

Guidance Note on 'Ethiconomy' Event and Rules for the Urban NOSE Award *for Social Enterprises*

Article 1 –The Award organiser

The European Thematic Network named "Urban N.O.S.E." (hereafter referred to as "UNOSE"), legally represented by the Municipality of Gela, Piazza S. Francesco 1, 93012 Gela (Italy) is organising the European Award For Social Enterprises, hereafter referred to as the "Award".

Article 2 – Purpose of the Award and definition of key terms

Purpose of the Award

The Award seeks to reward any innovative entrepreneurial initiative in the social economy, capable of creating employment and social innovation in the European Union.

Awards are awarded for the following category of candidates:

a social economy enterprise which has been in existence within the European Union for a maximum of five (5) years (hereafter referred to as the "enterprise").

Definitions

Entrepreneurial initiative: any initiative aimed at creating an enterprise legally established as per its articles of association within the country in which it was founded.

The principles of the social economy:

1. Free association: the willingness to satisfy a need and to serve a useful purpose.
2. Democratic power sharing: social economy enterprises are comprised of members who are considered joint and equal concerning their duties and rights.
3. Solidarity within the group in which each participant is involved. This requires coherence between the economic and social aspects.
4. The individual non-aggregation of profit, which excludes personal enrichment. Money is viewed as a tool making it possible to meet the objectives which have been set.
5. The quality of the products and services, which widens the scope for participation and for the harmonious development of the company with the goal of both individual and collective promotion.

6. Personal self-fulfilment: social economy enterprises clearly state that their end purpose is to be of service to man and society.

Article 3 – Who may take part?

Participation in this Award is reserved for existing social economy enterprises:

- Whose head office is based in one of the member states of the European Union;
- Which were created since, at least, March 31, 2006 by at least 2 individuals, with preference for young people, women and other EU-recognised weak categories.

Enterprises having already been subsidised via other Awards or competitions may still participate.

Article 4 – Participation details, participation deadlines and Award winners

4.1 - Participation

4.1.1 - In order to participate to the national selection phase, the representative from the enterprise must complete an application form, including the compulsory sections, as shown at the Article 12, here below. Any failure to reply to one of the compulsory questions will automatically disqualify the candidate from taking part in the Award.

4.1.2 – Official languages for the Competition

In order to participate to the national selection phase, the representative of the enterprise must complete an application form in one of the official languages for the Award, i.e.: English, French, Italian, Spanish, Portuguese, Finnish and Greek. If selected for the final selection phase, the application form must be translated in English, as it is the only official language of the UNOSE Award.

4.1.3 – Eligibility terms:

The following will automatically be rejected:

- Any existing enterprise which does not apply the principles of the social economy
- Any enterprise which does not have its head office in one of the member states of the European Union
- Any existing enterprise which was not created by at least two individuals since, at least, March 31, 2006
- Any enterprise which has not created one or several jobs for weak categories

- Any application submitted in a language which is not one of the official languages for the Award

- Any incomplete and/or incoherent application

The rejection of any applications will be announced by e-mail.

4.1.4 – Documents and proof to be supplied (where applicable):

The representatives for the nominated applications (i.e. those which have been shortlisted following a second assessment) will be contacted by UNOSE within March 2011 and must supply the following documents in the language of their choice with a summarised translation in English before April 1st, 2011:

- Any documents demonstrating the existence of the enterprise (articles of association, tax documents, etc)

- Any documents demonstrating compliance with the principles of the social economy (charters, etc)

- A copy of the enterprise's business plan (where applicable)

- A copy of each of the founders' identity cards

- A copy of the contract of employment and identity card of each active employee in the enterprise

- The activity report for 2009 or 2010

- The income statement for the year 2009 and the forecasts for 2010

4.2 –Start and end dates

Start date for the Award: End December 2010

The application forms can be downloaded from the website

<http://urbact.eu/en/projects/human-capital-entrepreneurship/urban-nose/homepage/>

as from January 2010 at the latest.

End date for the Award: March 31, 2011

The application forms must be submitted before March 31, 2011 at midnight, to the following e-mail addresses:

Italy: cmfino@unict.it

France: julie.gaudin@ville-grenoble.fr

United Kingdom: rob.dawson@brighton-hove.gov.uk

Spain: gds@gds.jazztel.es

Portugal: joana.gama@cm-alcobaca.pt

Greece: vgp@psp.org.gr for Agrinion or koropi@otenet.gr for Koropi

Cyprus: akosma@anetel.com

Finland: mari.antikainen@prizz.fi

The candidates will receive an acknowledgement of receipt by e-mail, confirming that their application form has been submitted.

4.3 –The selection of the winning candidates

4.3.1 –The assessment criteria governing the selection of the best applications will be as follows:

- The scope for the multiplication of the entrepreneurial initiative in other countries of the European Union
- The number, quality and longevity of the jobs created for weak categories
- The degree of social and/or technological innovation
- The level of compliance with the principles of the social economy
- The incorporation of environmental best practices within the company
- The operational and financial capacity of the company

By "multiplication of the entrepreneurial initiative" UNOSE is referring to any entrepreneurial initiative which may be expanded, reproduced and/or implemented in other countries of the European Union.

By "social innovation" UNOSE is referring to:

- A new solution to an identified social problem
- An approach which is well adapted to one or several target groups
- The involvement of a wide range of both private and public sector participants
- The principle of jointly creating solutions along with the beneficiary or end user.

4.3.2 –The winning entries will be selected by a jury.

The following are expected to be members:

- The members of UNOSE Executive Board
- Outside experts

The jury's decisions will be considered final and without appeal.

4.4 - Awards

The jury will select a winning enterprise which will receive a Award totalling €5,000.

Over the twelve (12) months following the allocation of the Awards, the winning enterprise must demonstrate (with the aid of proof) that the sum allocated to them has been invested in the enterprise.

Should this proof not be provided, following a reminder by registered letter from UNOSE - this remaining unanswered or without satisfactory proof - for a period of fifteen (15) days, the sum must be returned in full to UNOSE within a period of eight days, unless the latter grants the candidate a new deadline to comply with these obligations.

4.5 – Verification of participation requirements

After verification, if it emerges that the winning enterprise was not entitled to participate, or that its representatives have made false declarations or are the subject of legal action, UNOSE will allocate the Award to the following candidate in the ranking established by the jury. The enterprise having unduly received its Award must return it within seven (7) days as from the date of the request to do so, made by UNOSE by registered letter.

Article 5 – The awarding of the UNOSE Award

The Awards will be paid by bank transfer during the month of May 2011. The person or persons representing the winning enterprise of the national selection phase will be invited to the final selection phase, where winners of the first phase in the eight countries of the UNOSE thematic network will finally compete in the final phase to win the UNOSE Award in the official Award-giving ceremony. The venue of the final competition phase is the city of Gela, in Italy and dates are from 7th to 10th April 2011. The UNOSE organisation will pay the travel and accommodation costs of the representatives of the winning enterprise of the national selection phase.

Article 6 – Publicity

The representatives of the winning enterprise authorise UNOSE to publicise the Award and the winning activities in return for no consideration of any form, during any marketing or communication campaigns. The winning enterprise will naturally be authorised to avail themselves freely of the Award attributed to them.

The representatives of the winning enterprise grant authorisation to UNOSE to quote their names and that of their enterprise, and/or to reproduce their image or that of their enterprise on any medium whatsoever (including, among others, on the

www.urbact.eu website), unrestrictedly and unreservedly, for all promotional, advertising or public relations purposes related to the organisation of the Award, without this in any way granting them any rights to remuneration or benefits of any form other than the allocation of the Award they have won. Furthermore, these representatives vouch that the authorisation of the enterprise's staff, whose names and images are reproduced, is granted and is subject to the same terms.

Article 7 – Liability limitations

UNOSE will bear no liability if, in the event of force majeure incidents or other events outside its control, including but not limited to external causes or acts of God under the terms of Italian civil law, it finds it necessary to cancel, shorten, extend or postpone the Award or modify the participation terms and operating methods for the Award.

The jury reserves the right to cancel the Award if none of the applications meet the criteria required for the selection of the winning enterprise, with UNOSE bearing no liability as a result.

UNOSE also reserves the possibility to extend the duration of the Award, and consequently to postpone the closure date, on the sole grounds that the contributions from the enterprises are insufficient in terms of quantity or quality, and may not be considered liable as a result.

UNOSE will bear no liability in any form vis-a-vis third parties or winning participants in the Award due to the activities of the winning enterprise to be developed.

Article 8 – Consultation of the Competition rules

The present rules may be consulted and downloaded from the website specially devoted to this Award: <http://urbact.eu/en/projects/human-capital-entrepreneurship/urban-nose/homepage/>

Article 9 – Acceptance of the rules

9.1 – Participation in the Award implies pure and simple acceptance of the present rules in their entirety, which will be considered as having the same value as a contract between the organiser of the Award and the candidate enterprises and the representatives of the candidate enterprises.

9.2 – The candidate enterprise and its representatives hereby certify that they meet all of the necessary conditions for participation in the Award, by complying with the conditions of the present rules and the applicable Italian laws and regulations.

9.3 – Any fraud or attempted fraud (including any failure to provide information or a false declaration of identity or address) or a failure to abide by the present rules or any malicious intent to otherwise disrupt the outcome of the Award will automatically result in the disqualification of the candidate with UNOSE reserving the right to initiate legal action against the enterprises and/or their representatives.

9.4 – The winning enterprise having disrupted the satisfactory organisation of the Award in any way whatsoever will be stripped of any right to obtain any Award, without this in any way prejudicing any legal proceedings which UNOSE reserves the right to initiate.

9.5 – The candidate enterprise and its representatives expressly agree to undergo all verifications concerning their identity (with any false, illegible or incoherent statement of identity or address automatically resulting in their disqualification from participating in the Award or from receiving an Award).

Article 10 – Right of access to personal data

In compliance with the Italian law, the personal data gathered will be subject to automated processing by UNOSE in relation to the organisation and promotion of the Award.

This data may be forwarded by UNOSE to the foundations comprising it, for the same purposes.

Any person concerned has a right to oppose the use of his or her data for direct marketing purposes, and benefits from a right to access and rectify his/her data by contacting: Municipality of Gela, Office of the Vice Mayor, Piazza S. Francesco 1, 93012 Gela, Italy.

Article 11 – Applicable law

The present rules are subject to Italian law. In the event of any dispute or litigation concerning the performance or interpretation of the present rules, only the Courts of the legal district of Caltanissetta will be considered legally competent.

Article 12 - UNOSE Award Selection Criteria

Here below, a table showing the eligibility criteria for the selection of the winning enterprise, with the related weight expressed in percentage on the total of the selection criteria. Aside, the related questions for the candidates, who are invited to give their answers to each of the questions and, furthermore, to give evidence to their answers.

UNOSE AWARD SELECTION CRITERIA			
ELIGIBILITY CRITERIA		QUESTIONS FOR THE CANDIDATE	EVIDENCE
SOCIAL IMPACT <i>Entrepreneurial/Business</i> solution to a social problem (Weight: 27%)	– Social utility of goods or services produced	– To what needs do the goods or services produced answer? How do you know that what are you doing addresses these needs? – What social impacts of your work can you evidence? – To what extent is this offer innovative and creative?	– Demonstrable proof of social need – Evidence of project outcomes meeting a particular social problem – Evidence of monitoring and evaluation – Evidence of impact assessment – Innovative approach – Evidence of jobs creation – Evidence of taking care of equal opportunities and disadvantaged categories
	– Social activity's creation	– What kind of public is targeted for the use/ consumption of this good or service? – Is the territorial setting up of the activity answering to a social need?	
	– Jobs creation	– Does the activity create jobs? – Do the jobs created aim at specifically integrating disadvantaged people?	
ECONOMIC IMPACT <i>Entrepreneurial/Business</i> solution to an economic	– Economic utility of the good/service offered	– What is the assessment of the local economic demand? – Are the goods intentionally affordable for the public targeted? – What economic impacts of your work can you evidence?	– Demonstrable proof of economic need – Evidence of project outcomes meeting a particular economic problem – Evidence of monitoring and evaluation – Evidence of impact assessment – Innovative approach

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<p><i>problem</i> (Weight: 22%)</p>	<ul style="list-style-type: none"> - Fair trade 	<ul style="list-style-type: none"> - To what extent is the production process taking into account this issue? 	<ul style="list-style-type: none"> - Evidence of taking account of fair trade
<p>ENVIRONMENTAL IMPACT Entrepreneurial/Business solution to an environmental problem (Weight: 11%)</p>	<ul style="list-style-type: none"> - Environmental contribution 	<ul style="list-style-type: none"> - Is the environmental dimension taken into account in the production process or in the provision of the service? - What environmental impacts of your work can you evidence? - What kind of actions are implemented in order to contribute to sustainable development? 	<ul style="list-style-type: none"> - Demonstrable proof of environmental need - Evidence of project outcomes meeting a particular environmental problem - Evidence of monitoring and evaluation - Evidence of impact assessment - Innovative approach - Evidence of environmental sustainability - Evidence of taking into account the environmental dimension
<p>SYSTEM OF GOVERNANCE Networking (Weight: 08%)</p>	<ul style="list-style-type: none"> - Collective and democratic management of the structure - Relation with the other actors of the territory (participation in the local network) 	<ul style="list-style-type: none"> - Are the salaries involved in the decision-making process? - Are the clients/ consumers/ beneficiaries consulted on the content of the product/service provided? - Is the enterprise linked to the local Social Economy network? - Does the enterprise provide goods or services to associative, public or private sectors? 	<ul style="list-style-type: none"> - Good level of participation in the business decision-making process - Good level of local networking
<p>POTENTIAL FOR SUSTAINABILITY Business plan (Weight: 17%)</p>	<ul style="list-style-type: none"> - Potential for sustainability 	<ul style="list-style-type: none"> - What is your organisation's potential for sustainability? - How do you plan to grow and develop your organisation? - How are you planning to ensure the long term sustainability of your organisation? - What trading or other income generating activities are in place or planned? 	<ul style="list-style-type: none"> - Realistic and achievable business plan - Organisation incorporated or legal structure considered - Organisation likely to be 1-3 years old with likely turnover of € 20,000.00 - Existing customer base & knowledge
<p>PLANNED</p>	<ul style="list-style-type: none"> - Resources management 	<ul style="list-style-type: none"> - Does the enterprise have own resources? 	<ul style="list-style-type: none"> - Realistic and achievable plan in place

DEVELOPMENT/ DEVELOPMENT CAPACITY Business case and stage of organisational development (Weight: 15%)	– Use of financial resources	<ul style="list-style-type: none"> – ... in favour of the activity's development? – ... in favour of jobs' creation? – Other (please, specify)... 	<ul style="list-style-type: none"> – Project resources clearly defined – Project resources well allocated – Clear business communication strategy – Good level of generated income/sales – Key barriers and support needs identified – Evidence of financial resilience – Good understanding of competitors
	– Communication	– Does the enterprise promote its belonging to Social Economy?	
	– Stage of business development	<ul style="list-style-type: none"> – Is there a strong business case to make your organisation a success? – Is your organisation sufficiently developed? – What progress have you made to date? – What income/sales have you generated so far? – Who are your main competitors? How do and will you distinguish yourself from them going forward? – Why do you believe your project is or will be a success? 	

Please, provide an application form only via e-mail and addressed to your national contact point above indicated, reproducing all the above requested enterprise data (name, location, turnover, etc.), answers to each of the questions shown in the table here above, along with the description of evidence requested in the last column of the same table, within and not later than the end date for the Award: March 31, 2011.

Appendix:

UNOSE Award Application Form template

(Please, expand each paragraph at your convenience)

Details of the social enterprise (name, address, sector, turnover, etc.)

Provision of answers to the questions of eligibility

Description of the requested evidence

I, _____, as legal representative of the social enterprise “_____”
operating in _____, hereby declare that the above mentioned is
true and, consequently, formally make application for the participation of the social
enterprise I represent to the Urban NOSE Award.

Location, date

Stamp and signature of the applicant (social enterprise)
