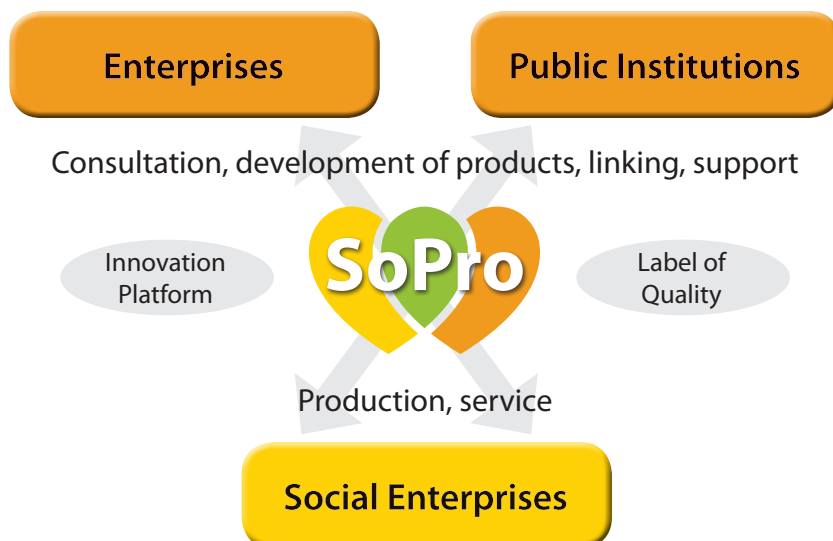




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Better one thing with heart and mind,
than a thousand without sense or soul

Socio-ecological Production

Value Creation through Appreciation

Sustainable opportunities for the environment, economy and society

Social production (SoPro) aims at the target of linking an increasing demand by economy, public institutions and private consumers for sustainable products and services with offers and opportunities of enterprises in the “expanded labour market” (social enterprises in the second and third labour markets). Using the approach of social co-production (SoCoPro), we procure between economic enterprises / public institutions and social enterprises with the target of developing and implementing sustainable quality products and services. SoPro is oriented along the principles of overall sustainability, because social production means regional and ecological, resource-sparing economic activity with a social component.

The results show that all parties involved benefit from the best-practice example of “social production”.

- ◆ Social enterprises and the workers occupied therein generate more internal cash flow, useful work and a broader offer of qualification for their male and female workers.
- ◆ Economic enterprises and public institutions receive sensible products that meet CSR standards and services from the respective region.
- ◆ Conservation of the environment is taken into consideration through recycling or even upcycling of enterprise waste into new quality products, and through support of eco-design of new products.

The most important finding from previous experiences is that an interface is required between the idea of a potential client and its implementation in a social enterprise, with process-oriented efforts for:

- ◆ development of products and services according to demand
- ◆ constant negotiation between the players concerning contents and time management

This process of negotiation ideally starts at the product idea or innovation requirement, and is oriented along the opportunities and requirements of a CSR strategy, which can be implemented successfully and credibly in economic enterprises through cooperation with social institutions.

What does SoPro offer?

- We perform consultations (first consultation of enterprise and public institution, respectively)
- We develop innovative products
- We link with social enterprises
- We support cooperation (communication, procurement)

The procurement service comprises the following offers:

- Procurement of a service
- procurement of a production step (manufacture)
- recycling and revival of residual material
- development of a CSR leading product for enterprises

What does SoPro effect?

Social production is effective in enterprises, in the respective public institution and in their environment, respectively:

On an **economic** scale: Innovative quality products and services. Making use of services and offers at fair costs.

On an **ecological** scale: Ecological criteria are taken into consideration in implementation of products and procurement of services, respectively. It is the aim to develop the best possible sustainable solutions.

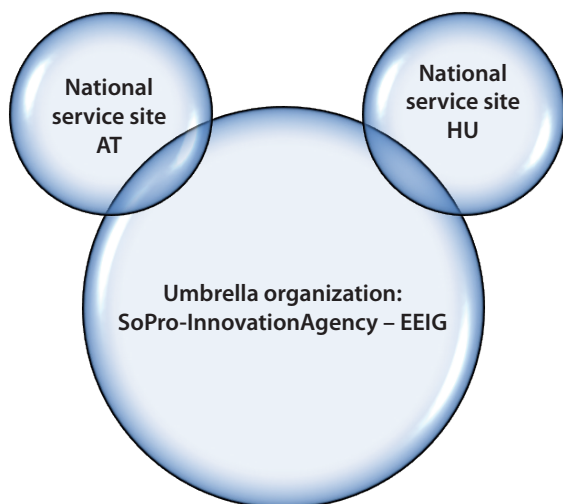
On a **regional** scale: Social production is mostly implemented in local vicinity, and thus provides a contribution towards strengthening of the respective region.

On a **social** scale: SoPro has a strong CSR character. The economic enterprise / public institution assumes social responsibility through cooperation with occupational projects. This is not a matter of donations or charity, but appreciative cooperation at eye level.



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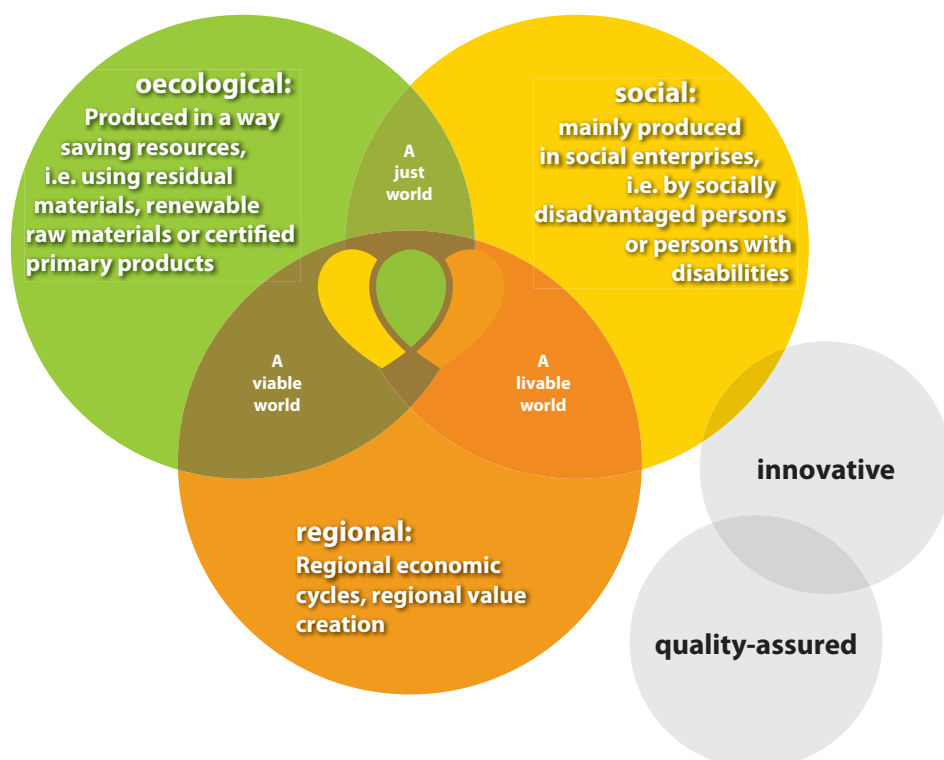
SoPro-InnovationAgency

Currently, the approach of sustainably economic activity is implemented by the SoPro-InnovationPlatform, which is active, starting from Lower Austria, in Eastern Austria (Vienna, Burgenland, Styria) and in West Hungary. Until the beginning of 2015, the official coordination site "SoPro-InnovationAgency" (legal form EEIG) shall be founded, which shall serve as an international umbrella organization of national service sites. Founding members are project partners from Austria and Hungary. A SoPro cluster of values will involve all regional partners for the creation of regional economic cooperation in Europe.

SoPro label of quality: Socio-oecologically produced

The SoPro label of quality, which is currently being developed, shall distinguish products and services, which demonstrably meet sustainable criteria: Production saving resources and using regional primary products, made of high quality and innovative, considerable participation of social enterprise in production.

Establishing this trademark will be the challenge of the years to come. For the respective social institutions themselves, responsible enterprises, and finally also for conscious male and female consumers.



Tasks of the SoPro Innovation Agency

- Coordination of national service sites
- implementation of practical and future projects
- networking and exchange
- international contact site for design and further development of SoPro idea
- administration of label of quality
- coordination and support of EU calls ...
- creation and support of an operative "economic area of values" with heterogeneous participants, such as consulting institutions, economic enterprises, social institutions, public institutions ...

Vision of SoPro label of quality

- Safety for consumers, companies, public procurement services
- creating awareness of sustainability, manual work at affordable prices, strengthening of local economy, alternatives for instance to Asian cheap products ...
- establishing of socio-oecologically produced (SoPro) as a trademark for man, economy and the environment – similar to biological – bio.

9 partners from Eastern Austria and West Hungary currently (until December 2014) work in the EU (ETC) project of "SoPro HU-AT" concerning cooperation of economy, public sector and social enterprises. Social production is a project approach, which has been developed in a working group consisting of three Lower Austrian governmental departments (Rural Development, Economy, Social Affairs) together with project initiator KOMUNITAS OG.