

# WHAT IS SOCIAL PRODUCTION ?

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## FURTHERING COOPERATION WITH SOCIAL ENTERPRISES AND DEVELOPING SUSTAINABLE PRODUCTS AND SERVICES

**Social Production (sopro)** is a project idea of KOMUNITAS OG, which has been implemented since March 2012 as an ETC project with project partners from Austria and Hungary. It is the aim to expand cooperation of enterprises, public clients and social enterprises, and to find and develop sustainable products and services of high quality, and to further their marketability, so that a broader public becomes familiar with them.

**Sopro** intends to throw light on the performance of social enterprises – enterprises and projects in the second and third labour markets – under the aspect of sustainability, because their work in general is a type of regional economic activity with a social component.

## DEVELOPING IDEAS AND LINKING PARTNERS:

An essential finding resulting from previous experience is the need for a link between an idea of a potential client and its implementation in a social enterprise, which KOMUNITAS OG and the project partners of sopro HU-AT try to provide. Quite frequently, a creative co-development of product ideas is required, and networking is necessary in order to find the right partner in social economy.

The project partners from Lower Austria, Vienna, Styria, Burgenland and West Hungary therefore assume the role of procuration, according to needs, between customers and social enterprises and between ideas and their implementation (product development).





# BEST-PRACTICE-EXAMPLES >>

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## WASTE CONTAINER RECYCLING - NEW PRODUCTS MADE OF OLD CONTAINERS

Around one million waste containers made of plastics are placed in Lower Austria only. The average life-span of plastic waste containers amounts to 10 to 15 years. Containers, which can no longer be used, are currently often disposed with costs in waste disposal, and thus in waste combustion or in industrial combustion processes.

**Used waste containers are turned into recycled snow shovels and other recycled products out of waste containers** in a material-conserving process by means of a procedure patented in all of Europe. These are marketed, for instance, as recycled snow shovels. Their production is solely performed in social enterprises. Up to now, more than 15,000 products have been produced by recycling used waste containers. After cutting the snow shovels out of the plastic boards, there remains a rest of around 20 to 30 % of the plastic surface. As this plastic is stable in form and heat-resistant, it is ideally suited for further use. A range of different products has already been developed.



READ MORE: [WWW.MTR-ONLINE.AT](http://WWW.MTR-ONLINE.AT)

 MüllTonnen  
RECYCLING



EUROPEAN UNION  
European Regional  
Development Fund



creating the future

Programme zur gemeinsamen europäischen Regionalentwicklung (ERDF) - (MTR) 2007-2013  
KZU 1794 - INNOVATIONEN: Innovationen im Bereich der Regionalentwicklung





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The TRIGOS is not only an award for sustainable behavior and social responsibility, it has also been produced in this spirit.

Karl Lang of KOMUNITAS OG and two graduates of the “New Design University” presented a draft, inspired by the design of the federal TRIGOS: a construction consisting of three surfaces, which represent the three columns of sustainability: economy, ecology, and social affairs. The letter “N” stands for Lower Austria and for sustainability.

Not only the design, however, also the choice of material resulted from the idea of sustainability. The core piece of this trophy consists of waste material of the office furniture production of the BENE company at Waidhofen/Ybbs. The protected workshop in St. Poelten has designed the writing of the TRIGOS inscription made of copper sheet, and milled the respective recess into the material, which later on was covered with enamel at the Emmaus workshop, the association for the integration of socially disadvantaged persons.

Such the new trophy of TRIGOS Lower Austria has come into existence, based on impressive cooperation between economy and Social Production enterprises within the framework of the best-practice project of “Social Production”.

For further information about the TRIGOS, please refer to: [www.trigos.at](http://www.trigos.at)



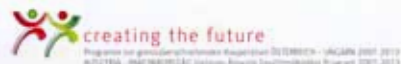
**Emmaus St. Poelten produce paint boxes for the Department of Rural Development.**

Since 2007, Emmaus St. Poelten have produced the “soil colour painting box” for the Department of Rural Development of the Province of Lower Austria, more precisely for the division of soil protection. The Manager of the soil campaign, Dr. Erwin Szlezak, then devised this project together with KOMUNITAS OG, and addressed Emmaus St. Poelten for production. “We intended to achieve a good result, and this implies implementation in a social enterprise”, states Principal Erwin Szlezak.

The carpenter's of Emmaus St. Poelten, where mainly long-term unemployed persons are working, have produced more than 1.000 painting boxes upon recurring orders since 2007. "This product is a gain", according to the opinion of the Works Manager of the Viehofen workshops, Andreas Kvarda. "It is a product with character, and our male and female clients are able to identify well with these painting boxes." The male and female workers in the workshop are responsible for production, assembly and pasting of the case, filling and labeling the glasses, as well as adding to the painting box information material and DVD.



**Soilart**  
with the colours of the earth





# ETC-PROJECT OF SOPRO HU-AT: PARTNERS

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WE COOPERATE WITH MANY PARTNERS IN AUSTRIA AND HUNGARY:

Project partners SoPro HU-AT:



Strategic Partners SoPro HU-AT:



Social enterprises:



READ MORE: [WWW.SOZIALPRODUZIERT.AT](http://WWW.SOZIALPRODUZIERT.AT)





WE WANT TO EXPAND „SOPRO“ AS A MODEL-PROJECT IN EUROPE. LET'S MOVE ON TOGETHER!

- Toward simple and creative solutions in regional partnership.
- Toward products & Services in high quality.
- Toward appreciation as a social & economic principle.
- Toward a more sustainable society!



# BEST-PRACTICE-EXAMPLES >>

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## BENE AG - NEW TREES "GROW" FROM WASTE BOARDS, WASTE FABRIC TURNS INTO BAGS.

**BENE products come up to the highest demands of quality and design! The task of the first discussion is to use part of the waste from production. This is a challenge, because also waste must turn into high-quality, so that this is interesting for the BENE company. Are social projects able to come up to this demand? The answer is YES, due to the mobile CNC unit of KOMUNITAS OG, which was specially adapted to this use, waste of compact boards can "grow" into new "design trees" ...**

In business consulting at the BENE company, three concrete concerns arise. At the production site at Waidhofen/Ybbs, predominantly large quantities of waste boards accumulate. In the first place, this is material of rather high quality, secondly BENE has to pay for the disposal of this rest. A second high-quality waste product is the rest of upholstery fabric. Largely, the rest consists of rather small shreds, partly whole rolls of fabric are disposed of.

### Products out of waste boards

The FUTURE TREE is the symbol of the idea management of BENE. It stands for growth and future potential of the BENE group. Placed centrally at the head office at Waidhofen/Ybbs, and at each site of the BENE company. Miniatures thereof shall in the future be produced out of waste boards of BENE by a social enterprise. The tests using CNC machines for the production are finished. Preliminary talks with social enterprises are being held, and an offer for the BENE company is being drafted.

### Further processing of waste fabric

MODAETEX at Waidhofen/Thaya have expressed their interest in waste fabric. In this social enterprise, already other waste fabric is processed further successfully into different products (bags, washcloth animals, oven cloth, pencil cases etc.). Some rolls of fabric have been handed over to MODAETEX. There it is currently tested, for which product this cloth is suited best.





# BEST-PRACTICE-EXAMPLES >>

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## SCCE - "SOCIAL COMPUTER CIRCULAR ECONOMY" IN THE REGION OF Waidhofen/Ybbs - AMSTETTEN

The IMC company at Waidhofen/Ybbs and Director Thomas Knapp have developed a project together with KOMUNITAS OG, by which the useful life of computers is increased by means of regional cycle management. The essential focus is on an organized transfer of functional devices to social projects and low-income members of the population, respectively. Based on the experiences of a successfully implemented pilot project, together with stakeholders from the region a sustainable model is being elaborated.

### How it works:

Especially in computers and peripheral devices used in economic enterprises, the (technical) useful life lies far beyond the period of actual use in the enterprise. Many devices are eliminated for organizational, system-immanent reasons, although they still function properly.

In the Social Computer Cycle, functional used computers and IT devices from economic enterprises are converted for further use in social institutions (for instance, youth centers, homes for the elderly), and can such be used further in this region. Precious raw materials and functioning technology is maintained, and damaged devices are disassembled and prepared for well-targeted recycling.

**This affords advantages to all parties concerned, because functional computers ...**

- ... need not be scrapped;
- ... are revitalized in social projects;
- ... are delivered further to social institutions, low-income and environmentally aware persons;
- ... are used for a longer time – this saves precious resources for all of us!





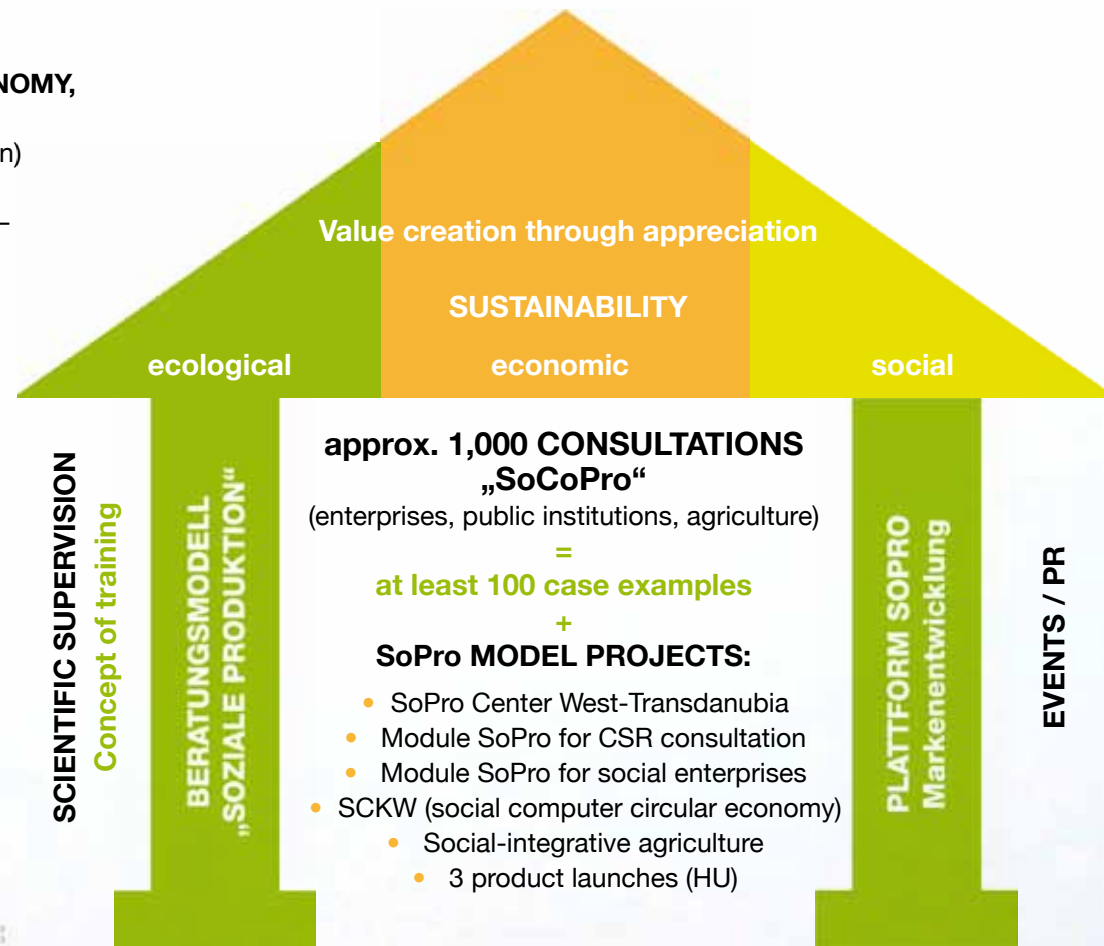
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## SOCIAL PRODUCTION MEANS ...

- regional economic activity focusing on **sustainability**
- with a **social** component
- active process of consultation/mediation between **ECONOMY, PUBLIC INSTITUTIONS and SOCIAL ENTERPRISES / SOCIAL PROJECTS** ("SoCoPro" = Social Co-Production)
- Focusing on quality and value of products and services – "process of mediation on eye level"
- **VALUE CREATION THROUGH APPRECIATION**
- Target direction: "From the market to the product"





# ETC-PROJECT OF SOPRO HU-AT: PARTNERS

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