

Social Entrepreneurship for Local Change

Social enterprises partners in Bucharest - challenges



**Use your skills.
Be a changemaker.**



Co-funded by the
Erasmus+ Programme
of the European Union

Bucharest Community Innovation Lab 2019

Challenges of the social enterprises partners



Bucharest social enterprises partners

SOMARO: social supermarket

SOMARO collects products such as food and essential household goods as well as clothing, footwear, shoes, etc. from different companies and sells them at symbolic prices, with significant reductions, to low-income customers.

The entire range of products offered in the SOMARO stores includes 100% consumer-friendly products but can not be marketed in other stores due to damaged or dirty packaging, or as soon as their shelf life expires or for other reasons.



www.somaro.org

Management of food related waste (mainly), but also damaged goods waste.





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SOMARO: social supermarket

Challenge

New strategies/concepts to identify suppliers.



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RECICLETA (ViitorPlus association)

Is a social enterprise which provides services for collecting paper, cardboard, PET and aluminum dosages for recycling. The program was created in 2009 by ViitorPlus - the Association for Sustainable Development, which promotes both the care for nature and social equity. Therefore, the transport of waste is made without emissions, with tricycles, thus providing stable and legal jobs.



www.recicleta.ro

Management of paper, cardboard,
PET, aluminum.



RECICLETA (ViitorPlus association)

Challenge

Calculating Formula for CO2 saved through RECICLETA program, as to have an accurate and custom-made indicator. This CO2 indicator will be a very powerful tool in public communication, as to increase the number of companies registered in the program and to increase consumers' awareness regarding the need for reducing CO2 emissions.

The total CO2 formula will depend of 3 other sub-formulas, "CO2 saved" from 3 sources:

- *CO2 absorbed by trees that have been saved by recycling paper and cardboard;*
- *CO2 saved by recycling of each type of recyclable material collected by RECICLETA, to the detriment of being thrown away at the wasteland, were the CO2 is emitted;*
- *CO2 saved through pedaling (the use of the tricycles), to the detriment of using a car for cargo.*

Multiplying the collecting actions from companies: a plan for growing the financial sustainability through economical revenues (not including sponsorships).

Practical case study: a campaign for the companies around our new headquarter / office (Str. Vulturilor 92), to join the program, meaning accepting the payed offer: the fee that they have to pay is for 1 transport = 75 lei (max 150 kgs & 1mc of recyclable materials picked-up / collection), sign the contract, send them the infrastructure to create the recycling corner in their office.



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GOOD BOUTIQUE, Red Cross Romania

Good Boutique is a social boutique which encourages people to adopt a new lifestyle: to consume more responsible, recycle, reuse textiles.

The funds obtained by selling the donated clothes are for the social projects of the Red Cross-Branch Sector 6.



<https://crucearosie.ro/stiri-si-comunicate/bine-boutique-primul-magazin-caritabil-al-crucii-rosii-romane/>

Management of the textiles
through recycling and reusing.



GOOD BOUTIQUE, Red Cross Romania

Challenges

The management of household textiles (collecting, sorting, reuse, disposal, etc).

Recycling technologies (both upcycling and downcycling) for tailor- made textiles.

Bucharest social enterprises partners

ATELIERUL DE PÂNZĂ

(The Canvas Workshop)

Is a project of the non-profit organization ViitorPlus - Association for Sustainable Development. Since 2014, we have a status of protected unit, which means that at least 30% of our employees are disabled people and we offer them a decent job. “We want to reduce the consumption of plastic bags and give consumers an alternative to these - cloth bags.”



<https://www.atelieruldepanza.ro/>

Management of textiles through
recycling and reusing.

ATELIERUL DE PÂNZĂ (The Canvas Workshop)

Challenge

How to ensure financial sustainability of the social enterprise?

Changing regulations impacted dramatically the financial sustainability of the social enterprise. The profitability of a social enterprise that produces 100% cotton bags, in a country where recycling is below 5% and responsible consumption is not promoted, is a big issue (the tax benefits that the authorized protected units had until September 2017 were abolished, so sales declined, and 2018 was not profitable unfortunately).

What other products can we produce to provide our customers with sustainable, natural alternatives to common plastic products? New products to help reduce the consumption of plastic (until now, most of our products have been: canvas / textile waste transformed into shopping bags and bags urban life (the main business), bulk shopping bags (different sizes), cotton aprons and vests.

Increasing visibility in the online environment, opportunities for e-commerce.