



sozialökologisch
produziert

Socio-ecological Production: A sustainable impulse for the Danube Region?



Author: Franz Rybaczek / Platform socially produced



WHAT IS SOCIAL PRODUCTION ?

FURTHERING COOPERATION WITH SOCIAL ENTERPRISES AND DEVELOPING SUSTAINABLE PRODUCTS AND SERVICES

Social Production (sopro) is a project idea of KOMUNITAS OG, which has been implemented since March 2012 as an ETC project with project partners from Austria and Hungary. It is the aim to expand cooperation of enterprises, public clients and social enterprises, and to find and develop sustainable products and services of high quality, and to further their marketability, so that a broader public becomes familiar with them.

Sopro intends to throw light on the performance of social enterprises – enterprises and projects in the second and third labour markets – under the aspect of sustainability, because their work in general is a type of regional economic activity with a social component.

DEVELOPING IDEAS AND LINKING PARTNERS:

An essential finding resulting from previous experience is the need for a link between an idea of a potential client and its implementation in a social enterprise, which KOMUNITAS OG and the project partners of sopro HU-AT try to provide. Quite frequently, a creative co-development of product ideas is required, and networking is necessary in order to find the right partner in social economy.


The project partners from Lower Austria, Vienna, Styria, Burgenland and West Hungary therefore assume the role of procurator, according to needs, between customers and social enterprises and between ideas and their implementation (product development).



sozialökologisch
produziert

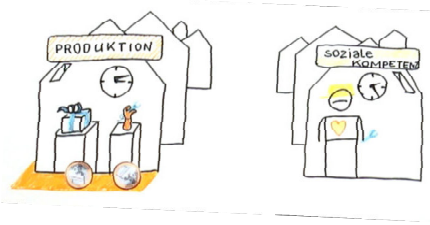






 sozialökologisch
 produziert

- Social
- Ecological / Conservation of resources
- Product- / service-related innovation
- Regional
- Quality


-> sustainable economize / CSR
 -> Environmental Awareness & Regional development
 -> Social added value



-> sustainable economize / CSR
 -> Environmental Awareness & Regional development
 -> Social added value


 EUROPEAN UNION
 European Regional
 Development Fund

Author: Franz Rybaczek / Platform socially produced


 creating the future
 Programm zur grenzüberschreitenden Kooperation ÖSTERRICH - UNGARN 2007-2013
 AUSTRIA - MAGYARORSZÁG Határon Átívelő Együttműködési Program 2007-2013




 sozialökologisch
 produziert

ETZ-Project – SoPro HU-AT



March 2012 – Dec. 2014



9 projectpartners AT / HU
19 strategic partners




 EUROPEAN UNION
 European Regional
 Development Fund

4


 creating the future
 Programm zur grenzüberschreitenden Kooperation ÖSTERRICH - UNGARN 2007-2013
 AUSTRIA - MAGYARORSZÁG Határon Átívelő Együttműködési Program 2007-2013



Main aims since start:

- **100 implemented products** and services together with social enterprises
- More than **1.000 contact consultations**
- Developed SoKoPro- consulting model
- More than 40 SoPro counselors in Austria & Hungary
- About **200 partners** from economy, public and social economy
- 7 Master- and Bachelor- Theses
- **Label-/Brand Development**
- Constitution of an international networking platform

SoPro Best-Practice

Mitmachen
MIT RECYCLING

weitere MTR-Produkte:

Die hier gezeigten, handgefertigten Qualitätsprodukte für Haus & Garten und auch aktuelle Neuentwicklungen finden Sie auf www.mtr-online.at



SoPro Best-Practice (RICOH / Socius)



7



SoPro Best-Practice „Handicap Dressmaking“



sozial produziert
Diese Hose wurde sozial produziert für:



8



SoPro-Plattform (AT-HU)

- Currently consists of the **partners of the ETC-project** (SoPro HU-AT) until end of the project December 2014
- Next step: Establishment of an official entity to continue the activity as an International Service Centre
- Long-term considerations: Establishment of an international cluster
- Development plan until Dec 2014: Establishment of an International Service Centre



9



Tasks of the SoPro-InnovationAgency

- **Realization** of current and future projects
- **Networking** and intermediar exchange
- International topic (contact) centre for development and design of the SoPro-idea
- **Label-/Brand Management**
- Coordination & support for project-calls
- Creation and maintenance of an operational "value-economic-space" with hereogenous participants such as counseling institutions, public institutions, economic- and social enterprises



10








WE WANT TO EXPAND „SOPRO“ AS A MODEL-PROJECT IN EUROPE. LET’S MOVE ON TOGETHER!

- Toward simple and creative solutions in regional partnership.
- Toward products & Services in high quality.
- Toward appreciation as a social & economic principle.
- Toward a more sustainable society!






I am interested in:

- partnership within the SONDAR Sustainable Operations Network in the Danube Region
- cooperation in the project of "socio-ecological production"
- an invitation for the event "World SoilWeek" on December 4, 2014 at the Tulln UJT (AT)
- Soliart "Painting with the Colours of the Earth"
 - Soliart Social Franchise cooperation model
 - Project of Danube Regions - painting box - soil colours from all Danube countries
 - Cross-border creative competition in the IAG International Year of Soils 2015
 - International exhibition "with the Colours of the Earth"

Name: _____

E-mail: _____

Remarks: _____

Sustainability Working Group of the Working Community of the Danube Regions
 NÖ Agrarbezirksbehörde
 Fachabteilung Landentwicklung

Grad. Ing. Dr. Erwin Salezák
 Landhausplatz 1
 House 12, room 210
 A-3100 St. Pölten

Tel: 02742 / 9005-15291
 Fax: 02742 / 9005-16580
 E-mail: info@unserboden.at
www.unserboden.at
www.sondar.eu
www.sozialproduziert.at
www.soliart.eu







BEST-PRACTICE-EXAMPLES >>

SCCE - "SOCIAL COMPUTER CIRCULAR ECONOMY" IN THE REGION OF Waidhofen/Ybbs - AMSTETTEN

The IMC company at Waidhofen/Ybbs and Director Thomas Knapp have developed a project together with KOMUNITAS OG, by which the useful life of computers is increased by means of regional cycle management. The essential focus is on an organized transfer of functional devices to social projects and low-income members of the population, respectively. Based on the experiences of a successfully implemented pilot project, together with stakeholders from the region a sustainable model is being elaborated.

How it works:

Especially in computers and peripheral devices used in economic enterprises, the (technical) useful life lies far beyond the period of actual use in the enterprise. Many devices are eliminated for organizational, system-immanent reasons, although they still function properly.

In the Social Computer Cycle, functional used computers and IT devices from economic enterprises are converted for further use in social institutions (for instance, youth centers, homes for the elderly), and can such be used further in this region. Precious raw materials and functioning technology is maintained, and damaged devices are disassembled and prepared for well-targeted recycling.

This affords advantages to all parties concerned, because functional computers ...

- ... need not be scrapped;
- ... are revitalized in social projects;
- ... are delivered further to social institutions, low-income and environmentally aware persons;
- ... are used for a longer time - this saves precious resources for all of us!



sozialökologisch
produziert



EUROPEAN UNION
LIFE Project
Erasmus+ Project



creating the future
Erasmus+ Jugendberufshilfe Projekt
Erasmus+ Jugendberufshilfe Projekt