

**Interreg**



Co-funded by  
the European Union

**Latvia – Lithuania**

# RE:IMPACT

**Improving the social entrepreneurship  
ecosystem in Zemgale  
and Northern Lithuania**

**Agnese Launerte**

*agnese.launerte@zpr.gov.lv*

**10.12.2024.**



# Project RE:IMPACT



The project “RE:IMPACT” aims to to **empower the regional social entrepreneurship ecosystem** in Zemgale and Northern Lithuanian regions by **strengthening the capacity of social entrepreneurs**, bringing ownership to the public sector, supporting educators and promoting best experience stories, thus fostering positive **social impact for local communities**.

# Partners



ZEMGALES  
PLĀNOŠANAS  
REĢIONS

LATVIJAS SOCIĀLĀS  
UZŅĒMĒJDARBĪBAS  
ASOCIĀCIJA



ROKIŠKIO RAJONO  
SAVIVALDYBĖ

LIETUVOS  
SOCIALINIO VERSLO  
ASOCIACIJA



Project partners will encourage the public sector involvement by supporting educators and promoting best experience stories, thus fostering positive social impact for local communities.

€  
595 286,00  
EU financing

Febr. 2024.  

---

Janv. 2026.

The total funding for the project is 595,286.00 EUR.  
The project's co-financing from the European Regional Development Fund is 476,228.80 EUR.

# Main activities

## 1. The state of social enterprises and potential social enterprises, social entrepreneurship in education



Develop a comparative analysis of social innovators in the Zemgale and Northern Lithuania



Develop and test practical educational materials and training guidelines

## 2. Exchange of experience, capacity building



Experience exchange trips between Zemgale and Lithuania



Increase the capacity of social entrepreneurs



Promote awareness among representatives of the public sector and the wider ecosystem

## 3. Popularization of social enterprise stories and information campaign

# Experience exchange tours to Latvia and Lithuania

## “Discovering the potential of social enterprises in Latvia and Lithuania”



Once a month from January to May 2025.



5 trips (3 LV; 2 LT) to meet social entrepreneurs



Participants: entrepreneurs, local government specialists, educators  
(20 people)



Event duration: 4 hours + travel



The presentation will be held in English" (working language: English)

## Latvija – Lietuva

AICINĀM SOCIĀLOS UZŅĒMĒJUS, SOCIĀLO ZINĀTŅU  
PEDAGOGUS UN PAŠVALDĪBU SPECIĀLISTUS UZPIEREDZES APMAIŅAS  
BRAUCIENU CIKLŪ“ATKLĀJOT SOCIĀLĀS UZŅĒMĒJDARBĪBAS POTENCIĀLU  
LATVIJĀ UN ZIEMEĻLIETUVĀ”

APMAKSĀTS KOPĪGS TRANSPORTS



> **APMEKLĒJIET** inovatīvus sociālos  
uzņēmumus darbībā

> **UZKLAUSIET** iedvesmojošus  
sociālo uzņēmēju stāstus

> **UZZINIET** par jaunākajām  
tendencēm un labāko  
praksi šajā jomā

> **IZPROTIET** sociālo uzņēmumu  
ietekmi uz vietējiem kopienām

> **VEIDOJIET** sadarbību  
ar citiem pārmaiņu  
veicinātājiem

IZMANTOJIET IESPĒJU SATIKTIES, MĀCĪTIES UN  
GŪT IEDVESMU!

15. Janvāris



Jelgavas novads

19. februāris

Rīga, Jelgavas  
novads

20. marts



Pasvales rajons

16. aprīlis



Rokišķu rajons

21. maijs



Ķekavas novads

PIETEIKTIES &gt;&gt;

<https://forms.gle/hY9EtqPhdJi9btRA7>

## Latvija – Lietuva

KVIEČIAME VERSLININKUS, MOKYTOJUS, VIETOS  
VALDŽIOS ATSTOVUS IPATIRTIES MAINŪ  
DIENOS IŠVYKAS“ATRASKITE SOCIALINIO VERSLO POTENCIĀĻU  
LATVIJOJE IR LIETUVOJE”NEMOKAMAS TRANSPORTAS,  
PIETŪS IR KAVOS PERTRAUKĒLĒ

> **APLANKYKITE** novatoriškas  
socialinio verslo įmones

> **IŠGIRSKITE** įkvepiančių socialinio  
verslo atstovų istorijų

> **SUŽIKONITE** apie socialinio  
verslo poveikį vietos  
bendruomenėms

> **IŠGIRSKITE** apie naujausias  
tendencijas ir geriausias šios  
srities praktikas

> **UŽMEGZKITE** ryšius su  
kitais pokyčių kūrėjais

NEPRALEISKITE PROGOS PABENDRAUTI,  
IŠMOKTI IR ĮKVĖPTI!

Sausio 15 d.



Jelgavos apskritis

Vasario 19 d.

Ryga, Jelgavos  
apskritis

Kovo 20 d.



Pasvalio rajonas

Balandžio 16 d.



Rokiškio rajonas



Gegužės 21 d.



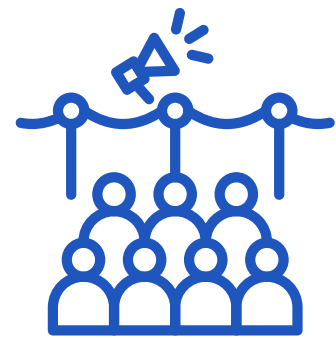
Kekavos apskritis

Registruokitės &gt;&gt;

## Schedule of experience exchange tours to Latvia and Lithuania

	Theme	Agenda	Place	
<b>Latvia</b> 	Education, youth work, local community	Tuvu, BJMK, Pats	Tuvu, Jelgava county	<i>January 15</i>
	Work integration, social services	4 vēji, Muzejs tumsā, Sonido	4 vēji, Jelgava county	<i>February 19</i>
	Protection of animals and nature, sustainability	Dabas zirgi, ODesign, Ieber.lv, Swimbe	Dabas zirgi, Ķekava county	<i>May 21</i>
<b>Lithuania</b> 	Engagement of the elderly and of youth, local community-building	VšĮ "Socialinė iniciatyva", Senjorų pasaulis, Būk geresnis TBC: Solidarumo kava	Pumpėnai, Pasvalys county	<i>March 20</i>
	Cultural heritage, tourism and work integration	The Cultural and Leisure Residence of the Salos Manor ( <i>Salų dvaras</i> ) TBC/TBD: Kupiškio marių tourism SEs, Jautri širdis	Salos village, Rokiškis district	<i>April 16</i>

## Promote awareness among the public sector and the wider ecosystem



12 events in Zemgales municipalities (2 in each)

Jelgava, Jelgava county, Bauska county,  
Dobele county, Aizkraukle county Jēkabpils county



8 events (workshops) for young people in “Koprade”

# Co-creation spaces for youth entrepreneurial activities

## Jelgava, J. Asara street

Keep searching, and you'll discover!



*Children's and youth music club - rock school*



*Rock school is Social enterprise*



- Building was built in 1910 as a part of hospital
- For many years it was Department of Infectology
- Kids were the main patients in here

**To believe in idea...**



# Room design sketches

Design Zaiga Ludborža



# Before and After



# before and after



# Co-creation spaces for youth



# Co-creation spaces for youth



## COMPARATIVE ANALYSIS OF SOCIAL INNOVATORS IN ZEMGALE REGION LATVIA AND NORTHERN LITHUANIA

**Aim of research:** is to make a comparative analysis of social innovators in Zemgale and Northern Lithuania by providing an overview of the **current situation, thematic groups** of social innovators work, geographical and thematic **gaps** as well as identifying the **areas for development**.

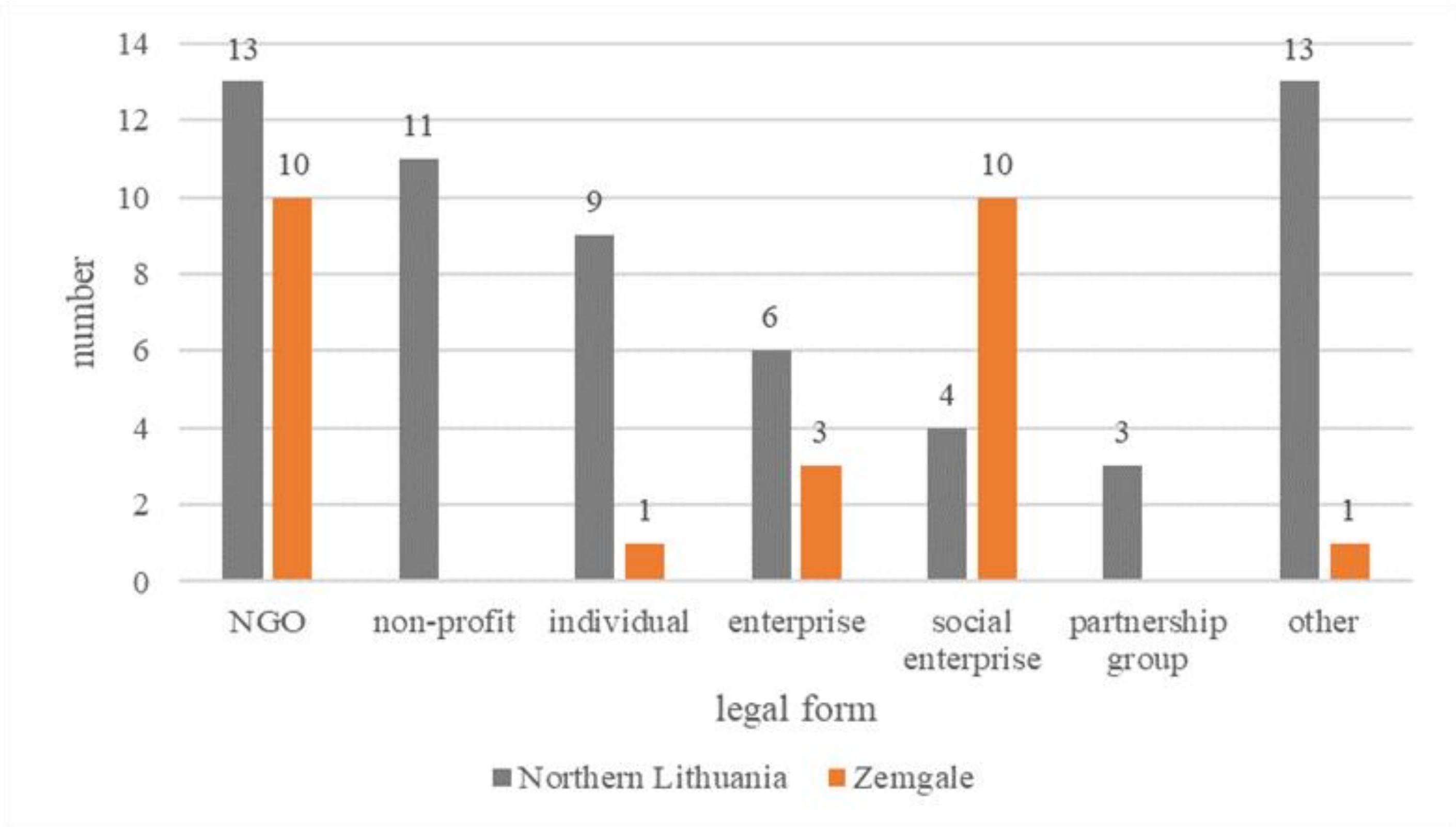
# What is a **SOCIAL INNOVATOR**?

A social innovator is a person/company/association that identifies social problems and creates new, innovative solutions to address them. It combines entrepreneurial skills with a desire to create **positive change in society.**

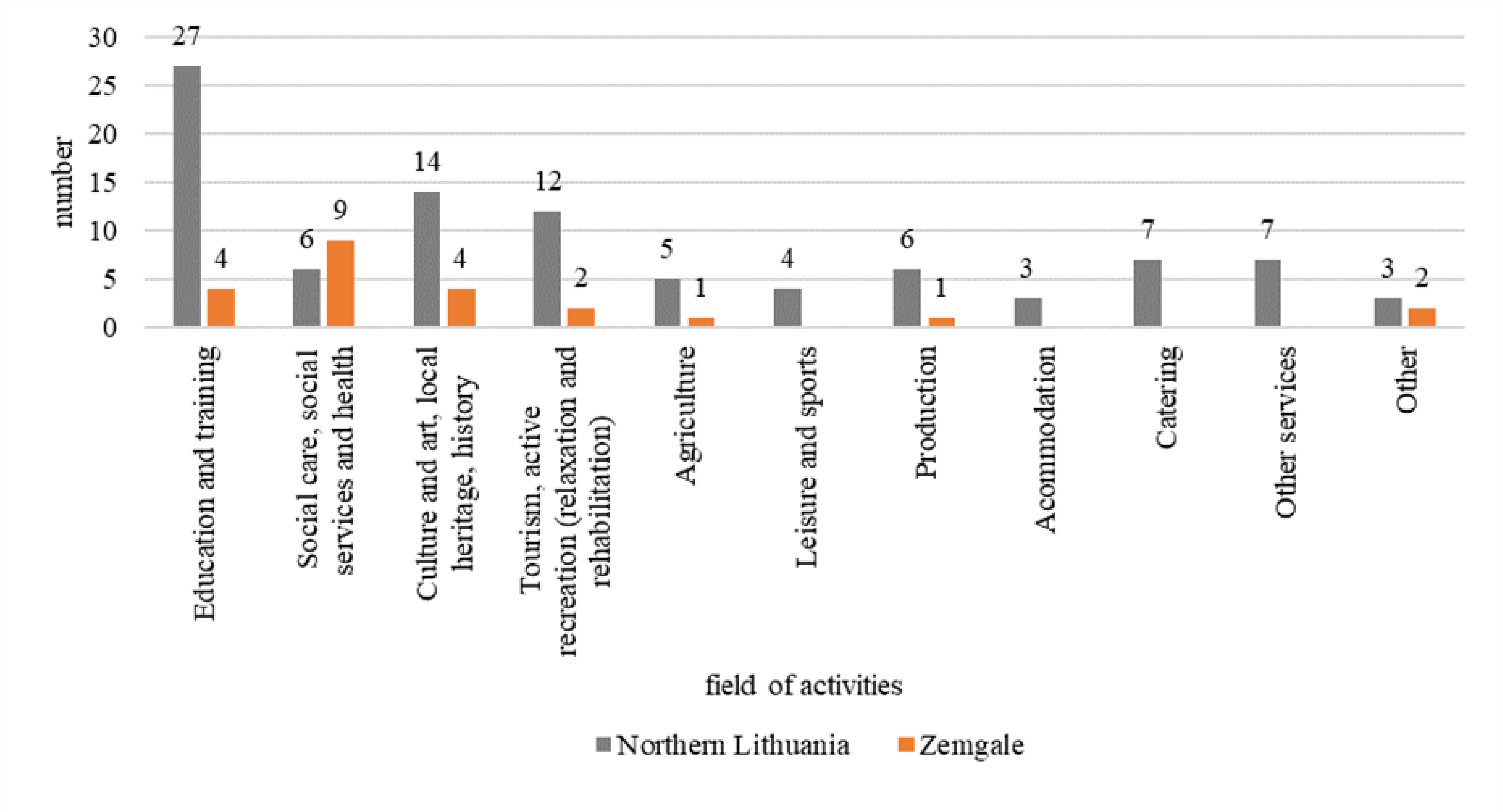
# COMPARATIVE ANALYSIS OF SOCIAL INNOVATORS IN ZEMGALE REGION LATVIA AND NORTHERN LITHUANI

- to describe the **current situation** (ecosystem) for social innovators in Zemgale and Northern Lithuania (the **legal framework, stakeholders and support instruments**) in order to get a comparative **overview of the situation in both regions**;
- to **identify existing and potential social innovators** in Zemgale and Northern Lithuania;
- to analyse the **field of activities, target groups** (beneficiaries), **legal forms, social goal and scale of changes** and the **novelty created** by the social innovators in Zemgale and Northern Lithuania;
- to describe the **motivation, strengths, and challenges** the social innovators face in Zemgale and Northern Lithuania;
- **to identify development opportunities** and make recommendations for potential and existing social innovators in Zemgale and Northern Lithuania.

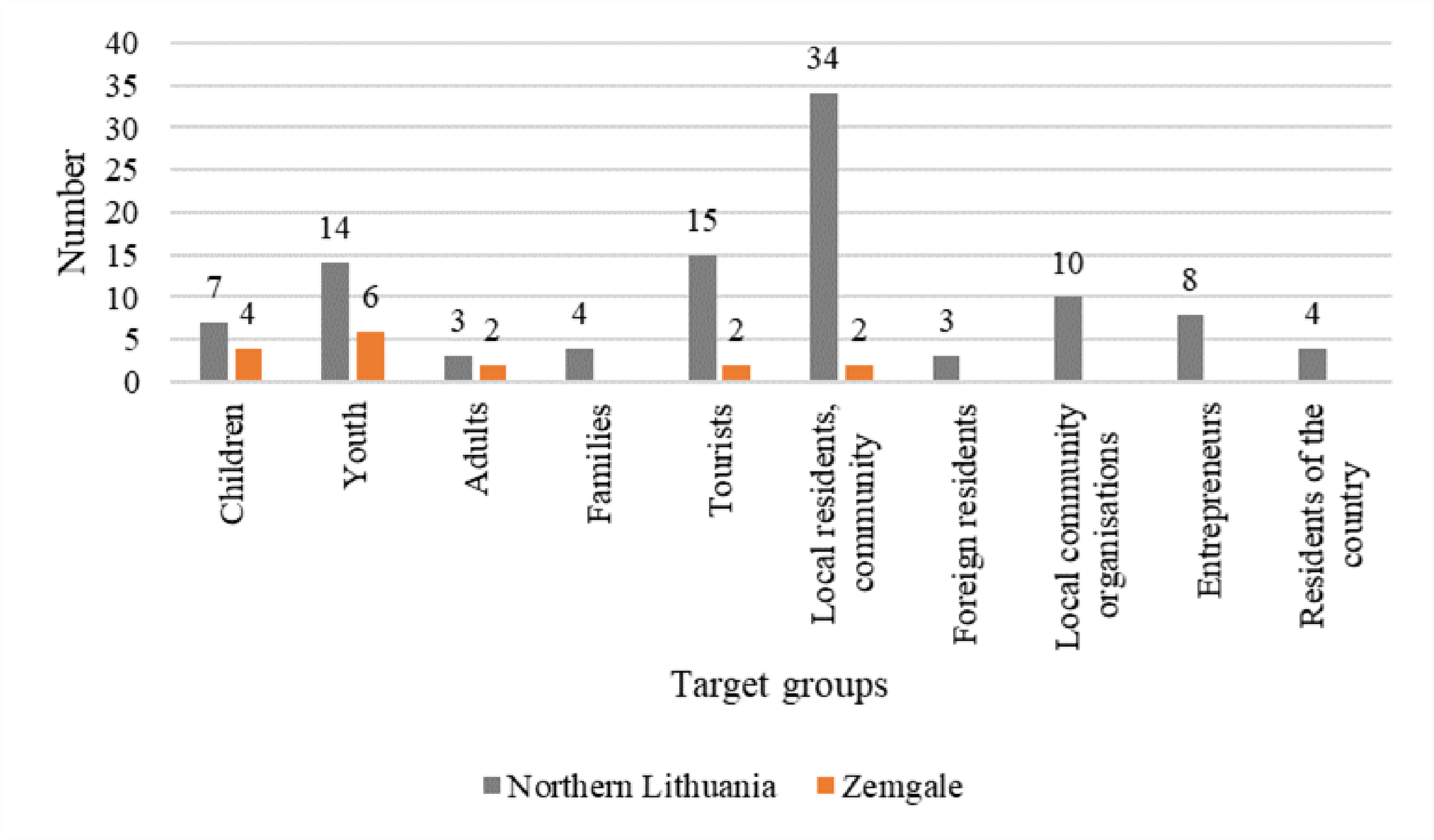
Legal forms of identified social innovators  
in Northern Lithuania and Zemgale



Field of activities of identified social innovators in Northern Lithuania and Zemgale



Target groups of identified social innovators in Northern Lithuania and Zemgale



## COMPARATIVE ANALYSIS RESULTS

- In Northern Lithuania, **potential social innovators were identified 1.4 times more** than in Zemgale region that may indicate that Northern Lithuania is more socially innovative compared to Zemgale. There is room for social innovators in Latvia and also in Lithuania.
- There are **differences in national legal** regulations, social innovators mostly operate as **NGOs** and social enterprises as the goal of these legal entities is to **solve social problems in local communities or wider society**.
- **Mainly social innovators are young people** and they have created social innovation quite recently. Still some representatives of the social businesses have even 30 years of experience. However, Northern Lithuania have older experience in creation of social innovation.
- Social innovators and social entrepreneurs face **different external and internal challenges** in their work: personal issues, geographical location and poor public infrastructure, funding, information and communication with municipality and governmental organizations, cooperation with other stakeholders, legal framework.

**The research is available in English, Latvian and Lithuanian.**

## EMPOWERING THE NEXT GENERATION OF SOCIAL INNOVATORS

- **The Need:** Schools lack engaging materials on social entrepreneurship, and teachers need support to effectively deliver these lessons.
- **Our Solution:** RE:Impact is developing practical teaching resources and guidelines for educators, covering topics like starting a social business, financial planning, and impact measurement.
- **The Impact:** Students gain valuable knowledge and skills, teachers receive support, and more young people are inspired to create positive change

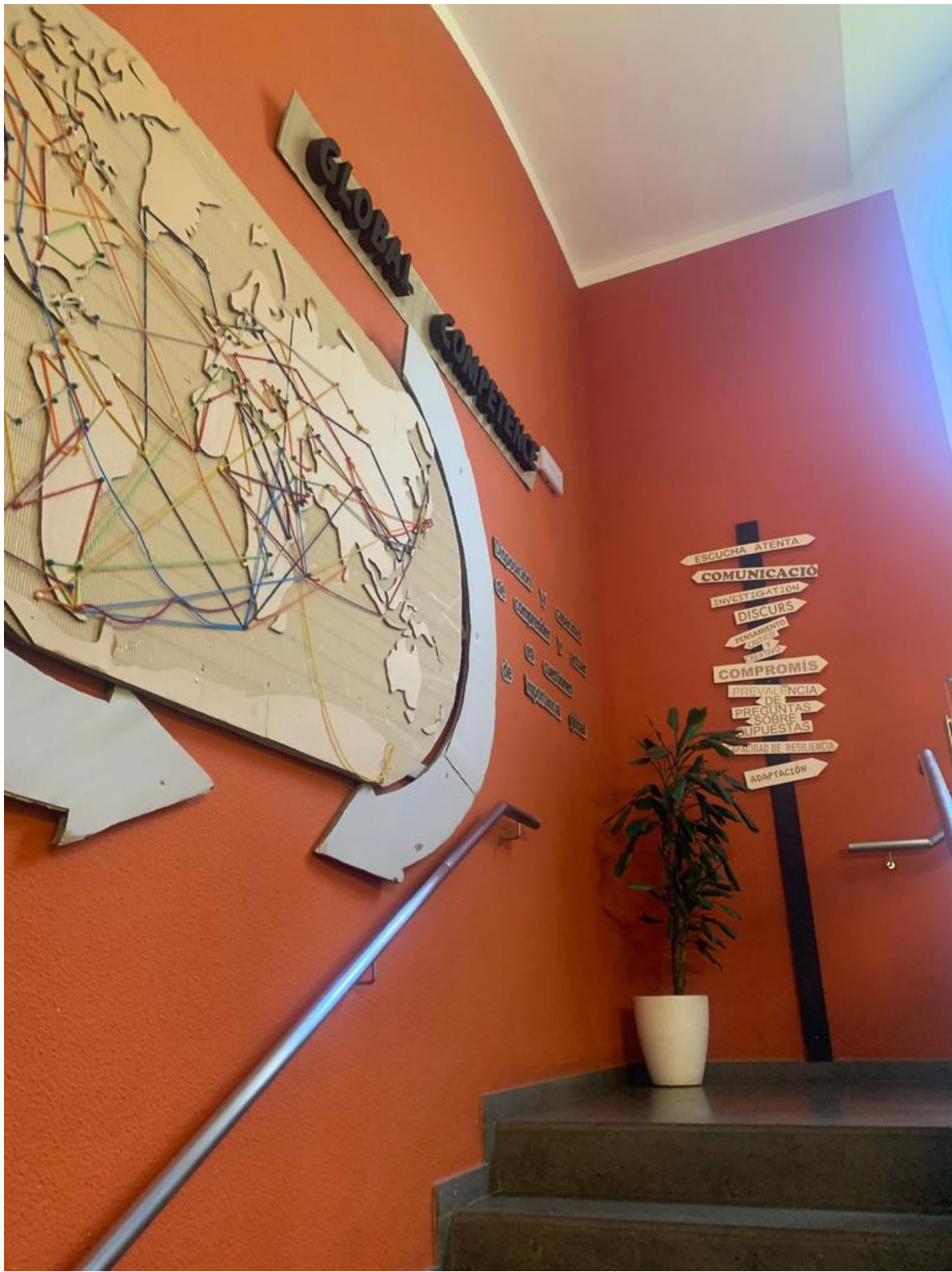
# The Learning Trip to Spain took place between 27th and 31st of May in the Social Entrepreneurship and Innovation Ecosystem of Catalunya

- municipalities, institutions and organizations in the non-governmental and business sector in the municipalities of Barcelona, Girona and Mataro
- a strong **network of cooperatives** has been established, where both the public and private sectors participate to jointly promote the development of the social economy
- **offers important social services** such as education and health care, members jointly manage and control the cooperative, sharing both risks and rewards.





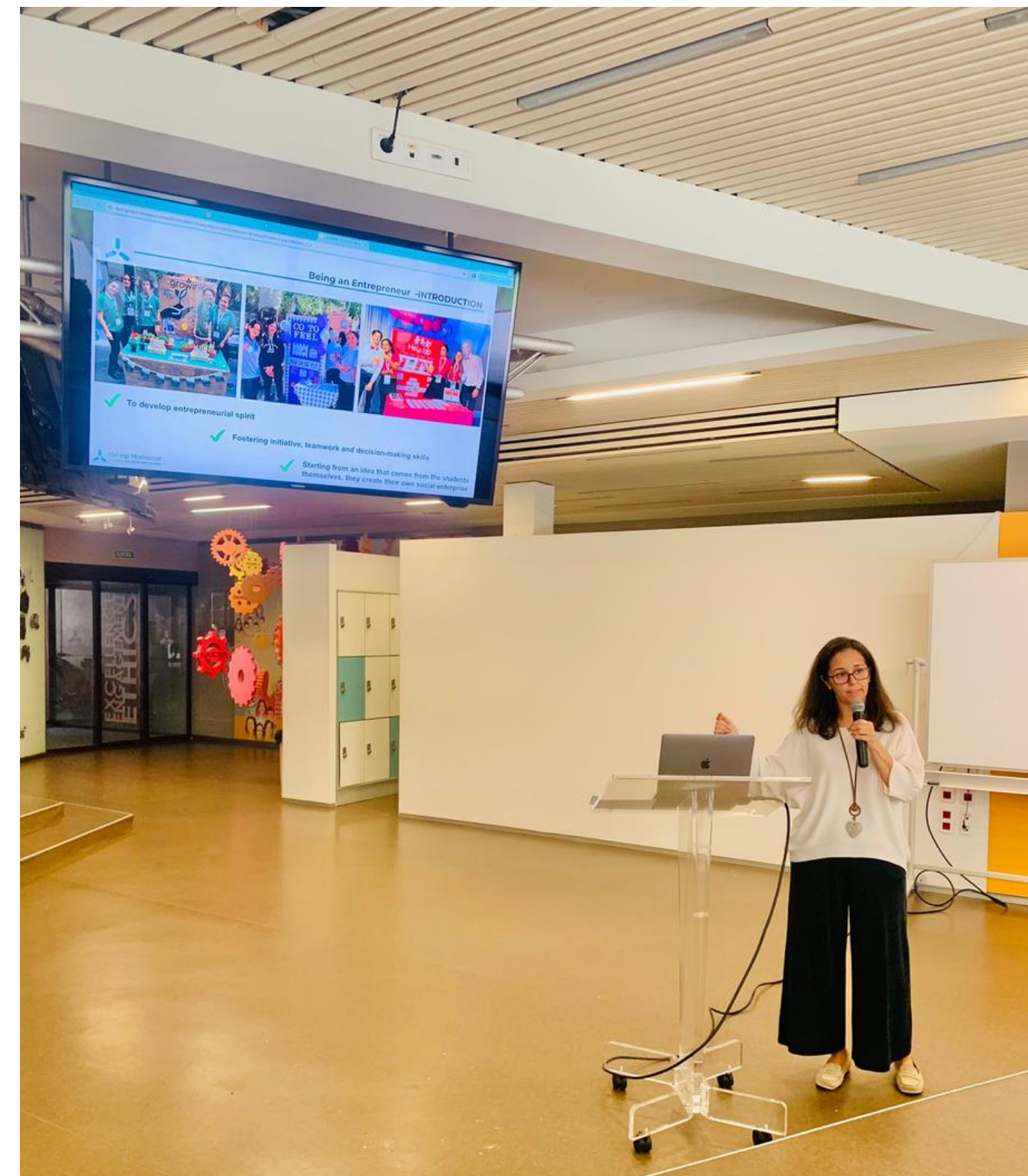
**CATHOLIC SCHOOL ESCUELA MONTSERRAT**



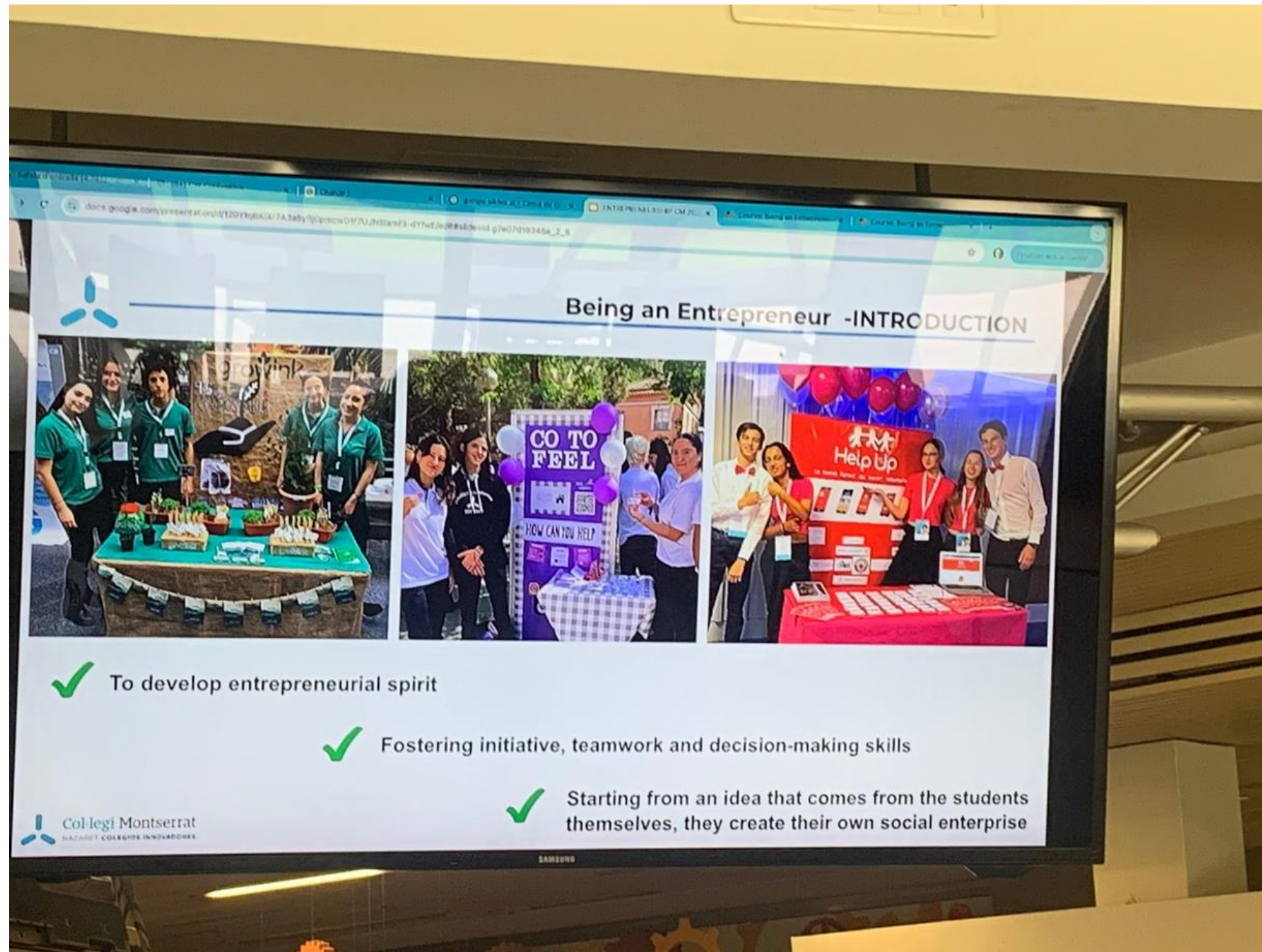
CATHOLIC SCHOOL ESCUELA MONTSERRAT



**CATHOLIC SCHOOL ESCUELA MONTSERRAT**



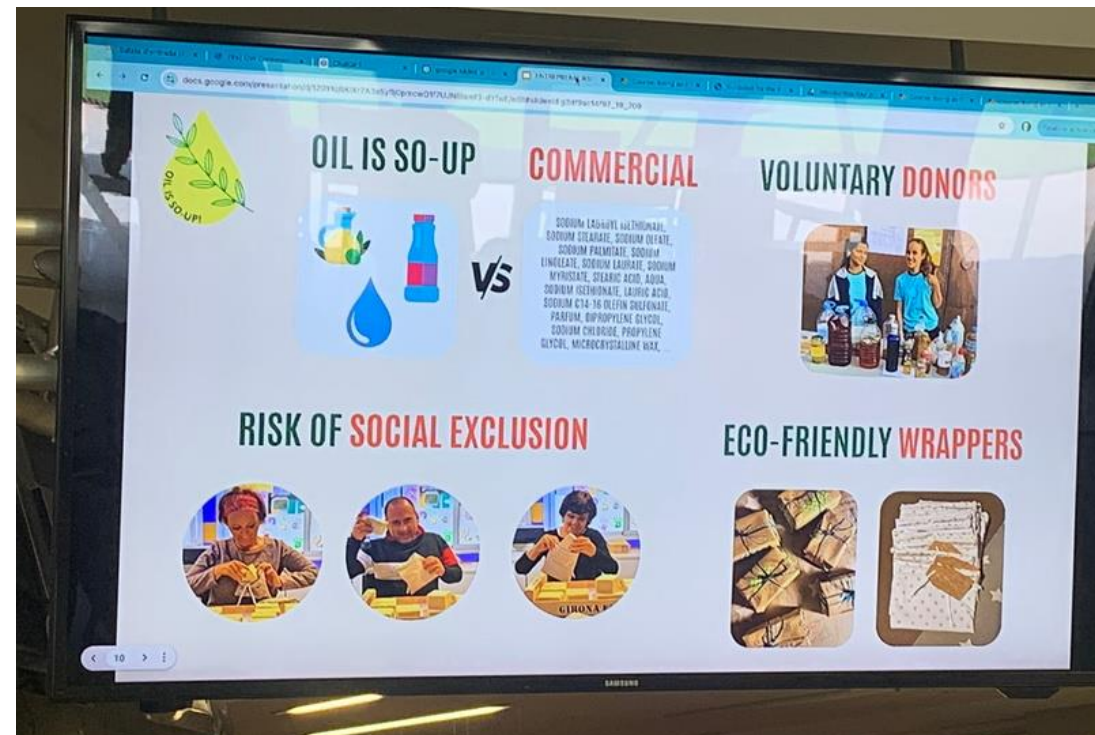
**At the Catholic school Escuela Montserrat, where one of the subjects taught to young people is social entrepreneurship. As part of the course, they must create a business idea (product or service) with a social purpose, divided into groups.**  
**The course is taught in English.**



# Objectives

- Develop sensitivity to social problems
- Responsibility
- Real World Preparation
- Entrepreneurial Spirit & leadership skills
- Understanding Entrepreneurship

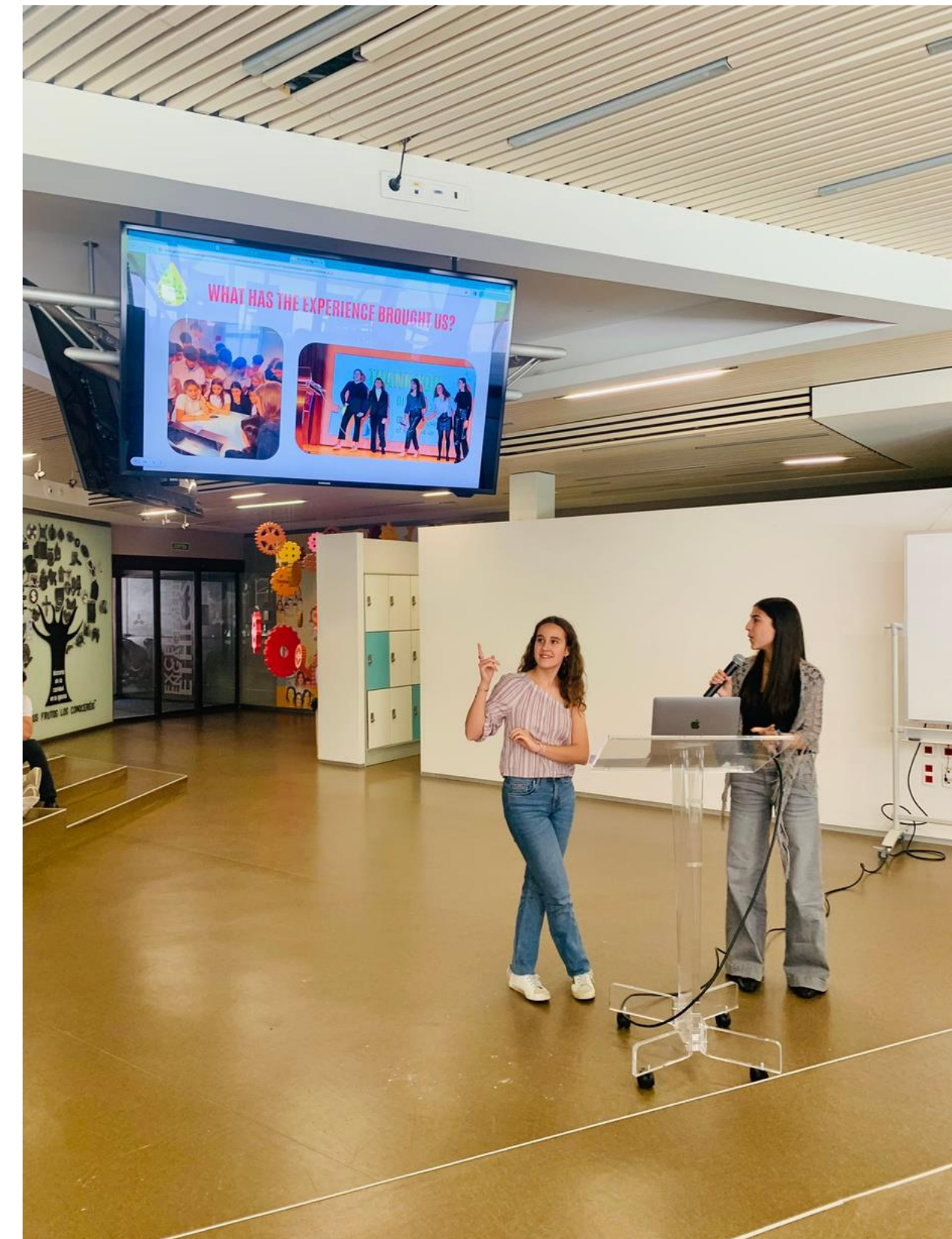
As part of this lesson, they must break into groups and create a business idea (product or service) with a social purpose.



Soap production from recycled oil.

Involves socially excluded people in the producing process

1L of oil pollutes 40,000L of water💧 when poured down the drain







**SOCIAL CHANGE HAPPENS WHEN WE WORK TOGETHER**

**Thank you!**

[www.zemgale.lv](http://www.zemgale.lv)  
[www. zuc.zemgale.lv](http://www.zuc.zemgale.lv)

[www.interregeurope.eu](http://www.interregeurope.eu)