

**UN Economic Commission 4 Europe
International Conference
Entrepreneurship & Innovation: Making Things Work Better**

**Social Entrepreneurship to Address Social and
Environmental Challenges
by Filippo Addarii**

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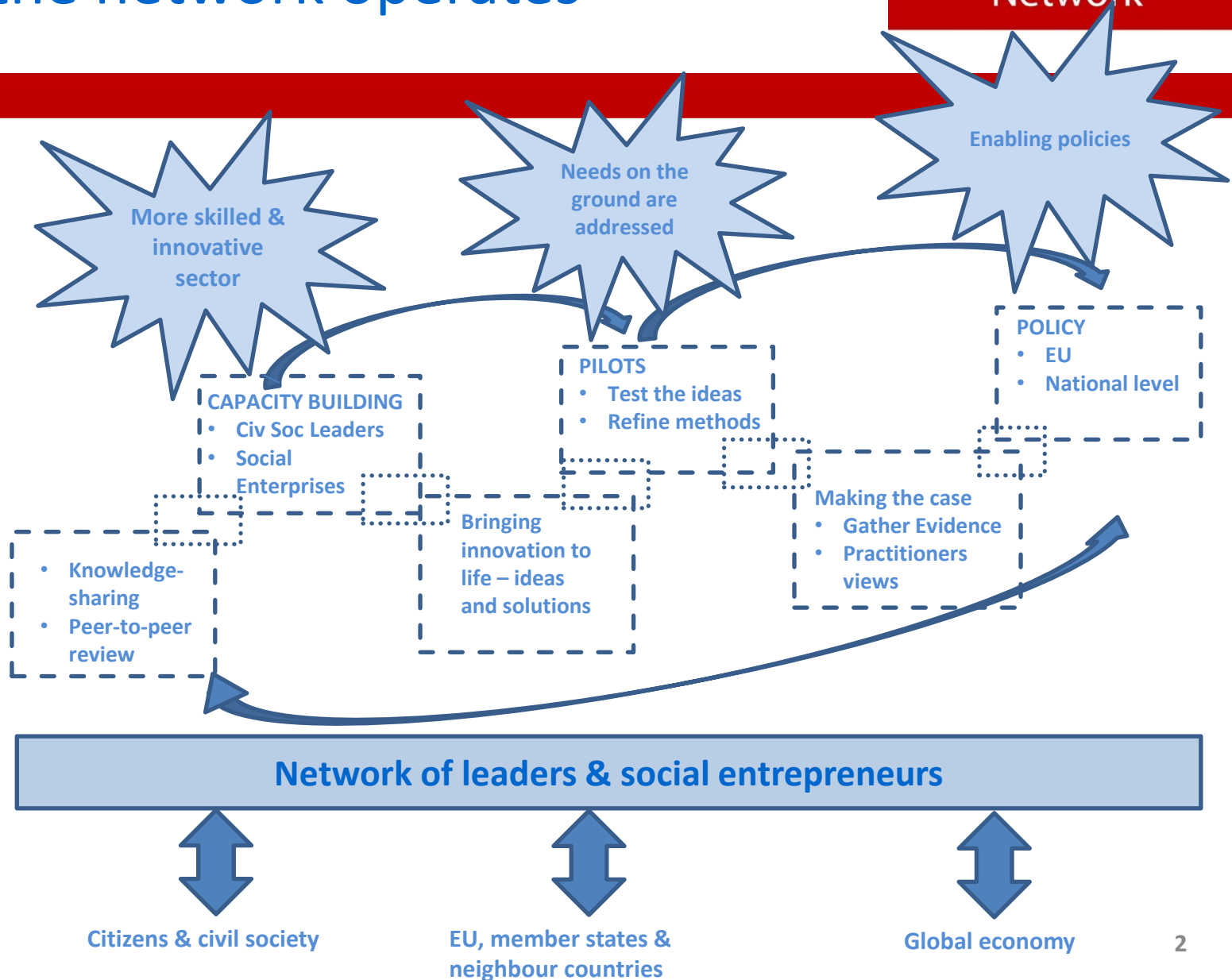
Strategic Partner of the
British Government Office
for Civil Society

How the network operates

OUTCOMES



METHODS



Naples 2.0 social innovation competition

- To tackle wicked problems of Naples - symbol of public policy failure with an innovative method (experiment):
 - Running a international prize challenge for problems in society (concrete and symbolic) eg how to transform a confiscated villa to camorra into a business 4 local community
 - Leveraging creativity of people and organizations from across the world
- Partnership with UniCredit Bank Foundation and local civil society organisations
- Prize €10K for every winner
- Support 4 winners to turn ideas into social enterprises
- Seed funding (€150K) 4 sustainable & effective projects

Naples 2.0: results

- 200 applications from 32 countries (September 2011)
- 7 winners
 - 4 ex equo
 - 1 award non attributed
- 200'000 visitors
- Int media coverage:
 - Forbes
 - Guardian
 - Bloomberg
- 2 new soc start-ups to be launched on 3 June 2013
- Over €0.5m total private investment
- Inspired EU Social Innovation Prize



Lessons from Naples 2.0

- Failure is part of innovation process
 - Public institutions have to be part of the plan (in Europe)
 - Spread a culture of innovation, entrepreneurship and risk-taking especially amongst the youth
 - Innovate in methods to develop innovative solutions
 - Turning social workers in entrepreneurs is the most difficult part
 - Established organisations can be obstacles to innovation
- ... private funding is not a problem for good ideas&projects

EU public policies

- Social innovation in Europe 2020 (2010)
- EU social innovation agenda and platform (April 2011)
- EU social business initiative (October 2011)
- Group of experts on social entrepreneurship to Commissioner Barnier (2012)
- EU social innovation prize (2012)
- EIF Social Innovation Accelerator: €60m fund of funds (May 2013)
- Social innovation&enterprise in structural funds

Priorities for public policies

1. Enabling environment:

- ✓ **Define social impact as definition of social innovation and social enterprise** (not legal entity or labels)
- ✓ Identify & tackle barriers to cross border trading & scaling within Single Market and worldwide
- ✓ Improve access to public procurement
- ✓ Increase practitioners expertise 4 EU & national officials eg GECES & Italy expert group

Priorities for public policies

2. Funding

- ✓ Simplification financial regulation
- ✓ pilots and experiments across borders
- ✓ Mix public/private – grants/loans/equity

3. Capacity building

- ✓ Foster visibility amongst the broader public & potential customers eg prizes, TV shows, testimonials
- ✓ Support networks eg scaffolding infrastructure across Europe and beyond

Balkans: pilots and policy

- Involved in 12 projects in the Balkans since 2007:
 - Piloting social enterprise in Macedonia
 - Reforming European financial regulation (PRAG)
 - Developing customized financial services for CSOs in Serbia
 - Empowering civil society networks in Serbia
 - Erasmus for Young Entrepreneurs
- **To include social entrepreneurship & innovation in European enlargement policy**

The Serbian case: alarming!

Bill on social entrepreneurship:

- Social enterprises would have to be recognised by the state;
- State owned or state recognised enterprises will have advantage in the market place;
- Municipalities would have to engage no less than 10% of the unemployed in such enterprises. Wages would be restricted;
- If any profit/surplus is made, 50% would go into a state fund.

Priorities in the Balkans?

- **Policy narrative on social entrepreneurship** – to be used by EU to upgrade its strategy for civil society and social cohesion in the Western Balkans and Turkey
- **Funding** - to kick-start social entrepreneurship in the region. Expanding existing EU programmes to include a focus on social entrepreneurship and innovation
- **Support** - to encourage the development of a framework which will underwrite the legitimacy and the distinct features of social entrepreneurship

If you want to know more ask



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