DynamisLab and EcoRegió
Impact of social enterprises

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DynamisLab: Living Laboratory for Sustainability

- 5 universities interdisciplinarily involved
- 600 citizens use online market place SAVIAE
- 150 local administrations cooperate
- 700 companies of more than 12 towns create an associative economy
Social Farming

Using agriculture as a therapy
DynamisLab Impact

100 % local organic food in school canteen
E-commerce platform led to 2 new jobs
Market place to create an associative economy
Independence of Catalonia: Food Sovereignty
The economic community for organic food
Business Model

Citizens invest, don’t donate

Benefits evaluated by 64 indicators

Participation in regional organic food enterprises

Generation of social, environmental and economic benefits
Development of Regionalwert AG Freiburg · Germany

600 citizens · 3M€ · 20 companies · 150 jobs
64 Indicators to catch social-ecological side effects

Enhanced capital accounting
- employment structure
- wages
- employee turnover
- job quality

- soil fertility (agriculture)
- consumption of resources
- biodiversity
- Implementation of EU – Bio regulation

- distribution of added value
- adding regional value
- regional commitment
- dialogue in value chain
Barriers we face:

– Investments based on speculation
– Citizens false conception that ecological food is expensive
– Dependence on governmental support (Dynamis)
– Filling of leader position in international EcoRegions

Challenge:

- 0.2M€ for promotion
- 1M€ results in
  - 225 persons
  - 4 companies
  - 50 jobs
Who will be the leader of the next EcoRegion?

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