

Social Entrepreneurship ECO-WISES in Austria

Association for Waste Prevention

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WISES / History

- Active labour market policy: started ~1985 (Dallinger)
- 3 pillars: qualification, advice, work integration
- Work Integration Social Enterprises (WISE) were founded
- Objective of WISES: to offer longterm unemployed people temporary jobs (including trainings and social pedagogical advice) for about one year to integrate them into the first labour market.
- Second labour market was growing from 1985 – 2000
- Funding directives (by the public employment service / AMS) were created for:
 - Social economic enterprises (170 SÖB / 11.500 jobs)
 - Non-profit employment projects (81 GPB / 5.000 jobs)
 - Non-profit employment companies (10 BG / 500 jobs)

ECO-WISES

Ecological Work Integration Social Enterprise

- WISES: competition with the 1st Labour Market ?
- WISES were looking for business fields in market niches!
- WISES operated more and more in the environmental field, because it was not profitable to the 1st labour market.
- ECO-WISES are operating in the fields:
 - Recycling / Waste Management
 - Ecological cultivation and landscape gardening
 - Gardening / shredding / composting
 - Repair Services

Who is ARGE ?

- Arge Müllvermeidung (Association for Waste Prevention) is a Non-Profit-Organisation.
- ARGE was founded in 1982.
- Developing and implementing the profession „municipal environment and waste adviser“ in Austria, ARGE trained about 300 waste advisers since 1986 who are now working in municipalities, municipal associations and companies in Austria
- Developing new business fields relating to sustainable environmental services for social enterprises (ÖKO-Service)
- Implementing environmental projects mainly for public authorities/institutions and social enterprises
- ARGE sets its focus on the combination of **Environment & Employment**

Example: ÖKO-Service / Eco-Service

- ARGE is one of two stakeholders of the non-profit employment company “ÖKO-Service”, founded in 1994, based in Graz, which aim is to integrate long-term unemployed people into the first labour market and to provide sustainable/environmental services only.
- ARGE developed the following „green“ business fields:
 - Collection of used edible oils
 - Conducting a combined heat and power unit using the collected edible oils
 - Rental of reusable cups
 - Rental of dishes and dish washing
 - Gardening services (incl. shredding and composting)
 - Dismantling of WEEE
(waste electronic and electrical equipment)

ÖKO-Service :Collection of used edible oils

- ÖKO-Service collects used edible oils from restaurants in special containers (Fetty)
- ÖKO-Service collects 60.000 l used edible oils per annum
- Free pick-up-service by ÖKO-Service
- One third of the collected oil is used for heating the premises of ÖKO-Service with combined heat and power unit
- The remaining 40.000 l are transesterified into biodiesel by the South-Styrian company SEEG



ÖKO-Service: Rental services and gardening

- Rental of reusable cups for big events (in football stadiums, city festivals)
- Rental of dishes (plates, glasses, cutlery) for big and small, official and private parties
- Conducting a mobile dishwasher integrated in a van
- Gardening services for households



RepaNet: Austrian repair network



RepaNet: Austrian repair network

- Started as an EQUAL-Development Partnership (2002 - 2005)
- Implementation of new business fields relating to repair services for social enterprises (electric appliances)
- Establishing regional networks with social and private enterprises in the field of repair-services
- Member of RREUSE (european umbrella)
- Goal: Promoting of waste prevention and reuse according to the Waste Framework Directive 2008
- <http://www.repanet.at>

EcoNet-Austria: Dismantling of WEEE

- Started as an EQUAL-Development Partnership (2005)2007)
- WEEE-Directive, that came into force on 13th of August 2005
- Setting up new fields of business to do with electrical and electronic equipment in employment initiatives right across Austria
- Developing the new job “recycling centre assistant” including a training programme for workers from social enterprises
- <http://www.econet-austria.at>



EcoNet-Austria: Recycling of mobile phones



- Dismantling and recycling of mobile phones collected by the world-wide biggest mobile phone collection carried out by ORF (Austrian Broadcasting Corporation) and Caritas
- New business field at a social enterprise in Vienna established within EcoNet-Austria
- 1.5 million mobile phones collected since 2005
- Sorting the phones according to brand, model quality standards, sorting the batteries and chargers



Re:design[net]WORK

- Austria-Slovakia / ETC-cross-border cooperation programme
- Goals:
 - Developing of every-day-products with an extraordinary design from waste materials
 - Establishing of cooperation networks consisting of artists, social enterprises and providers of used materials
 - Sensibilisation of consumers with regard to a sustainable purchase and usage of reuse-products
- <http://www.redesign-network.eu>



EU-Waste Framework Directive 2008: A new challenge for social enterprises

- **Article 3: „preparation for re-use“**
(new hierarchy between prevention and recycling)
- **Article 11: „re-use and recycling“**
Member States shall take measures,, to promote the re-use of products and preparing for re-use activities, ... by .. **the establishment and support of re-use and repair networks**, the use of economic instruments, procurement criteria, quantitative objectives or other measures.
- **Annex IV:** The promotion of the reuse and/or repair of appropriate discarded products or of their components, notably through the use of educational, economic, logistic or other measures such as support to or establishment of **accredited repair and reuse-centres and networks** especially in densely populated regions.

Adaption of the Re-use-shop model from Flanders (Belgium) to Austria

- 104 Re-use-Shops
- 84 under „De Kringwinkel“ – trade mark
- More than 3 million customers a year
- Re-use 2007: > 43.000 t (7,19 kg / person)
- > 13.000 t electrical and electronic equipment

See following pictures.....



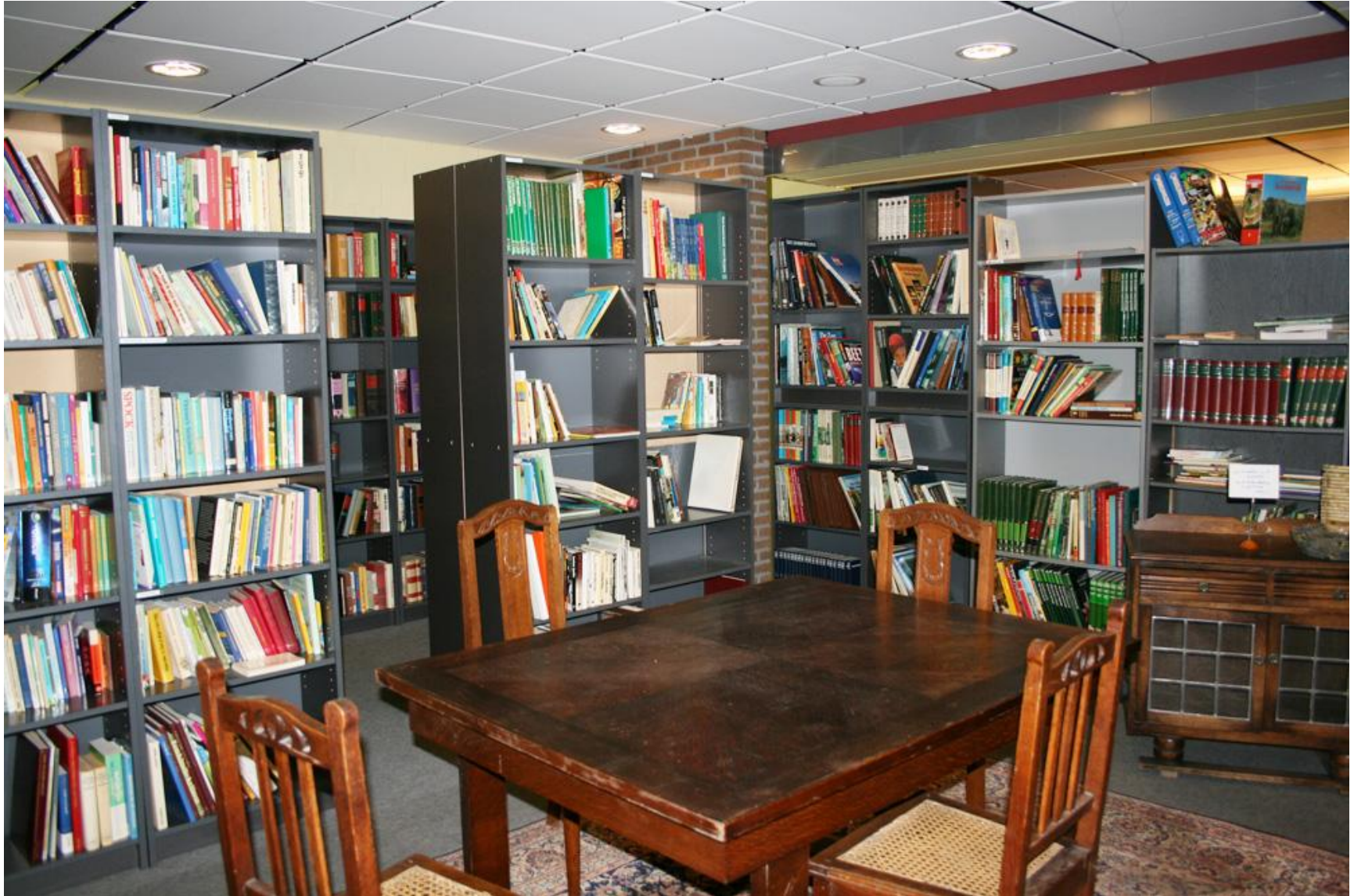












BAN, based in Graz



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