

CASE STUDY TITLE: SPÓLDZIELNIA SOCJALNA ZIELONA PIŁA
(SOCIAL COOPERATIVE ZIELONA PIŁA)

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THEME:

- RENEWABLE ENERGY,
- SUSTAINABLE HOUSING,
- SUSTAINABLE FOOD SYSTEM,
- CIRCULAR ECONOMY:
 - DESIGN AND PRODUCTION,
 - CONSUMPTION,
 - RECOVERY AND WASTE MANAGEMENT.

Case study (350 - 500 words in total divided in the following elements)

Case study description:

SOCIAL COOPERATIVE ZIELONA PIŁA was established on February 28, 2013. The founding members of the cooperative are the Piła Municipality and the Piła County. The cooperative has set itself the goal of helping the unemployed and those at risk of social exclusion by creating jobs related to the services the organization offers.

The cooperative provides the following services:

- ensure cleanliness inside and outside buildings,
- care of greenery,
- repair and construction work,
- 24h guarded parking.

The cooperative carries out orders, making an effort to do it as quickly and cheaply as possible, adapting to customer requirements, while at the same time ensuring appropriate working conditions for employees and social benefits.

Furthermore Zielona Piła negotiates with representatives of local government units and other public entities to make task orders more flexible. Then undertakes discussions with mentioned subjects and indicate solutions with respect for the environment and in the spirit of a closed loop economy.

In order to carry out orders as efficiently as possible, employees are educated by working with environmentally friendly solutions, such as composting waste (from cuttings), separating garbage, etc.

By making direct contact with customers and by carrying out orders with respect for the environment, not only the contractors themselves benefit, through the acquisition of new skills and increased environmental awareness, but also the customers.

Costs that the cooperative incurs are Staff costs, fuel, equipment maintenance.

Environmental and/or social effects (preferably in bullet points):

The following factors constitute important environmental and social effects for **local government**:

- creating jobs for the unemployed and those at risk of social exclusion;
- developing green skills through through environmentally friendly solutions applied



during realised orders;

- negotiating with representatives of local government units and other public entities to make task orders more flexible;
- undertaking discussions with representatives of local government units and other public entities and indicate solutions with respect for the environment and in the spirit of a closed loop economy.

Closure, with focus questions arising from the case / problem

SOCIAL COOPERATIVE ZIELONA PIŁA TAKES ACTION ON THREE LEVELS, I.E., NEGOTIATIONS WITH LOCAL GOVERNMENT UNITS MAKE TASK ORDERS MORE FLEXIBLE AND INDICATE SOLUTIONS WITH RESPECT FOR THE ENVIRONMENT AND IN THE SPIRIT OF A CLOSED LOOP ECONOMY, CREATES JOBS FOR THE UNEMPLOYED AND THOSE AT RISK OF EXCLUSION, IMPLEMENTS SOLUTIONS ACCEPTABLE TO THE ENVIRONMENT IN THE COURSE OF REALISED ORDERS. THE SUCCESS OF THE COOPERATIVE IS DETERMINED BY THE NUMBER OF CONTRACTS WITH SOCIAL AND ENVIRONMENTAL CLAUSES, THE NUMBER OF JOBS CREATED, INCREASING ENVIRONMENTAL AWARENESS OF EMPLOYEES AND CUSTOMERS,.

Discussion questions:

1. What is the problematic situation the Zielona Piła is trying to solve? (problem)
2. What are the Zielona Piła's activities? What do they do to solve it/them? (solution)
3. What is their target group? Who are their clients? Who are their customers? (customer segments)
4. How will the Zielona Piła activities change the world or the situation for the better? (impact)
5. And how will they know that they achieved that? (key metrics)
6. So what does the Zielona Piła do differently? What do their customers perceive as the biggest value? (unique value proposition)
7. In which ways do they deliver their products or services (channels)
8. What are their main costs and what is the main source of their revenue? (revenue)

STAKEHOLDERS: (1) LOCAL GOVERNMENT, (2) DESIGN STUDIOS, (3) LOCAL COMMUNITIES

ETHICAL ISSUES (**POSITIVE**, NEGATIVE) IN RELATION TO THE SCENARIO:

- (1) A PROPOSAL FOR A KNOWLEDGE-BASED SOLUTION TO A PROBLEM RELATED TO URBAN INFRASTRUCTURE.
- (2) THE WIDE-RANGE IMPACT OF THE PROJECTS IMPLEMENTED, PARTICULARLY THOSE OF A POSITIVE NATURE FOR THE LOCAL COMMUNITY.

GREEN SKILLS ADDRESSED: (KEEP RELEVANT ONES FROM THE LIST) **DESIGN SKILLS**, LEADERSHIP SKILLS, **MANAGEMENT SKILLS**, **CITY PLANNING SKILLS**, **LANDSCAPING SKILLS**, ENERGY SKILLS, FINANCIAL SKILLS, **PROCUREMENT SKILLS**, WASTE MANAGEMENT SKILLS, **COMMUNICATION SKILLS**

SDGS ADDRESSED: GOAL 1: END POVERTY IN ALL ITS FORMS EVERYWHERE; GOAL 8: DECENT WORK AND ECONOMIC GROWTH; 11: SUSTAINABLE CITIES AND COMMUNITIES.

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