that social innovation is only social because it's born in the communities, and this is how it becomes social and this is crucial. So I think that we first should focus on understanding a community well and then trying to introduce things that will make social change, social innovation happen.

So like if you have a community that goes like this, because you know everything has its ups and downs, social innovation happens here sometimes, but first you have to have a stable, comfortable environment, which is a community, an environment where you can learn from your peers, where you can experiment, where you are really open-minded and you can do things together.

So this is how we work with both communities, and then we try to figure out what technology quotas they might need. And so I am going to mention three projects.

One is a project in the Western Balkans. It started as a community booster. It still exists as a community booster, but I just came back from Sarajevo, where we finished another layer of this project, which was called Data Academy. So I am going to talk about this and I am going to talk about Apps4Warsaw. I am going to be very brief, so don't worry; it's not going to take too much of your time.

Apps4Warsaw, and then there is the Things project we just finished in Turkey. And they were all based on building a community and then trying to figure out what's going to work for them.

So the Western Balkans project: It's very complicated, especially if you go to different countries and you try to bring together a regional community from countries that were just involved in the war. And like I'm saying "just" of course it wasn't yesterday but those things they don't just end when the war ends. It's a process.

So it took us a long time to just understand the environment. We were working with the topic of transparency and accountability there, so we worked with NGOs. And there we worked with analogue organisations that are successful in what they are doing in monitoring corruption, but they are analogue. They haven't worked with technology before.

So we organised a number of meetups and camps and we built a platform for them to exchange knowledge. And at some point our partnerships, because we've been working there for three years already, became so solid that we identified a number of organisations regionally that we wanted to work with a little closer, and so we focused on not just, you know, we have technology, then technology for transparency and accountability, and with them we worked on data.

And so what we did was like we worked with an organisation in Bosnia, Montenegro and Macedonia and in Serbia, and we saw first they identified data that they had access to. And in the case of Montenegro and Serbia it was financial data on parliamentary members. And well, it was this long process where with those two teams we had to scrape these data.

Open data is not such an easy term. It has to be machine-readable; it doesn't have to be only published under an open licence online for people to have access to it.

But basically we tried to build visualisations that would show connections between parliamentary members and the companies they own or they are involved in or their family members are involved in.

But the learning for those organisations was that they didn't have capacity to actually take this project further. And for me it's also OK if an organisation learns this, because many people think that we build a tool and they

are just going to put it online and that's just going to make a change. And this is not how it works. You have to know what you want to achieve. You have to know who is going to see it, who is going to disseminate this information.

And like with the Macedonian team we focused on their protests in Macedonia at the moment. Well, they have just finished but there were many protests. And one of the biggest problems was that they had no access, protestors, to public toilets, since there are no public toilets in Skopje, just a few. And so they wanted to change it, so we have built an application that evaluates the quality of the toilets that exist and also shows – you can put a pin on the map where you think it should be. And of course it's not causing an immediate change of officials saying that they are going to change it, but that can create enough hype for people to sign petitions.

And in Bosnia we focused on electoral data; it's one of the most complicated political systems in the world, because after the war it is trying to give justice to every ethnic group. And so they have 20 governments, 5 presidents and no one knows where their vote goes. And the entire system is like the administration costs 50% of their GDP, so that's like a serious issue so we focused on this there.

But I just want to underline that like before we reached this point of creating those tools that I think will survive and people will use them and they are going to be sustainable and they are needed. There was this long way of actually understanding the process of identifying the community, understanding what can be changed and slowly bringing the change to the organisations that are already relevant players.

So for Apps4Warsaw, I am just going to say that it's a project about open data in Warsaw. And we also tried to make it systemic; it's in a wide partnership with NGOs, with a technical university, with the city. It's very difficult to put pressure on the city to open data, so we have built with Orange Labs this mobile company. We've built a good ecosystem for publishing data in real time and also static data, and we've installed it in the city servers, and we've also

launched a competition showing how progressive Warsaw is – you know, you can build apps on open data; you can make money on it, of course.

And so this is still going to be a long way to the moment when Warsaw, for example, publishes all the budget data. You know, now they publish data on trees and maps, and it's all useful and you can create for example maps for disabled people; they can plan their journey in a way to avoid bumps and staircases.

And this is also useful, but I am also looking forward for this competition and this entire process and the technology is already there, so that the city opens itself more.

And the third project is very similar to the Balkan one, but it went completely differently. It was in Turkey; it's called Things. It actually was nominated by Deutsche Welle to online activism project of the year.

And so we brought the community of Istanbul young people together. We couldn't work on the topic of transparency and accountability in Turkey for understandable reasons, just after Gezi, but what we kind of identified is that young people understand that there is a power in technology, but they don't quite use technology as a tool. You know, they just use it as something that exists and they just use it, but they have no like strategic approach to use it.

So we organised meetups for a year. We partnered with local organisations, of course, local activists. We have launched a competition for apps, and one of them was built by a pirate party for information sharing. One of them is a project very similar to one that Andrei from Romania presented here yesterday, so traditional craftsmen, like products sold online.

And so more or less this is what I do, and this is how we approach social change, and this is how I think technology tools could be produced to make our world better. I hope you will have questions. Thank you.

**MS. B. TSAKARESTOU:** I'll give you the floor right away so that we remain within the spirit of every single presentation. I don't know whether you have any questions, the panellists, I don't know. Have you got any questions?

Let me ask you this one: You have presented quite interesting projects that are quite diversified, from small projects like the toilets for the campaigners, and going through the electorate systems and this kind of issues.

So may I ask you how do you assess your impact? Do you follow these projects through in the long run? Or you initiate some projects and then you are based on the communities and then you leave the project to the community? So what's your scope, what's your perspective, how do you assess your own impact?

**MS. A. PESZKOWSKA:** This is a very good question. So it's both. And the interesting thing is that I don't think there are good metrics for social change in general, but we are kind of getting there, and we are working with a group of sociologists that evaluate our projects and interview all the stakeholders, so that we understand better if we defined goals well enough, because for example we don't just leave; we build this community, we are there. We cannot maybe support it financially till like after three years pass or something, but we are there. They are in the network, so we showcase them, we still work with them, we are in touch.

But like for example this Data Academy project – we wanted to help those organisations understand what it means to work with technology, in the process of creating technological tools. And for some organisations, as I said, like the learning was “Wow, this is what it means. So maybe we are not ready for this. Maybe we need to make some changes, cultural changes in the organisations.”

And for me this is a success, even though we don't have – like we are going to have a tool, but like who cares about the tool? This is like really big learning for the organisation.

So the key is you have to have the goals because you need to stay focused, but you need to like update them I think every like two weeks, like get together and see: Do we want to change this goal? Where are we going? Is it because we cannot stay just blind focused on a goal, if the reality is elsewhere?

So it's like defining it and refining it as we go.

**MS. B. TSAKARESTOU:** Well, thank you. Actually I am really interested in this perspective. How do we assess impact in the long run, because in the beginning you mentioned let's say the evil corporations, but one of the critiques that we let's say ask to them is that somehow they start with ideas – make good, make no evil – and then they end up to be considered or perceived in the evil side.

So one aspect is how they, on the go, start for the good maybe and they change it to a different direction. And then there we come.

So I think this is also a challenge for social entrepreneurs, social change-makers, to have a reflective approach on how they evolve themselves. What are they becoming in the process? That was my consideration.

**MS. A. PESZKOWSKA:** So I would just like to add, because this is also like a reflection I have on life in general, that I think it's better – and this is what I do in my projects – we define the values that drive us. Of course we also define the goal, but the values are more important, because I think the process is more important. So we just stay faithful to the values, and then we can change the goal, if it means we have to shift, because of the values we first defined. And they also keep us together as a group or a community.

**MS. B. TSAKARESTOU:** Thank you very much. And now we move forward with another question, which involves the following: how we may meet the modern needs of blood? BloodE, Giorgos Stavropoulos. How can we create a network for blood donation, so that we cover more and at a lower cost the needs for blood?

**MR. G. STAVROPOULOS:** Good afternoon. My name is Giorgos Stavropoulos and together with the other members of my team, Panayiotis and Krystallia, for one year now we have started an effort to deal with the problem of not enough blood units in our country.

From various personal experiences of a member of our group, the grandmother of whom had a need for blood two years ago, we did have the need to start seeing whether we have any compatible donors, so that we wouldn't have any problem with the lady.

Thus our vision was BloodE. Actually, BloodE is an online platform where anyone could enter and make a petition for blood, noting the blood type, in this particular system, so that we can send this information to all the compatible users that we have on the database.

We believe that it is necessary that people change their mentality about blood donation, because we believe that in our country, as well as in many other countries where there is a problem, the major problem is that people are not aware. In particular, only 4.7% from 16 to 65 are blood donors, mainly people who usually go to the hospital every three or four months to give blood without knowing who is going to receive this blood. Most people, the remaining percentage, go to give blood only when there is a need, for a friend or for a relative, or sometimes for some colleagues in the office, etc.

So only less than 5% are the conscious blood donors. For a developed country, this is very important. It shows our mentality, it shows our education, it shows our culture.

It seems that we don't have the proper motives. It seems that we don't have the spirit of being volunteers.

It's characteristic that this deficit that we have here obligates the state to import 700,000 blood units from the Swiss Red Cross for 50 million euros, which is a very high cost. So we do have a problem still, and it is a big one.

Globally we have seen that various companies, in the framework of their corporate responsibility, have started showing a different face – we may say it this way. So they have started financing voluntary actions. So they promote actions that relate to volunteer interventions, which is to the benefit of the firms, of the companies, since this is good for their profile and their marketing.

Globally, in the moment approximately 25 billions are spent for CSR, corporate social responsibility programmes. In our country this amount is minimal, approximately one billion, and you can see that the difference is huge, and it's proportional to the population. We should have higher percentages in this.

So how do we believe that we can solve this problem? Probably we should break the embargo of ignorance. It is enough to know that some people around us need blood very often. When they are just sitting down drinking a coffee or something, they can just give some of their time, donate some of their time, to go to a hospital and donate blood. It's risk-free. We want to educate people and make them learn that this is risk-free.

And of course we need to make people understand that they should have confidence in the media that they use. We see for example on facebook some petitions for blood. It is not very easy for anyone to be faithful to this kind of messages, because sometimes they were just jokes or failed messages.

We want to create a platform that is going to be reliable, where the petitions are certified, because we contact the hospitals where the patient is, so every citizen can participate. And if they cannot support by donating blood, they can ask some others to do so.

Of course we know very well that it is difficult to finance this kind of a project, but we believe that we have to utilise all the media that we have, even if these are just people. Mouth-to-mouth information is a good medium by itself, or posts on the Internet are good enough sometimes.

So essentially, through these two actions, educating people and creating this platform, we want to create a critical mass of people who understand which is the problem and they want to become part of the solution to the problem.

There are people who cannot give blood, but however we want them to participate too. We want them to be disseminating our actions and our programmes. We want these people to become our messengers. It is difficult because in our days we have an excess of information. We are reaching out to more information than we can process. So it is very important that we have messengers to convey the useful information. Otherwise we are going to be lost in the oceans of information.

So we want to have a community aiming at increasing blood donors in our country. And of course we want to cooperate with the public schools and

with the state, which is very difficult indeed, because when the state hears about new technologies on any programmes that we have in our mind, they don't want to hear it. But if you do have a critical mass of subscribers or target groups or populations, then the state might have an ear open.

So we want a lot of volunteers in our platform, so we want to reach out to the hospitals, and we want to educate pupils, because we believe that all problems start from education. It's not accidental that the remaining European countries don't have the same percentages of blood donors. They have much higher percentages. And after our research we understood that this is a matter of education, from the very early age.

We consider that since everything is carried over all over we use our smartphones all over, so this electronic platform should work for mobile devices, so anyone can reach it, can access the application, if there is a need, or they can receive a petition for blood and they can notify it in an easy way.

We believe that there is no need for any material reward. Your reward is always a moral one, when we give blood for our fellow citizen. But we do want to reward all those who take part in this action and help us, and maybe we could have an award system, with their personal stories for example on our website, or with promoting their own social work, if they have any. We don't think that the material award is appropriate for this kind of donations.

We have noted that the problem is to motivate somebody so that he or she leaves behind their couch or the dining room and goes out onto the streets to act.

One year after the establishment of our work, we have carried out two voluntary donations, where we managed to save 165 lives, because for one person who gives blood, three persons are receiving blood.

We have started contacting the media, the newspapers for example, in order to attract more people. Our volunteers are 450, but we believe that as long as we are ready in operation it shall be not used for many people because we won't be having many accidents in our country, but nevertheless we want this tool to be a reliable one.

We don't want to see people begging from their friends or in the hospitals for some blood.

We believe that having social action and trying to make a business out of this, this is very important, because many people do not know what social businesses are. Always people tend to say, "OK, how are you going to earn money from this?" Most people don't even read what our purpose is. The point is that if you want to do any action successfully it's not enough to work on small communities. You need to have a plan so that you can attract many associates.

For example, now we have contacted many associations of blood donors. But for so many years not one of these associations have made what we are doing.

So we are trying to inform, to provide information, education and innovation. From the very first moment, we are trying to solve a problem of locality, because very few people know what happens and we want to make it happen.

We need actions that are going to bring revenues, so that we can finance our actions, of course. But we want to invest this back to the society.

Certainly it is not an easy matter. Social entrepreneurship in Greece is not so much supported. Nevertheless we hope that we can have a better future.

Natalia Kritsali, a graduate student in the administrative faculty of ASOE, together with Natalia Bougadellis, a student in New York, are the founding members of the group, and Panayiotis Sfikas, together with me. And whoever wishes to help is welcome. Thank you very much.

**MS. B. TSAKARESTOU:** Thank you very much for your presentation. We got enough food for thought. I don't know whether there are any questions for Giorgos.

**MR. A. KOUTOUMANOS:** I am aware of your effort, and it is impressive indeed the following fact, rather the awards that your project has received. To address an awarding body, you need to spend time, invest efforts, and this is an indirect

goal when you wish to run a project. So I would like to ask you: Do you believe, based on your experience, that this investment of both efforts and time to participate in a competition is amortised somehow indeed, thanks to the publicity it receives, to the award received?

**MR. G. STAVROPOULOS:** We have been discussing, and we have been concerned from the very beginning with the following: You get involved in an arena where other bodies might be involved and you wish to introduce a new method. So we have thought that publicity – or rather let me put it in another way. Greece is a small country and everything is happening in Athens. So we consider that we are in a city where publicity with regard to particular communities can be our best ally. We are in contact with many organisations of volunteers or companies that wish to adopt similar actions for their corporate social responsibility profile. However, all those involved in the project focus on digital marketing.

So this is a different approach. We somehow give the publicity and being involved in competitions, getting awards, makes us visible, more visible. And even if you fail in a competition, even the mere fact that it is published that the effort is there, this is the major outcome.

On the 14<sup>th</sup> of June, next Sunday, we shall be in squares, after contacting municipal authorities, so that there we distribute leaflets to make us known, to make us more visible. Most people might throw it away; however, even if a few of them read it and they start concerning, discussing our effort, that shall be a major benefit.

There is a lack of information, so it is critical that somehow we are in contact with all those people.

After every single competition we are sent mails. They congratulate us on our effort. So somehow we need to spend this time to make our project public, in order to get more allies working in favour of us or assisting us in future projects.

**MS. B. TSAKARESTOU:** Thank you. Let us avoid wasting more time, to allow other speakers to present their case. Yet a short remark, a short observation.

First, concerning the critical mass that needs to be developed, which is the case in all projects: I indicated in your presentation two points that might be contradictory, to put it this way. On the one hand, you need to be recognised by the critical mass, to build up alliances and partnerships. There are many fragmented efforts that never reach their goal to present a solution with regard to the challenge. So this is one point.

You tried to make something different, so the challenge for you as well is to communicate your idea, your concept, and develop a platform of partners which might be sharing your concerns.

And second, is it really a deficit of information, or is it a matter of values, culture and mentality, which of course would be a far larger obstacle, which has been the case in many other instances. The campaigns in most cases focus on communication and awareness, and what it is achieved influences at a very little extent the critical mass and certainly the final outcome.

So this refers back again to the way we build the entrepreneurial activities. So how do we change social entrepreneurship, not only social activism but in a social outcome?

Now let's move on to Mr. Koutoumanos from Noesi. We've met before. He is involved in autism and families of autistic children, and demonstrates his effort indeed that it requires to build an entire community to build a large reach. And we need a space of reception and a hosting space to do so. Am I correct?

**MR. A. KOUTOUMANOS:** Good afternoon. Before getting into my lecture, let me thank Impact Hub and the organisers for inviting me here today. You have mentioned something very correctly. This is the case. You have presented it in a very vivid way, the need of building a community.

Let me discuss it further in how we attempt, in how we try to achieve this goal. This is an ongoing effort. It never stops. We try to build a community focusing on disabled people or those having learning problems.

Autism – it might be the case, even though we do not focus exclusively on this community. As most communities, they are self-defined; well, it appears that our community is far more interested in autism, to a lesser extent to cerebral paralysis or other groups.

I am a social worker. I studied here in Greece. Then I spent some time in the UK, post graduate in special education, and this is how I got interested in this particular theme. When I got back in Greece, I was impressed by the fact that there were very few data on the Internet concerning things that were absolutely necessary for a social worker.

Down syndrome and how a social worker may assist those kids: techniques, methods that are of assistance to those kids.

So in the UK, while I was there, we had access to a very large base – sites, associations that have uploaded data and information. So there it was that I conceived this very fresh and first idea. We have built a community of web pages. We have uploaded a site – I did it personally – with information, with everything I had in hand, such as notebooks and notes, whatever, articles. And whenever I would come across such information, I would post it as well online.

That was in 2004, and it was just a site. In 2006 we had a great problem with the site and it was practically destroyed.

I received at that time many mails by people that had been using this site and I wasn't aware of at that time, back when there was no facebook, twitter, whatever. And I was really impressed. We were impressed, because my brother, an IT person, had been helping me.

And all those people were asking me: We need it back. It took us some time to do so, yet at that point essentially we had decided that that wasn't enough, just pages. Since there were people reading and writing behind this page, we invented the following: the blogs of parents, of children suffering from various syndromes or having learning incapacities and problems.

Today Noesi is involved with a triple-faceted goal: health, education and well-being, welfare. The community is a network, a social network, since it

involves people, it involves social assets and goods, and is based on the same need – correct me if I am wrong – the same need with that need which existed in the past: parents that would start writing in order to help or to be helped. And this is how these people were brought together, came together.

Our motto is as follows: a website or many websites, a group of people or lots of groups of people that can make little things in little locations of the world, in order to change this great world of ours.

And at this point – and I'll conclude with the following; I'll conclude the introduction and I'll present to you Noesi. Disability is a word, is a definition which is based on the etymology, on the definition of the Greek word which involves the lack of a function or of a member of a person. So the community believes that a society is disabled when certain members of such society are missing, and this is why we want to integrate these people, otherwise the society itself is disabled.

Three slides more on what we do in Noesi and how we operate. Noesi essentially puts in place technologies that are fashionable nowadays, which wasn't the case in the past. We didn't build them.

Crowdsourcing, first of all. We ask people to give us information that they are aware of thanks to their experience. So a parent might ask: "Where do I go to do such and such a thing?" and someone else answers, "You go there."

We use facebook and twitter. Indeed we've got certain ethical rules, very strict, because we are supervised by the Health Network Foundation, a network responsible for all healthcare pages. Thus such supervision ensures that there is an ethical basis on what we do.

A person uploading something is aware that he/she shall write something for himself/herself, and we shall never publish something on our pages and on facebook. There are certain clues that block the system, so that all people uploading on our site are aware that nothing shall go public elsewhere. And in certain cases we support those people as well. We utilise extensively volunteering programmes. We've got a triangle-shaped relationship, in the sense

that we believe that professionals, parents and NGOs or private companies involved in the field are brought together, and we ask them to sacrifice some time to upload volunteering working positions, which builds, somehow completes this triangle.

We operate certain other pages, and let me give you examples. The benevolent organisation supporting disabled, public and legal entities may join our services for free. All others, private centres, private legal entities, need to subscribe and pay a small fee, 200 euros a year. In this way they can upload the page on their site, publicising somehow their services, uploading and posting announcements, and so on and so forth.

And most of our members wish to have them, and they do stick to this practice, so we have somehow a financial benefit. Not Latsis and Niarchos Foundation, being aware of a Noesi action in the past, where we attempted to identify as many non-profit organisations in the field and put them in a register, so the two foundations, when they became aware of this activity, decided to fund our action, and essentially currently we are mapping the disabled field in all organisations, both public and private sectors, involved all categories and this particular action, I repeat again, is funded by the two foundations.

Let me get back again in 2004, when we started Noesi. I was doing my military service at that time back, and it was the time when we lost our old site. And we started with the new concept of blogs.

Currently Noesi distinguishes the scientific and experimental content. The scientific knowledge is below a note guides and everything experimental or everything under specialists involves our blogs.

In 2008 we reached 1000 registered members. Today we have got 23,000 members; 2800 of them get into their account on a monthly basis. In other words, they publish something, because you can reach our website without getting logged in Noesi.

So everything up until that time was our hobby. We spent our free time there.

In 2010 we have established, myself and a colleague of mine, a company, which is essentially behind the site. The reason we made a company is because we wanted to exploit the presence of the private sector, who wanted to publish their activities on our website.

This wasn't our purpose; however, the parents themselves urged us to do it, because they asked us: If the public sector or NGOs are not enough to support us, why don't you propose us something different, something private, as long as you have monitored and controlled their status? And indeed, as of 2013 it is even profitable, this activity. As of 2013 Noesi is a huge network of people, of bodies, providing services, and a big site, a big space of professionals.

Our specificity is that we have attempted to bridge those interested with those interested and those third interested, the triangle I referred to earlier, so that they can produce the best possible outcome.

Parents asking services. Companies providing services, and professionals looking for both. And we operate upon a model which is as follows:

We want professionals to be able to identify other professionals, a parent identify another, a company identify a professional, or a mix of all the above.

And now we try to move a little further. OK with the online space; however, we needed an offline space. Whenever we arranged meetings and parents would meet, they were so happy to come together. So we try to build natural, physical communities.

So we've built the following model: We tried to build an offline Noesi. And that was the concept, even though many people thought that we would eliminate the online actions, and they would call us to ask us not to do it. And we try again to build small local hubs in other areas here in Greece.

Get connected is what described what I mentioned earlier. Professionals, parents and bodies providing services need to get connected between themselves.

That was it. This is my email, if you wish to contact me. Thank you very much.

**MS. B. TSAKARESTOU:** A very thorough presentation. Are there any questions?

**MR. N. HATZIS:** Due to my specialisation I am asking. I am a topographer. Mapping, apart from a list of addresses, it can take place via an application, geographical application, so that people can know who are near them, in physical terms.

This is interesting for all. So you can find someone near you, and you can say OK, let's go for a coffee with this guy. And also you can reach some educational organisations with some facilities that can participate.

**MR. A. KOUTOUMANOS:** Let me give you just one word because this is a project under progress. It is true that the mapping project started in February, but the cooperation with the two institutions had started one year before. We called it a register. So we said if we are going to record, to register all citizens, why not make a tool for the users?

Of course it is true that we are collecting much more information of interest, so in July we are going to have the completed census so we are going to start with the mapping, meaning a platform, a double one, one for smartphones and tablets, plus a microsite.

A third medium is going to be printed guides for the regions. Yes, we would like to have your advice, and it's good to keep your contact. You can have my email; this is in progress. We have thought of what we want to do. We have not yet found the way to do it or how.

We know that all three parties are committed that this information is going to be useful for the people.

**MS. B. TSAKARESTOU:** Thank you very much, and we give the floor right away to another challenge, Feel Form 3D, Dimitris Voias. How to strengthen people with impaired sight to come into contact with culture.

**MR. D. VOIAS:** My name is Voias, Dimitrios. I am going to speak to you about Feel Form and what we are doing. Feel Form provides 3D printing for solutions for people with impaired sight or blind people. What we are planning to do is print educational material. We know that in Greece we don't have enough for all people. We also deal with accessibility to museums.

It seems that the technology is not costing now. We can scan the exhibits and have 3D printouts. Or we can go to the particular archaeological site and print them so that blind people can touch them, feel them, and understand the cultural information through their hands.

This is a Greek street. This is the blind people's path in the middle, and you see chairs and tables all around. Our purpose is that we help people change the way they think. A blind person, for example, if they go to a museum they can get a lot. I have this photograph here, because this is why I started this project. I was in the Metro once at Acropolis, and a blind man came and asked for assistance. So I understood that the Metro, which is a project of millions, does not have any system to guide blind people – no Braille signs, no signs whatsoever. So a blind person needs assistance to use the Metro. I meet many blind people and I understand that it is very important for them to be independent.

At that period I was also interested in 3D printing. I am an engineer. I like this cheap technology. So I said why not just print in 3D the tube map, so that people have them and they don't need assistance to use the Metro; they can become independent.

So as I said before, the problem in Greece is that we have a major educational material deficit. Maps are missing, because they are expensive.

We also want to give a solution to some problems that many blind people have. They said, we don't know where we live. We don't know where we are. I know that I get on the bus every day to go to the blind school, but I don't know where the school is. I am just in the bus and I go. Where do I go?

So maps are a necessity. So we might be able to print them, and give them for free, of course, but in the future we might even automate this. Maybe we could have something like Google maps. We could make to SDL. We

can have a make to SDL button, and then you can just print out a 3D prototype wherever in the world.

So 3D printing is the solution. I am in love with these printers. They are very cheap. This one, for example, this is Orion in Braille, so they understand how the stars are formed. This is 3-euro cost for me, to print it. Each prototype is the final product, I don't need to make moulds to buy more and print more, so I can provide cheap products.

We have got funding from Angelopoulos – CGIU organisation, so that we buy the printer. But this is very easy to do. For example, this theatre: I have designed this. It was not good, because the levelling here was bad. But this is not the problem, because I can print another one. I can correct it and I can print a better one and a better one.

Blind people in Greece don't know what theatre is. They had heard about theatres, but they hadn't been there, and they wanted to know: what is a theatre? So there is no theatre; it was an idea that we had.

This is an ancient theatre in Greece, of Dion. So they asked us to provide motives of the real one. This was given for free. We are creating maps, we are designing maps. In the beginning we did it manually on SolidWorks. Now we are using another application, which is more automated. Europe, the Mediterranean.

For example, children are taught history at school, and they were taught about the Mediterranean, but they didn't know how the Mediterranean is. It is a necessity.

As I said before, I believe that at some point Feel Form has to become sustainable. I believe that it is possible. The market is there. We can provide cheap solutions, targeted solutions. So I believe that it can become sustainable.

We hope that after this year we are going to be in a position to print solutions to many problems. We do have the money, but we don't have the time. Now we are going to make some time.

My dream is that one year from today I might have a web page where anybody in the world who has designed anything about these purposes – crowdsourcing, you said; yes, we like this. Anyone who designs anything could have a platform where they can upload this. and through the 3D hubs you can find the closest 3D printer near your house and you can print whatever you like, downloading it from our database and our website.

The way we are making things changes. Feel Form is a symptom, a symptom of new technology. We are changing the way that we are making things. Crowdsourcing is a powerful tool. In Denmark, for example, I don't know if you have seen, there is a guy who is making a rocket to travel to space, through crowdfunding. He had also before used crowdfunding for two submarines, and he made them.

So many things change. We design a different way. We make in a different way. We are doing business in a different way.

Technology changes everything, every day. Especially 3D printing is so serious that I am waiting to have it with us in the future for long. Thank you very much.

**MS. B. TSAKARESTOU:** Thank you for that presentation. I like what you said, that we will change the way we are making things. Questions?

**MS. A. PESZKOWSKA:** Could you tell me in which... (microphone problems) ...right now? Like I understand the idea, I love it. So where are you in your...?

**MR. D. VOIAS:** We have bought a printer already with the money that we have. This year we want to cover a major part of the needs in Greece, in educational material, which is the most important, in the beginning.

We wanted to deal with museums. But the community of the blind in Greece told us that OK, museums are nice, but practically speaking we want to learn. We want to know where we are, where we live.

But of course the various archaeological sites want us, so we are going to have cooperations with the Byzantine Museum at Thessaloniki, because they want us to print 3D maps for their museums. So they want us there,

because they have money to give. They have NSRF programmes and they want to give them to us.

We go there. We say OK, we are going to do it for free, so they like this and they want us again.

But the community of the blind wants some practicalities to solve. For example, in another city in Greece, Volos, I wanted to find a way to print the shark's jaws. Have you ever seen any shark and the jaws?

**MS. B. TSAKARESTOU:** As I was hearing you, I thought the following: Always focusing on the blind, how can we unite them with those who see?

These 3D applications, for example, could be a joint discovery in between a child who sees and a child who does not see. And this can be addressed to people who don't see, of course to be independent, but it's even more exquisite that we can have equivalent participation of blind and non-blind.

Because sometimes if we feel something like this, this is a very nice way to discover a theatre. I enter a museum and I cannot touch things. Feeling gives me another relation with the objects.

So maybe I can discover different things, if I feel, if I touch the objects. And of course the blind people have a much more advanced feeling, a different experience.

So we can have common languages of things. This is very important. Maybe this can be included in your proposals to the museums.

**MS. B. TSAKARESTOU:** We do have some more minutes. If there is anything else that you want to ask, now is the time. If you want, for five minutes we can have a discussion or an answer to any question. You are welcome to express your views.

**MR. PETRAKOS:** Just a remark on what the coordinator said. I had this experience in between blind and non-blind feeling objects at the Stavros Niarchos Foundation. They have a multi-sensory centre, where we read, through a voluntary group, to blind people some detective stories. And the people in the Institute had a cardboard model of the Sydney Opera, because the detective

story was taking place there, so we saw how a blind person can understand how the Sydney Opera is.

This is a great discovery for those who are not blind to see how the blind people see. I do believe that this union is of great value.

**SPEAKER:** Regarding 3D printing, I should say that this is one of the 10 technologies that the European Union believes that in the future is going to change all technologies. It is one of the key technologies. We cannot even imagine what we can do in the future.

I am interested in how 3D printing and how crowdfunding, for example, these functions, can they be transferred to the educational system, so that people start understanding? And I wouldn't say gradually, because gradually is not the proper word. I should say that we should run. We should hurry, because things are running faster than us.

We have to enter schools, we have to enter education. And I believe that this is something I thought that we should have, how this fast accelerating technology shall be introduced in the new educational curricula.

I have worked with 3D printers. I like what you have created a lot. I would like to have a discussion with you afterwards. Especially in the technology sector I believe that the curricula in schools should be modernised. Especially in training, we shouldn't be so obsolete as we are. This was just a remark for you.

**MR. N. HATZIS:** We can start. I am from a training organisation. We are already doing crowdsourcing. Our idea is that we want to invite all people from the community to give one or two books, so we can have a collective library with 200-300 books that everybody can be using.

So before we introduce our ideas to the educational system, maybe we could take the initiative and do something involving the teachers, involving the pupils or students, so that they can have experience before they have the opportunity.

**MS. A. PESZKOWSKA:** I also wanted to say that we have those different ways of learning, right? And some people learn because like you have very visual

memory and some people learn because they hear it. And there are a lot of people who just learn best in the interaction. And also for those people who are not blind but would remember things better and they would become less abstract at schools; that's wonderful. And the only thing I'm thinking is that it's all very wonderful but we've named so many goals and places in which we could use it, and this is also a trap, because like, you know, you can do it for art, you can do it for blind people, you can do it for kids at school, you can try to bridge the gap between the visually impaired and non-visually impaired.

But then like it's very important to focus on one audience at the beginning and on a few things to achieve, because of course it's a big thing, it changes everything, but it's also easy to get confused because of all the opportunities you have, which is also great.

**MS. B. TSAKARESTOU:** Thank you. May I also give the floor to Giorgos from BloodE. Would you like somehow to respond to the questions I posed and didn't give you time to respond previously? Do you have some thoughts?

**MR. G. STAVROPOULOS:** What you said related to a critical mass and a critical platform. With regard to what we said about the critical mass, our product is the people who use our application. so it's logical that we start by training people, and we have to know that what we are doing, we are doing it in a correct way. And then the requirements are going to grow.

First we need to see what impact we have on the people we address, or maybe we want to understand, maybe we have made a mistake. Higher requirements, more challenges, more solutions.

In the second question regarding communication, I believe that this is everything. In all efforts we are all online. Nobody can do anything from their home, from their neighbourhood. They have to become loud. And of course if it is not expensive, even better.

**MS. A. PESZKOWSKA:** I also have a question to you, because I was thinking: Is there any research that shows why people don't donate blood? Is it because it's difficult for them? Because you're making this thing easier, relatively easier. If you want to donate blood, you can do it faster, easier. You can feel better about

doing it because you know what purpose it's going to serve, everything. But maybe that's not a problem. maybe they don't do it because they think it's dangerous, or maybe they don't do it because – I don't know how it works here in the hospitals, but maybe there is some problem in the infrastructure. I wonder – like did you do this design thinking process? Is it easy to estimate if that's the real problem.

And I was also thinking about you say we are online; that's true. But we're all online but we're not all connected. We are only connected to the people we were connected to before. It's very atomised. You know, we have those different cloud bubbles, so if I type something about this conference in my Google cloud, I get like things in Greek that come up, but like my friend from Poland did the same thing: she got nothing, no information. That's because I've been here before and I have friends here.

So you know, it's all online but you receive the information. Those people need to have the incentive first or be somehow connected in order to get this message. This is just what I was thinking.

**MR. G. STAVROPOULOS:** Concerning the first question, the research conducted and the lectures delivered indicate that most people are not aware of the problem itself. They are unaware of the rates; they do not recognise them, and they are rather shocked by the idea that only 5-7% of Greeks donate blood.

Well, I can easily understand it because I live in Greece. And in a restaurant a pathway may be blocked by chairs and blind people cannot move forward. Well, this is the case with most Greeks. They are not interested in common social problems, and it is a matter of education. This is why they behave in this way. they are quite indifferent in helping people next door.

Considering the second question, I would say the following: Personally and my team believe indeed in the power of social media. If I send you a friendly request on facebook, and the other day we posted a photo and you click "like" and you write something, all your friends shall watch it in Poland.

So 20% of your friends might type "BloodE" and will get closer to us. so this is a way to contaminate, to put it this way, the idea in another country.

And we know by now, since we've got statistics, that 10,000 people are following our posts. We are connected globally, not only by our friends.

However, we need to build more smart actions further. Digital marketing is a great issue that needs to be studied.

**MS. B. TSAKARESTOU:** Now we need to conclude this session. Let me thank Alicja Peszkowska, Vangelis, Noesi, Dimitris and Feel Form, all of you, and the lifelong learning institution and the hub, for offering us the opportunity to be here and discuss and exchange views, information and hopefully find ways to coexist. Thank you.

### **LUNCH BREAK**

**MS. E. TSAKALIDOU:** Eva Tsakalidou from the centre. This is a department that has various activities, one of which is this conference. We are going to start now with the last session of this conference, on the subject of Good Practices of Social Enterprises.

During the last two days we have seen the course of Social Enterprise from its establishment, its financing and its activity. We have seen various social enterprises here, which might be in the context of vulnerable populations.

We will present some of these good practices here, and we have on our panel Ms. Elena Rodriguez from Authenticities, Ms. Stella Argyropoulou from Perpato, Ms. Melina Taprantzi and Mr. Fanis Tsonas from Ithaca. Welcome, and I will give the floor to Ms. Elena Rodriguez from Authenticities, to tell us how travellers can participate in solutions to the challenges of the society of the cities and the environment of the areas they are visiting.

**MS. E. RODRIGUEZ:** So good afternoon. Hi, everybody. My name is Elena Rodriguez. I am coming from Barcelona. And I will share with you in 10 minutes, 8 minutes a little bit just the project that we are currently working on in Spain, and I think it's also a great model, because in Spain we are having many other similar

issues that are happening in Greece, and also some of the good things that are happening.

So one of the first things before we started our social enterprise that we have noticed is some of the problems that we were having in the economy. On the one side we have massive tourism, so in Spain tourism is around – we have 70.4 million tourists a year, very concentrated in the centre of the town close to the major sights, and we are seeing massive growth in this tourism, so about 6-8% every year increase in tourism.

And focused very strongly only on certain players in the tourism industry, so a lot of people that benefit are hotels or the restaurant industry, and very little was really going down to the local economy.

Meanwhile we have a stagnant local economy. We have 6.2 million people unemployed in Spain. A lot of them are youth; we have 25% that is unemployed that are youth.

And we felt like there needed to be a change, not only in the way that we involved the youth into the workplace, but also in the education behind and the competencies and skills that are necessary for moving them forward.

So this is some of the situation, let's say like the picture, and that's why I think I was telling you also similar, from what I understand, to Greece, or at least like the big cities like Athens and Barcelona, where we have these points.

And then the question was coming to us. How could we – and for me this is like the basis of what social innovation is, like trying to connect two things that are seemingly unrelated. On the one hand we have this massive growth of tourism, with 8.3 billion euros spent every year in our economy, and growing, and education and local economy stagnation.

So is there a way that we can join these two things, so that travelling can help our social problems? And can we redirect these resources in tourism into some of the initiatives that our local entrepreneurs are doing? And probably my colleagues here on the table will be presenting, for example.

So what we did is that we tried an experiment. We put the three things together, and what we have come up with is Authenticities, which is what we do, an online platform where we post experiences that we work with social entrepreneurs in the city, but that are catered a little bit more towards tourists.

So for example – I'll give you an example in a bit. We are designing these experiences with our local entrepreneurs, and most of them being as well students.

So we came up with these two products: one the experiences and the other one the Authenticities challenge.

So what would this experience look like? For example, I put here one that we have on our website. So we have created six dimensions of impact. One of them is health, environment, happiness, employability, equality and freedom and education, which we felt were the six areas where more social change is needed and that people can normally classify within like whatever they are doing as an initiative.

And what we have done is select certain entrepreneurs and NGOs in the city. So in this case we are working with this NGO called Surf and Help, and what they are doing is that they are working with the environment. So with the environment what they were doing was doing cleanups in the beach. As you know, in Barcelona we have a city beach, so it gets pretty contaminated with plastic and with cigarette butts and other things that are really contaminating the water, and they were doing cleanups.

However, most of the money that they were getting was from the government originally, and when this funding stopped then they were unable to continue their activity.

So what we have done now is that we have created an experience, Four Hours, where we do one hour of surfing, and then we do some knowledge about environmental problems, and then two hours where we, together as an activity, go pick up plastic and other things from the city.

And the idea here is like how can we change the mindset of a tourist that, instead of me coming to see how I can exploit the city, how I can give back to the city as we are visiting it. so not only just come to see the Acropolis, but come to see what the cool entrepreneurs in Athens are doing, and change really the mindset and also make them participate in what's going on in the city, in a very active way.

So that's why we measure all the actions that we do, everything from the euros that are actually going to that NGO, to the people that we connect, to like even the litter that we find.

Why do we think that this is going to be a trend that keep happening? Not only do we know that tourism is growing, but we are also finding a change in the way that people want to consume things.

So these are some surveys that are coming from a marketing study, but 66% of global consumers are feeling like they want to give back to society, so this is really a change into how we were consuming before, and even 46% of these ones say that they are willing to pay a little extra for something that is doing well for society.

We also see a big growth – I don't know if this is the case in Athens; unfortunately I have not been able to go around – but you know this trend of local and organic or kilometre-zero restaurants or just simply things that are more authentic. So there is also a rise, and you see it a lot in the restaurant businesses that are looking more to work with local entrepreneurs.

And then we also see a trend where travellers are looking for something different, and we see this through like for example people, when they go somewhere, they look at trip advisor, for example, and they are more like curating their own experiences of what they will do in a city when they visit.

So we see that this is also a rising trend and something that we can take advantage of to join what we want from our NGOs and our local social entrepreneurs with the tourism sector.

So what is really our vision? We really want to be like the platform for these experiences online to connect these two worlds and make the city better, everywhere. So I put here like with an engaged community as well, because we are seeing not only the entrepreneurs being connected with tourists, but also local authorities are getting interested, because of course we are cleaning the streets so like they want to know what we are doing. The unemployed have opportunities, because they can become guides, students and other actors. So this is the online platform part.

Now, as I mentioned, one of the other shifts that we were seeing is that it's necessary to start building these entrepreneurial competencies into the educational system, but those competencies alone, without an actual way for people to practice, they die. So I am also a professor of entrepreneurship in several universities, and I was finding a lot of energy and students wanting to do something different, but then once they got to the job market they were like "We don't know what to do. There are no jobs for us, and we don't know what to create. We have no money. How could we do this?"

So again, the possibility of joining the education of entrepreneurship capabilities with the tourism sector, because there is so much money in it that we can just use it for this.

So what we have done is we have designed like a method or a place where you go through seven levels. We call it the Authenticities Challenge. Through each level you are learning different competencies and you will create an experience like the ones that we put in our platform, but in a smaller level.

So since 2013 we actually started with the educational project. We have had more than a hundred ideas from students that have been put into action, and more than 500 students that have participated from top universities. And as you see, what I think is really interesting is that it's not only from schools – I mean here are many Spanish schools – but not only from schools that are focused on business and economics, but we have been working with a Basque culinary centre, which is a centre for chefs and gastronomy innovation, and also with tourism schools. So like really a place where we can join students from

different degrees to do this type of experiences together and they can all contribute to that.

So basically what we do is that we put teams together. We put a big challenge, and then we send people within the students outside to solve the challenge in the best possible way, based on what their passions are.

So just to give you an example, a group of students noticed a problem in the city, in Barcelona, like when people go on holiday they leave their dogs in the street, a lot of the people. Like they have a dog that the bought at Christmas, and in August they abandon the dog in the street. So we have the city full of dogs, which are home dogs but are in the street.

The dog pounds, which are where they are collected, are over capacity and normally function only with government funding. So we end up having to kill many of those dogs.

So students like Saida, for example, they are really like dog lovers and they are like what type of experience could we create to solve this problem? so what they did is they created this project called Wild Time, and what they do is created a tour where a tourist can come, adopt a dog for a day, go to places that are like dog-friendly in the city, so a different type of itinerary than the normal tourist itinerary. And the money that we collect from the tour goes to the guide, or in this case the student, and to the dog pound where this dog is being adopted from for the day.

So this is also the type of initiatives. They sound very simple, but just the fact that like a student can go out, sell their product, create the product, solve the problem that we are having in our city is really connecting this to the world, and in a way we are kind of using the tourists as our testers for our learning experience and making out of the city our university.

So we use the university space to plan and to produce, and then we go outside and try it out.

So just to end, basically, these two worlds are coming together, and I am a strong believer in people wanting to experience different things, and I think

the new economy is more about experiences and the way we engage with each other and the way we talk, and I think both in countries like Greece, in countries like Spain we have a lot of great things to show beyond our national heritage, and the people that are in it doing things that are different is a great space and not usually connected to the visitor.

So I think we need to move beyond the typical like line of where tourists can go and really have them support us and be part of this economy that a lot of NGOs, social entrepreneurs, and entrepreneurs in general are creating.

So I just leave you with this quote. It's like I don't think people are looking for the meaning of life as much as they are looking for the experience of being alive. And I think this is really as much as in education, in tourism and whatever we have a transformational experience, we are looking for this. So thank you.

**MS. E. TSAKALIDOU:** We'll talk and afterwards pose questions. So collect the questions you want to ask the speakers, and we'll do it at the end.

Ms. Martina Kanaki from Ekati is here, and will continue with Ms. Stella Argyropoulou from Perpato, who will tell us how we can help people with mobility problems to be independent.

**MS. S. ARGYROPOULOU:** I am Stella Argyropoulou, and I represent an institution for people having mobility problems, and I would like to thank the organising committee for inviting us. We were established in the city of Komotini and our goal was to mobilise disabled people with motor problems in the area of Komotini, in an effort to produce and deliver solutions for the problems they have been facing.

So we focused on sports, because we considered that that was the ideal solution for such people. The vision of Mr. Taxidiaris was to found an independent life centre here in Greece, which would train disabled people, teach them how to live independently, how they could move around independently.

The municipality of Komotini made available to us a building for a hostel; however, the municipality didn't have the resources to make it operable.

So in 2011 we were awarded a prize and this is how we got in contact with the Niarchos Foundation.

As of May 2012, thanks to the Foundation, we are able and we have been running the Independent Living Centre. In this way disabled people achieved full 12 months life, as opposed to four months life, which was stated earlier by another speaker.

And as our Chairman told me that 12 minutes is very short, I'd rather show you a video. We build training programmes. We teach disabled people, not how to self-support themselves in their daily activities but to achieve other unimaginable activities such as kite surfing and so on and so forth. So let us watch the video.

### **Video Presentation**

Let me stress that one of the kids had left his village for 12 years. Thank you.

**MS. E. TSAKALIDOU:** Thank you, Ms. Argyropoulou, and we move on with Ms. Melina Taprantzi from Wise Greece. She'll discuss how we may create business opportunities in relation to local producers, while giving access to food to those in need.

**MS. M. TAPRANTZI:** Good afternoon. I am Melina Taprantzi, and I am here today to discuss with you Wise Greece. Let me tell a few words how we came across this concept. Unfortunately, we all come across homeless people eating from the garbage, orphanages that cannot cover the needs of kids hosted there, or we all have a friend or a neighbour who has to visit social bakeries to get food for free.

Thus the problem is getting larger and larger in our country. maybe we are indifferent. Those who aren't just get a package full of food and leave it in a social grocery.

However, food is a daily need and we cannot resolve this problem in this way. so we have tried to convince people to cook, on a daily basis, for a good reason. We are a social enterprise and we apply all those rules in practice. On the one hand, we've got products from small Greek producers that we position in the various locations, selling posts, and at the same time we use the money we get to give them away to homeless people or kids who are in need in our country.

So our goal on the one hand is to enhance and support Greek producers, so that all people get to know that we produce excellent products that are highly competition, and at the same time we use such money to buy food, as I mentioned earlier, and we make it available to poor people.

Greece produces excellent products. Indeed they may easily compete with foreign products. To give you a small example concerning the small producer products, you may have a look on the slide. And I am asked frequently: Are those Greek products? Yes, yes, they are. Good branding, good bottling, innovative products such as chilli with honey, and the Greek answer to the Italian Nutella, which is a paste of chocolate and nuts.

So we demonstrate to other people abroad that the Greek products are excellent, both in terms of quality, in terms of taste, and in terms of aesthetic presentation.

Yet the most important segment of our activity is the one relating to poor people, to those in need. To give you some examples, to help you understand the situation in our country, because we believe that only children in Africa are starving – no, this is not the case. We have visited orphanages that host children and feed them lentils for two weeks, since they've got no money to buy meat or other food for the children hosted there.

Wise Greece never gives money. We always give food. And besides selling products, we build other actions as well, in cooperation with other bodies such as UNESCO, Food for Good, Schedia, where either we cook and we offer meals for free to people in need or at central points throughout Greece we

organise events where we sell Wise Greece products and immediately we turn the money we have gained for preparing food for free.

There is another element that you need to take into account. Our activity enhances many other sectors. Beyond enhancing selling points, we enhance the groceries and other selling points, since they operate as a pool of attractions for more customers, and of course our final end users.

This hasn't been an easy endeavour. Entrepreneurship in Greece is almost penalised, demonised, let alone social entrepreneurship. We have been encountering several obstacles and problems. Today, a year and a half after the establishment of Wise Greece, we can assess our dynamics in figures. A year and a half earlier we couldn't identify a producer; nobody would trust us, nobody would believe that we could operate such a chain. Currently we have 450 Greek products and more than 100 Greek small producers supporting our actions.

Consumers at the beginning were rather reluctant. They were full of disbelief. Today those well-informed, the consumer well-informed, are very well aware that by purchasing olive oil that they shall eventually utilise at the same time they help a homeless person to get food that night. And this is why we've got already 50 volunteers, and the number is continuously increasing.

We've got more than 60 selling points in Greece. We export in more than four countries, and will soon get in a fifth one. And the most important thing is that we have distributed more than two tons of food to institutions and organisations in need.

Recently we have launched our own-brand moussakas, Greek salad and so on and so forth, bottled, and they are doing excellent in foreign countries, and especially in the airport where many tourists purchase a small Greek product to take a small part of Greece with them.

Events as this one today allow us to make our work more public. Our work is valuable because it demonstrates there is an achievable endeavour, and I do believe that gradually there shall be more people and organisations involved in this field.

To conclude, we repeat a motto. We cannot change the world unless people themselves change. And let's move forward. Thank you.

**MS. E. TSAKALIDOU:** Thank you. And now we give the floor to Ms. Matina Kanaki from Ekati.

**MS. M. KANAKI:** Let me greet the meeting and let me say that I am here to say a few things about Ekati. Ekati is a social enterprise under the 4019 Law. I believe that the whole legal framework is going to change, to improve.

A parallel effort from the electronic portal for social enterprises has been specialising the situation a bit, and we have tried to give our own experience, so that we can support the others.

We have recorded some problems. After research that we carried out for a book of social enterprises, we don't have specialised support mechanisms, monitoring mechanisms. Moreover, everything is taking place at a very slow pace. You know, whoever has dealt with social enterprises, and generally we don't have an integrated, transparent certification and evaluation platform of the social value created. So we do have an obstacle in everything.

We have deficits in the taxation context, in various sectors. The portal is receiving telephone calls every day, and sometimes the tax authorities have called. They did not know how to tax these various societies, organisations.

Also we don't have accessibility to the various networks, business networks, and I believe that this is an obstacle for many among us, and certainly we are trying to pinpoint these problems and see whether somebody else has found the solution.

So this is our portal. We created this during our contacts with the social enterprises, and it's going to be a starting point for the next ones. Let me say that this month we have had almost two million visits.

We have various actions for social enterprises. Many of these were like incubators, to lead to autonomous businesses. Let me mention just a very few examples, environmental actions mostly.

We had a counselling action on various experientially shared methods. It was our relation with the Internet and bullying. We started this last May; unfortunately we haven't completed it. We had some actors with us. We designed this action, and under the auspices of various ministries and with the licence, the permission of the Ministry of Education, since we had to enter schools and we need the licence, the permission.

So we went to secondary schools, and now we are going to have a partnership of people. We are very proud that we have had very good results. So we have managed to have a very good impact on young people.

Another synergy was with corporate responsibility actions, in cooperation with some companies. Another action again was focusing on children with mental illnesses. The delivery of this programme was a business that was able to stand alone; it is a sustainable business, a shop at Thiva, where they promote this particular result, environmentally friendly works and projects. We are interested a lot in that, so we invited various social cooperatives having the same purposes, and essentially we proposed green points in welfare areas in the municipalities. So this was a very good opportunity for us to come into contact with the authorities.

So we are for social enterprises that according to the national and European legislation we have a cooperative for recycled products.

We also assisted a tender for social enterprises, and also we networked a cooperative so that we participated in this tender all together.

Another proposal is the exploitation of public lands that are not used within cities, having the geotechnical background and being inspired from the Barka Institution. The Barka Institution was an answer to the problems in the Polish community. This way one of our actions with various aspects is the support and counselling for incubation and the cooperation with various clusters.

I am going to show you another cooperative, of women. Thimonia is its name. It has good products. They don't know where to give them, so the previous speaker might help us in this.

Another cooperative by producers. You do have what they like, so we need you. We also supported some social enterprises that wanted to make a festival. We found the sponsors and the spaces, and we supported this event.

We are interested in clustering in between cooperatives and social enterprises. Nevertheless we have more particular structures, and we hand the first panhellenic event, in the hub, of course.

Another panhellenic event in the office of the European Commission, where we resulted to various proposals to strengthen the overall situation and create a secondary federation for the promotion of the aspects which are interesting for us. Eighty-five social enterprises were represented. We had many journalists. We met in the northern part of Greece. We had sent a lot of letters to various ministries in order to have an official answer, because it is different to ask to submit questions as a standalone enterprise, and it's different when you approach them as a cooperative. We did have solutions to many of their problems.

For the moment we work on social reporting contracts. This is a directive by the European Union speaking about social reporting procurements. This is something that we should all support. Our logic is a sustainable society based on how we react during a crisis, whether we reinvent and whether we provide employability.

So we are trying to connect people together, to create employment and support local growth. These are some of the pages that we keep. At the end we have a new institute, socialeconomy.institute. We try to have a lot of services.

Some social enterprises have been given ISO standards. We have more importance in social media, etc.

Of course we are fast, but if we go together we are even faster. This is our philosophy and this is why we work together. We can see further just because we are standing on the shoulders of giants, and giants are the synergies, the groups and the clusters.

Thank you very much. I am here for any questions or remarks. I believe that I was just in time. Thank you very much.

**MS. E. TSAKALIDOU:** Mr. Fanis Tsonas from ITHACA, how we can support health condition of homeless people.

**MR. F. TSONAS:** Today I'll discuss about ITHACA, a mobile laundry for homeless people. First of all, allow me to thank you for inviting me, and now let me move on with our project.

A few words about our team, a significant team, since we are good friends beyond being partners. I graduated from the Technical University of Athens; I am involved in technical issues. Thanassis studied management, so he is involved in the administration, and our third member studied design, so he is responsible for the branding of our products. All free, dedicated to produce something different and offer it to our society.

Everything started last November, when Thanassis proposed this idea and submitted it to the Clinton Foundation for scholarship. So this is how the concept started being implemented. This is how we formed our team and we started working on the initial concept.

We got in contact with certain NGOs and other organisations, Klimaka, Praxis, Schedia, to get information and go deeper in analysing the problem.

So we have identified that 1200 people live on the streets in Athens on a daily basis and 15,000 are considered homeless. There we have got people who are unable to pay the bills and the rent of a house, most of them living in abandoned buildings throughout the area.

And of course, as you may easily understand, even if they consider hygiene an extremely important thing in their lives, they are unable to cover even the most rudimentary ones.

So our mission was to diminish social exclusion and we believe that by washing the clothes of such people we increase their hygienic standards, thus

increasing their self-esteem, self-respect, thus allowing them to open up more opportunities.

It is an opportunity for such people to become more sociable. It is an open window to the society, so that they can discuss their problems. And we wish to expand the existing services to more homeless people, creating interested and mobile similar structures. And at a later stage, have them working on a volunteer basis for us, so that they remain active members of the overall society.

The way it works, it is a van equipped with two laundries and two dryers, getting energy from a generator and water from the municipality. Thirty minutes each washing cycle, and we have minimised the consumption of water and there is a specific time schedule of operation and specific points where the van parks.

We have combined our stationing positions with food distribution points, so that they can wash their clothes while they have their food and while they wash their hands. We give them for free clothes.

It is important to stress the mobile nature of our project. This is a strong competitive edge, since it allows us to serve more people, a greater number, and again even those that are afraid to abandon their location. And of course it is a far more flexible solution, which keeps costs very low.

This is timeline that we have built and we try to observe. Last week we have completed a large part of our funding. We have participated in two competitions, with the best possible results for us, and currently we are working in order to give a legal entity, a legal face, to our endeavour. And of course we'll start our pilot stage in September.

Concerning the results of our project, they can be measured in various ways. First of all, the number of homeless that shall be served. All the amount of kilos of clothes washed. And two more indicators: number of volunteers and organisations helping us achieve our goal, and number of homeless people eventually engaged in accomplishing our mission.

As for our revenue, we want our effort to be sustainable. We wish to get free from sponsoring, and this is why we have thought of the creation of a thrift shop, second- or third-hand items. Selling of such items will allow us a larger income.

A sustainable model provides for funds for the laundry, employment opportunities for the community, and of course the establishment of a shop is not an easy thing. And this is why we investigate other alternatives, such as cooperations with other companies, laundromats or other enterprises in the particular field, so that we get share of their productions and provide them with more material. Of course we've got donations, and sponsoring and donations in matter.

The marketing of our project is extremely important, since we wish to raise the awareness of people regarding homeless people, so that they get stimulated to help us in our work. We have been publishing articles in the press, on the Internet, and our next task is to build a website and accounts on the social media.

And again we understand that our action has attracted the interest of certain journalists or organisations and coalitions such as yours.

We know that it is a hard challenge involving lots of risks. However, the interaction with homeless people and building a relationship of trust and respect with them makes us happy.

The assistance of a psychologist would be highly appreciated, and this shall be a next step for us.

Those opportunities and challenges have been identified. As long as we resolve all those problems, we'll enlarge our scope of activity. And of course more ITHACA vans could be circulating. So that was it, and thank you very much.

**MS. E. TSAKALIDOU:** Thank you. Does someone wish to take the floor? Any question for our panellists?

Let me ask Ms. Rodriguez something. When we choose to take a travel, we choose the destination, a country, due its culture, its history, and we choose to leave our country where we are members of a society with problems. Essentially we are part of the problem, and we move to another country, where the problems of the corresponding society do not affect us, at least directly.

So which do you believe shall be the incentive that may allow me to become part of the solution of a problem of the country of destination, an incentive?

**MS. E. RODRIGUEZ:** The idea comes from the fact that travelling is such a transformative experience for so many people. And in fact if you ask people what has been the most memorable moment after a last travel, usually it involves interaction with somebody local or something that really takes them outside the comfort zone.

So this is really easier. Let's say we think about travelling to a Third World country where really this interaction, these eye-opening experiences, really create this movement, which is why, for example, people who tend to go to Africa or Central America, where I am from, come back and the first thing they want to do is set up a micro-NGO to try to solve some of these problems.

But the reality, and I think also, like some of our colleagues were saying, we have a lot of issues locally, in our own cities, in our own places. And how we can engage in this action, mixing it with part of what travelling is, so fun, but also in taking action and making it better.

So we have really looked to curate these experiences, and this is part of the value that we bring to work with NGOs, is how can we make that connection between somebody who is travelling and hopefully to inspire them that not only to do it in that city but when they come back they look for social entrepreneurs. So they will be working with the people in Athens, doing something different. So that's exactly like, and start building that community and people who look to make their city and other cities better.

**MS. E. TSAKALIDOU:** Thank you. And something more from Ms. Argyropoulou. I have noticed the person who was kiting, and it crossed my mind all of a sudden

the following idea: Fortunately he can fly, because he cannot walk. Most access points are blocked, and they cannot even cross a road.

So allow me to ask you: What do you believe that we are lagging behind, as a population, in order to reach a point to respect this particularity of other people, so that they can have the little access we may allow them?

**MS. S. ARGYROPOULOU:** Culture and education. Makis Kelaras is the person on the slide, a Paralympic champion and unstoppable person. Yet actions are required in schools. We do have built actions, similar actions. We try to teach young children to understand that it is very difficult for certain disabled to move in the way they move. I've got a nephew, 10 years old. He has been with me from the very first moment. And now he is able to guide, to manipulate a wheelchair. He is ready to protest whenever a ramp is blocked. And again in the past, last year if I remember well, he had a schoolmate with mobility problems and he wouldn't go out to play with his friends during the interval. He would sit and chat with this very kid, in a way to entertain him. So this is the solution, education and culture. And be able to be more proactive whenever there are similar challenges in the streets.

Another example. my family environment. My niece – well, both my niece and my nephew are continuously in the association. And we've got a camp for the athletics department students.

So my niece is there, and an athlete gets in both missing legs and he has the devices in hand. So my niece asks me, "Can I watch him how he does it, how he has his legs on?" And she would cry. She kept crying.

She wanted to learn how such a person can do it. And that's a very brave decision for a young child, even though his parents wouldn't let me take them with me when I started getting involved in the association, because they were afraid that the kids would be contaminated from the disability.

So same family – a good and a bad example.

**MS. E. TSAKALIDOU:** So over with this session. Thank you very much for being here with us. Thank you for attending this conference, for supporting us with your presence. And let us thank Impact Hub for the organisation of this conference.

**END OF WORK**