

Political will & increased demand by people

1. Political will

Support for social enterprises is part of the current coalition agreement of the three governing parties (SPD, Grüne, Linke). This helped to get some financial funding from the federal state of Bremen to start the project with its diverse instruments.

2. Increased demand by people

Especially the Starthaus recognized an increase in consultations by founders who were interested in starting a social enterprise. There was an increasing demand for funding, e.g. crowdfunding for shops for unpacked food.

Stakeholders

Die Senatorin für Wirtschaft,
Arbeit und Europa



Freie
Hansestadt
Bremen

WFB Wirtschaftsförderung
Bremen GmbH
Wir schaffen Perspektiven



Bremerhavener Gesellschaft
für Investitionsförderung
und Stadtentwicklung mbH



In cooperation with:



SE
ND Social
Entrepreneurship
Netzwerk
Deutschland

Sustainable support of social enterprises

Main challenge

As we started our project in the end of 2020, our biggest challenge was the pandemic situation (COVID): How to reach our target group? How to carry out events, workshops etc.? How to ensure knowledge sharing among each other?

Also, it was a challenge to adapt the business development and to find the right cooperation to address their special demands.

Targets of the project

The main target is to support social enterprises in the cities Bremen and Bremerhaven and to create a lively exchange. We want to make them visible and show that this kind of economic form is also important for a vibrant business location. Furthermore, we would like to improve general conditions for social enterprises (e.g. finance/funding) and create added values for them.

Digital formats & tools

Due to the pandemic situation, we needed to develop digital formats / or use digital tools (e.g. Zoom) to reach the target groups (social enterprises, networks ect.) and to carry out events, workshops and consultations.

We reached people by social media (facebook, twitter, instagram, linkedIn) and started our Social Camps in cooperation with Hilfswerft and our crowdfunding campaign in cooperation with Startnext.



Outputs

Up to the end of June 2021, we carried out:

- 10 workshops with 98 participants
- numerous start-up consultations
- settlement consultations (with social enterprises that are not located in Bremen yet)
- social camps (topics: climate and consumer goods)
- crowdfunding / match funding campaign “Social Mission possible”
- events, like an award ceremony for social enterprises (coming in December)
- network events like community evenings (Social impact lab Bremen)
- regional group “SEND Bremen / Bremerhaven” (Social Entrepreneurship network Germany)

Further plans with all stakeholders for 2022 are ongoing, financial funding from the federal state of Bremen to ensure sustainability of the measures of the project

Lessons learnt

1. To develop appropriate ideas, it needs time.
2. To promote the topic, you need to be flexible and open-minded.
3. We started the project at exactly the right time because in Germany the topic picks up speed (especially due to the Social Entrepreneurship network Germany).
4. Networking is hard work and needs time and a lot of manpower.
5. You need to talk to the target group and develop things together.



Follow up

Develop the project, reach more people and expand constantly our offer.



How can we achieve that social enterprises are getting an integral part of the economy? (recognition, visibility, acceptance, social enterprises are not just a “trend”)