



Project n° 101074094 BREED SMP-COSME-2021-RESILIENCE

Action Plan for the development of the Social Economy in the Municipality of Katerini



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Introduction - Structure

This document is a comprehensive framework for the development of a Social Economy Action Plan (SEAP) in the framework of the BREED project - "Building community Resilience and sustainable Development through social economy". It serves as a guide for understanding and implementing initiatives at the local level aimed at promoting the social economy for the development of a sustainable and inclusive society.

Part I: General information

This section provides basic information on the BREED project, the purpose of the implementation of the action plan and the methodology used to formulate the action plan.

Part II: Overview of the social economy

It delves into the definitions and principles underlying the concept of the social economy at European and national level, giving the reader the background for a more comprehensive understanding of the Action Plan and the concepts used.

Part III: Action Plan

This section presents the main content of the Action Plan. The key areas of action and strategic objectives identified for further analysis are described. The analysis includes a description of the strategic objective under consideration, the groups involved, a series of actions, the practical tools that can help to achieve the objective and the next steps proposed.



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Part I : General Information

Introduction

BREED - "Building community RESilience and sustainable Development through social economy" - is a European project funded by the SMP-COSME-2021-RESILIENCE programme and focuses on cities that share similar social, economic and population challenges with the aim of enhancing the **resilience** and **sustainability** of the local community.

The project focuses on promoting **cooperation** between **public and private actors**, fostering **multi-stakeholder participation** and **strengthening civil society** while aiming to develop the **social economy**.

The project involves organizations involved in the social economy and municipalities from Spain, Italy, Portugal and Greece with similar demographic, social and economic conditions.

The consortium of the project consists of:

- **Fondazione Comunitaria di Agrigento e Trapani** - FCAT (non-profit organization)
- **European Network for Social Integration Enterprises** - ENSIE

and 4 municipalities:

- **Mancomunitat de la Ribera Alta** - MANRA (Public administration of Municipalities of the Ribera Alta Region)
- **Comune di Alcamo** - Municipality of Alcamo (Italy)
- **Município de Paredes** - Municipality of Paredes (Portugal)
- **Dimos Katerinis** - Municipality of Katerini (Greece)



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Purpose of the Action

Within the framework of the project activities, each participating municipality tries to bring together **stakeholders from the local community** such as representatives and executives from social cooperatives, small and medium-sized enterprises, NGOs (non-governmental organizations), non-profit associations, unions, associations and other **social economy** bodies of the public and private sector dealing with social inclusion, education, culture, arts, sports and community development in general.

The aim is to create a **Social Economy Action Plan (SEAP)** that captures the needs, challenges and issues of the local community. Using participatory activities and workshops, participants are asked to prioritize **challenges** and propose **solutions**, and provide information on possible **tools** and **initiatives**. The Action Plan will be a primary tool that will pave the way for sustainable and inclusive local development.

Methodology

The methodology used to formulate the Social Economy Action Plan includes a **series of local events**, promoting interaction with key stakeholders in the local community. Stakeholders and citizens were invited to participate in **discussions**, **workshops** and **participatory activities**. The collaborative nature of these activities not only facilitated open dialogues but also encouraged the exchange of different views.

In the first phase of the meetings, the primary objective was to carry out a comprehensive **survey and mapping of social economy actors and other stakeholders** who could contribute to the implementation of the Action Plan. This was followed by **reaching out** to and **informing** these actors about the ongoing project. The aim was to encourage their **active participation** and **involvement** in the development of the final action plan.



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The second phase aimed at laying the **foundations** for the formulation of the Action Plan for the Social Economy. The first step was to **identify the challenges and problems** faced by the local community. Through an inclusive and participatory approach in the context of an extensive workshop, **areas of action** were defined.

This process formed the basis for the formulation of the **strategic objectives** of the action plan. A basic framework was drawn up to guide the subsequent stages of the plan, proposals for **solutions** were made, the main **tools** that could be used to achieve the strategic objectives defined and the relationships between them were defined.

Part II: Social Economy

Definitions

The following section gives the basic definitions of the concepts discussed.

Civil Society

Civil Society refers to organizations and forms of social action by individuals or groups that are not linked to or run by the state. As an organizational structure, it serves the implementation of democratic processes in the social interest and assumes the role of mediator between citizens.

The ecosystem of the **Social and Solidarity Economy (SSE)** is an active sub-system of civil society, where it acts in an entrepreneurial way to **solve social problems**, as opposed to the profit-driven targeting of the private sector. The ecosystem, emanating from the citizens themselves, provides proximity and knowledge of social problems, making it an essential actor and partner of the public and private sectors, promoting an alternative approach to economic activity, often filling the gaps created.

It is part of the **third sector of society**, which includes non-capitalist enterprises and private or informal associations. These are organizations whose primary purpose is not to make a profit but to act in a spirit of solidarity and for the common good.



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Social and Solidarity Economy - SSE

The Social Economy is characterized by a multitude of definitions.

The **European Union** recognises that the Social Economy includes legal forms with different business and organizational models, operating in a wide range of economic sectors: agriculture, forestry, construction, reuse and repair, waste management, wholesale and retail trade, energy and climate, information and communication, financial and insurance activities, real estate activities, professional, scientific and technical activities, education, health and care services, and the provision of services to the public.

For the **OECD** (Organisation for Economic Cooperation and Development ¹), the social economy is defined as all associations, cooperatives, mutuals, foundations and social enterprises whose activities are motivated by values of solidarity, the primacy of man over capital, democratic and participatory governance.

In any case, the social economy covers entities that share the following **basic common principles and characteristics**:

- the **primacy of people** as well as social and/or environmental purpose **over profit**
- the **reinvestment of most profits and surpluses** in the pursuit of activities in the interest of members/users ('**collective interest**' ²) or society in general ('**social interest**' ³) and
- **democratic and/or participatory governance**.

1

https://agriculture.ec.europa.eu/international/international-cooperation/international-organisations/oecd_el

² "Collective interest" is defined as the joint satisfaction of the needs of the members of the members of the Social and Solidarity Economy Body, through the formation of equal relations of production, the creation of stable and decent jobs, the reconciliation of personal, family and professional life.

³ A 'social interest' is defined as the satisfaction of social needs at local or regional level. of a local or wider nature by harnessing social innovation, through activities of 'sustainable development' or the provision of 'social services of general interest'. services of general interest' or social inclusion.



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In Greece, the current **Law is 4430/2016**, according to which:

Social and Solidarity Economy

Is the set of economic activities based on an alternative form of organization of relations of production, distribution, consumption and reinvestment, based on the principles of democracy, equality, solidarity, cooperation, as well as respect for people and the environment.

Social Economy Actors

In addition to the recognised social economy actors, **social enterprises** operate by **providing goods and services** to the market in an entrepreneurial and innovative way, having **social and/or environmental objectives** as the reason for their commercial activity. Profits are reinvested mainly for the purpose of achieving their social objective. Their method of organization and governance also follows democratic or participatory principles or focuses on social progress. Social enterprises take a variety of legal forms depending on the national context of each Member State

Social economy actors are defined as:

- ❖ **Social Cooperative Enterprises (SCEs)** which have as their statutory purpose the **collective and social benefit** and have a **commercial status** by law. They are divided into:



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- **Social Cooperative Enterprises for inclusion⁴** which aim to integrate people belonging to vulnerable⁵ social groups and special population groups into economic and social life
- **Social Cooperative Enterprises for Collective and Social Benefit**, which develop "sustainable development⁶" activities, and/or provide "social services of general interest⁷"
 - ❖ **Social Cooperatives of Limited Responsibility (SCRs)** which are automatically considered as Social Cooperative Enterprises of Integration.
 - ❖ **Workers' cooperatives** have the statutory purpose of "collective benefit" and have commercial status by law. Their members are exclusively natural persons who wish to earn a living by jointly producing goods and services for third parties

⁴ "Social inclusion" is defined as the creation of the conditions for equal opportunities for participation in social and economic life of persons belonging to vulnerable and disadvantaged groups and special groups.

⁵ 'Vulnerable' is defined as those groups of the population whose inclusion in the social and economic life is hindered by physical and mental causes or because of delinquent behaviour. These include: (a) persons with disabilities of any kind (a) disabled persons with any form of disability (physical, mental, intellectual, sensory) persons with substance dependency problems or those who have become dependent on substances, (c) minors with delinquent behavior (c) juveniles with delinquent behaviour, prisoners and released persons. 'Special' is defined as groups of the population which are disadvantaged in terms of disadvantaged in terms of their smooth integration into the labour market, for economic, social and cultural reasons. These include: a) victims of domestic violence, b) victims of illegal employment, c) victims of illegal employment, d) victims of discrimination, e) victims of discrimination against women and children, f) victims of discrimination against men and women. (c) homeless people, (d) people living in conditions of poverty and social exclusion (e) economic migrants; (f) refugees and asylum seekers, for as long as they are in a situation of poverty (g) refugees and asylum seekers for as long as their application for asylum is pending, (h) single-parent heads of household, (i) refugees and asylum seekers for as long as their application for asylum is pending (h) persons with special cultural needs, (i) persons who are long-term unemployed up to twenty-five years old and over fifty years old.

⁶ "Sustainable development" is defined as economic activities, whether commercial or exchange, that promote environmental sustainability, social and economic development, or social and economic equality, as well as gender equality, protect and develop common goods and promote intergenerational and multicultural reconciliation, giving emphasising the specificities of local communities

⁷ 'Social services of general interest' are defined as services which are accessible to all, promote quality of life and provide social protection to groups such as the elderly, infants, children, people with disabilities and chronic diseases; and include education, health, social housing, social housing, social feeding, childcare, long-term care and social assistance services, without, however, substituting for the general obligations of the State in the exercise of its social policy.



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- ❖ any other non-single legal entity, such as foundations, agricultural cooperatives, civil cooperatives and Civil Companies etc. established by other laws, and are **indirectly recognized as members of SSE.**, provided that certain conditions are met. The following stakeholders are involved in the ecosystem:
 - The State: public sector bodies (national authorities, regional authorities, first level local authorities, wider public sector)
 - Non-governmental organizations (NGOs)
 - Institutions
 - Financial institutions
 - Social enterprises
 - Private sector
 - Incubators/accelerators
 - Academic/research institutions
 - Intermediate bodies, advisory organizations
 - Associations of ELOs
 - Citizens (general population)

Benefits of the Social Economy

Social Economy activities bring significant **social and economic benefits**, while having a **positive impact on the environment** and enhancing the **digital transition**. In summary, its benefits are as follows:

- Development of concrete and innovative responses to social problems that have not been solved by the public or private sector
- Creating and securing quality and sustainable jobs, reducing the 'brain drain'
- Creating social inclusion and integration and/or reintegration into the labour market of vulnerable/disadvantaged groups, and ensuring equal opportunities for all (gender equality)
- Contribution to sustainable economic development, contribution to national GDP
- Contribution to the social welfare system of Greece and Europe
- Improving social and economic resilience in Greece and Europe
- Strengthening local development and social cohesion: rural areas and other disadvantaged areas
- Strengthening citizens' participation in society, strengthening democratic institutions.



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Participatory, non-profit organizations contribute to the implementation of the UN Sustainable Development Goals⁸ (SDGs) at national and European level. SDGs that address social issues:

- **SDG 1: Zero Poverty** - End all forms of poverty everywhere
- **SDG 3: Good health and well-being** - Ensure a healthy life and promote well-being for all, at all ages
- **SDG 4: Quality education** - Ensure free, equitable and quality education by promoting opportunities for lifelong learning
- **SDG 5: Gender equality** - Achieve gender equality and empowerment of all women and girls
- **SDG 10: Fewer inequalities within and between countries**

Social Economy in Europe

Around **2.8 million social economy actors** in Europe offer tangible and **innovative solutions** to key challenges facing the Union. They create and **maintain quality jobs**, contribute to the **social and labor integration** of disadvantaged groups and equal opportunities for all, promote **sustainable economic and industrial growth**, foster **active citizenship** in our societies, play an important role in Europe's **social welfare systems** and **revitalize Europe's rural and abandoned areas**



At EU level, the social economy employs around 13.6 million people; wage employment varies between **0.6% and 9.9%** in the different Member States. This shows on the one hand the **uneven development of the social economy** within the EU, but also reveals that there is

⁸ https://en.wikipedia.org/wiki/Sustainable_Development_Goals



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considerable untapped economic and job creation potential for the social economy in different Member States and regions if appropriate measures are taken. In Europe, **the social economy has historically been seen as a means and a tool to address market and state failures**. It is worth noting that the last two decades have seen a broadening of the understanding of what the social economy entails and how it contributes to addressing social challenges.

In recent years, efforts have been made by both the UN and the OECD to promote the social economy in all EU countries, but also in Brazil, Canada, India, Korea, Mexico, India, Mexico and the United States of America. In this context, the **European Commission's Action Plan was adopted on 9 December 2021**. The Plan proposes to take action in three areas:

European Commission Action Plan: Proposed areas for action	
1	Creating the right framework for the sustainable development of the social economy
2	Creating opportunities for the establishment and expansion of social economy organisations
3	Ensure that the social economy and its potential is recognised

Social Economy in Greece

In Greece, we could say that the **sector is not so developed**, although the **legislative framework is in place**. As mentioned the current Law is 4430/2016. Based on this, social economy actors are registered in the **General Register of Social Economy Actors**, maintained by the Ministry of Labour (<https://kalo.gov.gr/>). The Ministry issues annual reports that include a thorough analysis of the characteristics of social economy actors in Greece.



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The total number of **active operators is 1,729**, while since 2018 there has been a gradual decrease in the number of registrations, either due to a decrease in interest in establishing ventures in an innovative sector for Greece or due to the difficulties faced by social economy operators in their daily operation.

As regards the sectors of activity of the operators, there is a **multitude of main declared activities** and a significant overlap between them, which does not allow a clear representation of the operators and their activities. In any case, there is much more involvement in the tertiary sector than in the secondary or primary sector, in terms of the number of operators employed in each economic sector and their turnover.

Statistical data

The table below shows some statistics on the official SSE

General Register of SSE -Statistical data			
Register of Social Entrepreneurship 93,2%		Special Register of Other SSE actors 6,8%	
Social Cooperative Enterprises for Collective and Social Welfare	93,9%	Civil Companies	66,6%
Social Cooperative Enterprises for inclusion of vulnerable social groups	2,1%	Associations	18,8%
Social Cooperatives of Limited Responsibility	1,8%	Civil Cooperatives	6,8%
Workers' cooperatives	1,1%	Other legal forms	6,0%
Social Cooperative Enterprises for inclusion of special	1,1%	Agricultural Cooperatives	1,8%



population			
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Funding

The main **problem** in the Greek reality is the **financing** of social economy projects as the financing from the banking sector is at an early stage and financing with traditional tools and criteria presents problems. According to the literature, the main problems were defined as follows:

- **Access to financial instruments**, many of which have not been adapted to be used by social economy actors.
- The **bureaucracy**
- **Lack of information**
- **The impossibility of attracting traditional investors**, since social economy actors are not legally allowed to issue shares/shares that participate in profitability.

The financial mechanisms proposed are:

- Guarantee mechanisms
- Social Investors
- Warming-up Investment Programmes
- Loans and Microcredit Schemes
- Social VC Venture Funds
- Seed funds to social enterprises and networks, under the motto: "Let's Invest in Impact".

In Law 4430/2016, the **Social Economy Fund** is institutionally provided for in order to finance programmes and actions for the strengthening of SSE, with resources from the Public Investment Budget and other funding sources, **but it has not yet been activated.**

National Strategy for the Social Economy

The promotion of the Social and Solidarity Economy is a priority for the state and therefore a specific National Strategy with a vision has been developed:

"...the National Strategy supports the consolidation and development of the Social Economy in order to make it a dynamic space for the design and implementation, in a participatory way, of active policies that offer solutions to intractable social problems, involving the social groups directly concerned..."



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The **key principles** on which it is based are:

- The participatory design of the Strategy
- Inclusivity of groups, issues and approaches in order to meet needs at the social level in an inclusive way
- The need to strengthen the resilience of the social economy
- The value of the social economy as a proactive policy tool for solving social problems, responding to end stakeholders and beneficiaries in the most direct way
- The integration of the triptych: green-digital-society

The Greek Action Plan for the development of the social economy therefore proposes 5 strategic objectives, which are presented in the table below:

Strategic Objectives of the National Strategy	
1	Updating the Institutional/Regulatory Framework
2	Development of targeted Financial Instruments
3	Capacity building
4	Strengthening Networking and Partnerships
5	Awareness and Communication

For each strategic objective, there are specific objectives which are broken down into specific actions, for which a detailed description is provided in order to further prepare them for approval and implementation by the competent authorities. These actions meet the criteria of relevance, appropriateness and coherence. All actions have an implementation horizon of the end of 2027.

Part III: Action Plan

Areas of Action

Through the workshops and in-depth needs assessment, we identified key challenges and opportunities within our community. This thorough examination allowed us to distill our findings into seven crucial categories as it is presented in Table.

Τομείς Δράσης	
Employment	Networking - Communication
Social Integration - Inclusion	Education
Environment	Awareness Raising
Infrastructure	

Each category encapsulates specific aspects vital to the holistic development of our town. The categorization process emerged as a valuable strategy to organize our insights and pave the way for targeted and effective interventions in line with our overarching goal. After voting, the areas selected for further analysis are:

1. **Employment**
2. **Social Integration and Inclusion**
3. **Networking - Communication in combination with Awareness Raising**

Strategic Objectives

A strategic objective in an action plan is a specific, measurable, achievable, relevant, and time-bound (SMART) goal that an organization or project aims to achieve within a defined period. It represents a significant outcome or result that aligns with the overall mission and vision of the organization. Strategic objectives provide clear direction and help guide decision-making, resource allocation, and activities to move the organization or project toward its desired state or impact. They serve as key milestones that contribute to the fulfillment of broader goals and are often linked to the organization's long-term strategy.

Following, the proposed strategic objectives and their analysis is presented. The analysis includes the definition of the involved teams, a set of proposed activities, the tools needed to implement them, and some activities that stood out and were considered as next steps.

1. Workforce Integration: Roma Communities and Rehabilitated or Recovering Individuals.

Workforce Integration: Roma Communities and Rehabilitated or Recovering Individuals	
Description	This objective aims to promote the integration of Roma communities and citizens in the process of rehabilitation into the local workforce. The emphasis is on creating inclusive employment opportunities and overcoming barriers to employment for these groups.
Involved Teams	<ul style="list-style-type: none"> - Local Social Organizations - Prevention and Rehabilitation Centres - Roma Community Organisations - Community Centre of the Municipality of Katerini with a Roma annex



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	<ul style="list-style-type: none">- Public Employment Services - DYPA- Public Services and Local Municipality- Educational Institutions - Schools- Local Businesses- Local Society
<p>Proposed Activities</p>	<ul style="list-style-type: none">- Training and education programmes<ul style="list-style-type: none">➤ Strengthening the skills of vulnerable populations (Roma, rehabilitation)➤ Development of personalized programmes to improve skills- Supervision and mentoring system<ul style="list-style-type: none">➤ Monitoring the success of integration initiatives in employment➤ Establishment of counseling programmes for the target group- Integration and inclusion policies<ul style="list-style-type: none">➤ Incentives for enterprises to recruit people from the target group➤ Provide incentives for target groups to find permanent employment (instead of passive employment policies through benefits)- Partnerships for the integration of the workforce.<ul style="list-style-type: none">➤ Partnerships with social economy actors and local businesses to facilitate job matching- Awareness-raising campaigns<ul style="list-style-type: none">➤ To reduce stigma and discrimination associated with the target group➤ To promote the benefits of inclusion of the target group- Networking events<ul style="list-style-type: none">➤ Connecting people from the target group or their



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	<p>representatives with potential employers</p> <ul style="list-style-type: none">- Information/educational material<ul style="list-style-type: none">➤ For employers and colleagues alike to promote an inclusive culture in the workplace- Online platforms for resource recording<ul style="list-style-type: none">➤ Creation of a database of employment opportunities suitable for recovered or recovering persons
Practical Tools	<ul style="list-style-type: none">- Subsidized employment programs- Mentoring and counseling programs- Mental health professionals- Digital Tools, databases- Social media, mass media- Seminars, workshops, events
Next Steps	<ol style="list-style-type: none">1. Training and education programmes to enhance skills2. Awareness-raising campaigns for target groups3. Networking events to bring the target group into contact with both civil society and potential employers.
Relevant areas of action	<ul style="list-style-type: none">- Employment- Social Integration - Inclusion- Awareness Raising- Education



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2. Integration of Unemployed People of Low Educational and Economic Level

Integration of Unemployed People of Low Educational and Economic Level	
Description	This objective centers on facilitating the integration of individuals facing unemployment with limited educational and economic resources. The aim is to overcome barriers by providing targeted support for skill enhancement and employment opportunities.
Involved Teams	<ul style="list-style-type: none"> - Local Social Organizations - Public Employment Services - DYPA - Public Services and Local Municipality - Educational Institutions - Schools - Local Businesses - Local Society
Proposed Activities	<ul style="list-style-type: none"> - Training and education programmes <ul style="list-style-type: none"> ➤ Development of personalized programmes to improve skills ➤ Workshops or online courses targeted at specific sectors for entry-level jobs - Supervision and mentoring system <ul style="list-style-type: none"> ➤ Monitoring the success of integration initiatives in employment ➤ Creation of mentoring initiatives linking unemployed people with experienced professionals



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	<ul style="list-style-type: none">- Integration and inclusion policies<ul style="list-style-type: none">➤ Incentives for enterprises to recruit people from the target group➤ Provide incentives for target groups to find permanent employment (instead of passive employment policies through benefits)- Partnerships for the integration of the workforce.<ul style="list-style-type: none">➤ Partnerships with social economy actors and local businesses to facilitate job matching- Online platforms for resource recording<ul style="list-style-type: none">➤ Creation of a database listing the jobs available for people with a low level of education
Practical Tools	<ul style="list-style-type: none">- Subsidized employment programs- Mentoring and counseling programs- Training platforms, Seminars- Digital Tools, databases
Next Steps	<ol style="list-style-type: none">1. Creation of a network of psychological and material support2. Support for work and opportunities arising from local community development.3. Training and education programmes to enhance skills
Relevant areas of action	<ul style="list-style-type: none">- Employment- Social Integration - Inclusion- Education



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3. Independent Living for Single Parents

Independent Living for Single Parents	
Description	This objective is dedicated to empowering single parents, focusing on fostering independent living. Recognizing the challenges faced by single parents, especially those related to economic stability and social support, the aim is to develop initiatives that enhance their self-sufficiency. Programs will encompass skill-building opportunities, access to employment, and support networks. By fostering a sense of independence, the objective seeks to positively impact the overall well-being of single parents, leading to improved economic prospects and a more resilient community.
Involved Teams	<ul style="list-style-type: none"> - Educational institutions - Schools - Local Social Organizations - Public Services and Local Municipality - Local Businesses
Proposed	<ul style="list-style-type: none"> - Training and education programmes <ul style="list-style-type: none"> ➤ Development of personalized programmes to improve skills - Online platforms for resource recording <ul style="list-style-type: none"> ➤ Providing platforms for networking and mutual support between single-parent families - Partnerships for the integration of the workforce. <ul style="list-style-type: none"> ➤ Partnerships with social economy actors and local businesses to facilitate job matching - Networking events



<p>Activities</p>	<ul style="list-style-type: none"> ➤ Connecting people in the target group or their representatives with potential employers - Integration and inclusion policies <ul style="list-style-type: none"> ➤ Incentives for enterprises to recruit people from the target group ➤ Provide incentives for target groups to find permanent employment (instead of passive employment policies through benefits) ➤ Working with community support centers offering counseling, financial assistance and resources for single parents ➤ Explore and promote government social programs that provide housing support, child care assistance and financial assistance to single parents
<p>Practical Tools</p>	<ul style="list-style-type: none"> - Subsidized employment programmes (as regards businesses) - Guidance and counseling programmes - Training platforms, seminars - Digital tools, social networks, networking events
<p>Next Steps</p>	<ol style="list-style-type: none"> 1. Long-term empowerment through psychological support with group and individual sessions that require the synergy of the respective institutions. The main aim is to change attitudes and culture on the issue of active and passive work 2. Training - participation in programs aimed at specialising them and ultimately achieving their promotion to employment. 3. Cooperation with the Hellenic Labour Employment Agency (DYPA) 4. Creation of a social media page and awareness-raising



	for the participation of single-parent families.
Relevant areas of action	<ul style="list-style-type: none"> - Employment - Social Integration - Inclusion - Education

4. Awareness of Social Economy and its Dynamics

Independent Living for Single Parents	
Description	This objective centers on fostering understanding and knowledge about the concept of social economy and its dynamic impact on communities. The aim is to raise awareness among various stakeholders, including citizens, businesses, and local authorities, about the principles and benefits of social economy initiatives. Through targeted educational programs, informational campaigns, and collaborative events, the objective seeks to demystify the workings of the social economy. By enhancing awareness, the community is empowered to actively engage in and support social economy endeavors, contributing to the creation of a more inclusive and sustainable local economic landscape.
Involved Teams	<ul style="list-style-type: none"> - Public Services and Local Municipality - Local society - Local media
	<ul style="list-style-type: none"> - Online platforms for resource recording <ul style="list-style-type: none"> ➤ Common electronic database for social economy actors ➤ Common electronic database for local media



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<p>Proposed Activities</p>	<ul style="list-style-type: none"> - Awareness-raising campaigns <ul style="list-style-type: none"> ➤ Organizing workshops and webinars to provide in-depth knowledge on the social economy ➤ Events hosting exhibitions or fairs focusing on the social economy ➤ Establishment of local information points on programmes and opportunities for funding and participation in social economy-related activities - Networking events <ul style="list-style-type: none"> ➤ Creating online and offline forums for networking between people interested in the social economy - Creation of Information Material <ul style="list-style-type: none"> ➤ Creation of information material on the social economy
<p>Practical Tools</p>	<ul style="list-style-type: none"> - Media - Websites and social networks - Promotional and networking events - Leaflets, posters, digital material promoting the social economy
<p>Next Steps</p>	<ol style="list-style-type: none"> 1. Creation of a common electronic database of social economy actors and the services or products they offer 2. Involvement of the municipality and local bodies, educational associations, etc. in promoting the concept of the social economy 3. Creation of relevant information material
<p>Relevant areas of action</p>	<ul style="list-style-type: none"> - Awareness-raising - Networking - Communication - Education