



FERTILISE THE FUTURE FUND

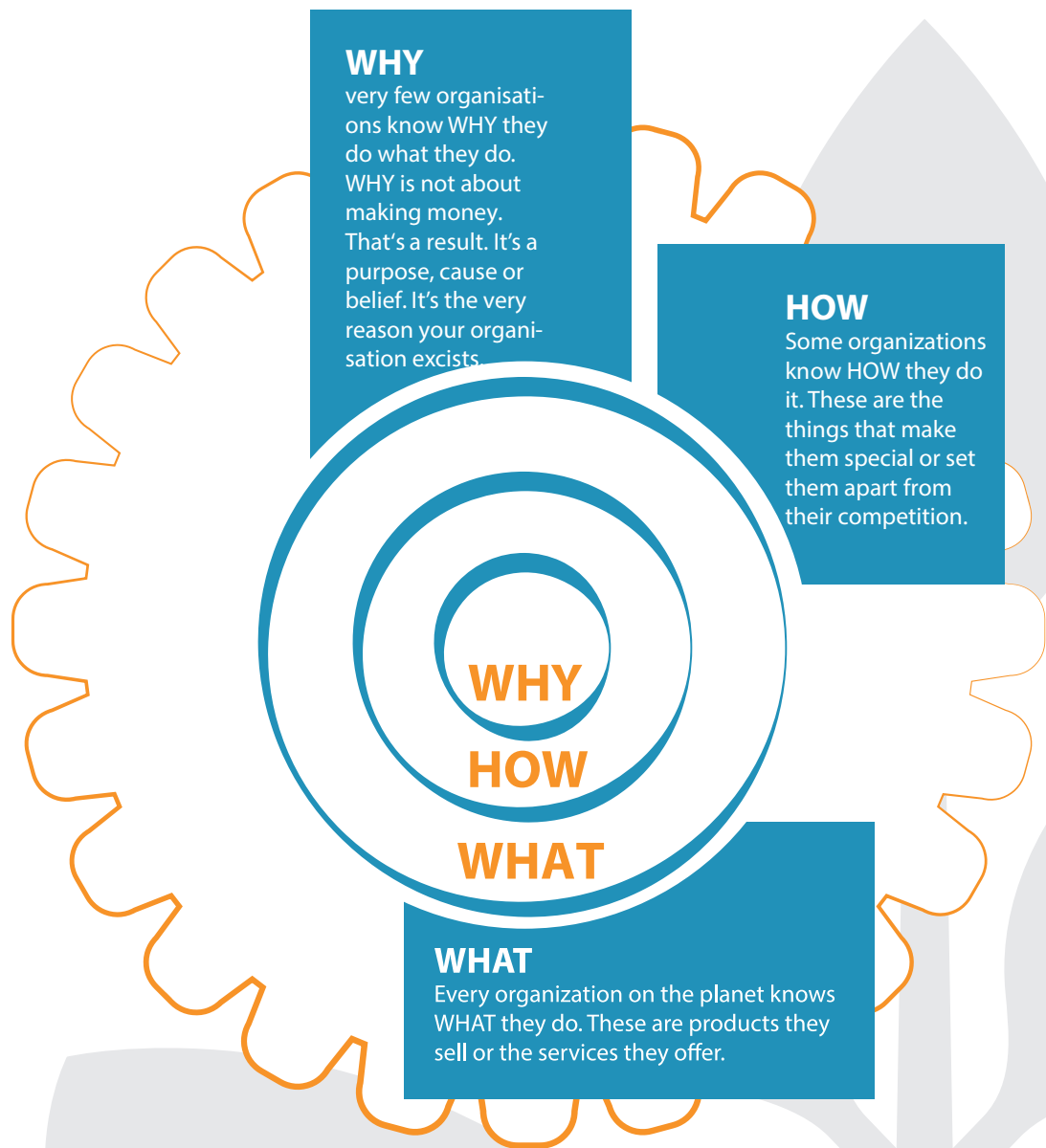






introduction

In the period 2013 – 2014, 'De Winning' has developed an enterprise plan for the foundation of a 'social ecological cooperative enterprise'. Therefore, 'De Wnning' has received the title of ambassador ESF.





Changing circumstances and policy have increased in the last years the pressure on the economical results in enterprises of social economy. Simultaneously the government, stimulated by the labour shortage on the labour market, stresses more and more a policy of activation and flow of co-operators from social

economy to the regular economy. We observed through the practical experiences as an enterprise in social economy in 'De Winning' (www.dewinning.be) that flowing to the regular economy isn't obvious. It is a path with a lot of obstacles, wherefore there isn't always a ready-made answer. All kinds of hindering of mental, psychic and physical nature make it not easy for people with a distance to the labour market to find, execute and maintain work. They are often the first to be eliminated.

On the other part, employers, in spite of their commitment, lack often the necessary knowledge to accompany people with a labour limitation in the working context. Because 'De Winning' believes in social inclusive entrepreneurship and because 'De Winning' believes that entrepreneurship has to be at the service of society and environment, it has developed in 2013 – 2014 an enterprise plan for the foundation of a 'social ecological cooperative enterprise'. It has received for this the title of ambassador ESF.



The partnership distinguishes itself by engaging co-operators who can and will have an evolution from out of social economy. On the basis of a market analysis and the already obtained expertise in the green sector, we have developed a new niche in the green sector : make the ground

of enterprises greener. Biodiversity on places where you don't expect it. In which way industrial area's can also be organized for connexion in the landscape ?

The focus is on commitment between the works foreman, the client and the co-operator. The cooperative structure is obvious here. The possibility that enterprises of social economy, client enterprises, owners of business parks an also co-operators can become partners, makes a multi-stakeholder cooperative of it.





In November 2014, Talea has effectively been founded as a cooperative partnership with social objective starting from an integral vision on employment and training of groups who have less opportunities.

The service consists in making a study of environment, an ecological project, the realisation and the maintenance of enterprise envi-

ronments in the region Limburg (Netherlands), The Hageland, The Kempen and Liège. We strive for diminishing the price of the green management for the client/the partner and for an increase of the biodiversity on the business parks and the surrounding landscape. More green in the working environment signifies also a more pleasant working place for the co-operators and leads to less absenteeism due to illness. The cooperation on the level of a zone of enterprises is stimulated by contracting partnerships in het management of business parks.





talea is a cooperative partnership

To promote commitment and cooperation, all our clients and owners of business parks can become shareholders. The co-operators can also become shareholder. In each group of

shareholders, administration mandates can be taken up. Clients and co-operators are in this way invited to jump in the bath and become shareholder of the partnership. At the moment we

haven't yet been able to convince clients to become partner, it's a working point for the following years. An Berden, business manager became also a partner.



talea is recognised as a social enterprise

The social objective that we strive for is the maximum creation of durable jobs and stimulation of the flow out of social economy. Our co-operators are selected with care and receive chances to make their skills grow. The general assembly can also decide to use possible profits to support social societal projects.



where

Talea has chosen, together with 'De Winning' and NPO Centre of Durable Green, to have its seat in a same working accommodation on the zone of enterprises Genk-Zuid, Troisdorflaan 19, 3600 Genk. Not only because of the lower charges and the opportunities for cooperation, but also because it is a good thing for the environment. Indeed, we work from out a building with a lot of attention for the use of renewable raw material, solutions that doesn't need a lot of energy and the natural implantation in the environment. That approach fits perfectly our mission and vision.

who

At the moment of the foundation in 2014, An Berden has been nominated business manager.

In 2020 the number of co-operators has increased to 8, of which 5 had an evolution out of social economy.



balance

The financial results are better than foreseen in the long-range financial plan that was made in 2014. After a very small operational loss in 2015, the next years each time a positive exploitation result has been reached. The exploitation results of 2019 had an increase above 600 K and the own funds had an increase of more than 235 K on a total of balance of 434 K.



Fertilise the Future

With the project in the framework of the fund **'Fertilise the Future'** of Ecover, we wish to take 3 concrete steps with Talea cv-so (cooperative partnership – social enterprise)

1

After 5 years of operational working in the east part of Flanders, we wish to extend the activities to the whole of Flanders by starting a new establishment in the west part of Flanders. We have been able in the past years to show that the double objective of Talea can effectively be reached. We succeed in letting people with a distance to the labour market, that are employed within the subsidised frame of social economy, make a step

to an employment with Talea, where there is no subsidy of the government for the distance to the labour market. In this way we can also give new co-operators with a distance to the labour market an opportunity within social economy. For this, we have already a

concrete commitment from NPO Weerwerk, an organisation with establishments in Ghent, Antwerp and Roeselare. NPO Weerwerk has, as a privileged partner of NPO 'De Sleutel', an extended expertise in the accompanying of adults with a past of addiction.

EXPANDING OF ACTIVITIES IN FLANDERS

The other objective is realising enterprise environments that are ecological and friendly to nature, where, through a smart concept and realisation we can show that more attention for biodiversity signifies also an economy of costs for the client. And the client also obtains a good score in societal

justified entrepreneurship. He contributes to climate adaptation, takes care of a pleasant working environment and, indirectly, he contributes to the employment for persons with a labour limitation. Talea is already affiliated to 'Flemish green deal biodiversity and enterprises' where also a lot of contacts can be made.

To be able to start the activities in the west part of Flanders, there is a need of an enterprise plan with an analysis of the market, a financial plan, a strategy of marketing

and communication and a study for the wanted structure. We have also learned that it is indicated to elaborate beforehand the cooperative entrepreneurship and already when starting commit clients to become partners. With this enterprises / organisations there are already good contacts :

Ardo, Vlaamse Waterweg, Farys, HOGent, Roularta, Sioen, UGent, UZ Gent, Canopy, Ecoflora,...

To make this steps, we want, with the support of the Fertilise the Future fund, employ a co-operator for a period of 18 months. To increase the participative aspect, we will also work with a group as sounding board, to watch over the progression and we will also ask external expertise. For the marketing and communication strategy and for the elaboration of supports of communication, we will ask the service of marketing and communication of 'De Winning' that already realises this for Talea.

In concrete this must lead to the start of the new establishment, more employment for persons with a labour limitation, an increase of the number of enterprises that have an exterior environment that is ecological and biodiverse, more m² of green, less m² of hardening.

In cooperation with institutions of study and education we will do the scientific follow-up, and also measure the effects on the well-being of the employees. In cooperation with NPO Centre of Durable Green we will elaborate a training for the co-operators.



indicators of the impact

- Number of places of extra employment
- Number of places for employment for persons with a labour limitation
- Number of new enterprises that are client / partner
- Increased number of m² with biodiverse green
- Number of m² that aren't hardened
- Verification of biodiversity. The instrument for measuring is still to be defined, but there is a preference for an instrument that has already been developed for example in the frame of project 2B Connect
- Measuring the contentment of the personnel

2

The past year we see in Talea an increasing demand of enterprises in the care sector, to conceive a natural organisation of the environment of care and to realise it. The positive effect on the well-being of a resident or patient has been brought out clearly during the corona pandemic.

In the meantime there are a lot of studies and initiatives that show this. So, there is a chair at the university of Antwerp concerning care and natural environment, a study at HOGent, a project focussing on green and detention at the college PXL and 'green in well-being' is an active topic in the VIPA (Flemish Fund for Infrastructure for Personal Matters). It often concerns the study by projects, but there is an increasing demand for structural interdisciplinary study coming from the context of care and nature. A cooperation between college PXL and HOGent with participation from healthcare and green management in cooperation with Talea (existing and new establishment) for verification in practice can fulfil this expectation. The college PXL as well as the HOGent have confirmed their interest for cooperation.

With her formation of architect of gardens and landscape and her being consultant in biodiversity, An Berden has in the meantime been able to obtain a first concrete experience. Often there is a cooperation with still other organisations such as 'terra terapeutica', Agency Nature and Wood, Natuurpunt,...

For the concrete projects of realisation we will use the network of the organisation of the Brothers of Charity.

In concrete this must lead to effective cooperation with the higher education, the realisation of adapted natural environments of care institutions, the verification of theory by practice, the measuring of the well-being of residents/patients, more m² of biodiverse green, less m² hardened.



GREEN IN WELL-BEING



indicators of the impact

- Cooperation of colleges
- Number of care enterprises that are client / partner
- Increased number of m² biodiverse green
- Number of m² without hardening
- Verification of the biodiversity
- Measure the contentment of the residents/patients

3

Bees and pollinators in general are vitally necessary for man and nature. They are an essential part in the procreation of plants and the maintenance of the biodiversity and they also form an inestimable economic value in the fruit culture. The past years, however, the bees are under a great pressure. Intensification of agriculture, the use of pesticides, the age of beekeepers, symptoms of the bees,... it's a long list. A diminution of the number of bees signifies by definition a regression of the biodiversity. As an answer to that, Talea wants to offer a new service in beekeeping. We do it by making the promotion of the bee a topic for enterprises. We ask attention for the importance of the pollinators (bees) to enterprises, directors of enterprises

and the employees of the enterprise. This takes place by offering a service where beehives are put on the ground of the enterprises and by offering 'beeproducts' as an advantage for the enterprise and the employees. An important surplus value is also in the fact that this service is related to the natural and bee-friendly environment of the enterprise ground. In concrete this must lead to

a new service in the offer of 'production of biodiversity' of Talea. We want to organise this service very 'lean' and therefore we will, in consultation of the beekeeper, the centre of bees

'De Lieteberg' and institutions of study (for example PXL, UGent), do investigation and development in the matter of beehives that give digital information to the beekeeper of Talea as to the enterprise that is the client. By bringing in digital instruments of measure concerning weight, sound, temperature and air humidity, a better monitoring at distance can take place. Also the

image can have a pleasant surplus value. We study also the use of

BEEKEEPING

a beehive where the harvest of the honey can happen without a complex process (flow-hive).



indicators of the impact

- More m² of biodiverse green
- Number of beehives in a service contract
- Participation of co-operators, clients
- Innovative monitoring system
- Attention for beekeeping



! In final: As a multi-stakeholder cooperation, we invite Ecover to put in a part of the project support in the shape of capital. Also keeping the helm !

How talea cv-so can be a project that is an example ?

From 'Corporate Social Responsibility' (CSR) to 'Creating Shared values' (CSV)

The idea of 'creating shared values' comes from the study of the strategical surplus value of corporate social responsibility (CSR) in enterprise objectives.

Because the principles of socially justified entrepreneurship are more and more prevalent in the world of enterprises, it becomes

also more and more clear that enterprises should have a role in it. During many years, from out a traditional capitalist and neoliberal thought, it was in fact considered as a minor responsibility. But it is even so that entrepreneurship

should take the lead in it. Too often enterprises have a narrow, turned to the internal, simply financial, short term look on the 'creation of value'. So they risk to pass aside of

other a compensating measure is applied (for example taxes).

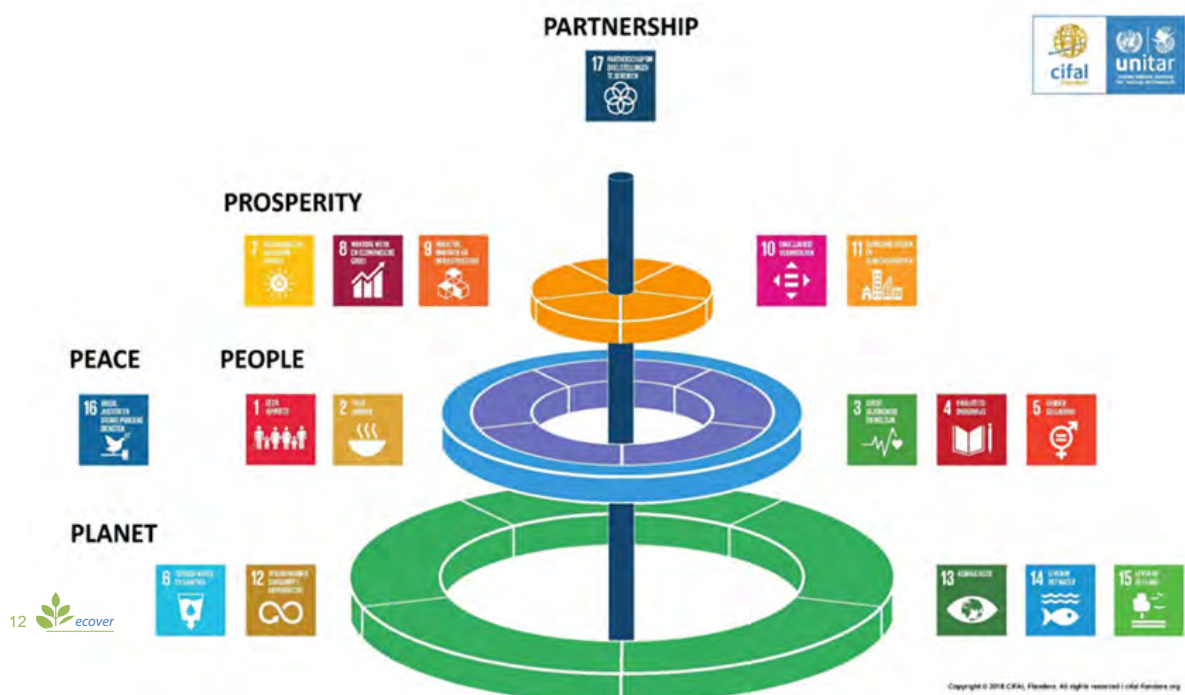
This presentation of a 'wedding cake' of the Sustainable Development Goals (SDG's) that the

UN presented in 2015, is a good image of the way we can approach this challenges. The entrepreneurship (prosperity) has to be

conscious that it is a part of the society, that on its turn is a part of the environment. Partnerships make the connexion to realise the whole of goals. This makes appear the concept of 'shared values'.

CREATING SHARED VALUES

what the client really wants and in which way they can obtain a long term success. Societal challenges are too often seen as external problems, while they can have effectively an important impact on the world of enterprises itself, even if it is because one way or the



What are 'shared values'

We remark that there are more and more economists who look in another way at the present economic market system. More and more they take also in account the impact of societal and ecological evolutions. This implies a form of control of the capital and the economic growth where growth has to be also translated in the social societal contributions that the economy delivers. In this way economy becomes a part of social sciences. Economists such as Thomas Piketty and Paul De Grauwe indicate in the meantime that climate change and thus a deterioration of the natural capital is the most important challenge in the long run. Acting according to a model as the SDG-wedding cake can then be a guideline.

The creation of 'shared values' asks us to leave the conventional image in which enterprises look at social societal problems and to

leave the way non-entrepreneurs and non-profit organisations look at enterprises and their aim of economic profits. The economist Michael Porter describes the concept of shared values as agreements and activities that serve and link economic goals and societal goals and simultaneously empower the value and the value position of an enterprise or an organisation. In this, value can be described as simply profit, but also as an advantage through diminished costs. This is a way to obtain more easily capital (because this is principally present in the world of enterprises), making it easier to go in the direction of the approach of social societal challenges.



ECONOMY AS A PART OF SOCIAL SCIENCES





According to Porter, shared values can take form in 3 ways



Talea cv-so as an example of CSV

It's not astonishing that social entrepreneurs have now already taken a role of example in the development of shared values. In fact, they often think less within the known economic models and are more familiar with the challenges and possibilities. Social entrepreneurs look through their entrepreneurship for solutions for social – societal challenges. The

foundation of an enterprise such as Talea cvba-so is an example of this. To increase its impact, we strive for further growth where the greater participation of the enterprises is necessary. In preparation of the enterprise plan of Talea cvba-so (cooperative partnership with limited liability – social enterprise), an inquiry has been made in 500 enterprises,

whereof 23% answered. In this inquiry was sounded the knowledge of green maintenance and biodiversity, the knowledge of the use of harmful products, the existing cooperation with social economy, the will to set up a cooperation between enterprises, factors that are important to come to ecological green management in a model of cooperation.



Talea cvba-so creates value at different levels

Co-operators arrive in preference from a flow through the path of an enterprise of social economy. In this way we create employment out of the subsidised circuit and there is in the meantime space for a new flow of personnel with a labour limitation in social economy.

By dealing in another way with enterprise environment, the costs of the enterprise can be diminished and in the meantime biodiversity increases. An example used often is the replacement of a lawn by a field of flowers which diminishes drastically the number of mowing times.

A smart concept and realisation realise an increase of biodiversity on the enterprise ground itself, but also the connexion with the surrounding landscape. In this way is taken care of spaces that have more stratum. Enterprise grounds, besides their function as an environment for production, have also a function in the resolving of societal – ecological problems such as the splitting up of the landscape. It increases the public basis for enterprise grounds. This point of view can

also be applied to other societal topics (for example playgrounds, facilities for associations, the sharing economy, ...).

The development of new techniques of applying existing techniques on enterprises ground such as green roofs, vertical green or a new service concerning beekeeping, take care of climate adaptation, diminish the fine dust, increase biodiversity and lower the energy costs for the enterprise.

More studies show that a green environment helps to accelerate processes of recovering, avoid stress and problems related to burn-out (U-Hasselt). A study that is particularly applicable in the frame of Talea cvba-so shows that also productivity increases in a pleasant (read green) work environment. Watch a green environment during 40 seconds increases the concentration with 6%. (study of the university of Melbourne – Kate Lee, Kathryn Williams, Leisa Sargent, Nicholas Williams and Katherine Johnson).

Go for cooperation gives good results. Not only because the enterprise can put its focus on the own production or service, but also because cooperation in green maintenance can lead to economise costs. The most obvious here is the increasing of efficiency by diminishing the intermediate transport. Cooperation on the level of the management of enterprise grounds is a way to pass on the care and it diminishes the costs. Also other services can be developed that support the enterprise.

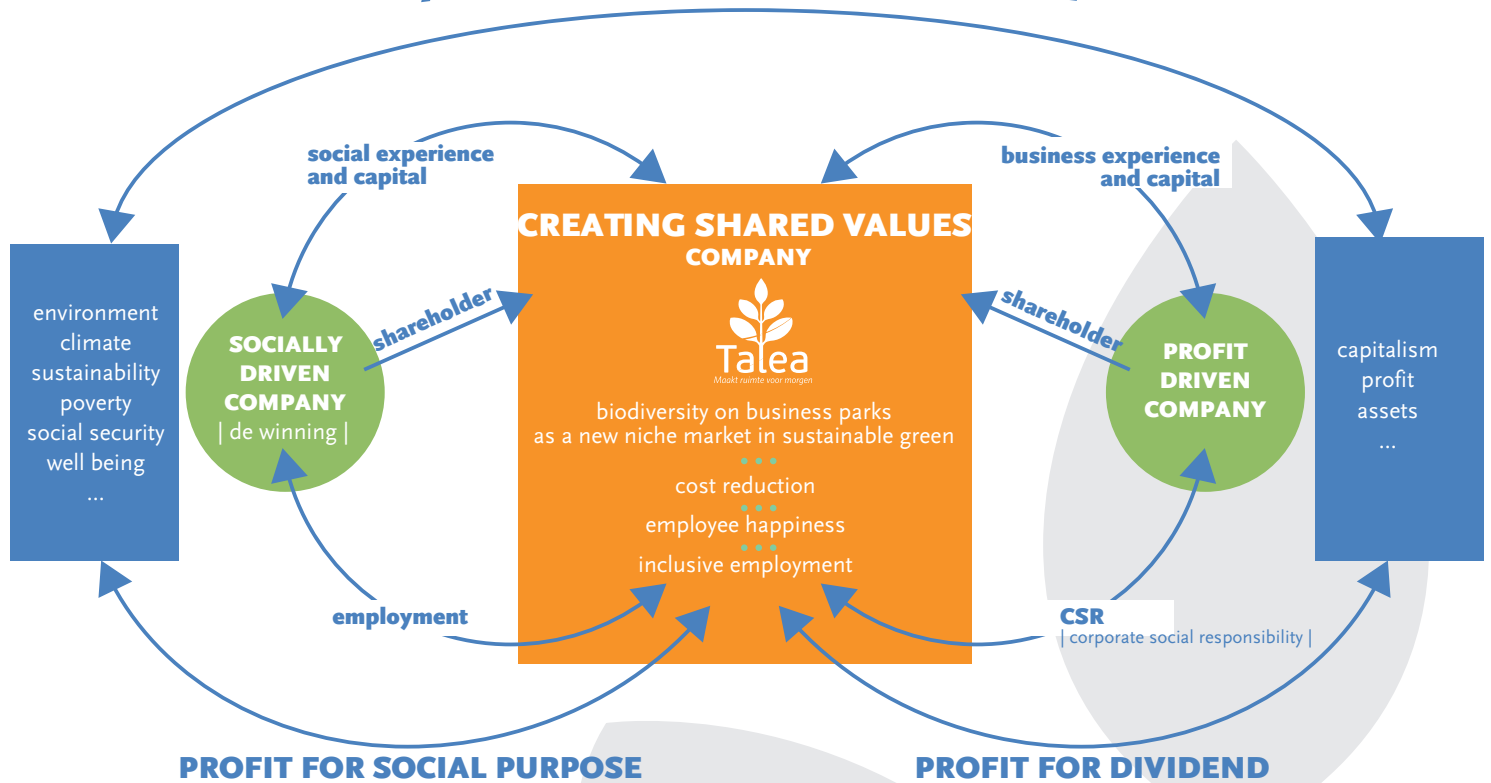




- ! **Final number : Talea is a cooperative partnership recognised as social enterprise. In the statutes is laid down that the nett profit, after constitution of the legal reserve and the possible payment of dividends, can be completely or partially allocated for social projects. In this way, the fertilise the future fund can have the effect of a multiplier.**

We are convinced that the model Talea cv-so brings in practice, can also be applied in other types of services, other production environments and other sectors. Let's reconnect people, business and nature as a bridge to a new economy!

A BRIDGE TO A NEW ECONOMY





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