

“Z lepszego półki” project is sponsored by the European Union. It’s run by Fundacja Rozwoju Społeczeństwa Obywatelskiego (Civil Society Development Foundation). The main idea of the project is to promote an idea of social economy in Masovian district.

We created a website www.zlepszegojolki.pl and it’s “paper” version – a catalogue (published in May 2010). Both present examples of different social enterprises in Masovian district and their offers.

What is a social enterprise?

A social economy enterprise operates like a business, produces goods and services for the market, but manages its operations and redirects its surpluses in pursuit of social and environmental goals.

For example some of the social enterprises described in **“Z lepszego półki”** catalogue hire socially excluded people: challenged people, people who have been unemployed for a long time, ex-prisoners etc. Very often people, who are socially excluded have no chance to get a job in a commercial market. Now their situation is changing because social enterprises appreciate their skills and attitude. **Various goods and services produced by socially excluded workers are available now in the market in Poland.**

What will you find in „Z lepszego półki” website and catalogue?

You will find a wide range of offers for both individuals and companies: **beautiful handicrafts** that can be used as your company gifts or gadgets; **attractive room space** offered by various non-government organizations in Warsaw that could be used for your company meetings or training; there is also **recycling service** for your company or for your household offered by one of the social enterprises in our catalogue.

Who is it for?

It’s for you but it’s also for your company. Our aim is to target various business organizations and individuals and show them that now they can make a **“better choice”**. You can now buy ethical, environmental and very good quality goods from different social enterprises instead of purchasing them only from the commercial market. **We aim at companies in Warsaw and in Masovian district with strong CSR strategy.** We would like to show them that buying products presented in the catalogue and website would be consistent with their CSR policy.

In autumn 2011 we are publishing a second edition of “Z lepszego półki” catalogue.

To get a free “Z lepszego półki” catalogue please contact Olga Wojciechowska: owojciechowska@frso.pl, tel. +48 22 616 33 16.