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Social Entrepreneurship in Macedonia

*What has Switzerland
done to support it?*



The first example of social entrepreneurship in Macedonia: Therapeutic community Pokrov

Who?

- Established by CSO Izbor in 2009 with the support of SDC;
- Supported by the Municipality of Strumica, the Orthodox Church and donations.

What?

- Rehabilitation, re-socialization and re-integration of drug, alcohol and hazard addicts.

How?

- Organic production as a part of the work therapy and re-integration;
- Employment for the successfully treated addicts.

Impact:

- Six successfully treated addicts employed at Pokrov.



The first example of social entrepreneurship in Macedonia: Therapeutic community Pokrov





First organic buyer's cooperative

Our Good Earth

Who?

- Started as informal group of 20 families
- Registered in 2014 as cooperative with the support of SDC;

What?

- organized distribution and sales channels of seasonal locally produces organic food,

How?

- socially responsible business model – based on food sovereignty and community-supported agriculture approach

Impact:

- 50 farmers have guaranteed sales, and sell its products as certified organic products thus increasing the sales for 30-40%;
- 3 jobs created (potential 2 in the following 1-2 years),
- lowering ecological footprint



First organic buyer's cooperative Our Good Earth





Lessons learnt

- Very strong commitment, often inspired by a personal story;
- Longer-term support is needed to reach scale and sustainability;
- Support by institutions is necessary to reach the most vulnerable;
- Business skills are often lacking, thus need to be improved;
- Trust building is of crucial importance important.

