

# CASE STUDY #1

RESONATE project 1<sup>st</sup> training session, 13-17 September 2021



## *Good practices – Social entrepreneurship in Styria*

*Prepared by  
Social Business Club/Hub Styria, Graz, Austria  
Fondazione Giacomo Brodolini srl SB, Milan, Italy  
FACTO Assessors, Barcelona, Spain*

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## Introduction

The RESONATE Case Study #1 is the first part of the series of the RESONATE Case Studies aiming to present the good practices from the Styrian social entrepreneurship ecosystem, that was presented at the RESONATE 1<sup>st</sup> Training session within the cooperation of Social Business Club/Hub Styria to Fondazione Giacomo Brodolini srl SB, Milan, Italy and FACTO Assessors, Barcelona, Spain.

This first case study includes the Social Entrepreneurship Network Austria and social entrepreneurs: atempo, Das Dekagramm, BikeCitizens, Migrabilis, Compuritas, Purkarthofer Eis, Schau aufs Land.

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# atempo

[www.atempo.at](http://www.atempo.at)

**Atempo**, the center for equal living, learning and working is one of the best practices when it comes to social entrepreneurship in Graz. When speaking about Atempo, it covers training opportunities, the capito application, the ava online platform providing assistance for people living with disability and the nueva survey tool. Atempo also operates an inclusive restaurant (Das Lorenz).

Capito provides accessible information and supported by bmw, AWS, FFG, SFG and Horizon2020. The problem that capito solves is that more than 50 percent of the population do not understand written information according to the study of the University of Hamburg. The exclusion caused by the complex information and results in no participation, no self-determined life and keeping out from politics, economy and society. Most of the written information is complex and most people understand only everyday language (B1) or below level. A1 and A2 levels are easy to read language and plain language. At B2 and above (C1 and C2) levels people use a complex language. Capito is a digital solution developed for web, iOS and Android, in which links or QR codes lead to simplified versions of complex information. As all data is available, the digital solution is also powered by artificial intelligence. Machine translation allows reducing costs for management, sales, editing and creates more jobs for review groups.



# Das Dekagramm

[www.dasgramm.at](http://www.dasgramm.at)

It is a small company with two branches, an online shop and an academy. It takes responsibility for the environment and for their employees. In April 2018, Das Gramm expanded its concept to a second location and opened Das Dekagramm at Joanneumring in Graz. This additional shop gives more space for more products and provide opportunity for more awareness-raising. In Das Dekagramm, beyond shopping, there are opportunities for a chat with experts or taking part in workshops and events.

The Das Gramm Academy is an important service of the social business. A Zero Waste coach education and workshops are available. These provides learning opportunity on resource conservation in practice.

After a training session, Zero Waste Coaches become expert on sustainability, fair business, zero waste and resource conservation in order to take actions against global challenges, such as climate crisis.

In the Easy Zero Waste Workshop, participants learn how to create do-it-yourself products, meet like-minded people and expand their knowledge on the topic.



# Migrabilis

[www.migrabilis.at](http://www.migrabilis.at)

Migrabilis support people with refugee or migrant backgrounds in developing their potential. In the current challenging environment, people need a high level of inner strength and reflection ability. To solve this problem, Migrabilis developed a mental health training specially tailored to the target group.

They believe that the growth is independent of roots and they view mental strength as a core element for life stories.

The mental training for people with refugee and migration biographies includes:

- Pay ATTENTION to specific mental challenges of the target group
- Provide PSYCHOLOGICAL KNOWHOW
- Provide space for REFLECTION of experience and social processes
- Work on the development of a self-esteem mindset
- Provide TIPS & TECHNIQUES from mental training for challenging situations
- Create a COMMUNITY that encourages each other

The topics of their workshops and exchange groups are (1) Home & Identity, (2) Mastering Challenges, (3) Perception & Prejudices, (4) Self-worth & Inner strength, (5) Setting & Achieving goals, (6) Presence and mindfulness





# Compuritas

[www.compuritas.at](http://www.compuritas.at)

Compuritas is an Austrian IT Refurbisher and Social Business. They refurbish computers, notebooks, mobile devices, etc. The company complete hardware rollout solution and provide refurbished devices for 40-50% of new price with 24-month warranty.

By prolonging lifespan, each device saves up to:

- 11 kg chemicals,
- 120 kg fossil fuels,
- 500-750 l water and
- 280-550 kg CO<sub>2</sub> (Notebook – PC set)

The cooperation with „Weiterlernen“, which is a digital education programme for students, teachers and parents created a circular economy solution for an unprecedented crisis. A total of 1300 children was equipped with Re-Use hardware.

Compuritas is a Microsoft registered refurbisher and won many awards, including Austrian State Award 2018, Austrian Climate Protection Award 2012 and best National Best Social Impact Award 2015.



# BikeCitizens

[www.bikecitizens.net](http://www.bikecitizens.net)

Bike Citizens is a cycling app and a digital home for cyclists. It brings together Social Impact innovation mobility and other things.

Their vision is to shape mobility behavior towards cycling citizens for a better future.

They believe that the well-being of people is strongly connected to the means of mobility. Therefore, they provide citizens with innovative solutions to let them experience the independence and joy of cycling, and offer policy makers with vital insights and know-how through a digital landscape to create a positive impact for sustainable and healthy communities.

Their solution connects community members with the basic functions of the application, bike navigation in the city, statistics and newsfeed is also available. To promote bike-friendly approach with playful elements, the company motivates users with reward, integrate them, makes challenges and ensures success. The app provides opportunity for data analysis, potential for surveying, monitoring of infrastructure projects.

They are able to show the cycle network from data and show how digitisation and participation can have a positive impact.



# Schau aufs Land

[www.schauaufsland.com](http://www.schauaufsland.com)

Schau aufs Land social business provides camping opportunities at (organic) farms in Austria. They provide idyllic camping opportunity, sustainable shopping and travel with respect.

This a digital camping pitch guide application with 1.000 pitching opportunities at 450 companies for natural camping at organic farms and at other sustainable companies. Travellers can buy regional specialties and get to know sustainable agriculture.

Travel is possible with motorhomes, camper vans, caravans and tents. With buying a membership, the places for camping are offered for free of charge. With a purchase from the farm or with voluntary donation, travellers can express their appreciation for the hospitality and the parking space.

The farms provide simple parking places on their own property without any infrastructure, but many of the farms offer services. Schau aufs Land provides digital parking space guide with membership access. This is an experience with local farmers and an alternative for legal wild camping.

Schau aufs Land goal is to create an exchange between travellers and local farmers on the basis of fairness, respect and appreciation.





# Purkarthofer Eis

[www.purkarthofer-eis.at](http://www.purkarthofer-eis.at)

Purkarthofer Eis invites everyone to their enjoyable world of their handmade ice cream.

They are located in Fernitz, south of Graz near the main river Mur. The Purkarthofer ice cream pavilion offers delicious ice cream varieties from the classic ones to specialties, such as chocolate and strawberry combo. It can be experienced the unknown delicacies such as blueberry cheesecake, ricotta poppy seeds or Marry-The-Berried-Icetea. Lactose-free or vegan ice-creams are also offered.

In winter, special opportunity of winter ice cream boxes & biscuits are available via the online shop. Extraordinary Christmas and winter ice cream flavors and good tea biscuits can be bought from the online shop.

An important product is the „Gelato For Future – an Ice cream with impact”  
The varieties of flavours are ranging from raspberry-rosemary, cucumber-lime-mint and apricot-chamomile. „Gelato For Future” ice-cream ingredients come from sustainable cultivation such as organic and fair trade. Gelato For Future is made with birch sugar and home-brewed birch water. So it contains less sugar without losing the great taste!

The social business approach of Purkarthofer Eis is reflected in its uncompromising measures to provide a fully sustainable product (mainly vegan and fully organic ingredients). Moreover, the goal is to develop the company structure in a modern form of 'cooperativa', which is not only in Austria a quite unusual way of running an enterprise.



# SENA

[www.sena.at](http://www.sena.at)

The Social Entrepreneurship Network Austria is the national organisation and networking platform for Austrian social entrepreneurs. Founded in 2018 as a non-profit association, the central mission is to support social entrepreneurs in Austria at all levels and to improve the incorporation of this valuable form of sustainable business in the public awareness. Unfortunately, in the country social entrepreneurship still does not have the necessary recognition and visibility yet. After all, every fourth newly founded startup is already a social business. The SENA Board consists of seven committed people and experienced successful social entrepreneurs.

In addition to extensive lobbying activities on a national and international level, SENA's services include targeted support for social entrepreneurs

- advice on all aspects of social entrepreneurship, particularly with a view to corporate financing
- networking with other social entrepreneurs, intermediaries, supporters, donors, etc.
- training and workshops
- free job portal and co-founder exchange

SENA goals:

- contact point and a home for social entrepreneurs
- make social entrepreneurs visible
- facilitate foundations, break down barriers
- improve financing opportunities
- get people inspired by social entrepreneurship

At political level, SENA has already seen initial successes with their lobbying efforts. For the first time, social entrepreneurship is prominently represented in an Austrian government program and the need for targeted support has also been recognized by politicians. In 2020, the first Austria-wide survey of the social entrepreneurship sector, the Social Entrepreneurship Monitor 2020, was carried out on behalf of the Federal Ministry for Digital and Economic Affairs. This presents the exciting characteristics and needs of Austrian social entrepreneurs and was published in April 2021.



