



EUROPEAN INNOVATION COUNCIL AND SMES  
EXECUTIVE AGENCY (EISMEA)

Department I - Innovation ecosystems, SMP / Entrepreneurship & Consumers  
Unit I-02 SMP / COSME Pillar



## Circular economy in the value chain of social economy organisations

### *Where are we at the Just Green partnership?*

Online Workshop

organised by Vila Nova de Famalicão on 14-18 of June 2021





## I. Workshop 1 - the first sharing and learning event in Just Green project

Just Green is a project co-funded by the [European Commission COSME programme](#). It aims to promote the transition of social economy organisations into a greener and fairer economy and society, following the United Nations Sustainable Development Goals slogan of *leaving no one behind*. To promote this transition by implementing networking, mutual learning and project design activities among European partners, leading to increasing European interregional cooperation. The project fundamental idea is based on the recognition of the social economy and WISE (work integration social enterprises) potential to foster a transition that is not only environment and economic sustainable, but also just and socially fair.

The Project is coordinated by the Municipality of Vila Nova de Famalicão, from Portugal. Over the course of one year (02.2020 to 01.2021), Just Green gathers a partnership with four other partners. Three are municipalities - Comune di Mozzo, from Italy, Gmina Świetochłowice, from Poland, and Budapest-Terézváros, from Hungary - and one other partner is a European network. ENSIE - European Network of Social Integration Enterprises - is an umbrella organisation whose goals are the representation, maintenance and development of networks and federations for WISE.

Each partner has invited a group of stakeholders that will be active participants in project activities throughout the year. These stakeholders are social economy organisations that are based in the local/regional territory of the consortium partners, comprising: more traditional organisations dedicated to charity, care and social support; organisations with a strong social innovation and entrepreneurial orientation; organisations, projects or networks related to employability of vulnerable groups.

The project assumes four main objectives.

- i) To enhance and strengthen bridges between the social economy and the circular economy;
- ii) To promote way for the decarbonisation of the social economy activities;
- iii) To develop strategies to foster short food supply chains and agro ecology within the social economy;
- iv) Transversal to these three main axes is the objective of not leaving anyone behind. Leaving no one behind means namely taking into consideration principals such as the following: promoting work opportunities as a factor of integration and dignity; targets unmet needs and the quality of services dedicated to regular populations left behind (people with disabilities, the elderly, people in poverty); the promotion of social entrepreneurship and innovation, based on its' promotion through the green transition that can create new market opportunities.





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Project core outputs include: methodological guidelines for partnership mutual learning and networking; reports on good practices; newsletters; concept notes for future projects; guidelines for local and regional policy on a just green transition.

The overall concept underpinning the project is based on a bottom-up approach to green transition, whereby solutions are rooted in the territory and follow a participatory path in which social economy organisations must play a central role. Thus, participation, sharing, exchange, collaboration and cooperation among participants are key values that guide the assumptions of the Just Green work methodology.

The project involves a great diversity of social, cultural and economic, national and regional backgrounds. It involves participants from municipalities and social economy organisations with more and less experience in European projects, and more and less experience in the field of green transition topics. It is therefore necessary to ensure that this participation is facilitated in a way that values everyone, also ensuring that no participant is left behind.

The Just Green methodology is based on four core elements: the debate on good practices, workshops, online working groups and communication and dissemination activities.

Within Just Green methodology, the workshops are the privileged moments for all participants to meet. The moments where the 30 participants are together at the same time, in the same event, and where they also meet other stakeholders. Stakeholders from outside the project, such as experts on the topics under discussion, academics, entrepreneurs or other agents that can bring added value to the Just Green objectives. These are also privileged moments to deepen knowledge and debate on each of the three specific themes of the project. The workshops are therefore moments of primary dedication to two central dimensions of the project: networking and capacity building of each person and each organization for a greener and fairer transition.

Workshop 1 was thus the first sharing and learning event that involved all participants. It will be followed by two more workshops, by online working groups (dividing the overall group into smaller ones) for strategy and project design leading to concept notes, and by communication and dissemination activities. Activities such as newsletters for sharing at local and regional levels, political guidelines for advocacy and lobbying and the facilitation of a participants sharing room (an online drive for sharing documents and information) targeting European interregional cooperation.

In fact, the creation of the participants sharing room is an output of the work developed to the preparation of the workshop 1. As the images above show, the sharing room gathers information (templates created by the Just Green methodological guidelines) with partners, stakeholders and countries presentations, with the first collection of participants practices, as well as all material elaborated and shared during the workshop.





## II. Workshop 1 – the objectives, the methodology and the program

Due to the constraints of the pandemic situation, the first Workshop took place online. The online format forced to redefining the workshop program as well as the related budget. Travelling budget was reoriented to two main activities that were not foreseen: interpretation services in four languages, facilitating the access of all participants into workshop activities, and video production, targeting the objective of elaborating virtual visits to the host partner good practices in Vila Nova de Famalicão territory.

As defined in the project application, the first workshop was dedicated to one of the three themes focused by the Just Green - the bridging between social economy and circular economy. It assumed the title of **Circular economy in the ~value chain of social economy organisations**.

Beyond the specific subject of the workshop, and following project' methodological guidelines, this first workshop was also guided by the invitation for participants to ponder on a set of questions:

*Where are we at the just green partnership regarding the green and just transition? Who are the participants? What are the features of our territorial backgrounds? What practices do we already develop? What do we already know about the green transitions challenges?*

This first workshop assumed three specific objectives:

- On boarding for all participants to Just Green project objectives and challenges
- Kick-off meeting of online working groups
- Capacity building off all participants on circular economy

Hosted by project coordinator Vila Nova de Famalicão Municipality, the workshop took place from the 14th to the 18th of June with the program that is presented below. It is important to underline that the complete program delivered to participants included several methodological guidelines, the full list of 94 participants and their contacts and all instructions for the participation in the online platforms.





### III. Good practices as a work in progress – the case of circular economy

Just Green practices to be shared, discussed and analysed within the project are practices that meet the following *eligibility criteria*:

- Practices developed by social economy organizations, which are promoters or proactively involved in missions, projects, initiatives or actions that have as objective or that fit substantively in the project's themes - circular economy, decarbonisation and short food circuits
- Practices developed by local or regional authorities which are promoters or proactively involved in missions, projects, initiatives or actions that have as an objective or that fit substantively with the themes of the project - circular economy, decarbonisation and short food circuits - and which involve social economy organisations in these activities.

From this activity, 38 practices were collected and shared in several moments of this first workshop.

From these 38 practices 7 were selected in the field of circular economy and they are presented below.

#### Municipal Furniture Bank

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| General Information   |
| Producing region: Vila Nova de Famalicão, Portugal<br>Producing organisation: Municipality of Famalicão<br>Contact person: Fátima Silva <a href="mailto:fatimasilva@famalicao.pt">fatimasilva@famalicao.pt</a>  |
| Category  |
| Initiative of local/regional authorities involving social economy organisations   |
| Brief description   |
| The Municipal Furniture Bank project is a solidarity initiative, coordinated by the Municipal Social Action Division of the municipality in close collaboration with the commercial area located at Lago Discount. It is based on the sharing and generosity of the business community and the Famalicense community in what concerns the donation of furniture.<br><br>It aims at the free distribution of furniture to needy families in the municipality, throughout the year, previously signaled and forwarded by the Municipal Social Services. |
| Social Criteria   |





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| Work opportunity for vulnerable people; Education and/or Training; Promotion of Local Economy; Community Participation |
| Green Criteria   |
| Consumer goods; Waste Reduction  |

**Zero Waste Market**

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| General Information   |
| Producing region: Vila Nova de Famalicão, Portugal<br>Producing organisation: Municipality of Famalicão<br>Contact person: Marisa Moreira <a href="mailto:marisamoreira@famalicao.pt">marisamoreira@famalicao.pt</a> and Ana Silva <a href="mailto:anasilva@famalicao.pt">anasilva@famalicao.pt</a>   |
| Category  |
| Initiative of local/regional authorities involving social economy organisations   |
| Brief description   |
| ZERO WASTE MARKET is a Small-Scale Action (SSA) integrated in the RESOURCEFUL CITIES - an URBACT Action Planning Network with the participation of ten European cities. The Urbact Project seeks to co-create a strategy for the entire municipality, to support the existing circular economy actors and the emergence and development of new actors.<br><br>The SSA - Zero Waste Market project has 12 partners (ULG) such as social institutions, associations, companies and organizations, and also the operators of the municipal market.<br><br>The project is based on 2 major actions - a cycle of workshops and an exhibition. There will also be an extended communication project in physical and virtual form. |
| Social Criteria   |
| Work opportunity for vulnerable people; Promotion of Local Economy; Networking and/or Cooperation   |
| Green Criteria  |
| Consumer goods; Food and/or Agriculture   |

**La Miniera**

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| General Information  |
| Producing region: Lombardy, Italy<br>Producing organisation: La Miniera de Curno |





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| Contact person: Simonetta Rinaldi <a href="mailto:sr.simonettarinaldi@gmail.com">sr.simonettarinaldi@gmail.com</a>  |
| <b>Category</b>   |
| Initiative of local/regional authorities involving social economy organisations   |
| <b>Brief description</b>  |
| <p>"La miniera" (the mine) is a centre of re-use, a project of environmental and social value.</p> <p>People can take to the centre, their goods and items that are still usable, instead of taking them to the waste collection centre.</p> <p>The goods are re-distributed to the persons that need them.</p> <p>The goals of the centre of re-use are:</p> <ul style="list-style-type: none"> <li>• lower the quantity of waste brought to the ecological platform</li> <li>• support the dissemination of the culture of re-use of goods, extending product life cycle</li> <li>• enable the acquisition (by making a donation) of items that are used but still working and in good conditions</li> <li>• offer the possibility to start supported employment programs for vulnerable persons</li> </ul> <p>The donations are used for the social and environmental sustainability of the project.</p> |
| <b>Social Criteria</b>  |
| Work opportunity for vulnerable people; Work Integration; Promotion of Local Economy; Community Participation   |
| <b>Green Criteria</b>   |
| Consumer goods; Waste Reduction   |

**Circular agriculture experiences**

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| <b>General Information</b>   |
| Producing region: Lombardy, Italy  |
| Producing organisation: Municipality of Mozzo  |
| Contact person: Paolo Pelliccioli <a href="mailto:sindaco@comune.mozzo.bg.it">sindaco@comune.mozzo.bg.it</a> |
| <b>Category</b>  |
| Initiative of local/regional authorities involving social economy organisations                              |
| <b>Brief description</b>   |





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Rural areas, especially in peri-urban areas, do not simply have an agricultural function, characterised by traditional crops, but are also bearers of valuable services for everyday life, health, quality of life and environmental and landscape balance.

The experiences promoted and coordinated by the CDM are part of the perspective of a third-generation agriculture (neo-rurality) which represents a new and interesting way to respond to the collective demand for the use of open spaces and landscape quality that is emerging around large cities and to which farmers, as holders of the soil resource, can only respond.

The practices implemented - in line with the recent provisions of the Common Agricultural Policy - aim to: enhance biodiversity, steer towards responsible land use, support rural areas in the production of services of collective interest. The CDM is working in an integrated way on the following actions:

- Networking of local actors (farms and consortia, landowners, municipalities, parks, etc.)
- Initiation of agreements between farms, municipalities and landowners to facilitate the launch of CIRCULAR rurality projects
- Participation in the Biodistrict (Solidarity Social Economy District of Bergamo) and in the Food Policy Table
- Organisation of cultural events on the theme of circular rurality
- Recovery of abandoned agricultural areas
- Territorial marketing actions with the creation of a territorial valorisation trademark
- Activation of training courses for agricultural enterprises

### Social Criteria

Work opportunity for vulnerable people; Education and/or Training; Promotion of Local Economy; Networking and/or Cooperation; Community Participation

### Green Criteria

Food and/or Agriculture; Green Infrastructure

## Repair Café

### General Information

Producing region: Silesian Voivodeship, Poland  
Producing organisation: Stowarzyszenie Wolnej Herbaty  
Contact person: Olaf Józefoski [olaf@wolnaherbata.pl](mailto:olaf@wolnaherbata.pl)

### Category

Initiative of Social economy organisations







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| <b>Brief description</b>   |
| A Repair Café is a place where people gather to work on repairing objects of everyday life such as electrical and mechanical devices, computers, bicycles, clothing, and other items. Repair Cafés are held at a fixed location such as church, library or campus where tools are available and where they can fix their broken goods with the help of volunteers. Repair Café is also a new form of the grassroots movement that aims to reduce waste, overcome the current consumption habits of the society and the impulse planned obsolescence by organization. |
| <b>Social Criteria</b>   |
| Education and/or Training; Promotion of Local Economy; Networking and/or Cooperation   |
| <b>Green Criteria</b>  |
| Waste Reduction  |

**Silesian Exchange Group**

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|---|
| <b>General Information</b>  |
| Producing region: Silesian Voivodeship, Poland<br>Producing organisation: Stowarzyszenie Wolnej Herbaty<br>Contact person: Olaf Józefoski <a href="mailto:olaf@wolnaherbata.pl">olaf@wolnaherbata.pl</a>  |
| <b>Category</b>   |
| Initiative of Social economy organisations  |
| <b>Brief description</b>  |
| Virtual Facebook group "Śląski Wymienialnik" (Silesian Exchange Group) where the members can exchange items they no longer need. The Facebook group Silesian Exchange Group now has 12 thousand members, who publish more than 350 new posts every week and post more than 1500 comments. Thanks to the popularisation of exchanges between the inhabitants of Silesia, we manage to reduce the amount of garbage that ends up in the garbage can and more and more things have a chance for a second life. |
| <b>Social Criteria</b>  |
| Networking and/or Cooperation; Technological innovation   |
| <b>Green Criteria</b>   |
| Consumer goods; Waste Reduction   |





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**GroupeTerre**

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| General Information   |
| Producing region: Herstal, Belgium<br>Producing organisation: Groupe Terre<br>Contact person: Xavier Roberti <a href="mailto:xavier.roberti@grouperterre.org">xavier.roberti@grouperterre.org</a>   |
| Category  |
| Initiative of Social economy organisations  |
| Brief description   |
| <p>Created in 1949, the Terre group has set up the project of "Participating in the creation of a democratic and united world where every human being has the right to live in dignity, to fulfil him in mutual respect and that of the future generations".</p> <p>This is reflected in the creation or integration of companies with a social purpose. Long-term socio-professional integration, participatory governance through direct democracy, citizenship education and economic profitability are the pillars of the current project.</p> <p>It operates in a participative direct democracy management system, where workers are trained in operational, political and strategic decision-making. They are invited to participate in the General Assembly as members because there are no shareholders. The company is considered as a "common good", it belongs "to everyone and to no one".</p> |
| Social Criteria   |
| Work Integration; Promotion of Local Economy; Networking and/or Cooperation; Community Participation  |
| Green Criteria  |
| Waste Reduction; Construction and housing   |

