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Focus Groups



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Introduction

On 26 January and 9 February the Consorzio Sociale Abele Lavoro organized and hosted two focus groups of the Buy WISEly project.

The first aimed exclusively at Wises, the second instead involved Wises and MbS.

In total 32 people participated, representing 11 WISE and 11 MbS.

We met to discuss the opportunities but also the possible risks of collaboration between cooperation and traditional businesses.

We began both focus groups with a welcome moment and the presentation of the Buy Wisely project and the results of previous activities (collection of good practices, online survey).



Torino, 26/01/2024



Torino, 09/02/2024



First focus group, 26/01/2024

After an initial round of presentation, we asked the participants how much and what they knew about the regional panorama in terms of collaboration between third sector bodies and traditional businesses.

We guided the group's reflection with the help of some guiding questions:

- What do you know about the meeting/commercial relationship between profit and non-profit (B2B)? Are there already good practices in your reality?
- 2. Do you have a marketing strategy? A dedicated function/office
- 3. What is holding you back with traditional for-profit businesses?
- 4. What opportunities do you see in collaborations with traditional businesses?



Most of the Wises have limited commercial relationships with MbS, while all have activities contracted out by public bodies.

Some Wises have a function dedicated to marketing activities, but this is a cost that is not always sustainable. It is reflected on the fact that the "communication strategy" can often also have a value in terms of marketing.



A shared reflection is the importance, in the current labor market, of the differentiation of activities: it is a business risk on the one hand, but also the possibility of including new skills and new needs in which "new" types of disadvantaged people.

We have analyzed the regulatory framework and new provisions, in particular the Convenzione ex art. 14 Lgs 276/2003, which involves the outsourcing of services from the employer to a cooperative and allows coverage of up to 20% of the company's reserve quota on a regional basis. The percentage increases to 30% in the case of hiring 10% of permanent workers in the company or cooperative's workforce in the previous 24 months.

La Convenzione Art. 14 in breve

Consentono alle aziende di effettuare una parte delle assunzioni obbligatorie previste dalla legge affidando **una o più commesse**

a **cooperative sociali o consorzi di cooperative** che, per svolgere il servizio esternalizzato, assumono

persone con disabilità che presentino **particolari difficoltà di inserimento lavorativo**

iscritti alle liste del collocamento mirato, individuati con il Centro per l'impiego





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Feedback



During the brunch, we invited those present to answer some questions which allowed us to organize the second focus group in a more conscious way, to which these social enterprises were invited, together with a good number of for-profit enterprises.

We asked our guests to tell us about the positive or negative suggestions that emerged during this focus session:





Second focus group, 09/02/2024

The second focus group began with with greetings from Ensie director Patrizia Bussi, who shared the day with us.



We used some tracks to orient the focus, trying to allow everyone to talk about the experiences they had in their own company (Wise or Mb) and to collect as many suggestions as possible.

1. " Why are you here"?

- Comparison
- Collaboration
- Opportunities
- Training
- Enhancing the common context



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2. Points of contact or distance (between Wises and MBS)

- Lack of mutual knowledge
- Mutual distrust
- Difficulties in communication
- Importance of recognizing the social value of work, including that of for-profit companies
- Putting languages into communication
- Importance of valuing legitimate differences
- Point of contact is collective social responsibility
- Co-design between for-profit and nonprofit

3. What do you think you can gain from collaboration? Convenience/risk?

- Business opportunities
- Mutual opportunity to generate new business, exchange of ideas
- Risk that for-profit enterprise uses or attempts to use collaboration with nonprofit to do miscellaneous "washing" (pink, disability, green, etc.)
- Cultural change and contamination as an opportunity
- Careful not to distort and lose identity, history making skills
- Intercepting needs

4. What do you think is missing today to initiate collaborations?

- Moments of confrontation and knowledge
- Often missing is the public body, the institution (principal and legislator)



Feedback



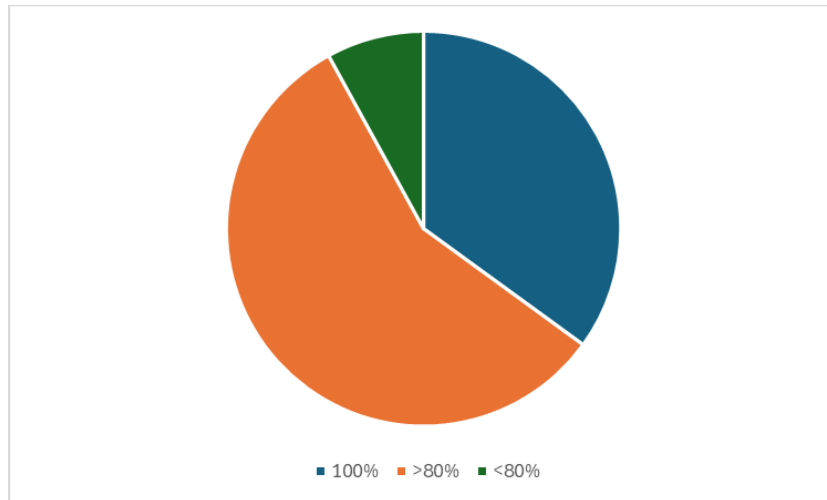
Also at the end of this second meeting we asked those present to fill out a short questionnaire to help us understand whether the methods, times and topics of the meeting had been effective and whether they were interested in continuing the reflection at subsequent times.

The responses were encouraging, below are the most relevant results:

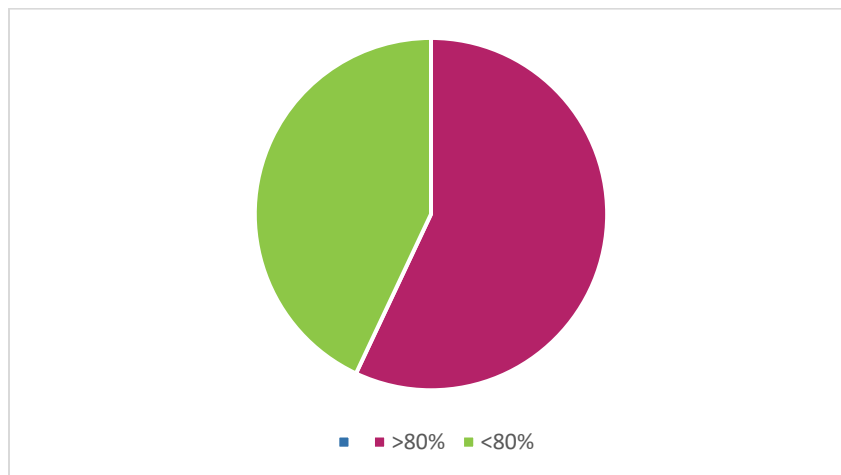


To what extent do you think the objectives of the activities have been achieved?

1. The focus group allowed me to meet new companies for possible collaborations

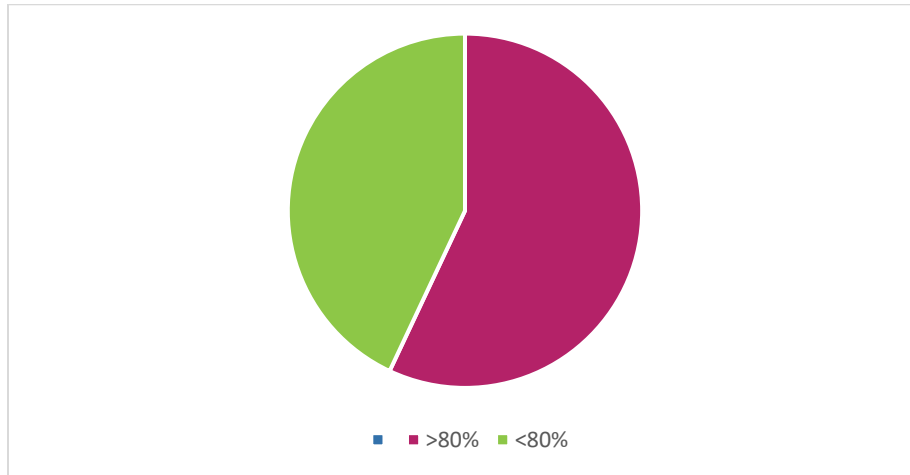


2. I listened to good business practices, useful for my company

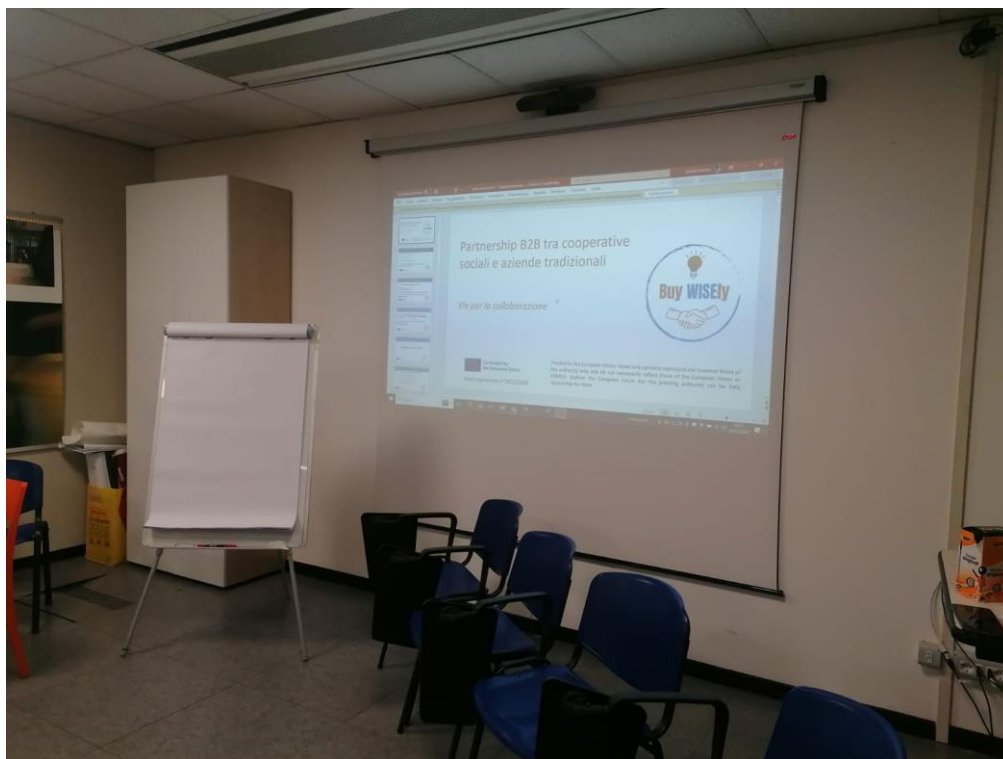




3. I understood how to act on the marketing strategy



...we have a lot of work and a long way to go...





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KEY INFO

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