

Session Title: Social Impact Measurement and the Impact of COVID-19 on WISEs: Testimonies from around Europe

Date / Duration: 22 October 2020 from 1:30 to 3:00 pm UTC+2 – 90 minutes

Session Format: information-sharing session

Target audience: NGOs, national public authorities, EU institutions representatives, representatives of work integration social enterprises

Session Objectives and Description: ENSIE represents the interests of national and regional networks of ‘Work Integration Social Enterprises’ (WISEs) striving for more inclusive and integrated forms of employment at European level. Today, ENSIE gathers 27 national, regional and local networks in 20 European countries. Since 2011, the network is considered by the European Commission as a key actor in fighting poverty and social exclusion.

In 2015, ENSIE launched, together with its members, the “Impact-WISEs” study, a social impact measurement tool that aims to demonstrate the positive social and economic impact of WISEs. In the current context of the COVID-19 crisis, new variables were exceptionally added to the study to report on the impact of this crisis on WISEs activities.

During the session, the participants will have the opportunity to learn more on the importance of measuring the social impact for WISEs as well as on the existing challenges faced during this process. ENSIE will present its recent data from 2019 as well as the data related to the COVID-19 impact on WISEs. Three representatives of national networks from Spain, Croatia and France will share information about the impact of the COVID-19 crisis on WISEs activities in their respective countries and the tools/means used to remediate to the crisis and finally, they will present their expectations and recommendations for the future.

This session will provide participants with a global overview on WISEs social and economic impact on the society as well as on their resilience in times of crisis.

Moderator & Speakers:

Moderator: Aziza Yussupova, Policy Officer, ENSIE, Belgium

Speaker 1: Aicha Belassir, Director, FAEDEI, Spain

Speaker 2: Teodor Petricevic, Director, ACT GRUPA, Croatia

Speaker 3: Julien Baron, Manager for Social Innovation and Economic Development, COORACE, France

Expected Results:

- Evaluate how the social impact measurement tools can impact the development and the visibility of WISEs activities.
- Improve WISEs recognition as resilient and innovative economic actors.

- Encourage a discussion among participants/stakeholders from various levels (national, regional, local, EU, public, private, international).