

# European Alliance Against Coronavirus

Tuesday 16<sup>th</sup> June 2020 at 8:30

## Presentation of the Social Economy Canvas

Working format is based on “Gilles Rules”:

1. conceptual framework
2. needs and disruptions
3. solutions

Speakers:

- Karel Vanderpoorten, DG Grow
- Alessandro Rancati, EU Policy Lab

[Link to session's recording](#)

### 1. CONCEPTUAL FRAMEWORK

#### The Social Economy Canvas

Karel Vanderpoorten gave an overview on the [Social Business Model Canvas](#). This model represents **an alternative business model analysis tool** that aims at offering an ecosystem perspective with a clear vision on the social impacts. **This model is designed for entrepreneurs, investors, and policy makers.** It helps the entrepreneurs to understand what it means to put into practice the concept of a social economy, and the policy makers to contribute to the overall development of a social economy.

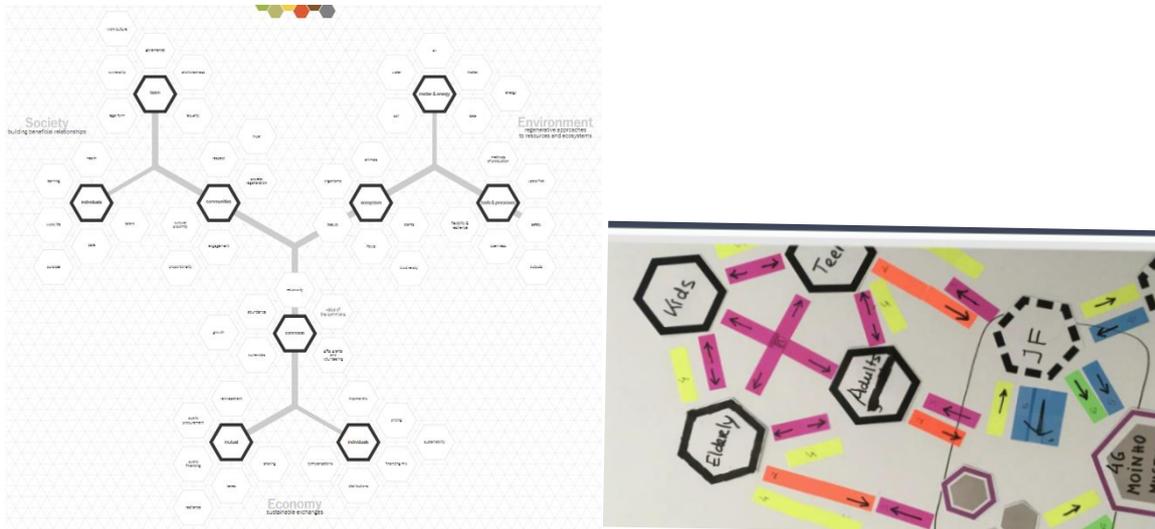
Alessandro Rancati pointed out **the scope of this model** which is to “*comprehend the social, environmental and economic implications of any human activity by maintaining structured, strategic conversations with the ideators and with their beneficiaries*” in order to help all the actors and stakeholders in aligning their efforts within a network or system.

The Social Business Model Canvas is based on a **visual approach**. The main phases **to identify all the actors in the ecosystems and their interactions** are:

1. Map the landscape (micro and macro)
2. Create the visual grammar
3. Identify the input and output (in particular how it is made)
4. Identify the actors' group and their interactions
5. Identify the benefits for the neighbours

After going through these steps, it is possible to recognise different types of results and benefits with different colours. Following the example reported during the session, the monetary/economic results are marked in blue, the environmental in green, knowledge

results in purpled and labour ones labelled in yellow as intangible components (see image below). It is then possible to see a **general overview of the project with the key actors and the project's main beneficiaries.**



Finally, Ulla Engemann recapped the ECA daily work and underlined the role of a Social Economy whose lenses help to collect important information through the EU Rapid Alert Function. This Function, introduced into the Recovery strategy, is connected to the possibility to collect weak signals, thanks to the European Alliance Against Coronavirus, guided by ECA. Collecting weak signals let us understand trends that are probably coming up. For example, if it is possible to know about lay-offs in one specific context or sector, we can start to organize upskilling or reskilling interventions. The Rapid Alert Function is a mechanism that looks at those signals that can require EU actions or reactions. Some reactions are immediate, some actions require more time (e.g. a change in regulation takes time related to the approval in 27 member states).

---

## 2. IDENTIFICATION OF DISRUPTIONS

### Importance of mapping impacts on social economy caused by the COVID crisis

*Source: Alessandro Rancati*

**Evidence:** The current societal, industrial, and governmental environment makes sustainability requirements ubiquitous, pushing organisations of several sectors to reach targets from the three dimensions of sustainability: environmental, economic and social. According to the recent European Commission policies, the key goals for future markets and economic systems are design, manufacturing and sell products and services of the future and guaranteeing this triple sustainability objective. These objectives, well-defined within the Triple Bottom Line (TBL) framework, have been

concretized by companies through the concept of Corporate Social Responsibility (CSR). Focusing the attention on the social side, the concept of Social Economy indicates the ability of enterprises to create positive social impacts.

Very often, social impact analysis is not included in the most used business analysis models (e.g. business model canvas, SWOT analysis and many others). For this reason, the creation and use of an analysis model that also includes social impacts is of fundamental importance and should become a standard model for all companies. One of the main concepts underlying social economy is the relationship between actors and stakeholders of a specific network or system (intended as a concept broader than supply chain or value chain) and to map all the dynamics that are created among them, in order to better understand how they are related to each other (macro-scale dynamics, i.e. network landscape) and their social relationship and impacts (micro-scale, i.e. identity).

This type of mapping represents a big opportunity for approaching the social economy, which is struggling to take off or spread in many contexts. This is mainly due to the lack of knowledge and to external bottlenecks or disruptions, such as COVID crisis which has severely damaged many industrial and economic sectors.

**Geographical impact:** Global

**Stage of value chain:** entire network or system

**Character of the disruption:** lack of knowledge and priority

**Time frame:** short and mid term

**EU actions needed:**

- **Coordination:** The Social Economy lens help to collect important information through the EU Rapid Alert Function. This Function, recalled into the Recovery strategy, is connected to the possibility to collect weak signals, thanks to the European Alliance Against Coronavirus, guided by ECA.

**Recommendation:**

- The mapping of relationships between stakeholders should become a standard for all types of businesses.