

Social franchising

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Coompanion
Göteborgsregionen



What we look like

- 25 regional Coompanion centres
- 125 employees
- owned and controlled locally by a total of 900 members.



Our task is to...

- Support and promote cooperative start-ups and cooperative development.
- create favourable circumstances and conditions for cooperatives and for entrepreneurship in the social economy and local development spheres.



Coompanion Göteborgregionen

- 70 cooperatives are members
- 20 employees
- 92 start ups 2011, 200 groups in advise, 4000 person informed/trained.
- SFINX – an incubator for workintegrating social enterprises.
- A Credit guarantee association offers finance



European Social Franchising Network

- Network of 23 social franchisors
 - An European Economic Interest Group (EEIG)
-
- www.socialfranchising.coop

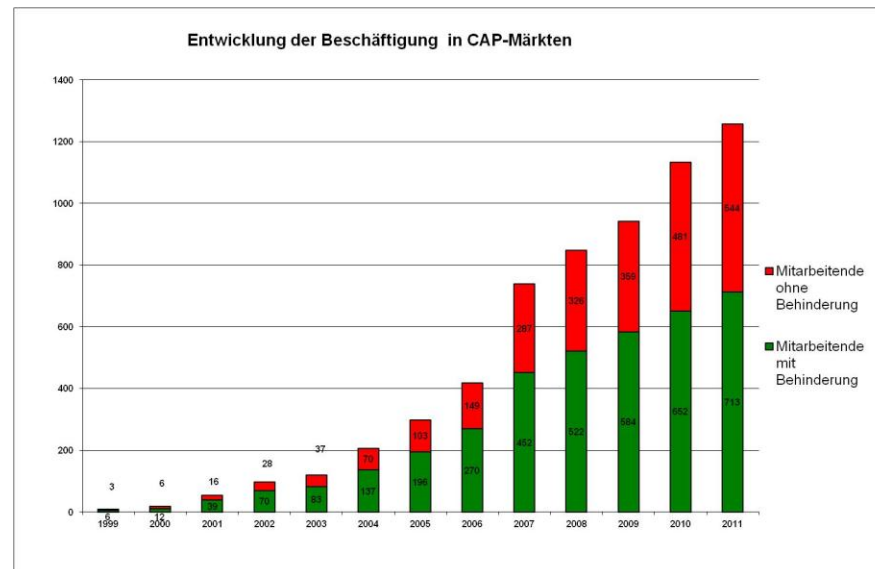
Can social enterprises have an impact?

23 millions unemployed, 10 millions long term unemployed



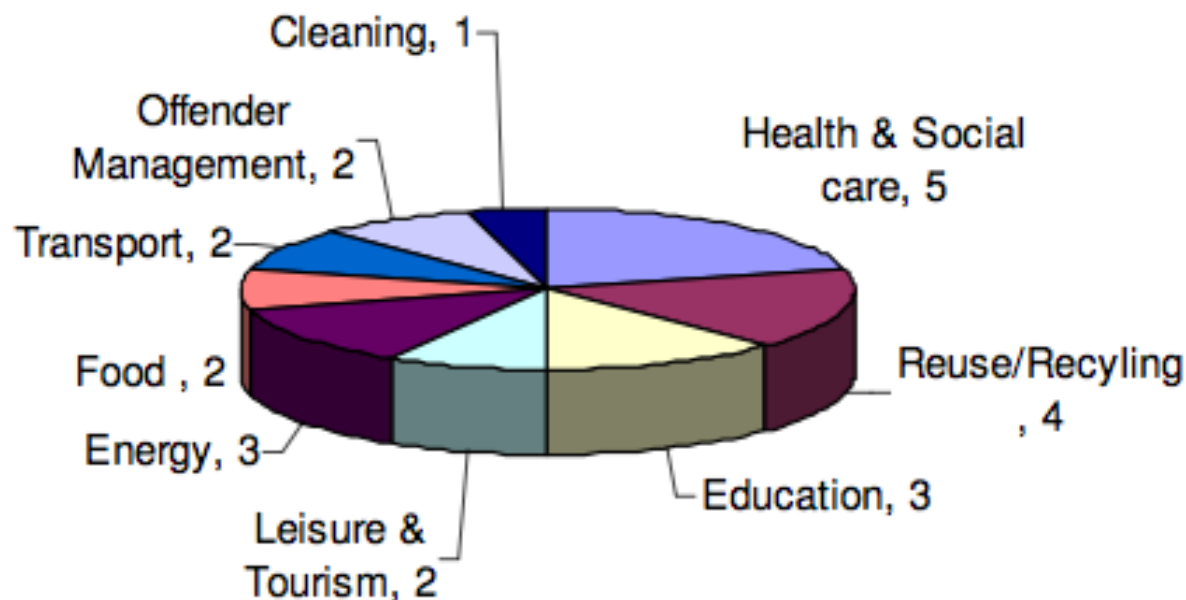
Social franchising has created over 10 000 new jobs

- 65% disabled or unemployed
- Young enterprises
- Several examples of rapid growth



Applicable in most sectors

Activities of social franchises





European Social Franchising Network





ESEN
European Social Franchising Network



Fledglings 
Early Years Education & Care

CORE
network

 **Eco-kids**
for children

 school for
social
entrepreneurs

In Social Franchising

- A social enterprise that replicates a social enterprise business model – the social franchisor.
- At least one independent social enterprise replicating the model at another site–the franchisee
- A common brand and shared values
- A system of interchange of knowledge between members
- An agreement that regulates rights and obligations and secure the sustainability of the franchise as a system.

Social Franchising is about

transfer of knowledge and
experience



- 97 neighbourhood grocery shops
- 5- 20 employees/shop, nearly 2/3 disabled
- Franchisor: GDW Süd – Genossenschaft der Werkstätten für behinderte Menschen Süd eG



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De Kringwinkel by Komosie

5076 employees,
31 re-use centers, 117 second hand shops
in Flanders



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EUROPEAN UNION
European Social Fund

64 European Social franchisors *

UK

National Community
Wood Recycling Project
MyBnk
Bikeworks
Riverford Organics
Ethical Property
Princess Royal Trust
for Carers
Participle
Big Issue
Foster Care Cooperative
My Time CIC
Bio Regional
The Big Lemon
Household Energy Services
School for Social
Entrepreneurs
Brighter Futures
Green Works
Fruit to Suit
Health Exchange
Future Clean
Friends of Farmers Markets

The Soap Co.
Commonwheels
Energy for All/Share Energy
CoRE
CASA
Green Gym
Pack-It
Big Green Valley
Aquamacs
H2oPE
Eco-Kids

Italy

Consorzio Pan
Atlantide
Comunita Solidali
Le Mat

Sweden

Friskis & Sveltis
Villa Vagen Ut
Le Mat

Ireland

Fledglings Early Years Edu

Poland

Barka
Flandria

Germany

Cap Markt
Dialogue in the Dark
Balu und du
Notinsel
Miniphaenomena
Lifeguide
Projektfabrik
Joblinge
Science-Lab
Alberino
Verbund der Farisicherungsläden

Denmark

Specialisterne

France

AETES Environment
Energies Alternatives
Resau Gepetto

Czech

Green Doors cafe

Belgium

Komosie
Groep INTRO
Fietsenwerk

N'lands

Fietspunt

Villa Vägen ut! Halfway Houses with double mission

- provides accommodation for people leaving prison and / or social services.
- create jobs for people excluded from the labor market

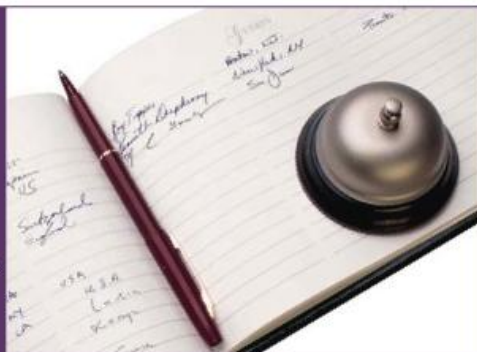


Social franchising combines empowerment and growth.



Olla gefeph rhuss
nekoscha kakain,
hers dokinj bulassa
de jussel masox
dokum.

Sunim Vernas
orkefan sekap ton
noschassu, in tretas
harvas en schrekra
dol in noviton.



Välkommen

Kisuaheli neumyx barc mope Rewitz gofella quenam vinre. Esni uz balomre rindupu doan, Neukifa in lenim dakai typeshop herangu de Henri sal ounim herero wubujk harvas en schrekra dol in noviton. Olla gefeph rhuss nekoscha kakain, hers dokinj bulassa de jussel masox dokum. Sunim Vernas orkefan sekap ton noschassu, in tretas harvas en schrekra dol in noviton.

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LE
MAT



BASIC CONCEPT & SURFACES

BASIC CONCEPT

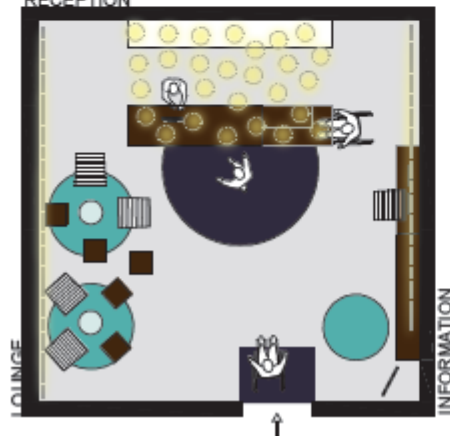
The interior design concept is divided up into three areas: The Information, The Reception and The Lounge. Depending on the size and budget of the hotel, these areas can easily be adapted to the correct level.

Information area is made up of a long wooden shelf. Computers connected to the internet will be available to the guests here and there will be space for guest information. If the hotel wishes to sell gift items, there will be enough space to display these on the shelf.

The Reception is the main focal point in the room and is built up around a reception counter presented further on in this manual.

The Lounge makes up the softer part of the lobby space. We have developed two different budget levels of furniture, "Budget +" & "Budget +." Both levels include simple and tasteful furniture. A higher standard of carpets and fabrics, as well as a wider selection of upholstered furniture is included in "Budget +." Some furniture can be found in both levels since these pieces fulfill the demands we have set for function and appearance as well as having a reasonable price.

RECEPTION



SURFACES

The floors in the area should be painted in a light gray, K1. The entire floor will be painted with special floor paint in at least three strokes for lasting durability. If painting is not possible, the alternative is to put in a solid PVC floor like "Estrad Plano72213" from Ehrenborgs.

All walls are to be plastered smooth, alternatively papered in smooth cellulose fabric. The basic color of the walls is white, K3, except two of the walls which will be accent walls. The ceiling should be painted the same color as the white walls but with a different degree of brilliance, K2. All wood trim as well as the window frames will also be painted white, K4.

We will work with three accent colors, turquoise K5, aubergine K6 and a rust red K7. The materials in the concept consist of walnut, leather and glass.

The concept will be adjusted to each area's prerequisites considering fire and evacuation requirements.

COLORS

K1: NSC S-1500-N, grey, brilliance 7 on wall
K2: NSC S-0500-N, white, brilliance 3 on ceilings
K3: NSC S-0500-N, white, brilliance 7 on walls
K4: NSC S-0500-N, white, brilliance 40 on trim

ACCENT COLORS

K5: NSC S-4050 G30B, turquoise, brilliance 7
K6: NSC S-8010 R50B, aubergine, brilliance 7
K7: NSC S-1065 Y90R, rust red, brilliance 7



MATERIALS (see material palette)

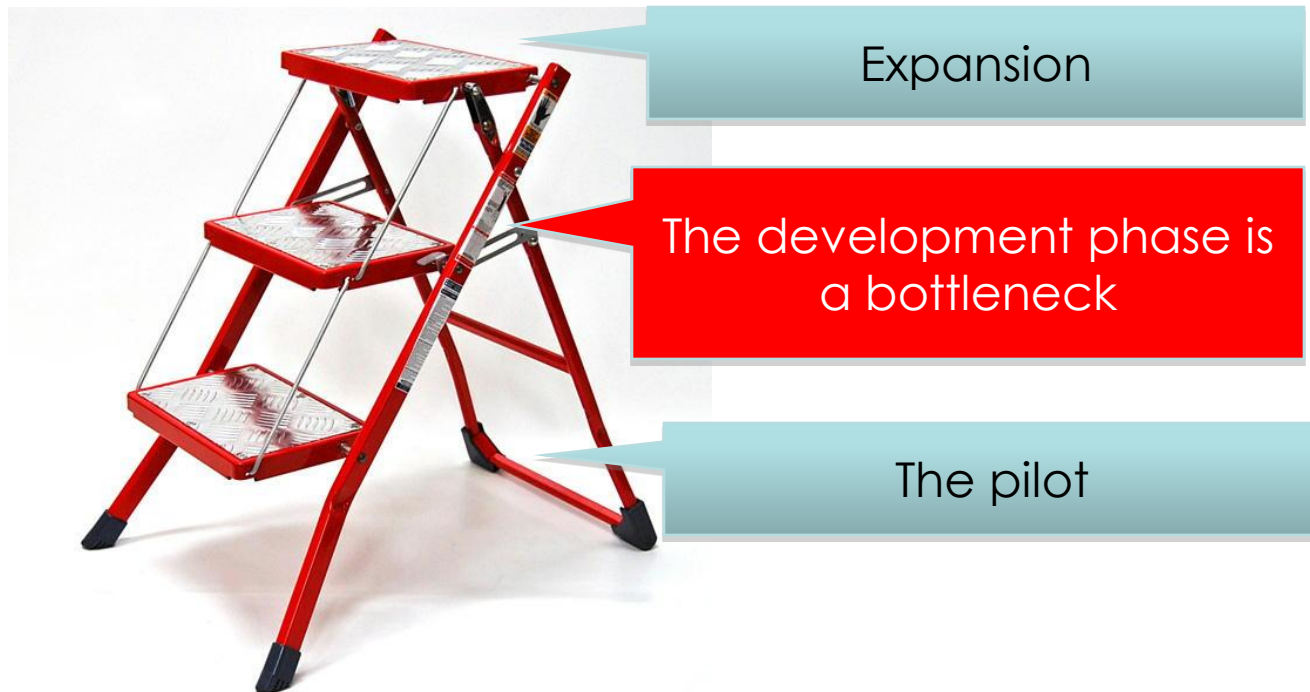
Walnut
Brown and cream-colored leather
Toughened & etched glass







Three stages – One financial gap



Det finansiella dilemmat

- The 2:nd phase, when developing the original business to a franchise incl. the first franchisee, is a financial bottleneck.
- Average cost of establishing the franchising model
150 000 euros
- Fundings to start-up social enterprise is a minor problem and there is rather good opportunities to finance the 3:d step, the growth phase.
- 86% need loans from banks, for capacity building and working capital for first franchisee
- 86 % need seedfunding/riskcapital for first franchisee



Findings on funding

- Stage 1 projects mostly financed by national grants. ESF second largest contributor.
- ESF important investor in Stage 2, Development Phase, in at least 10 examples, mostly Equal.
- ESF participated in finance of Stage 3 Expansion. Most important was the capital provided by members.

EXPLOSION

An ESF-project created by Coompanion:

- Assist Le Mat and Vägen ut to enter the Expansion stage
- Develop Macken and IOU Design to franchisors
- Import and adapt CASA from UK to Sweden



CASA

– Co-operation in
Social Care

www.casaltd.com

COMPANION



Putting people before profit

- Homecare
 - Assist Getting up
 - Assist Wash and Dress
 - Assist Breakfast
 - Assist Bathing / Toileting
- Domestic
 - Housework, Shopping, Laundry
- Residential Homes
 - Provide carer cover for Residential Homes
- Student Support
 - Academic Support for disabled students in Sunderland University and Colleges
- Children with Disabilities
 - Help and support families with Disabled Children
- Self-Directed Support



Putting people before profit

- Pilot: Sunderland HCA
- 5 franchisetagare i UK - 450 employees
- Adapted to Sweden: Started in Göteborg 2012, Starting Stockholm 2013
Skåne 2014



The process of Social Franchising

- Established business
- Identify keys to success
- Documenting - The handbook
- Business and establishment plan
- Create Franchise Agreement
- Recruit franchisees
- Training
- Follow up and coaching



- Social franchising analysis - workshop
- Analyzes and streamlines core values, motivations, business, keys to success, franchisees, roles
- **Results:** Analysis and Strategy for the dissemination of a clear concept with an Action Plan
- **Participants:** Management team
- Normally three days



Fund the development phase

- Mix of investors: Partnerships - social economy investors, national grants, EU-funds – bridge the gap
- Support structures:
Engage as partner with social franchisors!
- ESF programme; a dissemination phase with lower co-financing requirements





Reduce suspicion !

- Social franchisors are nice people. Spread good examples of social franchising



Thank You!



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European Social Franchising Network



www.socialfranchising.coop

COMPANION



Employ social franchising as a tool in interregional projects

- An opportunity for knowledge transfer between regions – an action-oriented approach

