

# NEW MEDIA AND VULNERABLE GROUPS

Social entrepreneurship as a solution for improving the situations of vulnerable social groups. Best practices and examples

## SOCIAL ENTERPRISES AS PROVIDERS OF SOCIAL SERVICES IN MUNICIPALITIES IN THE CONTEXT OF IMPROVING THE LIVES OF VULNERABLE GROUPS. A GOOD PRACTICE TO IMPLEMENT

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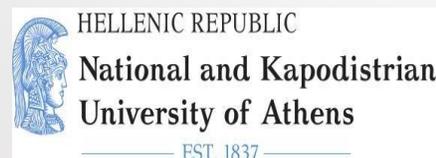
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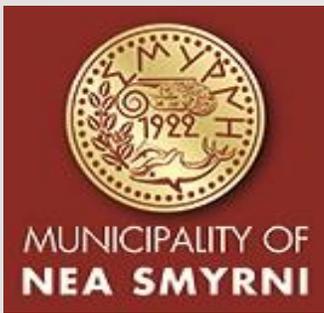
# Modern challenges for a Greek municipality in the field of social services

**We are going through a period characterized by:**

- **economic crisis**
- **health crisis**
- **energy crisis**
- **war and its consequences**

**This has a direct impact on the socio-economic life of citizens**

**For this in Europe, municipalities are invited to actively participate in the solution**



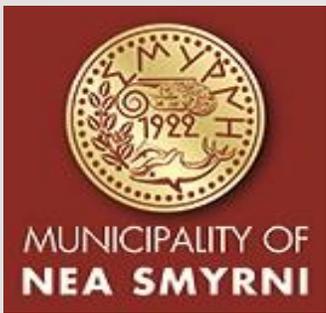
# Needs

- **Needs:**

- Natural needs
- Security Needs
- Social Needs
- Valuation Needs
- Self-fulfillment needs

- **Needs for:**

- Services
- Smart management of available resources
- Innovation



# Requests to the Municipality of Nea Smyrni



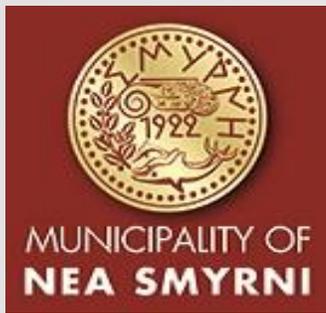


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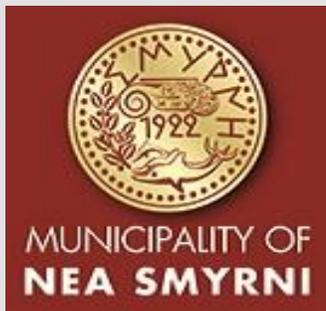
# **Transition from Social Policy to Social Economy & Welfare Policy**

**The Municipality of Nea Smyrni is known in Greece for its Social Policy and the structures created at a very early stage. Structures, programs and actions, such as:**

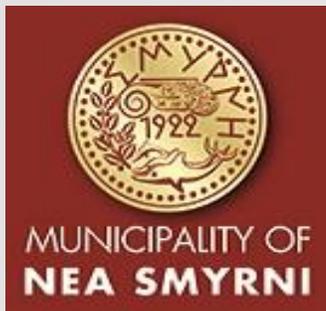
- Office of Prevention & Social Care**
- Community Center**
- Social Grocery**
- Provision of Food**
- Municipal Medicine**
- Center for Health Prevention**
- Social pharmacy**



- - **Help at home**
- - **Volunteering**
  - - **Library of Exchanges and Donations.**
  - - **A voluntary blood bank for citizens in partnership with a public hospital.**
  - - **Free Legal Counseling.**
  - - **Free Tax Support.**
  - - **Children's and Teenage Clothing.**
- - **Local Mental Health Promotion Team**
- - **Special program for free distribution of agricultural products**
- - **Pregnancy counseling program for young mothers**
- - **Community service**
- - **Social work**
- - **Social welfare**



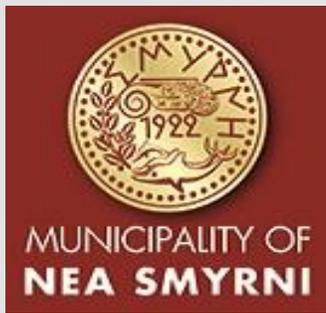
- **The basic idea is that the municipality should move towards expanding Social Policy and converting it into a social and solidarity economy.**
- **For this reason, it also adjusts the organizational structure of the Social Service accordingly.**
- **From November 1, 2022, the Directorate of Social Welfare and Solidarity of the Municipality of Nea Smyrni became the Directorate of Social Economy and Solidarity**



# Why social enterprises?

- Covering needs that are not yet met or are inadequately met
- Development of innovative services
- Flexibility and adaptability of social services provided due to the volatile status of the characteristics of vulnerable groups
- Wide network of specialized partners and partners
- Strengthening local social entrepreneurship
- Offer Social Cohesion and Collectivity
- Contributing to Combating Unemployment in Local Communities

**Social enterprises as providers of social services and helpers in the social services of Municipalities**

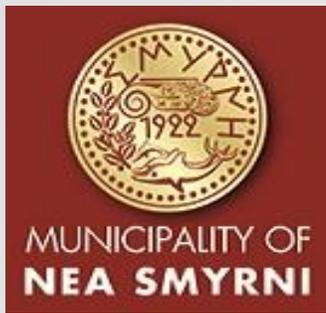


# The Municipality of Nea Smyrni is facing new challenges

**Specialized seminar TOPSA (funded by the NSRF) training program aimed at the professional rehabilitation of the unemployed. The program included training (theoretical and practical) with grants and consulting support for job prospects. (12 / 2013-6 / 2014)**

## **Project Objectives:**

- **Establishment of businesses to take advantage of the special features of the area**
- **Eligibility for subsidies from other investment programs**
- **Acquisition of skills that will meet the identified needs of local businesses**

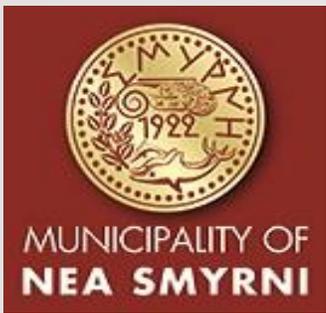


# Cooperation of Municipality of Nea Smyrni With Social Cooperative Enterprise "DIMARETI"

- Establishment of a Social Cooperative Enterprise of Collective & Social Benefit "DIMARETI" (1/2015)

## WORKS IN THE MUNICIPALITY OF NEAS SMYRNI

- Providing Social Support Services (4/2016-present)
- Provision of Health Structure Support Services (7/2019-present)
- Provision of Prevention, Assessment and Rehabilitation Services for children with Learning Difficulties (12/2020-present)

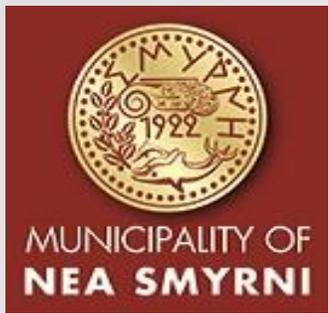


# Providing Social Support Services (4/2016-present)

## Counseling & Support: "School Social Services"

Building Bridges between School and Family –  
Psychosocial support in the school community

- Detection & investigation of difficulties and difficult behaviors in the family and school environment
- Psychological support - counseling for parents, children & adolescents
- Home visits to investigate the living conditions of minors and their families
- Informing and networking the family with specialized agencies, services and social programs
- Informing students and parents about the handling of social media and the internet
- Support and collaboration with the educational community to raise awareness of teachers about family, cultural, and other social factors that identify pupils



# Providing Social Support Services (4/2016-present)

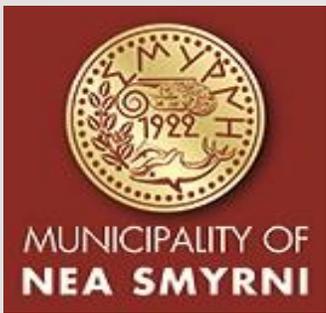
## Counseling & Support: "School Social Services"

### School mid-morning snack

- Investigating the need to include families in Social Policy structures and programs
- Support for students whose families, due to the economic crisis, are unable to cover the cost of mid-morning snack at school
- Strengthening of the businesses affected by the crisis preparing and selling snacks (canteens), which are already operating in the School Units

### Accident insurance for children at school

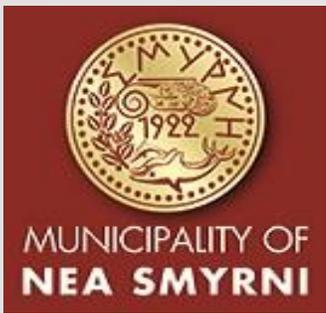
- Covering the need for early medical care for children in the event of an accident at school
- Relief from the stress and anxiety experienced by parents (long hours of waiting in the hospital emergency room, costs of diagnostic tests and rehabilitation, etc.)



# Providing Social Support Services (4/2016-present)

## Meal donation structure

- Preparation and making of food on a daily basis for the beneficiaries of social structures
- Preparation and making of food on a daily basis for the beneficiaries of Pedopolis Agia Varvara



# Provision of Health Structure Support Services (7/2019-present)

## Health Services: Health Prevention and Education

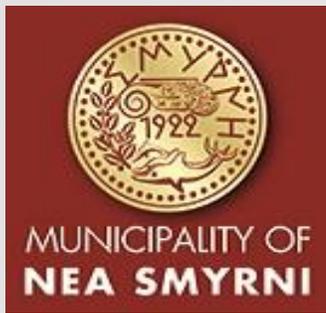
- Strengthening of municipal services of doctors
- Creation and operation of a 24 hour line for social and medical issues
- Organization of prevention programs
- Creating care teams for people with dementia
- Specialized medical care
- Social pharmacy beneficiaries interface with municipal services of doctors for home drug delivery



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## Provision of Prevention, Assessment and Rehabilitation Services for children with Learning Difficulties (12/2020-present)

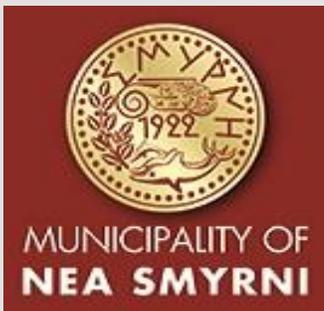
- **Assessment, diagnosis and rehabilitation of a wide range of speech and language disorders of preschool and school-age children**
- **Development and strengthening of motor coordination, motor skills, sensory, visual perception, cognitive, psychosocial, play skills as well as daily life skills**
- **Support for families that are included in the social structures of the Municipality**
- **Direct cooperation with the school social services**



# Contract with the Municipality of Nea Smyrni

**In our Municipality, the promotion of the social and solidarity economy is a political choice. To achieve this we use the following tools:**

- **Law 4412/2016 Public Procurement of Works, Supplies and Services (adapted to Directives 2014/24 / EU and 2014/25 / EU)**
- **Law 4555/2018 (Government Gazette 133 / 19-7-2018) "Kleisthenis I"**
- **The performance of a service contract is carried out by means of a public tender with sealed tenders and with the criterion of awarding the most economically advantageous tender, in accordance with the provisions of Law 8612 (2) b. 4412/2016.**



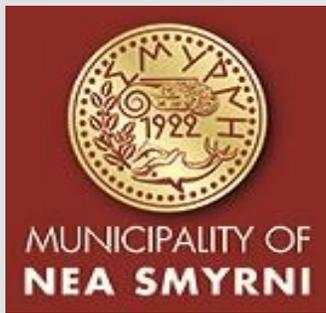
# Award criteria

## QUALITY CRITERIA (80%)

- Expertise and understanding of the specific requirements of the service to be implemented: 30%
- Project Team Composition (Personnel Experience - Suggested Organizational Implementation Scheme): 30%
- Experience of economic operator in related field: 40%

**TOTAL QUALITY CRITERIA 100%**

**ECONOMIC CRITERIA (20%): Lowest price**



# Other partnerships in the social economy

## Cooperation with the clothing and footwear recycling company

- Collection of old clothes and shoes
- Recycle them
- Return of benefits (gift vouchers) to the Social Service

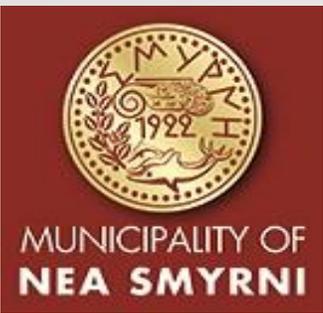
## Collaboration with Social Cooperative Enterprise “Change” and the Producer Village

- Distribution of products without intermediaries
- Return of benefits (products) to the Social Service



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# Nea Smyrni: social and solidarity city



# Instead of the epilogue: The challenge

- **The integration of the social economy into the organizational structure of the Municipality ✓**

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- **Familiarization of local authorities with the new special status**
- **Exploiting the provisions for social / special services (Articles 107-110 of Law 4412/2016)**

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**Thank you for your attention!**

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