

## Call for Proposals for Eco-Social Economy Pilot Projects 2012

ESENSEE – Eco Social Economy Network South and East Europe is project dedicated to promotion and advancement of the eco social economy and its stakeholders in Western Balkans and specifically its initial project target countries, Croatia, FYR Macedonia, Kosovo UNMIK and Serbia. ESENSEE project is co-financed through EU IPA Civil Society Multi-beneficiary Grant Scheme. Project consists of 4 main pillars, i.e.: (1) building a regional network embracing all stakeholders in wider South European region interested for the eco-social economy promotion and development; (2) capacity building of the stakeholders in all three sectors for more successful development of eco-social economy incentives and enterprises; (3) incubating trans-sector pilot eco-social economy projects in the target countries and (4) awareness raising through PR campaign activities.

This Call is part of the regional incubator development activities. One of its main goals of the incubator is to showcase eco social economy as developmental concept that enables connection of economic, social and environmental issues into one harmonized agenda. Hence, the Call is aimed to support promising eco-social economy pilot projects based at local, national and regional level on the concepts of eco-social economy and public-private cooperation and partnership.

The aim of the call is to provide financial and technical support to the initiatives, projects and business ventures that promote some or all of the following issues:

- Start-ups and other business developments based on the triple bottom line (i.e. aimed to achieve economic, social and environmental impact);
- Social and economic inclusion and integration, i.e. employment of vulnerable, excluded or long term unemployed individuals and groups;
- Sustainable local development, especially of the underdeveloped rural and urban areas;
- Green economy development (e.g. eco-agriculture, eco-tourism, eco-manufacturing, etc.);
- Cooperative economic culture and practice especially based on social and environmental responsibility and contributions.

The four eligible countries are Croatia, FYR Macedonia, Kosovo (UNMIK) and Serbia. However, organizations from other countries in the region may be partners in the action and 1 supported project will be of regional nature.

The eligible applicants from these countries may be:

- Individuals and non-formal groups
- Civil society organizations
- New or existing social enterprises/cooperatives

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- Public institutions/public bodies.

The applicants may act individually or in partnership with other stakeholders. Incentives, projects and ventures based on partnership and especially on inter-sector partnership (e.g. public and private, profit and non-profit) will have additional points.

This call will support:

- Local,
- National and/or
- Regional projects (combining two or more target countries).

The proposal should involve:

- description of the incentive and the applicant with proposed budget and sources of financing with presentation of any possible co-funding secured from other or own sources using the application form available at <http://www.esensee.org/news.php?l=gb&i=15>
- simplified business plan or business plan summary (free format),
- CV of the project leader/manager.

The criteria for evaluation will involve:

- Quality of elaboration of the social, economic and environmental needs,
- Market opportunities,
- Cost-effectiveness,
- Feasibility
- Innovativeness,
- Scope and sustainability of the social, environmental and economic impact,
- Capacity of the applicant or its consortium
- The potential for replication and best-practice development/sharing,
- Level of co-financing secured (50% or more from national sources or other international donors is advantage).

The pilot projects may apply for support in maximum amount of 5.000 EUR in financial support for local/national projects and 7.000 EUR for regional projects and up to 15 hours of consultant on-site and/or online support. ESENSEE co-financing of the support usually will range from 30-80% of the above amount but it strongly advisable that project secures at least 50% of the total budget from other sources than EU or ESENSEE Grant.

Eligible project activities may include:

- Studies, strategic plans, surveys, etc.;
- Business plan further development and review;
- Marketing activities;
- Building permit costs;
- Participation in fairs and business missions;
- Purchase of necessary equipment, furniture and spare parts;
- Costs of business, legal and other advisors;
- Costs of establishment of new legal body (social enterprise in any legal form in accordance with national and EU laws and best practice models);

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- Salaries and administration costs;
- Staff training costs
- Preparation of documentation for larger national, IPA or other donor's calls for proposals (not more than 20% of the total grant amount)

The beneficiary of the grant is obliged to produce report of the project status until 20 November 2012.

Deadline for applications is September 18, 2012 evidenced by the date of dispatch (stamped by the official national post carrier) and by e-mail to [incubator@esensee.org](mailto:incubator@esensee.org)

Signed and stamped originals should be sent to:

**Healthy City /Zdravi grad  
(for the ESENSEE Call for proposals)  
Vukovarska 65  
HR - 21000 Split  
Croatia**

For more information, please contact us by e-mail at [incubator@esensee.org](mailto:incubator@esensee.org), phone +385 21 540 630 or fax +385 21 540 631.

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