



European  
Commission

# The role of social enterprises in providing jobs for ZE PAK workers and developing the communities of Eastern Wielkopolska

Tuesday 19 September, 10:30-15:30

*CKiS DK- Oskard, Aleje 1 Maja 7a, Konin*



Wielkopolski Ośrodek  
Ekonomii Społecznej



# START

Secretariat Technical Assistance for Regions in Transition



# Introduction

*Mateusz Piotrowski*  
PACJENT EUROPA





# Agenda

## I PLENARY 10.30-12.00

1. Achieving a just transition through community wealth building (20 min) Neil MacInroy
2. Social enterprises and building community welfare: benefits for employees and their communities (15 min) Robert Pollock
3. Polish experience of social enterprises (15 min) WOES cooperatives
4. Discussion: questions and answers (30 min) moderator Przemysław Piechocki

## II LUNCH AND SESSIONS IN GROUPS 12:00 – 13:30 (Employees | Local government officials)

1. Employees (Mateusz Piotrowski, Patient Europe)
2. Local government officials (Przemysław Piechocki, WOES)

## III BREAK 13.30-14.00

## IV PLENARY: CONCLUSIONS FROM GROUPS AND NEXT STEPS 14:00-15:30





# The aim of the workshop – to answer the questions together:

How can social enterprises respond to the challenges of just transition – respecting the competences of ZE PAK employees and their contribution to the development of the region?

## LOCAL GOVERNMENT

How can social enterprises help the region by ensuring that money for a just transition remains in the region by responding to challenges such as:

- **thermomodernisation**
- **investments in infrastructure, construction**
- **reclamation of post-mining areas**
- **increased demand for social services**

## EMPLOYEES

Are social enterprises a good way to create jobs for and by ZE PAK employees that will be:

- **consistent with competences**
- **close to home**
- **stable**
- **ensuring a living wage**
- **ensuring decision-making and teamwork**
- **providing support in opening and operating a business**
- **ensuring the accumulation of investment capital**


# Workshop contributors

Neil McInroy, international expert in community wealth building

Representatives of the EU initiative "Coal regions in transition" (Robert Pollock)

Representatives of Polish social enterprises and support agencies (Przemysław Piechocki WOES, Mateusz Piotrowski, Europe a Patient).




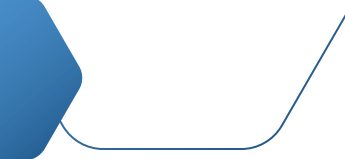


# Achieving a just transition through community wealth building

*Neil McInroy*

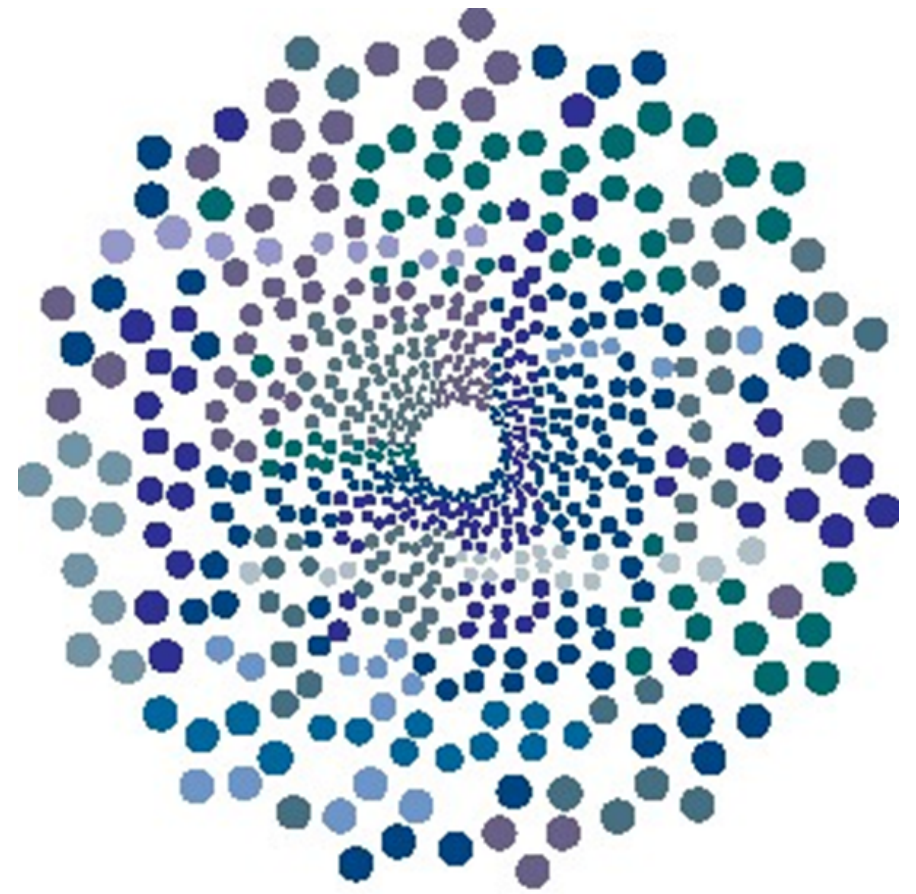
THE DEMOCRACY COLLABORATIVE





The Democracy Collaborative is a **THINK, DO and CHANGE** organization building a people-powered vision for a new, democratic economy.

We develop and advance bold policy frameworks, like community wealth building, to aid policy-makers, academics, researchers, and legislators in the United States and across the world working to realize a more just and equitable world for all



**DEMOCRACY  
COLLABORATIVE**



## Community Wealth as Economic Plumbing

# Community Wealth Building (CWB)

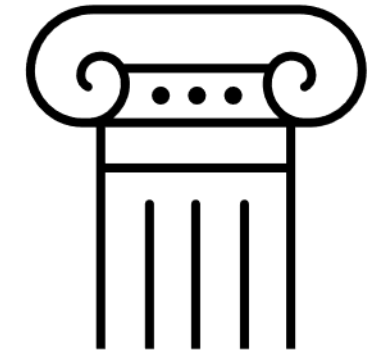
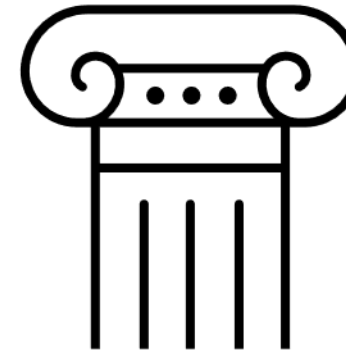
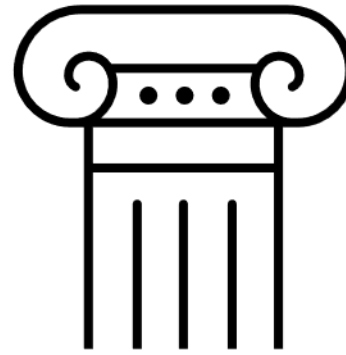
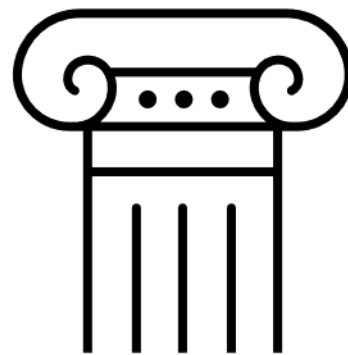
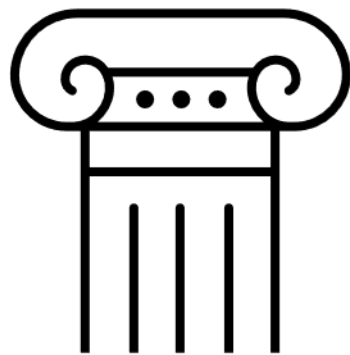
is an economic development model that transforms local economies based on communities having more direct ownership and control of assets.

- **Keeping money locally**
- **Creating local jobs**
- **Giving more people a direct stake in economy**





# The 'Five Pillars' of CWB





# PILLAR 1: FAIR WORK

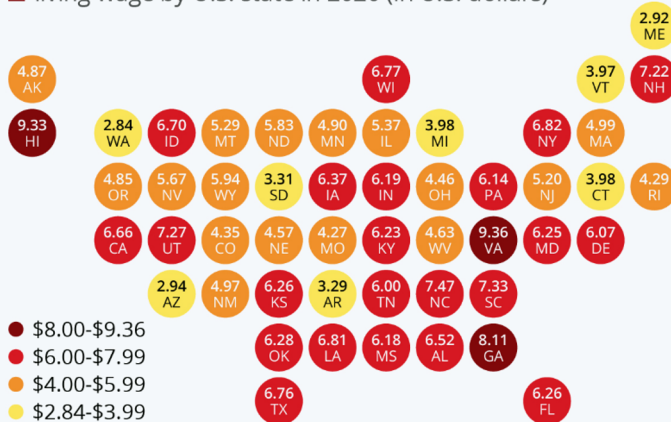


**Institute for the  
Future of Work**

## LIVING WAGE FOR US, Inc.

### The Living Wage Gap

Gap between the hourly minimum wage and the living wage by U.S. state in 2020 (in U.S. dollars)



- \$8.00-\$9.36
- \$6.00-\$7.99
- \$4.00-\$5.99
- \$2.84-\$3.99

For a single person with no children  
Source: Living Wage Calculator (Amy Glasmeier/MIT)



## Inclusive, Local Hiring

Building the Pipeline  
to a Healthy Community

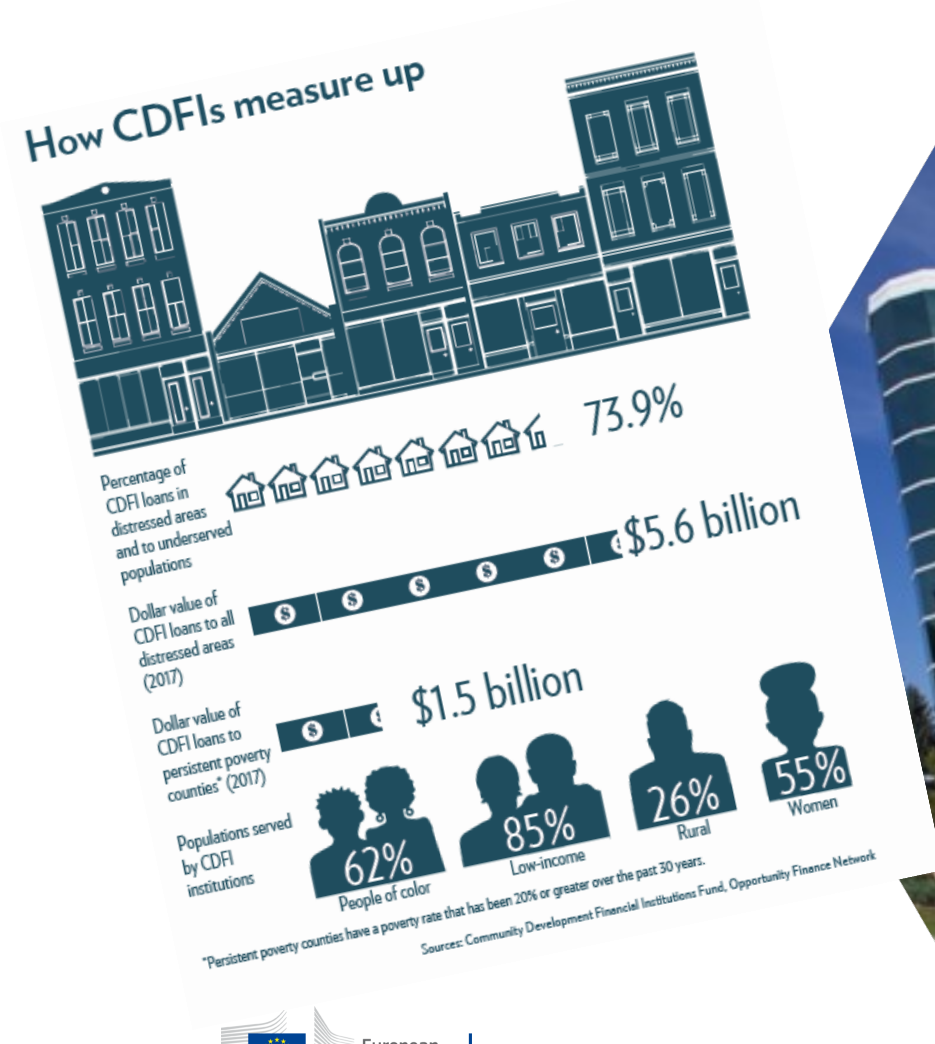


The Hospitals Aligned for Healthy Communities toolkit series

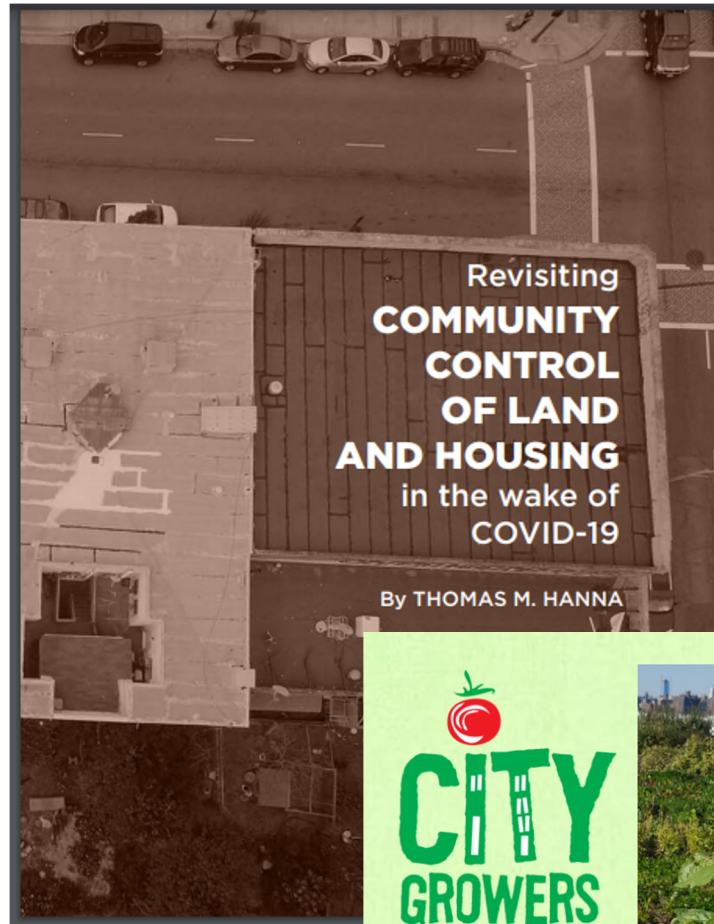
## The Good Work Charter

- Access**  
Everyone should have access to good work
- Fair pay**  
Everyone should be fairly paid
- Fair conditions**  
Everyone should work on fair conditions set out on fair terms
- Equality**  
Everyone should be treated equally and without discrimination
- Dignity**  
Work should promote dignity
- Autonomy**  
Work should promote autonomy
- Wellbeing**  
Work should promote physical and mental wellbeing
- Support**  
Everyone should have access to institutions and people who can represent their interests
- Participation**  
Everyone should be able to take part in determining and improving working conditions
- Learning**  
Everyone should have access to lifelong learning and career guidance

# PILLAR 2: LOCALLY ROOTED FINANCE



# PILLAR 3: JUST USE OF LAND AND PROPERTY



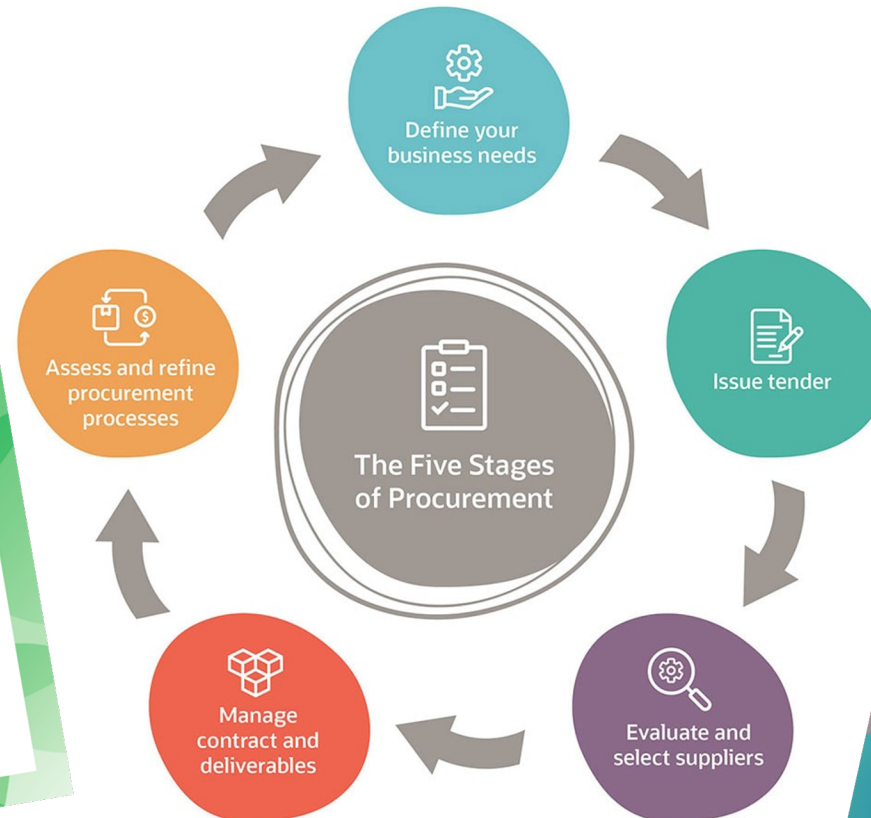
95%

of shared equity homes are priced affordably  
(under 30% of monthly income) for households  
earning 80 percent of AML or below

## Community Land Trust Technical Manual



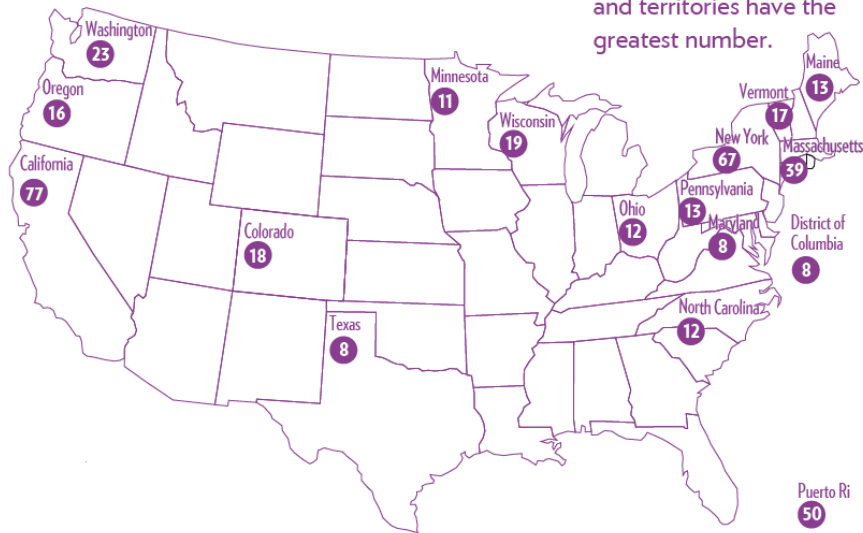
# PILLAR 4: PROGRESSIVE PROCUREMENT



# PILLAR 5: INCLUSIVE AND DEMOCRATIC ENTERPRISES

## Worker cooperatives in the US

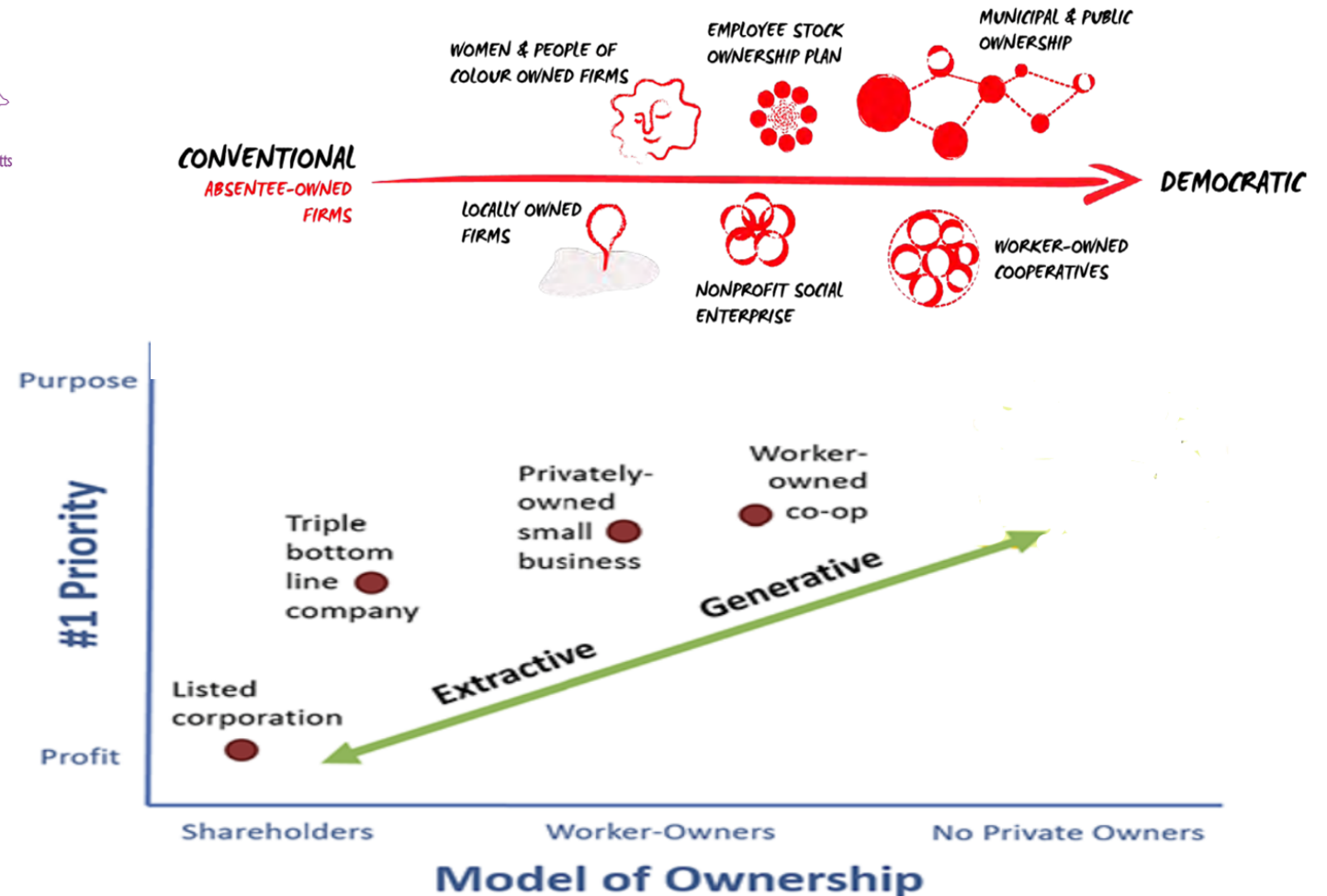
There are at least 450 cooperatives around the country. These states and territories have the greatest number.



Numbers as of 2017. Source: Democracy at Work Institi

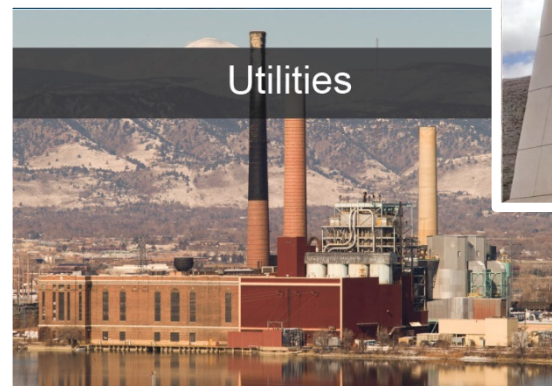
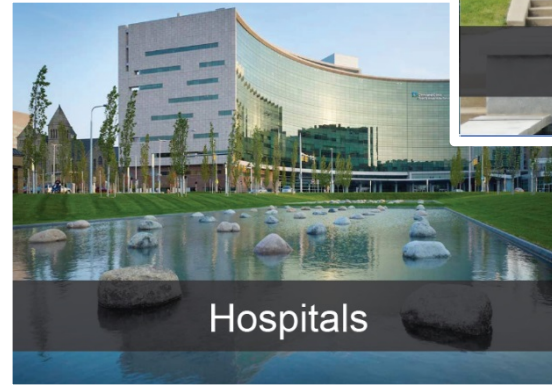


## THE SPECTRUM OF OWNERSHIP FORMS

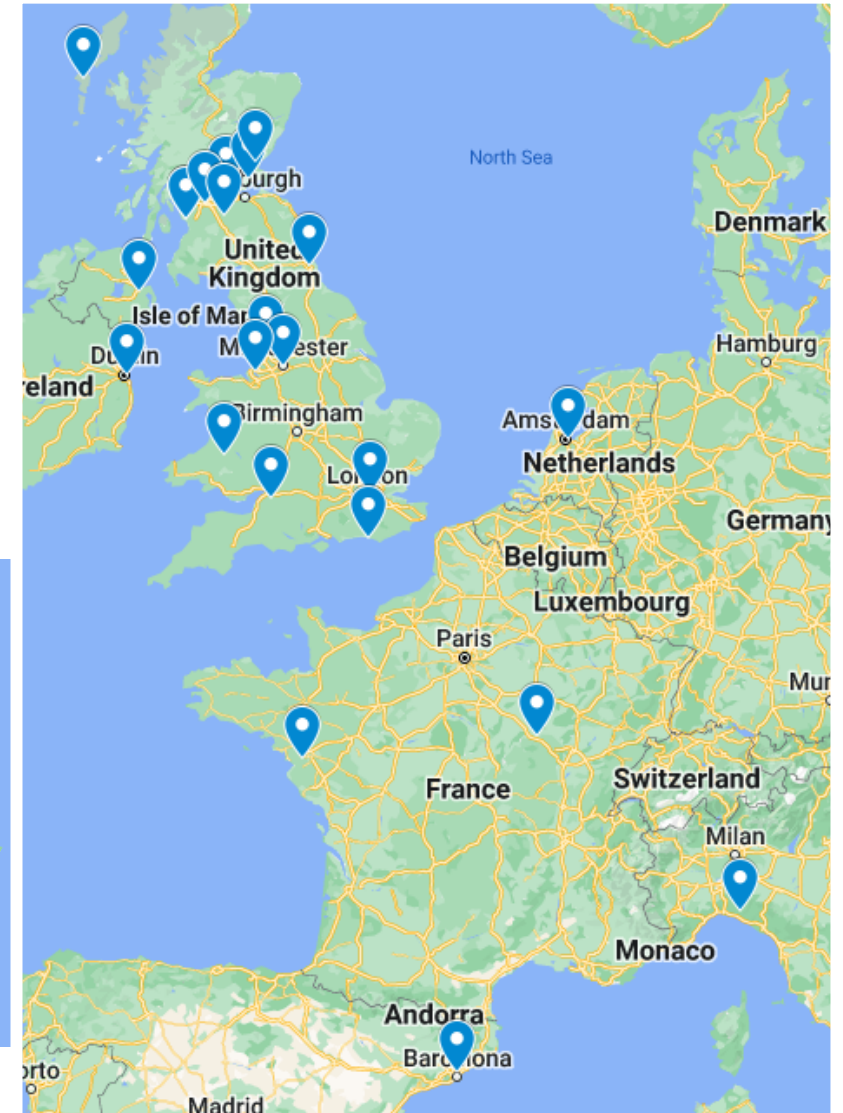
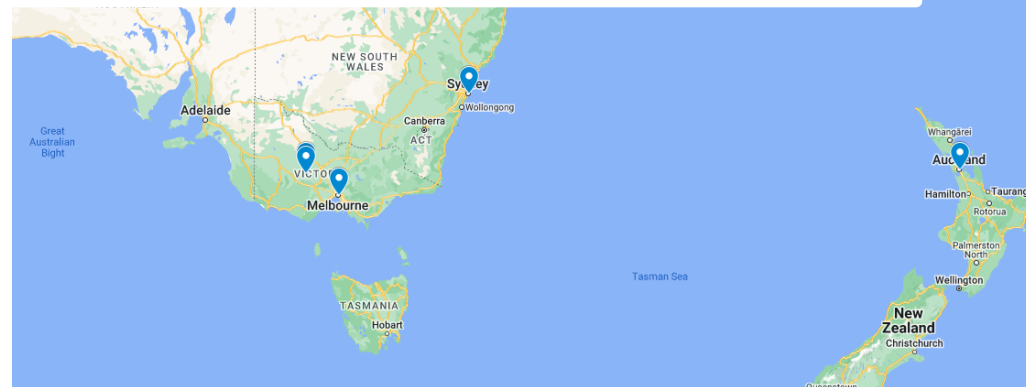
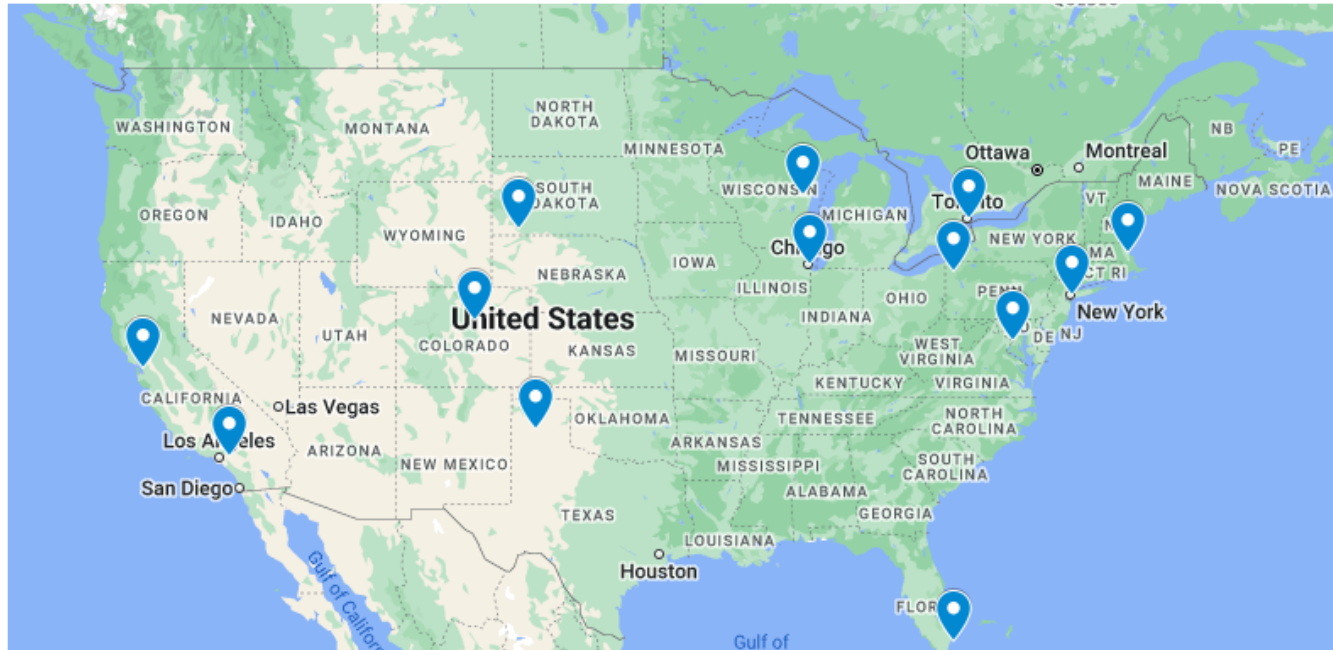


# Anchor institutions

- “Sticky capital”
- Economic engine: employer and purchaser
- Vested interest in surrounding communities
- Large public and nonprofit institutions with a mission to serve.



# A Growing Movement





# Cleveland, Ohio USA



## Evergreen Cooperatives: Started 2009 by Cleveland Foundation and TDC

The Evergreen Cooperatives of Cleveland were created to hire the disadvantaged, do green development, model the role of anchor institutions.

- Evergreen Energy Solutions
- Evergreen Cooperative Laundry
- Conversion of existing businesses
- 

Employ approx. 400 currently  
About 40% formerly incarcerated.  
Living wage.  
Profit sharing 2022: \$10,000.  
Program to help employees buy homes.

# Preston, England

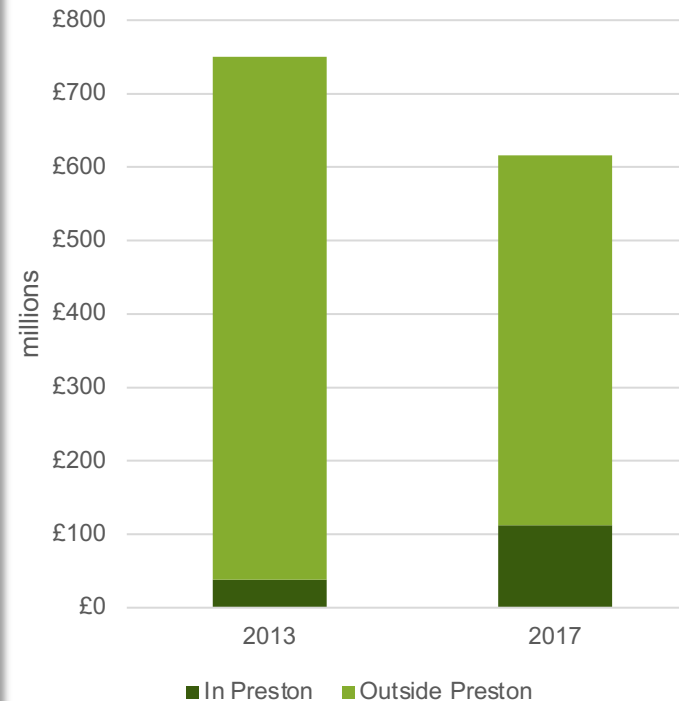
## Preston named as most improved city in UK

Labour-run council with localist economic policies tops Good Growth for Cities index



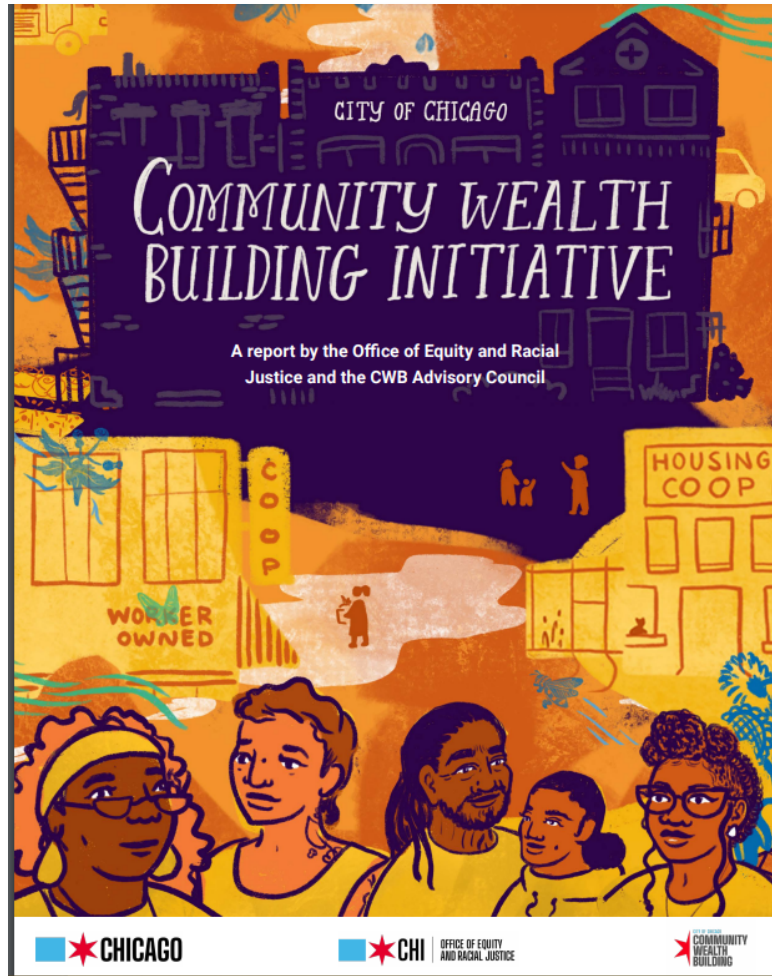
▲ Preston bus station. The Lancastrian city has been called the 'poster child for Corbynomics'. Photograph: Heritage Images/Getty Images

**Preston**, the Lancastrian city labelled as a poster child for “Corbynomics,” has been named as the most rapidly improving urban area in the UK to live and work.

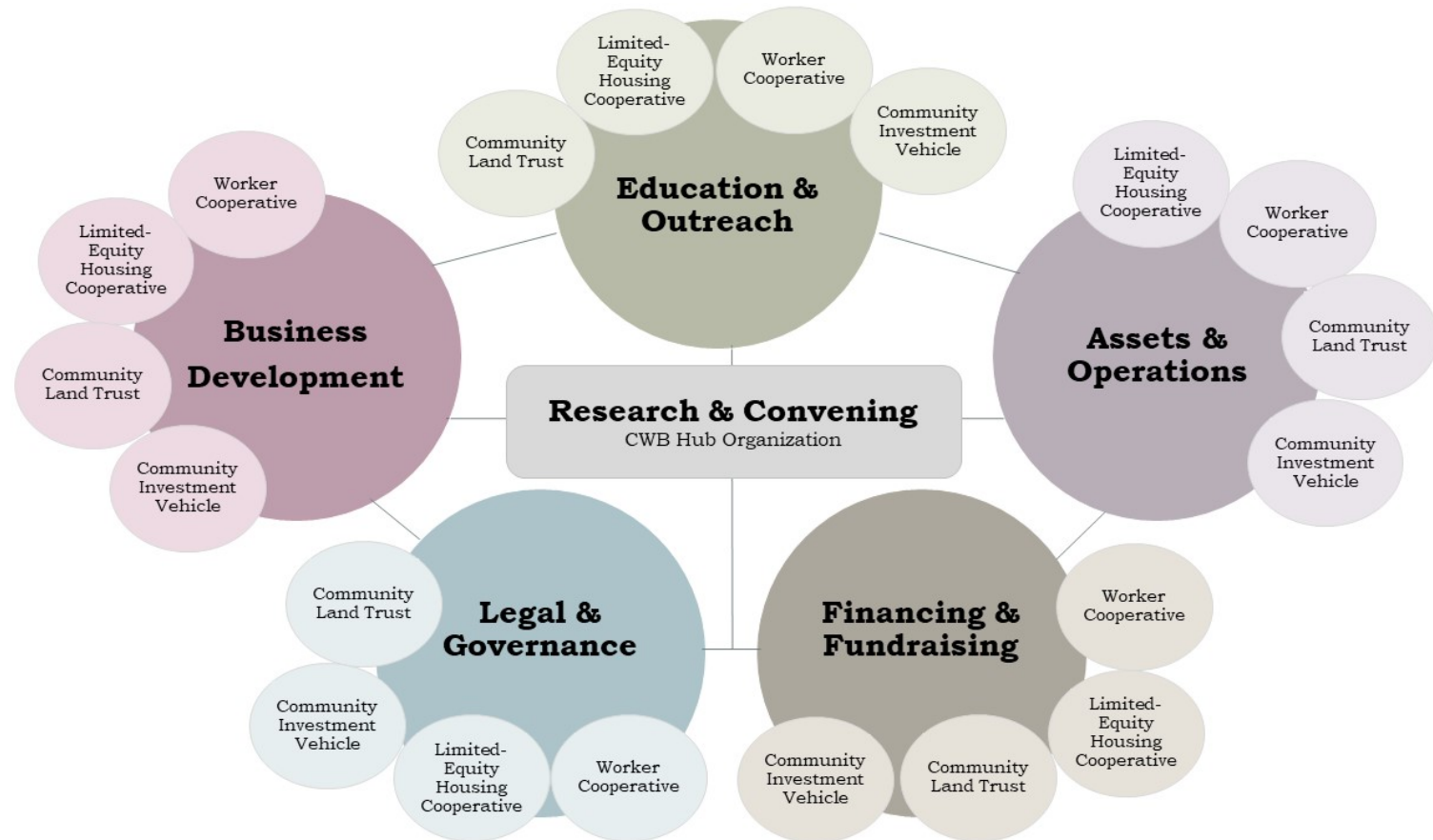


- Created 1 600 more jobs
- 4000 more people - paid real living wage (11% increase in wages)
- 9% improvement in life satisfaction
- Cooperative development network
- Using local pension funds – local investment

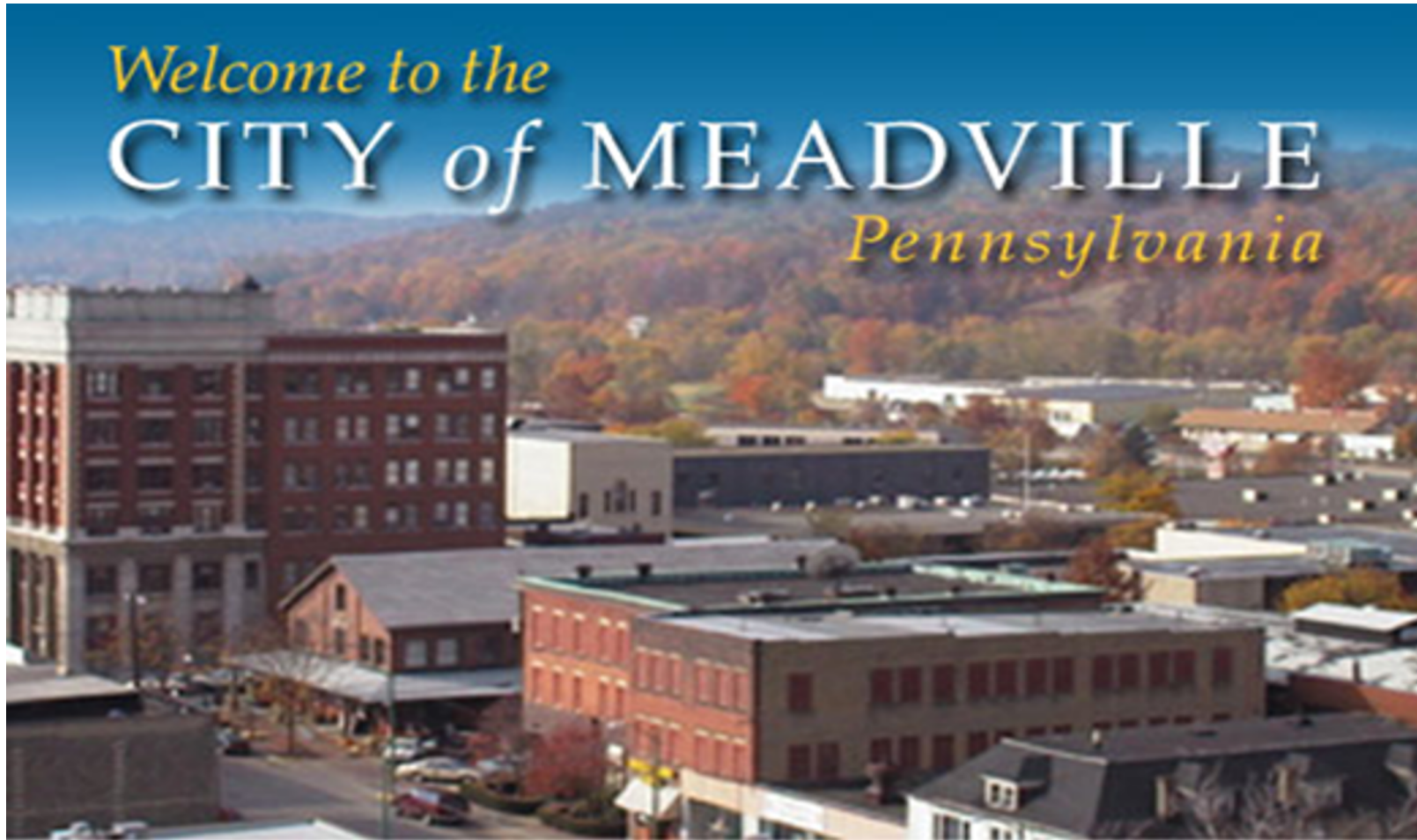
# Chicago, Illinois USA



## Community WEB: Community Wealth Ecosystem Building



# Meadville, Pennsylvania USA



# SCOTLAND: National Approach



Tom Arthur MSP  
Minister for Community  
Wealth and Public Finance

# Questions or Thoughts ?



# Social enterprises and building community welfare: benefits for employees and their communities

*Robert Pollock*

COAL REGIONS IN TRANSITION INITIATIVE



# What are the characteristics of social enterprises?

Typically, social enterprises are characterised by:

## MISSION

Their commercial activities aim to contribute to social and economic goals, which benefit the local community

## PRIORITIES

They place the wellbeing of people – workers and community – before profits – although they need to be financially viable

Business surplus is reinvested and retained in the community

## INCLUSIVE & DEMOCRATIC

Their ownership and business methods usually follow participatory principles

Social enterprises can have a variety different legal forms

Social enterprises are active in many economic sectors and communities



# What are the benefits of social enterprises?

International evidence reveals the following benefits of social enterprises.

## WORKERS

- Creation of new jobs
- Fair wages and employment conditions
- Jobs are locally-based and close to home
- Inclusive decision-making through participatory business governance
- A working culture that promotes teamwork and respect

## COMMUNITIES AND PUBLIC ADMINISTRATIONS

- Contribute to community development by providing needed services and goods
- Utilise local, community assets
- Promote local investment, jobs and skills
- Procurement supports other local businesses

# A good moment for social enterprises

## INCREASED POLICY AWARENESS

Increasing policy recognition of the potential of social enterprises



## GREEN TRANSITION

Potential to contribute to the creation of a local sustainable, circular economy and community



Participatory business models can have a role in ensuring that transitions are fair and inclusive.



## AVAILABLE FUNDS

EU funds are available for supporting new businesses and jobs; training of the affected workforce; addressing social issues (e.g., energy poverty)



*Social enterprise development for workers affected by energy transition aligns with Eastern Wielkopolska's development plans.*

# Examples of opportunities for social enterprises

## ENERGY TRANSITION



Thermo-modernisation and retrofit / energy efficiency



Renewable energy supply



Manufacture of energy efficient appliances



Greening of transport systems

## INFRASTRUCTURE



Land reclamation



Climate resilient infrastructure development

## HEALTH AND WELLBEING



Personal care & social services



Leisure, culture and sport

## ECONOMY



Higher value agriculture / food production



Circular economy



Digital systems & services