



Evolution of sustainability
within care organisations

► Verso?

- Interprofessional employers' confederation for social enterprises
- Represents the interests of 15 federations:
 - ca 16.600 entities
 - ca 416.000 jobs
- Most of them are active in health

▶ Social enterprises?

- A social business/social enterprise is an undertaking
- whose **primary objective is to achieve social impact** rather than generating profit for owners and shareholders,
- which uses its surpluses mainly to achieve these social goals,
- which is managed by social entrepreneurs in an accountable, transparent and innovative way, in particular by involving workers, customers and stakeholders affected by its business activity.
- *(European definition, Social business initiative 2011)*

► Mission?

Unite, defend and reinforce social enterprises
from all sectors in their role as employers and entrepreneurs
in order to enhance their social, economic and ecological impact

▶ Evolution of sustainability within care organisations

- Observations
- Case: collective action through co-operation between social partners and government

▶ Awareness > Individual action

- Bottom-up initiatives within organisations to improve specific aspects (bv food waste; single use)
- Success and longevity dependent on support from managers
- Frontrunner organisations turn action into action plans
- To lift it to collective action co-operation is needed

▶ Case: collective action through co-operation between social partners and government

- Belgium has a strong tradition of social dialogue resulting in agreements between employers, employees and government
- Last agreement in 2021 for the public and private health care and welfare organisations :
- 100 pages with agreements on purchasing power, quality, career, innovation, ...
- ... and one concerning sustainability

▶ Sustainability in intersectoral tripartite agreement

- *“In order to accelerate the knowledge and further implementation of the SDGs in social enterprises,*
- *a one-off budget of 1,000,000 euros is provided within VIA6*
- *for intersectoral actions and education and training initiatives in support of social enterprises*
- *during the term of the agreement”*

ECO SWITCH

Duurzaam doet deugd

[Ecoswitch](#)[Thema's](#)[Tips & tools](#)[Opleidingen](#)

Schrijf je in voor onze nieuwsbrief.

Wil je op de hoogte blijven? Schrijf je in voor onze
nieuwsbrief en ontvang de laatste updates direct in
je inbox.

[Inschrijven](#)

ecoswitch

- Target groups:
 - Interprofessional (broader than health care)
 - Size: SME
 - Sustainability level: not frontrunners or laggards but in between
- Means:
 - Databank with tips and tools; inspiration
 - Newsletter, social media
 - Education and trainings

▶ Preliminary Evaluation - website ecoswitch

- Google analytics june 2023 – mai 2025
- Growing number of users
- Similar number of users as benchmark websites
- Engagement average slightly above average

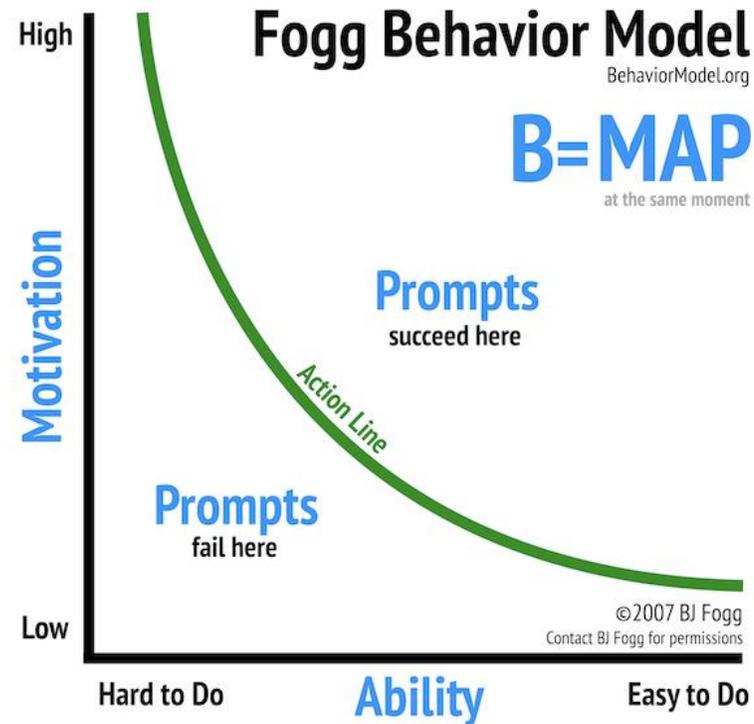


▶ Preliminary evaluation - Training and education

- Training and education:
 - There is a lot of interest and demand, but too little effective participation
 - Not part of top priorities
- External factors:
 - Stop and go policy. Climate subsidies have been scrapped recently.
- Remediation:
 - Dialogue with policy makers
 - Intensive target group research in proces

▶ Lessons learned

- Sustainability is not the priority
- Thus: combination needed of all three elements to change behavior:
- motivation
- ability
- Prompts (triggers)



► Policy advice

- To raise motivation
- To strengthen ability
- To create prompts (triggers)
- > co-creation/partnership government and social partners
- > clear policy & government support

