USE2015 Conference
Workshop Entrepreneurs cooperate to meet social conditions
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Introduction

1. Social procurement: reason and regulations
2. Research on social procurement
3. Cooperation by entrepreneurs: labour pools
Unemployment in the Netherlands
Socially sustainable public procurement (SSPP)

Social Return on Investment
the mandatory social condition to create extra jobs for persons with a distance to the labour market
European Directives


Social conditions stimulating employment opportunities are allowed as long as:

- they are linked to the *subject matter of the contract*;
- they are *proportionate* to its requirements;
- the principles of *value for money* and *equal access* for all EU suppliers are observed.
Implementation New European Directives in the Netherlands

Facilitating implementation of social procurement:
✓ Marketing consultation
✓ Innovation partnership
Research project on social procurement
Five sub projects

1. A study of **best practices** in the Netherlands;
2. **Development of recommendations**;
3. **Focus groups** of entrepreneurs, purchasers and persons who supply target groups: discussion about the recommendations;
4. **Implementation** of the recommendations in SMEs and **evaluation** of the recommendation through interviews and a survey;
5. **Roadshow**: dissemination of the results of the research.
Results research

Recommendations for SMEs:
1. Public procurement could be interesting for you as SME and then social procurement is automatically included.
2. Make sure you have influence on the decision making process about social procurement;
3. Make arrangements in your organization in order to be able to apply social procurement.
Results research

Recommendations Purchasers:
1. Social procurement is part of the strategic policy of your organization. Make sure this strategic policy is applied and carried out by all organization levels.
2. Develop a purchasing policy in which social procurement is included transparantly.
3. Make sure to be transparent and consistent in the placement of target groups and give priority to unburdening SMEs.
Negative effect: crowding out

Crowding out = fire employees to be able to hire employees

Prevention:
- Organize meetings: entrepreneurs can give insight in consequences of social procurement
- Search for alternatives

[In English: Social procurement and crowding out. Strategies for prevention, an exploration, TNO January 2014]
Dialogue Triangle

**Purchasers:** transparent processes

**Municipalities:** placement of target groups: unburden SMEs

**SME:** be proactive
Entrepreneurs want to cooperate
Labour pools

1. Legal form: most entrepreneurs choose foundation
2. Perseverance of entrepreneurs!
Employees

3. Employees regular contract with the labour pool: **posting on projects**
4. **Training and guidance from the labour pool:** unburdening of SME
5. Commitment municipalities is crucial
6. Continuity of projects to create jobs
7. Early insight in planning of tender calls
Thank you for your attention!

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