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COMPANION



**LE
MAT** **HOTEL**
GÖTEBORG

COMPANION

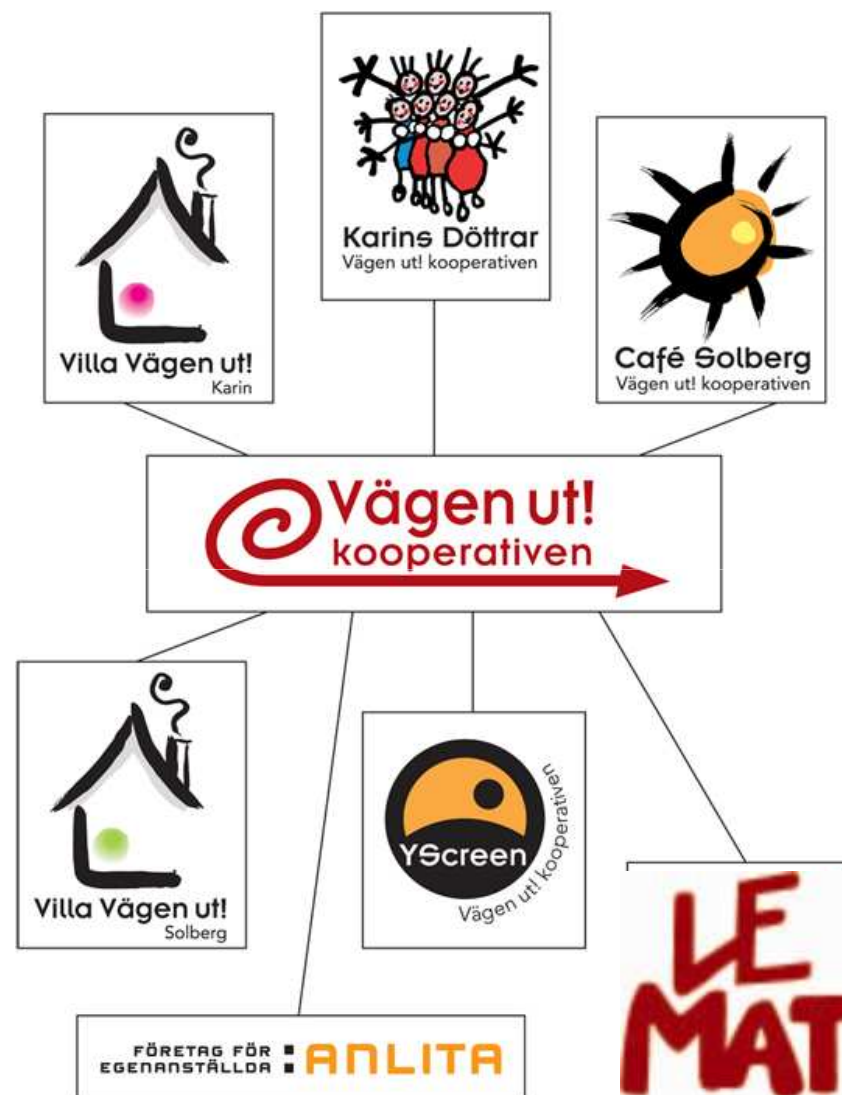
- One of 25 co-operative development agencies in Sweden
- all locally owned and managed
- Started 1987 - 15 employees
- Support cooperative development and other businesses within the social economy
- Counseling to entrepreneurs
- Collaboration with the public sector to create entrepreneurship
- 20% of turnover financed by state

COMPANION

- One of 25 co-operative development agencies in Sweden
- support structure for development of social franchising / Le Mat

Social enterprise – Vägen ut! Co-op

- Empowerment
- Active involvement
- Personal responsibility
- No drugs



LE MAT HOTEL GÖTEBORG



Le Mat

- Inspired by and in collaboration with Le Mat Italy
- Accoglienza is the key word for a Le Mat establishment
- Accoglienza between the social entrepreneurs
- Accoglienza between the entrepreneurs and guests



Le Mat Sweden



- Coompanion, Vägen ut!, Solacoop started Le Mat Sweden
- Two entrepreneur groups – Karlstad and Göteborg
- Karlstad January 2008



Social franchising

- A community and network of social enterprises
- More social enterprises can be started
- Knowledge transfer
- Reproduction of good business idea
- Franchising of decent work as well as business idea
- Handles the competition better



Le Mat Europa

- Italien
- Sverige
- Tyskland, Polen, England...
- Europe kooperativ
- Three categories

**LE
MAT** **HOSTEL**
GÖTEBORG

**LE
MAT** **B & B**
STOCKHOLM

**LE
MAT** **HOTEL**
BÅSTAD

The social franchise project

- Proved business
- Analysed key success factors
- Handbook
- Business plan
- Franchise agreement
- Recruiting
- Signing
- training

Design



www.vagenut.coop



www.lemat.coop

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LE MAT HOTEL GÖTEBORG

News from Sweden

Handbook

Building in central
Göteborg

Sas Radisson - CSR

