

Description of the social enterprise – information sheet

Hellidens Trädgårdar (The gardens of Helliden)



LAYOUTIDÉER FÖR HELLIDENS TRÄDGÅRDAR
Den skyddade trädgården



| A. Identification data | |
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| 1. Name of the enterprise | Hellidens Trädgårdar (The gardens of Helliden) |
| 2. Location/Address of the enterprise | Hellidens Folkhögskola, Tidaholm |
| 3. Website of the enterprise | www.hellidenstradgardar.se |
| 4. Legal organisational form | Non-profit organisation |
| B. Good practice of the social enterprise | |
| Aspects that recommend the social enterprise as a good practice in the particular sector. | <p>Uses gardening and nature conservation work for different social programs, e.g. school garden, rehabilitation, unemployment program</p> <p>In the area there is a castle, a retirement home, a folk high school and a kindergarten - in between there is an old English garden/park. The association will work to restore the garden to be able to develop new activities within the area. This creates an exciting landscape, an attractive destination that will be a natural place for different groups of people, a place where people will be able to come together, cultivate, enjoy, and work.</p> |
| C. Context: | |
| 1. Year of Founding | 2014 |
| 2. Context of start-up – problem that the enterprise was set up to solve, economic social rationale | <p>Find a secure long term funding</p> <ul style="list-style-type: none"> • Bridging the gap between the countryside and the city, linking the present with the past and children with elderly people, letting them experience and learn from natural contact with animals, crops, and farming surroundings. • Offering a way for unemployed, disabled, or people suffering from long-time sickness to experience work with gardening and to contribute and be a part of its context. Using the garden as a platform for learning by doing. |
| 3. What are the Main Activities of the entity? | Gardening, nature conservation |
| 4. Who are the Main stakeholders (i.e. members, clients, producers, etc.)? | The main stakeholders are the government, the municipality, adult education organisations, and non-government organisations in the social sector; the Region of West Sweden. |
| 5. Geographic coverage with respect to: | |
| i) to production of services and/or goods and | i) Local |
| ii) market/consumers or beneficiaries, clients, etc. | ii) People living in the city of Tidaholm and the neighbouring area. |

| D. Ownership Structure | |
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| 1. What is the ownership structure of the entity: i.e., does the entity have shareholders, owners/members, donors, trustees, investors, etc.? | The organization is owned by its members. |
| 2. If membership, is membership open or closed? Is exclusivity required? | Open membership - members have to share the belief in human rights, equality, and gender equality. |
| 3. Is a capital contribution required? If so, how much? Is equity capital unallocated or individualised? | Capital contribution is required – 100 SEK/year (approx. 10 Euro/year) |
| 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 |
| 5. Describe in a few words the main benefits for members or owners. | Membership is connected to an idealistic interest in the organisation’s intention and a possibility for work and employment. |
| 6. Indicate any <u>main changes</u> in ownership over the lifetime of the entity. | N/A |
| E. Governance | |
| 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). | Board consists of 7 members. The association has 20 members. A nomination committee proposes to the general assembly who will sit in the Board, and the members can also propose/nominate at the GA. |
| 2. Is there an entity or process for oversight of the board? | N/A |
| 3. Are there external independent board members? | No |
| 4. Are there term limits for board members? | There are no term limits! |

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| 5. What is the gender composition of the board? | 3 men, 4 women |
| 6. Describe management and board salary/ compensation policies and how they are decided/determined? | No salary or compensation to the members of the Board. |
| F. Profit/ benefits/ surplus distribution policies | |
| 1. Describe briefly the distribution policies and procedures for profits / benefits / surplus | Profit is reinvested in the organisation. |
| 2. Are members/owners liable for losses of entity? Describe how liability is shared. | |
| G. Strategy: highlight approaches adopted to address the identified challenges | |
| 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. | <p>This organization's niche is to offer gardening to people outside the labour market, to cultivate and sell products in the local area. Cultivation is done in close cooperation with the nearby primary school: children/students learn about the art of growing and harvesting, and they in the end they can eat their own produced vegetables, fruits, etc.</p> <p>The schools and home for elderly (in the local area) will be able to get locally produced organic vegetables, fruits, and berries to serve in their restaurants.</p> <p>There are no similar business arrangements nearby. There are other suppliers of fruits and vegetables, but no one has the same learning profile, i.e. cultivation in collaboration with the students.</p> |
| 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 of the necessity of profit as a tool for the possibility to renovate and restore the garden to be able to offer people a place to work and learn from. |
| 3. Please describe briefly the strategic partners or alliances that the enterprise has. | Contact with representatives from the municipal government, the Folk High School, and the Primary School is fundamental. There is also a close cooperation with the employment service and the social insurance offices. |
| 4. Please describe briefly the methods and practices of communication/relationships with Stakeholders (members, community, donors, NGOs, etc.). | <p>Regular meetings and follow-ups with our key partners at the local level.</p> <p>The organisation communicates with its members at the annual meeting, regular meetings, and through mail, newsletters, social media, etc.</p> |

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| 5. Innovation and key performance factors | The Garden is situated in the centre of our small town just in-between the Folk High School and the Primary School. We offer practical training and education to both neighbouring schools. We also offer job training and internships for people outside the labour market. |
| 6. Human resources - personnel | |
| - No. of employees | 2 employees |
| - No. of volunteers | Varying number of people active in the social programs |
| - No. of members | 20 members |
| 6.1. For Work Integration social enterprise - vulnerable employees if the case (i.e.), work integration plan/programmed used and management structure | This is the first year of operation. This year is devoted to fundraising and contact building. |
| H. Outcomes: results achieved and lessons learned | |
| - Yearly social and economic results – every 5 years since start-up, and/or the last 3 years | Investment support (lump sum): 150 000SEK (approx.. 15 000 Euro) |
| - Assets (raw numbers); Capital (raw numbers); Production; Turnover /sales; Profit/loss | Revenue / grants: National Public Health Council 80 000 SEK (single premium), the municipality 250 000 SEK/ year, the Employment Service about 250 000SEK / year, Royal forestry and agricultural academy 20 000SEK (single premium). Project funding from the Region of Västra Götaland 200 000SEK. |
| -Social benefits - describe the benefit to members (membership), indicators used to evaluate the enterprise. | |
| I. Discussion Points: questions readers may want to consider and to discuss about it | |
| <p>Helliden is a non-profit organisation. The non-profit sector is a collective term for the actions of the society performed by volunteers. The volunteer sector can be seen in a wider perspective through the concept of social economy.</p> <p>The non-profit sector, i.e. voluntary work within and outside the non-profit association, has a long history and deep roots in Swedish society. In Sweden there are approximately 200,000 organizations that have about 32 million members. This can partly be explained by the laws enacted in harmony with the tradition reinforces and underpins association activity propagation, for example, income tax laws.</p> <p>Statistics show that every Swedish person spends on average about 16 hours per month on volunteer work.</p> | |
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