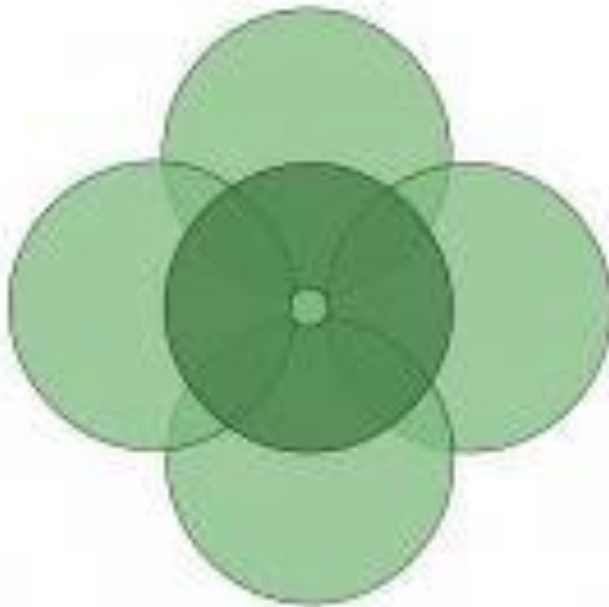


## Description of the social enterprise – information sheet

### VISTA Karlsborg



# VISTA Karlsborg

<b>A. Identification data</b>	
1. Name of the enterprise	VISTA Karlsborg
2. Location/Address of the enterprise	VISTA-Karlsborg c/o Ronny Olsson Konsultbyrå AB, Flygfältsvägen 29, 546 30 Karlsborg
3. Website of the enterprise	<a href="http://www.vistakarlsborg.se">www.vistakarlsborg.se</a>
4. Legal organisational form	NGO
<b>B. Good practice of the social enterprise</b>	
Aspects that recommend the social enterprise as a good practice in the particular sector.	<p>The association Vista creates healthy and capable individuals through:</p> <ol style="list-style-type: none"> <li>1. Teaching individuals, with support and help, to take responsibility for their work and lives.</li> <li>2. Reducing the need of being supplied for by the authority.</li> <li>3. Strengthening each client's mental and physical health by living in a social context in order to develop self-esteem and self-confidence.</li> <li>4. Acting as a reliable connection between the individual and the employment service, the social insurance agency, and the municipality.</li> <li>5. Changing attitudes in society toward people with disabilities and combatting exclusion and marginalization.</li> <li>6. Creating networks that are functional. A network means clients are no longer alone; they know where to turn for assistance and have another platform to stand on in life.</li> <li>7. Working to restore the feeling of being a part of a community and the society in order to get a job.</li> </ol> <p>These people often find it difficult to find a place in the labor market. VISTA offers education through internships, a good quality of life, a meaningful life, and a social community by developing their ability to work, to realize their personality with self-confidence, but above all to contribute with their labor in society. The goal is to develop social standing through mentoring. This means that clients receive guidance and instruction from experienced men and women to improve their vocational and life skills. This mentoring generates income for the organization's operation, maintenance, livelihood, and jobs. The agency is independent and autonomous, working long-term with socio-economic activities. The agency complements and adds social value. It fosters natural cooperation among employment offices, social insurance agencies, coordination associations, communal labor units, municipal social services, business,</p>

	non-profit organizations, educational associations, and adult education. Coompanion has provided advice and support during the process, which has been very important.
<b>C. Context:</b>	
1. Year of Founding	2013
2. Context of start-up – problem that the enterprise was set up to solve, economic social rationale.	<p>We were participants in an ESF project (european social fond) 2010-2013 where we discovered the need for a new solution to unemployment-related difficulties that traditional organisations and social programs seemingly could not cope with. Social Enterprise was the solution we thought would succeed.</p> <p>We started an association, VISTA Karlsborg, with people who have active roles in society. Two of them took part in the ESF project; one of them has been working for many years in municipal social services; another came from the local labour unit; one is an active politician; one came from adult education; one is a financial consultant to entrepreneurs. Moreover, one person, an expert in dog posture, is helping with issues in the start-up of a dog daycare business.</p> <p>We worked very close to the local labor unit and even managed to reach agreements through which they bought services from Vista. To have good contacts with the people in these positions is necessary. Together with active local politicians we have created a municipal policy in social economy to make sure a certain level of cooperation and standards are considered.</p>
3. What are the Main Activities of the entity?	<p>The main activities now involve the daily work tasks needed at the dog daycare business, where we have employed people working together with people in job training (unemployed).</p> <p>All activities (job at dog daycare, training/skills development, public dog walking) create natural encounters with different groups in society where integration of our target group is a result.</p>
4. Who are the Main stakeholders (i.e., members, clients, producers, etc.)?	The municipality, the clients, and member organisations. All are equal members.
5. Geographic coverage with respect to:	Geographic coverage area for the clientele is Karlsborg municipality and vicinity. The target group is the majority of the residents of Karlsborg together with a collaboration with neighboring municipalities for some clients.
i) production of services and/or goods and	
ii) market/consumers or beneficiaries, clients, etc.	

<b>D. Ownership Structure</b>	
1. What is the ownership structure of the entity: i.e., does the entity have shareholders, owners/members, donors, trustees, investors, etc.?	The Board consists of a chairman, secretary, treasurer, and members. The Board meets once a month. Sometimes there are working meetings with members of the board with different partners for different cooperation agreements. And there are workplace meetings and planning sessions for the workplace (the dog daycare business).
2. If membership, is membership open or closed? Is exclusivity required?	Voluntary and open membership.
3. Is a capital contribution required? If so, how much? Is equity capital unallocated or individualised?	Contributions are required in the forms of capital or work.
4. Describe in a few words the voting distribution (e.g. one member-one vote; proportional to equity contribution; proportional to use, etc.).	One member-one vote – no one can buy a way to power.
5. Describe in a few words the main benefits for members or owners.	Members have the power to control the business and its development (voting at the annual meeting) and therefore their own development. Members create opportunities for themselves and for others.
6. Indicate any <u>main changes</u> in ownership over the lifetime of the entity.	N/A
<b>E. Governance</b>	
1. Describe the governance structure of the entity (board, management, committees, etc.), number of members and method of selection (appointed or elected and by whom).	The Board consists of a chairman, secretary, treasurer, and members. The Board meets once a month. Sometimes there are working meetings with members of the board with different partners for different cooperation agreements. And there are workplace meetings and planning sessions for the workplace (the dog daycare business). The Board has 8 members.
2. Is there an entity or process for oversight of the board?	Accountants examine the work of the board annually.
3. Are there external independent board members?	Last year an external expert on dog issues participated on the Board, to improve quality of the dog daycare.

4. Are there term limits for board members?	Yes, the Board members have overlapping times, a year or two, so that the entire Board not will be replaced at the same time.
5. What is the gender composition of the board?	Currently the Board consists of three women and two men, and one in replacement.
6. Describe management and board salary/compensation policies and how they are decided/determined.	VISTA is a non-profit association that does not offer compensation to Board members. This is decided by the members at the annual meeting.
<b>F. Profit/benefits/surplus distribution policies</b>	
1. Describe briefly the distribution policies and procedures for profits/benefits/surplus.	All surplus/profits are reinvested in the company to ensure that opportunities for expansion of the company, establishing new businesses, or hiring more from the target group are possible. Owners/members/Board have no personal responsibility for bankruptcy.
2. Are members/owners liable for losses of entity? Describe how liability is shared.	
<b>G. Strategy: highlight approaches adopted to address the identified challenges</b>	
1. Describe briefly the business strategy looking at aspects like: main products/services, market niche, market share, quality and pricing/costs and <u>main changes</u> occurred in time.	At the start-up of new activities: There must be a market for VISTA products or services. The dog daycare has now started an increased cross-selling of products, dog food, dog accessories, etc. Additionally, the business initiated public information about dogs on various theme days, provides training days in conjunction with specialists on different dog-related topics to attract a larger audience.
2. Describe briefly the relation between the business strategy and the social mission of the enterprise.	The business strategy is strongly connected to the insight into the necessity of profit as a tool for possibility to develop VISTA to be able to offer more people a place to enjoy, work at, or learn from.
3. Please describe briefly the strategic partners or alliances that the enterprise has.	The biggest success factor is that the proposals for activity or new business must come from the participants themselves. To be able to influence their work with their own skills and interests increases their activity and participation. The difficulty is to create self-esteem, to encourage people to dare to believe in their ideas and inherent resources.
4. Please describe briefly the methods and practices of communication/relationships with Stakeholders (members, community, donors, NGOs, etc.).	The contact with the municipal government is fundamental. Without good contact with politicians and officials from the municipality, it is very difficult to start and run work integrating social enterprises. There is also close cooperation with the employment service and the social insurance offices.

5. Innovation and key performance factors	The biggest success factor is that the proposals for activity or new business must come from the participants themselves. To be able to influence their work with their own skills and interests increases their activity and participation. The difficulty is to create self-esteem, to encourage people to dare to believe in their ideas and inherent resources.
6. Human resources - personnel - No. of employees - No. of volunteers - No. of members	VISTA/4Legs has 3 employees. 2 people have their employment in VISTA, while one person is employed by the the municipality. We also have 2 hourly workers with special needs. 5-8 volunteers/job training VISTA has 8 members. The Board has 5 members and 1 alternate: 1 person from the social service 1 person from the the business sector 1 official from the municipality 1 person from study associations 1 politician from the municipality 1 person, an expert on dog issues
6.1. For Work Integration social enterprise - vulnerable employees if the case (i.e.), work integration plan/programmed used and management structure	People long absent from the labour market (because of long-term sickness, unemployment, disabilities, or recent immigration into the country) may work at the dog daycare center 4Legs. Mostly the work integration is paid for by Arbetsförmedlingen, the The Public Employment Service or by social services agencies.
<b>H. Outcomes: results achieved and lessons learned</b>	
- Yearly social and economic results – every 5 years since start-up, and/or the last 3 years - Social benefits - describe the benefit to members (membership), indicators used to evaluate the enterprise.	Operations in the dog day-care centre 4LEGS has just started (autumn 2014), and it is financed via project funding from the Västra Götaland region. The goal of the project is to create a higher turnover in the business. The great social benefit is that VISTA creates new job opportunities for a variety of people not integrated into the labour market.
<b>I. Describe in a few words the broader social/environmental impact in your community – spill-over effects, in the last</b>	N/A

3-5 years.

**J. Discussion Points: questions readers may want to consider and to discuss about it.**

**Start-up process 2013-2014;**

Information folder developed, printed, and distributed to the public and companies.

Website launched and Facebook page opened for the dissemination of information. Information table for the public at the festival day in Karlsborg.

A roll up with info about VISTA Karlsborg purchased.

An information evening carried out dog daycare center 4Legs in 10 November, in which five new stakeholders participated.

A movie recording with info about the dog daycare produced and shown on cable intranet via KEAB.

Actions from the start of the dog daycare 4Legs:

8 workgroups with prospective employees and participants along with a trade consultant for the business was hit 2 times / week,

Visits to other dog day care businesses, 7/2, 12/2, 4/4, 23/5 (Network Meeting).

Education/training course of a supervisor/director (1 person) of social enterprise in Stockholm, by autumn 2013 and spring 2014

Leadership training through Karlsborg Municipality.

"Future Workshop" 25/3 about social entrepreneurship with people invited from all municipal operations, politicians, Coompanion etc

Information to the trade unions, social welfare, municipal council.

1/9 operation of the business between the hours of 06:00 and 18:00.

20/9 open house for the public from 10:00 to 14:00 with about 50 visitors.

"Dog for all" course of daily activities; custom training in spring 2014.

VISTA arranges activities for disabled persons (on behalf of the municipality care department), e.g., a dog walk every Tuesday.

**Contact info**

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