

EUROPEAN CLUSTER CONFERENCE 2020

10-11 NOVEMBER 2020 | BRINGING TOGETHER THE CLUSTER COMMUNITY

Ecosystem session: PROXIMITY & SOCIAL ECONOMY

Clusters strengthening ecosystems

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Karel Vanderpoorten - Policy officer Social Economy - DG GROW, European Commission



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Proximity & Social Economy Ecosystem

Social Economy Unit

DG Internal Market, Industry, Entrepreneurship and SMEs

Social Economy Disruption

- Health bulletin

- Generally huge drop in revenues (Q2). Temporary cessation for numerous activities (certainly those with direct contacts), many at risk of complete closure (Q3-Q4) due to limited financial reserves and reduced income expectations (Q2-Q4)
- Social Finance sector has instruments to support SE. Still limited time-frame!
- Huge mobilisation of crowdfunding, philanthropy, donations and volunteerism.
- Reports of limited or no access to support measures due to legal status (temporary unemployment, liquidity schemes)

- **Social Services**

- Higher demand aid and care
- Reach out to target groups even more difficult
- Partial / fully closed
- Lack of PPE

- **Work Integration Social Enterprises**

- Partial / fully closed → revenue drops
- In some MS not eligible for support measures
- Lack of PPE
- Manufacturing, retail, catering, circular, services, ...
- Many converted production to PPE

- **Social Enterprises & cooperatives in retail, tourism, food, creative industries and catering.**

- Also in SE these sector were hit very hard.

- **Agriculture**

- local sales of organic, ecologic farmers, short chain sales boosted trough cooperative local markets, delivery and farms shops.

- **Digital social services & enterprises, platforms and commons**

- Digital innovators are active to help SE with a digital presence: e-commerce, platforms, e-communication and services.
- Developing COVID19 related tools: monitoring, mapping, distancing, health reporting,...

- **Fixing disrupted value chains:**

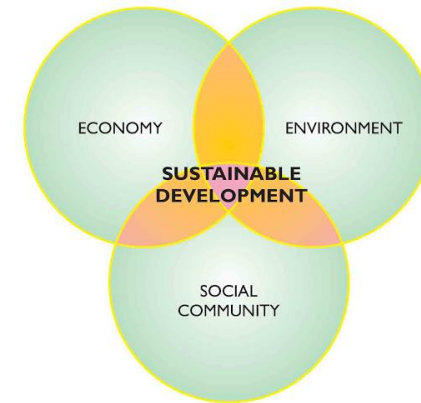
- Basic Goods / Services
- (eco)delivery, local mobility services, production, services,
- PPE production



Clusters of Social & Ecological Innovation

- 1) Government initiative: tool for local development, social inclusion and employment & social innovation policy.
- 2) Initiative of several SEO – organically grown
 - Economic interest: access to markets & cost saving on services or access to services, technology, employees, training, ..
 - Social: pooling resources and knowledge for social impact goal of the enterprises
 - sustainable incentives: SDG strategy, circularity, clean energy..

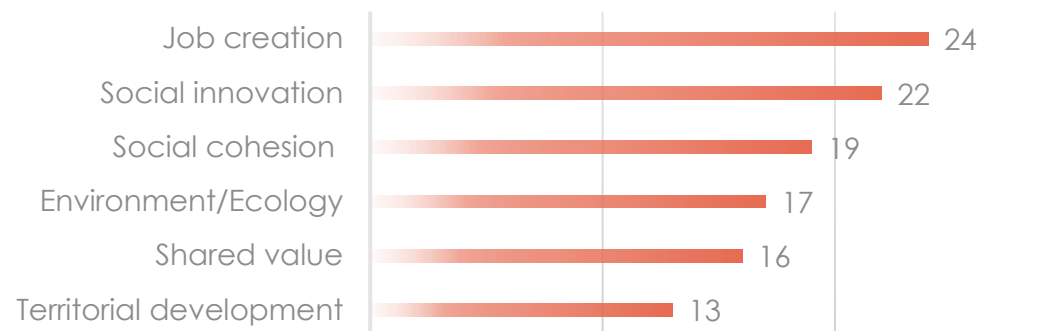
+ A Collective Interest; Members strive for cooperation mainly on the basis of a local socio-economic “mission”, rather than improving sectoral competitiveness



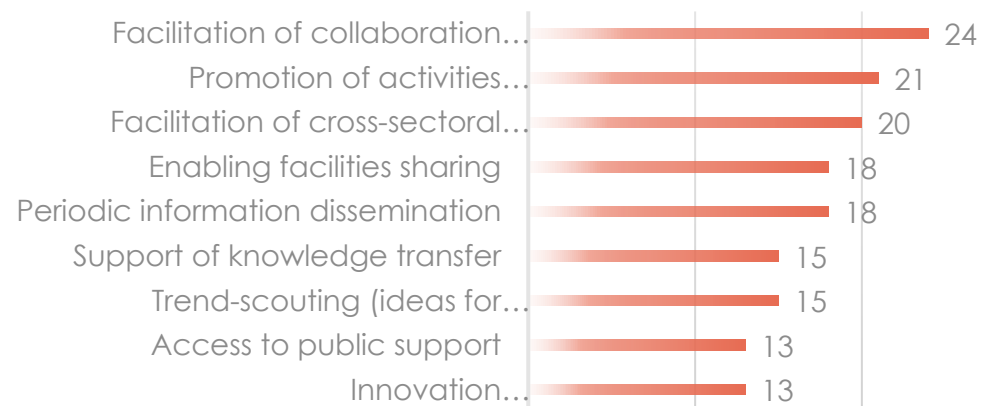
Some observations about CSEI:

- Besides membership of business, local/regional government and Research, the engagement of **civil society** directly or indirectly is notable (Quadriple/Quantiple helix model)
- Acts as driver for **regenerating** a physical space or industrial area: open spaces, creative commons.
- Offer a variety of services that go **beyond pure businesses activity** (culture leisure, housing, art,...)
- Used as a vehicle for **innovative financial opportunities** and pooling financial resources: specific loan system, crowdfunding, match-funding, act as an intermediate body ESIF and forming partnerships for Public Procurement
- Has specific a **democratic or participatory governance** logic
- Cluster is seen as a **resource for the territory** (aiming at meeting needs of the local population) rather than that the Territory is a resource for the cluster (aiming at an economic leadership)
- **Joint and open Innovation** facilitation: ecologic, social, economic and digita
- The vast majority is **cross-sectoral**
- Ideal format for **traditional business – SE cooperation**
- **Job creation** is the most pursued social priority.

The clusters identified the following main 6 priorities for their action:



Clusters identified the following main services/strategies of cooperation:



	Traditional clusters	CSEI
Rationale - Purpose	Economic growth	Sustainable local growth
Mission & Impact	Sectoral competitiveness: <ul style="list-style-type: none"> • (Pre- competitive) R&D • Services • Joint investment (utilities, training & skills, ..) • CSR • Shared value 	<ul style="list-style-type: none"> • Social / ecologic mission: Inclusion: Vulnerable groups; Employment; Social services Urban / rural development: • Site development; (creative) Commons; Industrial regeneration Social Innovation partnerships
Approach	Top down	Bottom up business top down public authority
Main form of innovation	Technological	Social
Funding	EU, National and local Mainly business contribution (fees) and grants	Local, Regional Mainly business contribution and grants
Actors	Large multinational firms, SMEs, national research organisations	Small firms (SE's), for profit SMEs, local authorities, regional research centres, civil society
Governance	Technocratic logic	Democratic and participative logic
Relationship with the territory	Territory is a resource for the cluster (aiming at an economic leadership)	Cluster is resource for the territory (aiming at meeting needs of the local population)

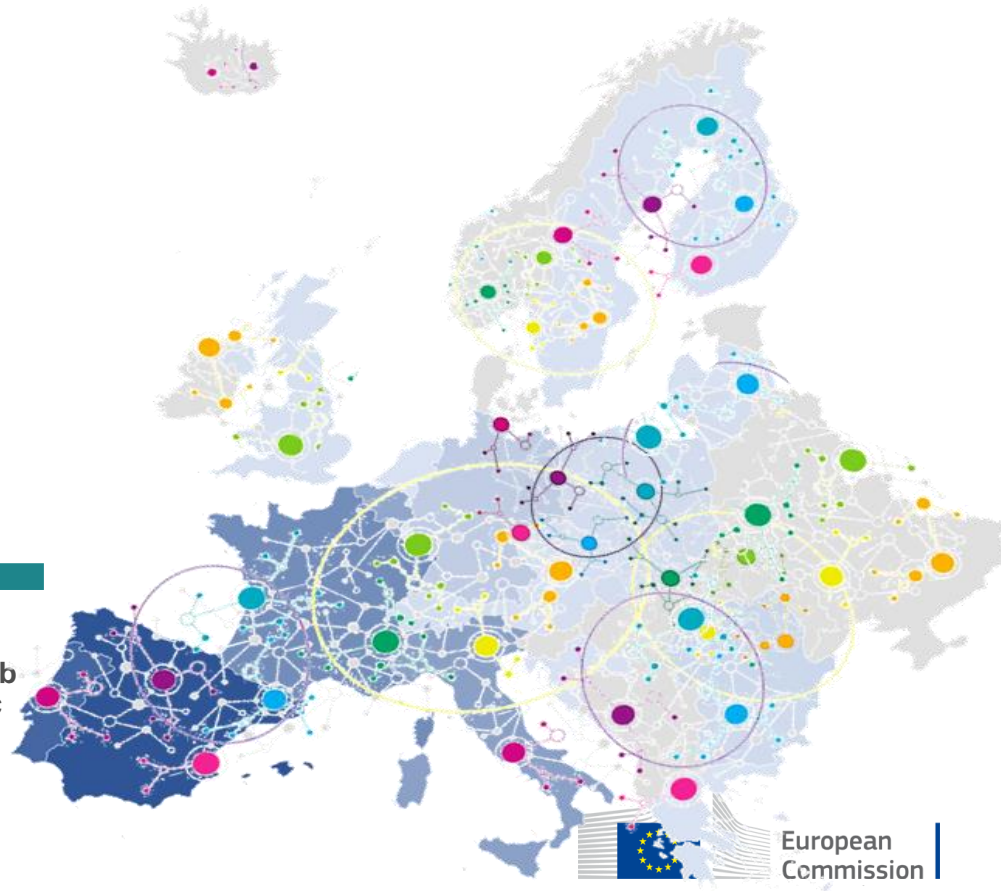
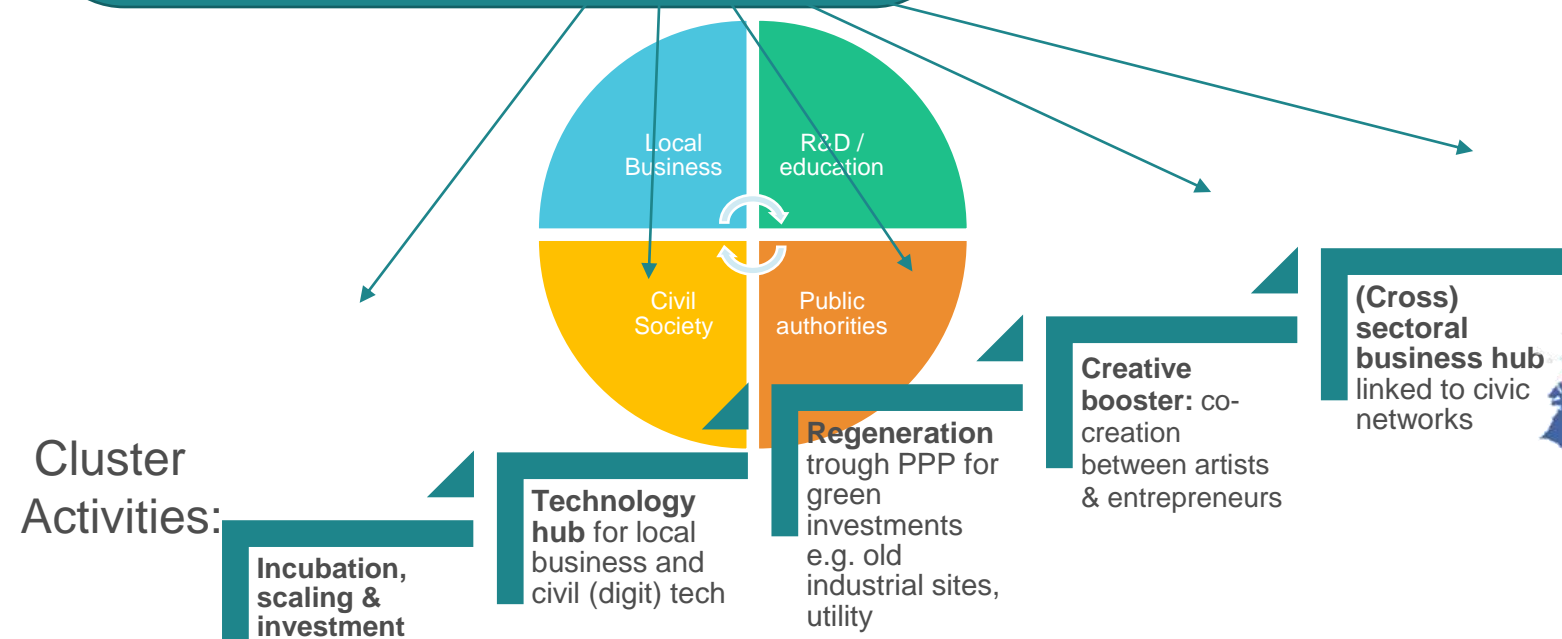
Clusters of Social & Ecological Innovation

Direct investment in local clusters that pool forces to strengthen the local economy and qualify it as “best places in the world” to leverage impactful business, impact finance and local prosperity.

Clusters = ‘quadruple’ of even ‘quintuple’ base in proximity / local

- Connected through innovation, collaboration and pooling of resources
- Pooling economic, green and social impact

ECCP can connect the dots...





Thank you!

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"EU for Social Economy & Social Enterprises"

Visit our **website:**

- <https://ec.europa.eu/growth/sectors/social-economy>
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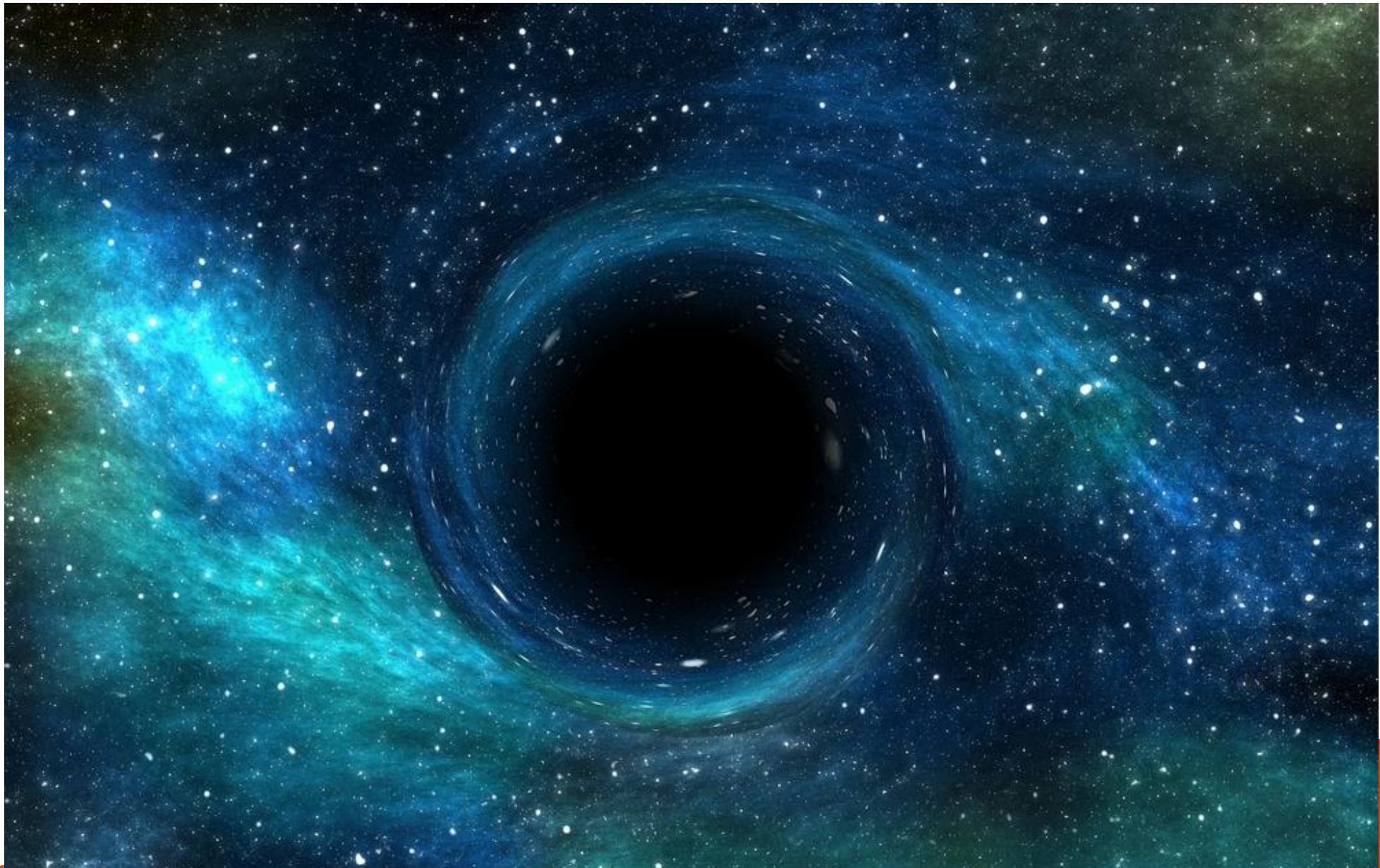
Social Enterprise NL

How to create a thriving ecosystem

11 November 2020

Stefan Panhuijsen | Social Enterprise NL

Social entrepreneurship in NL in 2011...



2012: Social Enterprise NL founded

1. Common identity
2. Visibility social enterprises
3. Business support
4. Better ecosystem



What we do?

- 400+ members
- Business support program
 - Investment readiness
 - Impact measurement
 - Growth
 - Business skills
- Buy Social
- Advocacy towards regional and national government
- Research & publications



Building the ecosystem

Ecosystem: OECD framework



Social Entrepreneurship Culture ▼



Institutional Framework ▼



Legal & Regulatory Framework ▼



Access to Finance ▼



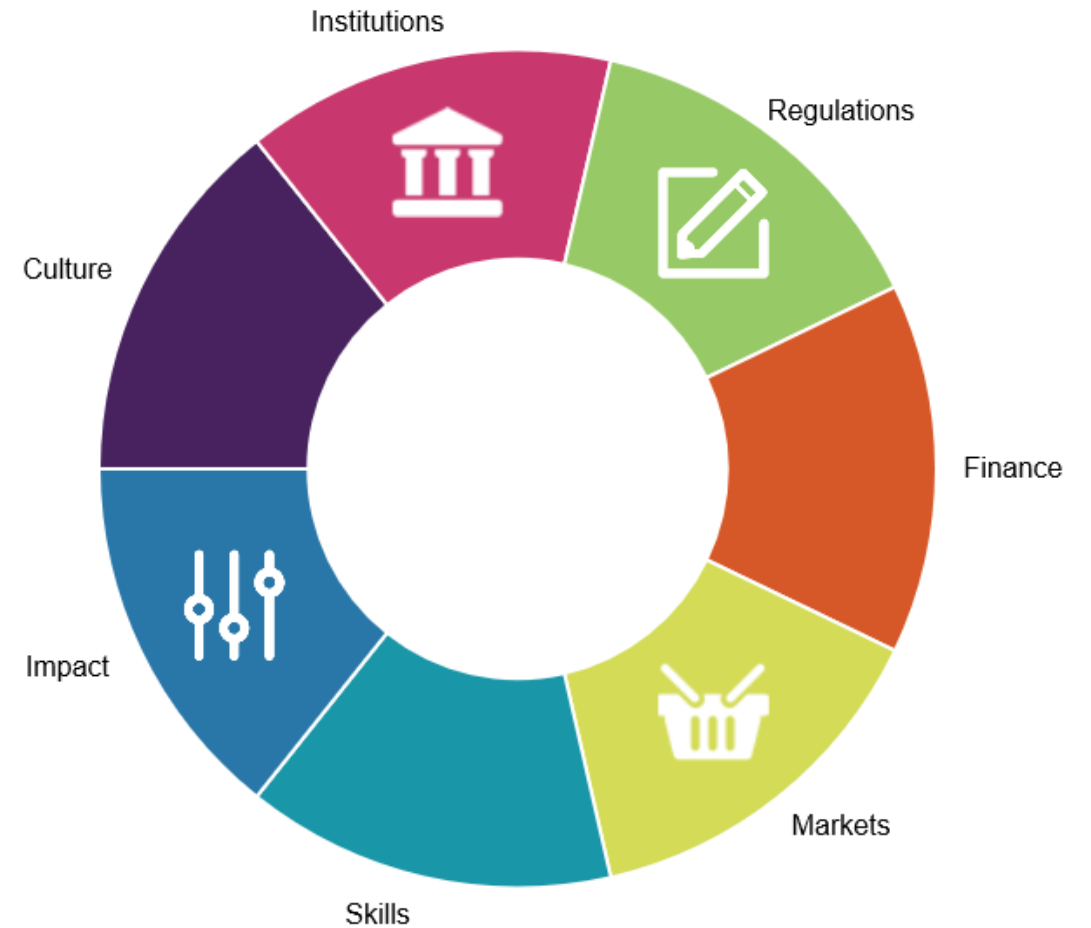
Access to Markets ▼



Skills & Business Development Support ▼



Managing, Measuring & Reporting Impact ▼



From 25th to 7th..



NL: lively ecosystem

Social Impact
Ventures



Lessons learned

Start with needs social enterprises

Emphasis the need of bigger goal (need for sustainable / inclusive economy)

Build coalitions (for example corporate partners)

Work from ecosystem perspective = different actors have different roles

More information

stefan@social-enterprise.nl

www.social-enterprise.nl