

Diesis Network
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BUYSOCIAL

B2B

Buy social Future
of Social Economy!



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Collection of good practices

Five exemplary case studies from distinct countries (BE, FR, NL, IT and ES).

Well-established collaborations between social economy enterprises (SEEs) and mainstream enterprises

Deep analysis focusing on the origin of partnership creation, its consequential impact, its value, obstacles and challenges faced, future perspectives and potential for transferability and replicability.

Methodology: common template for analysis, in-depth interviews with the businesses involved, supplemented by the materials they provided and desk research.



Urbike and Facq

Context:

Well developed social economy sector (more than 5,000 entities) with a steady rate of growth

A new traffic scheme in Brussels (*Good Move*) and policies more focused on the environmental impact of transport and deliveries (EU Green Deal).

The actors:

Urbike: a workers' cooperative born in 2018 to develop a project of last-mile distribution by bike

Facq: one of the main seller of bathrooms and heating accessories with 47 PROcenters and 17 showrooms in Belgium employing more than 950 enthusiastic members of staff



The partnership

Pilot phase 6 weeks

Implementation:

- Contract setting all conditions
- Training at Facq headquartes
- 3 delivery rounds per day
- Every 2/3 months tactical meetings to share data and discuss perspectives and problems

Replication in Ghent



Caracteristics: strong and transparent collaboration, common values, collaborative approach and co-design, quality of service and professionalism

Impact and value

Employment

Environmental impact (reduction of CO2 emissions)

Visibility and new partnerships





GOEL

Context:

- Italian social economy
- Calabria: one of the poorest region in EU
- Ndrangehta: mostly deeply rooted mafia in EU

Objectives and values

- systemic change
- human rights principles
- democratic and civil participation
- ethics



Activities

Agriculture

Social and health services

Ethical fashion

Cosmetics and essential oils

Tour operator



Figures:

- legal entities in the group: 13 social cooperatives; 2 agricultural cooperatives; 2 associations; 1 foundation; 32 companies (mainly agricultural)
- 325 employees employed throughout the group
- €9,895,808 value of production in 2022
- 226 migrants taken in by GOEL
- 20 people placed in psychiatric communities
- 18 children in group residential facilities
- 580 hectares of land managed by GOEL Bio
- 4,327 quintals of fresh fruit and vegetables
- 50,311 packages of food products (jams, jellies, honey, juices)
- 8,024 bottles and cans of EVO oil
- 2,068 People hosted in the structures of I Viaggi del GOEL
- 103 garments and other textile items



Organisational structure

- **Consorzio Sociale GOEL:** a consortium of social cooperatives that deals with social and health services and runs a responsible tourism operator;
- **GOEL Bio:** an agri-food consortium that produces organic fresh fruits, jams, juices, olive oil and dried plant products from a production chain based on the agricultural circular economy, made up of local farmers against the 'Ndrangheta: their products guarantee quality, ethics and legality;
- **Made in GOEL:** an industrial production consortium of social co-operatives which runs activities not covered by Consorzio Sociale GOEL or GOEL Bio.
- **Amici di GOEL:** a voluntary association, a support organisation for the group, in which people and/or professionals can contribute to GOEL's action and its cause;
- **GOEL Cooperativa Sociale** is the group's support organisation: it provides coordination, management and general services, protects the respect of GOEL's mission, manages trademarks and deals with local development projects and R&D.



Partnerships with private sector

Internal partnerships:

Consorzio sociale GOEL: for-profit enterprises may form up to 30% of members;

Made in GOEL mainly type B social cooperatives but also for-profit enterprises

GOEL Bio: agricultural social cooperatives, for-profit agricultural companies, agricultural cooperatives.

External partnerships:

- Corporate participations (Naturisi, Bastogi)
- Commercial partnerships



Partnerships with public sector

Agreements with municipalities:

- Management of residential home for people with mental illness

- Management of day centres for people with mental illness

- Management of services for hosting immigrants

- Premises confiscated to 'Ndrangheta

- Commercial partnerships



Impact

Employment and empowerment

Economic development

Democratic and civic participation

Legality and ethics



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Thank you !

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