



Social Entrepreneurship Network Austria

SOCIAL ENTREPRENEURSHIP MONITOR AUSTRIA Oktober 2020

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**Social Entrepreneurship
Network Austria**

SURVEY ABOUT SOCIAL ENTREPRENEURSHIP IN AUSTRIA

Client:

Federal Ministry for Economic Affairs and Digitalisation

Objectives:

Showing the importance and size of SE in Austria

Identifying their needs in order to create better framework conditions

Quantitative part:

February 2020, online survey: 140 participants* (SE)

Qualitative part:

March-May 2020, guideline-based expert survey, 16 persons (stakeholders of the ecosystem)



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QUANTITATIVE ONLINE SURVEY



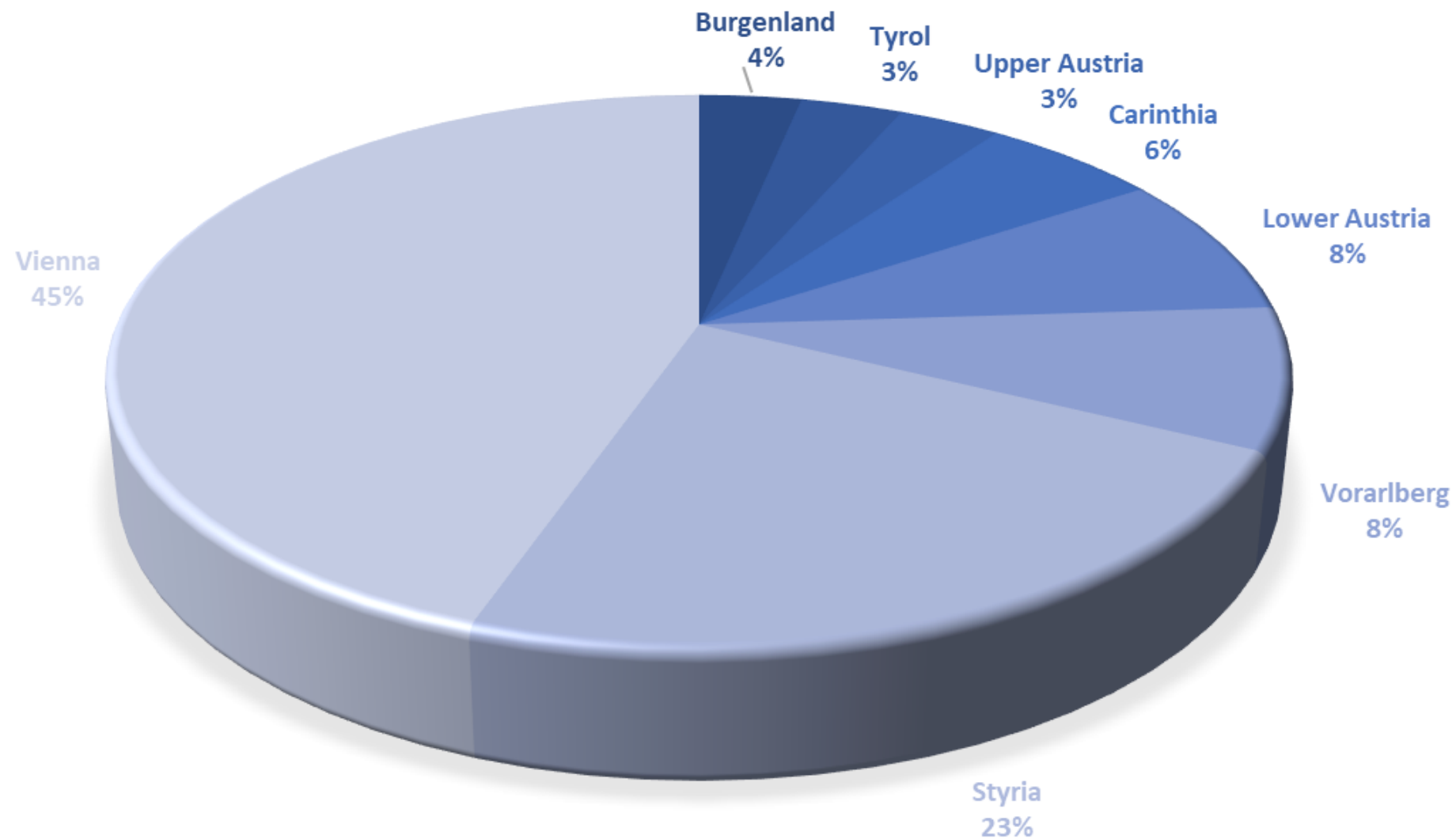
GEOGRAPHY

Around 2,240 social enterprises in Austria in 2019

Basis study of the Vienna University of Economics and Business Administration 2015

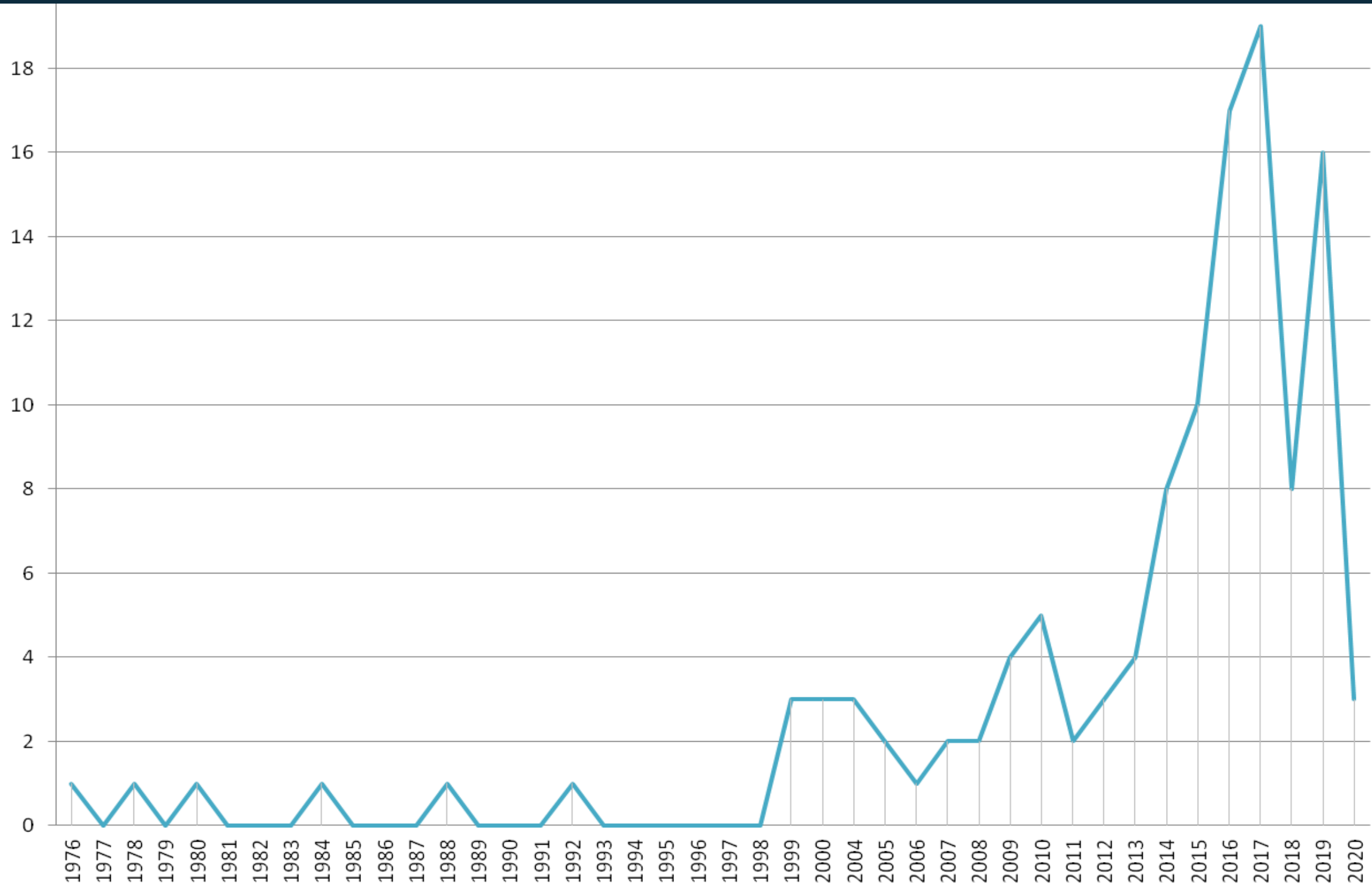
Vandor, Peter et al. (2015): Das Potential von Social Business in Österreich. Wirtschaftsuniversität Wien, NPO & SE Kompetenzzentrum.

REGIONAL DISTRIBUTION

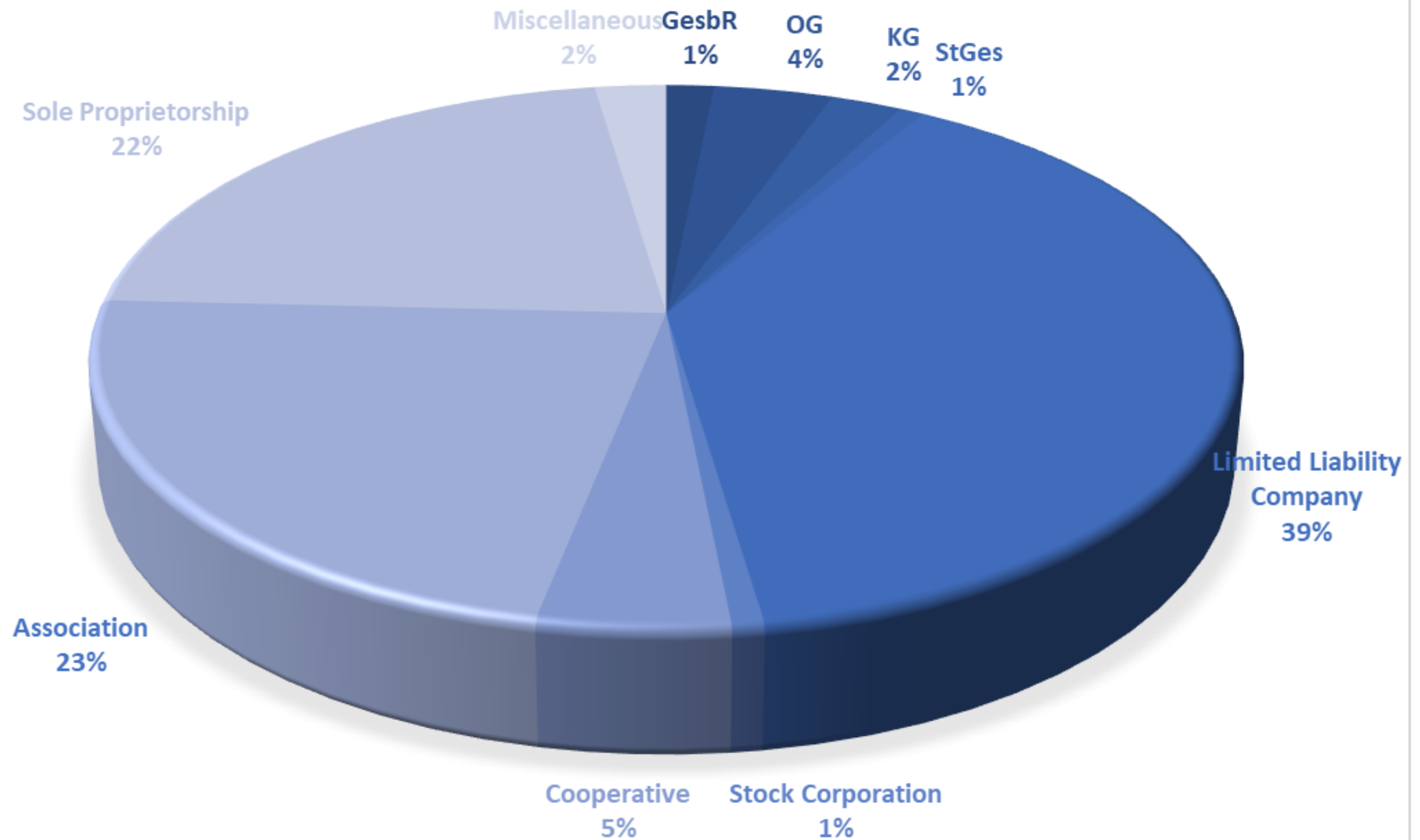


n=122

FOUNDING YEAR

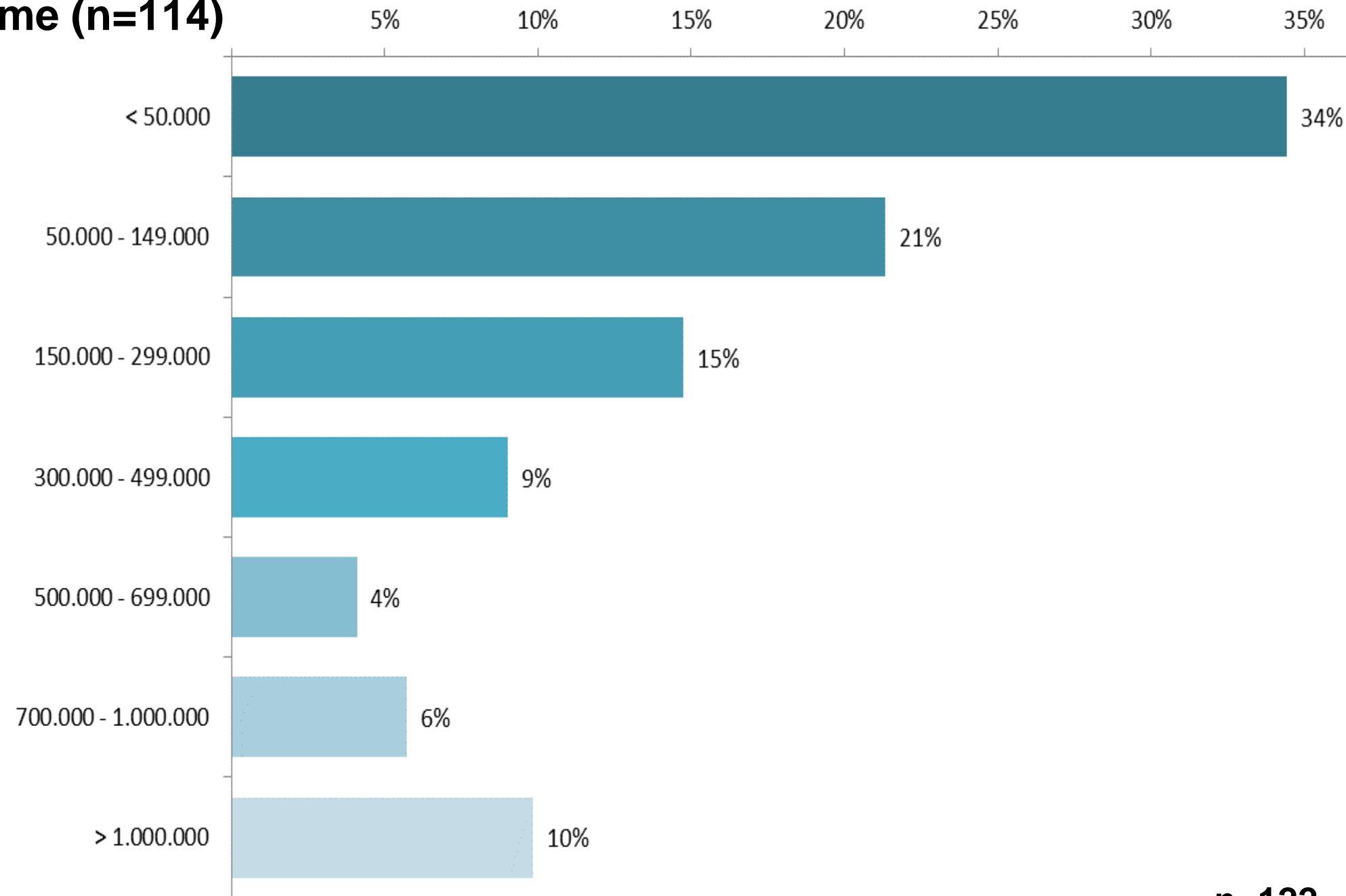


LEGAL FORMS



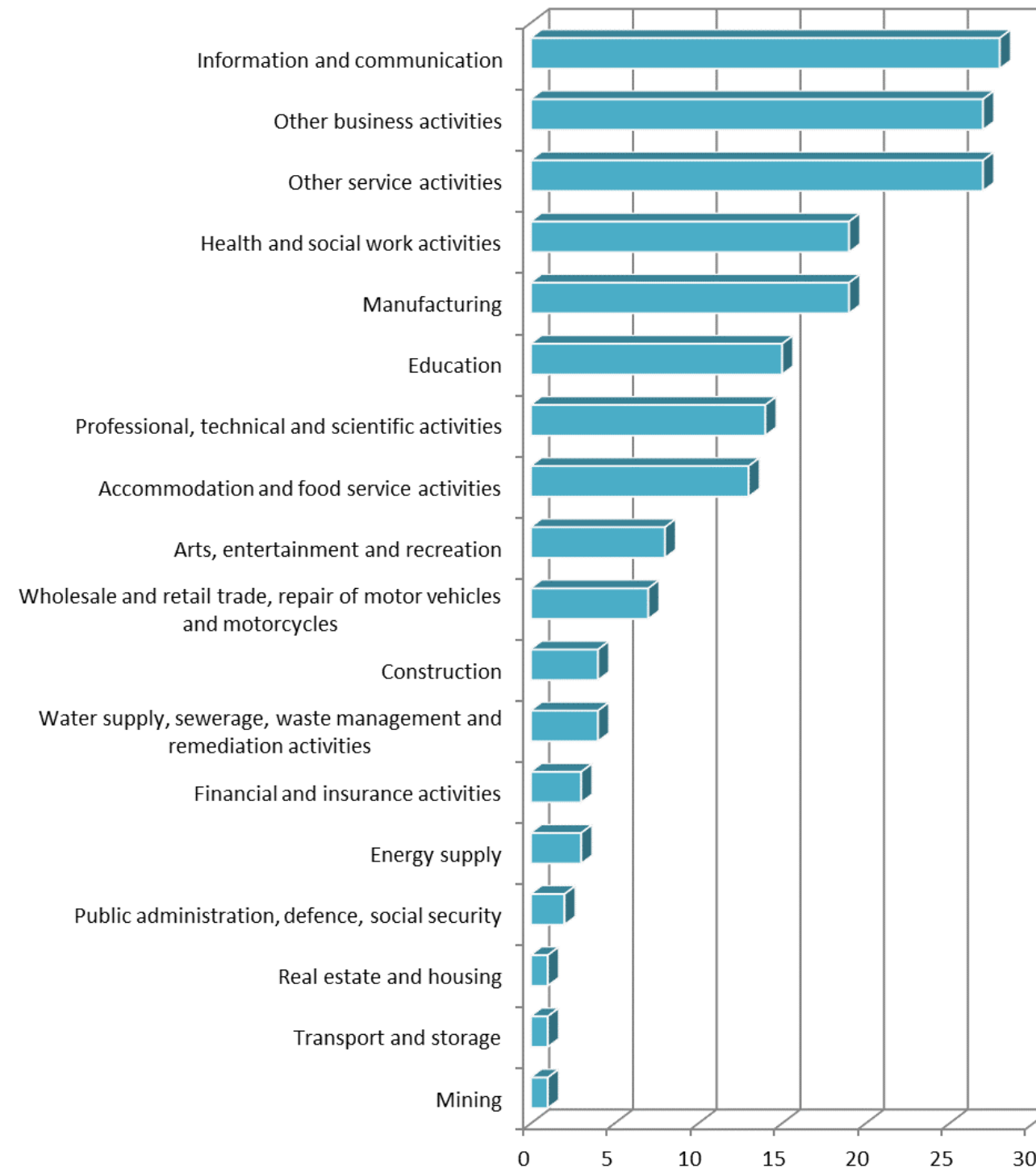
SALES & EMPLOYMENT

**SE employ Ø 12.8 persons,
51% of which part-time (n=114)**

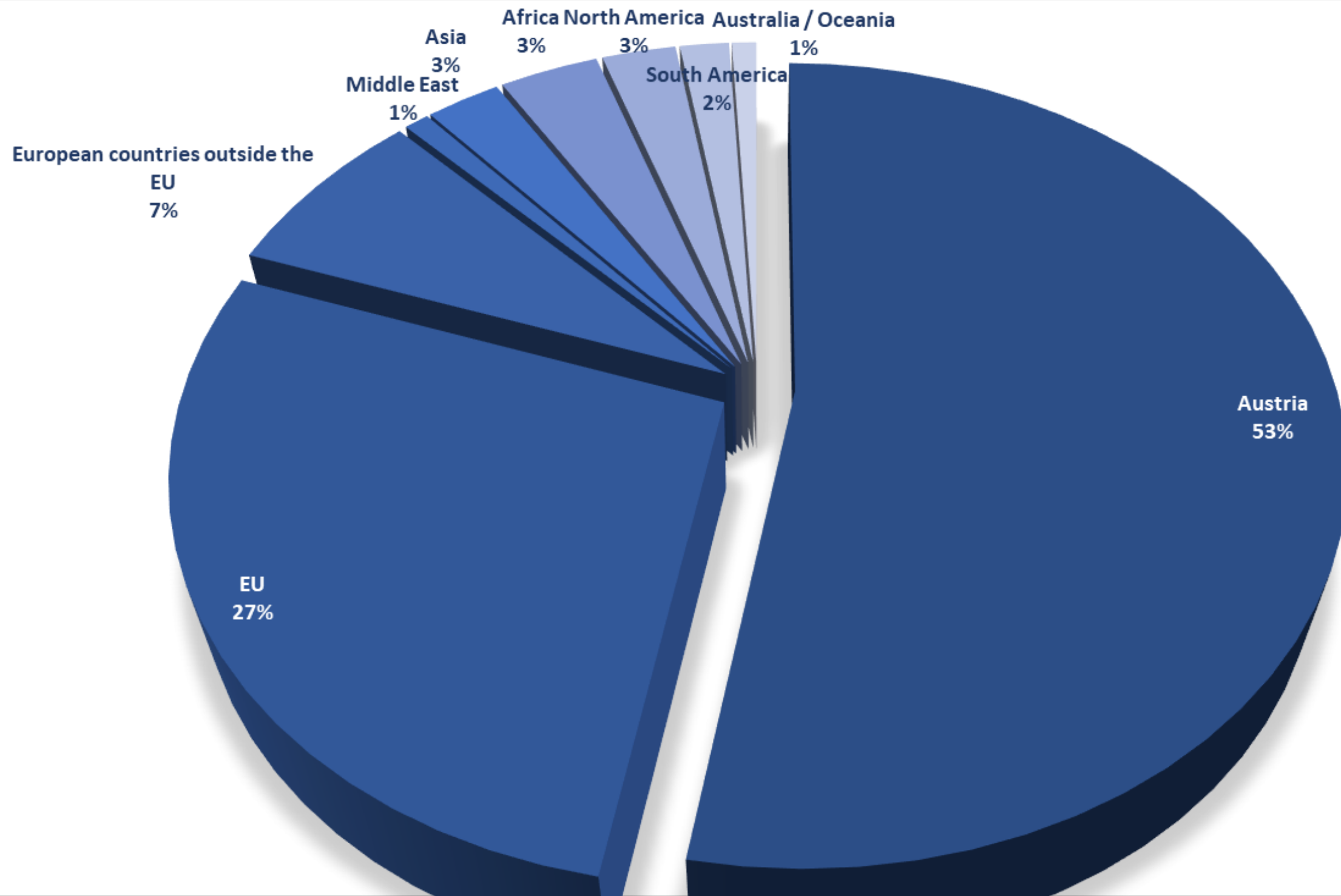




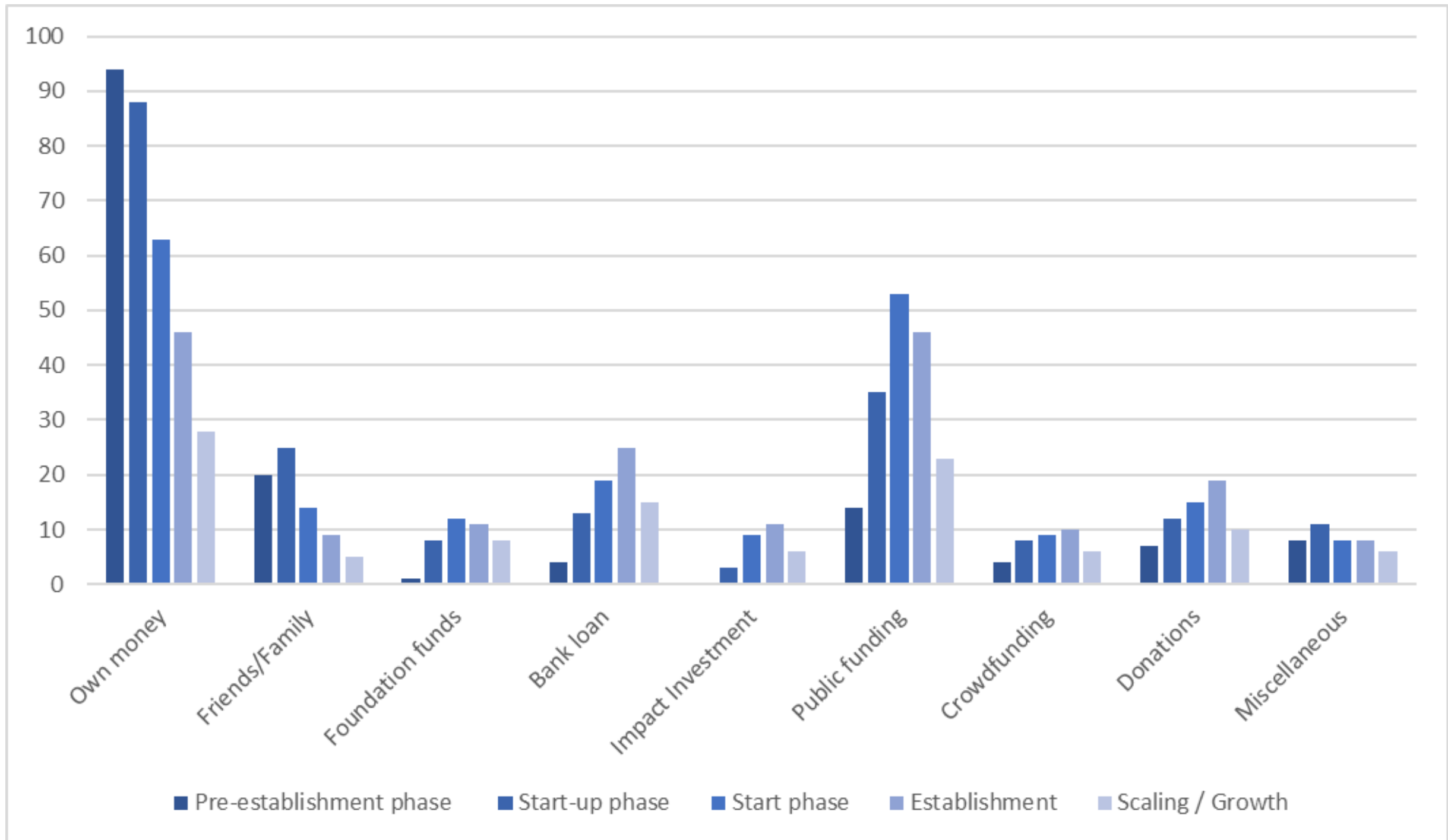
SECTORS



INTERNATIONAL MARKETS



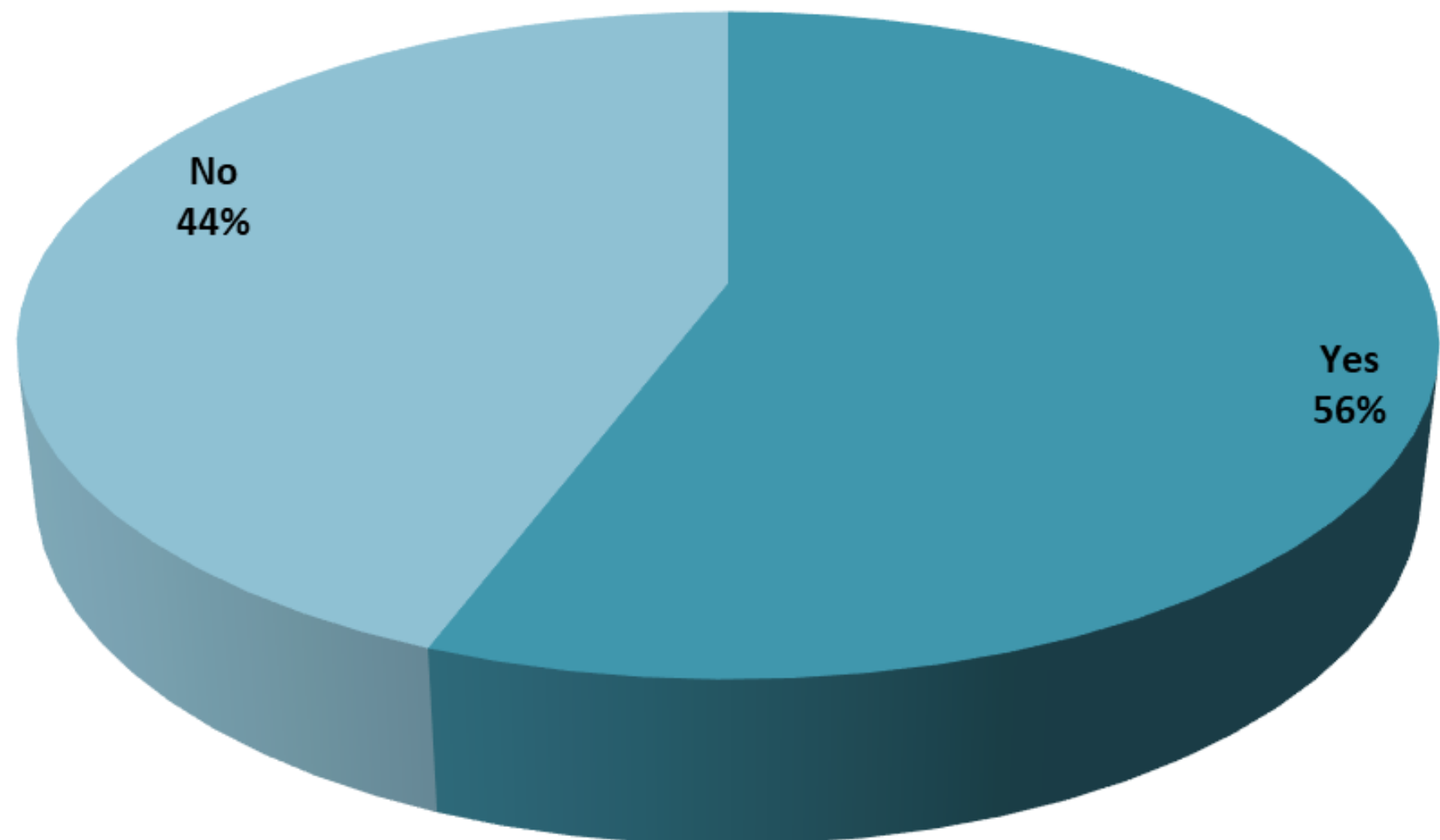
FINANCING



STARTUP, DIGITALISATION AND DEGREE OF INNOVATION

Degree of innovation 71%
Degree of digitalisation 48%

Startup



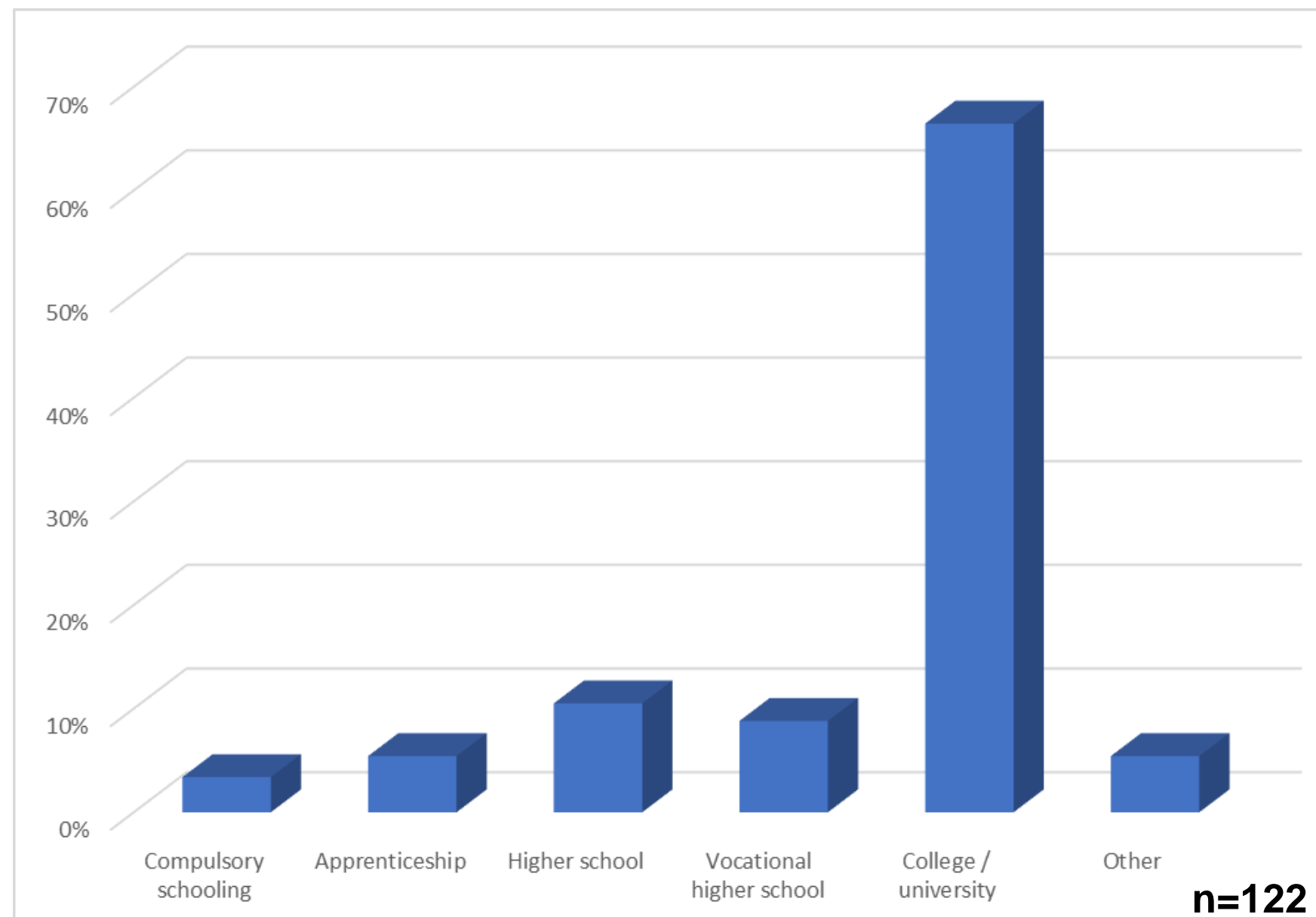


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DETAILS OF THE FOUNDING TEAMS

FOUNDING TEAM

- Founding teams on average **2.6 people**
- Founders on average **39.4 years** old at time of foundation
- **47%** of founders **female**

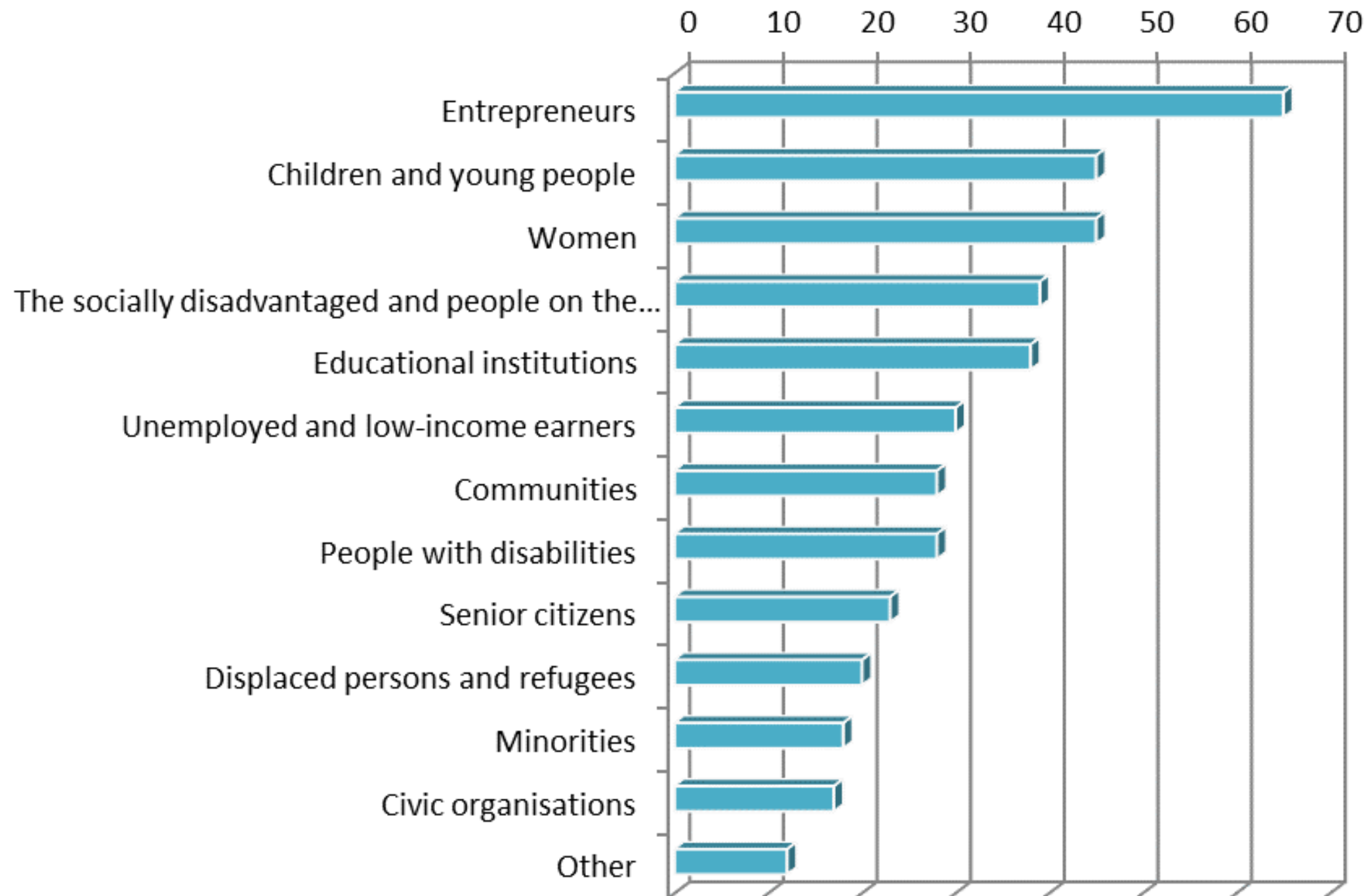




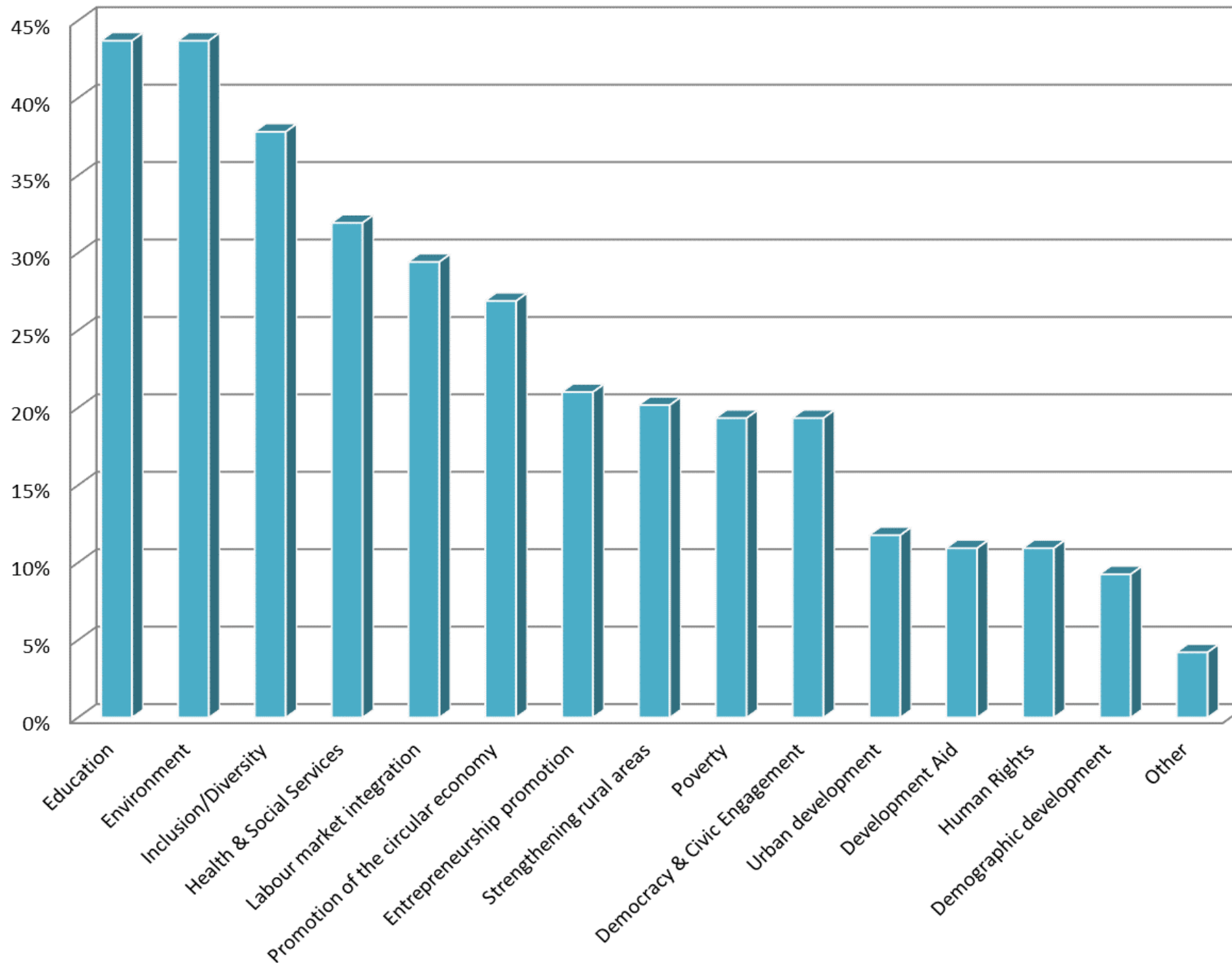
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SOCIAL IMPACT

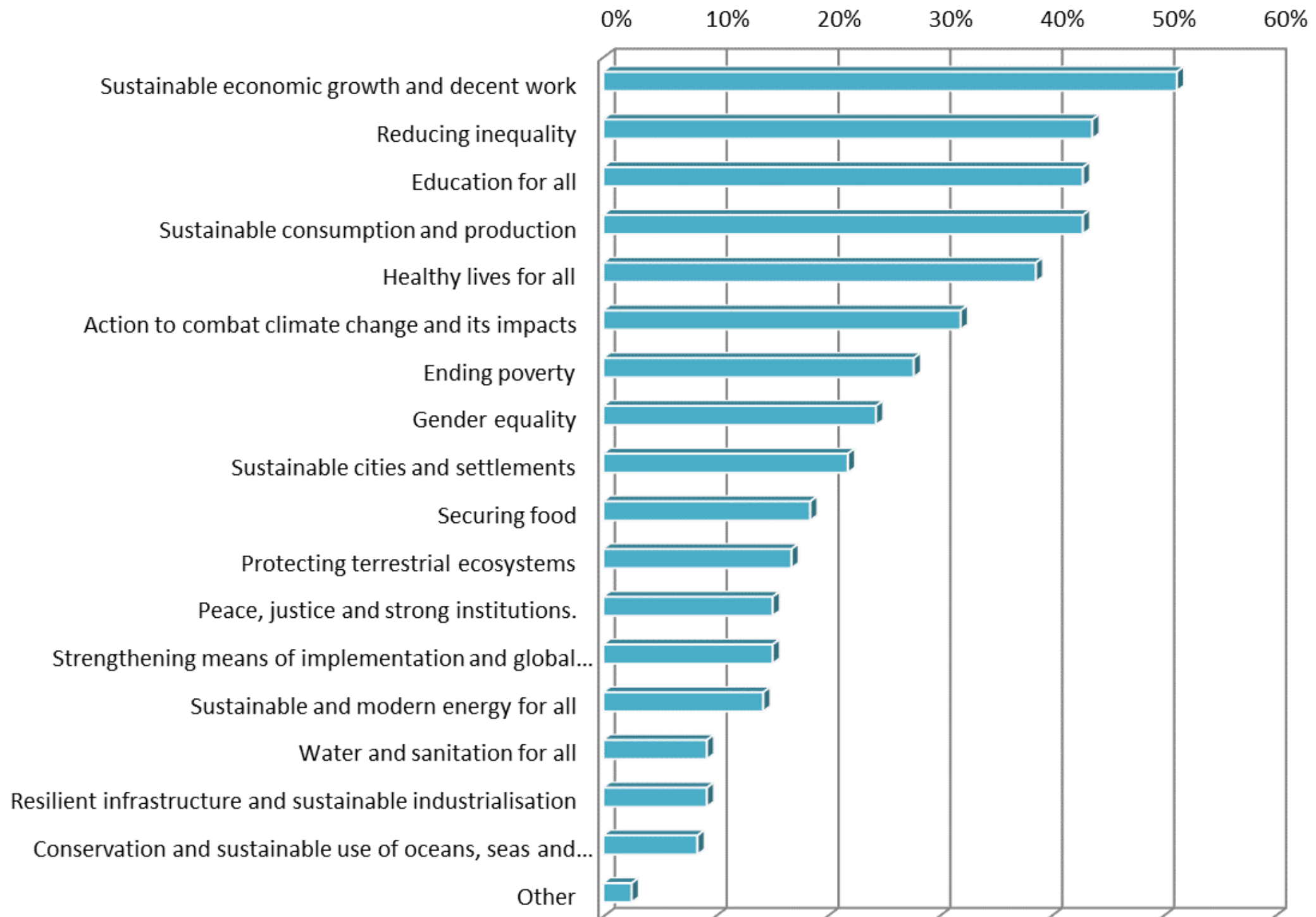
TARGET GROUPS



FIELDS OF ACTIVITY



SOCIAL OBJECTIVES (SDG)

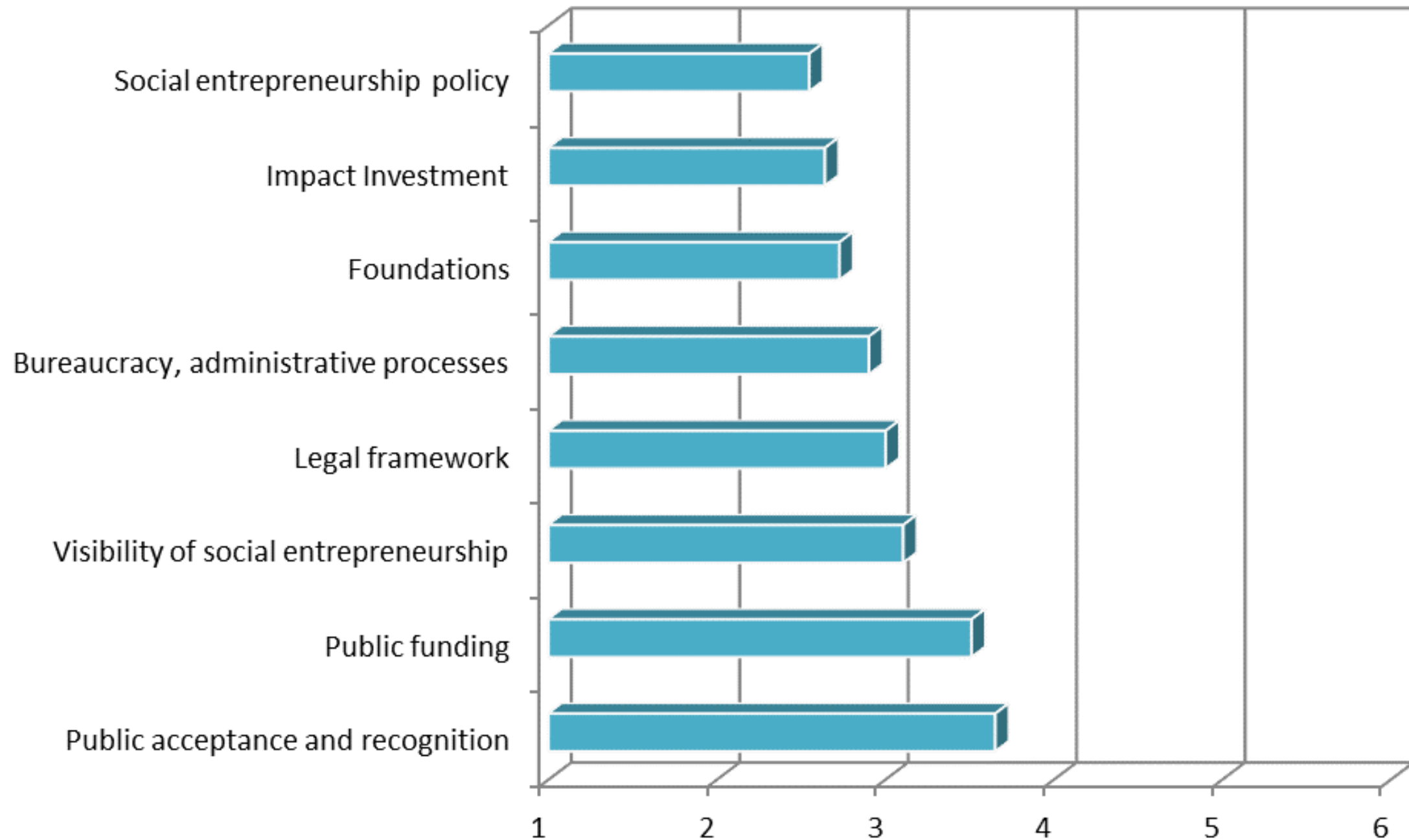




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ECOSYSTEM

SATISFACTION WITH FRAMEWORK CONDITIONS



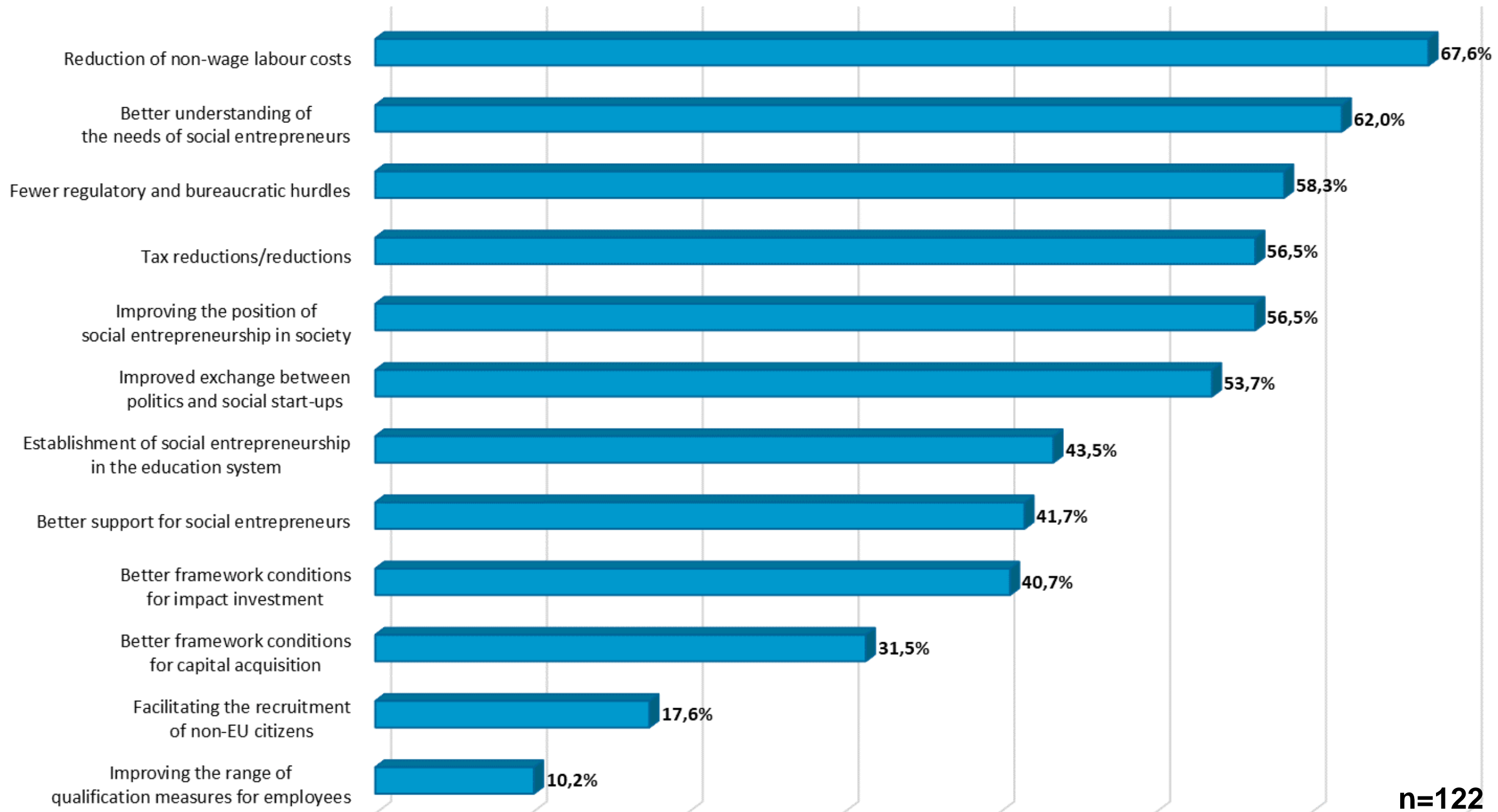
1 ... very unsatisfied, 2 ... unsatisfied, 3 ... somewhat unsatisfied, 4 ... somewhat satisfied, 5 ... satisfied, 6 ... very satisfied

n=106

CHALLENGES

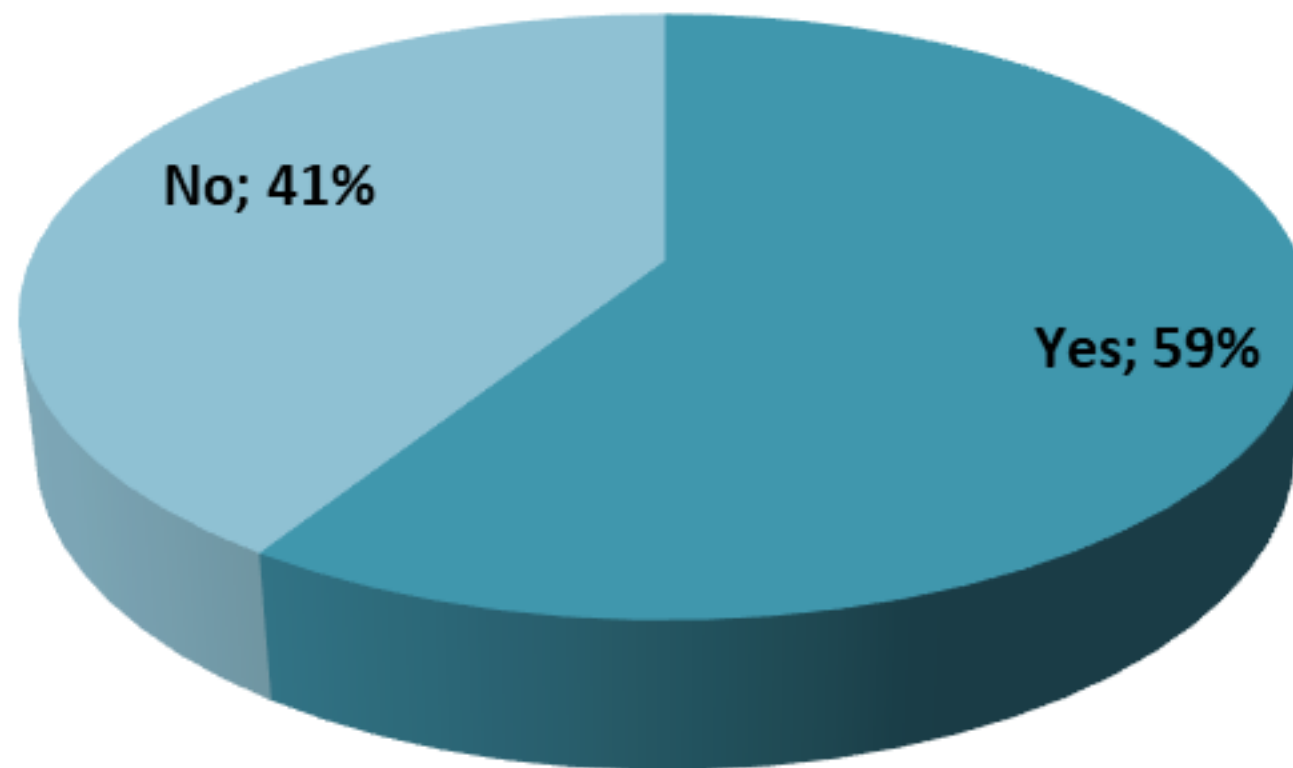


EXPECTATIONS



LEGAL FORM

Distinct Legal Form





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QUALITATIVE EXPERT SURVEY

STAKEHOLDERS CONSULTED

Intermediaries

- Work plus
- Ashoka
- Social Business Club Styria

Funding agencies

- FFG – Austrian Research Promotion Agency
- AWS – Austria Business Service

Private Investors

- Impact Investors
- ERSTE Foundation
- Association for Charitable Foundations

Research

- ZSI – Center for Social Innovation
- Social Entrepreneurship Center WU
- FH Campus Wien

NPO

- Caritas

Administration

- Federal Ministry for Digitalisation and Economic Location
- Federal Ministry of Social Affairs, Health, Care and Consumer Protection

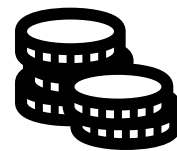


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RECOMMENDED MEASURES

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Improvement of the financing situation



**Awareness, visibility and understanding
of social entrepreneurship**



Social Entrepreneurship Policy



FINANCING

Private financing offer

- Tax incentives for equity investments in social enterprises
- Establishment of a social impact fund based on matching funds principle
- Adjustments to the Public Benefit Act and reform of foundation legislation according to the German model
- Liability and guarantees for loans and credits to socio-ecologically oriented enterprises (social entrepreneurs)



FINANCING

Public funding

- Consideration of SE in economic and innovation funding instruments
- Specific programmes for social businesses
- EU funding from ESF + or ERDF to co-finance national programmes
- Expansion of public incubation programmes to SE
- Regional development funding with focus on SE
- Social Public procurement, increased consideration of social criteria

FINANCING

Improving the investability of the SE

- Increasing the business management competence of social entrepreneurs through training and further education offers
- Supply of business management competence through founding partners with appropriate qualifications (matching mechanisms)
- Improved presentation and communication of the social added value (impact) of the SE through the development and establishment of suitable, practicable and meaningful models for impact measurement.

VISIBILITY & AWARENESS

Image campaign for social entrepreneurship and social innovation

- To bring social entrepreneurship closer to the general public at a low level
- Event formats in the sense of LNF or Pioneers Festival

Establishment of a newsroom

- Regular and well-founded reporting on SE and the concept of social entrepreneurship
- Current facts and figures on SE

Legal status of "Social Enterprise"

- Establishment of a public register for "Registered Social Enterprises", which have to fulfil and prove certain criteria

POLICY

Strategy for Social Innovation

- 16 EU countries written policy frameworks for SE
- strategically coordinated approach between the various ministries responsible for the content (economy, labour, environment, social affairs, education and regions)
- Roadmap for timing of different priorities and accompanying support measures

Clear political responsibilities at ministerial level

- Ministry responsible for SE
- Responsibility for all SEs, irrespective of their thematic focus
- Coordination of all SE-related activities and measures (within the framework of the strategy)



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REFLECTION & OUTLOOK

RELEVANCE OF SOCIAL ENTREPRENEURSHIP

Social businesses have gained **momentum** being on a par with the start-up sector.

Important contributions to solving **socio-ecological challenges** and relieve state and tax system

Dynamisation of the social sector through new innovative concepts

Structural change and empowerment instead of purely combating symptoms

Stimulating and **catalysing effect on the traditional business sector** by showing how business solutions can contribute to the fulfilment of societal goals.

SOCIAL ENTREPRENEURSHIP AND CORONA

Impact maximisation before profit maximisation leave **little reserves** and leeway to survive in times of crisis

Many **support measures do not take effect**, as they are "enterprises in difficulty"

Social entrepreneurs make **valuable contributions to mitigate the hardships of the Corona crisis**

New models of doing business are in demand, centred on communities and alternative forms of collaboration and support, many of them digitalised

SEs have already implemented all this in the past, now we can learn from them

OUTLOOK

Regular repetition of the survey

Highlighting developments, trends and needs of the sector

Basis for regular monitoring of the impact of introduced support measures

Introduction of the legal status of a "registered social enterprise"

Basis for statistical recording of social businesses in Austria

Targeted linking of public support measures



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Advocacy for entrepreneurship with positive
social impact

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