



# Inclusive Employment Innovations through Social Enterprises

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# Development Trends

- globalisation
  - production moves to countries of cheaper labour
  - increased tax competition
- ageing population: need to raise employment rate
- hardening requirements in labour market
  - entering labour market especially hard to disabled and long-term unemployed people, even at good economic times
  - persistent structural unemployment in many EU countries

# Inclusive Employment I

- disabled people meet discrimination, marginalisation and lack of opportunity
- most of them are not employed in inclusive settings
- people with disabilities within EU are two or three times more likely to be unemployed
- employers are reluctant to hire either disabled or long-term unemployed people in spite of incentives

# Inclusive Employment II

- work is crucial for a person's wellbeing
- motivation can only prevail in meaningful work
- sheltered workshops don't offer meaningful work for everybody
- people face dead-end careers
- working life becomes shattered consisting of short periods here and there
- activation measures don't lead to open labour market
- waste of skills and abilities

# Conclusion

What is needed is real jobs for people in disadvantaged labour market position

# Social Enterprise

Many interpretations throughout EU:

- seen as means to deliver services of general interest
- businesses with social aims as their main purpose
- inclusive employment for vulnerable groups
  - Finland: businesses that have at least 30 % of the employees disabled and/or long-term unemployed

# Top Issues

- social added value
- public-social-private partnership PSPP
- procurement
- business development

# HOT Project: Social Enterprises in the Health and Social Service Sector

- HOT promoted new services and new service-providers for social and health sector through social enterprises
- It combined two development trends: ageing population with the need for more services and the ever-persistent unemployment with increasing need for workforce

# Partners

- STAKES
- City of Helsinki
- City of Espoo / Espoon Diakoniasäätiö (NGO)
- City of Turku
- City of Oulu
- Laurea Polytechnic
- The East Finland Social and Welfare Centre of Expertice

# Transnational partnership S.E.E.N. - Social Economy Exchange Network

## Partners:

- Reti.Qu.A.L, Italy
- Social Economy Scotland, Scotland
- Krakow Initiative for Social Economy, Poland
- HOT, Finland

# Main Activities

- PSPP activities between local authorities, NGOs and private companies
- promotion of social enterprise model
- development of the social issues in public procurement
- transnational learning
- Forum of Social Entrepreneurship

# "HOT Model"

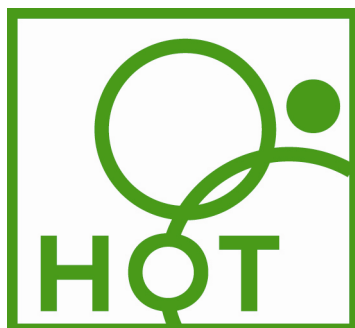
- Creation of work opportunities for disabled and long-term unemployed in support services for elderly people
  - no need for qualifications in social and health services
  - requires careful organisation of tasks and responsibilities
  - requires that support services are seen as an important part of the service structure
- Supports Government's strategy to enable older people to live at home as long as possible

# "HOT Model"

- Support services are mapped out by local authorities and procured with social criteria / or by making direct contracts with social enterprises when possible
- Local strategies (employment and enterprise strategies) are developed to support the growth of inclusive businesses

# Results

- PSPP pilots
  - 5 pilot social enterprises established in social and health services
  - local strategies for social enterprises
  - social criteria in public procurement
- Awareness raised
  - several national conferences
  - 4 international conferences
  - media campaign
  - Manifesto for Social Enterprises
  - lobbying campaign
  - several publications



**Thank you!**

**<http://www.hothanke.fi>**