

SOCIAL
ENTREPRENEURSHIP
ASSOCIATION OF LATVIA



SOCIAL ENTREPRENEURSHIP ECOSYSTEM IN LV

PARTNERSHIPS TO BRING SOCIAL ENTREPRENEURSHIP TO REGIONS OF LATVIA

Regita Zeiļa // 4th of June
2021


newdoor
106
graduates

 Reach
for Change


biedrība
ZINĪS


MAGNETIC
LATVIA


7+
UNIVERSITIES

 Erasmus+


SOCĀLĀS INOVĀCIJAS
FONDS



makerroom
for inclusive society


altum


LATVIJAS
PILSONISĀRĀ
ALIANSĒ

NGOs working
as social
enterprises

AMBASSADORS
OF SE


126 members
40% registered as SEs


RUPORS


Social
Entrepreneurship
in Latvia


FINANCE


NACIONĀLAIS
ATTĪSTĪBAS
PLĀNS 2020


EUROPA SĀVIENĪBA
Eiropas Sociālais
fonds

IEGULDĪJUMS TAVĀ NĀKOTNĒ


MAGNETIC
LATVIA



Labklājības ministrija

203
officially
registered
SEs


RECOGNITION


LEADER


LATBAN
LATVIJAS BIZNESĀ ENĢELU TĪKLS


State
Employment Agency
Republic of Latvia


PROVIDUS
CORPORA


Ministry of Environmental
Protection and Regional
Development
Republic of Latvia


Sabiedrības integrācijas
fonds


Interreg
Europe
European Regional Development Fund


MUNICIPALITIES


MEDIA



FIELD OF ACTIONS:

- Advocacy
- Support and capacity building for members
- Raising awareness of general public

2000

Around 55 public events per year – discussions, webinars, forums, conferences, hackathons, consultations.
Directly involved audience – 2000

400 000

Newsletters, socialauznejdarbiba.lv, social media, publication in mass media – indirectly involved audience – 400 000 per year

#1

No 1 in Google search

Социальное воздействие измерять или нет, и в каком?

Многие учреждения и деятели социального предпринимательства задаются вопросом, стоит ли измерять социальное воздействие. Однако важно отметить, что измерение социального воздействия не является самоцелью. Оно должно использоваться как инструмент для привлечения инвесторов, привлечения ресурсов и партнеров. Больше об измерении социального воздействия читайте на www.socialauznejdarbiba.lv

A group of people are gathered in a meeting room. In the background, three women are standing and talking. To their left is a tall white banner with the British Council logo repeated. To their right is another banner with the Latvian Social Science Academy logo. In the foreground, several people are seated at tables, looking towards the standing group. The room has a white door with an exit sign above it and a clock on the wall to the right.

HOW TO BRING SOCIAL ENTREPRENEURSHIP TO THE REGIONS OF LATVIA?



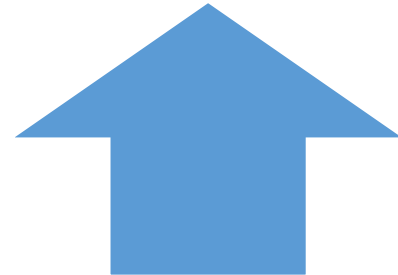
TOP DOWN

FOCUSED WORK WITH
LOCAL MUNICIPALITIES

THE MAGIC

BOTTOM UP

42 AMBASSADORS IN
THE LOCAL
COMMUNITIES



The background of the entire image shows a collection of children's books, some with colorful covers and others with illustrations of animals and objects. The books are scattered on a surface, and a large, textured blue fabric is draped over the bottom half of the scene. Three circular callouts are overlaid on the image: a yellow one on the top left, a blue one on the top right, and a green one on the bottom center. Each callout contains text related to the project's goals.

3 PILOT MUNICIPALITIES

Initiate **result oriented partnerships among municipalities and social enterprises**

INFORMING THE WIDER SOCIETY

Promote as an effective tool for fostering active participation within local communities.

CAPACITY OF SOCIAL ENTREPRENEURS

Strengthen the cooperation between social enterprises and local municipalities

**MAPPING THE
SITUATION,
CREATING
AWARENESS**

**BUILDING
CAPACITY
AND BRIDGES**

**PILOTING AND
PROMOTING
THE TOOLBOX**

**WORKING WITH
MUNICIPALITIES AND
THEIR NEEDS**

**MAPPING POTENTIAL
SOCIAL ENTREPRENEURS
AND THEIR NEEDS**

**EXPERIENCE EXCHANGE
VISITS**

CREATION OF TOOLBOX

**MINIFORUMS – BRINGING
BOTH SIDES TOGETHER**

ONLINE CONSULTATIONS

EDUCATIONAL WEBINARS

ONLINE MEETINGS

**TESTING AND PILOTING
TOOLBOX**

**EXPERIENCE EXCHANGE
MEETING FOR THREE
MUNICIPALITIES**

FINAL EVENT

**POLICY
RECOMMENDATIONS**

**COMMUNICATION
ACTIVITIES**

**FINALIZING, PUBLISHING
AND PROMOTING THE
TOOLBOX**

MAIN TAKEAWAYS:

TOP DOWN
AND
BOTTOM UP
APPROACHE
S MAKE A
DIFFERENCE

PERSONAL
INVOLVEMEN
T FROM
STAKEHOLD
ERS IS THE
KEY

FOCUSED
WORK
BRINGS
RESULTS

STRATEGIC
PARTNERSHI
PS AND
BRINGING
AWARENESS
TO ALL
RANGE OF
STAKEHOLD
ERS
MATTERS

HIGH
EXPECTATIO
NS FROM
ALL SIDES

THE IMPACT:

**PRESIDENT OF
LATVIA
STRESSING THE
IMPORTANCE OF
SE**

**60+
POTENTIAL SEs
MAPPED IN THE 3
PILOT
MUNICIPALITIES**

**28 / 42
MUNICIPALITIES**

**HAVE INCLUDED SE IN
THEIR PROMISES**

ELECTION TOMORROW

**GROWING
INTEREST FROM
ALL LEVEL
STAKEHOLDERS IN
THE REGIONS**

**PRACTICAL
TOOLBOX FOR
ANY
MUNICIPALITY**

ONE CAN DO A LOT. BUT TOGETHER WE CAN ACHIEVE EVEN MORE.



LATVIJAS SOCIĀLĀS
UZŅĒMĒJĀRĪBAS
ASOCIĀCIJA

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TOPICS OF INTEREST

- Strengthening the capacity, skills and network of different level stakeholders about social entrepreneurship
- Creating a local and national media narrative about social entrepreneurship as a tool for strengthening local communities and integrating vulnerable groups
- Financial sustainability of social enterprises
- Impact Investing development and possibilities
- Role of municipalities in creating supporting environment for social enterprises
- Socially responsible public procurement