

## 1<sup>st</sup> International SoPro Congress

### Socio-oecological production – Common sustainable economic activity

June 3<sup>rd</sup> and 4<sup>th</sup>, 2014 in Vienna

The 1<sup>st</sup> International SoPro Congress is directed at all those, who enjoy designing sustainable products, processes and projects

Responsible economic enterprises and social enterprises, networks of sustainability, CSR platforms and sustainable procurers will present experience gained, findings and best-practice examples. In addition, the results of supporting scientific investigations will be presented.

It is the target of social production to play a positive role in shaping social and economic changes in common through new types of **regional and sustainable economic activities with social added value**.

Find incentives for CSR leading products and cooperation partners for your economic processes!

**Social production** (SoPro) as a model of consultation, procurement and development promotes **sustainable products and services** and innovative cooperation with **social-integrative enterprises**. Through directed cooperation between enterprises, public clients and social enterprises, the **model of “socio-ecological production”** has arisen from the “SoPro HU-AT” EU project. At the **SoPro Congress**, the model of SoPro will be presented comprehensively.

Registration under [www.sozialproduziert.at/kongress](http://www.sozialproduziert.at/kongress)

Participation is free of charge.

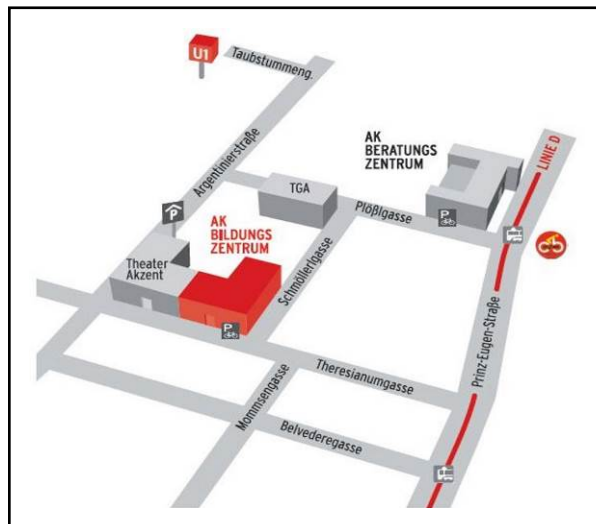
**Tuesday, June 3<sup>rd</sup>, 2014**

**Place: AK Bildungszentrum (Educational Center)**  
– Theresianumgasse 16-18, 1040 Vienna (*Lang: DE, HU, EN*)

**Time:** 9.00 a.m. to 5.30 p.m. (afterwards get-together)

Public access: Tram line D (Belvedere Castle), Bus line 13A (Belvederegasse), U1 stop Taubstummengasse (*your best route:* [fahrplan.oebb.at](http://fahrplan.oebb.at) or [www.wienerlinien.at](http://www.wienerlinien.at))

Parking space (depending on availability) at the AK underground parking in Argentinierstraße.



Projektpartner SoPro HU-AT:



Strategische Partner SoPro HU-AT:



Das Projekt wird in Österreich kofinanziert von:  
Land NÖ (Abteilungen Wirtschaft und Soziales) | NÖ-ABB Landentwicklung | Stadt Wien MA22  
„die umweltberatung“ Wien | Burgenländischer Müllverband | Land Steiermark | AWW Radkersburg



Ein Umsetzungsprojekt der ARGE Donauländer / EU DRS



## Program June 3<sup>rd</sup>, 2014

**Presentation:** Wolfgang Gerlich (Plansinn)

| Time               | Program  |
|--------------------|--|
| 9:00 – 9:30 a.m.   | <b>Arrival and registration</b>  |
| 9:30 – 10:00 a.m.  | <b>Address of welcome</b> <ul style="list-style-type: none"> <li>• Markus Piringer (Manager of "die umweltberatung", AT)</li> <li>• Bernhard Kromp (Bioforschung Austria)</li> <li>• Veronika Sturzeis (SoPro Innovation Agency)</li> <li>• Olga Horvath (Alternative Human Strategies, HU)</li> <li>• János Kondor (President of Federation of Employers and Industry, administrative region of Vas/HU)</li> <li>• Johannes Schedlbauer (The Austria Federal Economic Chamber)</li> <li>• Erwin Szlezak (Working Community of the Danube Region)</li> </ul>   |
| 10:00 – 11:00 a.m. | <b>Introducing the topic – SoPro: Value Creation through Appreciation</b><br><b><i>SoPro as a contribution towards sustainable development</i></b> <ul style="list-style-type: none"> <li>• <b>Keynote:</b> Dietmar Kanatschnig (ASD): Incentive for regional value creation as a key towards sustainable development.</li> <li>• <b>Keynote:</b> Beate Littig (IHS): Social sustainability in economic processes</li> <li>• <b>Insights into practice:</b> Workers from social enterprises talk (DRZ, Morgenstern Association) about their experiences.</li> </ul>  |
| 11.00 – 11.30 a.m. | <b>Coffee break</b>  |
| 11.30 – 12.45 noon | <b>SoPro-mobile presentation and poster session</b> <ul style="list-style-type: none"> <li>• <b>Short presentation and step-by-step market place:</b><br/> <i>Innovative products, services and development processes – economic enterprises, public institutions and social enterprises give insights into SoPro stories:</i><br/> ZID Uni Wien – Wien Work; MA 20 – DRZ TrashDesignManufaktur; MA 22, Langmann – fix &amp; fertig; GVA Tulln – GESA; VERMIGRAND – Verein Morgenstern; Stöcklin – AIB; BMV – Koryphäen; Brauerei Gratzer – Lebenshilfe Fürstenfeld, Chance B; and many more...<br/> Die Handicap-Sewery; Social Computer Circular Economy; SoPro Center at Pakod; social-integrative farming.<br/> And many more... </li> </ul> |
|                    | <ul style="list-style-type: none"> <li>• <b>Poster session: Flashlights from scientific theses</b><br/> Natalie Dimitriadis, Lorena Meierhofer, Daniela Kitzberger, Alexandra Pusta (UAS Wr. Neustadt – Wieselburg); Florentina Astleithner, Anke Harnisch and Sebastian Beer (UAS Campus Wien); Astrid Pennerstorfer, Najwa Duzdar and Cornelia Forsthuber (V. Univ. Econ.) </li> </ul>   |
| 12.45 – 1.45 p.m.  | <b>Buffet lunch</b>  |

|                   |   |
|-------------------|---|
| 1.45 – 3 .30 p.m. | <p><b>SoPro model of consultation and mark of quality: innovation and quality</b></p> <ul style="list-style-type: none"> <li>• <b>Input:</b> Franz Rybaczek (SoPro Innovation Agency): Social co-production – the model of consultation and procurement</li> <li>• <b>Panel discussion:</b> Gerhard Resch (Metaflex) Johann Lechner (GESA), Romana Birner (Wien-Work), Gerald Langmann (GRB g. langmann), Katharina Foglar-Deinhardstein ("die umweltberatung"), Franz Rybaczek (SoPro Innovation Agency)</li> <li>• <b>Presentation:</b> Bernhard Kuderer (SoPro Innovation Agency): The SoPro mark of quality: opportunity for a common sustainable mark of quality?</li> <li>• <b>Input:</b> Franz Rybaczek &amp; Szabolcs Hollosi: SoPro Innovation Agency: SoPro goes regional and international</li> <li>• <b>Discussion with the audience</b></li> </ul>   |
| 3.30 p.m.         | <b>Break</b>  |
| 4.00 – 5.30 p.m.  | <p><b>Summary and future prospects</b></p> <ul style="list-style-type: none"> <li>• <b>Summing-up:</b> Dietmar Kanatschnig (ASD), Johanna Leutgoeb ("die umweltberatung")</li> <li>• <b>Statements:</b> High aims – strong partners!</li> </ul> <p><b><i>Experts and strategic partners on potential capacity and future tasks of SoPro model</i></b></p> <p>Georg Patak (MA22), Karl Wurm (Federal Ministry of Agriculture, Forestry, Environment and Water Management), Edoardo Pallavicini (Palais Pallavicini), Matthias Neitsch (RepaNet), Maria Kalleitner-Huber (Institute of Ecology), Nicole Prop (Green Care), Sonja Figlhuber (Publ. Empl. Service Lower Austria), Philipp Hammer (bdv austria), Doris Mayer (Dept. of Economy of the Lower Austrian Government), Erwin Szlezak (Working Community of the Danube Region)</p> <p><b><i>European perspectives for furthering regional cooperation</i></b></p> <p>Franz Wolfmayr (EASPD), Zsuzsanna Fodróczy (JTS, Cross-border Cooperation Programme Austria – Hungary), Cross-border Cooperation Programme Austria – Hungary, József Baracska (Mayor of Zalaszentgrót/HU), Tamás Rodler (Director of work center in administrative region of Vas/HU), Attila Popovics (President of Pannon Renewable Energy Clusters), Peter De Martin (Working Community of the Danube Region)</p> <ul style="list-style-type: none"> <li>• <b>Conclusion:</b> Franz Rybaczek, Szabolcs Hollosi (SoPro Innovation Agency): Perspectives on the future</li> </ul> |
| 5.30 p.m.         | <p><b>Get together</b> (Music: Kreuz &amp; Quer)</p> <p>Networking and continuation of market place</p>   |
| from 7.00 p.m.    | <p><b>Common dinner</b> (we kindly ask for registration). <i>Costs must be borne by the participants individually</i></p>   |

Wednesday, June 4, 2014

Place: Urania –

Uraniastraße 1, 1010 Wien  
(Lang.: DE, HU, EN)

Time: 8.30 a.m. to 1.00 p.m.  
(afterwards lunch)

Public access: tram lines 1  
and 2 (Julius-Raab-Platz),  
U1/U4 stop Schwedenplatz  
(your best route:  
[fahrplan.oebb.at](http://fahrplan.oebb.at) or  
[www.wienerlinien.at](http://www.wienerlinien.at))



## Workshop for further development of SoPro model

Program June 4, 2014

Presentation: Wolfgang Gerlich

|                |  |
|----------------|--|
| 8.30 a.m.      | <b>Arrival</b>   |
| 9.00 a.m.      | <b>Introduction</b><br>Reflection on SoPro Congress & collection of topics   |
| 10.00 a.m.     | <b>Open space in working groups</b><br><i>Open space is an approach to purpose based leadership, including a way for hosting meetings, conferences, corporate-style retreats, symposiums, and community summit events, focused on a specific and important purpose or task—but beginning without any formal agenda, beyond the overall purpose or theme. (Wikipedia)</i><br><br>Possible Topics: Mark of quality and criteria, International networking and project ideas, Tasks of the platform, etc. |
| 11.30 a.m.     | <b>Coffee break</b>  |
| 12.00 noon     | <b>Summary and conclusion</b>  |
| From 1.00 p.m. | <b>Common lunch</b><br><i>Costs must be borne by the participants individually</i>   |

We kindly thank our sponsors!

