



EUROPEAN AWARD

Social Entrepreneurship and Disability
Promoting Social Investment

csr+d

European Award for Social Entrepreneurship and Disability: Promoting Social Investment

Best Practices from the Award's 1st Edition



Led by:



Fundación ONCE
para la Cooperación e Inclusión Social
de Personas con Discapacidad

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Investing in jobs and skills

Table of contents

Best Practices Best Practices from the Award's 1st Edition
| European Award for Social Entrepreneurship and Disability: Promoting Social Investment

- **Foreword**, by Alberto Durán, *Fundación ONCE Executive Vice-president* 3
- **About the 1st European Award for Social Entrepreneurship and Disability** 4
- **What the participants say about the 1st European Award for Social Entrepreneurship and Disability**..... 5

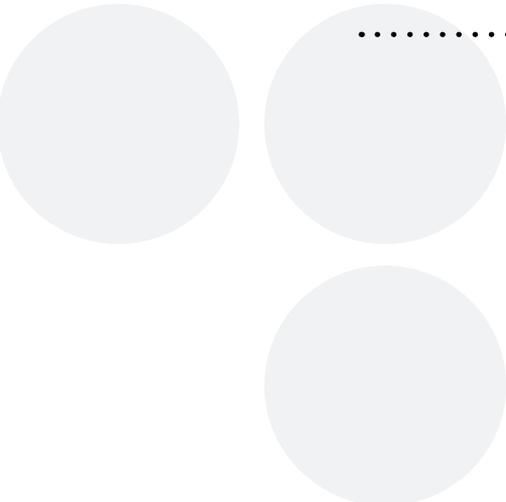
Best practices:

- **Career Moves** (Austria) 6
- **Wheelmap Education Program** (Germany) 7
- **Chopin-2 Enterprise** (Italy) 8
- **Includiamoci 1.0** (Italy) 9
- **Textile Logistic Centre** (Spain) 10
- **SIUCA: Universal Accessible Integrated Communications System** (Spain) 11
- **Kolorearekin Elkarte Artistikoa** (Spain) 12
- **About the European Network for CSR and Disability** 13

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The best practices described in this document are originally from the winning and the highly commended project of the first edition of the Award, as well as from the projects that were best valued by the Jury

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Foreword

by **Alberto Durán**,
Fundación ONCE Executive Vice-president

Europe is currently undergoing a process of change. The present socio-economic situation forces us to look for new solutions in order to face the social challenges. Innovation and social entrepreneurship are two key concepts in the search for new models to improve and transform our society, and the figure of the social entrepreneur is becoming increasingly relevant in the creation of a more cohesive and inclusive society.

People with disabilities represent currently 16% of all European citizens. They are a source of talent and consumption, providing society in general and labour in particular, with new opportunities for growth and development.

In this context, in October 2013, Fundación ONCE launched the **1st European Award for Social Entrepreneurship and Disability: Promoting Social Investment**, within the framework of the European Network for Corporate Social Responsibility and Disability (CSR+D) co-funded by the European Social Fund, and with the support of the European Commission and a group of relevant companies and organisations, as partners of the Award.

The aim of this Award is to contribute to giving people with disabilities a leading role in the new European model of sustainable economic growth, providing visibility and recognition to social entrepreneurs with projects dealing with disability, as well as entrepreneurs with disabilities with innovative projects.



This publication shows a sample of these social initiatives received within the framework of the Award's first edition, that include the disability dimension while generating a positive impact on society and a sustainable economic growth. Projects driven by individual social entrepreneurs or linked to private or public organisations, which are boosting this new European social economy, in line with initiatives like the Social Business Initiative or the EU Strategy Europe 2020, both promoted by the European Commission.

It is our wish that the Best Practices gathered in this publication serve as an inspiration for social entrepreneurs throughout Europe and to encourage them to join this process of change and configuration of a more inclusive world, in which the talent of people with disabilities will continue to be a source of progress and equality.



About

the 1st European Award for Social Entrepreneurship and Disability



The aims of the European Award for Social Entrepreneurship and Disability, in line with the Europe 2020 Strategy are, on the one hand, to promote entrepreneurial initiatives that generate employment and, on the other, to promote social cohesion through the inclusion of disability in entrepreneurship, as well as to support enterprising initiatives led by people with disabilities.

A total of 44 projects from 12 countries of the European Union were eligible according to the legal conditions of the award. These projects were assessed by the Jury, which was made up of one representative of each of the organisations collaborating in this initiative.

Gregor Demblin, an Austrian entrepreneur with a disability, was proclaimed winner of the 1st European Award for Social Entrepreneurship and Disability with his project **“Career Moves”**.

On the other hand, the jury distinguished **Raul Aguayo-Krauthausen**, social entrepreneur from Germany, highly commending his project **“Wheelmap Education Program”**.

Fundación ONCE, within the framework of the European Network for Corporate Social Responsibility and Disability (CSR+D), an initiative co-funded by the European Social Fund, launched in October 2013 the **1st European Award for Social Entrepreneurship and Disability: Promoting Social Investment**. The Award counted on the collaboration of the **European Commission**, and the participation of **Telefónica** (Spain), **L’Oréal** (France) and the **Ministero del Lavoro e delle Politiche Sociali** (Italy) –founding partners of the CSR+D Network–, in addition to **Kanchi** (Ireland), the **Essi Foundation** (Austria) and the **Triodos Foundation** (Spain).

The prize was awarded during the event **“Social Entrepreneurs: Have Your Say!”** organised in Strasbourg (France) by the European Commission on 16th January 2014. The ceremony was chaired by Commissioner at the time Lázló Andor, responsible for employment, social affairs and inclusion, who was joined by Alberto Durán, Fundación ONCE Executive Vice-president. The winning project was awarded with prize money of 6,000€ as well as a 3-months mentoring by professionals belonging to the Award partner organizations.

What the participants say

about the 1st European Award for Social Entrepreneurship and Disability

Some of the participants in this publication wanted to share their experience and opinion after participating in this initiative.

Wheelmap Education Program

Career Moves

“Winning the 1st Award was a very important step for Career Moves, as we gained a lot of recognition on a European Level as well as helpful support from the organizing partners”.

Career Moves

Wheelmap Education Program

“The Award is a good opportunity to reflect about the international relevance of your projects and transfer your concept to a European level”.

SIUCA

“The first European Award for Social Entrepreneurship and Disability is a boost for the equality of chances in the field of entrepreneurship and inspires projects that bring people closer to equality of chances and total inclusion”.

SIUCA

Includiamoci

“We believe in the significance of European initiatives like this in the field of social entrepreneurship with the aim of identifying tools to create new common logics for social policies in the field of disability that will improve the conditions of life of people and the territory in which they live. Moments of change and good practices, and the challenges in the field of social inclusion are the goals of Aclicoop, which is already networking with other regional realities”.

Includiamoci

Chopin

“The Social Entrepreneurship in the field of disability is an almost unknown and unexploited area of intervention in Italy. Thus, the 1st European Award for Social Entrepreneurship and Disability and its publication about the Best Practices is a relevant demonstration of the attention given to this important kind of intervention towards the disability in the adulthood at the European level; as such, it can surely raise the awareness in our country as well and, hopefully, stimulate some positive actions by the public institutions from which we could benefit as well”.

Chopin

Career Moves

Job platform that fully integrates people with disabilities in the application process and into the labour market.



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Gregor Demblin

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Austria



Career Moves tackles one of society's pressing problems: unemployment of people with disabilities: 8% of our population has severe disabilities, only 30% of them are employed. Career Moves focuses on the ability of these people to perform and convince companies of the economic benefits they can gain by becoming disability confident.

For most people with disabilities, as for people without them, employment is one of the main factors for gaining economic independence, self-fulfilment, social involvement and appreciation but this is often out of reach. Career Moves also changes attitudes in society: with every job for a person with a disability, their colleagues and employers learn how to treat them: simply normal.

Career Moves is a job platform that fully integrates people with disabilities in the application process and into the labour market. Through a new service, the perfect matching is achieved: bringing disabled job seekers into the jobs where their disability does not play a role. Jobs can be labelled with icons, telling whether the job can be handled with certain disabilities. As an intermediary, Career Moves' key message is that people with disabilities should be selected by their performance rather than by their disability.

Often, jobs are offered to people with disabilities out of pity or obligation, leading to a lack of recognition of their ability to perform. Various institutions aim to integrate people with disabilities into the labour market but they mainly support employment in designated work centres and do not cooperate with other organisations that share the same goal.

Career Moves strives to link those various organisations and governmental institutions with job seekers and businesses, making the current situation more transparent.

Job seekers with disabilities are matched with job offers where their disability is not relevant. This is significantly outstanding as it elevates them to the same level as non-disabled individuals with the consequence that awareness increases and an unrecognized work force is targeted. This opens up a new qualified talent pool that increases productivity, adds know-how and lowers unemployment, leading to less socioeconomic costs.

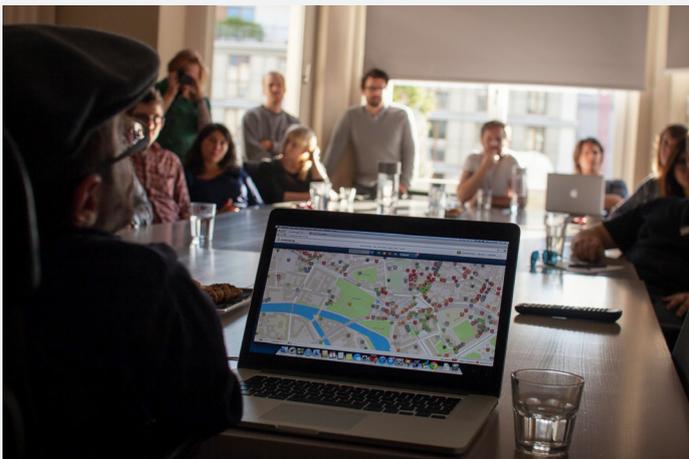
The initiative is supported by the Austrian Ministry of Social Affairs, as well as by the online job searching platform Careesma. Career Moves is currently working on the launch of a social franchise to implement this initiative in other European countries next year.

“For most people with disabilities, employment is one of the main factors for gaining economic independence, self-fulfilment, social involvement and appreciation, but this is often out of reach”.

Wheelmap Education Program

Education program to raise awareness among children and young adults about wheelchair accessibility of public places.


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 Germany



The Wheelmap Education Program is an awareness project for children and young adults based on the project Wheelmap.org, an online map to search, find and mark wheelchair-accessible public places. It aims to implement an international learning platform in English language for teachers and students on the website www.wheelmap.org, comprising:

- A detailed plan of instructions and a presentation (theoretical part).
- A role play where children examine their environment according to its wheelchair accessibility (practical part).
- A collection of multi-media material (videos, links to newspaper articles, etc.).
- A communication tool (e.g. forum) where teachers and students can leave their evaluation, exchange information and experience on the use of the materials etc.

Wheelmap.org provides users with internet based apps (web and mobile) in 21 languages. Since 2010, over 440,000 entries have been collected by a large community on the basis of a crowd-sourced open data concept relying on the geodata of OpenStreetMap.org. The innovation of the project is to provide a po-

tentially large international community with learning standards promoting wheelchair accessibility that comply with the UN Convention on the Rights of Persons with Disabilities. Using an educational approach, Wheelmap.org seeks to further increase the mobility, empowerment and participation of people with mobility impairments, e.g. wheelchair users, people with strollers or walking frames.

Content related to disability and accessibility in combination with the map mutually fulfill two goals: raising awareness for the subject on the one hand and making more data of the wheelchair status accessible. Consequently, young people are encouraged to feel responsible and to take action.

The teaching materials already exist in German language and have – by its promotion on the project's blog, in the newsletter and a big school event with 700 students – recently experienced a strong increase in demands from teachers and tutors.

“Wheelmap Education Program provides a potentially large international community with learning standards promoting wheelchair accessibility”.

Chopin-2 Enterprise

Occupational-employment experience for people with disabilities at the end of their school career or in adulthood.

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Chopin-2 is an occupational-employment center targeted at people with disabilities at the end of their school career or in adulthood. The mission of the Chopin Project is to provide every person, regardless of his/her degree and type of disability, with a real opportunity to be and to feel useful, to have an adult role acknowledged within the society and the family, through an employment work.

The Project “Chopin – Diversamente Impresa” and the specific Enterprise Chopin-2 established in its frame, have a dual purpose:

- To stimulate the attainment of the highest level of personal autonomy for each employed worker.
- To create the conditions for his/her better inclusion in the society through the work and the relationships related to it.

Chopin-2 is an occupational-employment experience addressing people with disabilities at the end of their school career or in adulthood, living in the municipalities of Bergamo and neighbouring provinces of another region. The framework Chopin Project is carried by the Social Cooperative Chopin, in partnership with several local parents’ associations, voluntary associations and social cooperatives. It is characterized by a floricultural activity of production and selling, in-

tegrated into the economic and social territorial fabric through the occupation in a shop, the cultivation and care of the flowers in greenhouses and the selling at the same shop and in municipal open markets.

Chopin-2 covers an urgent need emerged in the territory of relevance, about a kind of occupational-employment offer that can give relational and habilitating opportunities to people with disabilities at the end of their school career or in adulthood, for whom it is difficult to access to an employment in a regular business context in or in any institutional socio-occupational structures present in the territory.

The primary role of the families and the parents’ associations, as also happens in the framework Chopin Project, is the innovative feature of the Chopin-2 Enterprise, classifying it as one of the few experiments not “passively accepted”.

“Chopin-2 offers relational and habilitating opportunities to people with disabilities at the end of their school career or in adulthood”.

Includiamoci 1.0

Project that combines an after-school service for primary school children and a day center for people with disabilities.

www.aclicoop.com

Laura Zacchello

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Italy



Includiamoci 1.0, regenerates the social bond between children and people with disabilities. The project manages a space that combines two different realities: an after-school service for primary school children and a day centre for people with disabilities. It also aims to establish itself as an interface between family realities, network services, social cooperation area and voluntary sector in order to achieve a concrete space for the inclusion promotion.

The project aims to bring together different social realities by creating connections between different worlds to build culture and raise the level of tolerance and acceptance of diversity as a resource.

The main objectives of the project are:

- To connect the disability world and childhood to increase the threshold of tolerance through the encounter with the other.
- To build relationships between the local realities through programming partnerships in order to expand the field of experience of the people involved.
- To plan and carry out activities designed to strengthen the visibility of the service in the territory.

Social innovation that produces a project of this type is configured, primarily, in the evolution of existing services (day centre for people with disabilities) and in the activation of social inclusion processes realized by the co-design with local services (primary school, municipality reference). The expectations are to improve the quality of life for people with disabilities through the delivery of experiences that do not consider them only as users of a service, but giving them an active role of actors who contribute to the improvement of the local community.

Thus, the important aspects of this project are, on the one hand, raising the awareness in the territory about the dimension of disability, helping to decrease the bias threshold through the “meeting”, and on the other hand, to make the spaces of the center available for other realities of the territory.

“The objectives are to improve the quality of life for people with disabilities giving them an active role of actors who contribute to the improvement of the local community”.

Textile Logistic Centre

Center of employment for people with disabilities.


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 Spain

Centro Especial de Empleo

APROCOR - PROSEGUR



The Textile Logistic Centre is a center of employment for people with disabilities. The Project's mission is to provide employment opportunities and inclusion for people with disabilities by creating sustainable jobs in a cognitively accessible environment, with the support of new technologies, to promote an improvement in their quality of work life and personal development. This project is part of the Special Employment Center APROCOR-PROSEGUR, founded in 2007 by Fundación Aprocor and Fundación Prosegur, one of the world leading private security companies.

The objectives of the project are:

- To implement an innovative Textile Logistic Centre, which will help to improve management, concentrating the services of recycling, storage, control and distribution of Prosegur uniforms in a single point.
- To design the workplace and organize work so that the participation and promotion of employees with disabilities is maximized.
- To generate specific software and systems adapted to facilitate autonomy in the work management and performance.

- To take special care of training, welfare and development of employees with disabilities by providing them, through the Support Unit, with the necessary resources for their personal promotion.

- To improve, as an added value, the vision that society has of a person with a disability in a productive activity, by means of a project that brings together social impact and profitability and creates value both for this group and for the company.

Innovation is the key element of the Centre. It relies on the coverage of a new market niche to be carried out by persons with disabilities by encouraging a type of relationship between companies and social institutions based on sustainability and creation of value.

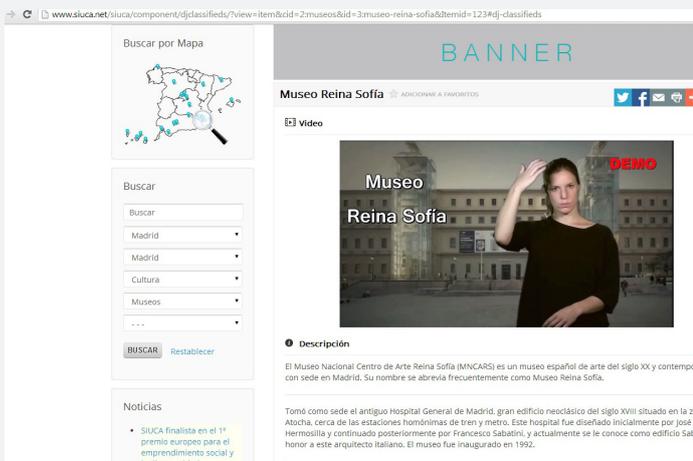
Entrepreneurs are able to increase work efficiency by providing an environment without physical or cognitive barriers while each employee sets both professional and personal goals and targets helped by a support unit. Towards society, the project encourages the change in terms of the perception of work performed by people with disabilities, emphasizing their active contribution to productivity, and the development of different talents in terms of equity and social cohesion.

“The innovation of this project relies on the coverage of a new market niche to be carried out by people with disabilities boosting a type of relationship based on sustainability and creation of value”.

SIUCA

Communications system that provides universal and free access to information about infrastructure and public services.

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 Spain



SIUCA (www.siuca.org) is a multichannel information system (sign language, subtitling and audio) supported by video and with free-access through a or any other device with internet access. The mission of the project is to provide universal and free access to information about infrastructure and public services, for everybody, in equal states, by means of “design for all” and “universal accessibility”, especially for people with sensory disabilities, and those who have hearing, visual or linguistic difficulties.

It is inclusive, executed with a “Design for All” concept. It is accessible from anywhere with an internet connection, to plan where to go next or how to organize an activity in the future, because it is supported by a website which manages the database of this information by type, by site, by proximity, by theme and by region. And it is accessible from the physical location of this element, via smartphone or tablet with internet connection, through an automatic code which transfers information to the user terminal.

The main objective of SIUCA is to build a map of services and public infrastructure information, accessible from any terminal with internet access through a multichannel platform (audio, sign language and text), using an automatic direct access to information, from the same infrastructure or service, or through a web or mobile application.

The main social innovation that SIUCA offers is the possibility to access the infrastructures and public services information for everyone, in a free and equal way. A link to put in the websites of these infrastructures will be soon developed, which will indirectly make their information accessible to the groups mentioned.

This system gives also visibility to the groups of people with any sensory disability, who share the same rights of access to information as the rest of the citizenry, because the system can be used by anyone, as it keeps the standard of “design for all” and because access to it will be through a platform outside of the infrastructure or services, visible to all people, whether they use it or not.

“SIUCA offers the possibility to access the infrastructures and public services information for everyone, in a free and equal way”.



Kolorearekin Elkarte Artistikoa

Integrated dance project for people with and without disabilities.

<http://kolorearekin.blogspot.com>

Almudena Placer

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Kolorearekin Elkarte Artistikoa consists in the creation of a space in San Sebastián (Spain) destined to the practice of inclusive dance and artistic expression for people with and without reduced mobility, offering an active participation in the KOLOREAREKIN dance company through the involvement in workshops, choreographies, and performances.

People with disabilities are often excluded from taking part in daily life, especially in activities like entertainment services or arts. Being aware of this demand, KOLOREAREKIN represents a way of improving the life of the people with disabilities by practicing inclusive dance and promoting motor learning, motivating the intentions to practice the different objectives of the dance therapy to improve the physical and mental conditions of individuals. Inclusive dance also questions the aesthetics of the dance bodies and offers a different image of the vertical body of the dancer.

The main objectives of the project are:

- To offer people with or without disabilities the opportunity of experiencing scenic arts.
- To create new jobs (professional teachers, workers of scenic arts such as dancers, actors, sound and lighting technicians).

- To sensitize the society that everybody feel as much outwardly as inwardly and what a better way to do it through the dance and the artistic expression.
- To create a company of scenic arts that would be innovative in an already consolidated tourist area and with a big cultural potential.
- To create an adapted space to carry out the mentioned activities.

The inclusive dance is aimed at people with and without disabilities performing as dancers, actors, actresses but also for people with artistic inquisitiveness who want to discover and experiment a new corporal language considering that the inclusive dance does not require special experience.

Workshops are designed to develop the creativity and a theatrical expression and also to discover the individual potential of the movement through the dance contact improvisation. People can explore the new techniques of the dance with the wheelchair, crutches, prostheses or with a dancing partner with a disability and participate in choreographies.

“Kolorearekin represents a way of improving the life of people with disabilities by practicing inclusive dance and promoting motor learning to improve the physical and mental conditions of individuals”.



About the European Network for CSR and Disability

Fundación ONCE, within the framework of the Operational Programme Fight against Discrimination 2007-2013 X Talento (Multiplying talent), and with the co-funding of the European Social Fund, launched the European Network for Corporate Social Responsibility and Disability (CSR+D), with a time horizon until 2015.

The European Network for CSR+D operates in connection with the most significant milestones within this field at the European and international levels, such as the Europe 2020 Strategy for Smart, Sustainable and Inclusive Growth, the United Nations Convention on the rights of persons with disabilities, ratified by the EU, the European disability Strategy 2010-2020 and the European CSR Strategy 2011-2014.

The European Network for CSR+D is part of the Enterprise 2020 initiative, promoted by CSR Europe and supported by the European Commission.

The mission of the European Network for CSR+D is to raise awareness and to promote the inclusion of disability into the Corporate Social Responsibility (CSR) policy and business agendas, under a

collaborative and multi-stakeholder approach. The ultimate aim is to enhance social inclusion and employment of people with disabilities in Europe, contributing at the same time to the development of responsible competitiveness of business and public administrations.

The CSR+D European Network has contributed to relevant milestones such as the explicit recognition of the issue disability, for the first time, in the EC communication on CSR (strategy 2011-2014 for Corporate Social Responsibility) as part of the CSR agenda, and the inclusion of the disability dimension in the CSR Reports of the European Parliament issued on January 2013

Fundación ONCE (Spain), leads the initiative, with **Telefónica** (Spain), **L'Oréal** (France) and the **Italian Ministry of Labour and Social Policies** (Italy) as founding partners.

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Promoting Social Investment

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Partners of the first edition:



Telefonica

L'ORÉAL



Fundación Triodos

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