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Care2Entrepreneurship (C2E)

Good Practices Identification Form

ROMANIA

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HOME CARE NETWORK FOR OLDER PEOPLE

IDENTIFICATION	
Name	<p>Organisation: Community Support Foundation (Fundatia de Sprijin Comunitar)</p> <p>Project name (good practice): Home Care Network for Older People</p>
Country and area (Region, City...) of implementation	<p>North-East of Romania The city of Bacau Averesti Bunesti Commune (Vaslui County) 8 communes in the Podu Turcului area (Bacau county) Colonesti Corbasca Dealul Morii Gaiceana Glavanesti Motoseni Rachitoasa Vultureni</p>
Territorial scope (does it operate to the entire territory or only in part of it?)	Regional
Period of execution	Since 1997. Activities within the social enterprise are ongoing

CONTENT

- Description of the good practice

Providing home care services to meet the needs of older people in 10 different locations (Bacau municipality, Averesti Bunesti commune (Vaslui county), 8 communes in Podu Turcului area, Bacau County):

- a) Home care services
- b) Social services at home (social workers, carers)
- c) Home medical services (with nurses and geriatric physicians)
- d) Guidance
- e) with volunteers especially for the older people

- General and specific goals

- General / specific objectives of the program / project / good practice activity, etc.

1. To increase the quality of life of older people in Bacau municipality by ensuring social services for personal care, counselling and socio-medical assistance adapted to their needs in the family environment and in the day care centre
2. Promoting services for the elderly as part of social policies at public administration level

a) Home care services - qualified carers (for people with a high degree of dependence)

- Personal hygiene (change of incontinence diaper, partial and general toilet, hair care, nails, etc.)
- Preparing and serving food
- Small housekeeping: changing and washing linen / clothes, sweeping, shaking carpets, etc
- Water and wood supplying, making fire when the case, help when snowing
- Communication with the beneficiary
- Shopping, paying bills, etc

b) Social services at home (social workers)

- Social assessment of individuals and drawing up individualized plans for care and social assistance
- Monitoring individuals, preparing activity programmes for carers and guiding them in service delivering
- Counselling the beneficiaries and the family
- Relationship with institutions / neighbours
- CSF provides: cleaning materials, incontinence materials, food, etc. to those who can not afford to buy them

c) Domestic medical services (with nurses and geriatric physicians)

- Simple and complex plasters (post operatives, ulcers, bed sores, etc.)
- injectable treatment
- Supervising vital functions, observing treatment
- health education
- Accompanying to the specialist doctor
- Relationship with family doctor and specialist

- FSC provides: sanitary ware for those who cannot afford it

d) The conducted discharge takes place at Bacau County Hospital, coordinated by nurse of the home care team, whose role is to take calls at the level of the hospital's departments. For the promotion of services, the nurse performs regular visits to the hospital sections (mainly neurology, orthopedics, cardiology, internal diseases, oncology and general surgery) and attends twice a month at the hospital's hospital report together with the chief assistant of the hospital. This aims at constantly informing the medical staff in the hospital and the patients about the existence of the service and its importance. Those cases requiring home or day care after discharge are taken in accordance with a special protocol agreed with the hospital whereby the FSC nurse performs a complex assessment of the beneficiary and the hospital medical staff establishes the treatment and recovery scheme after the beneficiary leaves the hospital.

e) with volunteers enrolled in the FSC volunteer program: socializing, walking, shopping, small housekeeping, etc.

-Targeted groups

Volunteers enrolled in the FSC volunteer program:

- a) high school students - over 16 years old
- b) young people 18-30 years old
- c) adults over 30 years of age
- d) older people

Most volunteers involved in the home care programme are neighbours or they live near the elderly cared by home carers.

Activities carried out by volunteers: socializing, walks, shopping, small housekeeping, etc

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

Yes - home care work could not be carried out without the support of informal carers (volunteers).

RELEVANCE

DO you consider the practice relevant for

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young**

carers

The work of informal caregivers (volunteers) is relevant for the development of social skills, community spirit and the desire for professional reconversion (qualification / requalification).

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

Yes, because they add value to home care work.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

Yes. Reports, questionnaires, statistics, observation.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

It can be transferable. The tools used are regulated by quality standards in home care.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

Technically and from the human resources point of view, yes. Financially, no.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

Several decades ago, older people care used to be traditional (informal). Currently, due to migration (in other localities and abroad), traditional-type care is disappearing.

Informal home care increases social cohesion and revives community spirit - so useful in a disorganized, disoriented society.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

The informal caregiver's offer is mostly from the female gender, but the acceptance of services by the caregivers is especially for feminine.

RESOURCES

- **Human**
over 20 people
- **Economic public/ private)**
N.A.
- **Technological**
N.A.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

The work of informal caregivers strengthens the work of formal caregivers and ultimately aims at increasing the quality of life of elderly at home.

START-UP PLUS - ANTEPRENORIAT URBAN IN CENTRUL TARIII

IDENTIFICATION

Name	<p>Organisation: Fundatia Nationala a Tinerilor Manageri - FNTM (National Foundation of Young Managers)</p> <p>Project name (good practice): Start-up Urban (official</p>
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	name, Start-up Plus - Anteprenoriat Urban in Centrul Tarii (Urban Entrepreneurship in the Center of the Country) ", code 104643, co-financed by the European Social Fund, through the Human Capital Operational Program 2014-2020
Country and area (Region, City...) of implementation	Romania, the Center Region
Territorial scope (does it operate to the entire territory or only in part of it?)	Regional
Period of execution	2018 - 2021

CONTENT

- Description of the good practice

The Start-up Urban project aims to improve the entrepreneurial skills and abilities of min. 312 people, encouraging the start of an initiative on their own, supporting the establishment of 54 businesses, developing them and creating at least 2 jobs / enterprises.

The project aims at stimulating entrepreneurship, enhancing the knowledge of the target group, encouraging self-employment, and developing new business in the Center region.

- General and specific goals

- 6 County Conferences to inform and motivate the target group
- 324 graduates of the 12 ANC (National Authority for Qualifications) entrepreneurial training programs in the project Counties (Alba, Brasov, Covasna, Harghita, Mures, Sibiu)
- 163 e-Learning trainees
- 54 business plans funded with 39,000 euros each

-Targeted groups

The target group of the project consists of individuals with their domicile or residence in the urban and rural areas of the Center Region, with a minimum age

of 18 years and who wish to set up a non-agricultural business in the urban area of the targeted region. The target group consists of 324 people, including 254 employees, including self-employed persons (authorized individuals, owners of individual businesses and members of family businesses) and 70 unemployed and inactive people (students, householders, retirees, etc.). Youth NEETs aged 16-24 years who do not attend any form of education or have a job cannot participate in the project activities.

The Applicant Target Group for the selection of Business Financing Plans is made up of 324 graduates of ANC training programs, plus max. 30 people (5 persons / county have not participated in the ANC Training Program).

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

Yes. Until September 2018, the 12 ANC accredited entrepreneurship training courses in the Urban Start-up project were completed.

In each of the six Start-up Urban counties, there have been two sessions of entrepreneurial skills courses, lasting six days.

Eight of the courses were carried out by the National Foundation of Young Managers - in the Counties of Mures, Sibiu, Alba and Brasov, and 4 were delivered by the partners from Edukado company (Metodica) - in the counties of Covasna and Harghita. Two other partners in the project, Municipality of Alba Iulia and APRS - Buy Responsible, have been involved in the organisation of the trainings.

RELEVANCE

DO you consider the practice relevant for

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

Within the project, ANC entrepreneurial training courses were conducted for 324 individuals, as well as eLearning courses for those who want to deepen areas such as sustainable development of their business.

Also, 54 business plans for financing will be selected through competition, transparent and non-discriminatory; there will also be provided mentoring,

support in setting up businesses, networking and partnership opportunities, and the whole process will be monitored.

Additionally, at least 2 jobs / enterprise will be created with funds from the project.

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

The 54 newly established businesses will run for at least 12 months after the end of the third stage of the project, thanks to the initial investment. Businesses will be monitored according to the project Methodology, through visits, tri-quarter report reviews and compliance with contract conditions, including maintaining a minimum of 2 jobs / business.

The 54 beneficiaries will be guided to promote their businesses on online platforms, free-of-charge.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

Monitoring the functioning and the development of the newly established enterprises based on the monitoring methodology proposed by the County monitors, under the coordination of the project manager and the project partners, through direct monitoring visits and by checking the monthly reports of the 54 enterprises, which include technical, financial, judicial aspects. Instructions / recommendations / corrective action measures, prioritized.

Attention will also be paid to sticking to the submitted business plan and the contract, to the action plan, to the achievement of the assumed indicators, to the setting up and maintaining of at least 2 jobs per enterprise.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

The project has activities that ensure the transferability, capitalization and the integrative approach of the results after its completion; it has a high degree of multiplication, so that the activities will be delivered to other people in the country and Diaspora, for urban and rural businesses.

SUSTAINABILITY



Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

Long-term sustainability is generated by the ability of people to harness resources and find competitive advantages in their region. The entrepreneurial spirit in addition to the specific knowledge and abilities are the ingredients of success even when opportunities are lower. In the national context of perpetual and alert changes, the new businesses are guided to focus on information, innovation, technology and human resource development in order to have added value and to be sustainable.

In addition, the consortium leader and project partners have committed themselves to monitoring the newly established enterprises to ensure their sustainability.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

Through the Start-up Urban project, there have been tried an innovative approach such as the use of target group selection methods used in the private sector: the applicants have submitted a video pitch of up to 3 minutes to present their business idea.

There will be also organised a business accelerator – a 2-day business camp in January-February 2019, with the 54 beneficiaries with selected business plans and the mentoring consultants from the 6 counties, invited entrepreneurs and representatives of relevant banks or organisations to create a learning-friendly environment for the future business development and learning experience.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

In selecting the target group, 324 people (unemployed, inactive, employed, including self-employed) from the urban and / or rural area of the Center region, there have been taken into account the balanced participation of women and men, their competencies, motivation and interest in the opportunities provided in the project. A specific indicator is the motivation and participation of at least 20% of women.

Until September 2018, the gender indicators of the project can be found in the following table:

No.	Classification Criteria	Category	Indicators in 2018 / First semester	Indicators in 2018 / First semester	Indicators in 2018 / First semester report -

			report - total	report - men	women
1	Labour market status	Unemployed - total	4	4	0
		Long term unemployed	1	0	
		Inactive individuals - total	66	36	30
		Other categories of inactive individuals besides those educated and trained	5	1	4
		Employees, including self-employed	254	136	118
		Self-employed	29	19	10
2	Age	Under 25 y.o. (including)	52	29	23
		Between 25 y.o. (exclusive) and 54 y.o. (including)	269	143	126
		Over 54 y.o. (exclusive)	3	2	1
3	Level of education	Primary and secondary education (ISCED 1 si 2)	8	5	3
		High school or post - secondary education (ISCED 3 si 4)	80	51	29
		University and post - university (ISCED 5 - 8)	236	120	116

RESOURCES

- Human

Project manager FNTM

PR expert FNTM
Target group expert FNTM
Target group FNTM
Entrepreneurial training expert FNTM
4 trainers FNTM
e-Learning consultant FNTM
3 evaluators, members of the evaluation and selection Committee of the business plans FNTM in Sibiu County
3 evaluators, members of the evaluation and selection Committee of the business plans FNTM in Mures County
Coordinator mentoring activity FNTM
2 Consultants – Mentoring FNTM
Legal expert FNTM
Financial/fiscal expert FNTM
2 monitors of the newly established enterprises FNTM
Activity coordinator from Partner 1 (P1) in Alba Iulia
P1 target group expert in Alba Iulia
3 evaluators from P1 in Alba Iulia
Mentor consultant from P1 in Alba Iulia
2 monitors for the newly established enterprises from P1 in Alba Iulia
Coordinator from Partner 2 EDUKADO company
2 target group experts from P2 (EDUKADO)
3 Trainers (Entrepreneurial competencies) from P2
3 business plans evaluators from P2 in Harghita County
2 mentor consultants from P2
2 monitors for the newly established enterprises from P2

Project coordinator from Partner 3 (P3) - APRSC
2 target group experts from P3 APRSC
5 expert evaluators from P3 APRSC – Brasov County
2 mentor consultants from P3 APRSC
2 monitors for the newly established enterprises - P3 APRSC
<ul style="list-style-type: none"> <u>Economic (public/ private)</u> Start-up Urban is a project co-funded by the European Social Fund through the Human Capital Operational Program (POCU) 2014-2020. The total eligible value of the project is 13,367,049.19 RON out of which the eligible ESF non-reimbursable amount is 11,328,462.16 RON and the non-repayable eligible amount from the national budget of 1,987,908.46 RON. <u>Technological</u> N.A.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

Until now, the project has reached all the assumed indicators.

324 people have been selected, of which 250 active on labour market and 74 inactive.

In the following period, there is a business plan competition, and 54 businesses will be selected to be funded with 39,000 euro each.

CONCORDIA BAKEHOUSE

IDENTIFICATION	
Name	<p>Organisation: CONCORDIA Development (social enterprise established by CONCORDIA Humanitarian Organisation)</p> <p>Project name (good practice): CONCORDIA Bakehouse – Social entrepreneurship for professional employability of vulnerable youth.</p>
Country and area (Region, City...) of implementation	Ploiesti (Prahova County) and Bucuresti
Territorial scope (does it operate to the entire territory or only in part of it?)	Regional
Period of execution	<p>CONCORDIA Bakery was established in 2011, and over the years it has grown both in terms of production capacity and in terms of the number of jobs it offers to young people with fewer opportunities, who finish the qualification course on the baker's job at the Concordia School of Crafts.</p> <p>Activities within the social enterprise are ongoing, based on annual planning.</p>

CONTENT
<p>- Description of the good practice</p> <p>Concordia Development, which is active in the bakery and pastry industry (Austrian products), provides socially disadvantaged young people who complete the Concordia School of Crafts, specializing in bakeries, a place of education and training for work, within a true bakery where natural, traditional products are made. The products manufactured and sold are particularly healthy due to their high content of rye flour, whole flour and because it respects traditional but also innovative recipes, sometimes a combination of them, the</p>

manufacturing process being based on such elements as: Natural: avoiding the use of breeders, chemical livers or preservatives; Healthy: generally use rye flour and whole wheat flour;

The idea of this social enterprise was born with the emergence of the strong desire of young people supported by Concordia Organization to get involved in productive work.

Educational work by tracking manufacturing steps (from dough to baked bread) and making a healthy, tasty product has shown that there is a need for a place where young people who have no other chance can get ready for the workplace they want, discovering their values and abilities. Thus, from the encounter between an idea and a growing need, an enterprise with a strong social value was born, with a production part (in Ploiești) and distribution on Bucharest and Ploiesti market.

Being a social enterprise aimed at directly supporting the insertion of young people from disadvantaged categories into the labour market, the enterprise benefited from the support of Concordia Humanitarian Organization, which, through specific non-governmental instruments, ensured the raising of funds required. With the increase of production and the consolidation of the first portfolio of clients, Concordia Development began to partially support its operation from its own sources, generated by sales.

- General and specific goals

The objective is achieved through the professional and social reintegration of the young graduates of the CONCORDIA School of Crafts. They can remain the organisation employees search for other jobs on the market.

Also, the financial contribution is very important for supporting bakery workshops. The social enterprises activities produce funds that in the future can hopefully cover all the costs of the bakery workshops within CONCORDIA School of Crafts. If in time a person who has gone through CONCORDIA training and occupying process will have his own business in the field, based on the same ideas, this would be a real success and a major impact at community level.

Another goal is the promotion of CONCORDIA Humanitarian Organization and its activity in Romania so that those who buy products from the organisation can understand at the same time the humanitarian purpose of this business and support it.

In the medium and long-term CONCORDIA DEVELOPMENT can become a constant collaborator of the training units, having the necessary infrastructure to support the practical training for students who will attend vocational and technical education courses at the level of the region.

-Targeted groups

Young people in training for work: employed or in practice, graduates of the Bakery School, about 20- 30 pers / year); 18-27 years old, coming from the institutionalized system, lacking family support, Roma ethnics, minimum level of

education and / or training, no skills in adapting to the workplace, who would not be able to have a stable income, proper knowledge, and a long-term job without the support of this social enterprise.

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

The social enterprise model responds to the need for the professional integration of young people from disadvantaged groups.

RELEVANCE

DO you consider the practice relevant for

- Supporting employability and entrepreneurship skills in young carers

YES (in young, in general)

- Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)

YES

- Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers

NO

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

The programme has strengthened so that can be considered stable in time.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

There are on-going assessments at management level; annual assessments are made from the point of view of social integration of young people and that of business performance of the social enterprise.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

YES, there is potential for transferability. Some practices have already been used by the organization to initiate a social entrepreneurial activity in the field of agriculture. Also, the objective of supporting the professional insertion of young people from socially disadvantaged categories is replicated by initiating Humanitarian Organisation CONCORDIA and other social entrepreneurial activities.

There is no information about replicability at the level of other organizations.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

YES, there are favourable premises, but sustained efforts are still needed to develop the work of CONCORDIA, particularly in terms of increasing sales levels, so as to achieve self-sustaining levels.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

Yes, it started by training activities of socially disadvantaged young people and gradually continued to develop the structure of social entrepreneurship, including in terms of economic activity.

The social enterprise is organized as a separate type of LLC so as to ensure a real job in real market conditions.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

For employment within the social enterprise, equal opportunities for men and women are offered in the selection process without discrimination in this respect. Equally, workplaces are open to young people who may come from ethnic minorities. The selection is based on motivation and professional training.

RESOURCES

– **Human**

1 social enterprise manager (part-time for bakery); 1 production coordinator; 6 bakers (shift supervisor and staff from vulnerable groups); 1 driver for deliveries; 2 economist-administrative (part-time for the bakery)

– **Economic (public/ private)**

financial sources of the social enterprise: income from economic activity (sales of products); prizes / grants (occasionally following application to different competitions); participation of the unique associate

• **Technological**

The factory is equipped with the necessary equipment for the production flow (furnaces, mixer, packing line, suitable furniture, other technological equipment); The plant is functional and is connected to the public utilities network; The plant's production capacity is 2000 pieces per day; There are authorized warehouses for the storage of raw materials and finished products until delivery.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

The problem: reduced professional opportunities for young people from disadvantaged categories

The impact of CONCORDIA Bakery is defined by several main elements:

- CONCORDIA Bakery works as an employer in the market to provide young people with a professional environment, as in labour market;
- Increasing living standards for young people (monthly income 3-4 times higher than before)
- Through educational and social services provided by the unique associative organization (eg housing, counseling)
- 70% integration into the free labor market, in the same occupational field
- Providing opportunities / jobs in the social enterprise for minimum 3 young people / year, from those who complete the training courses

Other information:

CONCORDIA Prizes and Awards:

2014 - NESsT Prize for Social Entrepreneurship Award

2014 - "The Metro-Star of the Community" Award; Prahova Community Gala Award, category "Community in which I want to live" / Social Entrepreneurship.

In October 2015, for the economic activity of bread and pastry production, an audit was carried out, whereby the bakery obtained the certification of the quality management system and the food safety management system - SR EN ISO 9001: 2008 and respectively SR EN ISO 22000: 2005.

CLOTHES LAUNDRY AND CARPET LAUNDRY "SNOWFLAKE"

IDENTIFICATION	
Name	<p>Name of organisation: Sweedish Organisation for Individual Humanitarian Help (in Romanian: Organizatia Suedeza pentru Ajutor Umanitar Individual)</p> <p>Project name (good practice): Clothes Laundry and Carpet Laundry "Snowflake" – Work integration social enterprise</p>
Country and area (Region, City...) of implementation	Ilfov County, Voluntari locality
Territorial scope (does it operate to the entire territory or only in part of it?)	Ilfov County and Bucharest (the capital of Romania)
Period of execution	<p>The laundry was established in 2015.</p> <p>Activities within the social enterprise are ongoing.</p>

CONTENT
<p>- Description of the good practice</p> <p>"Snowflake" Laundry is part of the project "Equal Employment Chances for Vulnerable People" which was funded within Sectorial Operational Program Human Resources Development 2007-2013. 11 jobs were created for vulnerable</p>

people within the Laundry.

The objectives of the project were to create opportunities for the disadvantaged people (women in risk situations, victims of domestic violence, people with disabilities, Roma people, families have more than 2 children and / or single-parent families) to participate in the labour market. The proposed project also contributed to the overall objective of Axis 6 "Promoting Social Inclusion" by supporting the participation of vulnerable groups in the labour market, by developing the necessary skills and competences. The project fits the EU priorities, namely social cohesion, full employment, fight against poverty, quality services, with emphasis on the implementation of measures to promote active inclusion policies.

"Snowflake" Laundry provides professional cleaning and sanitation services for textile products using ecological detergents. The clients are:

- individuals who cannot or do not have time to professionally clean their clothing;
- legal entities (hotels, restaurants, private public institutions, NGOs, commercial companies) that need professional cleaning of their belongings based service provided contract.

The laundry is equipped with new high-performance and efficient equipment, and the solutions and detergents used are professional, non-allergenic, of the highest quality.

- General and specific goals

Overall objective of the project:

Increasing labour market participation and social integration of disadvantaged people by developing a sustainable social economy structure, creating long-term jobs (at least 13 months after the end of implementation) and developing skills required to insert vulnerable people on the labour market.

Specific objectives:

1. Increasing the integration of the vulnerable people in the target group on the labour market, by creating and operating a social economy structure, with 11 jobs in two implementing regions.
2. Market actions in order to optimize the efficiency of the social economy structure set up in the project: market research, organizing fairs and exhibitions and promotion events.
3. Strengthen the capacity of the newly created social economy structure within a social enterprise network to facilitate cooperation between organizations by developing and promoting integrated activities for social economy structures receiving de minimis aid.

-Targeted groups

Vulnerable groups: women at risk, women victims of domestic violence, single-parent families, families with more than two children, people with disabilities, etc.

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

The practice responds to the objectives of the project, which includes both the creation of jobs for the disadvantaged categories of people, as well as by promoting the opportunities ensured by the social economy structures and the role they have in responding to social problems. "Snowflake" Laundry is a good viable example of social impact entrepreneurship.

RELEVANCE

DO you consider the practice relevant for

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

The management, in general, and the management of a social economy structure develops competence and entrepreneurial skills, especially among young people, who, starting with this model, can develop their entrepreneurial spirit.

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

Through the contracts and partnerships concluded so far, the laundry has reached maturity, having the human potential and the necessary technique to become stable in time and to grow, and increase the number of clients.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

As evaluation and monitoring mechanisms, there are reports evaluating the progress of the project in achieving the goal and indicators. There is also a Facebook page and website that provides information about the number of visitors / people interested in laundry services. In addition, there are financial documents that provide information regarding the orders and financial status monthly and annually.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

The experience gained from the management of this social economy structure can be transferred to other models of social economy structures and used as a model of good practice. As for useful tools to facilitate the adoption of the practice, there are sustainability reports, the website and the Facebook page dedicated to laundry.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

Starting with 2015, the laundry has developed continuously by promoting, identifying new clients (individuals and legal entities), participating at events in order to ensure its continuity in time and of course the preservation of jobs.

A great advantage was represented by the technical conditions (professional equipment of good quality, which allows to perform operations in short time, increasing the number of orders that can be made, ecological detergents), human (trained, dedicated) and financial (little investments in time, high orders, discounts for loyal customers, free collection and delivery depending on order value, high quality of service compared to prices).

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

"Snowflake" Laundry is an innovative initiative both in Voluntari community and in Bucharest capital city, taking into account that it is a work integration social enterprise laundry using ecological products, employees typology, the social cause to which it answers, the quality of services provided, the collection and delivery service. It is the only laundry of this kind in Ilfov County and Bucharest.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

The principle of gender equality has been at the core of the selection methodology of the staff and also in the elaboration of the activities.

Equal opportunities and gender has existed throughout the project implementation, at all levels.

Equality of treatment is ensured through specific actions aimed at facilitating social inclusion and combating social exclusion.

RESOURCES

- **Human**
employees from disadvantaged categories: people with disabilities, families with more than 2 children, people at risk.
- **Economic (public/ private)**
clients from the private sector (individuals, companies, hotels, health care centres, etc.) as well as from the public sector (kindergartens, nurseries, etc.)
- **Technological**
high quality professional equipment, which increasing the sales over time, eco-friendly detergents with very good results.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

The establishment of the "Snowflake" Laundry has had a positive impact in Voluntari community by creating and developing jobs, thus enabling the disadvantaged people in the community to get a long-term job. Currently, the laundry works at maximum rates, with various orders, which contributes to its sustainability and job security. Also, such a social impact service draws community attention to the role of social enterprises as work integration structures. "Snowflake" Laundry contributes to the achievement of the proposed objectives.

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