

# SEEDING

Social Economy Enterprises addressing Digitalisation,  
Industrial relations and the European Pillar of Social Rights



Združenje  
**SOCIALNA EKONOMIJA  
SLOVENIJE**

ASSOCIATION  
SOCIAL ECONOMY  
SLOVENIA

#SEEDING

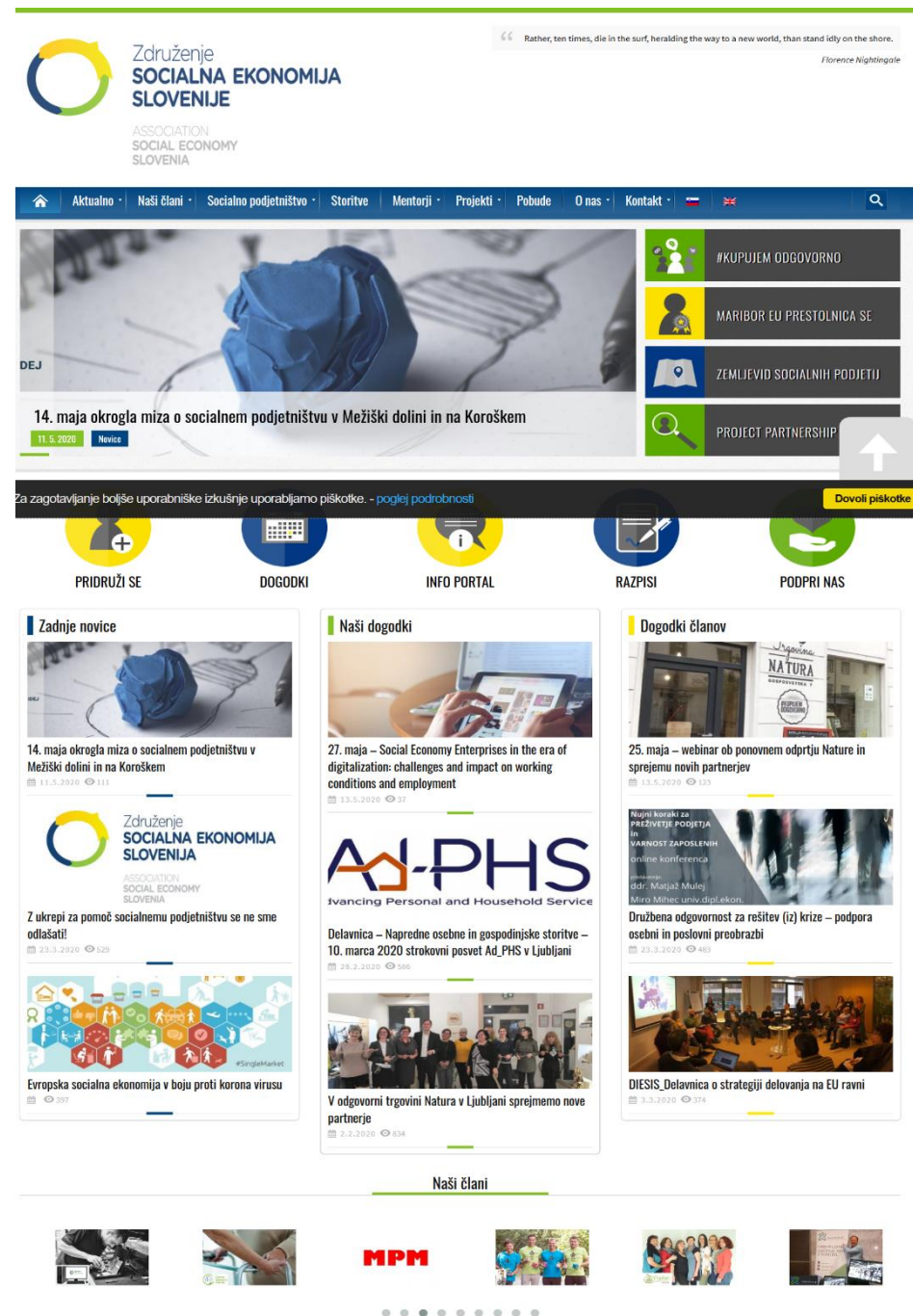


This project has received financial  
support from the European Union

# ASSOCIATION SOCIAL ECONOMY SLOVENIA (ASES)

Association social economy Slovenia is an umbrella organisation of social enterprises in Slovenia. It was established as **Slovenian Social Enterprise Forum** in December 2011. With more than 100 individuals and legal entities as members, from all over the country, ASES main mission is to combine promotion and development of social enterprises, is advocating for social economy, to strive for the improvement of the supportive environment and develop expert knowledge. It serves as a hub for local and regional organising with a strong emphasis on national and international cooperation.

<http://socialnaekonomija.si/>







Zdrúženje  
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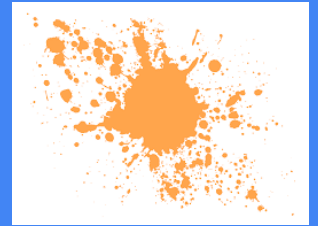
ASSOCIATION  
**SOCIAL ECONOMY  
SLOVENIA**

**Social enterprises  
need Market.  
The Market has to  
Know that they exist.  
Online and live.**



# The development of #Buy responsible

*Based on the needs of the social enterprises, bottom up*



## Brand licence

Conditions to get:  
Social, local, sustainable,  
inclusive, ethical,  
social responsible,  
NO PLASTIC,  
Member of ASES.



## Create-responsible.eu

Cooperative Platform for  
responsible creators, based  
on blockchain.  
Stores, branded Buy  
Responsible.



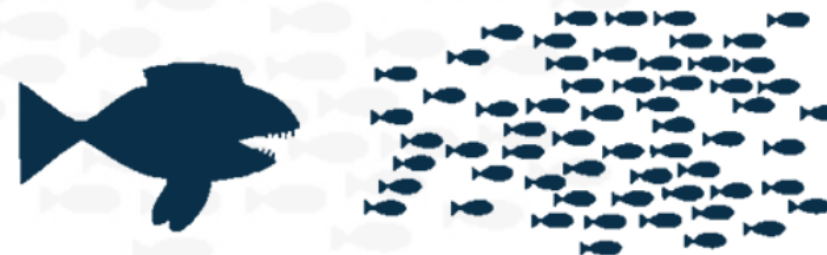
## 3 stores #BUY RESPONSIBLE

In 2019 opened three  
responsible stores,  
products with positive  
social and environment  
impact & no plastics –  
Maribor, Krško, Ljubljana

**Are you a freelancer, do you work through occasional contracts and you don't have a steady job?**

Are you wondering how can you obtain greater job security and stability, while at the same time maintaining your freedom?

Join in the e-cooperative Responsible creators, social enterprise.



**LET'S COOP**



# Building the European Based School Social Economy (EBSSE)

from Slovenian SE

## Requirements / Barriers / Solutions



EBSSE

### REQUIREMENTS

- a systematical and common social business education in sense of awareness-raising of common values
- more effective social economy (social impact, common measurement...)
- sustainability
- social responsibility & ethical (social) business

### BARRIERS

Lack of empowerment of Social Economy -  
Profit orientation of today's economy:

1. Lack of ethical values, social responsibility, and sustainable development in the existing economy.
2. Different orientations of the European countries governments: somewhere there is no support for the social economy sector.
3. Different levels of social economy development in Europe and even different definitions of social economy in European countries.
4. No common measurements of social impact.

### SOLUTIONS

Social Economy.

EBBSE will empower the European Social Economy Sector by promoting:

1. values of ethics and social responsibility are the red line (a common guideline) to unite the stakeholders to make a social impact and environmental impact through (social) economic activities. We suggest to establish the Institute for ethical and social responsibility inside the school.
2. Unique (common) social impact measurement.
3. Connection of different civil movements into the social economy (example from Slovenia: Buy Responsible).

EBBSE will connect, develop and support local and regional stakeholders and in this way boost the national policies to align with European standards and also to improve European standards of (and with) SE, ethics, and social responsibility. EBBSE will act as distributed center(s) in partnership regions. It is crucial that Reconfirm or other EU level support organisation continue to lead the process.



# Building the EBSSE

*from Slovenian SE*

LOCAL → REGIONAL → EUROPEAN



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Project  
**MEMBERS:**  
Etika – Ethics  
Ltd.  
Reg. Develop.  
Ag.

IRDO...

Yunus Business  
Center Slovenia &  
Balkan Region  
(at ASES in Maribor)

Exploring Muhamad Yunus  
principles in South-East Europe

Balkan Business  
School on Social  
Economy (South-  
east Europe)

Redistributed center in  
Balkan countries

European Business  
School on Social  
Economy

With partners on S3  
Thematic platform for  
industrialisation in Social  
economy (Reconfirm)

**EBSSE**

ASES (Slovenia)  
Faculty of Economics  
Niš (Serbia)  
Economics school Celje  
– vocational college (Slo)  
Up beat Hub (Monte Negro)  
Public (N. Macedonia)

Slovenia  
Navarra (Spain)  
Murcia (Spain)  
Emilia-Romagna (Italia)  
Örebro (Sweden)  
Lapland (Finland)

# THANK YOU !



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