

ESFN

European
Social
Franchising
Network

Social franchising
– a method to
achieve social
goals.

It's about
experiences from
successful social
enterprises and
new jobs.



European Social Franchising Network promotes and develop the concept of social franchising on a European level and share business ideas.

SOCIAL FRANCHISING

Social franchising means using and developing franchising methods to achieve social goals. It is about spreading experience from successful social enterprises so that more people become employed. These companies apply democracy in such a way that the potential of all employees is developed. Social franchising also builds a community bringing employees together in different companies and stimulating joint working on common goals.

Social franchising as a concept has been developed separately in a number of European countries. Examples include the Le Mat hotel chain originating in Italy, Villa Vängen halfwayhouses for exoffenders in Sweden, Care and Share Associates/CASA domiciliary care businesses in the UK and CAP Market supermarket Chain in Germany. Some of these businesses are quite large, CAP Market has over 40 stores, CASA is owned by its 170 employees and others, such as Le Mat, are operating in more than one European country.

A COMMUNITY

In social franchising, there is a founder, just like in any franchise. The franchisor wants to spread their successful business idea, and build a community. The social goals are fundamental, and often include creating new jobs for disadvantaged people. Exchange and learning through contacts with those who have successfully run the franchised business is important for the new entrepreneurs.

THE FORM VARIES

The form of social franchises varies, but there is always an agreement between the franchisor and franchisee that regulates rights and obligations. Through involvement, knowledge, and fees, the franchisee contributes to the development of the business concept and a common brand.

KNOWLEDGE TRANSFER

By defining the keys to success and documenting them in manuals a group of entrepreneurs can gain access to knowledge and experience. Training for new franchises and the provision of procedures to ensure a high quality business are key elements of a social franchise. They are designed so they empower the employees.

MORE SOCIAL ENTERPRISES CAN BE STARTED

Starting any enterprise is difficult. The social entrepreneur may have additional difficulties, such as a limited work experience, a disability or limited access to capital.

A social franchise overcomes many of these issues and means more social entrepreneurs and more social enterprises.

HANDLES THE COMPETITION BETTER

By cooperating in a franchise

1. competitiveness is improved
2. marketing is enhanced by the use of credible brand
3. individual franchises can call on the support of the whole franchise
4. shared services are provided from training to marketing
5. business development is enhanced by sharing costs and innovations.

A social franchise creates stronger and more dynamic social enterprises that grow in strength as more enterprise joins the franchise.

MEMBERS

Members of the network is social franchising chains, social enterprises that want to start social franchising chains and support organisations.

Finland

VATES

www.vates.fi

Germany

FAF

www.faf-gmbh.de

Italy

Le Mat Italy and Le Mat Europe

www.lemat.it

www.lemat.coop

Italy

FILSE

www.filse.it

Lithuania

LID

www.draugija.lt

www.nvpb.lt

Poland

BAP

www.babypruskie.pl

www.mazurskifeniks.eu

Sweden

Konsortiet Vägen ut! kooperativen /

Villa Vägen ut! and Le Mat Sweden

www.vagenut.coop

www.lemat.coop

Sweden

Coompanion

www.coompanion.coop

UK

4th Angle

www.4thangle.co.uk

UK

INSPIRE / CASA and CoRE-

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www.inspirenortheast.co.uk

www.core.coop

www.casaltd.com

FURTHER INFORMATION

www.socialfranchising.coop

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