

# 1. Institutional setting

- Societal problems are increasing (e.g. climate change, digitalisation, demographic change, Covid-19 pandemic)
- Technological innovations must be combined with social innovations. Improving social cohesion through social and technological innovations.
- Identify local actors who can create or implement social innovations in order to improve the framework conditions for their emergence.



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## 2. Starting point / Project goal

- Establishment of a local social economy network with welfare organisations, social entrepreneurs, academia and public administrations to foster social innovation and innovation transfer.
- Young companies are increasingly aiming to achieve social impact through economic means. This is where social innovations take place. The target group of social entrepreneurs is growing.
- On average, female founders are found more frequently in social start-ups than in all other forms of start-ups.
- Goal: Develop target group-specific support measures for the social economy and integrate them into the local start-up ecosystem.

# 3. Approach

- Establishment of a network structure (personal, to gain trust), creation of first best practices.
- Establishment of European networks to raise the profile of the Social Economy for Mannheim (ESER membership since 2019), implementation of EUSES
- Local visibility of the Social Economy through the Social Economy category at MEXI
- Expansion of the KREASOCTECH funding program
- Social Economy Accelerator Baden Württemberg



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# 4. Outputs

- The communal funding program KREASOCTECH is financed for the target group
- Raise awareness of Mannheim at European level as a pioneer in the field of Social Economy
- Intensive cooperation with European networks (EU Commission, municipal associations, ESER)
- Social Economy is a politically formulated goal for the future in the economic policy strategy of the city of Mannheim, thus human resources are built up sustainably



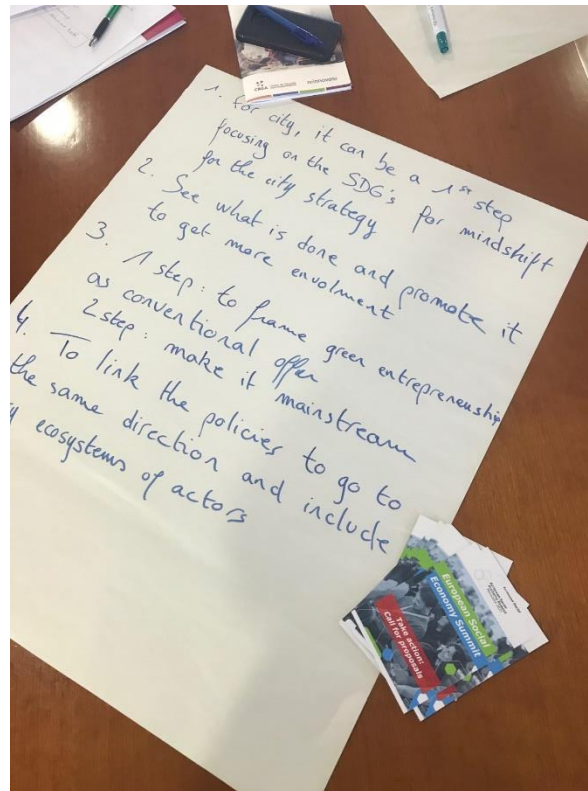
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# 5. Lessons learnt

- In Germany, facilitators are needed to promote cooperation between welfare and the social economy. Trust has to be built to enable the transfer of innovation.
- Social economy needs a definition to make it easier to explain politically.
- The measurement of social impact needs to be simplified and a method needs to be widely accepted.
- There needs to be a commitment at all levels to develop specific funding instruments (EU, federal, state and local). So far, we are limited to our own and the EU's resources.

# 6. Follow up

- Goal: Expansion of the network into a binding cluster structure
- Implementation of the Social Economy Accelerator
- Establishment of a Social Economy Start-up Centre
- Binding rules for social procurement to support the Social Economy



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