



European Network of
**INNOVATION
FOR INCLUSION**

GUIDE FOR GOOD PRACTICES IMPLEMENTATION

INCLUSIVE ENTREPRENEURSHIP CATEGORY



**ACTION
AGAINST
HUNGER**



Funded by the European Social
Fund within the Social Inclusion
and Social Economy
Operational Program 2014-
2020

**NAME OF THE GOOD PRACTICE: Social + Local
Enterprise Alliance DAC**

ORGANIZATION: PARTAS

COUNTRY: IRELAND



1. NEED ANALYSIS

- Austerity years: income drop from €2.6m to €1.2m.
- Staff wages cut 25% and 3-day week.
- Funding cuts and policy towards NGOs change.
- 'Disadvantage' tag creating a negative perception.
- Tallaght behind the curve in 'new' economy.
- Local jobs for a local economy.

2. OBJECTIVES

Assist in making our community a thriving and inclusive place by:

- Creating a new entrepreneurial culture.
- Creating and maintaining a vibrant local enterprise ecosystem.
- Mining latent creative talent within the community.
- Launching commercially viable, sustainable profit-making businesses.
- Creating a self-sufficiency culture in NGO sector.
- Fully employing the social enterprise model: new income streams to support mission.

3. PROCESS

The process is formed by the following actions:

- Establish a series of local enterprises which will fuel a genuine local economy in an area designated as disadvantaged.
- Each business is commercial where gaps and opportunities are identified but all profits are re-invested back into Social+ Local to further fuel more local economy.
- Build a more positive image of the local community .
- Bring together various collaborative groupings that have a social, commercial or policy interest in the local economy, to spin out a set of desired impacts, providing local grassroots leadership to foster place-based regeneration.

4. METHODOLOGY APPLIED

- Wake up and get real!
- Get tough and lose the poor mouth
- Honest self-critique
- Forget everyone else and save yourself
- Stop talking and meeting and act!
- What are the opportunities for us?

ENTREPRENEURSHIP – LOCALISM - ARTISAN NEW ECONOMY

5. RESULTS ACHIEVED



6. KEY AGENTS INVOLVED



7. RESOURCES & BUDGET

Entrepreneurial Innovation and Boot-strapping!

c.€170k but value of c. €500k

New investment of €1.5m now achieved to move to new phase.

8. TRANSFERABILITY, SUSTAINABILITY AND EXPLOITATION

Key factors for transferability:

- Should be energised by local conditions, needs and trends.
- Entrepreneurial leadership rather than a 'committee' approach.
- Collaboration is key but **action** not words is the enabling factor.
- NOT led by public servants who can be hindered by processes but can be enablers

Sustainability is inbuilt into the model:

Exploitation of opportunity is also inbuilt – opportunity may be indicated by global and local factors.

9. SPECIFIC INNOVATION ELEMENTS

- Adoption of US-style social enterprise approach to earned income streams
- 'Catching the Wave': awareness of trends and opportunities
- Adapting to new external realities
- Living with risk (measured and controlled)

10. LESSONS LEARNT

- Requires entrepreneurial approach
- Change management process
- Not just another project – transformational
- Keep mission in mind
- Collaborate!



Thank you

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