

Best Practice Examples of successful Social Enterprises

Eikra Activity Ltd

Address: Sortasvegen 296, 7517 Hell, Norway

Contact Details: veronica@eikra.no, +47 93440683

Website: www.eikragard.com

Youtube: [Eikra - Aktiv Medborger](https://www.youtube.com/channel/UC...)



Social Mission/key social objectives

Eikra Activity is a social enterprise that provides training and employment-oriented programs aimed at people with reduced work capacity and those at risk of prolonged social exclusion, especially youth and non-native speakers. The goal is to promote learning, mastery, development, and well-being.

Main Activity

- Community (Membership organisations that exist for a particular purpose and trade commercially with the goal of operating to reinvest profits into the community - community enterprises, community centres, housing cooperatives, community interest organizations, certain smaller shops, and sports clubs)

Business Structure

- Non-profit organization registered in the Volunteer Register

Background

Eikra Activity, established in 2009, is a social enterprise and a non-profit organization that offers services through "Inn på tunet" in Trøndelag.

Year established: 2009

Numbers employed: 6 people

Range of activities

- Employment-oriented programs for people at risk of social exclusion
- Job training for youth
- Integration programs for immigrant women
- Uses the farm as an educational resource for primary school students.

Target groups/clients

The target groups are school students, youth, non-native speakers, people at risk of prolonged social exclusion, and others struggling to enter the job market.

Business Model

Eikra Activity is funded through government grants, income from services primarily

delivered to the public sector, and some support from foundations and volunteer organizations. The organization is financially sustainable by reinvesting all profits into new innovation projects that support participants and the community. The unique aspect of Eikra Activity is the use of a farm as a learning arena, where practical tasks are combined with theoretical education, providing a holistic and effective learning process.

Lessons learnt/Tips for success

- The combination of specialized expertise, different generations, animals, nature, and a facilitated environment, provided through a farm, has proven effective in promoting mastery and growth among participants.
- Using practical learning in a safe and supportive environment contributes to good progression, personal development, and inclusion.
- Close collaboration with municipal services, professional directorates, administrative agencies, and national competence centers focusing on innovation, impact measurement, and conceptualization has granted us access to several long-term national projects.
- Utilizing external specialized expertise for business development and impact measurement is crucial for success.

"The reason(s) for my SE organization's success to date is the unique combination of a supportive environment that includes animals, nature, and tailored activities that foster learning and growth for vulnerable individuals."

Funding

- State/Regional Funding Assistance
- Income from Activities

Main challenges and obstacles in progressing/developing

- Predictability in funding.
- Short-term projects with unstable predictability.
- The struggle to avoid the "project graveyard" where good projects stop due to lack of funding.

- Local budget cuts in municipalities where mandatory services are deprioritized, and we are always on the cut list.
- Accusations of being welfare profiteers.
- Access to capital for further development and upgrading of facilities, etc.

What supports have been most useful to the development?

- Collaboration with NAV and municipal services in national projects focusing on innovation and the development of sustainable service offerings to the public sector.
- Support from various external business developers and organizations with expertise in social entrepreneurship and social sustainability.