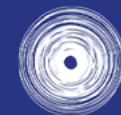


# Social Enterprise



# Contents

**01**  
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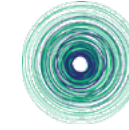
## Introduction

Circular social enterprises are helping to deliver Ireland's sustainability, objectives on the ground, acting as a driving force for social, economic, and environmental change. Through policy, innovation, and research, this workshop will highlight the success of Ireland's social enterprise sector.

This deep dive / workshop will focus on social and circular enterprises and how they can respond to challenges and opportunities in regard to the three relevant themes of innovation, collaboration and skills. These themes will be explored via presentations, panel discussions, Q&A and tangible interactive activities delivered by local social enterprises. The three themes were selected in alignment with the European Commission: Transition Pathway for Proximity and Social Economy and in particular to key actions (1, 4, 7, 8, 12, 14) within it.

This deep dive is being hosted as part of Dublin's involvement in the European Commission's: European Social Economy Regions - 2023 Project. The objective of the project is to build networks of social economy stakeholders, encourage collaboration and to raise awareness about the social economy at regional and local level.

# Social Enterprise



Circular Economy Hotspot  
Dublin 2023

MC : Chris Gordon Irish Social Enterprise Network.

Chaired by: Cillian Lohan, European Economic Social Council, and Mary Mac Sweeney, Dublin City Council.

Circular social enterprises are helping to deliver Ireland's sustainability objectives on the ground, acting as a driving force for social, economic, and environmental change. Through policy, innovation, and research, this workshop will highlight the success of Ireland's social enterprise sector.

## WELCOME & CONTEXT

**MC** Chris Gordon, Irish Social Enterprise Network'

**Presentation:** Context Overview with Q&A, Cillian Lohan European Economic and Social Committee

[find our location here](#)

2:00-5:30pm

Wood Quay  
Venue,  
D08 RF3F

31 May 2023

## INNOVATION

**Presentation:** Szilvia Szabo, Purpose Content Studios

**Panel Discussion with Q&A Innovation**

- Cillian Lohan, European Economic and Social Committee
- Emma Conners, Recreate Ireland
- Philipp Eichhorn, DCU Student
- Kate Williams, Bold Donut Games
- Szilvia Szabo, Purpose Content Studios

**Activity:** Design Thinking, Prototyping & Innovation

-Delivered by social enterprise, Recreate Ireland

## SKILLS

**Presentation:** Claire Downey

**Panel Discussion with Q&A: Skills Development**

- Claire Downey, The Rediscovery Centre
- Emma Kavanagh, CRNI
- Thomas McCabe, Siel Bleu
- Richard Gavin, Dept of Rural & Community Development
- Clodagh O'Reilly, Social Enterprise Solutions

**Activity:** Mind yourself exercise -Delivered by social enterprise, Siel Bleu

This Deep Dive / Workshop is being hosted as part of Dublin's involvement in the European Commission's: European Social Economy Regions - 2023 Project and in alignment with the Transition Pathway for Proximity & Social Economy



explore our  
speakers

## COLLABORATION

**Presentation:** Edoardo Bodo, RREUSE

**Panel Discussion with Q&A:** Mary Mac Sweeney, Dublin City Council, Megan Best, Native Events, Edoardo Bodo, RREUSE, Sarah Fließbach, Shareclub, John Kearns, PARTAS

**Activity:** Matchmaking Exercise. I need help with ... / I can help with ...  
-Delivered by Irish Social Enterprise Network

# Speakers



**Claire Downey**

Rediscovery Centre



**Eduardo Bodo**

RREUSE



**Szilvia Szabo**

Purpose Content Studios

# Facilitators



**Mary Mac  
Sweeney**

Dublin City Council



**Cillian Lohan**

European Economic  
Social Council

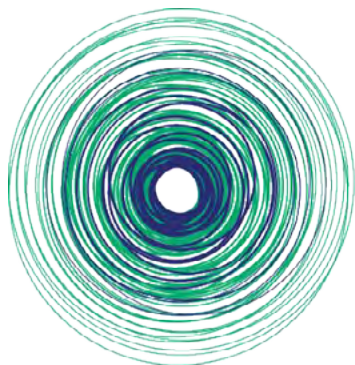
# Climate Innovation



# The story of our time: Climate Change Climate Innovation

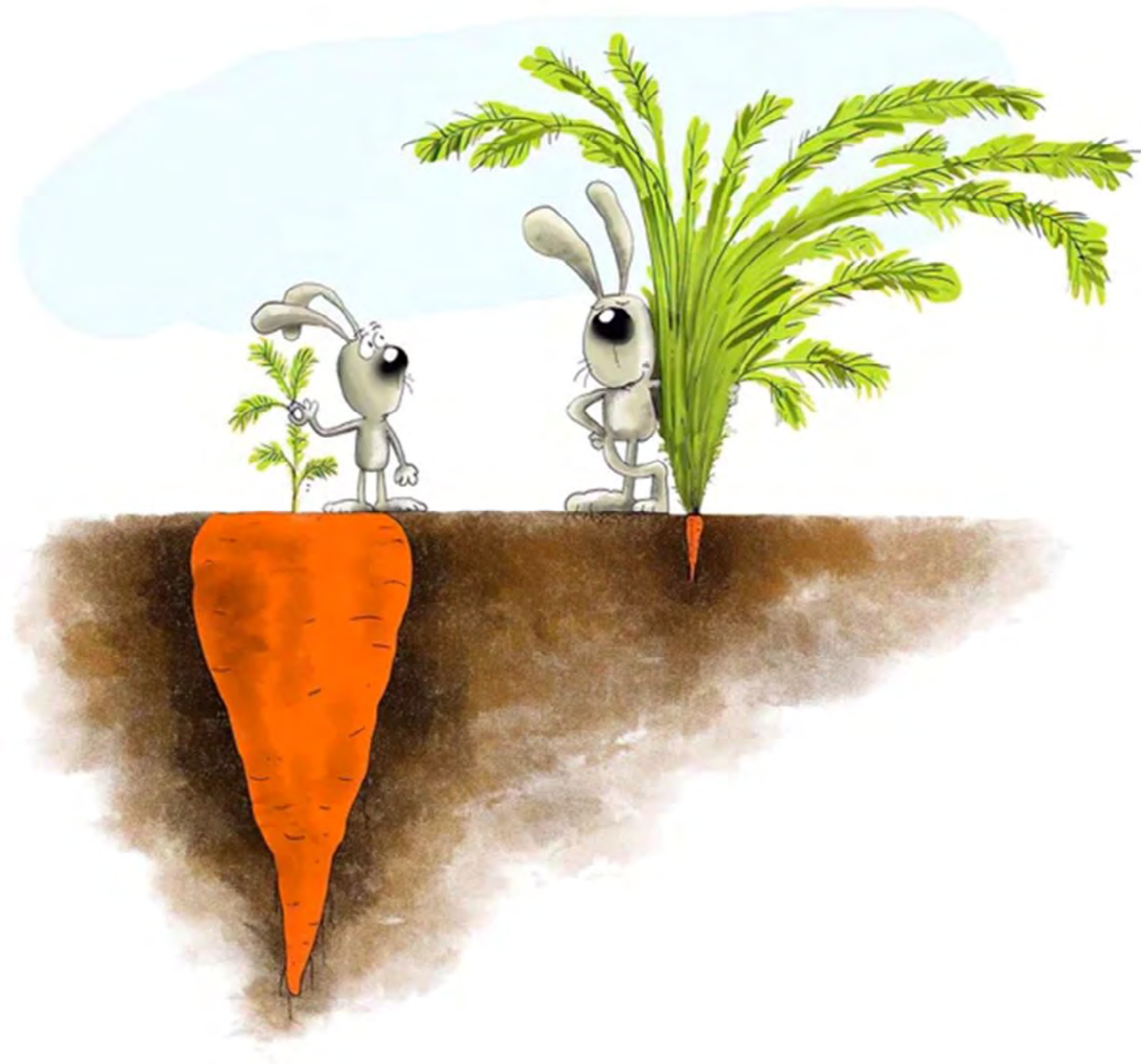
Szilvia Szabo

Purpose  
Content  
Studio



**Circular Economy Hotspot**  
Dublin 2023





The comprehensive review of human knowledge of the climate crisis took hundreds of scientists eight years to compile and runs to thousands of pages, but boiled down to one message: act now, or it will be too late.

The UN secretary general, António Guterres, said:

“Our world needs climate action on all fronts: everything, everywhere, all at once.”

# The Guardian

## Scientists deliver ‘final warning’ on climate crisis: act now or it’s too late

IPCC report says only swift and drastic action can avert irrevocable damage to world

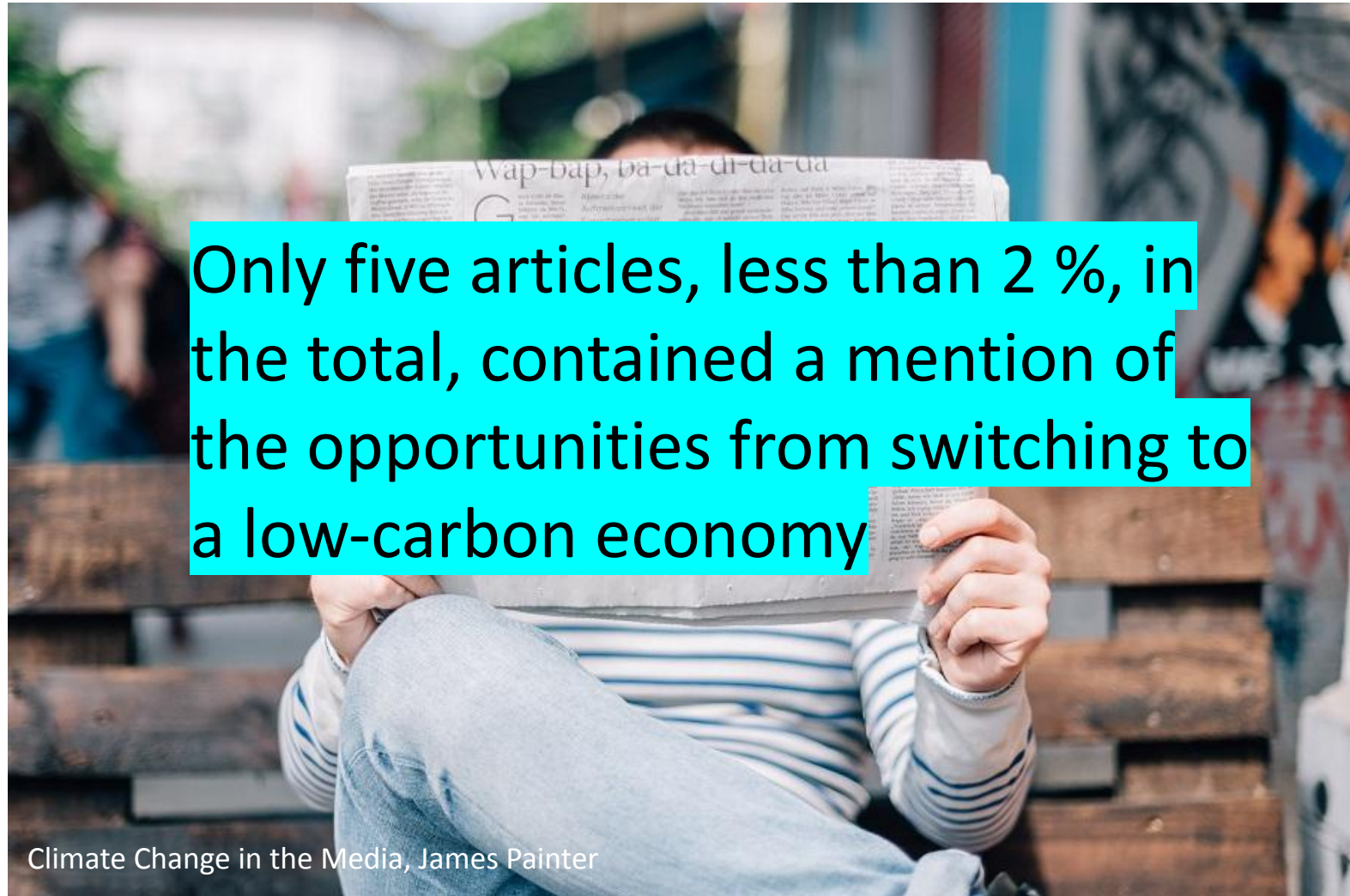
- [Analysis: Humanity at the crossroads](#)
- [Timeline: The IPCC's reports](#)



📷 1.5C above pre-industrial levels is the threshold beyond which our damage to the climate will rapidly become irreversible. Photograph: Janez Volmajer/Alamy

# Presenting climate change – IPCC report

- Dominant message that readers receive: disaster or uncertainty
- ‘opportunity’ in the climate context was only present in 27 % of the articles
  - most of which featured the opportunities from not doing anything about reducing greenhouse gas emissions



# Responsible Innovation

„Responsible Research and Innovation is a transparent, iterative process by which societal actors and innovators become mutually responsive to each other with a view to the (ethical) acceptability, sustainability and social desirability of the innovation process and its marketable products (in order to allow a proper embedding of scientific and technological advances in our society).”

Von Schomberg (2011)



**(Ethically) Acceptable**



**Sustainable**



**Socially desirable**

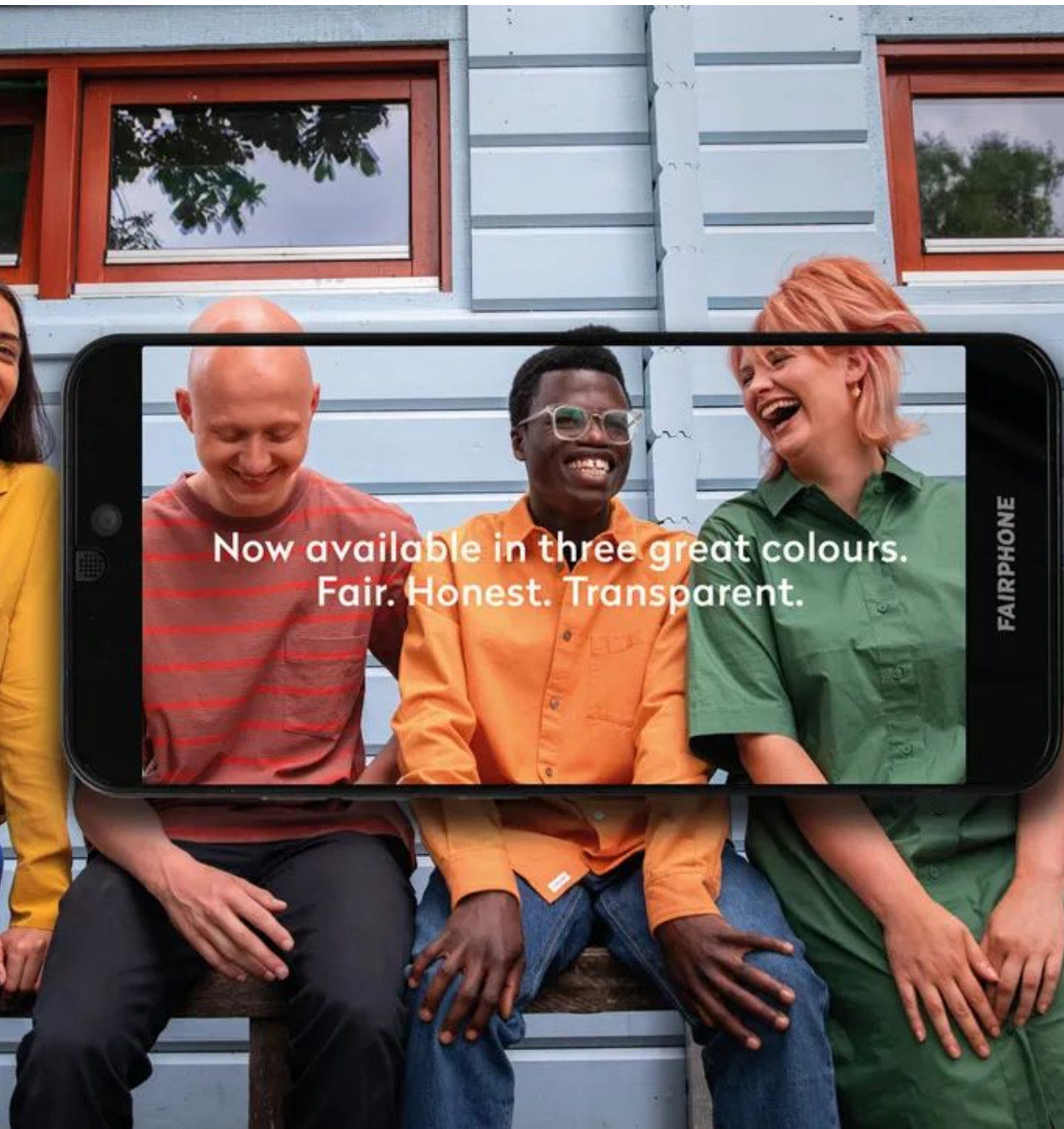


**Life-cycle**



**Development**





Now available in three great colours.  
Fair. Honest. Transparent.

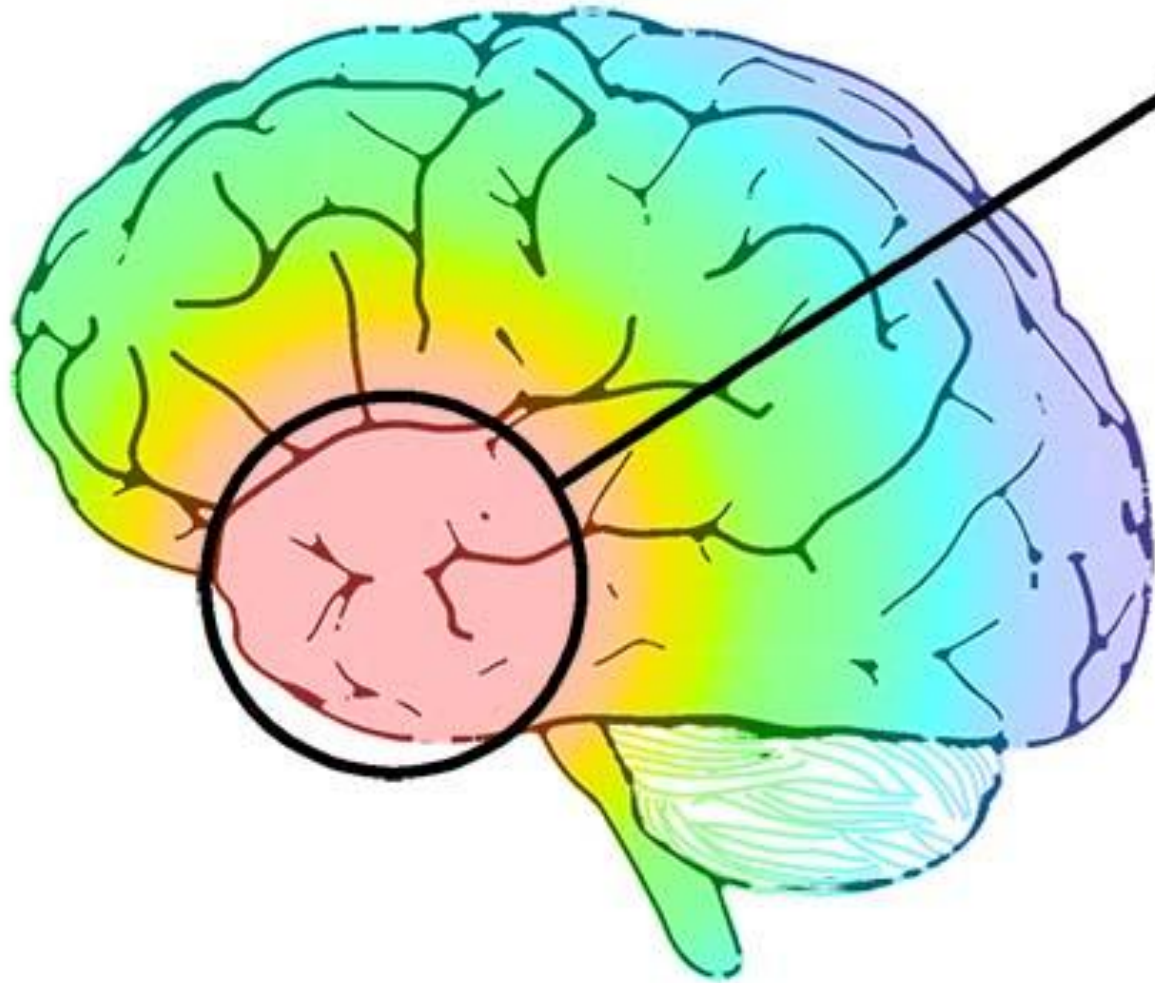
FAIRPHONE



All phones  
have brains.  
This one also  
has a heart.

**FAIRPHONE**

FAIRPHONE



Did you know?

Stories are up to  
**22 times**  
more memorable than  
facts or figures alone.

- Stanford Graduate School of Business





**Pascal and Sinead Gillard**  
running Jinny's Bakery  
in County Leitrim

Images: Kopper Kreation, The Nature of Things, Jinny's bakery

“With my background in organic agriculture, I came across many people who had strong environmental values. When I joined my wife, Sinéad, in running the bakery, tearoom and guestrooms, I wanted to introduce some measures that would make us more sustainable and create a point of difference out of it.

We started with seemingly easy steps, like managing the bins and looking at the waste we generate. Introducing brown bins for com-

postable waste and putting up signs that help separate waste were low hanging fruits with visible results — inspired by the first little wins, I wanted to take things to the next level, like how can we put less into the bins? Composting looked like a great idea to save money and use our waste to regenerate resources. So we started our own composting using the brown bin content, grass that we cut, apple and carrot peelings, cardboards, and more stuff that

we previously just throw away. We are growing many vegetables and managing a garden where we could use the high-quality compost that we produced.

As I figured later, this mindset is called the circular economy. However, I haven't heard of this term at that time. I was just doing things that seemed logical and made business sense. When I joined the Green for Micro program, I realised that there is an actual name for what we are doing, and it felt like I'm at the right place to learn more.

After getting more involved and receiving professional help from the LEO and the Origin Green\* program mentors, it opened my eyes to more opportunities and ways to improve our business through environmental actions.

In our case, utilising the waste heat from the ovens used for baking was one of the most significant areas to look at. Besides, changing the lights to energy-efficient alternatives and introducing professional composting was made possible with the financial supports that we received from the Green for Micro programme.

I'm already seeing the benefits like saving costs and plan for more actions to embrace sustainability fully. Now we have a five-year sustainability action plan and waiting to be certified as an Origin Green company.

**Getting recognised as a green business opens up new market opportunities for us, and we are no longer competing on price.**

When it comes to putting our products on the market, I find that having these practical sustainability measures and being able to communicate them credibly gives us an edge.

When we wanted to supply products to one of the biggest supermarket chains, sustainability was on the judging criteria list. It proved to be extremely valuable that we could show all the ways we are greening our

operation and participating in programs, like the Green for Micro really helped build up our profile. Obviously, it was not the only reason we were successful in the selection process, but

it added value and created a competitive advantage.

There are still challenges to become entirely sustainable, like replacing our packaging, but there are not many offers out there that would ensure quality and sustainability at the same time. However, we are committed to doing what

we can, even pay more for greener alternatives since we see how it benefits our business.

My biggest learning from our journey is that you can always find small things to start greening your business and grow from strength to strength.'

**Pascal Gillard**  
Jinny's Bakery



**Having a dedicated mentor helped us spot places in our operation where we can gain benefits from implementing changes, such as managing energy and waste.**

\*Origin Green is a sustainability programme of Bord Bia, the Food Board in Ireland — learn more on page...



## SWEETENING THE DEAL TO MAKE FOOD ETHICS MATTER

Chocolatey Clare, alias Clare Tate followed her passion when she designed a chocolate range with a sensational taste while raising the bar to the highest in ethics and sustainability.



“ I set up my business in 2016, knowing absolutely nothing about the food industry. After turning 50, I decided I would just do something else entirely and switch to a completely different career by becoming an entrepreneur.

I set up my chocolate business because I have been a vegetarian for about 30 years, and I turned vegan along with my whole family about seven years ago. I couldn't find any vegan chocolate that I really loved as I was looking for creamier dairy-free chocolate, and basically, couldn't source any on the market, even though I tried almost all of them.

So I decided to make my own and started my business by searching the internet, 'How do you make chocolate?'. I am good with cooking, good with flavours and with the recipe, and after I looked at everything that I could find, I devised my special recipe from that.

**I just think that there is no such thing as a neutral purchase because every time you buy something, you are basically supporting that company.**

But besides finding the best taste, I had some other criteria on my list: to start with, it had to be vegan, but veganism extends to an approach to minimise the exploitation of not only animals but humans, the environment and the planet. So everything had to be taken into account. Sustainability, from my perspective, is not only environmental sustainability but a more holistic approach that covers every participant contributing to the production of an item.

In the finished product, you have your ingredients, processes, people, packaging, and everything has an effect. I strive to make sure that all my ingredients are ethically sourced, which means that I would investigate the ethics policies and the sustainability commitments of all the suppliers I engage with.

This is a broader approach than checking only organic or other certifications. When I use organic coconut milk powder, I also need to make sure that no monkeys are used to harvest the coconuts. I also have a chocolate ganache in my new bon-bon where I use hazelnut because they are pollinated by the wind, and no bees are used for pollination. So basically, I try to ensure, as far as I am aware, that every element of the chain is ethically sourced.

I went to a lot of trouble to find environmentally friendly packaging. Ultimately I ended up using inner wrappers for my chocolate ▶

**Clare Tate**  
Irish entrepreneurs making chocolate to promote food ethics and make people feel good about their choices.

”

**Food ethics is one of my main principles, which means no animal or human exploitation in the production of my chocolate.**



Images: Chocolatey Clare



Justine Looney, owner of the Cork Flower Studio (middle) with colleagues

**ARE YOU THE FLORIST WHO DOES THE VASES?**

Images: Cork Flower Studio

Justine Looney, owner of the Cork Flower Studio, believes that flowers can make people happy and could be a powerful way to help them to make more sustainable choices. She has done a seamless transformation by breaking up with conventionality to make her floral shop green, not just by its look, and taking her staff and customers on the journey with her.

“ I like running my own business because I can give space for the rebellious side of things more than I could do if I worked for a larger company with many policies to consider. Bringing in sustainability to the business was more of a combination of factors.

The excitement of experimenting with new things was one of the layers, and I love having new projects so work does not get boring.

I also felt this personal anxiety that I know so many people feel as time goes by that the sustainability situation is getting worse, not better. And that sort of realisation came that individually we can do something, and we can make a difference.

I was struck by weighing how much waste, primarily single used plastic, is involved in a ‘green business’ like running a flower shop.

Over a number of years, we were gradually reducing our packaging, which makes sense even from an aesthetic point of view. I believe flowers just look better without all that plastic wrapping.

At one point, we put up an offering on our website to choose a vase instead of plastic wrapping, and it has become pretty popular real quick. This was probably the first time we realised how much energy it takes to manage the workflow of wrapping flowers and how much time we spend preparing bouquets using the different layers and boxes, knowing that all of it will end up in the bin anyway. We also found that to use a vase that can be used repeatedly and looks nice cost us pretty much the same.

In the beginning, it was only an option for customers, but we quickly realised that if we wanted this to work, we should go for it and make this the new normal. From January 2020, we introduced a no plastic wrapping system using the vases.

I have to admit, it was a bit of a shock to some of our customers, but it went from strength to strength. The only real concern we heard was if this would be more expensive. We decided not to charge any extra for the vases since we would

**Using a return system has been a phenomenal success from the business efficiency point of view and saving costs.**

not make any profit on the packaging anyway. In addition, we designed a return system where we keep track of returns and next time, if someone orders from us, we do not charge for the vase, or they can have a cup of coffee or ice cream in exchange if they prefer that instead of flowers.

Operating a return system might seem like a lot of extra work, but the reality is that if I compare the process of preparing the bouquets, which is a complex process, to handling the vases, we are better off with the exchange scheme. For instance, when it comes to busy seasons like Christmas or Valentine Day, one staff member would be preparing flowers with wrapping solidly for a couple of weeks. So you have staff costs, and you have the cost of all the things you are putting together before the bouquet is finished.

The same box that we get the vases from our supplier can be used for delivery to our customers, and so far, we have had very few issues ▶

What does this really mean?

We have impacted \_\_\_\_\_ many lives....

I M P A C T

We have saved \_\_\_\_\_ tonnes of CO<sub>2</sub>....

## The global average water footprint of

- one glass of wine (125 ml) – 110 L
- rice – 2,500 L/Kg
- pair of jeans – 7,500 L
- sheep meat – 10,400 L/Kg
- smart phone – 12,760 L
- beef – 15,400 L/Kg

(data based on [watercalculator.org](http://watercalculator.org) and [waterfootprint.org](http://waterfootprint.org))

• TREND



## The global average water footprint of

- one glass of wine (125 ml) – 110 L
- rice – 2,500 L/Kg
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- sheep meat – 10,400 L/Kg
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- beef – 15,400 L/Kg

(data based on [watercalculator.org](http://watercalculator.org) and [waterfootprint.org](http://waterfootprint.org))



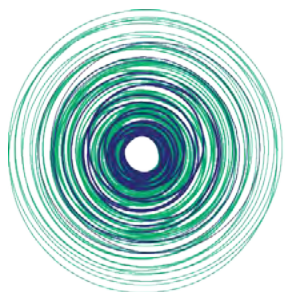


Act to  
inspire  
& inspire  
to act

Progress Report  
2023

# Go on a journey - together

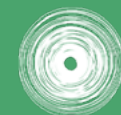
- Progress vs Perfection
- Challenges and Victories
- Open questions
  - finding solutions together
- Make it personal



# Circular Economy Hotspot Dublin 2023



# Rediscovery Centre



An aerial photograph of a modern building complex. The central feature is a large, cylindrical tower with a white base and a top section with horizontal stripes in white and a light pinkish-red. The tower has several circular openings at its top. The building is surrounded by a parking lot with several cars, a landscaped area with greenery and a paved walkway, and other modern buildings in the background.

# The Rediscovery Centre

Claire Downey, Policy & Research Director  
31/5/23



**A creative movement  
connecting people,  
ideas and resources.**



## Our Goals



# What we do



# Early Skills

- Primary, secondary, tertiary and additional needs
- STEM & Sustainability skills
- Teacher CPD & curriculum support



# Lifelong Learning

- Vocational training in repair and reuse
- Working toward mechanic accreditation
- Adult education & workshops
- SEs - Circular Economy Academy
- Community education programme & accreditation



# Circular Skills

- Manual skills
- Technical skills
- Business skills
- Social entrepreneurship & personal development





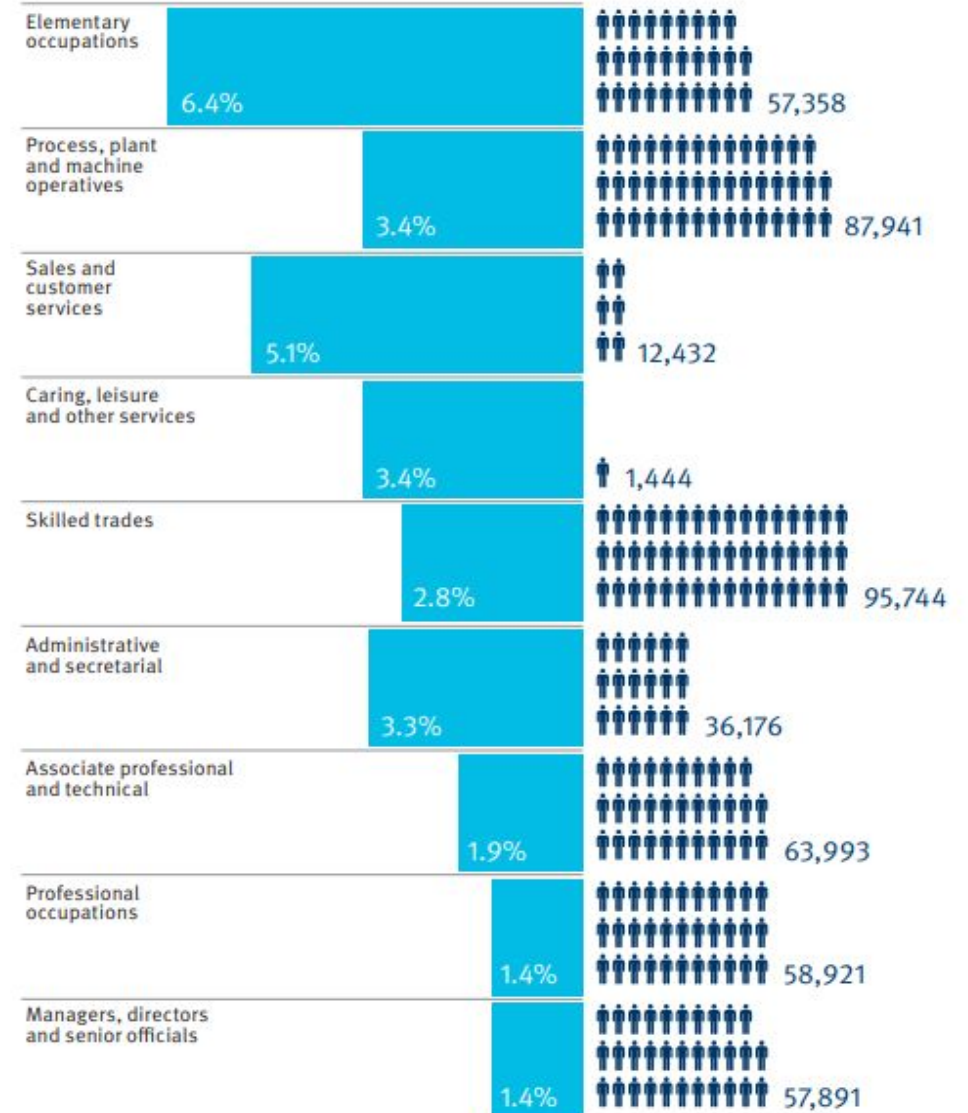
# Levelling up through circular economy jobs



## An ambitious circular economy creates jobs in occupations with high unemployment

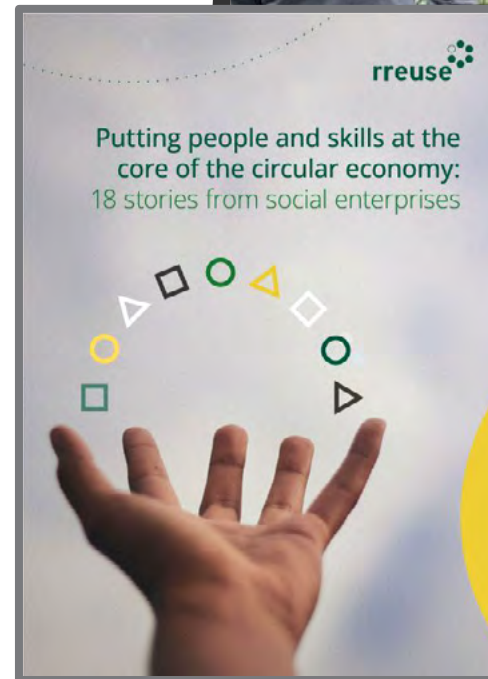
Unemployment rate by last occupation (%)

Gross job creation in 2035 under the 'transformation' scenario



# Social Enterprise

- Hubs for Circular Skills in Ireland
- 1,500 people on training schemes (CRNI membership)
- Trade, technical and personal development skills
- Leave no-one behind
- Community engagement





# Next Steps

- Plan for CE skills
- Support SEs in delivering
- Accelerate job creation
- Focus on accreditation
- Recognition for role in supporting the CE
- More research



# Reading



# Gallery



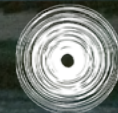
# Graphic Recording

By Katherine Foyle





# Thank You



Circular Economy Hotspot  
Dublin 2023