



Združenje
**SOCIALNA EKONOMIJA
SLOVENIJA**

ASSOCIATION
SOCIAL ECONOMY
SLOVENIA

ANNUAL REPORT 2018



MARIBOR2018
Evropska prestolnica socialne ekonomije

Content

INTRODUCTION	3
SUMMARY	3
ACTIVITIES IN 2018 – in chronological order	5
INTERNATIONAL COOPERATION	9
MEDIA PUBLICATIONS	10
TENDER	10
SERVICE MARKETING	10
COOPERATION WITH THE UNIVERSITY AND ESTABLISHING THE YUNUS CENTRE	11
MARIBOR, EUROPEAN CAPITAL OF SOCIAL ECONOMY AND TECHNICAL SECRETARIAT OF SLOVENIA'S PRESIDENCY TO THE SUPERVISORY BOARD OF LUXEMBOURG DECLARATION	11
WITH CREATIVE INCLUSION TO DECENT WORK FOR PRECARIOUS WORKERS	12
ACTIVITY PLANING – GOALS for 2019	13
LINKING THE STRATEGY OF THE »BUY RESPONSIBLE« CAMPAIGN OF 2019 TO THE »UČNE DELAVNICE« WORKPLACE GUIDANCE PROGRAMME	14

INTRODUCTION

Association Social Economy Slovenia (hereinafter referred to as ASES) is an umbrella organization of social economy in Slovenia. ASES is an independent, non-governmental, non-political institution. It represents its members who actively work in the field of social economy, regardless of their organizational form. The members of ASES are non-governmental organizations, cooperatives, social enterprises, emerging social enterprises, institutions of supportive environment, humanitarian organizations and individuals who want to contribute to the development of social entrepreneurship. Its main function is to provide services for its member organizations and other actors in social economy, by coordinating dialogue of the sector towards the state, the government and other public and private actors, functions as supportive environment in the fields of education, networking, legal support, and other fields perceived as important for the members and engages in international cooperation of the sector.

The report contains:

- an overview of the activities in 2018, which include: organization of conferences, participation of our members in other conferences at home and abroad, carrying out study cases and guided visits by social enterprises, participation in trade fairs with promotional stands and member meetings (regular monthly meetings, interim meetings of the management and supervisory boards, branch openings, assembly, picnic);
- overview of projects, which cover: Buy Responsible campaign, cooperation with the University of Maribor, the establishment of the Yunus business center and calls for applications to the ASES;
- activity plan 2019.

This report lists links to various posts (invitations, programs, event reports, etc.).

SUMMARY

In 2018, Slovenia presided over the Supervisory Committee of the Luxembourg Declaration to the group of European countries in the field of social economy. As a result, Maribor was selected as the European capital of social economy.

Under the leadership of the Chairman of the Supervisory Board of the Secretary of State in the Prime Minister's Office Tadej Slapnik, a technical secretariat was established for the implementation of the presidency and the coordination group for the implementation of the Maribor, European Capital of Social Economy project.

A large part of the implementation of the activities of the capital was carried out by the ASES Podravje branch team of Miro Mihec, Mirjana Ivanuša, and Iris Magajna.

Despite the belated proclamation of the capital, the municipality of Maribor cooperated well with the association, primarily by providing the infrastructure (event facilities) and personal engagement of deputy mayor Saša Pelko. However, even with the day of open doors in the field of social economy, the association did not receive state financial support. Therefore,

members of the Management and Supervisory Board of ASES carried out all activities by voluntary work.

The goals we set for 2018:

- identification of social economy actors and their integration, especially in Osrednja Slovenija and Podravje region;
- within the framework of the Buy Responsible campaign: setting up an e-catalogue of social, socially responsible and ethical enterprises with the aim of business linking between the enterprises (campaign goal from December 2017 to December 2018 - inclusion of 200 responsible companies, clear labelling and social impact, catalog of products and services, 100,000 new orders);
- promotion of social economy at home and abroad;
- cooperating with the University of Maribor in further developing social entrepreneurship.

The goals we managed to achieve in 2018:

- identification of social economy actors and their integration through the organization of conferences, regular monthly meetings of the ASES Podravje, trade fair activities and case studies, where a group of 20 active entrepreneurs was formed;
- within the framework of the Buy Responsible campaign: inclusion of 120 responsible companies in an e-catalogue of products and services ([link](#)) and the procurement of 100,000 new orders;
- establishing a cooperation with the University of Maribor for the creation of the Yunus business center (meeting with the new rector, former vice-rector, deputy secretary general and the development department, presentation of social economy and its capital at two international events of the University);
- in the field of promotion: more than 30 presentations at conferences, regular announcements on Facebook ([link](#)) and on the website ([link](#)) on an almost daily basis, e-news every 10 days, over 30 media announcements;
- setting up the ASES services ([link](#));
- opening additional branches ([link](#));
- setting up mentor services ([link](#));
- within the framework of the With Creative Inclusion to Decent Work for Precarious Workers tender:
 - begin establishing the Odgovorni ustvarjalci, z.b.p., so.p. cooperation (as founders), including 15 cooperative members;
 - creating the Create Responsible platform (as owners; [link](#)) and the Facebook community ([link](#)) dedicated to hiring and delivering talent from the precarious workforce;
 - conducting 12 workshops, 3 academies and a final conference for the creative involvement of precarious workers ([link](#)).
- preparing a recommendation for the operation of the future European Capitals of Social Economy and handing them over at the closing conference on 3rd December 2018 to the representatives of the next capital of Strasbourg.

ACTIVITIES IN 2018 – in chronological order

9th Jan: Maribor, European Capital of Social economy, official launch at the meet-up (Maribor; invitation and schedule [here](#))

25th Jan: EI FOR PHS - Employee involvement in personal care and household services international workshop in the field of social economy; also speaking at the round table were Mojca Metelko and Miro Mihec (Tkalka, Maribor; invitation and schedule [here](#);)

2nd – 3rd Feb: COOPilot: training course in cooperatives and entrepreneurship (Slovenske Konjice; more information [here](#))

9th Feb: Meeting of the technical secretariat for the implementation of the presidency with the Secretary of State Tadej Slapnik (Prime Minister's Office, Ljubljana)

14th Feb: Open doors and sharing economy conference organized by Technology Park Ljubljana; presentation of ASES and Buy Responsible campaign by Mojca Metelko and Miro Mihec (Kino Šiška, Ljubljana; invitation and schedule [here](#))

14th Feb: Regular monthly meet-up of the actors of social economy in the Podravje region, open day of the Municipality of Maribor on the topic of social economy and an evening lecture and workshop by Anton Komat (Maribor; invitation and schedule [here](#))

6th Mar: Creating the Future of Europe Together international conference with Forum of Social Economy and EU Regions and Social Seeds (Minoriti, Maribor; more information [here](#))

7th Mar: Boosting the Social Economy in South East Europe international conference (Minoriti, Maribor; more information [here](#))

14th Mar: ASES Assembly and ASES Podravje regular meet-up (Ljubljana)

17th – 18th Mar: Promotional stand at the Altered fair (Celje)

28th Mar: First meeting of the SocioLab partners (Tkalka, Maribor)

30th Mar: Promotion of social economy and the Maribor, European Capital of Social Economy project lecture by Miro Mihec at University of Maribor (Maribor)

6th Apr: Meet-up concerning cooperation between ASES and University of Maribor (Maribor)

4th – 7th Apr: GREEN, international fair of sustainable technologies and green lifestyle: Kupujem odgovorno – social and sustainability effects of social economy enterprises presentation and free promotional stands for ASES members in the Social Economy Corner (Gornja Radgona; schedule [here](#))

11th Apr: Regular monthly meet-up of the actors of social economy in the Podravje region (Center zelenih rešitev, Pupillam so.p., Maribor)

12th Apr: Creative Spirits UrbactIII joint project with the Municipality of Maribor; social enterprises fair (KPD, Maribor; report [here](#))

9th May: Regular monthly meet-up of the actors of social economy in the Podravje region (Pri Damah, Kooperativa Dame so.p., Maribor)

17th May: Debate about social economy and the opening of the Notranjsko-primorska regija branch (Postojna; more information [here](#))

23rd May: Study tour of good practice examples of social enterprises in Maribor led by Miro Mihec, conducted for a group of economy professors from Celje and Niš with the aim of comparing social economies of Slovenia and Serbia (Maribor; report [here](#))

24th May: Study tour of good practice examples of social enterprises in Sevnica led by Mojca Metelko, conducted for a group of economy professors from Celje and Niš with the aim of comparing social economies of Slovenia and Serbia (Maribor)

29th May: Creating positive social effects by buying responsibly meet-up of representatives from the public sector, economy, social economy and the public at Municipality of Nova Gorica (Nova Gorica, invitation and schedule [here](#))

31st May: Promotion of social economy and the Maribor, European Capital of Social Economy project lecture by Miro Mihec at University of Maribor (Maribor)

13th Jun: Regular monthly meet-up of the actors of social economy in the Podravje region focusing on the organization of the Green Transformation conference at ASES (Maribor)

14th Jun: Regional debate on the challenges and opportunities of social economy, organized by the Regional Development Agency of Gorenjska, and a presentation on social economy and the buy Responsible campaign by Miro Mihec at Kovačnica coworking community (Kranj, invitation, and schedule [here](#))

21st Jun: Green Transformation & Circular Economy international conference (Maribor, invitation, and schedule [here](#), report [here](#))

29th Jun: Presentation of Slovene social economy and the Maribor, European Capital of Social Economy project by Miro Mihec (Faculty of Economics, Niš, Serbia)

6th Jul: Work picnic of the head staff of ASES (Šmartinsko jezero)

7th Jul: International Day of Cooperatives with lecture and workshop organized by CAAP, also present at the event were Mirjana Ivanuša and Miro Mihec (Bike Lab, Maribor; invitation and schedule [here](#))

11th Jul: Regular monthly meet-up of the actors of social economy in the Podravje region focusing on the presentation of the midyear report on the Maribor, European Capital of Social Economy project (Maribor)

3rd – 5th Sep: Corresponding meeting of the ASES Assembly; the Assembly confirms that the ASES is the founder of the new Responsible creators z.b.o. so.p. cooperative, investing a joint capital of 200 Euros

5th Sep: Responsible public procurement and the Social Economy gathering with a presentation of ASES and the Buy Responsible campaign titled OPPORTUNITY of responsible public procurements by Mojca Metelko (European Parliament, Brussels, Belgium)

10th Sep: Responsible Labs workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Tadej Slapnik and Miro Mihec (Maribor)

13th Sep: Responsible Labs workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Tadej Slapnik, Mojca Metelko, Nena Dokuzov and Franci Pečnik (Šoštanj)

21st Sep: Responsible Labs workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Tadej Slapnik, Mojca Metelko and Nena Dokuzov (Novo Mesto)

2nd Oct: Responsible Labs workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Mirjana Ivanuša and Miro Mihec (Lendava)

2nd Oct: Short study tour of social enterprises in Pomurje and Prekmurje (Hiša sadeži družbe Ljutomer, Mladinski center Ljutomer, Mensana Murska Sobota, Murania Murska Sobota), also attending were Mirjana Ivanuša and Miro Mihec (Pomurje and Prekmurje)

4th Oct: Study tour of social enterprises in Maribor (Zaposlitveni center Avantus, Bike Lab, Zaposlitveni center Dlan, Dobrina, Rajzerfiber Biro, Salon uporabnih umetnosti, Tkalka, Toti DCA) with attendants from the INNOWISE project of Nova Gorica led by Miro Mihec (Maribor)

9th Oct: Create Your Future workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Mirjana Ivanuša and Miro Mihec and a Relaxed and Successful – Discover Your Potentials expert workshop led by Katarina Hölzl (Murska Sobota)

10th Oct: Conference on precarious work led by Marko Funkl, also attending was Miro Mihec, at Pekarna (Maribor)

10th Oct: First meeting of the representatives of ASES branches, attended by Franci Pečnik, Sebastjan Pikel, Mojca Metelko, Lilijana Brajljeh, Miro Mihec, Bojan Mevlja (via conference call) and Jelka Lekše (Simbioza, Ljubljana)

11th Oct: Create Your Future workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Mojca Metelko and a Me2me and Setting Goals expert workshop led by Iris Magajna (Trbovlje)

12th Oct: ECTA DEMO DAY conference with an ASES welcome greeting by Mirjana Ivanuša, also attending was Miro Mihec (Faculty of Electrical Engineering and Computer Science, Maribor; more information [here](#))

15th Oct: Create Your Future workshop with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Miro Mihec, a Financial Literacy and a »Decent Pension, Despite Everything expert workshop led by Tomaž Kokolj, and an If Not You, Who? motivational workshop by Siniša Bičanič Dagary (Maribor)

23rd Oct: SENSES - Strengthening Social Entrepreneurial Landscape through involving socially responsible corporate Practices in EntrepreneuRial CompetenceS and Skills enhancement in the DANUBE region; PROMISING PRACTICE PRESENTATION: #BuyResponsible and Create-responsible.eu presentation by Mojca Ž. Metelko (Bratislava, Slovakia)

23rd Oct: SocioLab education, module 1 on the basics of social economy, social entrepreneurship and cooperatives, also attending were Miro Mihec and Iris Magajna (Tkalka, Maribor)

24th Oct: SocioLab education, module 2 on managing communities and facilitating social processes, also attending were Mirjana Ivanuša and Iris Magajna (Tkalka, Maribor)

25th Oct: Responsible Business workshops with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Miro Mihec, an Off-line Marketing expert workshop led by Danijela Kocuvan, and an Online Marketing expert workshop by Barbara Čufer (Slovenj Gradec)

6th Nov: Responsible Business workshops with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Mojca Metelko and a Running a Business and Legal Consulting expert workshop led by Lilijana Brajlj (Kočevje)

7th Nov: Responsible Business workshops with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Mojca Metelko, an Off-line Marketing expert workshop led by Danijela Kocuvan, and an Online Marketing expert workshop by Barbara Čufer (Celje)

7th Nov: Responsible Business workshops with a presentation of the With Creative Inclusion to Decent Work for Precarious Workers project by Iris Magajna, a Business And Book Keeping Consulting 1 expert workshop by Petra Ilar, and a Business and Book Keeping Consulting 2 expert workshop by Gregor Kramberger (Maribor)

9th – 10th Nov: Responsible Academy expert academy on cooperatives and blockchain technologies, speaking at the event were Mojca Metelko, Nena Dokuzov, Draško Jocić and Miro Mihec (Maribor)

19th Nov: Academy of Social Innovations, module 5 on planning, measuring and reporting on social effects, also attending were Iris Magajna and Miro Mihec (Maribor)

3rd Dec: 9th Days of Social Economy – Responsible Conference closing conference of the With Creative Inclusion to Decent Work for Precarious Workers project, speaking at the event were Mojca Metelko and Miro Mihec and Marko Funkl, followed by a presentation of blockchain technologies by Tadej Slapnik, a presentation of an analysis of the creative industries by GianLucca Pastorelli, a presentation of the Maribor, European Capital of Social Economy project by Miro Mihec and Iris Magajna, and Presidency of the European Capital of Social Economy to Saša Pelko, deputy mayor of Maribor (Maribor, more information [here](#))

4th Dec: Academy of Social Innovations, module 7 on social innovation policies led by municipality communities representative Barbara Bradač Hojnik, also attending were Miro Mihec, Iris Magajna and Mirjana Ivanuša (Faculty of Economics, Maribor)

5th Dec: 9th Days of Social Economy – Opportunities, tools, and projects for social entrepreneurs lectures, also speaking at the event was Miro Mihec, also attending was Mirjana Ivanuša (Ljubljana; more information [here](#))

18th Dec: Social innovations and new models of cooperatives practical training led by Desiree Pecarz and meet-up of various social innovators with ASES members Miro Mihec and Iris Magajna presenting the Maribor, European Capital of Social Economy project, When I raise myself, I raise Maribor project, and the Create Responsible cooperative (Univerza v Mariboru, Maribor; invitation and schedule [here](#))

20th Dec: Regular ASES session (Slovenska Bistrica)

INTERNATIONAL COOPERATION

- Gothenburg Conference appearance (Gothenburg, Sweden)
- BLOCKCHAIN Summit with a social enterprise presentation from Slovenia (Montenegro)
- DIESIS Summit international conference participation (Sofia, Bulgaria)
- European network DIESIS full membership grant with Nena Dokuzov being accepted to the Board of Directors in DIESIS at the head of the blockchain group
- EUROPEAN WEEK OF REGIONS AND CITIES event organization (Maribor)
- Regional development and demographic currents in South East Europe international meet-up with a promotion of social economy in Slovenia – the example of ASES lecture led by Miro Mihec and adopting the South East Europe memorandum with representatives of the social economy in Montenegro, Serbia, Croatia, Macedonia (Faculty of Economics, Niš; schedule [here](#))

- Responsible public procurement and the Social Economy meet-up with a presentation of the ASES and the Buy Responsible campaign titled OPPORTUNITY of responsible public procurements led by Mojca Metelko (European Parliament, Brussels, Belgium)
- SENSES – Enhancing Social Entrepreneurial Landscape through the involvement of socially responsible corporate practices in Entrepreneural Competence and Skills enhancement in the DANUBE region with a presentation of the Buy Responsible campaign titled PROMISING PRACTICE PRESENTATION: #BuyResponsible by Mojca Metelko (Bratislava, Slovakia)

MEDIA PUBLICATIONS

The media has published more than 30 significant publications, most notably after the announcement of the capital in December 2017, on the event held at 9th January in Maribor, after the Boosting Social Economy South East Europe event on the 6th March and on Creating future of Europe together on the 7th March in Maribor. We have published links to media announcements in the Media Centre segment of the website ([link](#)), listed in chronological order and not including television broadcasts.

TENDER

a) Positive responses

- Leading partner: With Creative Inclusion to Decent Work – East region, DIESIS partner, MGRT (Ministry of Economic Development and Technology) - 107.000 EUR
- Project partner: SOCIOLAB Tkalka Maribor, RRP Podravje regional development programme, MDDSZ ESS (Ministry of Labour, Family and Social Affairs; Employment Service of Slovenia) - 30.000 EUR
- Mentorske sheme mentoring programme – planned for 2019
- Učne delavnice workplace guidance programme – planned for 2019

b) Negative responses

- MGRT public procurement for writing a study on social economy
- Erasmus plus KA2 Strategic partnership

SERVICE MARKETING

- Publishing promotional services of ASES – listed on the ASES website
- Organizing events – 2 events and a few other services organized on customer demand

I. #BUYRESPONSIBLE campaign (#KUPUJEMODGOVORNO)

- Including 126 member enterprises
- Publishing an e-catalog at www.socialnaekonomija.si

- 4 promotional events, campaign materials, 2 publications in regional newspapers (Notranjsko Primorska and Gorenjska)
- Establishing a set of rules for cooperating in the campaign

II. Publication of project traceability results on the topic of SOCIAL ECONOMY on the ASES website

III. Designed and submitted the Social Economy of South East Europe memorandum

IV. An initiative to set up a section for re-use within the association

V. Formation of ASES regional branches

- o Association Social Economy Goriška
- o Association Social Economy Posavje
- o Association Social Economy Osrednja Slovenija
- o Association Social Economy Koroška
- o Association Social Economy Podravje
- o Association Social Economy Notranjska
- o Association Social Economy Južna Primorska
- o Association Social Economy Savinjska

COOPERATION WITH THE UNIVERSITY AND ESTABLISHING THE YUNUS CENTER

In 2012, letters of intent for the establishment of a Yunus center at the University of Maribor were exchanged between the then rector Daniel Rebolj and the then Secretary General of the Forum for Social Entrepreneurship Tadej Slapnik and Muhammed Yunus. Talks on the establishment of the Yunus center continued in 2018. We organized two meetings (Miro Mihec, Iris Magajna, and Mirjana Ivanuša) with the vice-rector Lučka Lorber, Deputy Secretary-General Mladen Kraljič and representatives of the development department. We contacted the new rector of the University of Maribor and invited him to the Green Transformation and Circular Economy conference and to the 4th When I Raise myself, I Raise Maribor festival on 21st June 2018 in Maribor. We also organized two presentations on social economy and the Capital at the University of Maribor. The university is ready to cooperate by coapplying to a suitable tender, which will allow for the establishment of the Yunus center.

MARIBOR, EUROPEAN CAPITAL OF SOCIAL ECONOMY AND TECHNICAL SECRETARIAT OF SLOVENIA'S PRESIDENCY TO THE SUPERVISORY BOARD OF LUXEMBOURG DECLARATION

In 2018, Slovenia presided over the Supervisory Board of the Luxembourg Declaration to the group of European countries in the field of social economy at the initiative of the then Chairman of the Supervisory Board of the Secretary of State in the Prime Minister's Office for Social, Green and Circular Economy Tadej Slapnik. As a result, Maribor was chosen as the European capital of social economy. The selection took place so quickly, that the state and

the municipality did not have time to respond with a national campaign and a suitable financial budget. Therefore, we held the presidency and the Capital within the framework of ASES, the technical secretariat and working as volunteers at the coordination committee within our capabilities in terms of time, personnel and finances. However, we received logistical support and some reimbursed costs, especially from the Municipality of Maribor.

During the closing conference of the 9th Days of Social Economy on 3rd December 2018 in Maribor, we presented the results of the Maribor, European Capital of Social Economy project and handed over the next capital to the representative of the French city of Strasbourg Sarah Robin at a ceremonial event at the The Old Vine House.

The report of the Maribor, European Capital of Social Economy project is available [here](#).

Results

As volunteers, we emphasized the integration of social enterprises by offering free promotion stalls at fairs, guided study tours of good practices, regular monthly meetings and mapping social entrepreneurs.

During the year, we:

- organized more than 50 events in Slovenia;
- organized 10 events abroad;
- included more than 450 individuals;
- came in contact with more than 350 enterprises.

WITH CREATIVE INCLUSION TO DECENT WORK FOR PRECARIOUS WORKERS

During the closing conference of the 9th Days of Social Economy on 3rd December 2018 in Maribor, we presented the results of the With Creative Inclusion to Decent Work MGRT ESS project, dealing with solutions for precarious workers by using blockchain technologies.

With the implementation of 12 workshops for precarious workers, ECTA Day, two-day conferences and launch of the www.create-responsible.eu e-platform, we completed the project, and, at the same time, started to create the Responsible creators z.b.o. so.p. cooperative. ASES thus became the owner of the Create Responsible e-platform. The activities of ASES in 2018 were intertwined with the activities of the With Creative Inclusion for Decent Work project (a report can be viewed [here](#)), as well as with those of the Maribor, European Capital of Social Economy 2018 project.

The content of the projects is visible throughout the annual report.

- Promotional events (as listed above)
- International social economy actors - informing on the activities within the capital
- Promotion at events and fairs
- Establishment of the Yunus center at the University of Maribor
- Integration of social economy actors of Slovenia

ACTIVITY PLANING – GOALS for 2019

- As an umbrella organization of social economy in Slovenia, we need a government interlocutor
- Reserved public procurement for social enterprises and enterprises with a positive social impact
- Public works for social enterprises (public works might be abolished in 2020)
- Promoting and raising public awareness of the importance of social economy for society, especially for vulnerable groups (the experience of the capital is that the general public was not aware of the presidency, only the stakeholders that were directly or indirectly involved in the activities)
- Implement the possibility of volunteering in social enterprises – now only possible in some municipalities; that way, the creators of the cooperative could enter the business of natural persons
- System solution for precarious workers and integration of natural persons into a business through a cooperative
- Participation in projects, also by including ASES members (not all projects need to be implemented by the Management Board)
- Participation in the national social economy council
- Participation in the National Council
- Cooperation with similar organizations also at a national level
- Interdepartmental cooperation (social economy connects with different ministries, from social through the economy to the environment) and cross-sectoral cooperation (creative industries, sharing economy, blockchain, etc.)
- Interdisciplinary international cooperation
- Setting up a standalone Buy Responsible website/platform or exposure within the existing Create-responsible.eu e-platform
- Development of the Responsible creators, z.b.o., so.p. cooperative by increasing the number of members to 50, including areas of self-sufficiency and zero waste trade;
- Approved RULES FOR THE COORDINATION OF THE EUROPEAN SOCIAL ECONOMY CAPITAL with ASES serving as a provider, making it a source of stable finances
- Further integration of social economy actors in Slovenia
- Cooperating with policy and state authorities to tackle the challenges of social economy and cooperatives (to solve the challenge of involving individuals in the business through a cooperative);
- Statistical mapping of social economy actors
- Help to form amending acts on social entrepreneurship
- Setting up methodologies for measuring social impact
- Establishment of a national social economy center in Maribor
- Implementation of at least 10 training events in the framework of the Centre for Creativity in Maribor and the international Creative Spirits of Social Economy conference at the end of the year
- Conducting »Učne delavnice« workplace guidance programme within the framework of its tender
- SRIP - smart specialization pilot projects – East or West, depending on the fields:
 - Circular economy – Štajerska gospodarska zbornica
 - Smart Cities – Jožef Štefan Institute

- Spreading marketing services abroad by marketing Buy Responsible services and enterprises in Croatia, Austria and Italy and other EU countries

LINKING THE STRATEGY OF THE »BUY RESPONSIBLE« CAMPAIGN OF 2019 TO THE »UČNE DELAVNICE« WORKPLACE GUIDANCE PROGRAMME

Consuming is the domain of all people, which is why we have put the Buy Responsible campaign at the core of our activities. Buy Responsible can be a motive for ethical, socially responsible people, and serve as a silver thread for positive social effect, which also links to social entrepreneurship. The strategy of the campaign is carried out alongside the »Učne delavnice« workplace guidance programme and also relates to social effects, serving as grounds for forming the methodology of social effect indicators.

You can acquire the whole strategy upon request at zdruzenje@socialnaekonomija.si. More information can be found at www.socialnaekonomija.si.

Annual report, written on 7th January 2019

Mojca Metelko, ASES Secretary-General and leader of the Posavje branch
Miro Mihec, ASES Board Member and leader of the Podravje branch
Nena Dokuzov, ASES Board Member
and the ASES team