

# REVES EXCELLENCE AWARD 2017

*Application form*



***Candidatures can be submitted in English, French and Italian both by Regional and Local authorities or Social Economy and related organisations by 28 February 2017 using the following application, which should be sent back to: [info@revesnetwork.eu](mailto:info@revesnetwork.eu).***

▪ ***Part A: APPLICANT'S DETAILS***

Name of the organization: Le Mat Jonsereds fabriker (Cupét ek. for.)  
Type of organization: cooperative  
Address: William Gibson v. 1a  
City: Jonsered  
Country: Sweden  
Contact person: Elisabet Abrahamsson  
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▪ ***Part B: DESCRIPTION OF THE INITIATIVE***

1. Name of the initiative: Le Mat Jonsereds fabriker

2. For which topic(s) are you applying?

- Integration of migrants/refugees
- Digital economy
- European Structural and Investment Funds(in particular the implementation of Community-Led Local Development, CLLD)
- Youth capacity building
- Child poverty and vulnerability
- Transfer of enterprises (e.g. worker buy-out phenomenon)

3. Please describe the context of the initiative, providing also information about the identification of perceived needs and constraints in the target group(s).

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*The initiative started 4 years ago with the aim to help unemployed and excluded people to set up a social economy enterprise. The funding is a mixture of local money from the municipality and the local labour office, the Social Fund and private money. The group of trainees were selected through open information meetings about the opportunity of social economy and at the end the interested people had to apply. 22 people were admitted to participate in the project. Most of them have a migration background, among them also Roma people and some people with different disabilities. The entrepreneurial idea the group worked on was the touristic development of the area of the Partille rural area near Gothenburg where once people worked in the big industry. The project work of the group was focused on searching opportunities in the whole area and after 2 years of mapping and researching they concentrated on the opportunity to open a Hotel and a restaurant in an old huge textile factory now part of a very interesting regeneration project.*

#### 4. Which are the main objectives of the initiative?

*The main objective of the initiative is to create a sustainable social economy enterprise able to create jobs and to help people to become active citizens and social entrepreneurs. In addition for this area it is important to work on a strong regeneration process because after the industrial vocation now it's time to involve the community in a new development process.*

#### 5. Please describe the initiative, including the actors involved and the concrete activities.

*The initiative is quite complex and involved in 4 years the municipality, the local labour office, a social economy development agency, the European Le Mat network, the private property of the factory area, the local community such as the city servants, social workers and the unemployed marginalized people, their families and friends and obviously the 16 main actors setting up the social cooperative and the support people working together with them. The process started as we said involving the whole community through workshops and information moments on behalf of what is and can do the social economy. The next step was to select a group of people who really wanted to participate from the beginning in a planning and start-up process. The entrepreneurial training program started in January 2016 with general information and examples of what can/could do a social economy enterprise in the area. The people participated in mapping the community resources, the landscape, the highlights of the area and in the meantime started to put together some idea of what they would like to do. The Le Mat activities, in Sweden, Italy and other countries where important examples to analyze and to use in a possible transference process. From the very beginning the Jonsereds fabriker - a space to open there a hotel – was a clear objective of the group but it was not so easy to come in contact with the private ownership. In April 2016 a negotiation could start and in July an agreement was found to rent a complete floor with around 700 m2 to be restored and used as a hotel and in addition to manage the restaurant to be used by all the new users of the fabriker*

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*area. Since the agreement the training program became a really business planning program still going on. The Hotel will open in July 2017, the restaurant already in May and the Café in March.*

6. Please highlight the strengths of your approach, stressing also the elements that make it a real partnership.

*We are convinced that the main strength is the bottom up approach: the process involves the whole community – public and private parts – and the marginalized people are the driving actors, those that guide a complete regeneration process. From exclusion towards social entrepreneurship! In addition people with migrant background can really discover their values in the hotel and restaurant business. They are used to diversity and like to welcome people from abroad. The choice of the location in the former Jonsereds fabriker is very good because 70 new small firms are allocated there and this may guarantee from the beginning on not only the clients of the restaurant but also of the Hotel. The partnership involves the local community but also many private companies.*

7. Please explain who are the partners, what exactly is their role and what is their concrete contribution to the initiative.

*The first important partner was the local municipality and labour office who wanted to favor the development of social economy as a way to work on inclusion and job creation. The second important partner was a development agency agreeing to participate in this process. The development agency asked to a person specialized in social economy and empowering processes to coordinate the process and to follow the project. This person involved a lot of partners and activated resources, also a European network as Le Mat. But the main actors are the unemployed people who asked to participate. They are following a difficult training program since more than 1 year. The mentors and facilitators following this process are also very important. And last but not least the private property of Jonsereds fabriker is a very important partner.*

8. Which are the main results – if already visible – resulting from the described initiative; and how do you imagine the continuation of this action?

*Up to date the most important results are:*

- a group of people who really want to take the responsibility to act as social entrepreneurs managing the hotel and the restaurant*

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- *a signed contract with the private property for the management of the hotel and the restaurant;*
  - *a business plan done in a collective process where the main actors were fully involved*
  - *the constitution of a social cooperative in June 2017 to manage all this.*
- As we already said the Hotel will open in July 2017 and the restaurant already in May. But next week in order to exercise and start the marketing the cooperative will manage until the opening of the restaurant a coffee shop in the fabriker area. A huge adventure but as the group is strong and speaks many languages we are sure they will succeed.*

9. Please provide some details on how you raised the resources for the initiative. (This is not an element to be judged by the jury – however, it is important to readers of our Yearbook in which eligible initiatives will be presented.)

*There was a group of persons working with Le Mat sine many years. A pre-study was funded by the Social Fund and the municipality of Partille was one of the development partners. Also the training was funded by the Social Fund together with the City of Partille. The start-up of the social co-operative is a mix funding of a Mikrofonden Väst, the Swedbank and Almi a governmental fund for enterprises. Obviously the income from the commercial activities have to give sustainability to the cooperative.*