



Erasmus+

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**Projekt mobilnosti s partnerskimi državami v terciarnem
izobraževanju**

SOCIAL ENTREPRENEURISHIP EDUCATION
the way to solve social problems



EKONOMSKA ŠOLA CELJE
VIŠJA STROKOVNA ŠOLA



SOCIAL ENTREPRENEURSHIP EDUCATION - the way to solve social problems

Izdala: Ekonomska šola Celje, Višja strokovna šola

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Celje, junij 2019

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UVOD

V okviru Erasmus+ 2017 - Mobilnost med državami programa in partnerskimi državami sta Ekonomski šola Celje, Višja strokovna šola in Ekonomski fakulteta Niš, Srbija izvajali projekt: »Social Entrepreneurship Education – the way to solve social problems«.

Trajnostni regionalni razvoj in zagotavljanje socialne varnosti sta ključni prednostni nalogi vsake države. V zadnjih letih sta imela razvoj socialnega podjetništva in ustanavljanje socialnih podjetij vse pomembnejšo vlogo pri doseganju teh prednostnih nalog. Socialna podjetja in podjetniki imajo tako pomemben vpliv tako pri reševanju problemov socialne vključenosti ranljivih družbenih skupin, zmanjševanju revščine, zaposlovanju dolgotrajno brezposelnih oseb, lajšanju socialnih neenakosti, reševanju okoljskih problemov. V našem projektu smo želeli primerjati različne koncepte razvoja socialnega podjetništva in posebnosti socialnih podjetij v Sloveniji in Srbiji. To delo je rezultat obiska in intervjujev ustanoviteljev socialnih podjetij v Srbiji in Sloveniji, ki je potekalo v okviru projekta od 1. junija 2017 do 31. julija 2019.

U okviru Erasmus+ 2017 - Mobilnost između zemalja programa i zemalja partnera, Ekonomski škola Celje, Viša strukovna škola i Ekonomski fakultet u Nišu, Srbija, realizovali su projekat: »Social Entrepreneurship Education – the way to solve social problems«.

Održivi regionalni razvoj i obezbeđenje društvenog blagostanja su neki od ključnih prioriteta svake države. Poslednjih godina sve značajniju ulogu u ostvarenju tih prioriteta ima razvoj socijalnog preduzetništva i osnivanje socijalnih preduzeća. Socijalna preduzeća i preuzetnici mogu imati veoma važnu ulogu u rešavanju problema socijalne inkluzije ugroženih društvenih grupa, smanjenju siromaštva, apsorbovanju dugotrajno nezaposlenih lica, ublažavanju socijalnih nejednakosti, rešavanju ekoloških problema. U našem projektu želeli smo usporediti različite koncepte razvoja socijalnog preduzetništva i specifičnosti socijalnih preduzeća u Sloveniji i Srbiji. Ovaj rad je tako rezultat posjete i intervjuisanja osnivača socijalnih preduzeća u Srbiji i Sloveniji, koje je bilo sprovedeno u okviru projekta od 1. juna 2017 do 31. jula 2019.

Within the framework of Erasmus+ 2017 - Mobility between the countries of the program and partner countries, Celje School of Economics, Higher Vocational College and the Faculty of Economics in Niš, Serbia, implemented the project: "Social Entrepreneurship Education - the way to solve social problems."

Sustainable regional development and the provision of social welfare are some of the key priorities of each state. The development of social entrepreneurship and the establishment of social enterprises have played an increasingly important role in achieving these priorities, in recent years. Social enterprises and entrepreneurs can play a very important role in solving the problems of social inclusion of vulnerable social groups, reducing poverty, absorbing long-term unemployed persons, alleviating social inequalities, solving environmental problems, and so on. In our project, we wanted to compare the different concepts of social entrepreneurship development and the specificity of social enterprises in Slovenia and Serbia. This work is the result of the visit and interview of the founders of social enterprises in Serbia and Slovenia, which was carried out within the project from 1 June 2017 to 31 July 2019.

OBISK SOCIALNIH PODJETIJ V SLOVENIJI

Maribor, Krško, 22. 5. – 26. 5. 2018

1. ZADRUGA BIKELAB z.o.o., so.p.

<http://www.bikelab.si/>

Zadrugo BikeLab, socialno podjetje so 4. februarja 2014 ustanovili trije strastni ljubitelji kolesarstva v Mariboru. Ugotovili so, da v Mariboru ne morejo najti ustreznih in kvalitetnih storitev za servisiranje in vzdrževanje koles. Svojo poslovno pot so začeli sprva pod okriljem inkubatorja Tkalka, v letu 2015 pa so se podali na samostojno pot. Zadrugo predstavljajo ljudje z različnimi izobrazbami in profili: Goran Katavić, po izobrazbi profesor angleškega jezika, Tonka Polšak Cojzer, diplomirana geografinja in Matej Obu, gimnazijski maturant. Z ustanovitvijo podjetja so si kot mladi nezaposleni zagotovili delovna mesta.



Vir: Lastni

Uspešni so bili pri pridobitvi sredstev na razpisih, ki so jih porabili za nakup orodij in začetek poslovanja ter za usposabljanje kolesarskega mehanika.

Temeljni namen zadruge je poleg zagotavljanja delovnih mest za mlade nezaposlene, seveda izvajanje kakovostnih kolesarskih servisnih storitev, ponovna uporaba, načrtovanje, izvedba in vzdrževanje turistične infrastrukture, oblikovanje turističnih produktov ter strokovna usposabljanja.

Področja, na katerih delujejo so tako:

- servis koles;
- prodaja koles — Retrokolo.si je znamka pod katero tržijo kolesa nizozemskega podjetja Popal;
- izposoja električnih koles OVeNtura;
- UP-CYCLING – kar predstavlja uporabne predmete, ki jih tržijo pod registrirano blagovno znamko BikeLab. Izdelki nastajajo iz odsluženih delov koles (predrtih

zračnic, obrabljenih verig, odpisanih plaščev,...). Reciklirane izdelki izdelujejo in prodajajo v Alternativni veleblagovnici Smetka.



Vir: <http://www.bikelab.si/#/?project=upcycling-2>,
<http://www.bikelab.si/#/?project=upcycling>

- ohranjanje narave, urejanje in varstvo okolja,
- znanost, raziskovanje, izobraževanje, usposabljanje in vzgoja,
- razvoj zelenih in socialnih ekonomij,
- ohranjanje kulturne, tehnične in naravne dediščine,
- spodbujanje razvoja lokalne skupnosti,
- razvoj turističnih produktov in namenske turistične infrastrukture,
- povezovanje tehničnih znanj, naravovarstva ter znanj s področja kulture.

Prostore imajo v centru mesta, ki so last mestne občine Maribor. Prva tri leta jih je občina oprostila plačevanja najemnine, kar je pripomoglo k lažjemu vzponu podjetja.

Njihova želja je seveda vzpodbuditi prebivalce Maribora k večji uporabi kolesa kot prevoznega sredstva trajnostne mobilnosti. V zadnjem času opažajo porast števila kolesarjev in s tem povečanja dela v servisni službi, saj je veliko koles starejšega datuma.

Njihova vizija je tudi sodelovanje pri snovanju in izgradnji dodatnih kolesarske infrastrukture - gradnja kolesarskih parkov, kolesarskega turizma in s tem seveda zagotavljanja novih delovnih mest.

2. EVROPSKI KULTURNI IN TEHNOLOŠKI CENTER MARIBOR, so.p. - CENTER EKSPERIMENTOV MARIBOR

<http://www.ektc.si/>

Center eksperimentov Maribor je financiralo Ministrstvo za visoko šolstvo, znanost in tehnologijo v letih 2008-2011 in je rezultat programa »promocija znanosti in inovativnosti«. Otvoritev Centra eksperimentov Maribor je bila 25. septembra 2009. Nadgradnjo Centra eksperimentov Maribor je omogočil program Evropske prestolnice kulture leta 2012. Takrat je Center eksperimentov Maribor deloval z Univerzo v Mariboru pod skupno znamko Hiša znanosti - Center eksperimentov.

Od leta 2013 dalje deluje Center eksperimentov Maribor pod okriljem Evropskega kulturnega in tehnološkega centra Maribor, ki je edini tovrstni center v severovzhodni Sloveniji.

Evropski kulturni in tehnološki center Maribor, so.p., je sicer zasebni zavod s statusom mladinskega centra, ki je priznan s strani Urada Republike Slovenije za mladino in Mestne občine Maribor.

Njegova ciljna skupina so seveda predvsem otroci in mladi, starši, učitelji in vsi drugi, ki jih zanima spoznavanje znanosti s poudarkom na naravoslovnih vedah, sodobnih tehnologijah ter izvajanju aktivnosti razvojne, raziskovalne in inovativne dejavnosti.

Njihov glavni cilj je promocija znanosti in znanja na drugačen, zanimiv in zabaven način. Metodološko uporabljajo doživljajsko izkustveno pedagogiko, ki zagotavlja boljše razumevanje in pomnenje ter prenašanje znanja na druga področja. To pomeni, da uporabljajo princip aktivnega vključevanja obiskovalcev, ki lahko samostojno preizkušajo ponovljive eksperimente. V zbirki imajo okoli 50 različnih eksperimentov, ki so namenjeni spoznavanju naravoslovnih pojavov z različnih znanstvenih področij, kot so fizika, matematika, tehnika, kemija ipd. Obiskovalci lahko po krajši predstavitev demonstratorja sami (ali ob pomoči) preizkušajo eksperiment v lastnem ritmu in zmožnostih. Vsak eksperiment je ponovljiv.



Vir: Lastni



Vir: Lastni

Verjamejo, da je znanje pomembna prednost posameznika. Zato so njihove aktivnosti usmerjene na področje dela z mladimi, za njihovo večjo kompetenčno in karierno opremljenost, neformalno izobraževanje in za druge vrednote ter vsebine, aktualne za mlade.

Vključujejo se tudi na področje mednarodnega sodelovanja in medkulturnega dialoga, kulture in umetnosti, muzejske dejavnosti, kulturne in tehniške dediščine, razvoja raziskovalnih vrednot, sodobnih tehnologij, počitniške dejavnosti, gospodarstva ter inovativnega in socialnega podjetništva. Vključeni so v različne projekte (Erasmus+, Interreg...).

Njihova posebna ponudba je poučno in zabavno praznovanje rojstnih dni za osnovnošolce z LEGO robotiko.

3. KOOPERATIVA DAME, TRAJNOSTNI TURIZEM IN GOSTINSTVO, z.o.o., socialno podjetje

<http://www.kooperativa-dame.si/>

Zadruga Kooperativa Dame je bila ustanovljena leta 2014 kot socialno podjetje. Štiri ustanoviteljice so njeno ime oblikovale iz začetnih črk svojih imen. Ena izmed ustanoviteljic je bila gospa Alenka Iskra, ki je pred tem vrsto let delovala na področju turizma. Sedaj je že lela postaviti nove, drugačne temelje. Uspelo jim je povezati lokalne proizvajalce in v svoji gostilnici ponuditi domače, lokalne kulinarične dobrote. Njihova zgodba je usmerjena v razvoj trajnostnega turizma in gostinstva. V svojih vrstah zaposlujejo povprečno pet starejših dolgotrajno brezposelnih žensk, ki prinašajo znanje in recepte ustvarjanja kulinaričnih izdelkov.

Poslanstvo kooperative je zadovoljiti potrebe njihovih ciljnih skupin z zdravju prijaznejšo prehrano in čim manjšim obremenjevanjem okolja.



Vir: Lastni

Dejavnosti:

Gostilnica, kavarnica in trgovinica

Se nahaja v središču mesta Maribor, na desnem bregu reke Drave. Dnevno pripravljajo kosila, sezonsko ponudbo jedi, jedi na žlico- vampe na tržaški način, »ta pravi« goveji golaž, gobovo juho z ajdovimi žganci in druge dobrote iz pestrega jedilnega lista. Poleg kosil ponujajo sveže, domače zajtrke, malice, solatke, sladice in še veliko več. Pri pripravi jedi v največji meri uporabljajo lokalno, svežo in ekološko pridelano hrano.

Domače pecivo

Poznani so po odličnih slaščicah. Sprejemajo naročila za domače torte, pite, drobno sladko in slano pecivo, potice in piškote.

Catering

Za različne dogodke prevzamejo organizacijo ter za dogodek oblikujejo celovito rešitev. Pripravijo, organizirajo in izvedejo popolno kulinarično oskrbo po najsodobnejših standardih. Na izbrani lokaciji poskrbijo za vso opremo, dekoracijo, postrežbo in tudi za končno pospravljanje.

Odgovorna poslovna darila

V trgovinici lahko za prijatelje, sodelavce in poslovne partnerje kupite domiselno darilo, ki je trajnostno usmerjeno in uporablja lokalne potenciale. To so domači shranki, ki so izdelani po tradicionalnih receptih naših babic in dedkov: marmelade, zelenjavni shranki, namazi, domače sirupi in piškoti.

Pri svojem delovanju so prejeli nekatere subvencije (za dve leti plači za dve delavki preko Zavoda za zaposlovanje), v okviru Slovenskega podjetniškega sklada so prejeli kredit s subvencionirano obrestno mero in nepovratna sredstva preko Evropskega socialnega sklada.

4. PERON, KOOPERATIVA PROJEKTNIH USTVARJALCEV z.o.o., socialno podjetje

<https://www.facebook.com/SALON.maribor/>

Leta 2013 so ustanovili zadrugo PERON, kooperativo projektnih ustvarjalcev z.o.o. v prostorih, kjer je bila sto let nazaj glavna mestna kavarna in kasneje casino. Prostori so zaradi ljubiteljskega zbiranja enega od ustanoviteljev opremljeni kot muzej jugoslovanskega pohištva iz 50-tih, 60-tih in 70-tih let. V njem je zaposlenih povprečno 7 oseb.



Vir: Lastni

Danes se v teh prostorih z imenom Salon uporabnih umetnosti odvijajo različni dogodki s področja literature, poezije, razstav, teatra, zanimivih razprav, plesnih večerov in koncertov. Na tem prostoru se lahko uveljavljajo mladi in/oz. neuveljavljeni umetniki. V letih 2017 in 2018 so tako letno pripravili in izvedli produkcijo 350 kulturnih in družabnih dogodkov.



Vir: lastni

Salon uporabnih umetnosti pa je tudi predstavitevni, prodajni in družabni prostor namenjen slovenskim oblikovalcem, arhitektom, umetnikom, ustvarjalcem ter ljubiteljem sodobnega oblikovanja in umetnosti.



Vir: lastni

Problem prostora Casinoja pa je stečajni postopek, ki poteka že vse od leta 2016. Pričakujejo, da bo po zaključku postopka stavba prodana. Sedaj se ukvarjajo s plačevanjem drage najemnine ter visokimi stroški vzdrževanja te lokacije. V letu 2018 so začeli iskati nadomestno lokacijo in jo našli v Vetrinjskem dvoru, kar je povzročilo dodatne stroške. Zaradi vseh dejavnikov se je kot posledica pojavila nelikvidnost podjetja. Ustrezno rešitev vidijo predvsem v višjem javnem sofinanciranjem kulturnega programa.

5. HIŠA! DRUŠTVO ZA LJUDI IN PROSTORE, so.p. - v njegovem sklopu podprogram Rajzefiber biro

<http://www.drustvo-hisa.si/content/o-nas-0>

<http://www.rajzefiber.si/>

Rajzefiber biro je bil junija 2014 oblikovan kot podprogram v sklopu socialnega podjetja Hiše!društva za ljudi in prostore so.p. in turistične zadruge Živo mesto z.o.o. Njegov namen je postati nanoturistična agencija, specializirana za neformalen in oseben dostop do turizma v mestu Maribor. Kot pojasnilo, je nanoturizem kreativna kritika masovnega turizma in je pri svojem načinu dela opredeljen z zelo osebnim pristopom. Je lokalno usmerjena alternativa turizma, ki temelji na sodelovanju lokalnega prebivalstva, da le-ti ustvarjajo podobo mesta.



Vir: lastni

Tako prebivalci mesta Maribor ustvarjajo in razkrivajo zgodbe in gostoljubje svojega mesta. Ekipa Rajzefibra je v sodelovanju s prebivalci, organizacijami, restavracijami, študenti, profesorji, razvila program sprehodov, ki razkrivajo skrite in posebne strani mesta. Drugo leto zapored (2018 in 2019) so pripravili Festival sprehodov, kjer mestne ulice, trgi, podzemni rovi in okoliški griči razkrivajo svoje zgodbe in legende mesta Maribor. Pripravljajo pa še druga različna doživetja: Skrivnostni pobegi, Treasure hunt Maribor, Mednarodni laboratorij na temo trajnostnega kulturnega in kreativnega turizma, posvete in razstave. Treasure hunt Maribor pomeni samostojno raziskovanje mesta, ki uporabniku omogoča ogled in spoznanje turističnih znamenitosti mesta Maribor, brez turističnega vodnika.

V Rajzefibru je povprečno zaposlenih 4-5 delavcev.

V Rajzefiber trgovini pa sami kreirajo in izdelujejo izbor izvirnih, ročno izdelanih lokalnih spominkov kot so: majice Maribor sLOVEnia Nakupovalne vrečke Maribor sLOVEnia, nahrbtnike Maribor sLOVEnia, razglednice mesta Maribor...



Vir: <https://rajzefiber.business.site/#summary>

Njihovo financiranje poteka v okviru Hiše!društva za ljudi in prostore so.p. in ga sestavljajo dotacije iz proračunskih sredstev, drugih javnih sredstev, iz fundacij, skladov in ustanov ter iz tržne dejavnosti.



Vir: <https://rajzefiber.business.site/#summary>

6. DRUŠTVO DNEVNI CENTER AKTIVNOSTI ZA STAREJŠE MARIBOR, so.p.

<https://www.facebook.com/Dru%C5%A1tvo-TOTI-DCA-Maribor-so-p-519967334755103/>

Društvo Dnevni center aktivnosti za starejše Maribor, na kratko Društvo TOTI DCA Maribor je medgeneracijski center, ki je namenjen povezovanju, vključevanju in druženju starejših ter mlajših uporabnikov. Ustanovljeno je bilo leta 2012, kot socialno podjetje pa je registrirano od septembra 2014.

Njihova vizija je spodbujati aktivno življenje starejših. Poslanstvo društva pa je delovanje v dobro starejših v pokolu, tistih, ki se nanj pripravljajo, dolgotrajno brezposelnih in tistih, ki želijo v družbi ostati aktivni ter ohraniti kvalitetno življenje.



Vir: Lastni

Vse aktivnosti, ki jih ponujajo, so za uporabnike brezplačni. Področja so različna: tuji jeziki, računalništvo, ustvarjalne delavnice, kuharska delavnica, likovna delavnica, literarni krožek, mojstrska delavnica, hobby delavnice, vaje spomina, meditacija, joga, telovadba, druženje, pogovor, bralni kotiček, igranje družabnih iger, predavanja z različnih področij...

Aktivnosti izvajajo na dveh lokacijah vsak dan od 8.00 do 15.00 ure kot dnevni center. Občasno pa organizirajo tudi večerne dogodke. Vsekakor pa bi bilo njihovo delovanje na osnovi brezplačne udeležbe vseh zainteresiranih nemogoče brez dobre mreže prostovoljcev (predvsem mladimi), ki izvajajo posamezne dejavnosti. Tako se povežejo z raznimi društvji in institucijami s kulturnih, športnih, zdravstvenih, socialnih, pravnih področij in področij vključevanja v mrežo prostovoljstva. Delovanje v društvu temelji na enakopravnosti uporabnikov in pri tem upošteva in omogoča vstop vsem uporabnikom. Pomembno področje pa je tudi svetovanje in pomoč pri reševanju težav s strokovnjaki na področju: zdravstva, prava, pacientovih pravic, socialne problematike, mediacije in psihosocialne pomoči.

Financiranje poteka s pomočjo občine (prostori) in sredstev Ministrstva za gospodarski razvoj in tehnologijo ter sredstev Evropskega sklada za regionalni razvoj.



Vir: Lastni

Na obisku smo srečali dve stalni udeleženki različnih aktivnosti (predvsem učenja tujih jezikov in telovadbe), ki sta navdušeni nad organizacijo in vzdušjem v dnevnem centru.

7. DRUŠTVO KNOF – podjetna skupnost za trajnost

<http://new.knof.si/>

KNOF: Kreativnost Nam Ohranja Fantazijo

KNOF je nastal v Sevnici že leta 2007 kot oblika mladinskega društva, ki je mladim iz ulice preko projektnega dela omogočal pridobivanje prvih delovnih izkušenj in odgovornosti. Leta 2009 so nato člani društva ustanovili Zavod KNOF z usmeritvijo v družbeno odgovorno podjetništvo. Po sprejetju Zakona o socialnem podjetništvu je leta 2012 Zavod postal tretje registrirano socialno podjetje v Sloveniji in prvo v Posavju.

Ustvarili so prvo zaposlitev in prvič gostili prostovoljce iz tujine. Iz tega gostovanja se je rodila prva podjetniška ideja z vsebino socialnega podjetništva. To je bila trgovina Stara šola.

Stara šola - zelene trgovine podarjenega

Otvoritev je bila leta 2013 na dveh lokacijah: v Trbovljah in Krškem, danes pa delujejo še v Brežicah in Sevnici. Namen projekta je spodbuditi ponovno uporabo rabljenih predmetov kot tudi kreirati nove uporabne predmete s popravili in predelavami. Neuporabne predmete lahko na kreativnih delavnicah ponovne uporabe, ki potekajo dvakrat na mesec v Stari šoli Krško, predelate v npr. tekstilno vrečko, torbico ali pa okrasek. Seveda pa s to dejavnostjo zagotavljajo tudi nova delovna mesta v lokalnem okolju.



Vir: <http://new.knof.si/portfolio/stara-sola-zelene-trgovine-podarjenega/>

Obiskali smo trgovino v Krškem Tam so nam razkazali delavnice, kjer popravljajo in kreirajo nove uporabne izdelke in trgovino.



Vir: Lastni

Prav tako so že leta 2013 prehiteli celotno Slovenijo z odprtjem inovativnega Inkubatorja socialnega podjetništva v Sevnici, v katerega se je vključilo 6 oseb z družbeno odgovorno podjetno idejo. Leta 2017 je KNOF preselil svojo glavno dejavnost v Krško, regijsko središče. Vsak član skupnosti ob včlanitvi sprejme pet osnovnih načel: trajnostni razvoj, družbena odgovornost, solidarnost, vključevanje ranljivih skupin in soupravljanje.

Vse od začetka delovanja je motor in duša KNOF-a vodja skupnosti gospa Mojca Žganec Metelko. V 10 letnem delovanju so ustvarili 65 zaposlitev, vključenih je bilo 150 posameznikov, od tega polovica iz ranljivih skupin (invalidi, starejši od 55 let, dolgotrajno brezposelni, mladi brez izobrazbe...), prihranili so 150 ton odpadkov (projekt Stara šola). O pomenu trajnostnega razvoja so izobrazili več kot 2500 ljudi (kupovanje lokalno pridelane hrane, ponovna uporaba, zdravo življenje, naravna gradnja, zerowaste, medkulturna strpnost).



Vir: Lastni

V društvu KNOF izhajajo iz potreb njihovih članov. Tako so nastali in še nastajajo naslednji programi:

- Inkubator socialne ekonomije Posavje, ki deluje v samostojnem Zavodu KNOF so.p. Krško
- Stikalnik FabLab Krško, ki deluje v samostojni Zadružni Stikalnik so.p.
- KNOF SUNK Sevnica, aktivnosti za mlade;
- Coworking Krško in Sevnica, ki nudi prostor za so-delovanje podjetnikom in partnerjem;
- Evropska solidarna enota Erasmus+ programa, ki omogoča prostovoljstvo mladih v tujini.

Inkubator KNOF omogoča, da posamezniki v varnem okolju inkubatorja testirajo svojo poslovno idejo na trgu, še preden odprejo svoje podjetje v okviru podjetnega centra. Omogoča lažjo pridobitev nepovratnih sredstev ali subvencije. V okviru inkubatorja pa lahko koristijo strokovno podporo na področju: računovodstva, administracije, pravnih poslov, prijav na razpise, mentorstva za zagon in razvoj, povezovanja in mreženja. Člani v skupni KNOF FOND prispevajo 3-10% mesečnega prometa, iz katerega nato financirajo stroške računovodstva in administracije ter tekoče stroške za skupni delovni prostor (elektrika, internet). Trenutno v okviru inkubatorja deluje 15 podjetnih centrov iz različnih področij.

Ogledali smo si še Stikalnik FabLab Krško. To je edinstven FabLab ali »fabrication laboratory« kot odprt prostor za tehnološko ustvarjanje. Predstavlja platformo izobraževanja, medgeneracijskega povezovanja, ustvarjanja ter podpore kreativnim ustvarjalcem, startupom in podjetjem. Stikalnik z.b.o., so.p. je bil kot zadružna ustanovljena leta 2016 z namenom ustanovitve prvega ustvarjalnega laboratorija v Posavju. Istega leta so uspešno pridobili sredstva iz razpisa Ministrstva za gospodarski razvoj in tehnologijo za Startup socialno podjetje. Spomladi 2017 so nato prejeli še vabilo Fakultete za elektrotehniko Univerze v Ljubljani in se uspešno vključili v FabLab mrežo Slovenije, ki združuje več kot 13 FabLabov po Sloveniji.

FabLab je namenjen predvsem mladim, brezposelnim in startupom. Ob včlanitvi vsak pridobi dostop do opreme FabLaba, ki obsega: CNC rezkar, laserski rezalnik in gravirnik ter 3D tiskalnik. Prav tako lahko član izkoristi tudi možnost usposabljanja za samostojno uporabo storjev in mentorsko podporo. Poleg možnosti uporabe opreme v FabLabu ponuja Zadružna Stikalnik so.p. tudi storitve lasiranja, rezkanja, graviranja, 3D tiskanja različnih materialov po naročilu.



Vir: Lastni

Oprema FabLaba in strokovni mentor, ki zna uporabljati stroje, je na voljo tudi podjetnim centrom inkubatorja za izdelavo različnih prototipov iz lesa, stekla, aluminija, jekla ali bioplastike.



Vir: Lastni

POSETA SOCIJALNA PREDUZEĆA U SRBIJI

Pirot, Niš, 8. 1. 2019 – 12. 1. 2019

1. DAMSKO SRCE

<http://damskosrce.com/>

Socijalno preduzeće „Damsko srce“ osnovala je Slavica Ćirić 2009. godine radi negovanja i očuvanja starih i umetničkih zanata u Pirotu kao i sa ciljem da se pomogne ženama koje spadaju u grupu teško zapošljivih.

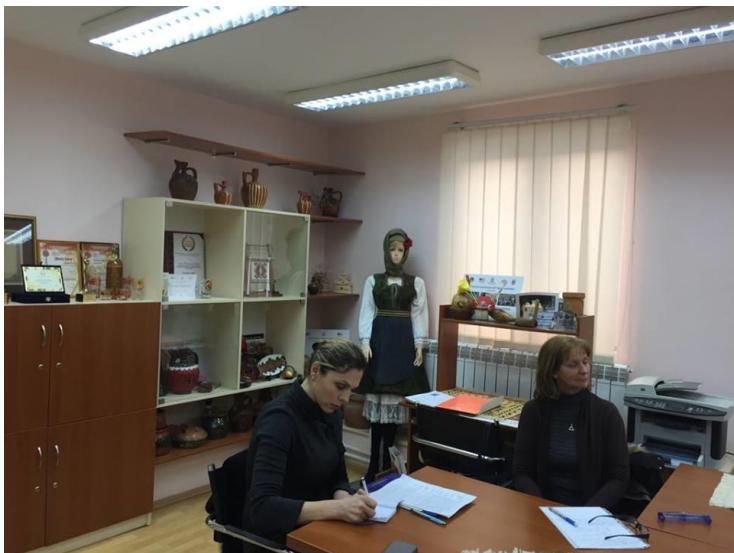


Izvor: Vlastiti

Nastalo je na temeljima udruženja „Grlica“ koje je osnovano 2005. godine radi edukacije žena za izradu pirotskih čilima i njihovo osposobljavanje za osnivanje sopstvenih radionica i samozapošljavanje. Udruženje „Grlica“ je uzimalo žene sa biroa, organizovalo im edukaciju i podsticalo na otvaranje sopstvenih radionica. Vrlo brzo se pokazalo da je udruženje vrlo moćno, da žene vrlo brzo i uspešno uče posao, ali nemaju preduzetničke sklonosti i nisu spremne da pokrenu sopstveni posao. Drugim rečima, cilj udruženja je samo delimično ostvaren jer su žene bile edukovane, ali i dalje nezaposlene. Slavica je odlučila da osnuje zanatsku zadrugu koja je nazvana „Damsko srce“.

Dodatni podsticaji za ovu odluku bili su: odumiranje pirotskog čilimarstva (u periodu od 2007-2009 godine) i projekat Ministarstva raspisan 2009 godine. Za samo šest meseci tokom 2009 godine zatvorene su sve radionice koje su proizvodile pirotske čilime, zbog ukidanja dotacija za plaćanje poreza, u periodu delovanja svetske ekonomske krize. Pretila je opasnost da se izgubi elaborat i izgubi proizvod koji ima najdužu tradiciju u Srbiji. Sa druge strane, Ministarstvo ekonomije i regionalnog razvoja Republike Srbije je raspisalo konkurs za dodelu bespovratnih sredstava u okviru programa raspodele i korišćenja subvencija namenjenih za razvoj turizma i ruralne delatnosti. Udruženje „Grlica“ je apliciralo projektom koji je

podrazumevaо edukaciju i zapošljavanje žena koje će raditi na izradi sertifikovanih pirotskih čilima. Ovim projektom bile su finansirane plate, porezi, doprinosi za 9 žena, koje su bile zaposlene. Opština Pirot je obezbedila prostorije i nabavku opreme, a USAID je finansirao rekonstrukciju i renoviranje prostorija u kojima se vrši edukacija i tkanje pirotskog čilima.



Izvor: Vlastiti

I ako su obezbeđeni osnovni uslovi za početak rada, sam početak nije bio ni malo lak. Izrada sertifikovanih pirotskih čilima podrazumeva poštovanje standarda. Pre svega matrijal od koga se izrađuju čilimi je čista vuna od ovce „Pramenke“. Kada su počele da rade vrlo teško je bilo naći na tržištu takvu vunu jer je ona mešana sa vunom drugih ovaca (koja nije tako elastična i dugotrajna i dovodi do pucanja vlakna prilikom tkanja). Drugi problem bila je dužina vlakna, koja je zavisila od šišanja ovaca. Slavica je obišla sve stočare sa Stare planine kako bi našla one koji gaje samo ovcu „Pramenk“ i dogovorila se sa njima o otkupu čiste vune sa određenim načinom šišanja. Problem je bio naći predionicu koja može da isprede i oboji adekvatno vunu (jer su mnogi dodavali sintetiku vuni, sintetika nije primala farbu za vunu pa je predivo bilo šareno).



Izvor: Vlastiti

Sledeći vrlo ozbiljan problem je bila edukacija tkalja. U početku su primane starije žene koje su tkale čilime na tradicionalan način. Međutim, izrada sertifikovanih čilima podrazumevala je poštovanje strogih pravila u radu, koje ove žene u početku nisu mogle da prihvate (jer su godinama unazad radile drugačije), tako da je bilo potrebna vrlo struga i disciplinovana kontrola.

Žene su vrlo često u žurbi da urade što više (platu su dobijale po učinku) pravile greške, koje nisu htеле да isprave odmah, već su nastavljale sa radom. Pošto je Slavica insistirala na visokom kvalitetu (verovala je da samo tako mogu da osvoje tržište), tražila je od njih da rasturaju sve što su uradile i isprave grešku. Prošlo je mnogo vremena i proliveno mnogo suza dok su tkalje shvatile da je najbolje grešku ispraviti odmah kada nastane nego raditi uzalud proizvod koji ne ispunjava standarde kvaliteta.

Najozbiljni problem, svakako bio je osvajanje tržišta. Pošto ljudi ne prave razliku između pirotskih i ostalih čilima postojalo je ubeđenje da su pirotski čilimi kabasti i teško ih je izlagati i prodavati. Pokušaji Slavice da ubedi Ministre i druge ljudе u Vladi da otkupljuju čilime nisu uspeli. Zato je preko privatnih veza došla do Turističke organizacije Srbije koja je dala svoj prostor za izlaganje Pirotских čilima, kada su ljudi mogli da vide i shvate da su ovi čilimi vrlo specifični, mnogo tanji od svih drugih vrsta čilima, mogu biti vrlo malih dimenzija, jednostavni za pakovanje, transport i čuvanje. To su shvatili i ljudi iz Ministarstva, sa kojima je potpisana sporazum o otkupu pirotskih čilima određenih dimenzija, a Turistička organizacija Srbije vrlo često na svojim sajmovima izlaže i ove tradicionalne proizvode.

Zahvaljujući ovim događajima, kao i klasičnim oblicima promocije počela je kontinuirana prodaja pirotskih čilima širom Srbije i u inostranstvu, što omogućava ekonomsku održivost ove organizacije. U isto vreme održava se stara srpska tradicija jer svaki čilim, osim dekoracije predstavlja i predmet koji ima svoju priču i mističnu simboliku. Svaka šara na čilimu predstavlja simbol (potiče još iz perioda Paleolita) koji ima svoje značenje, a odražava odnos čoveka i prirode i štiti od negativne energije. Tako da su čiimi i neka vrsta slikovnog pisma i amajlije za kuću. O njihovoј snazi, energiji, mistici simbola se gotovo ništa ne zna.

Zahvaljujući inicijativi, entuzijazmu, posvećenosti kulturi i tradiciji i velikoj upornosti Slavice Ćirić, zanatska zadruga Damsko srce već 10 godina uspešno posluje i čuva stari srpski zanat pirotskog čilimarstva. Pirotski čilim je za sada jedini narodni proizvod iz Srbije sa geografskom zaštitom, a od 2012. godine ovaj zanat je stavljen na nacionalnu listu nematerijalnog kulturnog nasleđa Republike Srbije i pod zaštitom je Uneska. U isto vreme Slavica prenosi mistične priče po željama potrošača, izgovorene simbolima na pirotskim čilimima....i nastavlja život dugogodišnje srpske tradicije kao što i naziv njenog udruženja kaže („damsko srce“ na pirotskim čilimima ima posebno značenje: njime se obeležava početak novog života). Uz to ovo socijalno preduzeće zapošljava žene iz marginalizovanih društvenih grupa u Pirotu i radi na njihovoј edukaciji i osnaživanju.

2. RADANSKA RUŽA

<http://radanskaruza.rs/>

Socijalno preduzeće "Radanska ruža" DOO Lebane se bavi proizvodnjom zimnice po tradicionalnim recepturama, na tradicionalan način, zapošljava žene starije od 50 godina i osobe sa specijalnim potrebama (počeli su zapošljavanjem pet žena, a trenutno ih imaju ukupno 30). Preduzeće je osnovano 2015 godine i kontinuirano ostvaruje odlične rezultate i velike stope rasta (u prvoj godini preradili su sedam tona sirovina a 2018 godine prerada je dostigla 120 tona sirovina), zahvaljujući idejama, ogromnoj posvećenosti, motivaciji, entuzijazmu, upornosti i istrajnosti osnivača udruženja Slobodanke Pavlović i Predraga Stošića. (<http://radanskaruza.rs>).



Izvor: Vlastiti

Kao što je poznato, širom Srbije prisutan je veliki broj **teško zapošljivih osoba** za koje je rad u tradicionalnom i klasičnom preduzeću gotovo nezamisliv iz zdravstvenih razloga. Takođe, na jugu Srbije, prisutan je veliki broj nezaposlenih žena koje nemaju sopstvene izvore prihoda. Sa idejom da omogući zaposlenje i zaradu ženama iz marginalizovanih grupa sa područja Lebana i okoline, Slobodanka Pavlović je osnovala Udruženje žena ruža u Lebanu. U početku ideja osnivača bila je da se udruženje bavi razvojem tradicionalnih zanata (proizvodnja i prodaja suvenira i sličnih predmeta), zatim pružanjem turističko-ugostiteljskih usluga, ali ove aktivnosti nisu imale veliki komercijalni uspeh. Tokom 2015 godine Slobodanka uz podršku Predraga Stošića, dolazi na ideju da osnuje socijalno preduzeće Radanska ruža koje bi zapošljavalo navedene marginalizovane društvene grupe, a bavilo bi se proizvodnjom zimnice po recepturi naših baka, na tradicionalan (radno-intenzivan) način. Bilo je više razloga za ovu preorientaciju. Pre svega shvatili su da je hrana ono što je tržištu uvek potrebno, a Leskovac je poznat po proizvodnji paprike i ostalog povrća i voća zato su izabrali proizvodnju ajvara, džemova, slatka i sličnih tradicionalnih proizvoda koji se dobijaju preradom povrća i voća. Takođe, većina žena koje bi činile ciljnu grupu poznavale su tehnologiju izrade zimnice, tako nije bilo potrebe za edukacijama, odmah su mogle da počnu sa radom.

Da bi realizovali ovu ideju Slobodanka i Predrag su aplicirali za projekat „Socijalno preduzetništvo za socijalno odgovorno društvo“. Za realizaciju ovog projekta bilo je neophodno obezbediti odgovarajući poslovni prostor, koji Udruženje žena ruža nije imalo, zato su tražili pomoć Opštine Lebane, koja je obezbedila prostor. Pošto je projekat bio odobren, nastalo je socijalno preduzeće Radanska ruža kao civilno-javno partnerstvo u kome su vlasnici Udruženje žena ruža (sa 60% vlasništva) i Opština Lebane (sa 40% vlasništva).

Osnovni proizvod ovog socijalnog preduzeća u početku je bio ajvar, zatim je dodata proizvodnja različitih džemova (džem od šljiva i šipurka, džem od kajsija od praske - vinogradarskih breskvica, od divljih jagoda), zatim su dodati peglana paprika, 'paradajz salata' (mleveni paradajz koji je samo pasterizovan i nije termički obrađen"), mazalice, pindur, voćni sokovi itd.



Izvor: Vlastiti

oslovanje se u početku odvijalo na projektnom principu. Bilo je zaposleno 5 žena, njihove plate kao i nabavka sirovina finansirani su iz projekta. Kompletna proizvodnja i pakovanje odvijli su se u zakupljenim prostorijama bivšeg društvenog preduzeća "Polet" - privatniku koji je sada vlasnik plaćaju mesečni zakup. Po završetku projekta, podeljen je promotivni materijal u obliku različitih vrsta proizvoda, kao što su: ajvar, ljutonica, slatka, pekmezi i sl. Odličan kvalitet ovih proizvoda privukao je pažnju potrošača i počele su da se javljaju porudžbine. Tako da je preduzeće nastavilo da se razvija po završetku projekta.

Veliki uticaj na razvoj poslovanja „Radanske ruže“ imalo je privlačenje kupaca najvećeg konkurenta „Bakina tajna“, kada je ovo preduzeće promenilo vlasnika i tehnologiju dobijanja proizvoda. Veliki broj restorana i fizičkih lica, koji su se ranije snabdevali od „Bakine tajne“, a koji su želeli kvalitetne proizvode preorjentisali su se na Radansku ružu. To je preduzeću Radanska ruža, obezbedilo velike izvore prihoda koji su omogućili razvoj poslovanja. Poslovni prostor je renoviran, nabavljenia dodatna oprema, zaposleno još žena (isključivo pripadnica marginalizovanih društvenih grupa). Međutim tehnologija proizvodnje nije promenjena, zahvaljujući čemu se dobijaju vrlo kvalitetni proizvodi. Proizvodi se rade po

tradicionalnoj recepturi kako bi se očuvali stari srpski zanati i recepture iz oblasti gastronomije. Pripremaju se na šporetu na drva.

Nema mašina, sve se radi potpuno ručno, kao u kuhinji naših baka. Iz jedne šerpe dobija se devet teglica ajvara - potpuno kao što se nekada radilo. Pasterizuju se u vreloj vodi, ne dodaju se konzervans niti bilo kakvi hemijski dodaci tako da su potpuno zdravi i bezbedni za odrasle i za decu.

Na ovaj način, doprinosi se dobijanju vrhunskog kvaliteta proizvoda. Procenjeno je da je ajvar „Radanske ruže“, najbolji na Balkanu jer ima 36% suve materije (kod konkurenata je prosečno učešće suve materije 18%, a minimum predviđen standardima je 9%). Slična je situacija i sa ostalim proizvodima ovog socijalnog preduzeća, koji „predstavljaju spoj odličnog prirodnog potencijala i ljudskih resursa, ukusnog i zdravog voća i povrća ubranog na obroncima Radan planine, i vekovne tradicije domaćica u proizvodnji zimnice. Sirovine dolaze sa malih parcela, biljke su zalivane vodom iz planinskih potoka, te plodovi zadržavaju maksimalni kvalitet i prefinjen ukus. Zahvaljujući velikoj posvećenosti kvalitetu i tradiciji „Radanska ruža“ je proglašena jednim od 8 najboljih proizvođača iz Srbije, koji su podržani projektom „Super Srbija“ čiji se proizvodi prodaju u „Rodi“.

Takođe, preduzeće radi na podsticanju razvoja nerazvijenih sela u okolini Leskovca i na zapošljavanju marginalizovanih društvenih grupa.

U pitanju su prevashodno žene sa invaliditetom, samohrane majke, žene koje spadaju u marginalne grupe stanovništva i sve su iz opštine Lebane prvenstveno iz pasivnih, ruralnih krajeva, jer one veoma teško dolaze do posla. Sve žene koje tu rade imaju stalna primanja i plate dobijaju na vreme. To su uglavnom žene kod kojih je od 20 do 60 odsto stepen invaliditeta, a reč je o različitim vrstama invalidnosti - od slabije pokretljivosti, do onih žena koje su operisale kancer, imaju problema sa kičmom itd. U zavisnosti od stepena invaliditeta se i organizuje proizvodnja, pa neke samo rade lakše poslove. Na neki način, ovim ženama, od kojih ima i onih koje su u svom životu preživele velike tragedije ili bolesti, rad u zdravom okruženju deluje na psihičko zravlje, te se može reći da Radanska ruža nudi i neku vrstu psihofizičke podrške ovim ženama.

Kako bi se zaokružio koncept socijalnog poslovanja sirovine se nabavljuju isključivo od malih nekomercijalnih proizvođača iz pasivnih brdsko-planinskih sela kako bi se podstakao njihov razvoj. Proizvodi iz ovih krajeva nisu konkurentni na tržištu, pijaca u Lebanu im je daleko, tako da je ovo jedini način da zarade od proizvoda. Na taj način, dodatno se promoviše i podržava razvoj opštine Lebane, koja spada u jedno od najnerazvijenijih područja Srbije. Pokušavaju da pomognu i seoskim domaćinstvima da opstanu sa svojom manjom proizvodnjom, otkupljuju njihove sirovine i pokušavaju da ih učine koliko-toliko ekonomski održivim. Preduzeće ima veliki broj kooperanata oko 30 porodica u selima u blizini Lebanu koje su angažovane u sezoni i kojima obezbeđuje izvore prihoda.

Osnivači preduzeća Radenska ruža su shvatili da se savremeni trendovi u proizvodnji hrane kreću u pravcu organske proizvodnje. Zato su krenuli u kolektivnu sertifikaciju zemljišta za dobijanje organskih namirnica u saradnji sa četiri gazdinstva. Izabrali su gazdinstva u

planinskim selima, gde je priroda očuvana i manje zagađena. Dobijanje sertifikata se očekuje u periodu od 2 godine (pošto je brdsko područje lakše je očistiti zemljište) kada će preduzeće moći da obezbedi organsko povrće na površini od 2ha i ponudi tržištu proizvode od organskih namirnica, pripremljene na potpuno zdrav način. Probna proizvodnja organskog ajvara počela je 2018 godine u saradnji sa kooperantima iz Makedonije koji obezbeđuju organsku papriku i obezbedila je odlične rezultate preduzeću.



Izvor: Vlastiti

Zahvaljujući velikoj posvećenosti osnivača, upornosti, trudu i entuzijazmu koji ulažu preduzeće posluje vrlo uspešno i predstavlja odličan primer socijalnog poslovanja sa Juga Srbije. Jedno od velikih ograničenja ovog preduzeća je pravna forma civilno-javno partnerstvo. Činjenica da je preduzeće osnovano zajedno sa lokalnom samoupravom otežava mu konkurisanje za državne podsticaje, kao i dobijanje kredita kod komercijalnih banaka, jer banke traže garancije oba osnivača, a lokalna samouprava tu garanciju ne može da izda. Ne može kao ostala preduzeća na tržištu da koristi bilo kakvu subvenciju koju daje država ili Nacionalna služba, zato što ima učešće države u osnivačkom kapitalu. Ni subvencije Razvojne agencije Srbije, ni subvencije Ministarstva privrede. I ako zapošljava žene sa invaliditetom, ne može da dobije sredstva NSZ koja se daju preduzećima koja zapošljavaju osobe sa invaliditetom.

Očekuje se da će sa usvajanjem Zakona o socijalnim preduzećima u Srbiji, poslovanje ovog i velikog broja drugih socijalnih preduzeća biti olakšano. A može se pretpostaviti da će ovo preduzeće nastaviti da beleži visoke stope rasta i doprineti ostvarenju ekonomskih i socijalnih ciljeva opštine Lebane i juga Srbije.

3. OMLADINSKI EDUKATIVNI CENTAR NIŠ

[www.facebook.com/ OmladinskiEdukativniCentarNis](https://www.facebook.com/OmladinskiEdukativniCentarNis)

Omladinski edukativni centar Niš (OEC) je udruženje građana koje se bavi proizvodnjom i prodajom organskih čajeva na čijoj pripremi, kao i dizajniranju ambalaže, marketingu i svim aktivnostima vezanim za proizvodnju i prodaju rade učenici srednjih škola u Nišu. Ovo socijalno preduzeće omogućava primenu dualnog obrazovanja jer đacima (srednjoškolcima) pruža mogućnost da steknu dragoceno praktično iskustvo koje mogu iskoristiti kasnije za zapošljavanje, pod njih se razvijaju preduzetničke veštine i podstiče preduzetnički duh koji treba da dovede do samozapošljavanja. U isto vreme kreativne ideje, znanje i energija mladih ljudi predstavljaju temelje poslovanja ovog preduzeća koji mu omogućava kontinuirani razvoj i povećanje konkurentnosti ([www.facebook.com/ OmladinskiEdukativniCentarNis](https://www.facebook.com/OmladinskiEdukativniCentarNis)).



Izvor: Vlastiti

Omladinski edukativni centar je osnovan 2007. godine kao udruženje građana koje se bavi realizacijom projekata namenjenih podizanju svesti mladih u različitim oblastima i povećanju aktivnizma. Jedan od projekata ove organizacije je bio proizvodnja čajeva. Inicijativa za proizvodnju organskih čajeva pokrenuta je na sajmu učeničkog preduzetništva 2014. godine, kada se koordinator OEC, Marko Đorđević susreo sa predstavnicima učeničke kompanije Ekonomsko-trgovinske škole iz Niša „Vector studio“ koja je imala originalni proizvod papir sa mirisom kafe. Predlog OEC je bio da se pokrene proizvodnja čajeva koji bi se pakovali u specifičnoj ambalaži napravljenoj od papira sa mirisom kafe. Koordinatori na ovom projektu osim Marka Đorđevića, bili su profesor Bratislav Vasić, mentor učeničkih kompanija Ekonomskog fakulteta u Nišu.

Sledeća inicijativa bila je orijentacija na organsko bilje i pripremu čajeva koji će imati sertifikat da su 100% organski. Kao što je poznato dobijanje sertifikata za proizvodnju organskih sirovina traje vrlo dugo (minimalno tri godine), ali pošto se radi o specifičnim sirovinama-bilju, postojala je mogućnost da se ono sakuplja u parkovima prirode, pri čemu nije potrebna provera zdravlja zemljista zahvaljujući tome je proces sertifikacije mnogo jednostavniji i kraći. OEC je izabrao drugu alternativu, odlučeno je da se bilje prikuplja u parkovima prirode.



Izvor: Vlastiti

U razvoju tehnologije za proizvodnju čajeva, izboru sirovina i izboru čajeva koji nisu mnogo zastupljeni na tržištu OEC je pomogla je „Kuća čajeva“. U početku su bili angažovani vrhunski biljoberači, sertifikovani za branje šumskih plodova i gljiva koji su edukovali i profesore Ugostiteljsko-turističke škole. Oni su prošli obuku, tako da sada mogu samostalno da biraju i beru bilje i gljive, bez uništavanja prirode, u parkovima prirode koji su pod zaštitom države i u kojima se bilje može brati samo uz dozvole Ministarstva, a sušara se nalazi podno Rtnja, u mestu Beli breg, dok se čajevi pakuju u školi.

U početku je bilo odabранo šest vrsta biljaka i voća. To su: kopriva, divlja nana, šipurak, plod divlje kruške, plod divlje jabuke i list divlje kupine, koji su prikupljeni i prerađivani u proizvode. Svi proizvodi imaju organski međunarodni sertifikat ovlašćene kuće za tu vrstu delatnosti – OCS.

Proizvodnja čajeva je u početku finansirana sredstvima Ministarstva omladine i sporta, vrlo brzo poso sa čajevim je postao održiv, jer je krenula prodaja čajeva na domaćem i stranim tržištima. Na sajmu učeničkog preduzetništva OEC je upoznao preduzetnika iz Nemačke koji

je htio da počne uvoz čajeva i distribuciju za Nemačko tržište. Prvi tiraž je bio 6 tona sirovina godišnje za tržište Nemačke, a kontinuirano se radi na proširenju obima proizvodnje i prodaje. Vrlo brzo posle ovog ugovora potписан je ugovor sa još jednim velikim kupcem iz Nemačke, tako da izvoz za tržište Nemačke sada čini 30% prodaje. Osim toga proizvodi OEC se distribuiraju i kupcima u Srbiji, uglavnom pravnim licima kao što su hoteli, restorani, prodavnice zdrave hrane i sl.

Asortiman OEC-a je proširen velikim brojem drugih proizvoda koji se proizvode od organskog bilja. Tako da su danas najatraktivniji proizvodi: čaj od divlje kruške (koji je jedinstven na evropskom tržištu), čaj od divlje nane koji nije prisutan na tržištu Nemačke, slatko od ljubičica (bogato fosforom), čaj od gloga (dobar za kardiovaskularne bolesti, a malo zastupljen na globalnom tržištu) itd. Zahvaljujući odličnim rezultatima OEC je 2018 godine ocenjen kao jedno od najperspektivnijih socijalnih preduzeća u Srbiji od strane GIZ-a, zahvaljujući čemu je ova NGO obezbedila različite oblike pomoći i podrške daljem razvoju.

Na prikupljanju i pakovanju organskog bilja rade učenici srednjih škola iz Niša. Učenici sa stručnjacima beru bilje i voće na lokalitetima Stare planine i Suve planine, a zatim ih posle sušenja pakuju u kutije. Sami su uradili dizajn ambalaže i promociju na društvenim mrežama. Učenici Ekonomsko-trgovinske škole rade na promociji, marketingu i prodaji. Učenici Umetničke škole dali su ideje za dizajniranje novog pakovanja, koje je potpuno originalno. Krajem 2018. godine u saradnji sa studentima Elektronskog fakulteta u Nišu počela je priprema digitalne platforme za izradu svih organskih proizvoda, organskih sirovina i zdrave hrane iz Srbije.



Izvor: Vlastiti

Zahvaljujući velikom broju originalnih ideja mladih ljudi koji su svakodnevno angažovani na različitim aktivnostima u okviru OEC realizovan je veliki broj različitih projekata. Neki od najinteresantnijih su pripremanje melema od lekovitog, organskog bilja za lečenje povreda, štampa istorije srpskih vladara na papiru sa mirisom kafe itd.

4. PIROTSKI POTRČKO

<https://www.facebook.com/potrckopirot>

„Pirotski potrčko“ Alekса Živković, je socijalni preduzetnik koji vrši dostavu lekova, hrane, pruža usluge plaćanja, kupovine i dostave na kućnu adresu potpuno besplatno ljudima starijim od 70 godina, na bicikli. Osim, pružanja usluga socijalno osetljivim društvenim grupama, Alekса promoviše zdrav način života, daje primer kako mladi mogu pomoći starim i bespomoćnim ljudima i svojim entuzijazmom, voljom i energijom dokazuje da ne postoje prepreke za socijalno motivisane i preduzimljive ljude. Zahvaljujući velikom broju projekata sa socijalnom misijom koje je realizovao, Alekса je nagrađen brojnim priznanjima i nagradama. Godine 2015. je dobio prestižnu Social Impact Award za svoju ideju o rikšama kojima bi se vozili turisti u obilazak grada, ali i stariji sugrađani na lekarske pregledе, besplatno. Bio je zaštitno lice popularne Koka-koline kampanje „Širi dobrotu“, a proglašen je i za „heroja mlađih“ festivala Exit 2013. i 2015. godine. Od strane međunarodne omladinske komisije svrstan je među deset izuzetnih, mlađih ljudi (www.facebook.com/potrckopirot).

Alekса je bio vrlo uspešan rukometaš na Malti, ali se posle maturiranja vratio u Pirot i predstavio model „Potrčka“. Ideju za ovaj posao dobio je još 2010 godine kada je upoznao „Potrčka“ iz Novog Sada. Kada je odlučio da postane prvi pirotski „potrčko“, cilj mu je bio da obezbedi za sebe kakvu takvu zaradu. Ali suočen sa problemima koje je uočavao u kontaktu sa ljudima, naročito starim i bespomoćnim, odlučio je da se bavi humanitarnim radom.



Izvor: Vlastiti

Nezvanično je počeo da radi u novembru 2012. godine. Pozvao je svoje prijatelje na Facebooku da kažu njihovim dekama i bakama da će obavljati za njih poslove koji su im potrebni, a oni će plaćati koliko žele ili mogu. U početku ljudi nisu bili mnogo zainteresovani. Stariji su bili skeptični, a neke organizacije su čak širile glasine da je Alekса lopov.

Nekoliko meseci kasnije, gradske vlasti u Pirotu i Crveni krst su shvatili korisnost i isrenost njegovog rada, a on je shvatio da je neophodno da legalizuje svoj posao. Osnovao je

udruženje građana "Leka" koje je registrovano 2013. godine kao neprofitna organizacija, čija je misija da inspiriše mlade ljude da pomažu starijima i učine njihov svakodnevni život lakšim. Pokrenuo je prvi projekat „Mladi za starije“, koji je finansijski podržala Opština Pirot sa 400 eura godišnje.



Izvor: Vlastiti

Počeo je pružanjem pomoći svojim sugrađanima nabavljujući sve što im je potrebno i odvozeći na kućnu adresu i to potpuno besplatno ljudima starijim od 70 godina, a ostalima po principu „ko koliko da“. Alekса starijim sugrađanima pomaže tako što umesto njih odlazi u prodavaonicu, plaća račune, čeka u redu, kupuje i donosi lekove. Sve ove aktivnosti obavlja koristeći samo bicikl kao jedino prevozno sredstvo koje ima prikolicu i različite dodatke.

U prvoj godini Alekса je zabeležio oko 120 isporuka za pet svojih starijih sugrađana. Pored njega, još dva volontera su obavila zadatke koje stari nisu mogli da učine za sebe. U narednoj godini broj usluga se povećao na 313, a broj korisnika na 9. Uz to primetio je da osim nabavke namirnica, mnogim njegovim ostarelim i bolesnim sugrađanima potrebna pomoći oko završavanja svakodnevnih poslova, koje nisu sposobni sami da obave kao i prevoz do lekara. Da bi mogao da prevozi ljude do lekara došao je na ideju da napravi rikšu. Sa tri svoja prijatelja sa koledža (1 mašinskim inženjerom, inže- njerom elektrotehnike i inženjerom energetike) počeo je da radi na izgradnji rikše.

Ideja je bila da se na ovaj način obezbedi pouzdan transport stariм и iznemoglim sugrađanima do lekara, pošto ima mnogo ljudi u Pirotu kojima je ovaj vid pomoći neophodan, koji nemaju nikoga i prepušteni su sami sebi.

U 2016. godini pokrenuo je projekat „Stekni prvo radno iskustvo“. Srednjoškolcima je predstavljena mogućnost da kombinacijom sporta, volonterskog i plaćenog rada steknu prvo radno iskustvo. Predviđeno je da volonteri sakupljuju poene i bore se za tablet, kao glavnu nagradu, ali i ulaznice za bazen, članarine za teretanu i dr. Realizaciju ovog projekta finansijski je podržala Opština Pirot sa 120.000 dinara.

Aleksa je pokrenuo i projekat “Solidarna odeća”, u kojem se prikupljaju stvari za socijalno ugrožene sugrađane. Udruženje građana “Leka”, čiji je on predsednik, postavilo je kontejner u dvorištu Omladinskog stadiona u gradu u koji građani ubacuju garderobu koja im više ne treba. Prikupljena odeća se posredstvom Crvenog krsta deli socijalno ugroženim građanima. Ovaj projekat je finansijski podržala opština Pirot na osnovu konkursa za finansiranje nevladinih organizacija. Spo-rtski centar Pirot je ustupio prostor za kontejner, a kompanija “Henkel” je obezbedila prašak za Hemijsko čišćenje. “Stari grad” pere tu odeću.

Još jedan od projekata koji je pokrenuo Aleksa je Mali Šangaj”, koji je imao za cilj da biciklistima ukaže na značaj korišćenja svetala tokom noćne vožnje. Kompanija “Tigar tajers” je dala donaciju od 100.000 dinara i od toga su obezbeđena 124 kompleta svetala. U dogovoru i saradnji sa Odeljenjem saobraćajne policije u Pirotu dogovoren je da se svetla podele biciklistima. Na ideju za realizaciju ovog projekta, Aleksa je došao jedne noći kada je na njega naletela žena na bicikli koja nije imala nikakvu signalizaciju. Shvatio je da u Pirotu postoji veliki broj biciklista koji voze bez signalizacije zato mogu biti povređeni ili povrediti druge učesnike u saobraćaju i treba ih podstići da koriste svetla za noćnu vožnju.

Takođe interesantan projekat je „Eko-basket“ u okviru kojeg se prikuplja plastika od pojedinaca, zgrada i ustanova, a prihod od prodaje sakupljene plastike ide za nabavku ortopedskih pomagala i invalidskih kolica. Onima koji sakupe najviše plastike, Potrčko obezbeđuje usluge poput krečenja hodnika, farbanja klupica i sl.

Zahvaljujući velikom broju realizovanih projekata sa socijalnom misijom, Aleksa je dobitnik brojnih nagrada i priznanja. Godine 2015 dobio je nagradu Social impact award, koju dodeljuju Univerzitet za biznis i ekonomiju iz Beča i Impact HUB. Reč je o takmičenju čiji je cilj da se najboljim idejama, za koje će glasati korisnici društvenih mreža, obezbedi početni kapital za realizaciju njihovih ideja. Aleksa je konkurisao projektom “Mladi za stare”, čiji je cilj da se stvori mogućnost da se još mladih ljudi uključi u akciju pomoći starim i iznemoglim Piroćancima.

Pobednik je takmičenja „Selfi sa radnog mesta“ 2016 godine koje je organizovala Evropska mreža preduzeća za socijalnu integraciju (ENSIE). Takmičenje je organizovano sa ciljem da se prikaže raznolikost radnika i radnih mesta u socijalnim preduzećima širom Evrope i u njemu su učestvovala socijalna preduzeća iz 21 zemlje, članice ENSIE mreže.

Učešće na takmičenju je podrazumevalo slanje slika sa radnog mesta uz kreativni opis radnog mesta i preduzeća. Nakon biranja pobednika na nivou svake zemlje, organizovano je evropsko takmičenje gde je stručni žiri birao tri pobednika koji dobijaju dvodnevni put u Belgiju. Pirotski Potrčko je bio jedan od troje dobitnika i učestvovao je u studijskoj poseti Gentu 15. i 16. juna 2017 godine.

Tada je imao priliku da se upozna sa primerima dobre prakse i radom uspešnih socijalnih preduzeća kao što je preduzeće „Antelije“ iz Genta. S obzirom da Potrčko Pirot koristi biciklistički transport u pružanju usluga, ovaj put je bio koristan za upoznavanje sa visoko razvijenom biciklističkom infrastrukturom Belgije i idejama za unapređenje bezbednosti u saobraćaju.

Dobitnik je i nagrade UNDP-a i Ministarstva omladine i sporta Srbije za projekat „Recikliraj humano“ oktobra 2017 godine. Projekat je podrazumevao reciklažu, odnosno prikupljanja plastičnog otpada i njegovu prodaju u humanitarne svrhe. Od prikupljenih sredstava kupljene su papuče i posteljine za Dečije odeljenje Opšte bolnice Pirot.

Entuzijazam, humanost i kreativnost ovog mladog čoveka nemaju granice. „On radi u tišini, a buku prave njegova dela“. Vođen idejom da je “dobrota jedina stvar koja se uvećava davanjem”, Aleksa ne prestaje da radi na unapređenju okruženja u kome živi, realizaciji dobrih ideja i promovisanju pravih vrednosti.

5. CHRONO

<http://chrono.rs>

Socijalno preduzeće "**Chrono**" iz Leskovca osnovano je marta meseca 2018. godine. Ovo preduzeće registrovano je da vrši profesionalnu rehabilitaciju i zapošljavanje osoba sa invaliditetom. Bavi se proizvodnjom mešavina integralnog brašna i aromatičnog bilja za dobijanje zdravog i ukusnog beskvasnog hleba. Njihovi zaposleni su isključivo ljudi iz teško zapošljivih kategorija. Naglasak je na osobama sa invaliditetom različitih kategorija. Trenutno imaju pet zaposlenih, tek su krenuli sa pravom proizvodnjom za tržište, ali se shodno velikom interesovanju potencijalnih partnera, očekuje brzo zapošljavanje još nekoliko ljudi i rad "u dve a možda i u tri smene"

Struktura zaposlenih je sledeća: osoba sa oštećenim sluhom, sa kritično visokom anemijom, jedna sa mentalnim ograničenjima, osoba sa oštećenim vidom i jedan srčani bolesnik.

Firma Chrono ponikla je pre godinu i po dana u inkubatoru Edukacionog centra i Inicijative za socijalno osnaživanje iz Leskovca, koji je dao tehničku podršku za početak proizvodnje. Veliku pomoć pružio im je i nemački GIZ, koji je obezbedio tehničku opremu, savremenu ambalažu, i drugu podršku da mogu da izađu na tržište sa kvalitetnim i vizuelno dopadljivim proizvodom. Uz pomoć GIZ-a, i njihove podrške vredne najmanje 15.000 EUR, preskočeno je nekoliko velikih prepreka - proizvod više nije bio u običnom papirnom pakovanju u kakvom se inače prodaje brašno, već u nepropusnoj ambalaži s rokom trajanja od čak dve godine. Za dizajn ambalaže angažovani su lokalni umetnici.



Izvor: Vlastiti

Vlasnica i direktorka preduzeća Valentina Bogdanović istakla je da su pojeli mnogo gletavih hlebova dok nisu našli pravu kombinaciju brašna, koja je do te mere usavršena da je potrebno samo da domaćica, ili domaćin, pribavi sebi mešavinu beskvasnog hleba, sačinjenu od nekoliko vrsta integralnog brašna, himalajske soli i, po želji, začinskog bilja, da dodaju tačnu

količinu vode, da promešaju i stave da peku. Svi sastojci su prirodni i veoma preporučljivi za zdravlje i vitalnost, a aditiva "obaveznih" za standardne pekarske hlebove - nema.

Preduzeće promoviše zdrave stilove života kroz izbor najkvalitetnijih, kad god je moguće, lokalnih sirovina, sa misijom socijalnog osnaživanja marginalizovanih grupa. Vodeći se tim, proizvodi Chrono imaju, pored ostalih sastojaka i brašna mlevena u malim lokalnim mlinovima i začinsko bilje ručno ubrano u čistoj prirodi od strane lokanog stanovništva.



Izvor: Vlastiti

Osnovna delatnost firme je proizvodnja i pakovanje jedinstvenih mešavina više vrsta i tipova integralnih brašna bez dodavanja bilo kakvih aditiva. Trenutno asortiman proizvoda ovog preduzeća čini 6 gotovih mešavina od integralnih žitarica i začinskog bilja, bez dodatka veštačkih aditiva, boja i aroma.

Po svom sastavu, Chrono mešavine, odgovaraju kvalitetnoj, uravnoteženoj ishrani, koja se zasniva na pravilnom kombinovanju kvalitetnih namirnica u određenim vremenskim intervalima u toku dana. Ova ishrana nije namenjena isključivo osobama sa viškom kilograma i onima koji imaju zdravstvene probleme, već svim ljudima koji žele da ostanu zdravi i u dobroj formi.

Za ovim proizvodima postoji interesovanje u zemlji u prodavnicama zdrave hrane, ali i u inostranstvu, tako da se očekuje jačanje ovog preduzeća u finansijskom smislu i samoodrživost na dugi rok. Osim zdravljem pojedinca, u ovoj lekovačkoj firmi se bave i zdravljem društva, jer Chrono je povrh svega, ili pre svega - socijalno preduzeće.

6. Udruženje žena IZVORSKO ZRNO

<https://www.facebook.com/udruzenje.zena.izvorsko.zrno.010/>

Udruženje žena „Izvorsko zrno“ osnovano je 2014. godine u selu Izvor blizu Pirot-a. Cilj udruženja je promovisanje domaće hrane pripremljene po tradicionalnim receptima iz Pirot skog kraja i zapošljavanje žena starijih od 40 godina. Udruženje uključuje 12 žena. Predsednica i inicijator udruženja je Marica Radovanovanović.



Izvor:

https://www.facebook.com/pg/udruzenje.zena.izvorsko.zrno.010/photos/?ref=page_internal

Inicijativa za osnivanje udruženja javila se posle održavanja manifestacije u selu Izvor. Za tu manifestaciju bile su pozvane žene iz sela da spreme hranu. Predstavnici lokalnih vlasti bili su oduševljeni hranom koju su žene spremile i predložili im da osnuju udruženje koje će se baviti spremanjem hrane. Već u maju 2014 udruženje je bilo osnovano. Marica Radovanović i još 11 žena iz udruženja, napisale su projekat na osnovu koga im je grad Pirot opremio kuhinju u Domu kulture sela Izvor i obezbedio opremu potrebnu za spremanje i čuvanje hrane.

Svaka žena ima svoje poljoprivredno gazdinstvo na kome gaji sveže i zdrave namirnice koje koristi za pripremanje hrane, ali je svaka od njih specijalizovana za pripremanje određene vrste hrane. Potrošači pozivaju predsednicu udruženja Maricu Radovanović, poručuju hranu. Ona kupuje namirnice i kontaktira ženu koja je specijalizovana za tu vrstu hrane. Hrana se spremá u zajedničkoj kuhinji i dostavlja potrošaču koji je hranu poručio.

Dobra receptura, odličan način pripreme, upotreba svežih i zdravih namirnica privukle su veliki broj potrošača sa lokalnog i regionalnog tržišta. Takođe, uspešan rad ovog udruženja potvrđen je velikim brojem nagrada i priznanja. Neke od najznačajnijih su: zlatna medalja na vuradijadi u Babušnici; 1 mesto i zlatni pehar, zlatna medalja na Međunaronom sajmu torti i kolača u Nišu itd.

VISITING SOCIAL ENTERPRISES IN SLOVENIA

Maribor, Krško, 22. 5. 2018 – 26. 5. 2018

1. ZADRUGA BIKELAB, z. o. o., so. p.

COOPERATIVE BIKELAB

<http://www.bikelab.si/>

“BikeLab”, cooperative and a social enterprise, was founded by three passionate lovers of cycling in Maribor on February 4, 2014. They found out that in Maribor it was not possible to find a suitable and good quality services for the maintenance check of bicycles. They began their business career under the patronage of the “Tkalka Incubator”, and in 2015 they went their own way. The cooperative is represented by people of various qualifications and profiles: Goran Katavić, a teacher of English language, Tonka Polšak Cojzer, a graduated geographer and Matej Obu, a high school graduate. Being the young unemployed, they have secured jobs for themselves by establishing a company.



Source: Own

They were successful in obtaining funds from the tenders. The funds were used for buying tools and starting the business, as well as for the training of a cycling mechanic.

In addition to providing jobs for young unemployed people, the basic purpose of the cooperative is, of course, the provision of quality cycling maintaining services, reuse, planning, implementation and maintenance of tourist infrastructure, design of tourism products and professional training.

The areas, which they operate on, are as follows:

- bicycle service;
- selling bicycles - “Retrokolo.si” is a brand under which the bikes of the Dutch company Popal are marketed;
- rental of electric bikes OVeNtura;.
- UP-CYCLING - representing useful items that are marketed under the registered “BikeLab” brand. The products are produced from worn-out parts of bicycles

(punched tubes, worn chains, retracted tires...). Recycled products are manufactured and sold at the Alternative Department Store “Smetka”.



Source: <http://www.bikelab.si/#/?project=upcycling-2>,
<http://www.bikelab.si/#/?project=upcycling>

- conservation of nature, regulation and protection of the environment,
- science, research, education, training and education,
- development of green and social economies,
- preservation of cultural, technical and natural heritage,
- encouraging the development of the local community,
- development of tourist products and purpose-built tourist infrastructure,
- connecting technical skills, nature conservation and cultural knowledge.

Their work space is located in the city center, which is owned by the Maribor municipality. For the first three years, the municipality exempted them from the payment of rent, which contributed to the easier rise of the company.

Their desire is, of course, to encourage the inhabitants of Maribor to make greater use of the bike as a means of transport for sustainable mobility. Lately, they have seen an increase in the number of riders and thus an increase in work in the service department, as many bikes are older.

Their vision is also cooperation in the design and construction of additional cycling infrastructure - the construction of cycling parks, cycling tourism and, of course, the providing of new jobs.

2. EVROPSKI KULTURNI IN TEHNOLOŠKI CENTER MARIBOR so.p.- CENTER EKSPERIMENTOV MARIBOR
EUROPEAN CULTURAL AND TECHNOLOGICAL CENTER MARIBOR, social enterprise - CENTER OF EXPERIMENTS MARIBOR
<http://www.ektc.si/>

The »Center of Experiments Maribor« was financed by the Ministry of Higher Education, Science and Technology in 2008-2011 and is a result of the program "Promotion of Science and Innovation". The opening of the Experiment Center Maribor took place on September 25, 2009. The upgrade of the »Experiment Center Maribor« was enabled by the European Capital of Culture program in 2012. At that time, the Maribor Experiment Center operated with the University of Maribor under the common brand »House of Science - Center of Experiments«.

Since 2013, the »Maribor Experiment Center« has been operating under the patronage of the »European Cultural and Technological Center Maribor«, the only such center in north-eastern Slovenia.

The »European Cultural and Technological Center Maribor, social enterprise«, is a private institution with the status of a youth center, which is recognized by the Office of the Republic of Slovenia for Youth and the City of Maribor.

Their target groups are of course children and young people, parents, teachers and others interested in learning science with an emphasis on natural sciences, modern technologies and the implementation of activities of development, research and innovation

Their main goal is the promotion of science and knowledge in a different, interesting and entertaining way. They use the methodological experiential pedagogy, which provides better understanding and memory and transfer of knowledge to other fields. This means that they use the principle of active involvement of visitors who can independently test reproducible experiments. There are about 50 different experiments in the collection, which are aimed at learning about natural phenomena from different fields of science, such as physics, mathematics, technique, chemistry, etc. After a short demonstration by the demonstrator, visitors themselves (or with assistance) can test an experiment in their own rhythm and abilities. Every experiment is repeatable.



Source: Own



Source: Own

They believe that knowledge is an important asset for the individual. Therefore, their activities are focused on the field of work with young people, for their greater competence and career equipping, non-formal education and other values and contents, relevant for young people.

They are also involved in the field of international cooperation and intercultural dialogue, culture and art, museum activities, cultural and technical heritage, the development of research values, modern technologies, leisure activities, economy, innovative and social entrepreneurship. They are involved in various projects (Erasmus +, Interreg ...).

Their special offer is an educational and fun birthday celebration for elementary school pupils with LEGO robotics.

**3. KOOPERATIVA DAME, TRAJNOSTI TURIZEM IN GOSTINSTVO, z. o. o., so. p.
KOOPERATIVA DAME, SUSTAINABLE TOURISM AND CATERING,
cooperative, social enterprise**
<http://www.kooperativa-dame.si/>

The cooperative "Kooperativa Dame" was founded in 2014 as a social enterprise. The four founders formed its name from the initial letters of their names. One of the founders was Ms Alenka Iskra, who has been active in tourism for many years now. Now she wanted to set up new, different foundations. They managed to connect local producers and offer local culinary delights in their inn. Their story focuses on the development of sustainable tourism and catering. In their classes, they employ an average of five older long-term unemployed women who bring knowledge and recipes for the creation of culinary products.

The mission of the cooperative is to meet the needs of their target groups with a healthier diet and minimize the burden on the environment.



Source: Own

Activities:

Restaurant, coffee house and shop

It is located in the center of Maribor, on the right bank of the river Drava. They prepare lunches each day, seasonal dishes, dishes taken with a spoon - tripe in a Trieste manner, "the genuine" beef stew, mushroom soup with buckwheat spoonbread and other delicacies from a wide choice menu. In addition to lunches, they offer fresh, homemade breakfasts, snacks, salads, desserts and much more. When preparing dishes, they use local, fresh and organic foods as much as possible.

Domestic pastries

They are known for excellent sweets. They accept orders for homemade cakes, pies, fine sweet and savory pastries, walnut roll (potica) and biscuits.

Catering

They take over the organization for various events and form an overall solution for the event. They prepare, organize and perform a complete culinary treatment according to the most up-to-date standards. It is also provided for all the equipment, decoration, service and for final cleaning at the selected location.

Inventive business gifts

An inventive gift that is sustainable and uses local potential for friends, colleagues and business partners can be bought in the store. These are home-made preserved products, which are made according to the traditional recipes of our grandmothers and grandfathers: marmalades, preserved vegetable, spreads, home-made syrups and biscuits.

They received some subsidies (two workers got paid for two years through the Employment Office), they also received a loan with a subsidized interest rate within the framework of the Slovenian Enterprise Fund and grants through the European Social Fund.

**4. PERON, KOOPERATIVA PROJEKTNIH USTVARJALCEV z.o.o., so.p.
PERON, COOPERATIVE OF PROJECT CREATORS, social enterprise**
<https://www.facebook.com/SALON.maribor/>

In 2013, the cooperative “PERON, cooperative of project designers” was founded in the premises where the main city café a hundred years ago and later a casino used to be. Due to the dabbing in collecting of one of the founders, the premises are equipped as a museum of Yugoslav furniture from the 50's, 60's and 70's. It employs an average of 7 people.



Source: Own

Today, in these premises, called Salon uporabnih umetnosti (Salon of Applied Arts) hosts various events in the field of literature, poetry, exhibitions, theater, interesting debates, dance evenings and concerts. It is here that young people and/or non-established artists can assert themselves. 350 cultural and social events were prepared and performed annually, in 2017 and 2018.



Source: Own

The salon of applied arts is also a presentation, sales and social space for Slovene designers, architects, artists, creators and lovers of modern design and art.



Source: Own

The problem of the space of Casino is a bankruptcy procedure that has been going on since 2016. The building is expected to be sold after the completion of the procedure. For the time being, they are dealing with paying expensive rentals and high maintenance costs for this site. In 2018 they began to search for a replacement location and found it in Vetrinjski dvor, which caused additional costs. Due to all factors, the company's illiquidity resulted. An appropriate solution is seen in the higher public co-financing of the cultural program.

**5. HIŠA! DRUŠTVO ZA LJUDI IN PROSTORE, so.p.
HOUSE! SOCIETY FOR PEOPLE AND SPACES, social enterprise –
as a subprogram »Rajzefiber biro«
<http://www.drustvo-hisa.si/content/o-nas-0>
<http://www.rajzefiber.si/>**

In June 2014, the »Rajzefiber office« was designed as a sub-program within the social enterprise “Hiša! Društvo za ljudi in prostore so.p.”, and tourist cooperatives “Živo mesto z.o.o.” Its purpose is to become a nanotourism agency, specializing in informal and personal access to tourism in the city of Maribor. To be more specific, nanotourism is a creative critique of mass tourism and is characterized by a very personal approach in its mode of work. It is a locally oriented alternative to tourism, based on the involvement of the local population in order to create the image of the city.



Source: Own

Thus, the inhabitants of the city of Maribor create and reveal the stories and hospitality of their city. The “Rajzefiber” team, in cooperation with residents, organizations, restaurants, students and professors developed a program of walks that reveal the hidden and special sides of the city. For the second consecutive year (2018 and 2019), they prepared a Festival of walks, where city streets, squares, underground tunnels and surrounding hills reveal their stories and legends of the city of Maribor. They also prepare other different experiences: Mysterious Escape, Treasure hunt Maribor, International Laboratory on the theme of sustainable cultural and creative tourism, conferences and exhibitions. Treasure hunt Maribor is the independent exploration of the city, which allows the user to view and discover the tourist attractions of the city of Maribor without a tourist guide.

There is an average of 4-5 employees in “Rajzefiber”.

In “Rajzefiber shop” they themselves create and produce a selection of original handmade local souvenirs such as: T-Shirts Maribor sLOVEnia, shopping bags Maribor sLOVEnia, backpacks Maribor sLOVEnia, postcards Maribor...



Source: <https://rajzefiber.business.site/#summary>

Their source of funding is in the framework of the »House of the Society for People and Spaces« and consists of grants from budgetary funds, other public funds, from foundations, funds and institutions, and from marketing activities.



Source: <https://rajzefiber.business.site/#summary>

**6. DRUŠTVO DNEVNI CENTER AKTIVNOSTI ZA STAREJŠE MARIBOR, so. p.
DAY CARE CENTER FOR SENIORS MARIBOR, social enterprise**
<https://www.facebook.com/Dru%C5%A1tvo-TOTI-DCA-Maribor-sop-519967334755103/>

The society “Dnevni center aktivnosti za starejše Maribor”, (Day Care Center for Seniors Maribor), briefly TOTI Association DCA Maribor is an intergenerational center dedicated to connecting, integrating and socializing of older and younger users. It was established in 2012 and registered as a social enterprise since September 2014.

Their vision is to promote the active life of the elderly. The mission of the society is to work for the benefit of the elderly in retirement, those who are preparing for it, the long-term unemployed and those who want to remain active in the society and to preserve a quality life.



Source: Own

All the activities they offer are free to users. The fields are different: foreign languages, computer science, creative workshops, a cooking workshop, an art workshop, a literary circle, a master workshop, hobby workshops, memory exercises, meditation, yoga, gym, socializing, conversation, a reading corner, playing social games, lectures in different areas ...

The activities are carried out on two locations every day from 8:00 to 15:00 as a day center. Occasionally, some evening events are organized. Their activity is based on the free participation of all interested persons would be impossible without a good network of volunteers (especially young people) who carry out individual activities. That is why they get connected with various societies and institutions from cultural, sports, health, social, and legal areas and the areas of integration into the network of volunteering. The work in society is based on the equality of users, taking into account and allowing access to all users. An important area is also counseling and assistance in solving problems with experts in the fields of: health, law, patient rights, social issues, mediation and psychosocial assistance.

Funding is carried out with the help of the municipality (the premises), the Ministry of Economic Development and Technology, as well as the European Regional Development Fund.



Source: Own

During the visit, we met two permanent participants of various activities (especially active in learning foreign languages and gymnastics), who are excited about the organization and the atmosphere in the day center.

7. DRUŠTVO KNOF - PODJETNA SKUPNOST ZA TRAJNOST

KNOF SOCIETY – ENTREPRENEURIAL COMMUNITY FOR SUSTAINABILITY

<http://new.knof.si/>

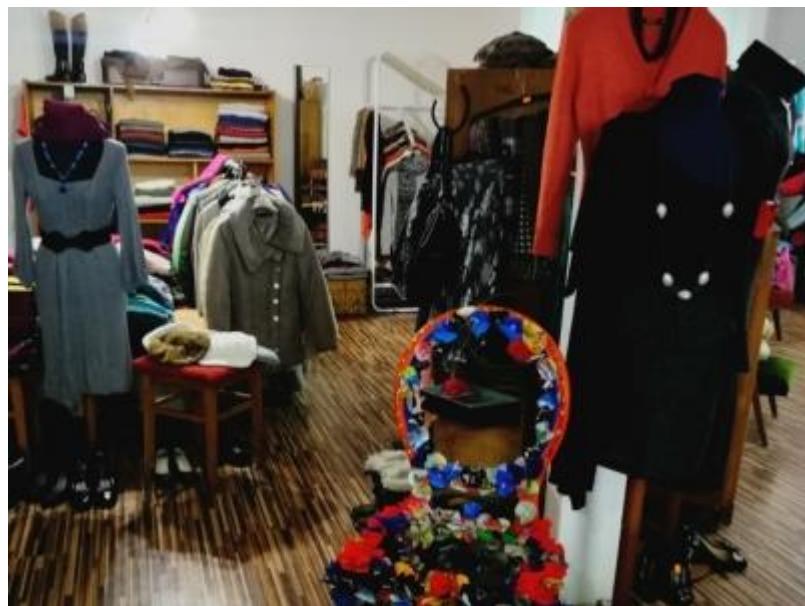
»KNOF«: Kreativnost Nam Ohranja Fantazijo (Creativity Preserves Fantasy)

“KNOF” was created in Sevnica in 2007 as a form of a youth club, which enabled young people from the street to get their first work experience and responsibilities through the project work. The “KNOF Institute”, with a focus on socially responsible entrepreneurship was founded by the members of the Society In 2009. After the adoption of the Social Entrepreneurship Act in 2012, the Institute became the third registered social enterprise in Slovenia and the first in Posavje.

They created their first job and hosted volunteers from abroad for the first time. The first entrepreneurial idea with the content of social entrepreneurship was born of this visit. This was the »Old School store«.

»Old school« - green store with donated items

The opening took place in 2013 at two locations: in Trbovlje and in Krško, today they are operating also in Brežice and Sevnica. The purpose of the project is to encourage the reuse of used items as well as to create new useful items with repairs and refinements. Useless objects can be recycled in creative workshops of reuse, which take place twice a month at the »Old School Krško«. For example, a textile bag can be remade into a purse or an ornament. Of course, this activity also provides new jobs in the local environment.



Source: <http://new.knof.si/portfolio/stara-sola-zelene-trgovine-podarjenega/>

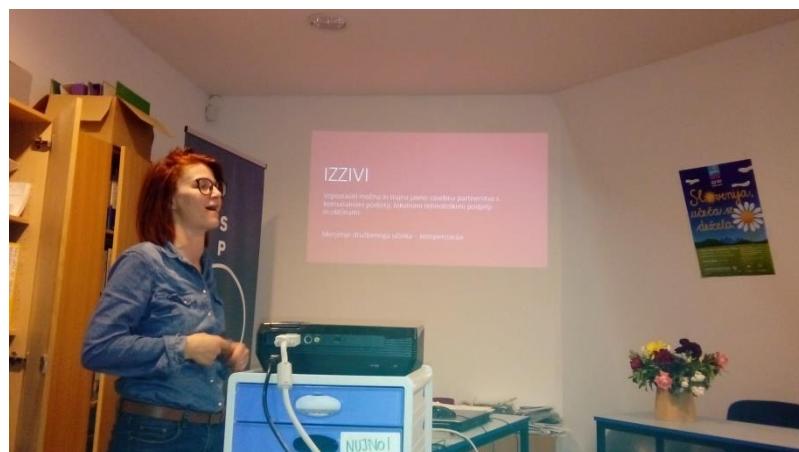
We visited the shop in Krško and were shown the workshops where new useful products and shops are repaired and created.



Source: Own

In 2013, they also overtook the whole of Slovenia by opening an innovative Incubator of Social Entrepreneurship in Sevnica, which included 6 people with a socially responsible entrepreneurial idea. In 2017, KNOF moved its main business to Krško, a regional center. When enrolling, each member of the community adopts five basic principles: sustainable development, social responsibility, solidarity, inclusion of vulnerable groups and co-management.

Ms Mojca Žganec Metelko, the head of the community, has been the engine and the soul of “KNOF”, from the beginning of the activity. In 10 years of their activity, 65 jobs were created, 150 individuals were involved, half of them from vulnerable groups (disabled, older than 55 years, long-term unemployed, young people without education ...), 150 tons of waste were saved (the Old School project). More than 2500 people have been educated about the importance of sustainable development (buying locally produced food, reusing, healthy living, natural construction, zerowaste, intercultural tolerance).



Source: Own

In the KNOF society, they derive from the needs of their members. Thus, the following programs have been created:

- Incubator of the social economy of Posavje, operating in the independent KNOF institut so.p.;
- Stikalnik FabLab Krško, which operates in the independent »Zadruga Stikalnik so.p.«;
- KNOF SUNK Sevnica, youth activities;
- Coworking Krško and Sevnica, which offers space for co-work for entrepreneurs and partners;
- The European Solidarity Unit of the Erasmus+ Program, which enables youth volunteering abroad.

The “KNOF” incubator allows individuals to test their business idea on the market in the safe environment of the incubator before they open their business within the business center. It makes it easier to obtain grants or subsidies. In the context of the incubator, they can benefit from professional support in the fields of accounting, administration, legal transactions, calls for tenders, mentoring for start-up and development and networking. Members in the total KNOF FOND contribute 3-10% of the monthly turnover, from which they then finance the costs of accounting and administration and running costs for a common working space (electricity, internet). Currently, 15 business centers from different fields operate within the incubator.

We also visited the “FABLAB Stikalnik Krško”. It is a unique FabLab or a "fabrication laboratory" as an open space for technological creation. It represents a platform for education, intergenerational integration, creation and support for creators, startups and companies. Stikalnik was founded as a cooperative in 2016 with the intention of establishing the first creative laboratory in Posavje. The same year they successfully obtained funds from the tender of the Ministry of Economic Development and Technology for the Startup social enterprise. In the spring of 2017, they received an invitation from the Faculty of Electrical Engineering of the University of Ljubljana and successfully joined the FabLab network of Slovenia, which brings together more than 13 FabLabs across Slovenia. “FabLab” is intended primarily for young people, the unemployed and the startup. Upon enrollment, anyone acquires access to “FabLab” equipment, which includes: CNC cutter, laser cutter and engraver, and 3D printer. The member can also use the possibility of the training for self-service and mentoring support. In addition to the possibility of using the equipment in “FabLab”, the cooperative “Stikalnik so.p.” offers services such as using laser, milling, engraving, 3D printing of various materials as ordered.



Source: Own

“FabLab's” equipment and a professional mentor capable of using machines are also available to the incubator business centers for the production of various prototypes of wood, glass, aluminum, steel or bioplastics.



Source: Own

VISITING SOCIAL ENTERPRISES IN SERBIA

Pirot, Niš, 8. 1. – 12. 1. 2019

1. DAMSKO SRCE LADY'S HEART <http://damskosrce.com/>

The social enterprise "Damsko srce" (Lady's heart) was founded by Slavica Ceric in 2009. The original idea was to nurture and preserve old and artistic crafts in Pirot, as well as to provide help and support to the hard-to-employ women.



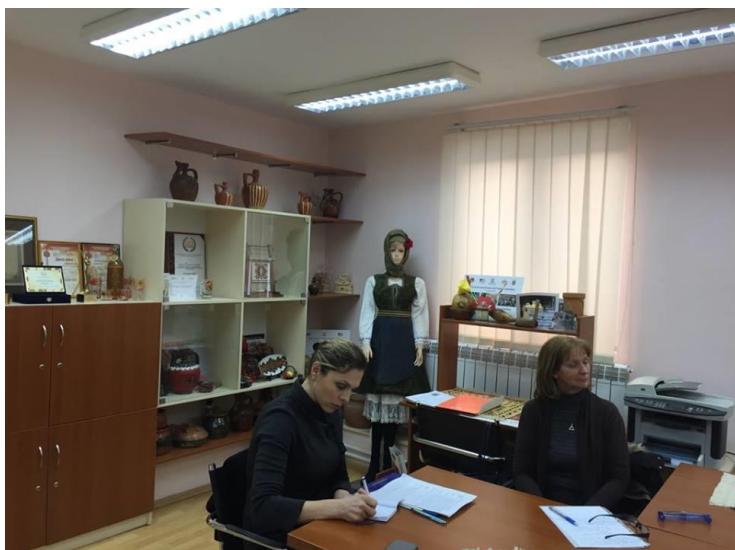
Source: Own

"Damsko srce" was developed on the foundation of the association "Grlica", established in 2005. The mission of "Grlica" was to educate and train women for the production of Pirot kilims and prepare them to start their own business (self-employment). "Grlica" association took the unemployed women from the labor market, organized education courses for them and stimulated their self-employment through the establishment of their own Pirot kilims craft shops. Soon, it became obvious that the association was very powerful and that the engaged women quickly and successfully learned the job. However, it also became noticeable that women did not have entrepreneurial spirit, and were not ready to start their own business. In other words, the goal of the association was partially achieved because women were educated, but still unemployed. Slavica decided to establish a craft cooperative called "Damsko srce".

Additional incentives for making this decision were the call for projects by Serbian Ministry announced in 2009 and the withering trend of Pirot kilim making (from 2007-2009). In 2009,

all kilim workshops were closed in just six months. The main reason for closing was the abolition of grants for the abolition of tax subsidies in the period of the global economic crisis. There was a danger of losing the elaborate and destroying the product that had the longest tradition in Serbia.

At the same time, the Ministry of Economy and Regional Development of the Republic of Serbia announced a call for grants (Program for the development of tourism and rural activities). "Grlica" applied for the project. The project proposal included education of women for the production of certified Pirot kilims and their employment in "Damsko srce" association. This project founded salaries, paid taxes and contributions for 9 employed women. The Municipality of Pirot provided workspace and equipment, and USAID financed the reconstruction and renovation of workspaces intended for women's education and weaving of Pirot kilims (rugs).



Source: Own

The beginning was not easy, even though all the necessary conditions were provided. The production of certified Pirots kilims implies compliance with the standard. First of all, the weave from which kilims are made is pure wool from the domicile sheep "Pramenka", raised on Stara Planina mountain. In the beginning, it was very difficult to find such wool on the market, because that wool was mixed with the wool of another breed of sheep (which is not so elastic and long-lasting and it tends to break during weaving). The second problem was the length of the fiber, which depended on the sheep shearing.. Slavica visited all shepherds from Stara Planina, in order to find only those who breed "Pramenka". Also she made an agreement with them to buy clean woolen fleece, sheared with a specific technique. The next problem was to find a mill that could spin and paint wool adequately (many of them added synthetics to wool, so it didn't receive the paint, and, as a result, the color of the yarn was uneven.).



Source: Own

The association also had a very serious problem in the education of women. Initially, they were employing elderly women who wove kilims in an old-fashioned way. However, the making of certified Pirot kilims implied a compliance with strict rules that these women could not initially accept (because they had been working differently for years), and it was necessary to introduce a strict and disciplined control and monitoring.

Women often made mistakes because they were in a hurry to make as many as possible (they were given piece-rate pay). The women would not make immediate corrections, but continued to work, instead. Since Slavica insisted on high quality, (she believed that offering a high quality product is the only way to win the market), she asked them to undone everything they would made and correct the mistake. It took a long time before the women realized that the best way is to correct the mistake immediately, and not work in vain, creating products that do not meet quality standards.

The most serious problem was to conquer the market. Since people could not generally make a distinction between Pirot kilims and other rugs and carpets, they believed that Pirot kilims were bulky and difficult to expose and sell. Slavica's attempts to persuade ministers and other important people in the government to buy kilims failed. Using personal connections, she convinced the representatives of the National Tourism Organisation of Serbia to get an exhibition venue for presenting Pirot kilims. Her goal was to show and explain that Pirot kilims are unique, that they possess an exceptional quality that they are much thinner than all other types of rugs that they can be very small, easy to pack, transport and store. The people from the Ministry of Serbia finally realized that they signed an agreement on the purchase of Pirot kilims, and National Tourism Organisation of Serbia soon started to exhibit those traditional products at their fairs.

Due to these events, as well as the classic forms of promotion, Pirot kilims' gained an extreme popularity on the market (both in Serbia and abroad), so the sales enabled the economic sustainability of this organization. As a result, the old Serbian tradition was preserved,

because every kilim is a decoration, and an object that has its own story to tell and mystical symbolism. Each ornament on the carpet (originating from the Paleolithic period) has a symbolic meaning; it reflects the relation of man and nature and protects against the impact of negative energy. These kilims are, in fact, some kind of a pictographic script and a home amulet. Nobody knows anything about the strength, energy, and mysticism of these symbols.

Due to an initiative, enthusiasm, commitment to culture, tradition and a great perseverance of Slavica Ćirić, "Damsko srce", handmade craft cooperative, has been successfully operating and preserving the old Serbian craft of Pirot kilim making for 10 years. Pirot kilim is the only national product of Serbia with protected designation of origin, and since 2012 this craft was placed on the national list of the non-material cultural heritage of the Republic of Serbia and protected by UNESCO.

At the same time Slavica tells mystic stories to her customers (according to their wishes), expressed by symbols on Pirot kilims, and thus continues the life of a long-standing Serbian tradition. Just as the name of her association says: "the damself heart" on Pirot kilim has a special meaning - it marks the beginning of new life. In addition, this social enterprise employs women from marginalized social groups in Pirot and works on their education and empowerment.

2. RADANSKA RUŽA

THE ROSE OF RADAN

<http://radanskaruza.rs/>

The social enterprise "Radanska ruža" (The rose of Radan), Lebane is engaged in the production of traditional home canning food prepared according to old recipes, in traditional manner. It employs women older than 50 and people with disabilities (they started by employing five women, and currently they have a total of 30).

The company was founded in 2015 and continuously achieves excellent results and high growth rates (in the first year they processed seven tonnes of raw materials, and in 2018 the processing reached 120 tonnes of raw materials),, thanks to the ideas, enormous commitment, motivation, enthusiasm, persistence of the founders of the association, Slobodanka Pavlović and Predrag Stošić.



Source: Own

It is a well-known fact that in Serbia there is a large number of hard-to-employ people for whom work in a traditional and classical company is almost unimaginable for health reasons. Also, in the south of Serbia, there is a large number of unemployed women who do not have their own sources of income. Slobodanka Pavlovic founded the Association "Žena ruža" (Rose woman) in Lebane, in order to provide employment and income to women from marginalized groups from Lebane and the surrounding area, who used to work in the textile industry. At the beginning, the founder had ideas to develop traditional crafts (production and sale of souvenirs and similar items), provide tourist-catering services etc. Unfortunately, these initiatives did not have a major commercial success.

In partnership with Predrag Stošić, Slobodanka decided to establish a social enterprise "Radanska ruža" in 2015. The goal of this association was to employ marginalized social groups and produce home canning food in a traditional manner.

There were several reasons for this reorientation. First, they realized that food is always needed in the market. Leskovac is a well-known producer of peppers, other fruit and vegetables, and other raw materials needed for food production. They decided to produce traditional home canning food such as: "ajvar", "džem", "slatko" and similar products, obtained by processing vegetables and fruits. Most women from the target group of potential employees knew the technology of food preparation. There was no need for education, so they could immediately start working.

In order to realize this idea, Slobodanka and Predrag applied for the project "Social Entrepreneurship for a socially responsible society". It was necessary to provide appropriate workspaces for the implementation of this project. Association "Žena ruža" did not have a workspace. They asked the Municipality of Lebane for support, which provided space. After the project was approved, a social enterprise "Radanska ruža" was founded as a civil-public partnership, owned by the Association of "Žena ruža" (with 60% of the ownership) and the Municipality of Lebane (with 40% ownership).

Initially, the basic product of this social enterprise was "ajvar", then they added the production of various jams, and then followed the conservation of gherkins, peppers, "tomato salad" (ground tomato, only pasteurized and not thermally processed), lubricants, fruit juices, etc.



Source: Own

Initially, business was operating on project basis. Five women were employed, and finances for their salaries and the purchase of materials were provided from national or international funds through projects. The entire production and packaging were organized in the rented premises (the former social enterprise "Polet", which became a private ownership, so they had to pay the monthly rent). When the project was finished, a promotional material was distributed to different stakeholders (it included various types of products, which the company produced). The excellent quality of these products attracted the attention of consumers, who began to make orders. The company started to create custom-made products and to develop an independent and economically sustainable business.

A great influence on the development of the business of "Radanska ruža" attracted the customers of their biggest competitor, "Bakina tajna" (Granny's secret), when this company changed their owners and technology. A large number of restaurants and natural persons, who had been previously the customers of "Bakina tajna", redirected to "Radanska ruža". This change in the market enabled the company Radanska ruža to provide significant revenues and further business growth. These revenues, as well as the new projects provided sources of finance to the company, in order to renovate the business space and purchase new equipment. Additionally, it enabled the employment of more women from marginalized social groups. However, the production technology has not changed, due to which high quality products are obtained. The products are prepared on the wood stove.

There are no machines used in production, everything is done completely manually, "as in the kitchen of our grandmothers". From one šerpa (pot), nine jars of "ajvar" are obtained - exactly as it used to be. Pasteurization is done in warm water, without adding any preservatives or chemicals. As a result, products are completely healthy and safe for adults and children.

This kind of production enables an exceptional quality of food, which has been confirmed by many analyses. According to the analyses of the accredited laboratories, it is determined that "ajvar" made in "Radanska ruža" is the best in the Balkans, because it contains 36% dry matter (the competitors' products contain average dry matter of 18% and a minimum required by standards is 9%). A similar situation one find in other products of this social enterprise. They "represent a blend of excellent natural potential and human resources, tasty and healthy fruit and vegetables, picked on the slopes of Radan Mountain, and centuries-old tradition of housewives in the production of traditional home canning food." The raw materials come from small parcels, the plants are watered from mountain streams, and the fruit retains maximum quality and sophisticated taste. Thanks to this, as well as to the great commitment to the quality and tradition of employees working in the production of "Radanska ruža", this company has been declared one of the top 8 producers in Serbia, supported by the project "Super Srbija", whose products are sold in "Roda" supermarkets, placed on specially marked stands.

Additionally, the company encourages the development of undeveloped villages in the vicinity of Leskovac and Lebane and the employment of marginalized social groups. These are primarily women with disabilities, single mothers, and women belonging to other marginalized groups. All of them are from Lebane municipality, primarily from passive, rural areas, because it is very difficult for them to find a job. All women working there have permanent benefits and receive salaries on time. These are mostly women with a degree of disability from 20 to 60 percent. We are talking about different types of disabilities - from limited mobility, cancer, to spinal problems, etc. Depending on the degree of disability, the production is also organized in accordance with their capabilities (some of them perform easy jobs). These women (including those who have suffered great tragedies or illnesses in their lives), have some kind of psychophysical support and therapy, because work in a healthy environment has a beneficial impact on their psyche.

In order to complete the concept of social business, raw materials are purchased exclusively from small, non-commercial producers from passive mountain villages, in order to encourage their development, but also to maintain the top quality of products. Products from these areas

are not competitive in the market, the Lebane market is far away, so this is the only way for them to earn from its products. In this way, it is additionally promoted and supported the development of Lebane municipality, which belongs to one of the most undeveloped areas of Serbia. They also help rural households to survive with their smaller production, repurchase their raw materials and try to make them economically viable, as much as possible. The company has a large number of subcontractors. About 30 families in villages near Lebane are engaged during the season, and that is how they gain revenue sources for themselves.

The founders of "Radenska ruža" realized that modern trends in food production are moving towards the organic production. That is why they started collecting certification for organic soils, in cooperation with four farms. They chose farms in mountain villages, where nature is preserved and less polluted.

The certification is expected to be completed in 2 years (since it is a mountainous area, and it is easier to clean the land), when the company will be able to provide organic vegetables on the surface of 2ha and offer organic products (from organic ingredients) to the market, prepared in a completely healthy manner. The trial production of organic "ajvar" started in 2018, in cooperation with Macedonian partners providing organic pepper. This innovation has provided great financial results to the company.



Source: Own

The great commitment of the founders, the perseverance, the effort and enthusiasm, enabled the company to operate very successfully and it represents an excellent example of social business at the south of Serbia. One of the great limitations of this company is the legal form of civil-public partnership. The fact that the company is established together with the local self-government makes it difficult to apply for state financial incentives, as well as to obtain loans from commercial banks (banks demand guarantees from both founders, but the local government can not issue such a guarantee). The company is not allowed to use any state subsidies or grants from the National Employment Service, Development Agency of the Republic of Serbia, or the Ministry of Economy, because it the state participates in the founding capital. Besides the fact that company employs persons with disabilities and

members of marginalized social groups it can not use the financial incentives used by profit enterprises due to the specific legal form.

It can be assumed that this company will continue to record high growth rates and contribute to the achievement of the economic and social goals of Lebane municipality and the south of Serbia. It is expected that the operation of this and a large number of other socially-owned enterprises will be facilitated, with the adoption of the Law on Social Enterprises in Serbia.

3. OMLADINSKI EDUKATIVNI CENTAR NIŠ
THE YOUTH EDUCATIONAL CENTER OF NIŠ
www.facebook.com/OmladinskiEdukativniCentarNis
<https://organicteaserbia.com>.

The Youth Educational Center of Niš (YEC) is an association of citizens that is engaged in the production and sale of organic teas where the entire preparation, design of packaging, marketing etc. is done by high school students in Niš. This social enterprise enables the application of dual education, since students have the opportunity to gain valuable practical experience that they can use later for employment. They develop entrepreneurial skills and encourage the entrepreneurial spirit that should lead them to self-employment. At the same time, the creative ideas, knowledge and energy of young people are the foundation of the business of this company, which enables it to continuously develop and increase competitiveness.



Source: Own

The Youth Educational Center was established in 2007, as an association of citizens that deals with the realization of projects aimed at raising the awareness of young people in different areas and increasing activism. One of the projects of this organization was the production of teas. Initiative for the production of organic teas was launched at the Student Entrepreneurship Fair in 2014, when YEC coordinator Marko Djordjević met representatives of the School of Economics' student company "Vector studio", which had the original product - paper with the scent of coffee. The YEC proposal was to start the production of teas that would be packed in a specific packaging made of paper with the scent of coffee. The coordinators of this project, besides Marko Djordjevic, were professor Bratislav Vasic, the mentor of students' companies from the School of Economics in Nis, and Kristina Petrovic, a former student of the School of Economics, and now a student at the Faculty of Economics in Nis.

The next initiative was focus on organic herbs and tea preparation that would have 100% organic certificate. As we all know, getting the certificate for the production of organic raw materials lasts very long (at least three years), but since it is a specific raw material - herbs, it is possible to collect them in nature parks, where it is not necessary to check the health of the land. Due to this fact, the certification process is much simpler and shorter. The YEC has chosen another alternative, it was decided that plants be collected in nature parks. Then the brand "Organic Tea Serbia" was created.



Source: Own

"Kuća čaja" (Tea House) has helped in the development of tea technology, the choice of raw materials and teas that are not much present the YEC market. Initially, professional herb-pickers were engaged, certified for picking forest fruits and mushrooms, who educated both teachers and students of the Catering and Tourism School. They have undergone training, so they could choose and harvest plants and mushrooms individually, without harming nature, in nature parks, under state protection, where plants can be picked only with the permission of the Ministry. The kiln is located at the foot of Rtanj mountain, in Beli breg, while teas are packed in school.

In the beginning, six types of plants and fruits were selected. These were: nettle, wild mint, rosewood, the fruit of wild, the fruit of wild apple and the leaves of wild blackberry, which are collected and processed into products. All products have an organic international certificate of an authorized body or this type of business - YEC.

Tea production was initially financed by the Ministry of Youth and Sports from the project "Organic production - a development opportunity for young people".

Soon, tea trade has become sustainable, since tea sales have started on the domestic and foreign markets. At the Fair of Student Entrepreneurship, YEC met an entrepreneur from

Germany who wanted to start importing and distributing teas to the German market. The first circulation was up to 6 tonnes of raw materials in one year for the German market, and they are currently focused on expanding the production and sales volumes. Very soon after this contract, another contract with a buyer from Austria was signed. In addition, YEC products are distributed to customers in Serbia, mainly legal entities, such as hotels, restaurants, health food stores, etc.

The YEC range has been expanded by a large number of other products from organic plants. The most attractive products today are: wild pear tea (unique on the European market), wild mint tea (not present on the German market), violet jelly (rich in phosphorus), hawthorn tea (beneficial for cardiovascular diseases, but poorly present in the global marketplace), etc. Due to the excellent results in 2018 YEC was ranked as one of the most promising social enterprises in Serbia by GIZ, due to which it received various forms of assistance and support for further development.

In addition, high school students from Nis work on the collection and packaging of organic plants. With the assistance of herb experts, they pick herbs and fruits at Stara and Suva planina mountains, and then pack them in boxes after drying. They are also responsible for packaging design and promotion on social networks. The students of the School of Economics work on promotion, marketing and sales. The students of the Art School give ideas for new packaging design, which is completely original. At the end of 2018, in cooperation with the students of the Faculty of Electronic Engineering in Nis, they started preparing a digital platform for the production of all organic products, organic raw materials and healthy food from Serbia.



Source: Own

Due to a great number of original ideas of young people engaged in various activities within the OEC, a number of different projects have been realized. Some of the most interesting ideas are preparing balsams from medical, organic herbs for the treatment of injuries, printing of the history of Serbian rulers on the coffee-scented paper, etc.

4. PIROTSKI POTRČKO AN ERRAND BOY FROM PIROT

<https://www.facebook.com/potrckopirot>

"An errand boy from Pirot" Aleksa Živković is a social entrepreneur who delivers medicine, food, and provides payment, purchase and delivery service completely free of charge for people older than 70 years by bicycle. In addition, providing services to socially vulnerable social groups, Aleksa promotes a healthy lifestyle, demonstrating a good example of how young people can help the elderly and helpless. With their enthusiasm, willingness and energy, they prove that there are no obstacles for socially motivated and entrepreneurial people. Due to numerous realized projects with the social mission, Aleksa received numerous awards and prizes. In 2015, he received a prestigious Social Impact Award for his idea of rickshaws that would drive tourists through the city, but also senior citizens to medical examinations for free. He was the protagonist of the popular Coca-Cola Campaign, „širi dobrotu“ (spread humanity) and was also named "youth hero" of the Exit 2013 and 2015 festival. By the International Youth Commission he was ranked among ten outstanding, young people (www.facebook.com/potrckopirot).

Aleksa was a very successful handball player in Malta, but after graduation he returned to Pirot and presented the model "An errand boy from Pirot". He got this idea in , when he met "An errand boy" from Novi Sad. When he decided to become the first errand boy in Pirot, his initial plan was to earn money by doing this job. But meeting people, especially old and helpless, facing horrible problems, he decided to do the humanitarian work.



Source: Own

He started to work in November 2012. He called his friends on Facebook to tell their grandmothers and grandfathers that he would perform the jobs they required, and they would pay as much as they want or can. At first, people were not very interested. The elderly were skeptical, and some organizations even spread rumors that Alex was a thief.

A few months later, the city authorities in Pirot and the Red Cross realized the usefulness and sincerity of his work, and he realized that it was necessary to legalize his job. He formed the citizens' association "Leka", which was registered in 2013, as a non-profit organization, whose mission is to inspire young people to help the elderly and make their daily life easier. It launched the first project "Youth for the Elderly", which was financially supported by the Municipality of Pirot with 400 € annually.



Source: Own

He started providing assistance to his fellow citizens by purchasing goods they needed and delivering to their home address, completely free of charge for the people over 70. Aleksa helps older fellow citizens by going to the store instead of them, paying bills, waiting in line, buying and bringing medicines. All these activities are performed using only a bicycle as the only means of transport with a trailer and various accessories.

During the first year, Aleksa notified about 120 deliveries for five of his older fellow citizens. In addition, two other volunteers performed tasks that the old people could not do by themselves. The following year, the number of services increased to 313, and the number of users to 9. In addition, he noticed that besides the supply of food, many of his elderly and sick fellow citizens needed help with handling everyday tasks, not being able to perform them by themselves, as well as transportation to a doctor. In order to transport people to a doctor, he came up with an idea to make a rickshaw. With three of his friends from college (a mechanical engineer, an electrical engineer and an energetics engineer), he started working on building a rickshaw.

The idea was to provide a reliable transport to the elderly and frail fellow citizens, as there are many people in Pirot who need this kind of help, and who have no one to take care of them.

In 2016, he launched the project "Gain the First Work Experience". High school students have the opportunity to get their first work experience through a combination of sports, volunteer and paid work. It is anticipated that volunteers collect points and fight to win the tablet, as the main prize, but also the pool tickets, membership fees for the gym and other. The realization of this project was financially supported by the Municipality of Pirot with 120,000 dinars.

Aleksa has also launched the "Solidarity Clothes" project, which collects things for socially vulnerable fellow citizens. The citizens' association "Leka", whose president is Aleksa, has placed a container in the courtyard of the Youth Stadium in the city, in which citizens put clothes they no longer need. The collected clothes are distributed to the socially vulnerable citizens with the help of the Red Cross. This project was financially supported by the Municipality of Pirot, based on the competition for financing NGOs. Sports Center Pirot provided space for the container, and the company "Henkel" provided dry cleaning powder. "Stari grad" (Old City) washes these clothes.

Another project launched by Aleksa is "Mali Šangaj" (Little Shanghai), whose aim was to inform cyclists about the importance of using lights during a night ride. The company "Tigar tiers" gave a donation of 100,000 dinars, out of which 124 sets of lights were provided. In agreement and cooperation with the Department of Traffic Police in Pirot, it was agreed that the lights would be distributed to cyclists. Aleksa came up with this idea one night when a woman on a bicycle bumped into him without any signalization. He realized that there was a large number of cyclists in Pirot who drive without signalization and that they can, therefore, be injured, or injure other traffic participants, so they should be encouraged to use lights for night riding.

Another interesting project is "Eco-basket" within which plastic is collected from individuals, buildings and institutions, and the raised money from the sale of collected plastics goes to the supply of orthopedic aids and wheelchairs. For those who collect the most plastic, the errand boy provides services such as painting hallways, painting benches, and so on.

Due to a large number of realized projects with a social mission, Aleksa has won numerous awards and recognitions. In 2015, he received the Social Impact Award by the University of Business and Economics in Vienna and Impact HUB.

It is a competition in which those with best ideas will be provided with the initial capital for the realisation of their projects. The best ideas will be voted by the users of social networks the initial capital for realisation of other ideas. Aleksa applied for the project "Youth for the Elderly", whose goal was to create the possibility for more young people to get involved in the aid to old and disabled people in Pirot.

He is the winner of the competition "Selfie from the Workplace" in 2016, organized by the European Network of Enterprises for Social Integration (ENSIE). The competition was organized to show the diversity of workers and work environment in social enterprises across Europe and it involved social enterprises from 21 countries, members of the ENSIE network.

Participation in the competition involved sending images from work, with the creative description of the workplace and the company. After choosing the winner of each country, a European competition was organized, where the jury selected three winners who were

awarded with a two-day trip to Belgium. The errand boy from Pirot was one of the three winners and participated in a study visit to Ghent on June, 15th and 16th 2017.

At that time, he had the opportunity to get acquainted with the examples of good practice and the work of successful social enterprises, such the Antelia company from Gent. Considering that the errand boy from Pirot used bicycle, as means of transport, in providing services, this trip was useful get acquainted with the highly developed bicycle infrastructure and ideas for improving the safety of traffic in Belgium.

He is also the prize winner of the UNDP and the Ministry of Youth and Sports of Serbia for the project "Recycle humanely" in October 2017. The project included recycling, that is, the collection of plastic waste and its sale for humanitarian purposes. From the collected funds, they bought slippers and bed linens for the Children's Department of the General Hospital in Pirot.

The enthusiasm, humanity and creativity of this young man has no limits. "He works in silence, but his deeds make noise". Guided by the idea that "goodness is the only thing that grows by giving," Alekса does not stop working on improving the environment in which he lives, the realization of good ideas and the promotion of real values.

5. CHRONO

<http://chrono.rs>

The social enterprise "**Chrono**" from Leskovac was founded in March 2018. This company is registered to perform professional rehabilitation and employment of people with disabilities. It deals with the production of mixture of integral flour and aromatic herbs to produce a healthy and tasty, unleavened bread. Their employees are exclusively people from hard-to-employ categories. The emphasis is placed on people with disabilities of different categories. Currently, they have five employees who have just started with the production for the market, but according to the great interest of potential partners, it is expected to hire a few more people and work "in two, and maybe three shifts"

The structure of employees is as follows: one person with hearing impairment, one with critically high anemia, one with mental constraints, one with visual impairment and one with cardiovascular disease.

The company Chrono was founded a year and a half ago in the Incubator of the Education Center and the Social Empowering Initiative from Leskovac, which provided technical support for the start of production. A great assistance was also provided by the German GIZ, which conferred technical equipment, modern packaging, and other support, in order for the company to be able to enter the market with a quality and visually appealing product. With the help of GIZ and their support worth, at least, 15,000 €, several major barriers were skipped - the product was no longer in the ordinary paper packaging, but in the sealed packaging with an expiring date of up to two years. Local artists were involved in packaging design.



Source: Own

The owner and director of the company Valentina Bogdanović pointed out that they had eaten a lot of sour bread until they found the right combination of flour, which was perfected to the extent that it is only necessary that the housekeeper or host to acquire a mixture of unleavened

bread made up of several types of integral flour, Himalayan salts and, if desired, spice herbs, add the exact amount of water, mix and bake. All ingredients are natural and highly recommended for health and vitality, and there are no "mandatory" additives present in standard bakery breads.

The company promotes healthy lifestyle through the selection of the best quality, whenever possible, of local raw materials, with the mission of social empowerment of marginalized groups. According to that, Chrono products have, in addition to other ingredients and flour milled in small local mills, herbs, hand-picked in pure nature by the local population.



Source: Own

The main activity of the company is production and packaging of unique mixtures of several types of integral flour, without any additives. At present, the product range of this company consists of 6 ready-mixed blends of integral cereals and herbs, without any artificial additives, colors and aromas.

By their composition, Chrono blends correspond to a quality, balanced diet, which is based on the correct combination of quality foods, at certain time intervals during the day. This diet is not intended exclusively for people with excessive weight and health problems, but for all people who want to stay healthy and in good shape.

There is a growing interest for these products, both in the country and abroad, so it is expected that this company strengthens in financial terms and self-sustainability in the long run. Apart from the health of an individual, in this firm they also deal with the health of the society, because Chrono is on top of everything, or above all - a social enterprise.

6. UDRUŽENJE ŽENA IZVORSKO ZRNO

THE ASSOCIATION OF WOMEN "IZVORSKO ZRNO" (IZVOR=SEED)

<https://www.facebook.com/udruzenje.zena.izvorsko.zrno.010/>

The Association of Women "Izvorsko zrno" (izvor=Seed) was founded in 2014 in the village Izvor near Pirot. The aim of the association is to promote domestic food prepared according to traditional recipes from the Pirot region and employ women older than 40 years. The association includes 12 women. The president and the initiator of the association is Marica Radovanovic. The initiative for founding the association came up after the event in the village of Izvor, on the occasion of the Grain Day. For this event, the invited women from the village were asked to prepare food. The representatives of the local authorities were delighted with the food that the women prepared and proposed to them to set up an association that would be involved in storing food. Already in May the association was founded. Marica Radovanović and 11 other women from the association wrote a project, due to which the town of Pirot equipped the kitchen in the Cultural Center of Izvor and provided the necessary equipment for preparing and storing food.



Izvor:

https://www.facebook.com/pg/udruzenje.zena.izvorsko.zrno.010/photos/?ref=page_internal

Each woman has her own family farm where she grows fresh and healthy food for cooking, but each of them is specialized in preparing a particular type of food. Consumers call Marica Radovanovic, president of the Association, to order food. She buys groceries and contacts a woman who is specialized in preparing a certain type of food. Food is prepared in a collective kitchen and delivered to the consumer who ordered the food. A good recipe, a distinguished way of preparation, the use of fresh and healthy food has attracted a large number of consumers from both the local and regional markets. Also, the successful work of this association has been confirmed by a large number of awards and acknowledgments. Some of the most important are: golden medal at Vurdjijada, cheese curd festival in Babušnica; 1st place, the golden cup, and the gold medal at the International fair of cakes and pastries in Nis, etc.