Montréal 2016
Global Social
Economy Forum

Stimulation of WISEs
@ local level

Nienke Boesveldt & **Corine van de Burgt**
Utrecht University   De Omslag

Universiteit Utrecht

de omslag
zinvolle zaken

Gemeente
Amsterdam

overview

① **context**: changing welfare state
② governance and effects of **upscaling**
③ role and activities of De Omslag
④ activities and responses of the local
administration
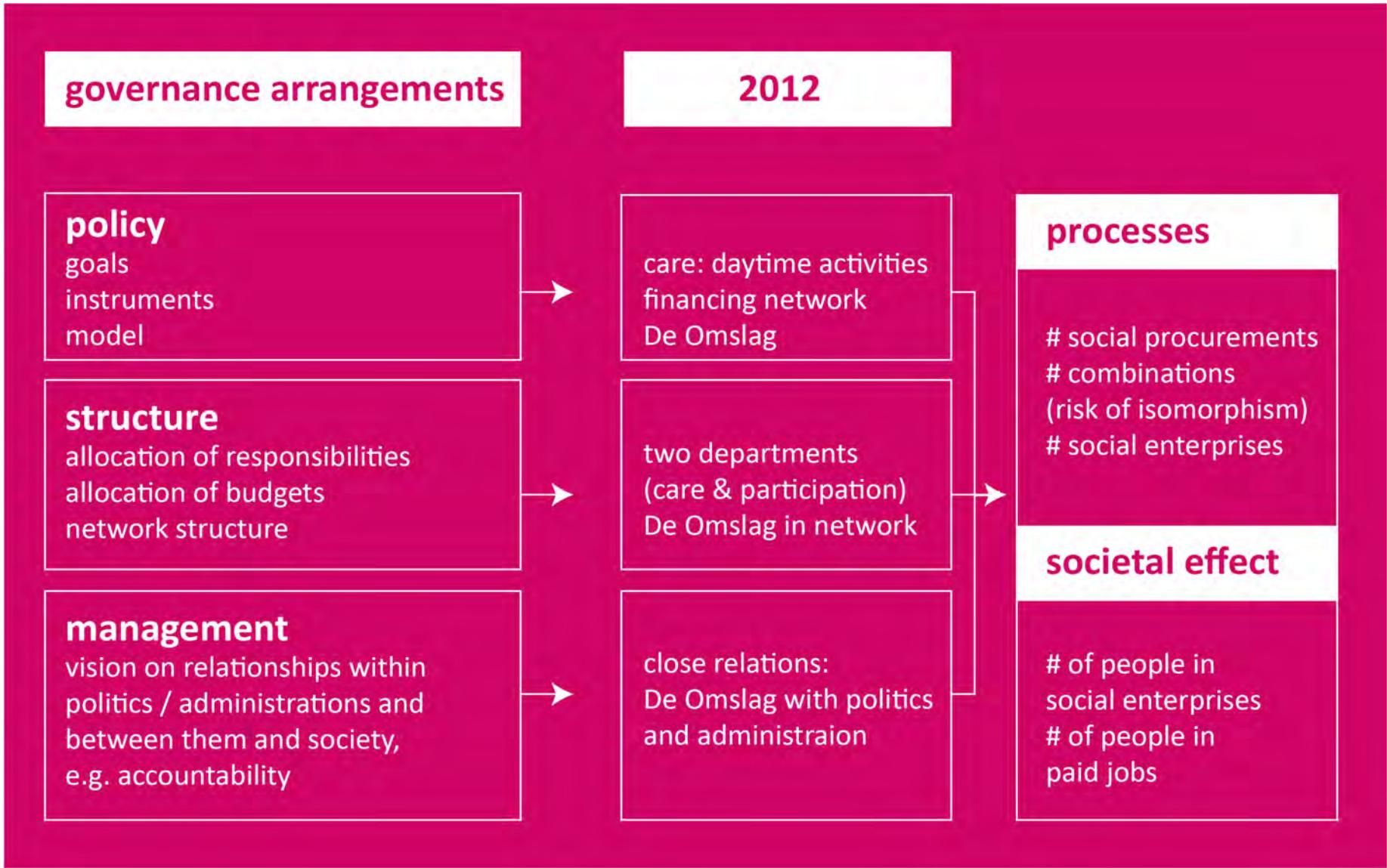⑤ **conclusion**: questions, similar
experiences, discussion

introduction and context: changing welfare state

Local government increasingly responsible for social **care and participation** of people with mental health issues or physical disabilities

- historical perspective
- large cuts public expenditure
- decentralisation of care (city support)
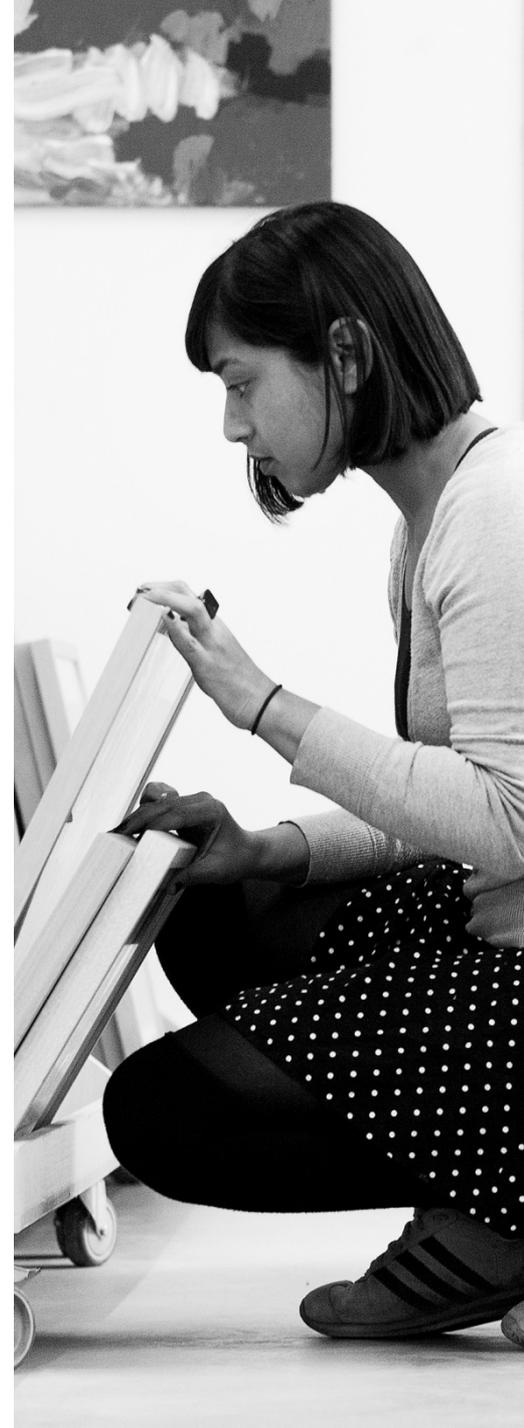- find private solutions

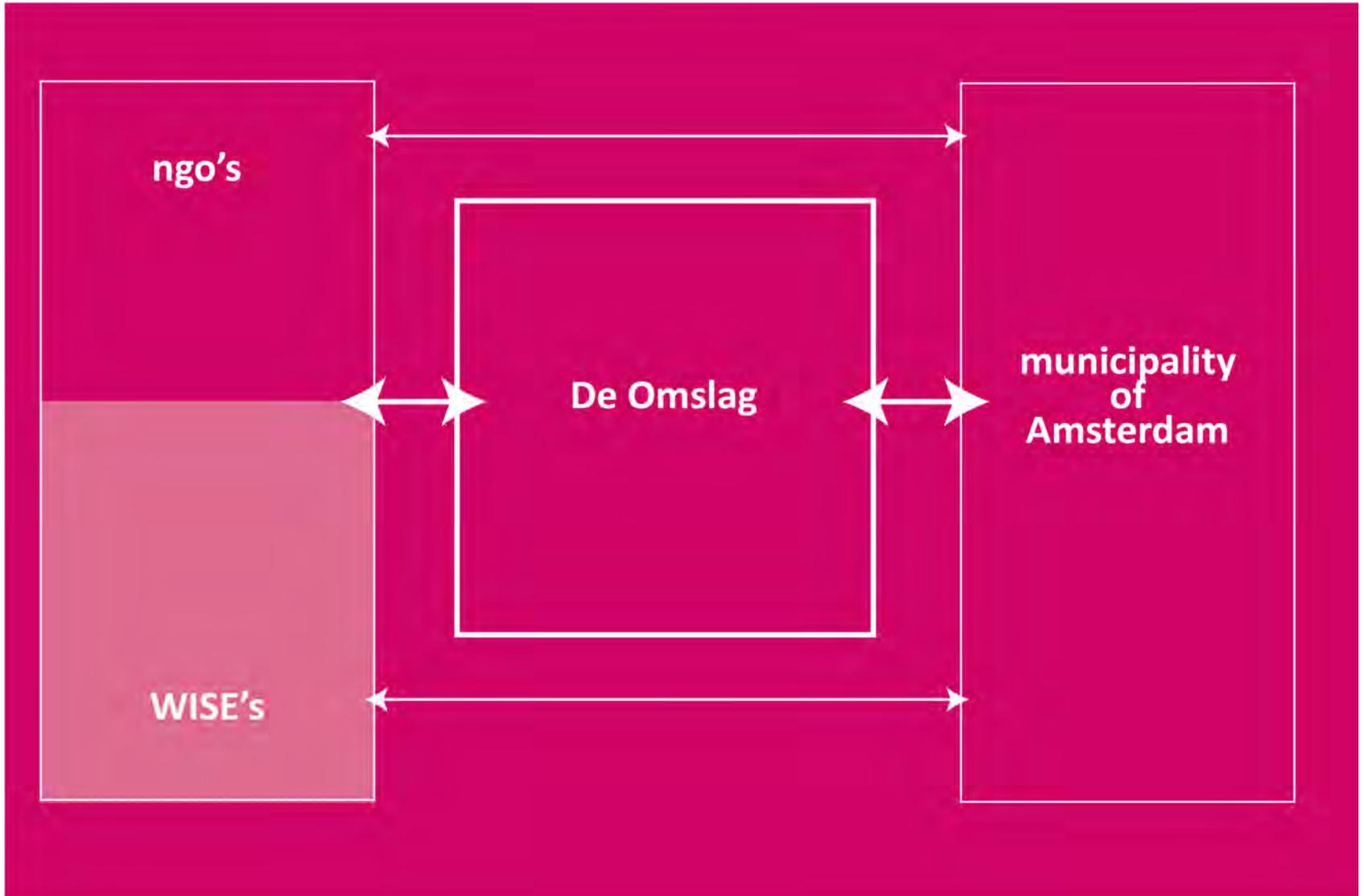| governance arrangements	2012	
policy goals instruments model	care: daytime activities financing network De Omslag	**processes** # social procurements # combinations (risk of isomorphism) # social enterprises
structure allocation of responsibilities allocation of budgets network structure	two departments (care & participation) De Omslag in network	
management vision on relationships within politics / administrations and between them and society, e.g. accountability	close relations: De Omslag with politics and administraion	**societal effect** # of people in social enterprises # of people in paid jobs

scientific concept of isomorphism

a progressive **loss of inner characteristics** under the pressure of legal frameworks or **professional norms** coming from the for-profit private or public sectors

role & position De Omslag

momentum

- **mid 2012**: De Omslag **lobbies** for research and support of the concept of SE after announcement severe budget cuts

manifesto

- **end 2012**: official residence conversation on social enterprises. City draws up **tender** together with local stakeholders and De Omslag

invest social

- proposal for change
- key goals & joint agenda

collectively out!

- **conference:** a joint production of local authority, De Omslag and research bureau
- opened by the alderman on care
- **presentation** of research findings
- workshops and debates with the **entire field**: care, welfare, employment and social organisations
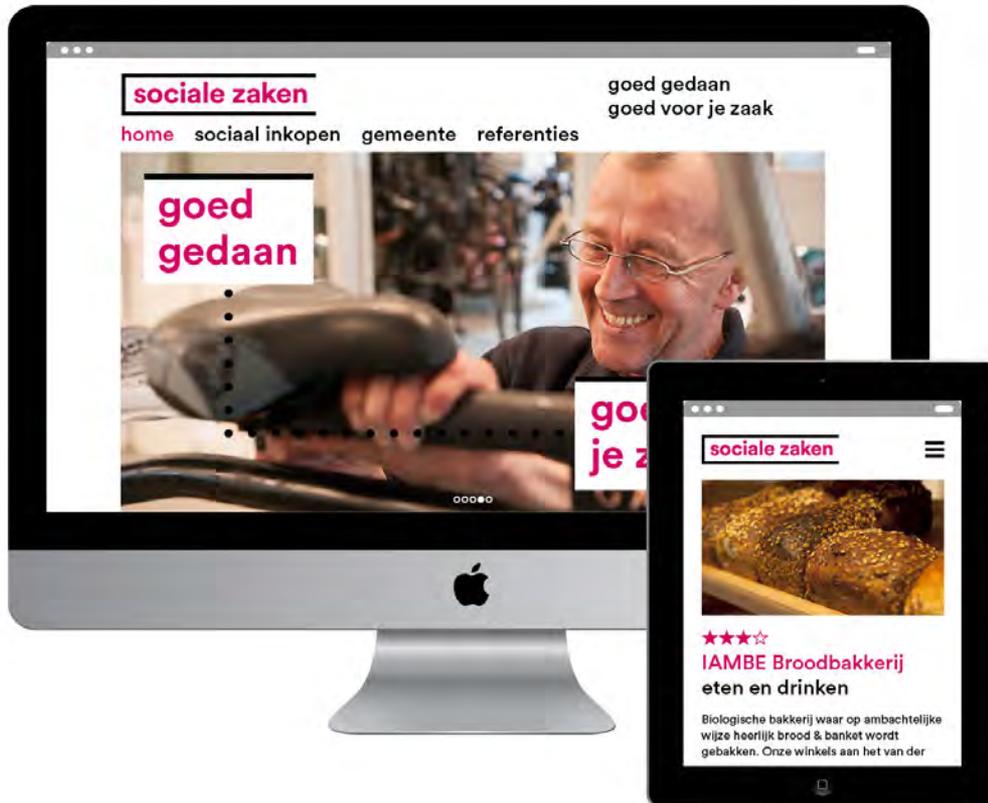- increased awareness

platform social enterprises
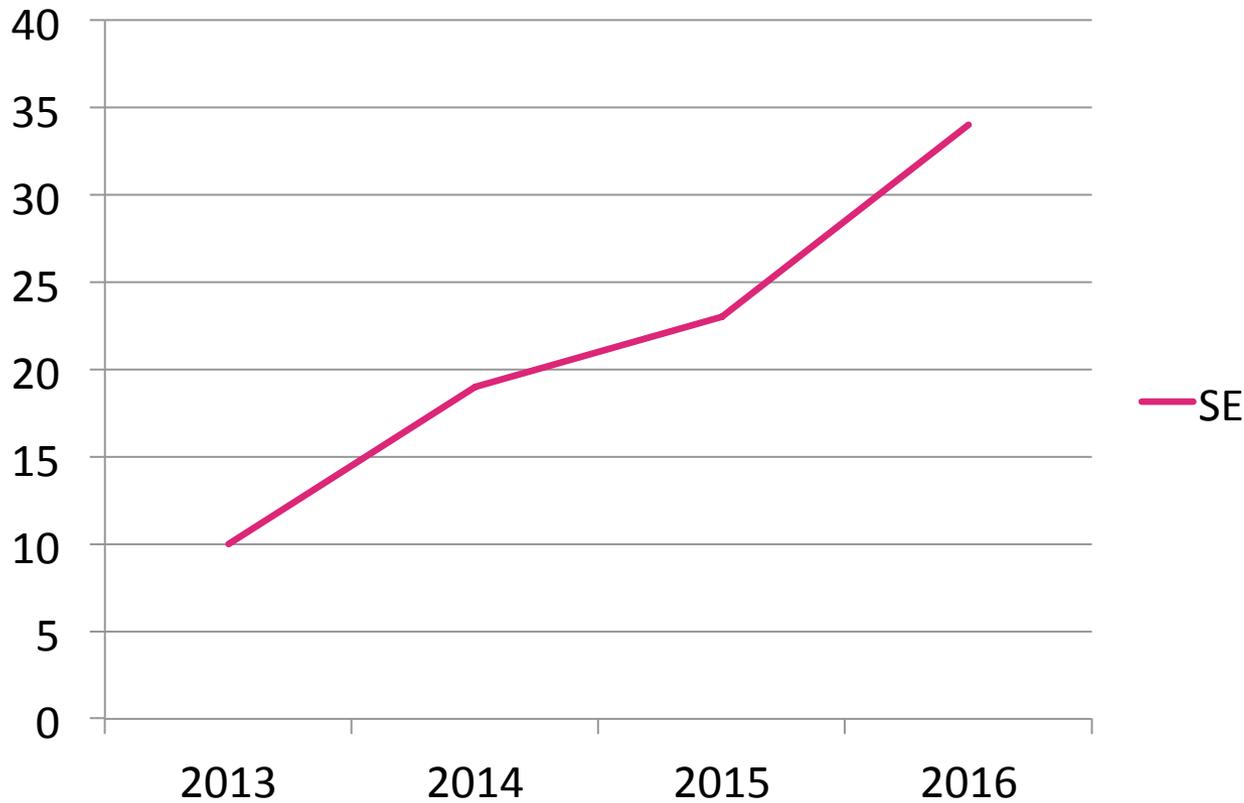
- building the sector of WISE's
- lobby and interest representation
- monitoring, support and growth
- linking SE's, projects and networks
- a definition of SE, certification
- sharing expertise in seminars
- visibility: digital showcase, campaigns

digital showcase

Increase of sector SE

outcomes (2016)

- **2,720** persons with vocational impairments found work within social enterprises
- **431** persons were able to move on into paid jobs last year
- achievement of a positive (public) image of the sector in its totality

effects of upscaling

- **supporting** entrepreneurs and local authorities, bringing them together and enhance knowledge

- **more effective** instruments: lobbying, monitoring the sector, increasing self-awareness of SE as local movement and solution

effects of upscaling

- increase of governmental and corporate **social procurement**
- in Amsterdam, the sector of social enterprises grows

However:
Cooperation on social innovation may clash with old structures

policy

- co creation: improving policy through collaboration, balancing

- policy model: displacement no longer mentioned in arguing against SE

- **more effective** instruments?
  - subsidising SE platform
  - social buying
  - non financial support

structure

- more effective **allocation** of responsibilities, involvement of economical dept.

- **Law on** participation more focused

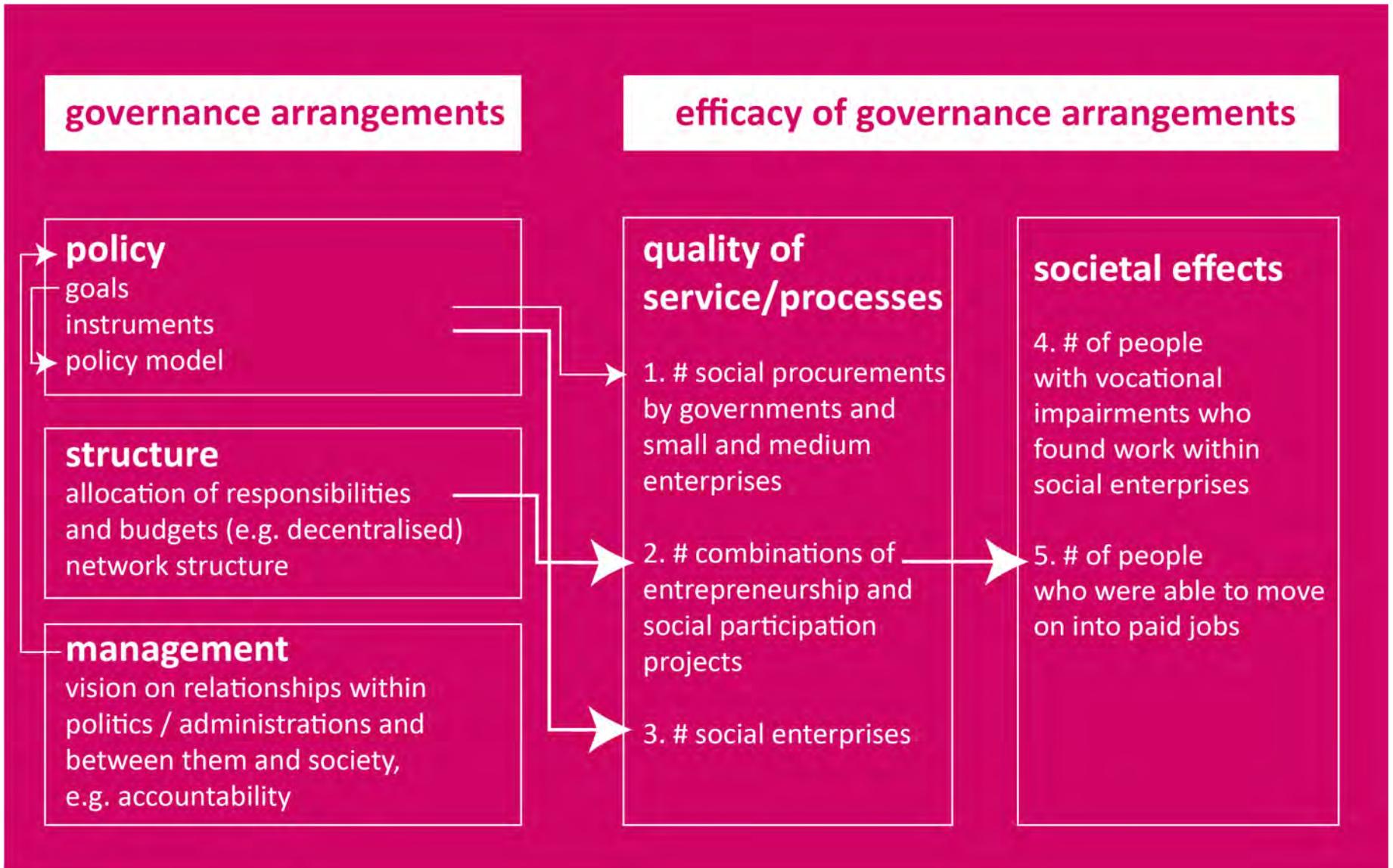# management

- Dutch style of mutual influencing

- 'Momentum' resulted in **internal** changes in governance

upscaling WISEs

governance arrangements

policy
- goals
- instruments
- policy model

structure
allocation of responsibilities
and budgets (e.g. decentralised)
network structure

management
vision on relationships within
politics / administrations and
between them and society,
e.g. accountability

efficacy of governance arrangements

quality of service/processes

1. # social procurements
by governments and
small and medium
enterprises

2. # combinations of
entrepreneurship and
social participation
projects

3. # social enterprises

societal effects

4. # of people
with vocational
impairments who
found work within
social enterprises

5. # of people
who were able to move
on into paid jobs

elements of isomorphism

- writing policy together
- hybrid identity protected by **increased identity** SE sector

And also:

- governance structures for support and innovation
- procedures social procurement/ buying

conclusion

we want to show you how
local **public-private cooperation** results
in a content-driven policy that
stimulates the social entrepreneur
sector

conclusion

In this case, one of the **key success factors** in the stimulation of SEs is the outsourced SE platform.

For a local authorities to coordinate the SE platform itself holds the risk of isomorphism

conclusion

In this case, the local authorities report on processes and output rather than outcomes on client levels

Governance on content and processes is deemed more **effective** than local governance on assimilation

discussion

Can we see this **innovation** as a **positive** one?
- meeting the challenges in collaboration between the social business sector and the local government
- the efficacy of WISEs in strengthening the participation of socially excluded citizens

questions

- the experience of the people in the audience in supporting WISEs
- exchanging **strategies** on the stimulation on the local level
- the national regulations supporting the local policies
- best practices