

Description of the social enterprise – information sheet
“Alaturi de Voi” Romania Foundation – the Util Deco social enterprise



utildeco
întreprindere socială ADV România

Unitate protejată autorizată

A. Identification data	
1. Name of the enterprise	The “Alaturi de Voi” Romania Foundation – the Util Deco social enterprise
2. Location/Address of the enterprise	Iasi county, Miroslava commune, Uricani village, no. 5, Bazinelor street
3. Website of the enterprise	www.utildeco.ro and www.depozitarhivare.ro
4. Legal organisational form	Non-governmental organization, not-for-profit, the Util Deco social enterprise being an internal section.
B. Good practice of the social enterprise	
Aspects that recommend the social enterprise as a good practice in the particular sector.	<p>ADV Romania is the first organization in Romania to have established three social enterprises under the logo Util Deco, within which have been created 37 workplaces for people with disabilities. The activities developed by ADV Romania have been acknowledged and valued both at local, national and international level, ADV Romania having received over 23 awards throughout time. 2013 brought the organization international acknowledgment thanks to our activities for transforming disability into ability. In September 2013 the European Commission published on the first page of the Directorate for Employment, Labor and Social Affairs the Util Deco model of sheltered employment as being representative for Romania for sheltered employment.</p> <p>In October 2013, ADV Romania received an excellence award as best practice within the European Network for Workplace Health Promotion (ENWHP) initiative.</p> <p>In June 2014, within the Civil Society Gala, ADV Romania received the “Dan Manoleli” Social Award for Development of the Civil Society on behalf of Romanian Social Development Fund (RSDF), as acknowledgement of involvement, innovation and dedication in the non-governmental field.</p>
C. Context:	
1. Year of Founding	ADV Romania was established in 2002, but the activity of the Util Deco social enterprise began in 2008.
2. Context of start-up – problem that the enterprise was set up to solve, economic social rationale	ADV Romania offered in 2008 services of vocational therapy and professional training of people with disabilities, having as a goal to support beneficiaries to become employees. We noticed at that time that employers have great difficulties in accepting a person with disabilities as their employees, or even in maintaining a person with disabilities as their employee for a longer period of time. Going further, we reached the conclusion that there must exist a pattern to prove that a person with disabilities can be a successful employee, if offered the proper package of assistance at the workplace. This is how we reached the idea of creating protected workplaces and the development of shelter workshops, in the lines of work in which we had trained some of our beneficiaries. In order for the

	economic activity to be developed, we accessed the only market segment established by legislation as social economy – the authorized shelter unit – thus establishing the Util Deco social enterprise, internal section of the “Alaturi de Voi” Romania Foundation.
3. What are the Main Activities of the entity?	Within Util Deco functions a multiplication center, workshops specialized in manual book-binding and decorative arts, making decorative candles, archiving and document storage, personalization, tailoring (work and protection equipment, equipment for hotels/ bed and breakfasts, etc.), event organizing (conferences, trainings, etc.), services for product mediation: stationery and office articles, cleaning and maintenance products, protection equipment, promotional materials. The entire offer of products and services can be viewed on the website www.utildeco.ro
4. Who are the Main stakeholders (i.e. members, clients, producers, etc.)?	First of all, the social enterprise is the economic structure on which depend the workplaces of 36 people with disabilities employed. We have around 500 customers from all over Romania, as well as 200 suppliers. Our foundation, in its quality of promoter of social economy and as model of work integration is an important actor for the entire field of social economy from Romania. Through the investments made in Iasi, Constanta and Tg. Mures, ADV Romania proved it is a serious investor, creating workplaces and supporting development. Through our involvement in the process of creating / changing legislation in the field of social economy, our activity is of interest to politicians and other authorities.
5. Geographic coverage with respect to: i) to production of services and/or goods and ii) market/consumers or beneficiaries, clients, etc.	I) Small customers procuring different products –Util Deco makes hand-made products and in small numbers, as such there is a general issue concerning selling them at the market price. This is why we decided we can sell them outside Iasi, Constanta and Tg. Mures in two circumstances: a) In the case of orders above 300 lei, allowing to cover the costs for transportation; b) Delivery with transportation and product value paid by the customer. In Iasi and Constanta, orders are generally picked up from our offices, in Tg. Mures from the location of our store. The services are delivered only in the cities in which we have workshops – Iasi, Constanta and Tg. Mures, and in special situations in nearby cities. II) Big customers and suppliers are from all over Romania. We very rarely procure products from other countries, because we encourage local and national economy.

D. Ownership Structure	
1. What is the ownership structure of the entity: i.e., does the entity have shareholders, owners/members, donors, trustees, investors, etc.?	The Util Deco social enterprise is an internal section of the Alaturi de Voi Romania Foundation, having separate inventory, according to Romanian legislation. The founding members are the same as those having founded the organization, there are no private donors or investors. Substantial investments in infrastructure and human resources have been made in Util Deco through the European funds – Operational Sectorial programme Development of Human Resources and NESsT Romania.
2. If membership, is membership open or closed? Is exclusivity required?	Not applicable.
3. Is a capital contribution required? If so, how much? Is equity capital unallocated or individualised?	Not applicable.
4. Describe in a few words the voting distribution (e.g. one member-one vote; proportional to equity contribution; proportional to use, etc.).	Not applicable.
5. Describe in a few words the main benefits for members or owners.	The social enterprise has been established in order to generate income and re-invest them in social assistance. It is regarded as a higher type of support for beneficiaries and does not have as goal to make profits. The benefits of ADV Romania in developing and supporting the Util Deco social enterprise arte related to accomplishing the foundation’s mission statement – social integration of people from groups at risk.
6. Indicate any <u>main changes</u> in ownership over the lifetime of the entity.	Not the case.
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).	The Util Deco social enterprise is coordinated by an executive team made up of 4 persons: a general manager (who is also the foundation’s president), coordinator of the department of social economy, sales coordinator, coordinator of the department of development and communication. Each workshop is being coordinated by a person, who has in mind the accomplishment of economic results and the needs of assistance of people from the group at risk. The team is implementing the strategic directions agreed upon by the ADV Romania Board of Directors, made up of 3 persons. The Board approves the President’s activity report and delegates competencies for the next mandates.

2. Is there an entity or process for oversight of the board?	No.
3. Are there external independent board members?	Within the foundation exists a Youth Council with consultative role; its members are being consulted especially when it comes to issues concerning the assistance for beneficiaries of social services.
4. Are there term limits for board members?	The Board is reconfirmed once at 5 years. Until now there were no changes in its composition.
5. What is the gender composition of the board?	The composition of the Board is two females and one male.
6. Describe management and board salary/ compensation policies and how they are decided/determined?	<p>For the executive team, except for the sales coordinator, payment is made according to the salaries negotiated with the general manger. For the sales department, there is a basis salary and benefits according to their performances in sales.</p> <p>The employees from workshops are being paid according to hours worked and productivity; however, there is a lower limit of income which is always respected.</p> <p>Twice a year, the employees receive bonuses – gift vouchers, before Christmas or Easter, without mentioning this aspect in the work agreement.</p> <p>Furthermore, the employees are often trained for free in different fields of interest to their professional growth; at the same time, on different projects are organized study visits in Romania or abroad, this also being a form of employee stimulation.</p> <p>About every two years takes place a meeting with all the employees from the three centres in Iasi, Constanta and Tg. Mures, so that they may socialize, ensure team collision, strategic planning or adjustment planning.</p>
F. Profit/ benefits/ surplus distribution policies	
1. Describe briefly the distribution policies and procedures for profits / benefits / surplus	The Util Deco social enterprise has the same procedures as any authorized shelter unit, being an atypical case of social economy structure. The investment is made through an internal decision issued by ADV Romania, from funds attracted by the organization; the profit is reinvested in infrastructure, professional training and development. In the end, the foundation in not-for-profit.
2. Are members/owners liable for losses of entity? Describe how liability is shared.	Within the Util Deco social enterprise the profits are not redistributed, the amounts obtained being fully reinvested in development. There is no collective responsibility with respect to losses; however, there is individual responsibility with respect to the work done.

G. Strategy: highlight approaches adopted to address the identified challenges	
<p>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>	<p>Util Deco means economic activity reinvested in social programs and has as goals:</p> <ul style="list-style-type: none"> • To create and maintain workplaces for people with disabilities; • Continuous professional training; • Support and guidance at the workplace; • Handmade unique products in the fields of arts and crafts, painting, tailoring, interior decoration and making decorative candles; • Services in the field of manual book-binding, printing, personalization through different techniques, archiving at the client’s headquarters, storing archives and organizing different events; • Distribution of products in the fields of IT, office supplies, hygiene products, protection equipment, etc. <p>Sales to big customers take place through the sales department, whereas smaller customers (such as individuals) may procure different products through the store open in Tg. Mures or through the online store.</p> <p>All strategic documents are being elaborated within the management team, with contribution from managers directly responsible with different aspects.</p>
<p>2. Describe briefly the relation between the business strategy and the social mission of the enterprise.</p>	<p>Util Deco is a work integration social enterprise which has as objective the employment of people with disabilities. We wish to obtain profit and intend to make the enterprise more productive, but without forgetting that it has a social goal, which is with priority.</p>
<p>3. Please describe briefly the strategic partners or alliances that the enterprise has.</p>	<p>We work in association with federations and coalitions in the social field for advocacy and in collaboration with social economy structures for the production part of our activity. We try to find associates from among these structures when it comes to bigger orders. We are often involved in experience exchanges.</p>
<p>4. Please describe briefly the methods and practices of communication/relationships with Stakeholders (members, community, donors, NGOs, etc.),</p>	<p>We are also trainers in the field of social economy (social economy management and entrepreneurship in the field of social economy); we offer the necessary space for practice in order to support de development of the sector.</p> <p>We established in Iasi the NGO Committee (made up of 40 NGOs) and FONSS – The Federation of Non-governmental Organizations for Social Services through which we develop advocacy and PR for decision makers at county and national level.</p>

<p>5. Innovation and key performance factors</p>	<p>Social economy is an innovative field in Romania; other than developing the social business, we innovate in job coaching and in internship.</p>
<p>6. Human resources - personnel</p> <ul style="list-style-type: none"> - No. of employees - No. of volunteers - No. of members 	<p>Currently, the foundation has:</p> <ul style="list-style-type: none"> - 36 employees, people with disabilities; - 74 employees without disabilities; - 30 volunteers.
<p>6.1. For Work Integration social enterprise - vulnerable employees if the case (i.e.), work integration plan/programmed used and management structure</p>	<p>Our organization uses several work instruments in order to ensure the supervision of evolution of employees with disabilities, as well as the most suitable intervention for their inclusion. UtilDeco has 36 employees with disabilities.</p>
<p>H. Outcomes: results achieved and lessons learned</p>	
<ul style="list-style-type: none"> - Yearly social and economic results – every 5 years since start-up, and/or the last 3 years - Assets (raw numbers) - Capital (raw numbers) - Production - Turnover /sales - Profit/loss - Social benefits - describe the benefit to members (membership), indicators used to evaluate the enterprise. 	<p>By the end of the year 2014:</p> <ul style="list-style-type: none"> - TOTAL ASSETS - 13,087,083 USD - Capital £ 2,257,681 EQUITY - Turnover / sales CA £ 19,651,191 recorded in 2014 CA registered in 2013 £ 10,335,248 CA registered in 2012 £ 4,341,019 - DEFICIT / LOSS 1,040,250 recorded at the end of 2014 ron (for all activities of the organization) - SURPLUS / PROFIT 320,057 recorded at the end of 2013 ron (for all activities of the organization) - SURPLUS / PROFIT 1,016,856 recorded at the end of 2012 ron (for all activities of the organization) - 36 jobs created for persons with disabilities and Assistance Service component at work for their inclusion
<p>I. Describe in a few words the broader social / environmental impact in your community – spill-over effects, in the last 3-5 years.</p>	<p>After several years of intensely promoting the field of work integration social enterprises, we are market leaders, we educated the community who has found out about this new field and generated the idea according to which there is the need for accurate legislation in the field. With every passing year, the interest for social economy has grown, our foundation being demanded to train other specialists in the field, to offer consultancy in the business field or in elaborating documents of public and legislative policies.</p>

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

- We promote everywhere the fact that we turn people from groups at risk from socially assisted to independent individuals
- We began to be seen as a landmark and a local investor. In addition, people with disabilities have learnt they can have independent living.

Contact info

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Attachments if available in English

1. Annual reports 2011-2013- All the annual reports are here: http://www.alaturidevoi.ro/?webpage=despre_adv&subpage=rapoarte_anuale

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