

Be inspired!

THE STYRIAN SOCIAL BUSINESS MAGAZIN

Full power for those who save the world

How the Social Business
Hub Styria supports
Impact Entrepreneurs
today and tomorrow

*Social
Business*

WHAT IS
THAT ALL
ABOUT?

Growing without roots

Empowering refugees
to overcome the challenges
of a new existence

Camping with added value

A sustainable tourism concept
on the rise

Recycling for a green future

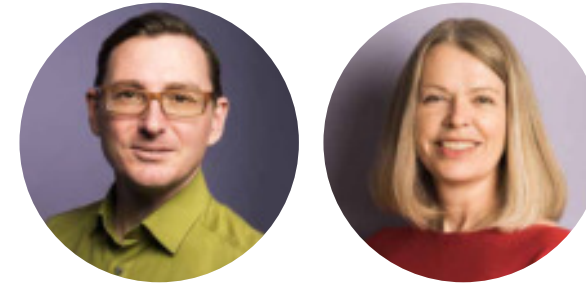
or the fact that the gold
lies in the street

THESE STYRIAN
SUPERHEROES
CHANGE THE WORLD

Applause!

”

Changing the world
is neither art nor theory,
it's a practical attitude!



Are you still part of the problem or already part of the solution?

Our world is once again in turbulent times. One has the impression that one crisis follows after another and those who cannot protect themselves against the daily flow of bad news risk sooner or later to sink into a valley of eternal depression.

So what can be done? Well, there are those who stuck their head in the sand and practise their behaviour of counterproductive refusal. Others remain in a doubtful state of paralysis and wait for someone “up there” or “over there”, in any case “someone else” to do something.

And then there are those among us who proactively face the challenges of our time, find innovative solutions and implement them with intrinsic motivation. While such activities for a long time were located in the area of voluntary work, more and more people are now taking the well-being of society and the environment in the focus of their professional activities. They are officially called social entrepreneurs. For us, they are among the new superheroes who, with their entrepreneurial approach, are essential drivers for a suitable future for people and planet.

What does this have to do with our role at the Social Business Hub Styria? Quite simple: We develop, promote and support societal innovations, inspire and advise founders and entrepreneurs, spread our expertise and build lively networks, to realize the vision of an economy for the common good.

So what was that again with social business? Which companies represent this approach? And in what form does the Social Business Hub Styria contribute exactly to this? Answers to these questions can be found on the following pages. We wish you an exciting read and look forward to networking with everyone who wants to be part of the solution instead of the problem.

Rüdiger Wetzl-Piewald and Kirsten Tangemann
Board Members of Social Business Club Styria

IMPRINT

Be inspired!
The Styrian Social
Business Magazine

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SOCIAL BUSINESS

What does that mean exactly?



“Social” and “Business” - is that not a contradiction in itself? Not necessarily, because in Social Business the best of two worlds comes together. Put together social/ecological responsibility and proactive strategic action, turn ideas to solutions, and address societal challenges with concrete and feasible business models.

„Social Entrepreneurs“ are visionary people of action, who build bridges between both worlds. They are inspiring role models who show with new and innovative approaches that there are new ways to solve the problems of our time.

One can see the numerous crises of our world as isolated events with their respective negative effects. On closer inspection, however, it turns out that the tensions that arise in this context often only show in a very condensed manner what has not worked in our society beforehand. A lack of equal opportunities, the risk of poverty, loneliness, waste of resources or demographic change are just a few examples. And above all of this a climate crisis, the extent of which has so far been difficult to grasp.

But there is also real good news! All over the world, people are eager to meet these countless challenges with personal commitment and to make the world a pleasant spot for everyone. Most of them do this on a voluntary basis and as far as their personal resources allow. The so-called social entrepreneurs are personalities who go beyond the level of this commitment. They are people who solve the problems of our time by profession. They choose a business-oriented approach to do this and start a social enterprise. This allows them to do social business with effective solutions for people and the environment and at the same time to create an independent livelihood for themselves and their employees.

Social business is dedicated to all types of social and ecological challenges. For this purpose, the sector makes use of the determining elements from the profit-oriented business world and the impact-oriented non-profit sector and combines them into one practical model that creates added value for society in an entrepreneurial manner. Social business thus offers - besides state-organized aid and civil society engagement - a third way to tackle societal challenges.

Core criteria for social business

The social business approach is based on clearly defined criteria. The fulfillment of these elements enables the clear identification of impact oriented companies:

- 1 Tackling social challenges according to the United Nations Sustainable Development Goals is the main driver for activity (vs. voluntary action based on corporate social responsibility).
- 2 The approach to solve a social problem is implemented on the basis of entrepreneurial activity. This includes the development and supply of market-driven products and services for paying customers (vs. voluntary and non-commercial activity).
- 3 The economic goal is to cover the whole range of possible expenses from generating turnovers by providing goods and services for the market. Significant profit shares are reinvested in impact orientation (vs. predominant cost coverage through grants, donations, etc.).
- 4 The company is managed on the basis of the personal risk of the owners or significant shareholders (vs. outsourcing of risk to sponsoring company, parent company, public sector, etc.).

Social entrepreneurs and their companies are consciously “falling between two chairs” of economic profit maximization and purely non-profit-oriented charity. While the positive impact orientation as a defining motive usually remains in the foreground, the entrepreneurial approach allows extensive independence from dedicated third-party funds such as donations or public grants. The market-oriented access allows a high degree of freedom of design and innovation.

Social Business and the Sustainable Development Goals

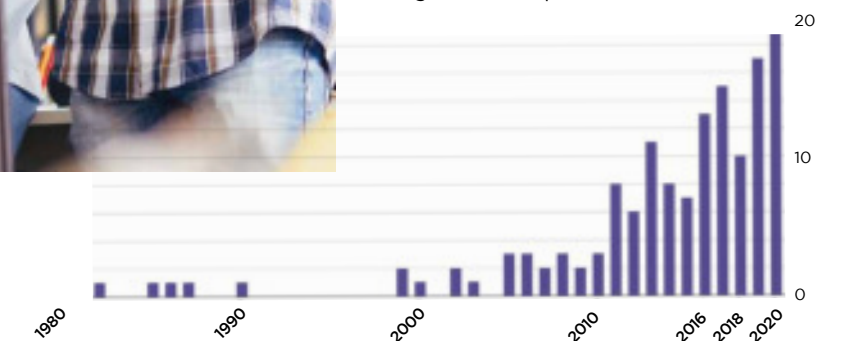
On September 25th of 2015 the United Nations adopted the “2030 Agenda for Sustainable Development” at a high-level summit. The agenda includes 17 Sustainable Development Goals (SDGs) and 169 specific subcategories, which are dedicated to at least one of the five P’s: People, Planet, Prosperity, Peace, and Partnership. All 193 member states of the United Nations have committed to working towards the implementation of the 2030 Agenda at national, regional and international level by 2030.



For reading
The Styrian
Social Business Report
socialbusinesshub.at/en



Year of Foundation of Social Impact Enterprises in Styria
Figure from Report



The aim of a social entrepreneur is to solve societal challenges and to show how an entrepreneurial approach to sustainable action can contribute to achieving the SDGs. Each of those Social & Green Enterprises makes an active contribution to the development goals and addresses at least one of the SDGs with its operational activities, on average even two.

Social business on the rise

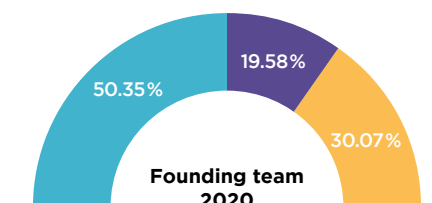
Individual pioneers in the sector have been active since the 1980s. In recent years a dynamic upward trend with a steadily growing number of start-ups can be observed. Social entrepreneurs boldly break new ground and, as pioneers, pave the way for the mainstreaming of socially innovative solutions.

Social business in Styria

Social innovation plays a special role in urban areas, where on the one hand the increased population density comes with a greater degree of social and environmental challenges. On the other hand extensive infrastructure and educational offers are available to meet these challenges. This is also reflected in Styria, according to the measurement of the social business sector in Styria in 2020, 57% of the companies are settled in the federal capital of Graz. More than a quarter of the companies are active outside of metropolitan areas in the Styrian regions.

Is social business women’s business?

Women are still severely underrepresented in the high-tech start-up world. This is different with ecologically and/or socially innovative companies: there is at least one woman in half of the founding teams, and 30% of the founding teams are entirely female.



● only male
● male and female
● only female



Value added camping *at the farm*

*The path of a social start-up
is not an easy one,
the competent support from
the Social Business Hub Styria
is very valuable to us.*

Leonard Röser
Co-founder of schauaufsland

”

Camping tourism is booming. Never before have so many camping travelers been on the road in Austria. Spending the night as close to nature as possible has become a big trend again. However, the supply is far from sufficient here. So why not just bring camping travelers and sustainable farmers together and thus create added value for everyone?

That is exactly what “Schau aufs Land” does. With our digital camping guide all camping enthusiasts can find idyllic spots in the countryside and get to know the people who produce our food sustainably. Because even though the grocery shelves in the supermarket are always full, do we even know how our food is actually made? Who are the people who produce our food? And above all, how does it all actually affect our environment?

The social start-up team is convinced: regionalism and sustainable agriculture with fair food prices is what we will need in the future. This is exactly what they want to create, raising awareness by bringing more people back into contact with sustainable agriculture with a view to the countryside and thus promoting active exchange.

Their success proves them right. The concept works and is used with pleasure by farms and travelers alike. Schau auf Land has already built up a network of around 400 organic farms and manufacturers, and the number is increasing every day. In this way, the Social Enterprise achieves the goal of bringing more people closer to sustainable agriculture. “We are particularly pleased about this and hope to make a contribution so that through the personal contact and the experiences on the farm there is again more awareness of the value and importance of sustainable agriculture”, says co-founder Leonard Röser.

www.schauaufsland.com

Full support for change makers!

Is there a social or environmental problem you are concerned about? We provide people with the necessary tools to find and realize effective solutions for the challenges of our time.

We accompany you from the idea to implementation in every stage of your business.

1 OPEN YOUR MIND

"I've discovered a social problem that I'm passionate to solve."

"I am interested in entrepreneurship."

"I intend to start a business."

What we offer you

Idea Challenge

on the topics of society, ecology and sustainability

Knowhow

- impact workshops
- impact laboratory for experimentation
- social entrepreneurship community

2 CARVE ON THAT STONE

"I have an idea or solution for a societal problem and would like to develop a business model for change."

"I would like to specify my product and align it to the needs of the market."

What we offer you

Impact Business Training

Product-Market Fit - Impact

- intensive full-day workshops
- network
- mentoring
- peer-learning

3 BRING IT TO LIFE

"I have an impact business model and would like to (further) develop my product and bring it to the market and set up a company for this purpose."

What we offer you

Social Business Incubation

12 months

- 1:1 coaching / consulting
- qualification workshops
- your own office workplace
- access to startup network
- access to social business community

4 SCALE ME UP, SCOTTY!

"I have started my company and successfully entered the market."

"My company has been around for some time and I want to define and broaden my venture's societal impact."

What we offer you

Social Business Acceleration

Annual programme

- workshops on impact and growth
- access to startup network
- access to social business community

on demand

- individual consulting



Have a look

You want to know more about social business?
Come and visit one of our networking events!

Keep yourself up to date on socialbusinesshub.at

Recycling for a green future or about the fact that the gold is on the street!

**TECH FOR
GOOD**

*Technological innovations
with a positive impact on
society and the environment*

UrbanGold's vision is to combine the circular economy with the well-developed recycling technology for raw material recovery in Austria in order to lift valuable treasures.



There is a lot of gold and other valuable metals to be found in old cell phones. 59 smartphones contain one gram of gold. The gold of 200 million old cell phones would be worth 162 million euro! But it's not just about gold. UrbanGold offers concept, market and feasibility studies in the field of metallurgical recycling and has established itself as a service provider for process development and process modeling.

UrbanGold develops and builds economically viable recycling technologies for electronic scrap and old electronic items, but also deals with related secondary raw materials - from smartphones to batteries for e-mobility, solar systems and wind turbines. In Austria, by far not all of the recyclable materials are recovered from the shredded electronic waste. In addition

to export and incineration in some cases also landfill is still common practice.

For a closed loop of circular economy, it is necessary to recycle locally on the basis of metallurgical processes. A corresponding recycling system has already been developed and a business plan is also available. Cooperation with industrial partners is correspondingly important in order to implement such projects together.

With its know-how, the company based in Leoben would also like to contribute to a change in attitude with regard to sustainability and CO₂ reduction. "As naturally as we return bottles and thus recycle the glass today, we would naturally have to collect our valuable metals and put them back into the product cycle respectively. We have the technology for this", emphasize the UrbanGold masterminds Iris Filzwieser and Stefan Konetschnik.



www.urbangold.at



The Social Business Hub Team:
Maria Harsanyi, Rüdiger Wetzl-Piewald,
Kirsten Tangemann

Competence & Network for *Social Business*

The Social Business Hub Styria is a center and network for people who want to solve social and environmental challenges in an entrepreneurial way.

”

We are
redefining
success

This includes raising awareness as well as building and expanding the regional ecosystem for impact-oriented entrepreneurship, based on the sustainability dimensions of economy – ecology – society, and furthermore supra-regional and international networking. With the social business start-up program for founders and the social business growth program for existing social enterprises we want to establish an end-to-end support program for the social entrepreneurship community. We inspire and motivate people to develop impact-oriented business models from sustainable ideas, to implement them as social entrepreneurs in market-oriented companies and to use qualified scaling processes to turn a solution for a few into a standard solution for many. We build lively networks with our partners and work together to realize the vision of an economy for the common good.

Via its location in the Graz Center for Knowledge and Innovation Transfer (aka. Unicorn), the Social Business Hub is also in close physical contact with other key players in the Styrian innovation landscape and provides its expertise in the areas of social and ecological innovation as well as impact-oriented business start-ups. The above-mentioned standard programs also include an annual idea competition as well as regular public events.

Essential partners on our mission are the Styrian regional departments 12 (Economy and Tourism) and 14 (Water management, Resources and Sustainability) as well as the Economic Department of the city of Graz. They enable us to pursue the set goals with bigger steps and to make Styria a visible player in the international social entrepreneurship community.



unPerfekt 1
tailor service to people with physical disabilities
www.unperfekt.at



Ermellino Lifestyle 1
sustainable lifestyle design
www.ermellino.at



das Gramm/das Dekagramm 2
packaging-free grocery and awareness supermarket for sustainable living
www.dasgramm.at



Die Eisperle 2
vegan ice cream made from highest quality ingredients
www.eisperle.at

Applause!

SOCIAL BUSINESS IN STYRIA - COLORFUL, DIVERSE AND INNOVATIVE

As diverse as the challenges to which social entrepreneurs commit themselves, as diverse as their solutions and the business areas in which they are active. Here you will find innovations in the areas of sustainable production, resource conservation, alternative energy, mobility and a society worth living in.



dahir 6
socio-economic real estate and relationship management
dahir.eu



DigniSens 6
chip-based solution in the care sector for detecting incontinence episodes and avoiding the risk of falling
www.dignisens.com

You can find many more social & green business companies in Styria at
www.socialbusinesshub.at



Perludi 3
production of high quality children's furniture from renewable raw materials
www.perludi.com



Compuritas 8
pioneering company for progressive IT hardware refurbishment
www.compuritas.at



Atempo 6
center for equal living, learning and working
www.atempo.at



Steirerkaffee 2
regionally produced coffee substitute made from lupines
www.steirerkaffee.at



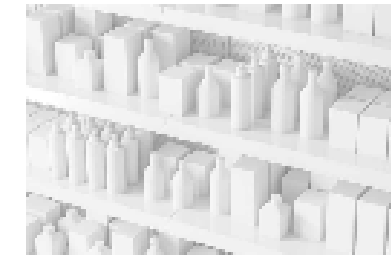
Commod House 8
planning + construction of environmentally friendly, sustainable and healthy houses
www.commod-house.com



Sekem Energy GmbH 7
project development of affordable and environmentally friendly energy supply using regional resources
www.sekemenergy.com



Pilzkiste 2
production and trade in oyster mushrooms grown on coffee grounds
www.pilzkiste.at



IM POLYMER GmbH 8
CO₂-efficient and biodegradable packaging solutions based on polymers
www.impolymer.com



Bike Citizens 9
navigation app for bicycles + mobility consulting for municipalities
www.bikecitizens.net



A-WARE-Nutrition 5
Nutrition purely plant-based food supplement from local organic agriculture
www.a-ware.at



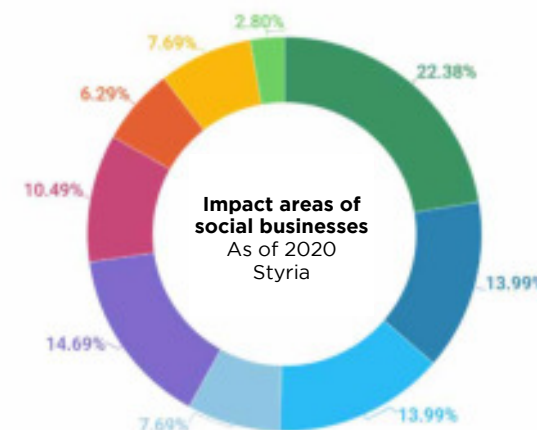
Pro Sustainability 5
sustainability consulting + training for companies and municipalities
www.prosustainability.com



Audili 2
satellite-based analysis method for agricultural areas to reduce overfertilization; CO₂ emission binding through humus build-up
audili.io



Velofood 4
fully sustainable + fair food delivery service
www.velofood.at



- 1 Sustainably produced fashion/design products
- 2 Sustainably produced food/beverages
- 3 Sustainably produced articles of daily use
- 4 Sustainably designed service offers
- 5 Solutions for an environment worth living in
- 6 Solutions for a livable society
- 7 Alternative energy
- 8 Resource conservation
- 9 Sustainable mobility concepts

Growing without roots

The mental challenges that arise in connection with fleeing from your home country are diverse and individual. Migrabilis sets the sail of empowerment to encounter the misery of uprooted individuals.

Leaving home, arriving in a new society, experiencing discrimination and information deficit, limited self-efficacy, personal development processes and much more. The experience of refugees in Austria is shaped by factors that potentially threaten self-esteem and psychological well-being.

Migrabilis sees mental strength as a core element for successful life and integration stories. What does it take from your point of view? Encouragement and reflection. To this end, they have developed mental training specially tailored to the target group. With workshops and exchange groups on topics such as self-worth,

identity, mindfulness and dealing with challenges, they pursue the goals of drawing attention to specific mental challenges and determining basic psychological knowledge. They also offer space to reflect on experiences and social processes and give people tips and techniques from mental training. In this way, we work on the development of a self-serving mindset and create a community that can mutually strengthen one another.

„The greatest success for us is to witness how our friends develop and grow“, say the managing directors Denise Diex and Jasmin Abou Ahmed.



More information at
www.migrabilis.at

In the mental health training specially developed for the target group the focus is on encouragement and reflection.

Be part of our Social Business Hub community!

www.socialbusinesshub.at



Return on investment **for all**

What is your exciting idea for a better world
of tomorrow?

Great examples and more info on
socialbusinesshub.at

