



International Project (2022-2023)  
**Green Impact Measured**

# Situation and Good Practice Analysis

GREEN IMPACT MEASURED  
NPAD-2022/10033  
(NORDPLUS ADULT)

**COMPREHENSIVE REPORT**

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**TABLE OF CONTENTS**

**INTRODUCTION ..... 3**

**METHOD ..... 3**

**RESULTS ..... 3**

**1. THE LOCAL ENVIRONMENT/CONTEXT FOR SOCIAL ENTERPRISES ACTING IN THE GREEN ECONOMY ..... 4**

    ASSESSING & MEASURING GREEN IMPACT ..... 4

    CONTEXT PER COUNTRY – DENMARK ..... 4

    CONTEXT PER COUNTRY – LATVIA ..... 5

    CONTEXT PER COUNTRY – LITHUANIA ..... 5

    CONTEXT PER COUNTRY – SWEDEN ..... 6

**2. COLLECTION OF SOCIAL ENTERPRISES WORKING WITHIN THE GREEN ECONOMY ..... 8**

    DENMARK ..... 8

    LATVIA ..... 10

    LITHUANIA ..... 12

    SWEDEN ..... 13

**3. ANALYSIS OF GOOD PRACTICES IN THE PARTNER COUNTRIES ..... 19**

    DENMARK ..... 19

    LATVIA ..... 21

    LITHUANIA ..... 22

    SWEDEN ..... 23

**4. OTHER INDICATORS OF GREEN IMPACT MEASUREMENT ..... 26**

**5. CONCLUSION ..... 27**

**6. REFERENCES ..... 28**

## INTRODUCTION

The Nordplus project “Green Impact Measured” aims to strengthen the ability of social entrepreneurs to measure their organisations’ impact on the environment and increase their capacity to contribute with tangible data to a greener, more sustainable future.

The term “societal impact” is used, as it is understood that benefits to the environment frequently accompany benefits to communities, like improved air quality or reduction of waste disposal. For participants, the developed learning material will inspire them to improve their impact measurement and better evaluate the effect they have on their societies. The goal is that they will be able to adjust activities to promote their environmental goals.

The aim for supporting organisations is to provide practical learning tools and strengthen the capacity to educate social businesses on impact measurement. On a sectoral level, the aim is to bring more credibility to the social entrepreneurship sector by showing the green impact that such organisations are creating.

This report reflects the results of the research which sought to explore how social enterprises measure their impact on the environment. The results compile insights and information collected in Denmark, Latvia, Lithuania, and Sweden.

## METHOD

This work package is based on the desk research and on field research conducted through interviews. The desk research defines skills and expertise of measuring environmental impact for social enterprises in each partner country. With the conclusions of the conducted desk research in each of the partner countries, it was possible to use the identified information as an outline for the further stages of the research and interviews.

Desk research has been needed to identify good practices, tools and methods for social enterprises acting in the green economy. Precise definitions of the local context and good practices were collected to allow for support to other social enterprises and the implementation of tools and methods to measure environmental impact for these. The analysis clearly outlined which instruments are used to assist social enterprises acting in the green economy in measuring their environmental impact.

After compiling the results of the desk research, the Consortium conducted a peer-review to complete the selection of two good practices per partner country. Thereafter interviews were organized with local social enterprises relevant for this research.

## RESULTS

In total, the Consortium collected 21 good practices among the four researched countries (Denmark, Latvia, Lithuania, and Sweden) which use a diverse range of indicators to measure their green impact. After going through the peer review, the Consortium has created a collection of eight Social Enterprises from Denmark, Latvia, Lithuania, and Sweden that represent good practices of work within the green economy and impact measurement.

## 1. THE LOCAL ENVIRONMENT/CONTEXT FOR SOCIAL ENTERPRISES ACTING IN THE GREEN ECONOMY

### ASSESSING & MEASURING GREEN IMPACT

The methods and tools that organizations can use to assess and measure their impact are numerous and take different approaches.

On a smaller scale, individuals and organizations can measure different footprints. For instance, the Global Footprint Network provides a calculator for the ecological footprint ([see here](#)), the carbon footprint can be calculated with Conservation International's calculator ([see here](#)), Omni Calculator provides a method for calculating one's plastic footprint ([see here](#)), and the water footprint can be calculated by the GRACE Communications Foundation's calculator ([see here](#)).

Another tool has been elaborated within the Embedding Project. In the project, sustainability researchers and practitioners have created practical assessments, guidebooks and tools that are at organizations' disposal and support them in becoming more sustainable. One such tool is a self-assessment workbook that serves to determine how 60 different practices are embedded in the organization. The self-assessment guide can be found [here](#).

On a larger scale, organizations can measure and define their impact through a series of standards. A widely applied standard is the ISO 14001, which supports organizations in achieving the intended outcomes of their environmental management system. Further standards are those related to ESG (Environment, Social, and Governance). While there is a strong heterogeneity among different ESG standards, the most widely applied standard is the GRI, which leads organizations to report on economic, environmental, and social performance ([more information here](#)).

There are advantages and disadvantages to both smaller and larger scale tools for impact measuring. Smaller scale tools are usually free of cost and easier for organizations to incorporate. At the same time, they are less formalized and might provide weaker statements. Larger scale tools are a larger investment for organizations as they are usually tied to a fee and require more time. In return, they are providing more standardized outcomes.

### CONTEXT PER COUNTRY – DENMARK

Globally, the number of founded social enterprises is skyrocketing. However, even when we consider the many definitions of a social company used around the world, this is not exactly the case for Denmark. Why is this? According to a recent poll of 49 social entrepreneurs in Denmark, 47% of those questioned report receiving little or little support from the political and governmental establishment in their endeavors as social enterprises. The lack of a dedicated government department for social enterprises in Denmark since 2015 may be to blame for the decline in the number of social enterprises that have been registered as well as the lack of interest in applying for registration.

This does not imply, however, that Danish businesses do not have a social and environmental focus in their business strategies. In fact, many businesses do this, both with and without the designation as a social company.

In Denmark, the criteria for social enterprises are as follows: to have a social purpose; be economically active; be independent of public benefits; be inclusive and accountable in its activities; have social management of profits by using it for: reinvestment in own business, investing in or donating to other registered social

enterprises, donations to organizations with a non-profit or charitable purpose; or limited payment of dividends or other forms of profit sharing between the owners of the business. Registration as a social enterprise is voluntary. It is considered an offer and opportunity that could benefit you in regard to customers, investors and stakeholders. When registered as a social enterprise it can be hard to show their effects, as they operate with various bottom lines. Social enterprises often have more than one goal and these might be combined, which complicates the measurement of effects and impact.

Many young adults in Denmark are focusing on impact entrepreneurship, and do not only wish to earn money, but also to make a difference for the world. This is a tendency that the Danish government should follow and take advantage of in their work of improving the field of social enterprises in the country.

## CONTEXT PER COUNTRY – LATVIA

Latvia as a small and green nation has proven that creativity is an integral part of the decision and business making process. Many small and medium-sized businesses choose to develop smart and environmentally friendly solutions. At the same time, the terms “green economy” and “circular economy” are recognized also on the regional and national policy level. For example, one of the biggest state-owned logistics companies airlines, airBaltic's fleet consists solely of Airbus A220-300 aircraft, which is now the most efficient and greenest jet in the skies.

Furthermore, enough companies in Latvia see development in recycling and using things more than one time. While keeping in mind green practices, companies in Latvia develop strong and well-known brands which from recycled things create clothes, bags, certain design elements, even rubber flooring and asphalt. On the other hand, there are those who use the things nature and natural habitat can provide.

Latvia provides an excellent environment for renewable energy as well - it has 42,1% of renewable energy in gross final energy consumption, which makes Latvia number one between Baltic States. According to the World Bank's statistics (2020) forest area (% of land area) in Latvia was reported at 54.93 % (and it is growing), which also is a big resource to develop products, ensure jobs and keep in mind living in balance with natural values.

Many manufacturers of cosmetics, design elements and other everyday products find inspiration here. Even many tourism activities and active leisure offers include a balance between nature, opportunities, and social aspects. Green economy compliance is a dynamic, ongoing process that never ends. Something new is always being invented.

As a country, Latvia has some good examples, but the “to do list” is also quite long. There are several companies that are going green, investing heavily and will continue to do so. These companies have a better chance of staying in the economy in the long term. As for the rest of them, there is a need to promote the understanding and need to move towards green and circular economy elements.

## CONTEXT PER COUNTRY – LITHUANIA

In recent years, Lithuania has been boosting the concept of social entrepreneurship and creating many new opportunities. In 2019, there were hundreds of social enterprises, and businesses operating in Lithuania (about 100 social enterprises, and over 200 social businesses). Social enterprises need to measure their impact to understand if they are achieving the business's goals. There are various ways to measure environmental impact by certain tools and initiatives. In Lithuania, there is a need for impact measurement methods and tools in the

field of green economy, because currently the increasingly radical climate change and related challenges require new solutions and innovations. It is important to mention that the green economy is one of Lithuania's most popular directions of social business.

Following the Open House event with social enterprises' representatives, it was identified:

- If social enterprises do not measure their activity impact, they want to improve, and learn new methodologies, and international practices.
- Some social enterprises do not measure due to little knowledge about the appropriate methodology, lack of human and other resources
- Some social enterprises recently started their business and wish to measure their green impact. However, they are not lacking knowledge to define which way to go.

## CONTEXT PER COUNTRY – SWEDEN

In 2018, the Swedish government launched a governmental strategy for “social enterprises – building a sustainable society through social entrepreneurship and social innovation” (Tillväxtverket 2021; Regeringskansliet). In this strategy, the government highlights the importance of social enterprises as “an important resource for meeting many societal challenges, not least social, is the increasing group of business owners and entrepreneurs who are active in what is called “social entrepreneurship” (MSI 2021). There are committed social entrepreneurs within companies and associations, social start-ups, innovative social enterprises and work-integrating social enterprises and others, both in the private and the idea-driven sector, who offer new solutions and have a strong drive to contribute to making society better. Social entrepreneurship includes a heterogeneous group of actors and businesses that often operate in between the public, private sector, and civil society (MSI 2021).

Although there is no fixed definition of social enterprises in Sweden, the government describes some general characteristics (Regeringskansliet 2018), which are the following: 1) social enterprises include organizations, regardless of the form of association, where the commercial activity is a means to achieve one or more specific societal goals. Examples of this include reducing social exclusion, improving the climate and environmental work, or contributing to a safer living environment. 2) The organization's results are measured in relation to how well they fulfill the societal goals. 3) The company's financial surplus is mainly reinvested in the business, alternatively invested in a new socially beneficial project (Regeringskansliet 2018).

Therefore, another definition of social enterprises in Sweden is the following: *“Social enterprises are businesses whose driving force is to create innovative solutions to societal challenges. The own financial profit is not seen as the central goal, but the main aim of the business is to contribute to a society which is inclusive and sustainable.”* (Tillväxtverket 2021). This view is linked to the definition launched by the European Commission in 2011 during the Social Business Initiative: *A social enterprise is defined as an organization (European Commission 2019a): 1) whose primary goal is to achieve social impact rather than generate profit owners and shareholders, 2) Who use their surplus primarily to achieve these social goals, 3) Which is governed by social entrepreneurs in a responsible, transparent, and innovative way.*

Several reports and surveys have recently been presented based on definition and prerequisites for social enterprises, such as the European Social Enterprise Monitor (ESEM), which aims to collect statistics for a solid information base that can be used as starting point for informed dialogue and decision-making in the area (MSI 2021). The definition of social enterprise in Sweden is analyzed in the Swedish Agency for Growth's report “Social enterprises in Sweden” (Tillväxtverket 2021). The study shows that work integration companies constitute the

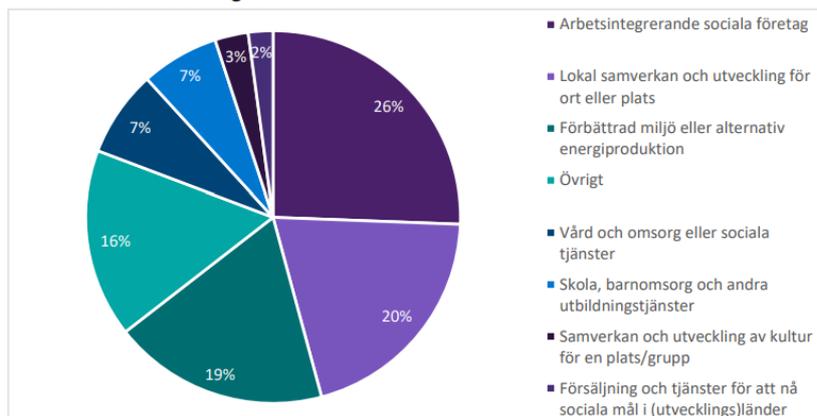
largest group of social enterprises, even if the sector in Sweden is characterized by large breadth and variety. Social Innovations and social enterprises contribute to the development of the system innovation our welfare society requires but could play an even more significant role for urgent societal challenges such as equal health, the rights of the child, digital inclusion, safe public environments and work in the future where social innovation is an important part of the solution (MSI 2021).

Therefore, in Sweden, there is no special form of association for social enterprises. They are found instead within a range of associational forms, which they share with other organizations, which are not social enterprises. Some common forms of association for social enterprises are financial association, non-profit association, and limited liability company (Tillväxtverket 2021).

The social enterprises also operate in a wide range of industries and sectors. According to the MSI report (MSI 2021), a fifth of social enterprises in Sweden can be found in health care and social work (21%) and about the same number in the education sector (19%). Other major industries (10-14%) for the social entrepreneurs are other service activities, culture, entertainment and leisure, and production. Almost a third of the social enterprises (28%) did not recognize themselves in them the classic industry categories used in the search. The sectors in which these social enterprises operate also include second-hand and recycling operations, labor market and work integration, organizational development, ecosystem building and circular economy (MSI 2021).

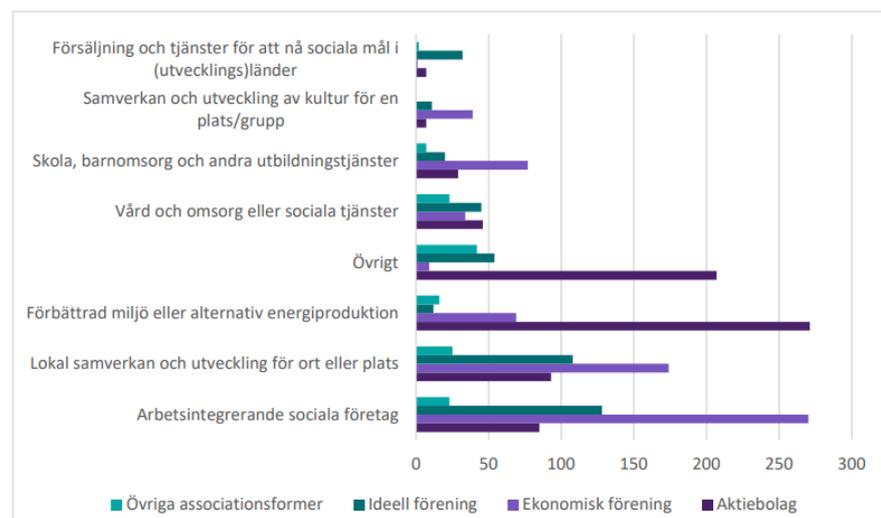
Chart from Tillväxtverket report (2021) on social enterprises in Sweden:

**Figur 6. Verksamhetens inriktning i de organisationer som identifierats som sociala företag, sorterat i fallande ordning efter andel.**



A fifth of the organizations (19%) are said to work for an improved environment or alternatives energy production (Tillväxtverket 2021).

**Figur 7. Verksamhetens inriktning i de organisationer som identifierats som sociala företag, uppdelat per associationsform, sorterat i fallande ordning efter totalt antal organisationer i respektive projektområde.**



## 2. COLLECTION OF SOCIAL ENTERPRISES WORKING WITHIN THE GREEN ECONOMY

### DENMARK

Several social enterprises and enterprises with social impact were identified in Odense, Denmark. What the listed companies have in common is that they are all Danish social enterprises and with valuable environmental impact. The main profile of each company is environmental awareness and social sustainability. All the companies are bringing environmental awareness to the table by using new materials, by transforming or recycling or by launching new products / services.

Most companies are in the "Syddanmark" region, in the south of Denmark. It is worth mentioning that these companies are saving the environment in several areas. Some companies contribute to this noble action by recycling plastics, others by reducing Co2 emissions. The ways are different, but the goal and the results are the same.

These companies are closely linked to the project, since their social impact is not only on people, but also highly on the environment. In addition, of course, the fact that we are talking about local (Danish) companies that have been successfully on the market for several years makes them relevant to this project.

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#### SHEWORKS ATELIER (KOLDING)

<https://sheworks.dk/>

SHEWORKS ATELIER is a social economic design company and design studio in Kolding, which utilizes surplus and waste materials from the textile industry in Denmark and creates beautiful circular products made by hand. The company also employs talented immigrant and refugee women, who in this way find peace and networking in creating and developing together.

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#### REUSE TREKANTEN (VEJLE)

[https://reuse-trekanten.business.site/?fbclid=IwAR2Jyb3jMvGXtQtrs2Xjv\\_ltLWSEqnvrNBBpH\\_yk8TfaDb60f5Yp1Ywm5XI](https://reuse-trekanten.business.site/?fbclid=IwAR2Jyb3jMvGXtQtrs2Xjv_ltLWSEqnvrNBBpH_yk8TfaDb60f5Yp1Ywm5XI)

ReUse Trekanten is a social economy company in Vejle, which sorts waste fragments and resells them for recycling, thereby creating jobs for flexible workers.

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#### THE CAR-SHARING FUND LETSGO (ODENSE)

<https://letsgo.dk/>

LetsGo is a 100% non-profit and social economy company founded by Copenhagen's Delebiler and Aarhus Delebilklub in 2007. The foundation works to spread car-sharing in Denmark and promote sustainable mobility. LetsGo has cars in Aarhus, Odense and Copenhagen.

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#### BLITEK SOCIAL APS (ODENSE)

<https://blitek-social.dk/>

Blitek is a Registered Social Economic Company in Odense, as well as a stable and innovative company in rapid development with many regular customers and a healthy economy. The company has been in the heart of

Odense for all its 70 years and specializes in plumbing, electricity and plumbing work. Blitek social is a registered social economy, locally based company, which does not generate profits, but rests in itself. All profits are reinvested in people and social projects that support and help vulnerable citizens in Odense Municipality into the community and into the labour market. Through recovery programmes, mentoring schemes, internships and small part-time jobs at our own and our partners' premises, we try to build a safe mental framework for the vulnerable person so that they can move into the community and the labour market by their own efforts. The good match between worker and employee is paramount. They work closely with the voluntary association At Danse Med Livet, which they support both professionally and financially, and they cooperate with the employment and social administration's rehabilitation team in Odense Municipality.

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#### GAMLE MURSTEN (SVENDBORG)

<http://gamlemursten.dk/>

Gamle Mursten is a social economic enterprise near Svendborg, which cleans bricks and recycles them. Old Bricks is a green company that makes a difference for the environment. Through a unique patented cleaning method, Gamle Mursten ensures that construction waste is recycled. The bricks are cleaned using vibrations. No chemicals or water are used in the cleaning process, so no hazardous substances are released during production. The old bricks are cleaned, packed and used in new buildings and renovations where the builder wants to save the environment from unnecessary CO2 pollution or where there is a desire for a special expression with patina and soul. 2000 cleaned bricks save the environment 1 tonne of CO2. Gamle Mursten is also a company with a social profile, and 50% of our employees come from the inclusive labour market. Our business model thus shows that it is possible to combine environmental efforts with sound business and social responsibility.

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#### BLINDES ARBEJDE (ODENSE) [HTTPS://WWW.BLINDESARBEJDE.DK/](https://www.blindesarbejde.dk/)

Blind Work is a business foundation with the aim that distribution funds (if there are profits) will be reinvested in the company for the benefit of creating more jobs for citizens who are blind or severely visually impaired. We are an artisan company that manufactures products for private households, for businesses, and municipal workplaces that need brooms, brushes, textiles and baskets made of good raw materials and with long durability. The mission is to create more job and employment opportunities for blind and partially sighted people, and we do this by raising awareness of 'smart hands' and 'attentive customer service' as strong skills and resources. The vision is to become nationally and internationally recognized for our design and craftsmanship products, as well as attentive customer service in all our sales channels. This with a clear balance between our social and economic sustainability.

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#### TEMASHOP [HTTPS://WWW.TEMASHOP.DK/](https://www.temashop.dk/)

Since 2009, we've been making it easier for party-loving Danes to find just the right costumes and accessories. We are a small Danish company with office and warehouse. Our team consists of dedicated and party-happy employees who are always ready to help you. Our vision is to be the Danes' favourite webshop in our field. We work to take a social responsibility. Therefore, we are an

inclusive team with young and old, hearing impaired and flex workers, who together make sure to give you the best possible service. Currently, four of our 25 employees are hearing impaired, while one suffers from arthritis. We see opportunities rather than constraints, which is why we like to hire people from socially vulnerable groups. Going forward, we aim for 20% of our staff to be socially vulnerable.

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#### ODENSE GLASVÆRK [HTTPS://ODENSEGLASVAERK.DK/](https://odenseglasvaerk.dk/)

The vision: that the glassworks will develop over time into part of an arts and crafts centre located at Odense Harbour. Odense's historical background as a glass-producing city means that several skilled and experienced glassmakers live in the city today. These professional glassmakers possess unique skills in the development and production of multi-coloured, handmade glass for use and decoration. There is also a social value in establishing a glasswork like this. Old craft traditions are kept alive and honoured, and become more accessible to the public. Craftsmen are strengthened in their own identity and sharpened in quality and productivity by the interaction and internal competition that occurs on site. We will train glassblowers to ensure that the profession does not die and, alongside the glassworks, create employment opportunities for young people on unemployment benefit in a social economy perspective in cooperation with the Co-operative Employers and Interest Organisation in Denmark.

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### CRATEIT

<https://www.crateit.dk/>

Crateit wanted to create something for children that encouraged creativity and play - and got them away from the screen. Sustainability, social responsibility and joy became the focal point of what they now focus on. At CRATEIT, CSR is a top priority, the foundation of their existence. Based on their pragmatic approach, they have chosen to focus on those points where they feel they can realistically make a difference. They have established cooperation with workshops that employ people with mental or physical disabilities, who help with the production and assembly of the products. Here we can create value for employees with special challenges. We see that the work of assembling and producing CRATEITs creates smiles and fun working days.

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### UNDERFLOD [HTTPS://UNDERFLOD.COM/](https://underflood.com/)

Underflood is a company focusing on a minimalistic lifestyle. Their products are made by wood, which has been handpicked upcycled materials to give old wood a new life and to save emissions by minimizing their CO<sub>2</sub>-footprint. Customers buying underflood's products therefore support a circular economy. The company also uses local workshops employed people with mental or physical disabilities, as well as a production agreement with a few prisons in Denmark, whose inmates can make the products in their workshops as part of their rehabilitation and reducing recidivism.

### LATVIA

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### LATVIAN FASHION BRAND | [HTTPS://ZILE-ZILE.COM](https://zile-zile.com)

ZĪLE is a Latvian fashion brand striving for a more sustainable future through the concept of upcycling. The label's main resource materials are denim trousers, men's shirts, and fantasy. ZĪLE also uses secondhand clothing that is either hand-picked by company's team in vintage shops or donated by collaboration partner, charity shop OTRA ELPA.

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### SOCIAL ENTERPRISE ALTER LABS | [HTTPS://ALTERLABS.ORG/EN/](https://alterlabs.org/en/)

Alter Labs, a social enterprise established in June 2020, start of activities was delayed due to COVID-19 situation. In Spring 2022 AlterLabs received a grant from ALTUM to promote circular economy principles in Latvian society. It focuses on promoting sustainability through circular design. They work to (re)educate the decision makers,

the professionals, and the new generation about the principles and benefits of circular thinking, while organising and providing social workshops, business training and corporate consulting.

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ZERO WASTE SHOP “BURKA” | [HTTPS://BEZIEPAKOJUMA.LV](https://beziepakojuma.lv)

Zero Waste shop “Burka” is a place where you can buy food without packaging (by weight) in the quantities you need, as well as eco-friendly items that help you live greener.

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MANUFACTURER “RUBRIG” | [HTTPS://RUBRIG.COM/LV/SAKUMS/](https://rubrig.com/lv/sakums/)

“RUBRIG” is the manufacturer of safety rubber flooring with anti-shock properties, made of recycled rubber SBR and new rubber EPDM compounded on a polyurethane basis. The company produces the exclusive modern computer-controlled equipment made for RUBRIG in Germany. It uses university-based research for the continuous production testing, development, and testing of innovative flooring systems. The flagship product is safety rubber tiles for sports, children, and other outdoor and indoor infrastructure objects with high-injury-risk factors.

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MANUFACTURER “BLUE SHOCK RACE” | [HTTPS://BLUESHOCKRACE.COM](https://blueshockrace.com)

Blue Shock Race is developing electric go-karts, taking the next step in electric transport solutions, thus improving the tech and providing knowledge about the possibilities of electric vehicles. Working on an international level -have exported electric go-karts to more than 15 countries. Promoting electric vehicles among motorsports, have been a part of “LMT Autosporta Akademija”, a project made for youth, organising first electric karting national championships, trying to make a difference for the future of vehicles and motorsports.

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WASTE RECYCLING CENTRE “GETLIŅI EKO” | [HTTPS://WWW.GETLINI.LV](https://www.getlini.lv)

“Getliņi EKO” is a company jointly established by the municipalities of the city of Riga and the municipality of Ropaži, which manages the largest solid waste landfill in the Baltic States -“Getliņi”. The landfill is one of the most modern in Europe, it is currently being built and developed as a modern and safe waste processing centre. The waste that ends up in the landfill is turned into new resources so that as little of it as possible must be disposed of on the mountain. The decomposition of waste produces methane gas/biogas. To prevent pollution, the gas is collected and burned to produce electricity and heat and it comes back to the consumers of Latvia or is used for growing tomatoes and cucumbers in greenhouses. The landfills an important part of the circular economy in Latvia.

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“UPESLĪČI ATPŪTAI” LTD. | [HTTPS://UPESLICIATPUTAI.LV](https://upesliciatputai.lv)

“Upeslīči atpūtai” Ltd. provides sustainable rural tourism and accommodation services that do not compromise natural, cultural, and social resources, while ensuring economic development and quality of adult life for local people and the rational use of all types of resources.

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MANUFACTURER “0 DESIGN” | [ODESIGNLV](https://odesignlv.com)

Manufacturer “0 design” offers interior lamps made from recycled and reused materials. It has a social objective: to reduce the growth of textile and other waste in Latvia and worldwide by creating new value-added products from it.

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**NGO “EKUBIROJS” | [HTTPS://EKUBIROJS.LV/EN/](https://ekubirojs.lv/en/)**

Ekubirojs rethinks cities -it advocates for evidence-based-policy and develops projects that connect people, drive local economies, and lower CO2emissions. Ekubirojs was established in 2012 to promote Energy Efficiency and green investment in the Baltics and eastern Europe, leveraging the tremendous energy saving opportunities in Soviet Era buildings. Ever since, they have been working with the public and private sector as well as citizens, and their scope has expanded with each new partnership.

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**LITHUANIA**

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**TEXTALE | [WWW.TEXTALE.LT](http://www.textale.lt)**

TEXTALE is a social business for used textiles circularity. It acts as a circular fashion platform for secondhand clothes consignment, textile collection, sorting, preparation for reuse, resale, repair, remake, and secondary design, conscious styling, education, and consultancy. Re-commerce, Take-back systems for Producer responsibility (IPR), Repair, and Remaking are the main service models. By returning resources to the economy, TEXTALE cares for the planet, also creates social changes, establishes new working places, helps people in need, involves local communities, promotes entrepreneurship, and educates society.

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**MIESTO LABORATORIJA | [HTTP://WWW.MIESTOLABORATORIJA.LT/](http://www.miestolaboratorija.lt/)**

A sustainable and environmentally friendly educational community center locates in Vilnius. It houses a cafe, an open event space, eco-innovations, an educational garden, a gallery, and a DIY outdoor playground for children. Their goal is simple: to gather, activate the community and encourage people to a greener lifestyle. Miesto laboratory hosts various educational programs, workshops, and excursions for school kids to raise awareness of environmental issues.

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**CUP CUP | [HTTPS://CUPCUP.LT/](https://cupcup.lt/)**

CupCup provides reusable cups for coffee shops, festivals, and event venues to reduce the amount of waste. More than cups, CupCup is a vision to create a zero-waste society.

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**CREATIVITY CORNER 360 | [HTTPS://WWW.KURYBOSKAMPAS360.LT/](https://www.kuryboskampas360.lt/)**

Creativity Corner 360 develops the ideas of sustainable consumption and secondary design, taking care of creating a cleaner and healthier environment. Creativity Corner 36 carries out educational activities by organizing creative events and classes. Also, they participate in projects and organize exhibitions, and seminars, where they use their knowledge to spread green ideas. You can find plenty of activities here. From offering interior design and installation with practical and healthy home ideas to furniture restoration and recycling workshops.

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**MES ZYDIM | [HTTPS://EN.GVYBESLANGELIS.LT/DARYTI-GERUS-DARBUS](https://en.gvybeslangelis.lt/daryti-gerus-darbus)**

A plant “shelter” that hosts plants, and organizes various events and educational activities such as plant and forest therapy. Their primary purpose is to build a shelter for abandoned plants that teaches ecology, treats people through herbal therapies, and allows everyone to spend their leisure time looking at plants and reading their inspiring stories.

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**URBAN BEE | [HTTPS://WWW.URBANBEE.LT/](https://www.urbanbee.lt/)**

It is an urban beekeeping service. Bee population decreasing every year and losing their natural habitats. To build sustainable conscious and eco-friendly urban communities around us, Urban Bee is ready to provide you with the constant care and responsibility of the bees.

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**DENIM DIARIES** | [HTTPS://WWW.FACEBOOK.COM/DENIMDIARIES/](https://www.facebook.com/denimdiaries/)

A social enterprise that is repurposing used jeans into new denim-based products. By repurposing unwanted jeans, they contribute to the environment.

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**DRAUGAS DRAUGUI** | [HTTPS://WWW.FACEBOOK.COM/DRAUGAS-DRAUGUI-491709014693173/](https://www.facebook.com/draugas-draugui-491709014693173/)

A store where you will find various used goods: clothes, furniture, household goods, books, and toys. All goods brought in by local people are accounted for separately and 100% of the proceeds go to support the families.

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**ŽALIOJI ŽINUTĖ (GREEN MESSAGE)** | [HTTPS://WWW.ZALIAZINUTE.LT/](https://www.zaliazinute.lt/)

The aim is to offer people alternative bags instead of single-use plastic to encourage them to choose eco-friendly products. They created a community blog- “Sustainable Friends” Library and a store to bring amazing local creators.

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**ETIAM PLANET** | [HTTPS://ETIAMPLANET.COM/](https://etiamplanet.com/)

Etiam Planet is offering natural, high-quality, stylish, and environmentally friendly products for your home, life, and health. Through reviews, articles, and blogs, they aim to introduce people to the meaning and importance of ecology in their daily lives. The primary goal is to educate and acquaint the consumer with the long-term benefits of the product and to help discover a solution for a more sustainable and healthier life for those who search for it.

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**SWEDEN**

The identification of social enterprises around Sweden was based on vast research for companies and not-for-profit organizations working within the green economy. Priority was given to those operating in the local context of the Skåne region, in the South of Sweden, particularly in the cities of Malmö and Lund. The selection criterium was based on the companies/organization’s operations and activities, their use of circular principles and business models, and their ability to measure their activities results and impacts. Twelve social enterprises were selected.

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**KARMA**

Sources: [Karma Website](#), [European Circular Economy Stakeholder Platform Website](#)

Karma is a Swedish start-up that was founded in Stockholm, Sweden, in November 2016. The company positions itself within the green economy through its main mission of reducing food waste – and ultimately ensuring that food is never wasted. Through this goal, it seeks to lead the shift towards a more sustainable society.

In the Karma app surplus food from restaurants, cafes, and grocery stores is connected to consumers for a lower price. Consumers can check the digital menu directly operated by the restaurant, who promotes the available items as desired. Consumers can then choose the item they would like to purchase, pay directly through the app, and retrieve it at the restaurant. Karma has reached 150 Swedish cities, working with 7000+ retailers, and attracting 1 million app users. Since 2018, Karma has also been available London and later in Paris.

Karma addresses the issue of food waste, an important topic to be addressed in the trajectory towards sustainability, as the food industry takes a major toll on the environment. This negative impact is a result of the resources required for production and distribution and the CO2 emissions from waste in landfills. A third of all food produced is thrown away annually, resulting in 1.3 billion tonnes of waste worldwide. Food waste equals \$1 trillion in losses, annually.

Therefore, while allowing consumers to profit from having access to restaurant food at a lower price, Karma enables business to reduce their waste and receive an additional revenue stream, thereby reducing waste from food. This best practice is thus relevant to the project as it represents a business model that addresses an issue with dire consequences for the environment and that has created a structure to positively impact the consumers, the companies, and the environment.

Measuring main results (Source: Ibid)

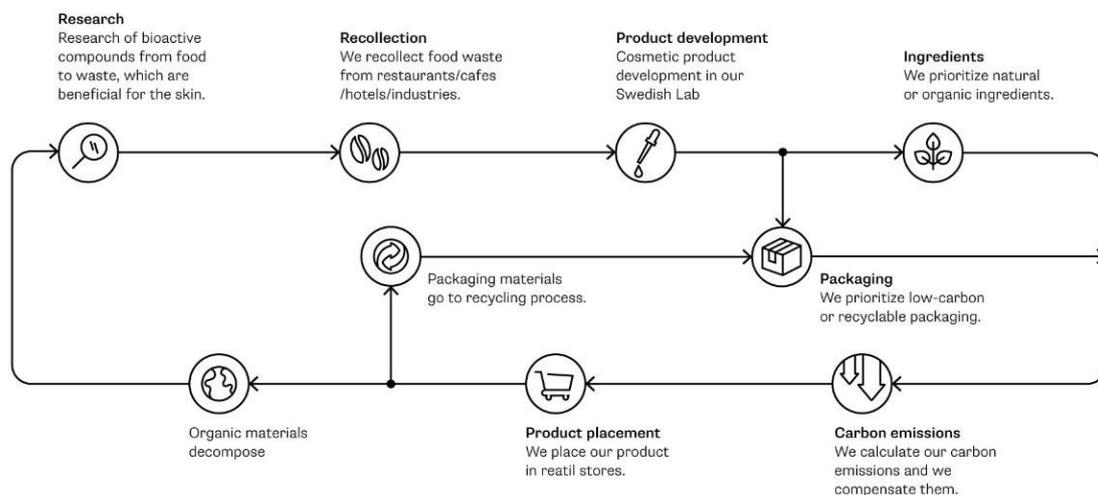
- 750 tonnes of food rescued
- 2 million meals saved
- 1000 tonnes of CO2 saved
- 7000+ businesses use Karma
- Present in 3 EU countries

## GO CIRKULÄR

Source: [Go Cirkulär Website](#)

Go Cirkulär is a company born in Sweden, that has circularity and sustainability at its core. The company operates within the circular economy while offering alternatives for consumers to switch to sustainable skincare routines. At Go Cirkulär, this is done through upcycling – meaning, by extending the life of food products with bio-compounds that have beneficial properties for the skin.

Their business model is described as below:



*Global coffee production creates in excess of 23 million tons of waste per year, according to sustainability researcher Gunter Pauli, from the pulp of fresh coffee cherries through the packaging that brings the roasted beans to your favorite barista.*

Beyond this, once it reaches us, coffee is once again wasted after the brewed cup. Of these, the majority is thrown directly into the bin without being separated or treated, often ending up at landfills. The issue is that it takes at least three months before the coffee grounds start decomposing in the landfill's anaerobic environment, while the coffee grounds can damage surrounding soil for making it more acidic. The decomposition of coffee waste further generates methane, a greenhouse gas that contributes to climate change.

Therefore, Go Cirkulär acts to address this issue and to contribute to the green economy.

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## FOLKETS POPS

Source: [Folkets Pops Website](#)

Since 2018, Folkets Pops creates handmade popsicles in Malmö. Sustainability is deeply embedded in their business practices. The fruit used in the popsicles is seasonal, organic, local fruit that is saved from going to waste because it is 'ugly' fruit, or it is overstock. Additionally, Folkets Pops is actively saving bees. For every popsicle sold, 1 SEK is donated to the Swedish Society for Nature Conservation (in Swedish: Naturskyddsforeningen), who are active in protecting the bees' ecosystems.

According to Patel et al, 2021, "bees occupy an important ecological role as pollinators of a range of flowering plant species" and

*Reductions in global bee populations are threatening the pollination benefits to both the planet and people. Whilst the contribution of bee pollination in promoting sustainable development goals through food security and biodiversity is widely acknowledged, a range of other benefits provided by bees has yet to be fully recognised.*

Folkets Pops' contribution to the environment in supporting bee populations is of high importance.

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## SWOPSHOP

Sources: [SWOPSHOP Website](#), [SWOPSHOP Environmental Benefits Summary Report](#)

SWOPSHOP is a clothing second hand shop located in Malmö. The special characteristic of SWOPSHOP is its business model that puts a focus on both social and environmental. Customers can bring clothing items they no longer have a use for. According to the quality of these garments, the customers receive green hearts for the clothes they have brought. These green hearts serve as the store's own currency and customers can use them to buy clothing items brought by other customers.

Through 'swopping' clothes instead of buying new ones, numerous environmental and social indicators can be improved:

- Swopping on average doubles the lifetime of garments.
- Swopping decreases the average annual greenhouse gas emissions of garments 44%.
- Swopping avoids water pollution from dyeing processes of new garments.
- Swopping provides an alternative to fast fashion where garment workers often face bad working conditions including exploitation, low wages, unsafe working spaces and human rights violations.
- Swopping offers an affordable option of acquiring new pieces of clothing.

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## BIKE KITCHEN LUND

Source: Conversation with Bike Kitchen Lund

Bike Kitchen is an initiative based in Lund, Sweden, which offers DIY bike workshops every Tuesday and Wednesday. During their opening hours, students and any other individual can come to their facilities and have support and tools to fix their bikes, while learning more about how to keep their bikes for longer periods of time through repair. Support is offered by their volunteers, and monetary contribution is given by visitors through donations and purchase of bike parts. The initiative integrates the circular economy and positively impacts the environment by supporting the repair of bikes that would otherwise be wasted, contributing to a longer life span of the product.

Bike Kitchen addresses the issue of waste of bikes, which represents a growing concern. Indeed<sup>1</sup>, *while no one knows for sure how many bikes there are in the world, estimates have totaled the number at more than one billion. A whopping 364,000 bikes are produced and 47,670 are sold every day. In fact, bikes are produced at a rate two times higher than cars.*

*Considering these staggering numbers, it's no surprise bike waste is a problem worldwide. It's estimated roughly 15 million bikes are discarded by their owners every year. And, unsurprisingly, many of these unwanted bikes end up in landfills.*

Bike Kitchen thus represents an initiative that has a positive impact on the environment and offering opportunities for people to save money while reducing waste. Through their activities, their support the life extension of around 1040-2600 bikes every year.

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## CC BUILD – MARKETPLACE

Sources: [CC Build Website](#), [CC Build Marketplace](#)

The Center for Circular Construction (CCBuild, in Swedish: Centrum för Cirkulärt Byggande) is an organization promoting circular material flows in the construction sector. They are led by the IVL Swedish Environmental Institute (in Swedish: IVL Svenska Miljöinstitutet) and they offer opportunities for networking, knowledge exchange and digital services to their members.

An interesting initiative taken by CCBuild is the creation of a marketplace for used building materials such as bricks, tiles, heating elements and office furniture. This marketplace enables the recycling of many materials and therefore reduces the emissions of the emission-heavy building sector. On the website of the marketplace ([can be found here](#)), it is shown how many products and how many units of those products are currently available in the marketplace. Furthermore, it is measured how many emissions (CO<sub>2</sub>e) can be saved if the products in the marketplace are bought, instead of new ones. For example, on September 20<sup>th</sup>, there are 155'281 products with 390'203 units of those products, and this can save 13'010 tons of CO<sub>2</sub>e.

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## ÅTERBRUKET

Source: [Återbruket Website](#)

Återbruket, which translates to 'recycling', is a space in Malmö that is entirely devoted to recycling and upcycling. Since Spring 2019, Återbruket has given a platform for locally produced products that use recycled materials, offered education on the topic through training, lectures and study circles, and hosted supported initiatives within the green economy. Their mission is to educate all members of society about circular economy, its processes and product flows.

*The concept is simple. Here, products and materials get new life.*

Through their initiative to promote the circular economy, Återbruket contributes to reduce the environmental impact of our consumption and minimize our collective ecological footprint. They believe that "it must become easier for everyone who wants to make a difference" (Återbruket, 2020). This is achieved by providing education on the topic and offering a space where customers and other people interested can trust that products are manufactured sustainably.

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## FOOD SAVING LUND

Source: [Food Saving Lund Facebook Page](#)

Food Saving Lund is a group of volunteers committed to fight food waste. Within their mission, they are doing regular food pick-ups at local retailers in and around the city of Lund. This food is afterwards shared with food banks and the whole community. Apart from the food pick-ups, Food Saving Lund is involved in organizing workshops and social events that serve to raise awareness in society for food waste and other sustainability issues.

The issue of food waste has many facets. On one side, it is a loss of nutrients and calories that could have been used to nourish people. However, this is not all. It also is a loss of all resources that went into growing and producing the wasted food, it causes greenhouse gas emissions if it ends up on landfills, and it poses a cost to consumers if they buy food without getting the benefits of consuming it. (Pela Earth, 2022) With their initiative, Food Saving Lund fights these negative impacts of food waste. Additionally, by making the saved food available for anyone, it supports the weakest members of society by offering free food to them.

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### RETUNA ÅTERBRUKSGALLERIA

Sources: [ReTuna Website](#), [European Circular Economy Stakeholder Platform Website](#)

ReTuna Återbruksgalleria is the world's first recycling mall, based in Eskilstuna, Sweden, run by Eskilstuna Energi och Miljö, a municipal company whose mission is to conduct competitive operations in the energy and environmental area. The idea of the project was encouraged by the city of Eskilstuna, which “wanted to introduce a green role model that could spread knowledge about sustainability and the circular economy to the public”.

ReTuna works with repairing and recycling to give old items a new life. Every item sold at ReTuna has been organically or sustainably produced. The shops at the mall are varied, including an outlet for construction and interior materials, a flower shop, a toyshop, a furniture shop, a vintage clothes store, a café and more. People to visit the space are encouraged to leave items in the recycling containers provided by the mall, which are then redistributed to the shops. The mall is also a space for education of the public, hosting also different events, such as workshops and seminars.

ReTuna's operations contribute to increased sustainability thinking, the more circular economy, and it supports the employment of individuals who have difficulty entering the labor market. The initiative places itself within the circular economy and contributes to reducing waste of products through repair and recycling.

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### SOECO KONTORSMÖBLER

Sources: [Soeco Website](#), [European Circular Economy Stakeholder Platform Website](#)

Soeco is a Swedish furniture company based in Dalby, Jönköping and Stockholm that sells and rents used furniture. They obtain furniture from companies, institutions, and municipalities that no longer have a use for them. After, they recondition, repair, and upcycle the furniture before a new user can acquire it. When the quality of the products is too low to resell it, Soeco breaks down the pieces into the different materials and creates entirely new products of them. Thereby, Soeco contributes to creating as many cycles of use of the products as possible.

Soeco is actively fighting the ‘wear and tear’ attitude in the office furniture industry. They are promoting circular economy by giving as many cycles of use as possible to their furniture. As a consequence, they achieve to offer office furniture that is more environmentally sustainable through smaller resource use and waste reduction, more socially sustainable through the creation of craft skill jobs, and more financially sustainable through offering furniture at a lower price than new quality furniture would be.

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### CIREKO

Source: [CirEko Website](#)

CirEko is a non-profit business that is focused on the transition of businesses to a circular economy. Different platforms are offered by CirEko: Cirkulära Affärer (publication of news related to circular economy in the form of a newspaper, e-magazine and website), Cirkulära Sverige (network of member, skills bank, circular map), CirEko Akademi (development and offer of training at different levels and with different forms related to circular economy), and organized Business and knowledge networks.

Through their various commitments for circular economy, CirEko is not only engaged in reducing its own impact, but also supports numerous other actors in doing so. The educational opportunities and the network created by CirEko, the members can access valuable information from experts and peers in how to reduce the impact their business practices have on the environment.

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## CIRCLE CENTRE

Source: [Circle Center Website](#)

Circle Center is a library of goods located in Lund. Its mission is to address the problem of overconsumption. Members can, instead of buying new products, borrow them for free or for a small fee. Products range from home tools to outdoor equipment and to craft tools. They can be rented for either one week or one year. To extend their offer in the library of goods, Circle Center mostly relies on donations. In addition to the library of goods, Circle Center organizes educational events, holds workshops, and offers a common workspace.

Important target groups of Circle Center are young families and students. Both of those groups require products for a limited amount of time. Reducing their (and all other members') consumption through renting instead of buying new causes a reduction in greenhouse gas emissions, resource extraction and waste accumulation.

In addition to reducing the environmental impact of their members, Circle Center also creates a positive social impact. Through sharing, attending events and working together in workshops, the community's cohesion is improved.

### 3. ANALYSIS OF GOOD PRACTICES IN THE PARTNER COUNTRIES

#### DENMARK

It has been rather difficult to find specific tools and indicators used by social enterprises in Denmark. Several enterprises from the list on point (2) that would be considered as good practices for the further development of the project; however, they are also lacking specific tools to prove their impact. A few tools specifically for social enterprises in measuring their general and green impact were identified, both within Denmark and outside of Denmark.

#### AN ONLINE SOCIAL CALCULATOR | [HTTPS://WWW.DENSOCIALEBEREGNER.DK/](https://www.densocialeberegner.dk/)

The Social Capital Fund has developed an online tool that can quantify the social value of, for example, the jobs and upskilling and training programmes that companies create. The calculator estimates the minimum benefit that companies contribute to society when they hire people from the margins of the labour market. The calculator is thus based on two simple parameters: The saved public benefit costs for subsistence. The increase in tax revenue. It therefore does not consider spin-off effects such as savings in activation and health costs, lower crime rates, lower housing benefit costs, etc. Calculate in a few clicks the benefits of employing people from the margins of the labour market.

#### THE BENCHMARK MODEL | [HTTPS://WWW.CABIWEB.DK/METODER-OG-VAERKTOEJER/BENCHMARKMODELLEN/](https://www.cabiweb.dk/metoder-og-vaerktoejjer/benchmarkmodellen/)

In cooperation with the Danish Agency for Labour Market and Recruitment (STAR), VFSA has developed a Benchmark Model that provides a set of metrics to help companies benchmark their social responsibility. The model also allows companies to compare themselves with all companies in Denmark or at sector level. Based on the idea "What you can't measure, you can't manage", the Benchmark Model helps companies to benchmark their social responsibility and make it more concrete and measurable. It aims to motivate more companies to work strategically on CSR in relation to vulnerable groups in the labour market. The benchmarking model can help formulate Key Performance Indicators (KPIs) in the field and can be used for internal and external communication or CSR reporting by companies.

#### A HANDBOOK FOR SOCIAL IMPACT BY JAAN APS | [HTTPS://SOCIALEENTREPRENORER.DK/2015/07/29/SOCIAL-EFFEKTANALYSE-HAANDBOG/](https://socialeentreprenorer.dk/2015/07/29/social-effektanalyse-haandbog/)

The handbook is intended as a training material for actors who need to develop their skills in social impact analysis. For social economy enterprises or other organisations with a social purpose, it is important to be able to account for the social impact you create. The whole justification for the existence of the enterprise or organisation is that it manages to create positive change that would not otherwise have been created. Most social economy enterprises have plenty of tools and systems at their disposal when analysing their financial performance. But many have difficulty defining and map their social impact. There can be many reasons for this, such as the difficulty of finding the time and resources to work on their social impact.

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## CARBON FOOTPRINT CALCULATOR (CFC) AND ENERGY RATING<sup>1</sup>

There are several ways for companies to measure their green impact. For example, companies that focus on Co2 emissions can set up a carbon footprint calculator. This calculator is reporting the environmental impact that a building, land, a structure, or a retail location has on the environment. If this data is displayed somewhere in the company's public portal, such as on a website, it can be a good way of informing customers or users and building their trust in the organization.

If the profile of the company focuses not only on Co2 but also on other emissions, the company can use an "Energy Star Rating". This rating provides an environmental score for an organization's emissions portfolio. The energy-labelling scale runs from A to G, G-labelled buildings consume the most energy.

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## ENVIRONMENTAL DATA ANALYSIS AND SUSTAINABILITY CHECKLIST<sup>2</sup>

In case if the profile of the company is reusing / recycling, then it is possible to do an environmental data analysis or a sustainability checklist. Environmental data analysis also allows the company to look back at its past activities and to develop figures or results from the past and even compare them with its present environmental data to understand results and developments.

The sustainability checklist is also a way for organizations to see exactly how and where it needs to improve and further develop for better results to reduce the company's environmental footprint.

Lastly, we find it important to mention the concept of greenwashing, as it has relevance to our project in our research on social enterprises in our local context. It is important to be able to distinguish between actual green enterprises and enterprises with only a green element.

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## GREENWASHING<sup>3</sup>

Doing the research, it was also important to ensure that companies are not only greenwashing and misleading their target audience. Greenwashing is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound. All the companies listed above are indeed green companies and nothing like greenwashing going behind the scenes. Nowadays, it is always important to make sure about that since a greenwasher company might be more harmful to the environment than a neutral company.

So, it seems that each company can contribute in its own way to environmental protection, recycling and less waste and emission in a greener way as social enterprise.

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<sup>1</sup> <https://www.carbonfootprint.com/calculator.aspx> ; <https://www.nature.org/en-us/get-involved/how-to-help/carbon-footprint-calculator/> ) (<https://ens.dk/en/our-responsibilities/energy-labels-buildings>

<sup>2</sup> (<https://bookdown.org/igisc/EnvDataSci/> ; <https://toolkit.bc.ca/tool/sustainability-checklist/#:~:text=A%20Sustainability%20Checklist%20is%20a,jurisdiction%20to%20meet%20their%20goals>

<sup>3</sup>

<https://www.investopedia.com/terms/g/greenwashing.asp#:~:text=Greenwashing%20is%20the%20process%20of,company's%20products%20are%20environmentally%20friendly>

## LATVIA

SOCIAL ENTERPRISE ALTER LABS | [HTTPS://ALTERLABS.ORG/EN/](https://alterlabs.org/en/)

Through workshops (doughnut economics model, circular thinking model) for students, start-ups and SMEs, Alter Labs helps to develop skills in order to (1) assess the social and environmental impact of the business on the global and local levels, (2) map their resources (waste flows), (3) define the potential and opportunities to create more sustainable business model, (4) set short-term and long-term measurable targets. Direct impact: availability of tools and models and guidance to use them correctly to create more sustainable business. Indirect impact: start-ups and SMEs use the knowledge gained to build more sustainable companies. Through media, events, and the Circular economy platform (to be launched by the end of 2022) Alter Labs explains society in local language about principles of sustainability and circular economy, as well as provides freely available materials (reports, self-analysis tools). Direct impact: grow awareness and understanding of sustainability and circular economy in Latvia. Up to date, Alter Labs has provided direct support to: Start-ups: 11, SME: 2, Students: ~100.

AS “MADARA COSMETICS” | [HTTPS://WWW.MADARACOSMETICS.COM/LV/](https://www.madaracosmetics.com/lv/)

Madara Cosmetics has been reporting regarding sustainability since 2016, and the company's 6th ESG report (2021) notes that the past year has been a record-breaking year for investments in ESG-focused company funds worldwide. Company expresses that despite sustainability being one of the core values, ESG reports have helped them to be more effective in certain aspects as well as to become more innovative. It is also very important because of the following two aspects: to attract investors and to keep customers satisfied.

Couple of examples how “Madara Cosmetics” classifies as a good example:

1. Products are certified according to the international ECOCERT/Cosmos standard, which defines and supervises all ingredient sourcing, packaging and manufacturing processes. 94% of all ingredients come from certified organic farming.
2. The primary packaging (bottles, tubes, falcons) has been made of recyclable materials since 2006.
3. Low on CO2 emissions -according to Brand Capital research it is the 2<sup>nd</sup> greenest brand in Latvia.
4. High gender diversity ratio (female employees at MADARA: 79%)
5. Equality and Humanity as core values -gives back to the community -monetary contributions to NGOs MARTA, SOS Bērnu ciemati, Rozā Vilciens, University of Latvia Foundation, Latvian Fund for Nature, and donations of baby care products to Riga Maternity Hospital.
6. Being environmentally friendly by reducing plastic waste, etc.

WASTE RECYCLING CENTRE “GETLIŅI EKO” | [HTTPS://WWW.GETLINI.LV](https://www.getlini.lv)

The landfill is an important part of the circular economy in Latvia and while being aware of that, the company strives for processes, products and services that promote the ten principles of the United Nations Global Compact and Corporate Social Responsibility. The choice of corporate social responsibility and sustainability activities is in line with the directions and objectives of Getliņi EKO, as well as fits into the medium-term operational strategy of Getliņi EKO. Couple of examples how “Getliņi EKO” implement good practices:

1. Environmental protection contributes to reducing the amount of waste by introducing new technological solutions for recycling waste and promotes the principles of efficient and environmentally sound waste management in all its operations.
2. Public education and information on environmental protection issues-is done by using various communication channels and information materials. Company pays special attention to educating children and the younger generation, for example, by organising free excursions as well currently working for the implementation of the project for a modern environmental science polygon.
3. Social support and responsibility towards employee-"Getliņi EKO" creates a safe working environment, complies with the requirements of health protection and occupational safety regulatory enactments. Also provides additional social protection for employees, supporting the development of the competences and knowledge of the employees.

It is done by actively focusing on research and development. Also, even though it is "Getliņi EKO" is a large company, it stresses corporate responsibility and transparency.

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#### MANUFACTURER "BLUE SHOCK RACE" | [HTTPS://BLUESHOCKRACE.COM](https://blueshockrace.com)

Blue Shock Race produces electric scooters that allow entertainment centres to reduce not only exhaust pollution, but also noise pollution, which is a particular concern indoors. Using electric go-karts instead of internal combustion go-karts saves resources that would otherwise be wasted on increased ventilation and heating of the space every day. As regards batteries, Blue Shock Race recycles its "used" batteries into energy storage systems (power banks), as batteries that have been used for 2-3 years to power the karts have retained a high enough capacity to be used in smaller capacity equipment or energy storage systems where the same battery cells could be used for another 10-15 years.<sup>5</sup> Rudy's Kombucha brewery | <https://rudyskombucha.com>As a relatively small company located in Kuliga city, it has more than a couple of good practices from which other producers can learn from.

1. Environmentally responsible-they are the first kombucha producers in Europe, striving to become Carbon neutral. Have reduced the used CO<sub>2</sub> level to almost zero and use only natural kombucha carbonation. They also collectively plant trees to make our planet cleaner.
2. Environmentally responsible packaging is completely recyclable. They are using aluminium cans -it takes much less heat and energy to recycle a can than a glass bottle, which means less CO<sub>2</sub> is emitted into the atmosphere.
3. A product with added health value-only organic ingredients free of flavourings and flavour enhancers, unpasteurized, it contains no preservatives. It is sugar-free kombucha.
4. Innovations and added value-they decided to go even further and create an innovative product "Sugar-free kombucha" with less than 15 calories/100ml.
5. Social responsibility - one of their goals is to create job opportunities and improve the quality of life of people from the social exclusion risk group. They are using ingredients from local farmers, thus supporting local companies which are also important employers in the region.

#### LITHUANIA

Measuring social impact is essential for enterprises to understand how to address social and environmental problems effectively. It allows initiatives to know what they are doing right or wrong to change and improve communities. But what is the best way to achieve this evaluation?

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#### CREATIVITY CORNER 360

Giedrius Bučas from Creativity Corner 360 mentioned about lack of resources for particular impact measurement methodology. Nevertheless, he evaluates the impact through multiple ways- surveys, feedback, and informal conversations on sustainability. The leading indicator he uses is talking about sustainability with people during different events and meetings. In total 1500 people- 1000 children and 500 adults. In addition, as an example, he was an inspiration for a person who made a podcast about environmental issues. He would like to increase awareness about ecological matters by creating a space where children and families can learn through informal education.

#### TEXTALE

TEXTALE has been measuring the environmental and social impact of its activities since 2018. The organization registers quantitative performance indicators, the main of which is the collected annual amount of used clothes and textiles. TEXTALE also evaluates the results of textile sorting and realization, i.e. how much textile was prepared and directed for reuse, distributed to charity organizations, what was used as secondary raw materials for upcycling, and what was sorted for downcycling or left for energy recovery. It's important to note that

TEXTALE has obligations to constantly submit impact reports to their business partners – other stakeholders of used textiles collection systems. For one of the most common footprint metrics - CO2 – TEXTALE uses publicly available impact measurement methodology from other global clothing reselling platforms. Savings are evaluated assuming that the number of resources returned to the economy reduces the need for new products and raw materials. It should be noted that the assessment of savings can be expanded to include savings in water, energy, and other materials. And even if it is not a very accurate method, an approximation is also very important, until there are insufficient resources and a lack of information to adapt the evaluation methodology of certain indicators to a specific business case.

TEXTALE also appreciates the need to evaluate the environmental impact of sustainability education in the future.

#### MES ZYDIM

The organization measures the social impact of the number of plants discarded. If in the past there were many messages about plants being thrown away, and plants being given away, our shelter received a lot of unwanted plants, but today that plant is more protected, and there are fewer ads about plants being thrown away. According to this, people's changing attitude towards nature conservation and plant protection can be seen.

#### URBAN BEE

They aim to put numbers behind the impact of the bees. Currently, Urban Bee working with one of the universities in Europe to understand how much CO2 urban beekeeping can help to reduce in the environment. They use the UN's Sustainable Development Goals to see how many goals they are targeting.

#### ETIAM PLANET

Etiam planet team mentioned that they do not have any specific indicator. However, they measure social impact by calculating plastic and chemical waste amount substituted with nature-friendly products and packaging.

#### SWEDEN

#### FOLKETS POPS

Folkets Pops is donating 1 SEK per sold popsicle for protecting the bees. This donation amounts to about 3-5% of Folket Pops' total sales. In absolute numbers, this donation equalled to 23'012 SEK for the period between 2019 and 2021. For the year 2022, the yearly donation is expected reach a record and double the donation of the previous year. Furthermore, for the year 2022, Folkets Pops have already saved 500 kilos of fruit that would otherwise have gone to waste.

Folkets Pops is actively saving bees by donating 1 SEK for every sold popsicle to the Swedish Society for Nature Conservation (in Swedish: Naturskyddsforeningen), who are active in protecting the bees' ecosystems. This donation amounts to about 3-5% of Folket Pop's total sales. Between 2019 and 2021, it has amounted to 23'012 SEK and the yearly donation is expected to be doubled for the year 2022.

Indicators:

- Amount of monetary contribution to be invested in the protection of bees' ecosystems
- Utilized raw material – local, sustainable, zero-waste

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### GO CIRKULÄR

From manufacturing to the end of life of our products, Go Cirkulär analyzes the product's Life Cycle and calculate our carbon emissions, compensating CO2 emissions by investing in projects that focus on improving the development of communities where it is needed the most. They resort to experienced environmental consultants and Gold Standard projects for their compensations. Their first carbon offset investment focuses on supporting a Green Energy project which seeks to install 33 wind turbines for communities in Maharashtra, India.

To this date, Go Cirkulär has rescued 570kg of coffee from local businesses in Lund, Sweden.

Indicators:

- Amount of rescued coffee
- CO2 emissions from production
- Utilized raw material

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### BIKE KITCHEN

The initiative reports their activities to Lund City and the measure of their impact varies. In average, Bike Kitchen helps repairing about 20-50 bikes per week. They also offer courses, mainly for children, during which they can learn about bikes and machines in general. These courses happen once a year including about 150 children for 3 weeks. Finally, Bike Kitchen co-hosts activities with other non-profit organizations around the city in average every 3 or 4 months.

Indicators:

- Amount of repaired bikes
- Number of courses and participating children, who will have raised skills to continue on repairing products that would otherwise go to waste.

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### SWOPSHOP

SWOPSHOP has given and is still giving a platform for many clothes being swapped. Between February 12<sup>th</sup> and May 20<sup>th</sup>, 2022, 244 customers have brought 1746 items to SWOPSHOP and 1061 items have been bought by 335 customers. As a consequence, 600 kilograms of clothing have been diverted from landfills and water to fill 30'000 bathtubs has been saved.

Indicators:

- Number of items brought to SWOPSHOP, which would otherwise have become waste
- Number of items bought by customers, who would have otherwise purchased new items from shops, contributing to the production of new items and to the associated environmental consequences.

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### RETUNA

ReTuna Återbruksgalleria, opened in 2015 and since then, was observed an increase of almost 92% of the value of the sold recycled products. In 2020, recycled products worth 15.4 million were sold at ReTuna Återbruksgalleria. Until 2019, it had generated more than 50 new jobs in the area and has attracted a number of people interested in the initiative, serving as inspiration to other initiatives.

*Indicators:*

- Value of sold recycled products
- Number of jobs created
- Number of products collected
- Number of products repaired/recycled and sold, returning to the economy loop

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### CIRCLE CENTRE

Circle Centre team has shared with us that the LCA approach for sharing is less straight-forward than for repairing and that there are few studies we can use a basis for setting a tool, but it is being discussed by many of libraries of things in their network. Their team has also tried to work with how to communicate the environmental, economic, and social benefits of Circle Centre and worked on a project with students on this topic.

Their impact is currently measured through the following:

Indicators

- Price comparison between item bought new and item shared
- Comparison between environmental impact of borrowed items and items produced new
- The amount of shares

The exhibits in the [Annex I](#) have been shared with us, which are used to communicate and illustrate the impact of Circle Centre.

#### 4. OTHER INDICATORS OF GREEN IMPACT MEASUREMENT

Besides the above-mentioned indicators that are used by the social enterprises identified in Sweden, it is worth mentioning which indicators are taken into consideration for a specific product to acquire a given label, such as the EU Ecolabel. This report thus outlines indicators that social enterprises – and particularly those working within the green economy – would benefit from considering in order to assess their impact and thereby qualify to acquiring labels that would increase the visibility and certify the impact of their products.

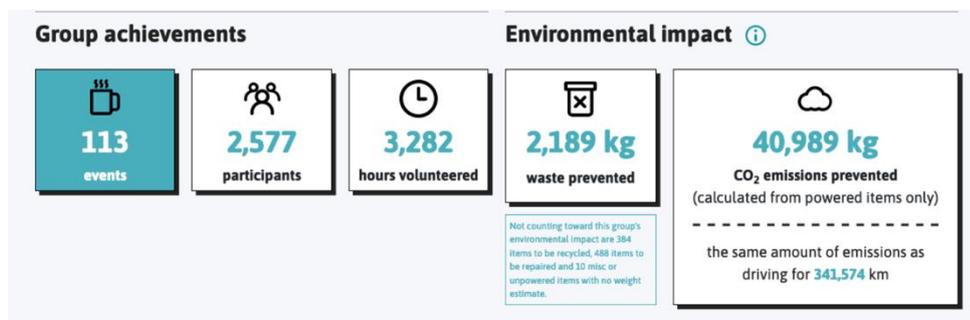
In Sweden, the following labels are mentioned by Verksamst<sup>4</sup>

- [The Swedish Society for Nature Conservation](#) - Good Environmental Choice (Bra Miljöval) is the Swedish Society for Nature Conservation's ecolabel for goods and services that save on natural resources.
  - Requirements to acquire the label are dependent on the product category and are described [here](#).
- [EU Ecolabel](#) - EU Ecolabel is the official EU ecolabel. Miljömärkning Sverige AB is responsible for the EU Ecolabel in Sweden. Products are evaluated using a life cycle perspective, from raw material to waste. Products with this mark are subject to strict environmental, functional and quality requirements.
  - Requirements to acquire the label are dependent on the product category and are described [here](#)
- [The Nordic eco-label the Swan](#): The Nordic eco-label (the Swan) is the Nordic countries' official ecolabel for goods and services. The Swan mark is subject to both environmental and climate requirements, which are regularly increased.
  - Requirements to acquire the label are dependent on the product category and are described [here](#).
- [ISO 14000](#): an international standard whose purpose is to help companies to implement an environmental management system to help them reduce their negative impacts on the environment. There are requirements for certification, continuous improvement and external audits.

#### THE FIXOMETER

Source: [The Restart Project Website](#)

The "Fixometer" is a tool that helps members to build a repair knowledge base and log fixes occurring at the events they run, capturing the environmental and social impact of their work.



<sup>4</sup> Source: [Verksamst, 2022](#)

## 5. CONCLUSION

The research results have pointed out some important differences among the partner countries when it comes to the existence of an official definition of social enterprise. However, it has highlighted that all countries share the fact that the green economy is growing among social enterprises and that they play a unique role in promoting the green economy. Further, it has identified that they utilized indicators to measure their impact on the environment which are diverse, innovative, and useful as examples for many other businesses.

Indeed, in all partner countries there are currently several enterprises which insert themselves in the green economy and which are taking active efforts to measure their impact in a quantified manner. Moreover, while innovation and research have been a major contributor to help social enterprises becoming greener, they understand that corporate social responsibility and sustainability activities are major aspects which need to be considered to attract investors, to maintain good reputation and to develop appealing brands. Companies which pay attention to this also understand that it is an essential part for keeping customers satisfied.

However, it has become clear the fact that social enterprises oftentimes lack the knowledge and tools to put in place holistic and both qualitative and quantitative strategies to measure their green impact. This is oftentimes related to that fact that, given the nature of the environmental processes and the globalized economic system, it is commonly difficult to measure a specific impact, since actions made in one level frequently affect several other different ones. The research further brought attention to the fact that a mainstream or official method or tool that can be used by social enterprises to evaluate their performances is still lacking. Consequently, many social enterprises adopt the use of indicators such as the number of members in their activities, number of implemented projects, amount of monetary contribution donated to a specific cause, etc., which, although useful to demonstrate their work, can still be expanded and improved. Furthermore, it has been noted that the size of the company and the time of its foundation are not necessarily determining factors in their contribution to the green economy. Finally, the portrayed enterprises have been open about their challenges and recognized that learning opportunities would be important for them to overcome these challenges. Indeed, social entrepreneurs wish to gain knowledge of indicators on how to measure them to ensure achieving their goals.

The following challenges for social enterprises to measure their impact have been identified:

- Even in cases in which social enterprises could possibly acquire a specific broadly recognized label, being able to afford applying to acquire official labels remains a challenge to many of them.
- The lack of a definition for “social enterprise” in some countries still affects companies as it limits their visibility and, possibly, investment opportunities. Even when a definition is available other challenges are presented. For instance, the difficulty in Denmark is that being a social enterprise has for years not been attractive due to change of policies and it can be hard to uphold this registration.
- Tools and methods are too general – difficult to adopt,
- It requires a lot of time and resources – usually, social entrepreneurs lack this,
- Social enterprises do not see a value in measuring their impact or lack the resources to do this
- Many companies which have not started investing and changing towards more green and socially responsible even now when it is a “trend” regionally and even globally risk losing customers and value, not to mention downstream elements such as finding employees and completing staff.

To conclude, the Consortium realized that there is still space for improvement on the topic and identified several indicators that can be highlighted and expanded within learning materials for social entrepreneurs. This research has contributed for it having identified tools nationally and internationally, which can be used by social enterprises in measuring their impact whether it be socially or environmentally. Nevertheless, while Governments have been active in implementing EU policies to realise circular economy elements, there is still a need to promote general understanding and to move towards green and circular economy elements.

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Organizations websites and other websites:

[Återbruket Website](#)

[CC Build Website](#)

[CC Build Marketplace](#)

[CirEko Website](#)

[Circle Center Website](#)

[Folkets Pops Website](#)

[Food Saving Lund Facebook Page](#)

[Go Cirkulär Website](#)

[Karma Website](#)

[Karma - European Circular Economy Stakeholder Platform Website](#)

[ReTuna Website](#)

[ReTuna - European Circular Economy Stakeholder Platform Website](#)

[Soeco Website](#)

[Soeco - European Circular Economy Stakeholder Platform Website](#)

[SWOPSHOP Website](#)

[SWOPSHOP Environmental Benefits Summary Report](#)

[The Restart Project Website](#)

ANNEX I

**Exhibit 4:** Price comparison charts that show money saved from renting and the wide range of inventory the organization offers.



Join CIRCLE CENTRE  
**AND SAVE ON YOUR NEXT CAMPING TRIP!**

| ITEM                  | BUY             | BORROW          |
|-----------------------|-----------------|-----------------|
| Hiking Backpacks (2)  | 1,198 Kr        | 40 Kr           |
| Camping Chairs (2)    | 269 Kr          | FREE            |
| Camping Dish Sets (2) | 395 Kr          | FREE            |
| Camping Pots          | 199 Kr          | FREE            |
| Portable Grill        | 295 Kr          | FREE            |
| Sleeping Bags (2)     | 590 Kr          | 50 Kr           |
| Sleeping Bags (2)     | 300 Kr          | FREE            |
| 2 Person Tent         | 400 Kr          | 25 Kr           |
| <b>Total</b>          | <b>3,646 Kr</b> | <b>115 Kr</b>   |
| <b>SAVING</b>         |                 | <b>3,531 Kr</b> |



BORROWING ITEMS FROM OUR LIBRARY OF GOODS, INSTEAD OF BUYING NEW ONES, SAVES YOU MONEY AND IS KINDER TO THE PLANET.



Join CIRCLE CENTRE  
**AND SAVE ON YOUR CHILD'S BIRTHDAY PARTY!**

| ITEM            | BUY             | BORROW          |
|-----------------|-----------------|-----------------|
| Sing Star       | 180 Kr          | FREE            |
| Bocce Ball Game | 399 Kr          | FREE            |
| Ice Hockey Game | 895 Kr          | FREE            |
| Kubb            | 299 Kr          | FREE            |
| Twister         | 299 Kr          | FREE            |
| Cake Pan        | 149 Kr          | FREE            |
| Donut Maker     | 299 Kr          | 20 Kr           |
| Serving Platter | 400 Kr          | FREE            |
| Electric Mixer  | 139 Kr          | 20 Kr           |
| <b>Total</b>    | <b>3,059 Kr</b> | <b>40 Kr</b>    |
| <b>SAVING</b>   |                 | <b>3,019 Kr</b> |



BORROWING ITEMS FROM OUR LIBRARY OF GOODS, INSTEAD OF BUYING NEW ONES, SAVES YOU MONEY AND IS KINDER TO THE PLANET.

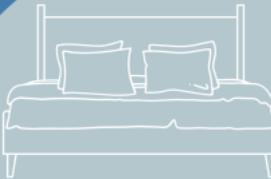
**DID YOU KNOW?**



About **90%** of current biodiversity loss takes place during the early phases of a product's life. Do your part and borrow from Circle Centre instead of buying new!



**RENT YOUR SHEETS FROM CIRCLE CENTRE**



**SAVE 100 SHOWERS WORTH OF WATER!**

\*data based on water used to produced cotton bedsheets and 5 min showers