



RISE

RESILIENCE AND INNOVATION THROUGH
STRENGTHENED ENTREPRENEURSHIP

Social Enterprises Good Practices:

Successful Stories of Social Enterprises
Overcoming Economic and Health Crisis



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



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Introduction

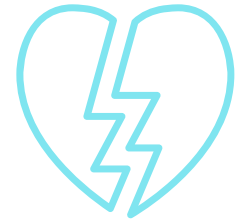
Social Enterprises' Good Practices Story Book



The RISE project aims to increase economic resilience and employment opportunities for vulnerable groups in Morocco and Tunisia by improving institutional, technical, social and economic conditions for innovative entrepreneurial activity, inclusive growth and job creation. The project provided tailored employment-related capacity development and entrepreneurial programmes, promoted networks and dialogue among actors of the business ecosystem, supported entrepreneurial activity and built capacities of MSMEs to enable income generation and job creation.

Micro-, small- and medium-sized enterprises (MSMEs) and social enterprises (SEs) play a vital role in local-level economic development. However, challenges to starting and maintaining a business include complicated and expensive legal and administrative requirements, lack of access to finance and effective support, and more recently issues caused by the COVID-19 pandemic.

This book wants to collect good practices and successful and inspiring stories from SEs in the 3 target countries: Tunisia, Morocco and Italy.



BRUTAL BREAKUP

Which can interrupt the present or future operations of the structure.



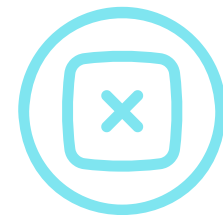
EFFECTS ON INDIVIDUALS AND COMMUNITIES

At physical, psychological and/or existential level.



CLIMATE OF UNCERTAINTY

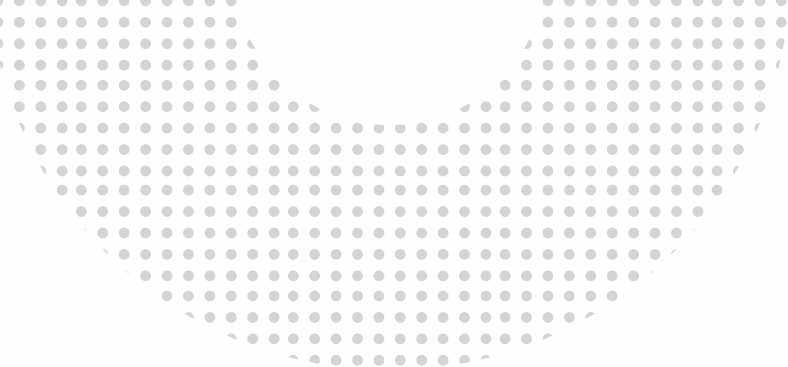
As for the course of events and the consequences of decisions.



INADEQUATE EXISTING REGULATORY TOOLS

Competent organizations fail to restore a normal situation.

Main
characteristics
of a crisis
period



Balance between social and economic logic to maintain the company

Agility

Strengthening bonds with people

Human capital

THE SUCCESS FACTORS FOR SOCIAL ENTERPRISES IN A CRISIS CONTEXT

Glocalisation

Think global and act local

Networks

Be connected to different networks of actors



Tunisia-based Social Enterprises

Agritable

Atelier Glibett

Izoguern

Foodealz

PtitaPtit



Agritable

Founded in 2019

3 employees

Online platform for direct sales of fruits and vegetables. The products come directly from the farms of the producers partners to the consumers. Agritable is the only platform offering to the customer product traceability, and also to defend the principles of fair-trade.

“Our main challenge is visibility and access to finance”

Hajer Siala

Impact

By working on access to market for small farmers, they are now helping more than 30 producers to improve their income. Moreover, they are engaged in raising awareness of good agricultural practices that preserve health and environment.



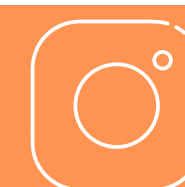
Their answer to the economic and health crisis

Covid -19 positively affected Agritable's turnover. Their presence online allows, during the lockdown, to acquire new customers.

Tip box

We advise young people to follow an incubation cycle with a social incubator which allows them to put ideas in place and really assess the accuracy of the project and perhaps even make it evolve towards more impact and profitability.

On the web



Atelier Glibett

Founded in 2017

6 employees

Design studio specialized in illustration, educational comics, editorial design, artistic direction, branding & packaging. Part of the creative and cultural industry, they use the power of illustrations to address identity issues and raise awareness on the country values.

“We hope to expand internationally, and diversify our offer with additional services such as video animation”

Zeineb Ben Haouala

Impact

With an interactive and collaborative community of illustrators, they enhance the international competitiveness of this sector. Engaged in promoting illustration in all its dimensions as a marketing tool and artistic discipline. Highlighting Tunisian cultural heritage through illustration by giving evidence to the intrinsic specificities of the country and its inhabitants.



Their answer to the economic and health crisis

Patience, understanding and kindness are the keys. Remote working affected the creative process and the lack of visibility create a feeling of anxiety on the entire team. To maintain the motivation and the sense of belonging they gave priority to the dialogue allowing everyone to express their fears in relation to the situation. They focused on the implementation of future projects with new goals to achieve.

Tip box

Before deciding to launch your own social enterprise, first check if it is possible to join an initiative that exists and which certainly needs a contribution as strong as yours to evolve.

On the web



Izoguern

Founded in 2018

4 employees

Social Enterprise that combines the tradition methods of a small Berber village from the south of Tunisia for the production of dates products, with quality and innovation. The main idea is to deliver these products and their benefits for health all over the world.

“What we experienced with Covid-19 will be a standard in the future: climate crisis and global warming are just an example that will affect our business. Logistic and value chain will be huge challenges”

Zied Boufaden

Impact

They've been able to valorize a traditional product, like dates, and adapt it to the needs of the modern “cuisine”. This by supporting the small Berber village of Douriet and create a new market to sell these products online.



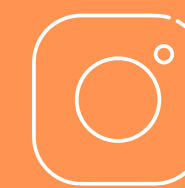
Their answer to the economic and health crisis

1st step: understand and assess your business and be able to control the cost. 2nd step: know your products and services and the need of the market. 3rd: benefit from the online market. 4th: invest in capacity building and revise the operational and business model of the enterprise.

Tip box

Be agile, have an idea but always be able to readapt and revise it.

On the web



Foodealz

Founded in 2020

3 employees

Anti-Waste app that offers discounts of up to 70% on surplus unsold food products. How it works? Discover unsold dishes nearby, choose what you like and generate your coupon to buy your meal.

"We aim to start working with supermarket.
It's where we have the biggest waste"

Rim Elfahem

Impact

They create an anti-waste movement with:

- 2.500 meals and products saved
- 2.000 Kg CO2 emissions captured
- 12.000 Foodealz community members



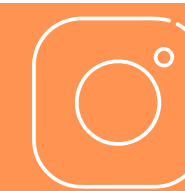
Their answer to the economic and health crisis

They started working with restaurants, one month before Covid began and, despite the challenges, they've been able to change their strategy by involving also groceries and pastry shop.

Tip box

Build your community and try to have an impact together!

On the web



Ptitaptit

Founded in 2022

1 employee

Online platform for sharing children's items between individuals. Their offer: home delivery, visibility and sale; offer and purchase; and quality control with a social and eco-friendly approach following the circular economy principle.

"My initial idea was just to rent toys, thanks to TCSE I developed a business plan and I gave a better direction to my business" **Dhouha Bel Hadj Yahia**

Impact

Ecological solution that allows waste reduction and parents to earn money and gain purchasing power. 100 articles sold means 100 items saved from the trash and 100 children satisfied at a lower cost. This has a social impact by changing purchasing habits and learning to be more responsible.



Their answer to the economic and health crisis

With the pandemic crisis, consumers lost purchasing power. This new start up, understood the need of the society and gave their answer with an innovative and ecological solution.

Tip box

Look for the support of incubator, partners and a good network to give the right direction to your idea and gain more self-confidence.

On the web



Morocco-based Social Enterprises

Eduwave

Safe Eat (Mamiam)

With Oummey

PantoFit

Educall



Eduwave

Founded in 2021

3 employees

Ed-tech start-up using virtual and augmented reality technologies to help children better understand intuitive scientific concepts in a fun and immersive way through educational games, toys and fun extracurricular workshops.

"We reached our sustainability by producing products really needed by the market"

Zeroual Ayoub

Impact

Change the approach to scientific education with the use of technology and working with teachers by influencing as many as possible, because, they are the ones who will make the impact lasting over the next generations.

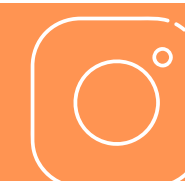


Their answer to the economic and health crisis

They have been able to change their business model by making the educational toys based on advanced reality usable by children and their parents at home.

Tip box

Be focused on the "product market fit"



Safe Eat (Mamiam)

Founded in 2017

4 employees

Home-made online social Moroccan catering directly prepared by super mamas, which combines quality of the dishes, service and attention to the customers. Together with the food service they offer a training program each year to future mama chef "Mama's Incub".

"Entrepreneurship allows me to learn, discover and explore while making a difference and having an impact."

Siham Meftahi

Impact

This social enterprise directly impacted the lives of 25 women heads of households in precarious situations by giving them a job. In 5 years with the opening of the 1st Moroccan social culinary atelier, they created a catering brand with a social goal.

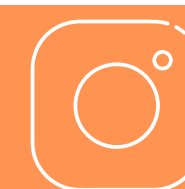


Their answer to the economic and health crisis

The pandemic crisis negatively affected the business. How to overcome challenging period? Their answer is ask for help of family members and partners; be more flexible; and engage employees, customers and stakeholders in the process.

Tip box

Do not wait for others, you have to start with the minimum and develop your idea, start from the basic and then move forward.



With Oummey

Founded in 2018

1 employee

A blog, workshops and products...3 tools for one goal: switch to a more eco-friendly life! Their mission is to facilitate the transition to a way of life more respectful of the planet and our health. In the blog you'll find informative content and sharing experiences; the practical workshops will drive you through a "green" daily life approach; and in the online shop you can buy natural and "green" hygiene products.

Online marketing as well as digital marketing tools are a real support for the activity and make it possible to impact a greater number of people" Oumaima Abba

Impact

The blog creates a community of more than 2000 people active around eco-responsible practices on a daily basis. More than 200 children, young people, adults and companies have become physically involved in learning eco-responsible practices and integrating them into their daily lives through the workshop. More than 800 people choose healthy and low-waste alternatives products on the online shop.



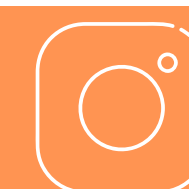
Their answer to the economic and health crisis

To overcome this challenging period the key is the digitalization. Digitalize as many services as possible and create close link with your targets via social networks. Diversify the sales channels, developing a strong network of selling partners and salespeople.

Tip box

Find your "why", the rest are details!

On the web



PantoFit

Founded in 2021

2 employees

Mobile application that allows fitness enthusiasts to train in a variety of gyms all over Morocco without time-bound commitment and with full flexibility following a pay on demand principle.

"Our mission is to improve the wellbeing of people"

Grina Badreddine

Impact

A new startup developed in response to the closure of gyms in Morocco, they reached 50 users so far.

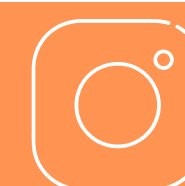


Their answer to the economic and health crisis

During the pandemic all gyms around Morocco have closed , therefore they developed a website for the online coaching.

Tip box

It's worth the effort!



Educall

Founded in 2015

5 employees

Social Enterprise that wants to assure good quality education to every children and youth in the country by involving all the education ecosystem in the process: parents, school, and civil society. They designed and tested several programs to tackle shortcoming in the education system targeting core scholastic, soft, and life skills.

"Creating an inclusive space where everyone is fulfilled and can evolve is our top priority"

Yassin Ettayal

Impact

Their programs impacted 3000+ children directly; trained 300+ teachers and educators on the EdTech and gamification approach. They also created a community composed of parents, children, and teachers to ensure everyone's fulfillment and developed +50 partnerships with other start-ups, NGOs, schools, institutions, and international organizations.



Their answer to the economic and health crisis

Covid-19 has been a challenge but also a motivation. Be a problem solver, an initiative and risk-taker always open to exploring new things and finding solutions: this is an important skill to develop. They try to find a way to ensure continuity to their work, support the community and don't leave the kids alone by creating the initiative: Learn from Home. None of this could have been possible without a strong network of proactive people and organizations and adaptability.

Tip box

Resilience is the key to reducing or ending the social problem you are addressing. Systemic change requires effort, time, and patience

On the web



Italy-based Social Enterprises

Better Social

Il Cappellaio Matto

Hyper Social Club

Impresa Sociale Magnani Pescia

Cooperativa Sociale La Fortezza Onlus



Better Social

Founded in 2020

3 employees

Inclusive digital agency, working with most fragile categories. This innovative company uses up-to-date techniques in management and offers digital services to companies that share their same ethical values.

**“We are solving a big humanity problem:
unemployment of people with disability”**

Lorenzo Pieraccini

Impact

Strongly engaged in the employment inclusion, in particular by creating job for people with disability previously trained within their programs; additionally they have raised awareness about their project for more than 700 nonprofit organizations.



Their answer to the economic and health crisis

Born during the pandemic answering to the need of digitalization of several organizations. This challenging time was for them a chance to expand, as digital business association. Doing a remote work with a huge demand, they were able not only to be sustainable, but also to provide tools to many companies to innovate their business with digital technology.

Tip box

**Strongly believe in your dreams.
Listen to yourself and people who love
you. Fight for your ideas. Study a lot.**

On the web



Il Cappellaio Matto

Founded in 2017

3 employees

Social Cooperative born in Pistoia from the passion of a group of people with heterogeneous experiences, linked by the common thread of children care. They provide innovative services for children with disabilities, accessible to more families in the area.

“We are a women company able to create and maintain a good balance between work and family commitments”

Francesca Pellegrini

Impact

They managed to create an innovative service in the field of early rehabilitation by offering intensive treatments to families in collaboration with local health authority. After the first three months of taking care of the children, the benefits of this work are already tangible, to date 25 children benefit from this initiative.



Their answer to the economic and health crisis

During the pandemic period, the need of care services increased, in fact the cooperative registered a peak of beneficiaries in 2020–2021. Their key to tackle challenging moments is never stop believing in the project, kept contact with the families they worked with by experimenting new remote working strategies and planning remote interviews with families, doctors and schools.

Tip box

If you have a dream, follow it and never stop believing in it

On the web



Hyper Social Club

Founded in 2021

2 employees

Social enterprise born to respond to an operational need of the leading company (Hyper Society Among Professionals s.r.l) to which it is connected. This “social branch” operates in the environment sector, in particular on water resources.

“Rediscover your own motivations that drive you to be enterprising”

Daniele Duccini

Impact

Meet the needs of customers in a sector that requires specialized skills by offering diversified and innovative solutions. Their key is invest in human resources through training staff thus generating work in response to a need, with special focus on the water resources sector.



Their answer to the economic and health crisis

Exploiting the limits created by the pandemic and investing in training during the lockdown period allowed them to develop the idea and create this social enterprise.

Tip box

Ask for help to make a good plan, update it and improve it

Impresa Sociale Magnani Pescia

Founded in 2018

9 employees

Starting from a family tradition since 1481, this Social Enterprise aims to preserve and hand down to future generations the ancient art of papermaking. They produce and sell unique quality paper products, by protecting world-renowned brand Enrico Magnani Pescia while creating economic and social value.

"Believe in your project, make products of the highest quality, try always to give your best"

Alessandro Magnani

Impact

Recover an ancient profession and create new professional figures from it. Give visibility, also through a dedicated museum, to the centuries-old tradition of the "Cartiera Magnani". Being able to take up the traditional handmade paper products and design new ones suitable for today's market.



Their answer to the economic and health crisis

As for many, Covid-19 had an impact on the company by slowing down activities, especially on teaching, demonstrations and everything that happened in person. In times of crisis, it's crucial not to take risky steps, think positively, reduce costs and waste and understand how to take advantage of the deadlock to reorganize and improve the company.

Tip box

Feeling different from others is not always a glitch, pursuing your idea without ever doubting that it is wrong. Only by trying, you will understand if it is a winning one.

On the web



Cooperativa Sociale La Fortezza Onlus

Founded in 2017

137 employees

The social cooperative La Fortezza Onlus aims to promote and support all the conditions that ensure a balanced and complete development of the human being in every environment through the principles of mutuality, solidarity and democracy.

"The watchword to increase socio-economic and cultural development of your community is to reorganize the relations between public institutions and third sector entities"
Claudio Paolacci

Impact

The impact of their work is linked to the protection of people, temporarily or permanently, in a difficult situation through promotion of social integration by operating in the sectors of social and health care, training, education, promotion of culture and protection of civil rights.

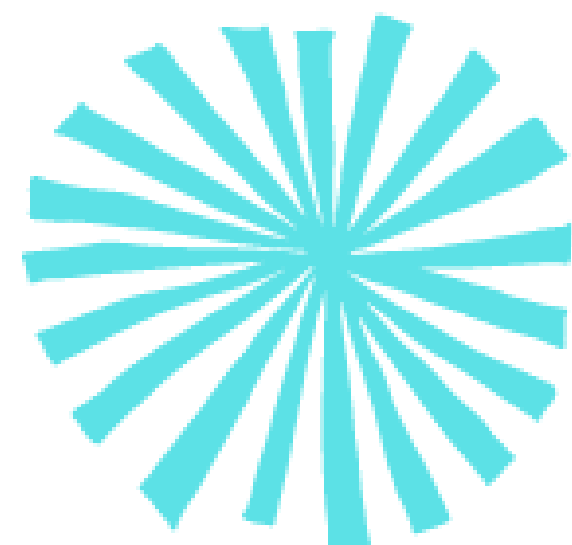


Their answer to the economic and health crisis

During the health emergency due to the spread of the Covid-19, the cooperative immediately took action to help the community and public institutions to ensure continuity of the services provided, trying to protect the health of users and of its workers. In particular, for the day centers for people with disability, replacement services were immediately activated both at home and in structures set up for this purpose.

Tip box

Co-programming and co-planning with public institution in relation to the needs of the community



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