

CASE STUDY TITLE: “BOROUME” SAVING FOOD, SAVING LIVES NON-PROFIT ORGANIZATION

WEBSITE: [HTTPS://WWW.BOROUME.GR/EN/BOROUME/](https://www.boroume.gr/en/boroume/)

AUTHOR: **STIMMULI FOR SOCIAL CHANGE**

THEME: SUSTAINABLE FOOD SYSTEM, CIRCULAR ECONOMY (DESIGN, RECOVERY AND FOOD WASTE MANAGEMENT)

Case study description:

In the past few years, the challenging issue of extreme Food Waste has arisen, especially in urban areas, contributing to the overall food insecurity, environmental degradation and unsustainable development. *Boroume* (“We Can”) a non-profit organization based in Athens, had been established with its core mission to reduce food waste, by saving food, and fight malnutrition in Greece. The quantities of food being saved are daily recorded, so that it is easy to calculate the amount of CO2 saved of being released in the atmosphere. Since 2011 Boroume has saved about 58,000,000 servings of food, which correspond to 85,260,000 of CO2.

Their answer to Food Waste is to design and implement several programmes, mainly on raising awareness about food waste, through its active reduction. Additional to that, they design and offer innovative informative programmes for schools, all over the Greek periphery. While, they are offering “saved” food portions to vulnerable groups in Athens. Their work is being able to continue through the economic revenue offered supporters, such as private enterprises, and individual donations, but as well as involvement in European funded projects.

The awareness campaigns and educational programmes addressed to anyone from the public as individuals, and institutions such as schools, companies and SMEs, hotels, and other interested stakeholders. While the end user beneficiaries are mainly vulnerable groups, like those with low economic capacity, the elderly, refugees and migrants, and homeless people, among others. The team of *Boroume* works with strong values of empathy, which try to cultivate to interested target groups through its campaigns.

The following factors constitute important environmental and social effects for :

- Supporting vulnerable groups in Athens (social)
- Saving wasted food portions, that lead to minimizing CO2 emissions (environmental)
- Educational and awareness campaigns (social)
- Minimizing and changing consumption patterns (social & environmental)

Questions arising from the case / problem:

- What is the problematic situation the SE is trying to solve? (problem)
- Why did they decide to solve it? What drives them? (purpose)
- What are the SE’s activities? What do they do to solve it/them? What other steps

<p>would you take to solve the problem? (solution)</p> <ul style="list-style-type: none"> • What is their target group? Who are their clients? Who are their customers? (Customer segments) • How will the SE's activities change the world or the situation for the better? (impact) • And how will they know that they achieved that? (key metrics) • So what does de SE do differently? What do their customers perceive as the biggest value? (Unique value proposition) • In which ways do they deliver their products or services (channels) • What are their main costs and what is the main source of their revenue? (revenue)
<p>STAKEHOLDERS: (1) VULNERABLE GROUPS, (2) STUDENTS, (3) PRIVATE CLIENTS</p>
<p>ETHICAL ISSUES IN RELATION TO THE CASE STUDY:</p> <p>ACTIVE CITIZENSHIP & PARTICIPATION BY SAVING AND OFFERING FOOD (POSITIVE)</p> <p>MINIMIZING FOOD INSECURITY (POSITIVE)</p>
<p>GREEN SKILLS ADDRESSED: ENERGY SKILLS, FINANCIAL SKILLS, WASTE MANAGEMENT SKILLS, COMMUNICATION SKILLS</p>
<p>SDGS ADDRESSED: GOAL 2: ZERO HUNGER, GOAL 3: GOOD HEALTH AND WELL-BEING, GOAL 11: SUSTAINABLE CITIES, GOAL 12: RESPONSIBLE CONSUMPTION AND PRODUCTION, GOAL 13: CLIMATE ACTION</p>

<p>CASE STUDY: „ELECTRA ENERGY“ SOCIAL COOPERATIVE</p>
<p>WEBSITE: HTTPS://WWW.LINKEDIN.COM/COMPANY/ELECTRA-ENERGY-COOPERATIVE/</p>
<p>AUTHOR: STIMMULI FOR SOCIAL CHANGE</p>
<p>THEME: RENEWABLE ENERGY</p>
<p>Case study description:</p> <p>ELECTRA energy is a certified social cooperative, founded in 2016, and based in Athens, Greece, and it's a member of REScoop, the European federation of citizen energy cooperatives. Their scope is to support the transition to a decentralized, efficient, and sustainable energy system with citizens and local communities at its core.</p> <p>The cooperative's work is prevalent in the Greek, but also Balkan, regions offering groundbreaking solutions to the energy crisis, through research, awareness campaigns, capacity building, project development and advocacy. While, important part of their work is the participation in collaborative initiatives, such as „Energy Democracy Dialogues“, „Community Energy Observatory“ and Social & Solidarity Economy Educational Platform „KALOMATHE“.</p>

Apart from the research and advocacy, that has brought light into the existing energy communities in Greece, and their coordination, ELECTRA energy also facilitates as a consultancy for energy cooperatives. Through the latter initiative, they are promoting solar panels, as the main energy source for the communities. While, in parallel, the cooperative itself is a member of one of the first energy communities in Greece, fulfilling the role of a consumer of their own services. At the moment, ELECTRA energy supports, with educational workshops and consultation, more than 10 citizen-led initiatives, municipalities and energy communities, among which the city of Athens holds a place.

Most of their revenues are covered due to their participation in the various co-founded projects.

The following factors constitute important environmental and social effects for:

- Supporting the local ecosystem for the energy transition (environmental & social)
- Monitoring & strengthening community energy policies, regulations, and strategies (environmental & social)
- Supporting multi-stakeholder collaboration (social)
- Measuring the social & environmental impact of energy communities in Greece (social & environmental)

Questions arising from the case / problem:

- What is the problematic situation the SE is trying to solve? (problem)
- Why did they decide to solve it? What drives them? (purpose)
- What are the SE's activities? What do they do to solve it/them? What other steps would you take to solve the problem? (solution)
- What is their target group? Who are their clients? Who are their customers? (Customer segments)
- How will the SE's activities change the world or the situation for the better? (impact)
- And how will they know that they achieved that? (key metrics)
- So what does the SE do differently? What do their customers perceive as the biggest value? (Unique value proposition)
- In which ways do they deliver their products or services (channels)

<ul style="list-style-type: none"> • What are their main costs and what is the main source of their revenue? (revenue)
STAKEHOLDERS: (1) LOCAL AUTHORITIES, (2) LOCAL ENTERPRISES, (3) COOPERATIVES, (4) CITIZENS (5) ENERGY COMMUNITIES
ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: (1) SUPPORTING NEW ENERGY COMMUNITIES BASED ON EXISTING AND SUCCESSFUL EXAMPLES (POSITIVE), (2) SUPPORTING LOCAL ECONOMIC ECOSYSTEM – CIRCULAR ECONOMY THAT MINIMIZES BOTH ENVIRONMENTAL & ECONOMIC COSTS (POSITIVE), (3) SUPPORTING ENERGY TRANSITION (POSITIVE)
GREEN SKILLS ADDRESSED: MANAGEMENT SKILLS, CITY PLANNING SKILLS ENERGY SKILLS, FINANCIAL SKILLS, COMMUNICATION SKILLS
SDGS ADDRESSED: GOAL 7: AFFORDABLE AND CLEAN ENERGY, GOAL 11: SUSTAINABLE CITIES & COMMUNITIES, , GOAL 13: CLIMATE ACTION

CASE STUDY TITLE: ECOOPERATIVA
WEBSITE: HTTPS://ECOPERATIVA.GR/
AUTHOR: STIMMULI FOR SOCIAL CHANGE
THEME: RENEWABLE ENERGY, CIRCULAR ECONOMY (PRODUCTION, CONSUMPTION)
<p>Case study description:</p> <p>Ecoperativa, a small non-profit organisation, has recently been establish, with the urge to offer alterative and green solutions on the urgent need of awareness raising, information collection, and citizens active participation about and for environmental issues that affect their daily lives and the city. That need was identified due to the lack of meaningful strategic planning about local and regional environmental issues. To that end, it was decided by the co-founders, to create an organisation that can offer to the city of Karditsa, what was missing. Thus, it was important to create awareness strategy along with a network of people in order to influence the local community, as much as possible. Thus, the organization's main goal is being comprised of developing and improving environmental conscience and active citizenship through environmental activities and voluntarism.</p> <p>The main beneficiaries of Ecoperativa's programmes, are local individuals, schools and other local interested stakeholders, but also the city itself. Their purpose though, is to inspire as many people as possible, to participate to their actions and become themselves active citizens in the process. Hence, in an effort of having constant and close relations with their beneficiaries, Ecoperativa members try to build a strong network through communication. In addition to that, the impact of their work is being multiplied through various non-formal educational programmes, implemented by the team's specialist educators. The main topics</p>

covered for educational purposes, and volunteering activities are Waste Disposal & Recycling, Circular Economy, Exploitation of Natural Resources, Sustainable Development among others.

Following activities implementation, Ecoperative utilizes reflection and assessment tools, such as questionnaires, to evaluate tangible deliverables of their work.

Closing, it needs to be mentioned that due to the organization's short life, there are not clear data on Ecoperativas' revenues and costs yet.

The following factors constitute important environmental and social effects for:

- Active citizenship (social & environmental)
- Building environmental conscience (social & environmental)

Questions arising from the case / problem:

- What is the problematic situation the SE is trying to solve? (problem)
- Why did they decide to solve it? What drives them? (purpose)
- What are the SE's activities? What do they do to solve it/them? What other steps would you take to solve the problem? (solution)
- What is their target group? Who are their clients? Who are their customers? (Customer segments)
- How will the SE's activities change the world or the situation for the better? (impact)
- And how will they know that they achieved that? (key metrics)
- So what does de SE do differently? What do their customers perceive as the biggest value? (Unique value proposition)
- In which ways do they deliver their products or services (channels)
- What are their main costs and what is the main source of their revenue? (revenue)

STAKEHOLDERS: (1) CITIZENS, (2) EDUCATIONAL COMMUNITIES, (3) SCHOOLS

ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: (1) SUPPORTING LOCAL ECOSYSTEM, (2) AWARENESS RAISING

GREEN SKILLS ADDRESSED: LEADERSHIP SKILLS, CITY PLANNING SKILLS, LANDSCAPING SKILLS, WASTE MANAGEMENT SKILLS, COMMUNICATION SKILLS

SDGS ADDRESSED: GOAL 4: QUALITY EDUCATION, GOAL 11: SUSTAINABLE CITIES & COMMUNITIES, , GOAL 13: CLIMATE ACTION



CASE STUDY TITLE: “BEDREDDIN” SOCIAL COOPERATIVE

WEBSITE: [HTTPS://BEDREDDINKOINSEP.WORDPRESS.COM/](https://bedreddinkoinsep.wordpress.com/)

AUTHOR: **STIMMULI FOR SOCIAL CHANGE**

THEME: SUSTAINABLE FOOD SYSTEM, CIRCULAR ECONOMY (ETHICAL AND SUSTAINABLE PRODUCTION & CONSUMPTION)

Case study description:

The social cooperative Bedreddin is the first, and only, social cooperative for ethical and sustainable production and consumption in the remote region of Evros in Greece. During the past 10 years of action, it tries to create alternatives to the current, or previous production and consumption patterns and services, of the local community. The inspiration came by other similar existing project and Social Economy Cooperatives, and turned into strong motivation to fill the gap of similar initiatives in the region. Thus, the cooperative started with the formulation of the social cafe and grocery store, supporting local small producers and fair-trade products overall. The first step, was the cafe’s operation, followed the implementation of various workshops, offered to the local community for free, and as well the operation of a free of cost movies projection project, among others.

The various products and services of the cooperative are addressed mainly to the local population. On one hand, there are the consumers, who are motivated to consume local products, or products with fair trade and lower prices, while they can actively participate in various workshops and working groups. On the other hand of production, the local producers are strongly supported, by having an extra selling point in their proximity, where they can sell their products following the principals of fair trade. Consequently, the number of people supporting the initiative, either the cafe or workshops, are the bare proof of success, according to the cooperative’s members. Last but not least, the cooperative’s members run all the aforementioned activities and services, meaning that they themselves compose also a target group, benefiting from decent working conditions and fair economic compensation.

The overall revenues of the cooperative are based on the cafe’s and grocery store’s products, and thanks to that, they can still offer freely their various workshops and services.

The following factors constitute important environmental and social effects for.:

- Promoting curcular economy (environmental & social)
- Supporting low carbon local products produced by small producers (enviromental &



social)

- Eradicating the notion of economic profits as the only and ultimate purpose of a business (social)
- Offering free of charge workshops to the local population (social)

Questions arising from the case / problem:

- What is the problematic situation the SE is trying to solve? (problem)
- Why did they decide to solve it? What drives them? (purpose)
- What are the SE's activities? What do they do to solve it/them? What other steps would you take to solve the problem? (solution)
- What is their target group? Who are their clients? Who are their customers? (Customer segments)
- How will the SE's activities change the world or the situation for the better? (impact)
- And how will they know that they achieved that? (key metrics)
- So what does de SE do differently? What do their customers perceive as the biggest value? (Unique value proposition)
- In which ways do they deliver their products or services (channels)
- What are their main costs and what is the main source of their revenue? (revenue)

STAKEHOLDERS: (1) LOCAL POPULATION, (2) LOCAL PRODUCERS, (3) FAIR TRADE PRODUCERS & CONSUMERS (4) STRAY CATS & DOGS OF THE NEIGHBORHOOD

ETHICAL ISSUES (POSITIVE, NEGATIVE) IN RELATION TO THE SCENARIO: (1) FAIR TRADE (POSITIVE), (2) SOCIAL INCLUSION (POSITIVE)

GREEN SKILLS ADDRESSED: DESIGN SKILLS, LEADERSHIP SKILLS, MANAGEMENT SKILLS, COMMUNICATION SKILLS

SDGS ADDRESSED: GOAL 8: DECENT WORK & ECONOMIC GROWTH, GOAL 12: RESPONSIBLE CONSUMPTION & PRODUCTION.

