

**CASE STUDY TITLE: SOCIAL COOPERATIVE POZNANIANKA**

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**THEME: WRITE DOWN ONE OF OUR 4 THEMES: RENEWABLE ENERGY, SUSTAINABLE HOUSING, SUSTAINABLE FOOD SYSTEM, CIRCULAR ECONOMY**

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

**Case study description:**

The Poznanianka social cooperative was established in March 2013 by the City of Poznań and the Wielkopolska Voivodeship. It currently employs 20 people.

The main purpose of establishing the cooperative was to create stable jobs for Poznań residents who had rent debts to the City of Poznań and had problems finding jobs on their own. Thanks to the wages they receive, the employees are able to pay their rent on an ongoing basis and, based on a signed agreement, part of their wages are transferred to the city to repay the debt.

The cooperative provides services in the field of green care (including mowing, weeding, raking, pruning); cleaning work outside and inside buildings (cleaning of outdoor areas, offices, properties); repair and finishing work, cleaning of gravestones and transport services.

Thanks to close cooperation with units subordinate to the city, the cooperative carries out orders for, among others, the Municipal Transport Authority, Municipal Greenery Management, Municipal Roads Administration.

Cooperative carries out reintegration tasks for its employees in addition to its economic activities. Poznanianka employs a social affairs assistant, who identifies what the employees' current problems are and helps solve them at all stages.

Poznanianka engages in additional activities to support and reintegrate socio-professional people in need:

In 2019, the cooperative established the Centre for Social Integration (CIS), which conducts socio-occupational reintegration of its participants through educational and vocational workshops.

Poznanianka implements a pilot model of a bundle of social services in the field of REHABILITATION+, under which it provides rehabilitation/physiotherapy services, psychological consultations and consultations of a dietician for residents of Poznan. The

target group for support is people aged 60+ and their families, people with disabilities and dependents and their families (including carers). All services offered are free of charge.

The cooperative also runs a supported flat for employees who find themselves in a difficult life situation.

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

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

- Environmental and energy conservation education for employees.
- Climate change education for local authorities and adapting norms and regulations to climate change.
- Recycling- reuse or longer use of existing equipment and machinery ( assets) and more thorough selection of economic waste.
- Reduction of fuel/energy consumption
- Replacement of equipment with newer, more fuel-efficient and less energy-consuming equipment

**Closure, with focus questions arising from the case / problem:**

The social cooperative Poznanianka currently employs 20 people and is still growing. The cooperative's main customer is the municipality and its subsidiaries. The cooperative focuses on orders related to cleaning of green areas, renovations and cleaning of construction sites.

The main challenges faced by the cooperative are the recruitment and training of new employees, rising fuel, gas and energy costs.

It is therefore an important task to continuously train staff and adapt working methods to changing conditions. Increasing staff awareness of energy conservation, maintenance skills and care of equipment and machinery they own.

The most pressing issue is to offset the costs associated with rising fuel and energy prices. Forecasts point to further increases, which will have a significant impact on Poznanianka's operations. It is important to focus on the use and maintenance of existing resources. Any investments should go towards purchasing low-carbon equipment and using energy from renewable sources. Such investments will require significant financial outlays, so it is necessary to make the local government (90% of the orders for the Cooperative) aware of

the importance of adapting standards and regulations to climate change, education on waste segregation and reuse.

**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) Municipal Transport Authority in Poznań,
- (2) Municipal Greenery Management in Poznań
- (3) Municipal Roads Administration In Poznań,
- (4) Private enterprises from the city

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

- (1) professional activation, employment of people at risk of social exclusion (positive)
- (2) reduced environmental pollution through the use of low-emission equipment (positive)
- (3) reducing the waste generated by recycling and repairing existing equipment (positive)
- (4) reduction in grassland mowing orders due to drought (negative)
- (5) increase in service prices due to rising material costs (negative)

**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: 8. DECENT WORK AND ECONOMIC GROWTH 10. REDUCED INEQUALITIES, 11. SUSTAINABLE CITIES AND COMMUNITIES 17. PARTNERSHIP FOR THE GOALS**