



Municipality of
Pilea - Hortiatis

Social entrepreneurship as an avenue for active participation of women in the Municipality of Pilea-Hortiatis

Dear friends and fellow citizens,

As most you know, the municipalities of our country from 2010 with the 'Kallikrates' assumed a greater role that are related even with macroeconomics sizes, such as the local economic development and employment. At the same time, they took responsibility of more complicated issues such as social care, solidarity and cohesion, equality of women, etc. The legal entity "Center of Social Protection, Solidarity and Education - KE.K.P.A.P of Municipality Pilea Hortiatis "to which I am Chairman of the Administrative Council, oper-

ates the above objectives by developing various initiatives and actions.

One of these relates to our participation in the European program "Lifelong Learning - entitled" Social entrepreneurship as a women way to the active citizenship-SEWAC "with subject the methodology exchanges and good practices for Women Social Entrepreneurship local communities ,participating bodies from 5 European countries: Inncrea-Poland, Fundatia Ronald S. Lauder- Romania, Promozione Donna-Italy Visuomenes Pazangos Institutas-Lithuania.

With our involvement in SEWAC program given the opportunity to learn in depth the concepts of social econ-

omy, to realize the dynamics in the crisis and discover the remarkable work that is carried out in our city but also in our country in this area.

Highlights of your experience above we submit to this newsletter as a theme dedicated to Social Economy and Entrepreneurship. Concepts are certainly not a panacea, however, constitute a remarkable route, which has been demonstrated by our especially developed Western economies on the planet, can greatly soften the effect of the economic crisis on the places where they expressed while strengthening at the same time social cohesion.

At a time-period when the economic crisis is affecting all the members of our society and more women municipal authority of the municipality of Pilea - Hortiatis and the Administrative Council of KE.K.P.A.P, we are trying to act consistently and to discover new ways of active participation of our citizens taking advantage of every opportunity to stimulate employment and local entrepreneurship.

Niki Zotou
Rep. Director
Chairman of the Board KE.K.P.A.P.



Photo from the meeting of the transnational partners SEWAC program held in July in Pylea.

Lifelong learning—Program Grundtvig “Social entrepreneurship as a women way to the active”

The content of program relates to information and motivate women from five cooperating European bodies of (Greece, Italy, Poland, Romania, Lithuania) by projecting a more active approach towards life, which may include social economy initiatives, thus supporting local economies in the regions that living and growing.

Objectives: The main objectives of the program as applicable to all transnational partners are:

- The acquaintance and the investigation of social entrepreneurship with the models can develop each participating country on the basis of socio-institutional framework.
- The creation and exchange of "good practices" for women's participation in the creation of social enterprises.
- Promoting social entrepreneurship as a way of innovation, re-

sourcefulness and opportunity to face the social and environmental challenges experienced by women on the basis of the particular circumstances of each country.

Frame of Action: Basic approach for the implementation of the program is to strengthen the knowledge about social entrepreneurship in the participating countries.

The transnational meetings of partners in combination with the implementation of a joint training program in each country, contributed to develop a common understanding for Social Economy and Social Entrepreneurship to all transnational partners. It is worth mentioning that in this frame developed cooperation groups with different culture, presented and exchanged good practices from each country, achieving a considerable

degree of convergence in shaping common framework for action.

Initially, the partners worked on topics of a more procedural, sought the concepts and framework of Social Entrepreneurship, explored best practices from each country. Then they opened their local communities with information campaigns and inclusion in educational workshops for women who have registered. In our municipality involved 12 women with long-term unemployment. There they had the opportunity to learn and discuss with distinguished scientists and representatives of important institutions of Social Economy and Entrepreneurship of the city, as we will see below.

Maria Chnitidou
Head of the SEWAC Programme of KEKPAP of Pilea-Hortiatis Municipality



LLP Grundtvig
PARTNERSHIP PROJECT



Interview with Maria Karkowska the Head of the European Transnational Programme SEWAC



1. How does the SEWAC programme help the local communities in all countries where it is implemented?

Social Economy can be shortly described as entrepreneurship for the profit of the members of the community. It provides a lot of products and services, as well as job opportunities. It is also tightly connected with the needs of the local society and because of that very often can respond to those needs better than the programmes of wider scope. The "SEWAC - Social entrepreneurship as a women way to the active citizenship" project wants to promote this kind of activities. Moreover, as the representative of the project partnership I would like to stress that we have recognized the resourcefulness that is in women and that can contribute to the good of the communities, if used well. Such insight made us realize the project, which promotes involvement of women in social entrepreneurship. We composed the database of good practices of women who already do so, including blog posts, conducted 6 international seminars in the partner countries to share ideas about social initiatives of women and implemented local trainings to motivate women to action.

2. The content of the program can be associated with other areas of development and employment; for example: culture, environment, social cohesion?

The general aim of the SEWAC project is to show women the active approach towards life through involvement in social entrepreneurship. This means the social inclusion of women who are unemployed, disabled, discriminated or look for a rewarding job opportunity to improve their living conditions. On the other hand, it means also an option for women to get involved in the social ac-

tivities in their free time, to spend it for the good of other people. In both cases, not only the women themselves benefit from the activities within social economy, but also other members of the community and the environment. Work for the good of the community contributes to the social cohesion.

3. Can the SEWAC programme produce good practices that share knowledge in each participating country?

Certainly yes! The first opportunity is our SEWAC Database of good practices. It is a collection of 22 good practices of (mostly) third sector organizations supporting women's entrepreneurship or based on the involvement of women in different social activities. It has a common structure, with the description in English and contact details or at least links to the organizations' websites. The Database is published on the project's website: women-social-economy.eu/. Other opportunity is available by joining our Facebook page: www.facebook.com/women.social.economy. We publish there some information about the project's activities, but also many examples of social economy initiatives in the partner countries and beyond. Finally, great opportunities to share and draw from the good practices have been the international events connected with the partners meetings. In those events took part project participants from all partner countries who had many chances to meet and discuss with the women involved in social activities in their local societies. They were always very inspiring!

4. How could the program be continued after the end of it?

I think the partners recognized that such activities are of interest and use for women in their surroundings and in their institutions can continue the trainings, coaching, advisory activities and/or study visits. We could observe a great potential in women who took part in the trainings, where it was stimulated. We are also

aware of the fact that social economy is in the European Union agenda and will try to promote it further, maybe also with different target groups and maybe by the European projects. It is also worth mentioning that the project's website and Facebook page will remain living for at least two years after the project's life time, so we encourage everyone to join the network of interest, as well as to contact us.

5. How do you see the perspective of the Social Economy of all the parts of E.U. in the near future?

As we have found out during the two years of the SEWAC project life cycle, there are many examples of well prospering social enterprises in our countries, but still there is much more to do to promote social economy and to facilitate its growth by the structural solutions of the EU states! Social economy raises many good associations in people's minds because of its good objectives and results. Individuals can identify with the goals of certain organizations and support them simply by becoming their customers.



Bigger awareness among general public would be very helpful for the organizations and individuals. For example, not many people are convinced that the third sector could be an alternative for the unemployed. But also sharing good practices between organizations, including international exchange of experiences, could be very stimulating. Let's spread the news about the good!

Maria Karkowska – Project Manager

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Social entrepreneurship as a women way to the active citizenship (S.E.W.A.C.)
<http://women-social-economy.eu/>

Educational workshop of women in Asvestochori on the subject of the Social Entrepreneurship

The public entities Center of Social Protection, Solidarity and Education Pilea - Hortiatis, under the European SEWAC organized a three-day training workshop on Social Economy and Entrepreneurship in Asvestochori.

The purpose of this action was to provide basic knowledge about the social economy and entrepreneurship as well as encouraging the creation of Social Cooperative Business in the Municipality.

The aim of the training was to create new jobs through the development of the institution of Social Entrepreneurship, active participation and female employment through new socially innovative business tools such as Social Cooperative Enterprises.

The profile of women who participated in educational activities were:

- Long-term unemployed women (who had a job in the past but lost it due to the economic crisis) aged between 33-54 years
- With minor and adult children
- With good health, low income, moderate standard of living
- Graduates of secondary and higher education

The workshop gave their knowledge, discussed and advised the trainees distinguished scientists and representatives of important institutions of Social Economy of the city. The topics of the training action by the rapporteur were:

Mr. Konstantinos Poseidon, Scientific Director of the Professional Chamber of Thessaloniki, on "The Establishment and Operation of Social En-

terprise".

Ms. Cornelia Lianou Economist, Director of the Entrepreneurship Support Center of Employment and Entrepreneurship of Women "Ergani", on "Social Enterprise in Greece."

Dr. Mr. Constantinos Nicolaou, Environmentalist, Chairman the Cc. Cooperative "Life Coop», on "The Social Solidarity Economy".

Dr. Mr. Athanasios Belidis, Economist, Professor, ATEI - Technical Advisor Network Koin.S.Ep. Central Macedonia, on "The Yes and Non Social Enterprises".



The trainees with the rapporteurs Mr. D. Michaelides and Ms. Stella Gkoudinoglou.

Mr. Demetris Michaelides Scientific Director of Rural Development and Social Entrepreneurship and Technical Advisor Network Koin.S.Ep. Central Macedonia, on "Social Enterprises and Social Cooperatives - Building Effective Group".

Ms. Stella Gkoudinoglou President Social Cooperative Business "Mygdonia" and Coordinator of the Network S.Coop.B. Central Macedonia,

on "Presentation of the Social Enterprise 'Mygdonia' and data from the network Social Cooperative Business ,Central Macedonia: VICTORY FARM, the SPEIRAS EARTH, of peace, PIERION MUSES, the Mainalon, EVZEIN, DOT2DOT, CREATIONS, GREEN STAGES, TEA Olympus, INZEN etc. ".In the frame of the educational action held a visit to the Social Cooperative Grocery "Life Coop» and took the information about the foundation and the first year of operation by Dr. Anthony Karageorgiou. Among those were heard the following important points were identified: The Social Cooperative Companies - S.Coop.B. They are hybrid scheme that tries to exploit the best elements of the economic systems of the Private Economic and Social Economy. These are structures that operate internally with the principles of the Social Economy and externally prevailing the frame of the Private Economy without commercial properties of S.Coop.B. influence, even a little, the members.

The values of Social economy is of: self-help, self-responsibility, democracy, equality, justice and solidarity. The Social Solidarity Economy -SSO prevailing ethical values of honesty, openness, social responsibility and caring for others.

The basic principles of SSE are: voluntary and open participation, democratic control of the members, member economic participation, autonomy and independence, education, information, cooperation among cooperatives and concern for the local community.

The SEWAC and the Social Cooperative Entrepreneur "Mygdonia"

The Koin.S.Ep. Mygdonia participated in SEWAC program in the role of consultative support for organizing the seminar and also with the presentation of their enterprise both in the educational workshop and also in the meeting of the transnational partners in Pilea Thessaloniki.

This action of S.Coop.B. presented by the Chairman Ms Stella Gkoudinoglou who is also the coordinator of the Network S.Coop. .B. Central Macedonia and member of the Board Mr. Androcles Giatsoglou. Specifically they reported that Mygdonia created to tackle unemployment among members. It began with 5 members in 20`and today has 9 members: 5 women and 4 men aged 32-65 years. As declared by the members of Mygdonia original purpose was to create

fairly, democratically, based on principles of equality, solidarity and good cooperation. Cultivate Greek herbs and promote to the market after processing and manufacturing in homemade herbs functional cosmetics, various beverages and herbs functional foods.

Their aim is to pursue collective benefit and serve more general social interests, contributing to economic growth through job creation, education and empowerment of rural development. Apply regularly consulting the members of the Corporation with the aim to construct an effective team and to understand deeper concepts of the Social Economy.

The Mygdonia distributes in Greece, especially in the markets of Thessaloniki and Athens also it participates in thematic exhibitions.

This time-period is preparing to distribute and tourism market with new products.

Also along with others institutions preparing to create a multiplex with herb garden , Laboratories, Centre for Lifelong Learning , Economic efficiency, etc.



Mr. Giatsoglou presents Social Cooperative Entrepreneurship Mygdonia at partners



Visit the Women's Agricultural Cooperative "Saint Anthony"

At the meeting of the transnational partners Pilea-Hortiatis included visiting and acquaintance with operators that develop collective feminine and social entrepreneurship as examples of good practice in our country. So a visit and tour held at the workshops and guest rooms of the "Women's Agricultural Cooperative St. Anthony" in Vasilika, Thessaloniki. During the tour, the Public Relations Manager Ms. Athanasia Karamalis informed visitors about the activities of the cooperative started in 1997 with an upward trend until today, providing employment today to 16 women members. The main activity of the cooperative is the manufacture and marketing of traditional kitchen products, mainly Pontian.

The partnership is the first of the country, which was officially founded in the summer of 1999, from twenty-five women. Their effort was supported by the program of Young person of free Professionals that materialized from the ORGANIZATION FOR THE OCCUPATION (OAED) in the frame of Community Initiative "Employment" subject NOW.

Also based -advisory - with training from the development company "EAST", the Ministry of Agriculture, the American Farm School and the KE.THI.

Women visited the place that was changed into a laboratory and there women, based on their experience in the manufacture of pasta, cooked in the fireplace with traditional handmade pie sheets (Perec as they are called), ivristo and syron (Pontian delicacies), pastas (makarina, noo-

dles and frumenty), sweets (wild fig, pumpkin, orange, cherry, quince, grape, carrot) and jams (strawberry, apricot, plum, orange, carrot and peach. The sheet of the pie is made of hard flour, salt and water, containing no preservatives, and can maintain about a year. All the cooperative products are handmade and made with fresh ingredients. The daily production is around 300-600 leaves, while the winter months because of the high demand for their products, women work a double shift. As part of the Integrated Rural Development Programmes

relocation and modernization of the unit of production and marketing of traditional products of the women's cooperative St. Anthony.

The products of the cooperative are available in shops with traditional products, as well as in bread stations in Thessaloniki, northern Greece (Kilkis, Kozani, Ptolemaida, Serres, Kavala), Chalkidiki and Athens (Syntagma, Kallithea etc.).

Last year the cooperative of Sant Antony also provides catering services for events, conferences, weddings etc.



Mrs Karamalis informs for the action of female rural cooperative "St. Anthony" to the SEWAC workshop transnational partners

Visit the Social Cooperative Grocery "Bios Coop"

The Social Cooperative Grocery "Life Coop" visited both women trainees of the municipality and the transnational partners as observation of a good practice of the Social Solidarity Economy.

The presentation of the action incurred by the cooperative members, Mr. A. Karagiorgas and Mr. A. Chatzinikolaou.

As they reported "Life Coop" is the first non-profit cooperative grocery store in Thessaloniki started its operation on 11.30.2013. It numbers about 420 members facing cooperative issues under both its double nature of (social and economic) and the international cooperative values of social solidarity economy and direct democracy. It occupies seven employees who are also members of the cooperative. It works with direct democracy way:

- General Meetings (three per year)
- Open Board meetings (every week)

- Thematic working groups (18)
- Alternation of roles Board (every two years)

The items are sold in the grocery are supplied directly from producers and cooperatives. Subject of the thematic working groups in continuous monitoring and rigorous evaluation of the quality of products that do not contain prohibited chemical additives, microbiological substances, mutant, outdated, inappropriate and unsafe substances to health and the environment. In this frame it Collaborates with research institutions of higher education of the country, such as: International University of Greece, ATEI Thessaloniki, Ioannina University, Maastricht University (Netherlands).

Economic activity of "Bios Coop" is rising, particular in 2015 in the first six months of operation rise its turnover of 25%. -



Photo of the tour of the SEWAC partners from Ms. Chatzinikolaou