

Do not offer square
solutions for everyone
– because some people
are round



Ängås Trädgård runs a café with an outdoor eating area and a farm shop. There is a herb garden, vegetable plot, fruit trees, flowerbeds, woodland garden, greenhouse, bee-keeping and hens. Open every day 11 am–3 pm April to September, closed Midsummer weekend.

PICTURES

THIS PAGE Mira Salenkvist, Operations Manager, Vägen ut! Ängås Trädgård.

FRONT PAGE Hanna-Sara Kristensson, Operations Manager, Vägen ut! Kajskjul 46.

PHOTO

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We are needed

Over the last ten years, we have trumpeted out that “we run enterprises for a sustainable world” and maintained that “we are needed”. During the last year, we have had this confirmed time and time again.

During 2013, large corporations stopped recruiting and small companies hardly recruited at all. Only the social enterprises continued to recruit. Within Vägen ut!, we use a route-to-work-chain to social enterprise. Thanks to Arbetsförmedlingen (the Swedish Public Employment Service), the municipality and the social enterprises working together with the focus on the individual, people can work to 100 percent of their capacity. This is social sustainability.

Environmental sustainability

Last year, it was finally confirmed in black and white that we are environmentally sustainable. After a great deal of work, we received an Environment Diploma. This was a result of the last few years’ structured way of working, methodically and step by step. To create real change in our cooperative, support and training is required for all employees. This takes time, since there many people with us on the journey, but this is how sustainable enterprises are built.

Sustainable gender equality

A sustainable society is equal. More than one in three people in the management of a cooperative enterprise is a woman, or 37 percent. The corresponding figure for publicly quoted companies is 17.2 percent and for Vägen ut! it’s 60 percent. Based on our company’s democratic values, it goes without saying that every individual has the same conditions with us.

Sustainable growth

Last year, Business Region Gothenburg carried out a comprehensive company analysis of us as the first social enterprise. It turned out that we are a growth business, but with a different curve than is usual for traditional companies. We are good at organisation and structure but not so good at sales and marketing.

The opposite is usually true for traditional companies. Based on this, and with the support of BRG, we have started a competence development project in our cooperative to increase our sales.

Gothenburg City has decided that 50 percent of all procurement should take into account social considerations. During the year, we have been involved in the work group in order to find practical solutions for this requirement.

When private individuals, companies or organisations choose to buy goods and services from us they are helping to break a pattern. We obtain a more sustainable society.

- Stay one night at Le Mat B&B and a mother receives paid holiday.
- Eat lunch at Lärjeåns Kafé&Trädgårdar and a young man with Asperger’s gets paid.
- Let Bygg & Snickeri build a terrace and a father gets his first permanent job.

We run enterprises for a sustainable world.
We are needed!



Elisabet Abrahamsson, Chairperson of the Vägen ut! kooperativen and Pernilla Svebo Lindgren, Chief Executive of the Vägen ut! kooperativen. »

2013 in brief

THE SPREAD CONTINUES

In the EU Explosion project, the country's best social enterprises are spreading to new towns via social franchising. *Our Vägen ut! job training and Le Mat guest nights and tourism are two of the concepts that are being disseminated.* Just in time for the summer season, Le Mat is opening in Greater Stockholm and planning for Le Mat in Luleå is running at full speed. Processes are under way, in parallel, to start up Vägen ut! job training in both Sundsvall and Dalarna.



GREEN IS GOOD

After many years of persistent work, the Vägen ut! kooperativen has obtained an Environment Diploma according to the Swedish Miljöbas standard. This means that our environmental impact has been mapped, environmental improvements implemented and all employees have been trained in environmental understanding. In addition, our environmental work is continuously followed up and improved.

LÄRJEÅN'S CITY AND COUNTRY HUB

Lärjeåns Kafé&Trädgårdar has a unique location in Angered, between city and countryside. This was highlighted in the pilot study "Stads-landet Göteborg", which was run within Utveckling Nordost (Development North-East), in the districts of Angered and East Gothenburg. The aim was to study the preconditions for green and climate smart business development with cultural and social sustainability between town and countryside. One of the visions in the study is to develop Lärjeåns Kafé&Trädgårdar into a green, cultural and socially innovative development hub.



SUPPORT FOR MOTHERS

We continue to develop the chain of support for female addicts who are victims of violence by making even more efforts to support the parental role. These efforts have been developed in collaboration with the Addiction Group at the Social Resource Administration and the MBHV team (Mother-paediatric care-team) in Haga. The work is taking place with support from the Swedish National Board of Health and Welfare.



SOCIAL ENTERPRISE PROMOTER OF THE YEAR

The price for 2013 Social Enterprise Promoter of the Year was awarded to the Social Welfare Office in Angered and presented by Vägen ut!'s Elisabet Abrahamsson.

Part of the justification ran thus, "The office has brave officials who look for opportunities, and they are making real contributions to the opportunities for individuals to find work and rehabilitation in new and existing social enterprises".

The price awarded at the big Social Enterprise Day, which takes place in May every year.



MOVE OF THE YEAR

Olle Ludvigsson, member of the Committee on Employment and Social Affairs at the European Parliament, opened Vägen ut!'s new premises on Fiskammsgatan. This is the new home of Vägen ut! Bygg & Snickeri, Kajskjul 46 and the consortium of Vägen ut! kooperativen.



MORE PEOPLE STAYING AT LE MAT

During the past year, a Le Mat guest nights and tourism project has been successfully planned for Greater Stockholm. Just in time for the summer, the Le Mat B&B cooperative is opening Åkers Runö station in south Roslagen. Here can be found 17 newly renovated rooms close to both the archipelago and the capital's culture and entertainments. In Gothenburg, Le Mat B&B on Avenyn continues to be reviewed as Excellent by its guests.

Small selection from 2013

A framework agreement with the Swedish Prison and Probation Service was obtained by Villa Revansch i Sundsvall, the housing that welcomes men wanting to break away from criminality and addiction.

Work with other EU countries

was achieved when Vägen ut!s Elisabet Abrahamsson led the "Social Entrepreneurship Network's Peer Review", which gathered delegates from some 10 EU countries on the theme of Growth and Development in Social Enterprises.

Analysed

by Business Region Gothenburg, as the first social enterprise. The analysis showed that Vägen ut! is a growth business.

Set up SKOOP! GR

together with other stakeholders in social economics in the Gothenburg region. Vägen ut!s Chief Executive, Pernilla Svebo Lindgren, is the Chairperson. SKOOP! is the association for the Work Integration Social Enterprises.

Kept traditions alive

and held Vägen ut!s annual Christmas market at Lärjeåns Kafé&Trädgårdar, on the first weekend in December.

Cooperated with

Arbetsförmedlingen and the Swedish Prison and Probation Service on behalf of the government to strengthen the position of convicted women in the labour market.

Celebrated KFO's

70th birthday. The employer's association for cooperative and voluntary enterprises and organisations.

Started a grower's association

with 40 allotments that the public can lease at Lärjeåns Kafé&Trädgårdar.

Cooperated with Le Mat Europe

to start up Le Mat in Brussels and in Poland. We visited Poland as experts and they came to Gothenburg to learn from our experiences.

Gathered everybody

who works, is on job training or a placement at Vägen ut! to a joint family day. The first Sunday in September, every year.

Got Refurn moving,

the business area that makes old furniture like new. Refurn is part of the Kajskjul 46 cooperative.

Represented the social enterprises

when Vägen ut!s Pernilla Svebo Lindgren was part of the work group that, on behalf of the Executive Board, developed the Municipal action plan and financing support for social economy and collaboration with the City.

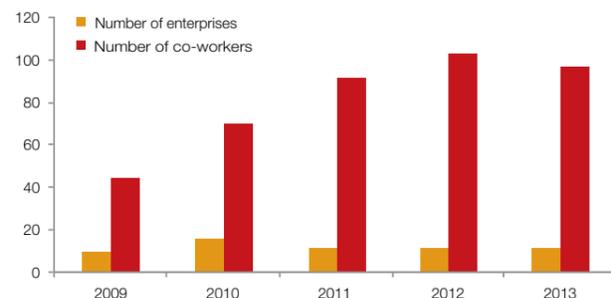
Pursued extensive lobbying

together with Coompanion and REVES, the European Network of Cities and Regions for the Social Economy (www.revesnetwork.eu), which resulted in Gothenburg City's decision to allocate SEK 10 million to promoting social enterprise.

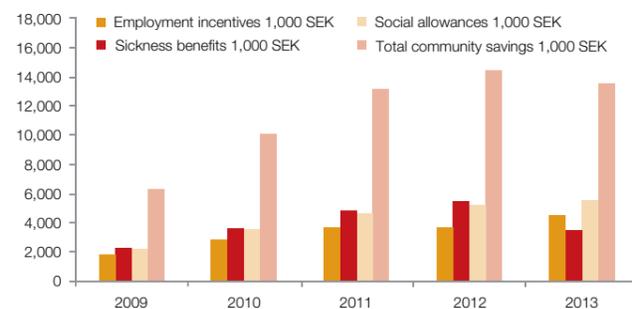
Sales & earnings



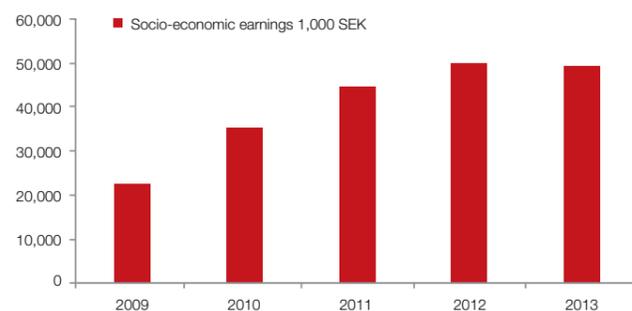
Number of enterprises & co-workers



Society's cost savings



Socio-economic earnings



The socioeconomic profits are compiled using the socioeconomic assessment method. The method was developed by the economists Ingvar Nilsson and Anders Wadeskog on behalf of the Swedish Agency for Economic and Regional Growth. The profit is considered to consist of the social costs that are avoided, together with the production value of the enterprise.

Socio-economic Earnings 2013

Vägen ut!'s most important goal is to create work. Our results for 2013 show that fully 72 percent of our turnover goes to paying wages and employer contributions. This makes us proud. We have 97 employees, of whom 64 are women and 33 are men. Together, we have 51 children under 18 who are growing up with a mother or a father who is needed at their place of work and can pay his or her bills.

The Vägen ut! kooperativen

	2009	2010	2011	2012	2013
Number of enterprises	10	15	12	11	11
Number of co-workers	45	70	92	103	97
Municipal tax paid KSEK	1,805	2,808	3,689	4,431	5,126
Vägen ut!'s financial development					
Net sales, KSEK	21,535	32,174	33,279	32,731	39,390
Profit after financial items KSEK	1,433	3,231	2,345	1,675	703
Gross salaries					21,747
Employer contributions paid in					6,697
Society's cost savings					
Employment incentives KSEK	1,671	2,648	3,469	3,456	4,221
Sickness benefits KSEK	2,156	3,418	4,492	5,120	3,265
Social allowances KSEK	2,077	3,292	4,326	4,876	5,183
Total community savings KSEK	5,904	9,358	12,287	13,452	12,669
Socio-economic earnings	22,246	35,266	44,448	49,762	48,864

The child's perspective



Ever since Vägen ut! started more than ten years ago, the child's perspective has had a natural place in our enterprises. We maintain a close collaboration with the non-profit association Bryggan, which works for children whose parents are, or have been, of interest to the Swedish Prison and Probation Service. Bryggan works on the basis of the child's perspective and takes as it's starting point the UN Convention on the Rights of the Child; where the child's best interests always come first. If parents can get their life to work smoothly, this affects the situation of the child, both now and when they are an adult. 51 children under 18 years of age have a parent who found work at the Vägen ut! kooperativen.

The Vägen ut! kooperativen have 11 social enterprises with a turn-over of SEK 39 million annually. We have some 100 employees. Most of us have made the move from receiving benefits to entrepreneurship. Over 200 people take part in our day-to-day work. Our enterprises can be found in several locations in Sweden and are spreading by means of social franchising.



Please feel free to contact us!
The Vägen ut! kooperativen

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