



Presentation social networking 30th of September 2010

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Development of the network of social enterprise Paradise from 4 perspectives

Growth of the social farm in numbers

Networking in care supply for elderly people
with dementia

Social enterprise: managing with stakeholders for social and financial
added value

Networking in business categories

Growth of guests, volunteers, employees, activities

	2006	2007	2008	2009	2010
Number of care guests	30	60	90	120	130
Type of care question	Elderly people	Elderly people	Elderly people	Elderly people	Elderly people
	Weekend stay children autism	Weekend stay children autism	Weekend stay children autism	Weekend stay children autism	Weekend stay children autism
		psychiatric	psychiatric	psychiatric	psychiatric
			Day activities children ASS	Day activities children ASS	Day activities children ASS
			Youth care	Individual care	Individual care
				Youth care	Youth care
<i>Social investment</i>	6 bedrooms Meeting room Farm house	Gardenery Stable cows and horses	Equipment machines	kitchen	Barn organic chickens

Growth of guests, volunteers, employees, activities

	2006	2007	2008	2009	2010
Number of care guests	30	60	90	120	130
volunteers	10	20	30	40	50
Number employees	3	8	12	15	18
Parents children	20	50	100	150	150
Partners, children elderly people	20	40	60	80	100
Cooperation care institutions	1	2	3	4	5
Customers organic products	5	25	50	75	100

100 **3000**
guests **networkers**



A close-up photograph of a person's hands on a black steering wheel. The person has red nail polish and is wearing a silver metal link bracelet on their left wrist. The steering wheel has an "AIR BAG" label. The background shows the car's interior and a view of a road and greenery through the windshield.

The drivers

18





now

later

Care question

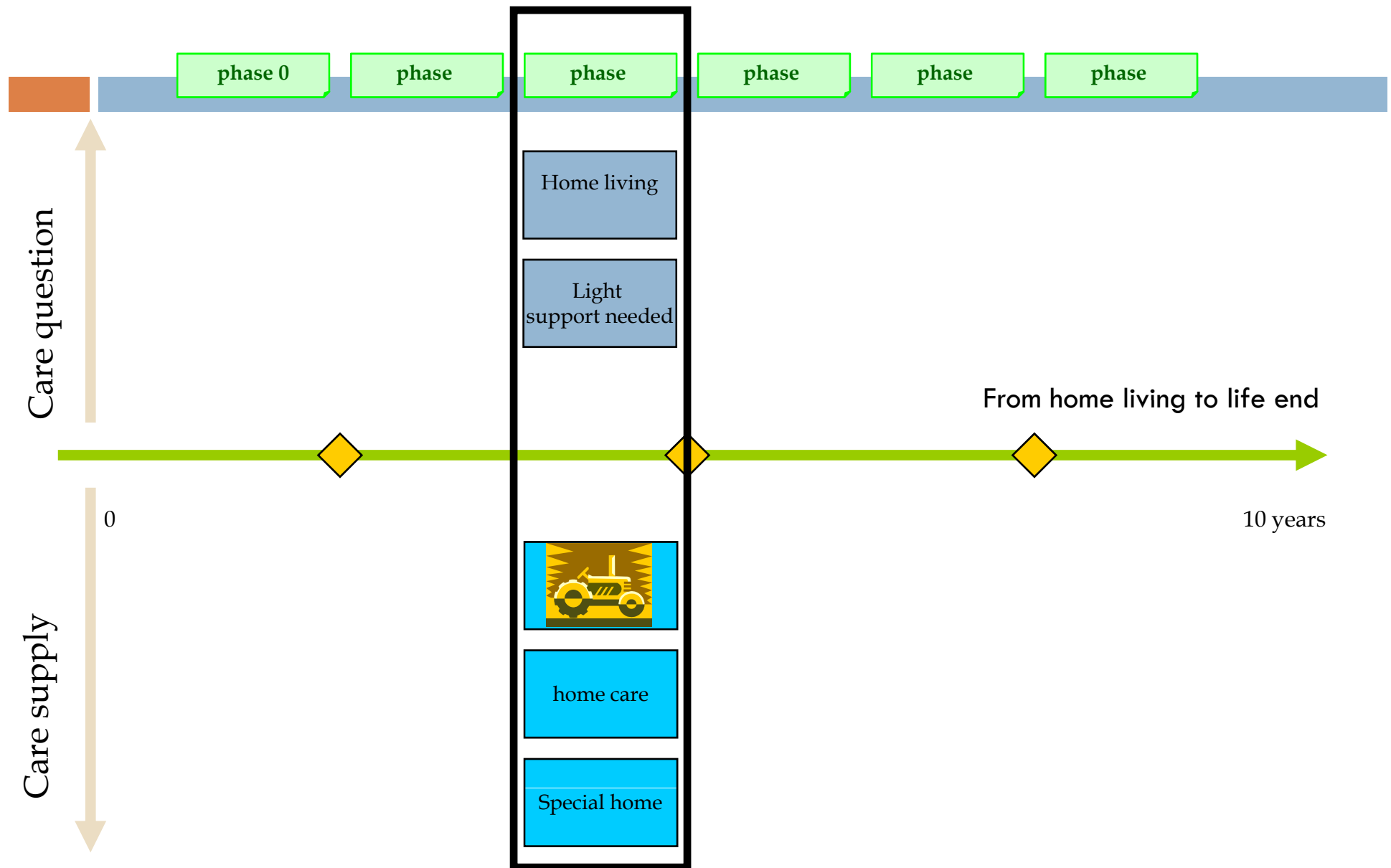


**Fragmented and
competitive care
supply**

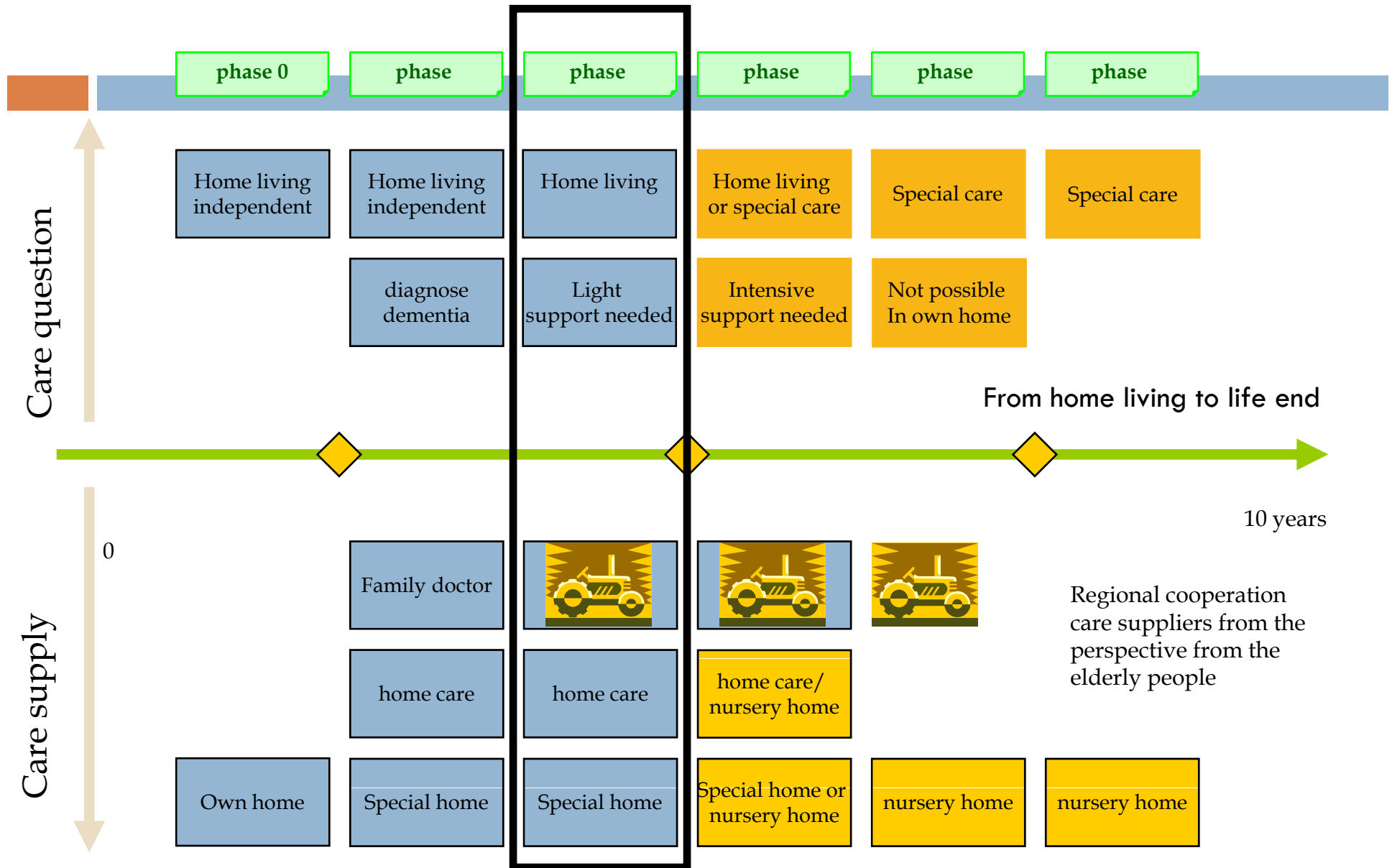
ELENDALE
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Phases in the end of the life of elderly people with dementia



Phases in the end of the life of elderly people with dementia

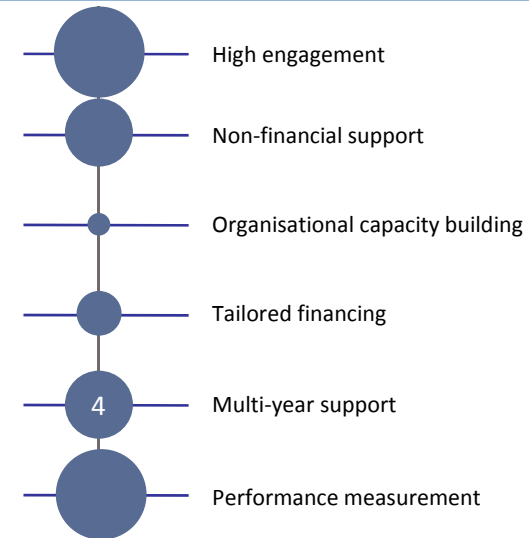


't Paradijs

short description As a care farm, 't Paradijs aims to combine care in a supportive natural environment for some of society's most vulnerable people: elderly and autistic children



VP key characteristics



shærpa interventions on behalf of client

- boardseat
- sroi analysis and report
- leverage via network
- leading to a *social enterprise*

social issue People experiencing mental health issues (e.g. dementia) and autism find themselves with negative thought spirals that engender low confidence and low self-esteem. Their demand for care is urgent.

urgency From the demographic point of view, we have to face an aging population and a growing demand for care. This applies for children with autism.

scale There are currently 110,000 people diagnosed with dementia. In addition, there are about 120,000 people suffering from dementia but whose diagnosis has not yet been determined. These numbers will increase dramatically till 2050.

solution Provide a supervised, structured program of farming-related activities, including animal husbandry (livestock, small animals, poultry), crop and vegetable production, woodland management etc.

objectives *specific* Take care of +35 elderly with dementia (weekdays) and +75 children with autism (weekends, Wednesday and Saturday).

timeframe 4 years

sv-score 79,5

sroi-ratio/froi 1,9

invested amount €100.000 (loan)

- results**
- 60+ elderly (Alzheimer 34)
 - 80 autistic children (weekends)
 - Structuring into social enterprise

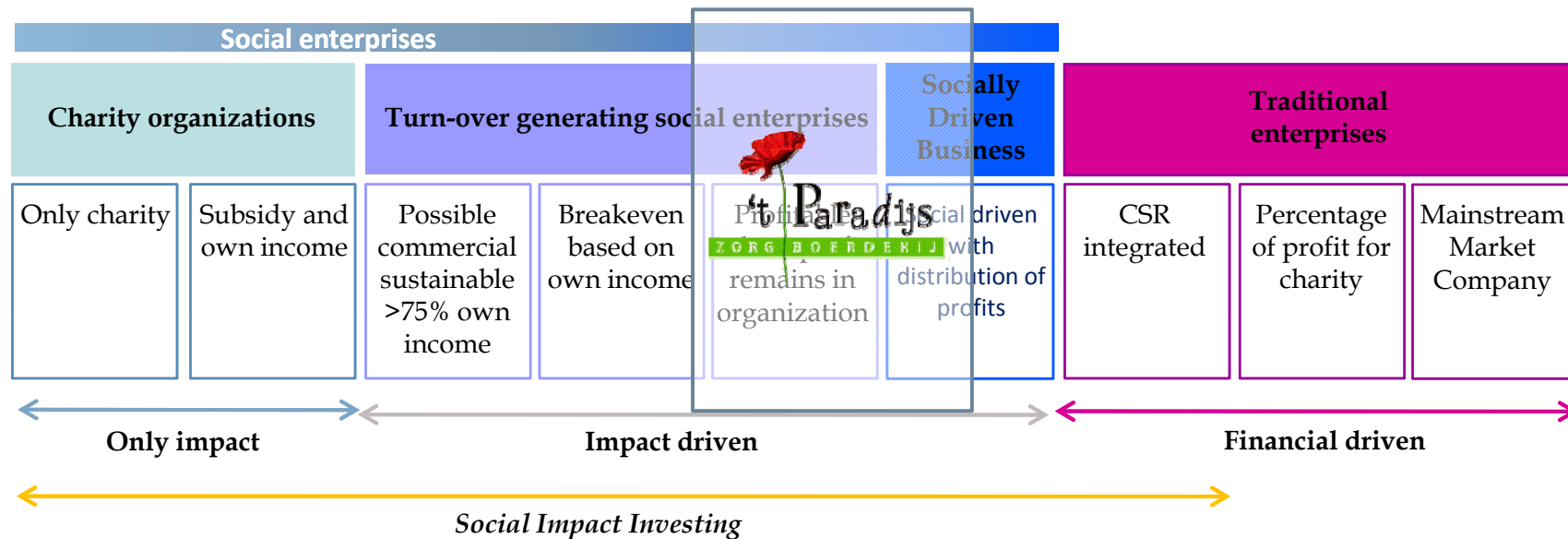


**Common social
innovation**

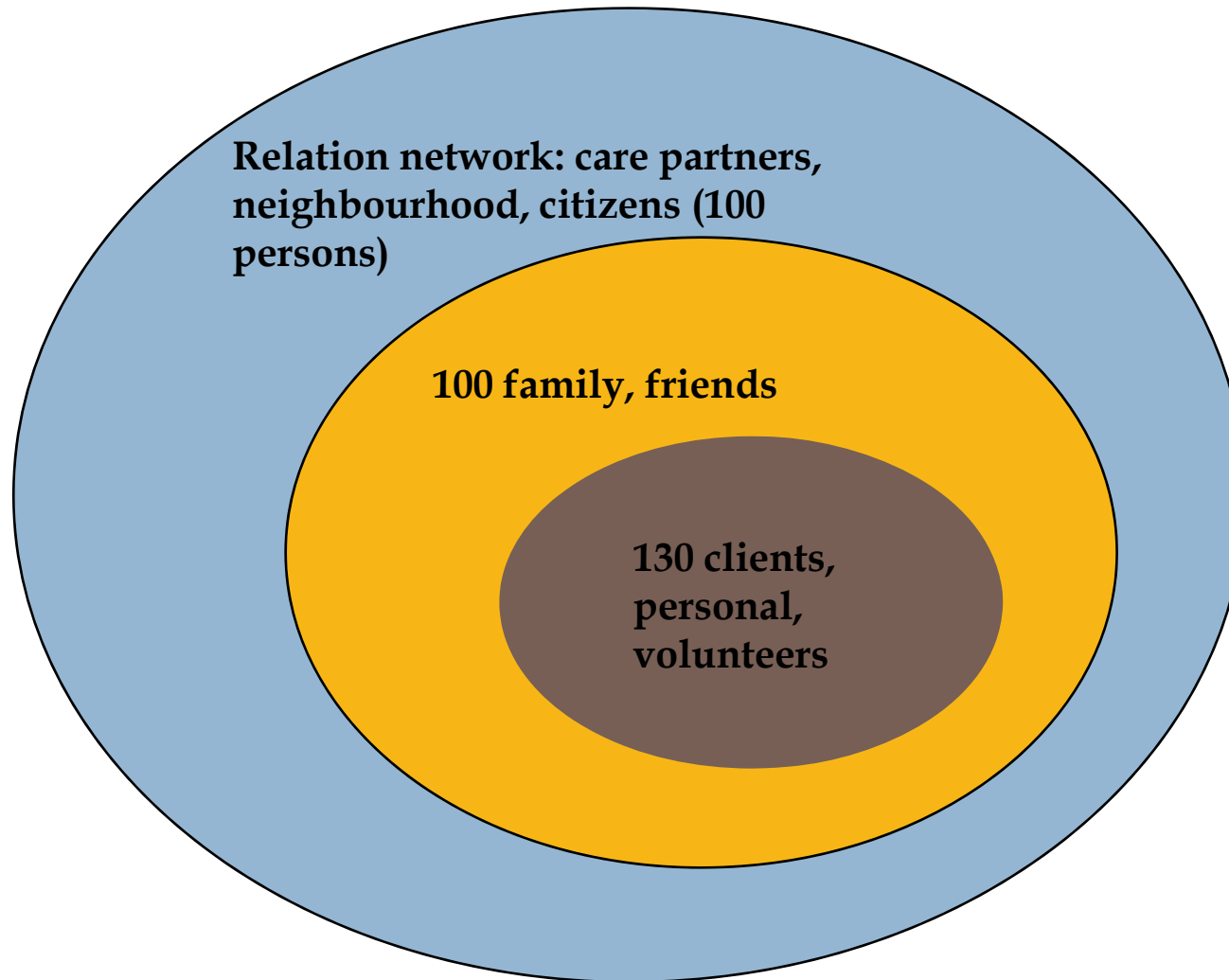


From return on investment towards social return on investment

Primary purpose is creating **Social added value** ← Organizations can create social and financial added value → Primary purpose is creating **Financial (added) value**



Social impact and stakeholder approach



† Paradijs
Maatschappelijk Bedrijf

† Paradijs
Maatschappelijk Bedrijf

† Paradijs
Maatschappelijk Bedrijf

Stakeholders

clients

customers

society

Elderly
people
children

Products

Local
Regional
national

partners,
family, friends

services

Volunteers
students

Shareholders

Agriculture

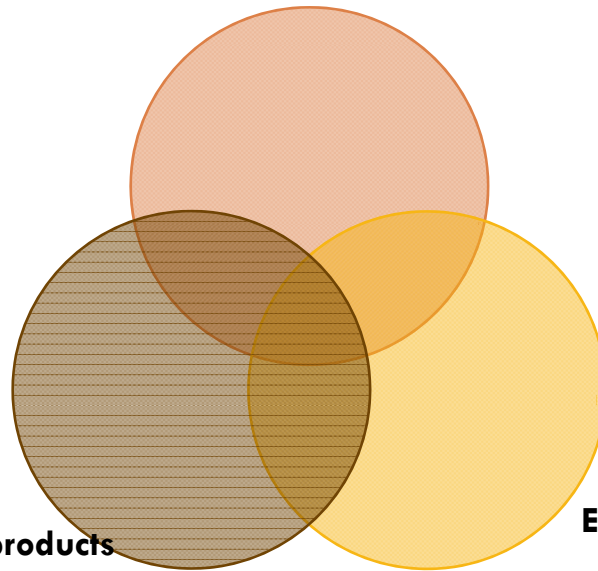
knowledge

care

Blended value



Social: care for people

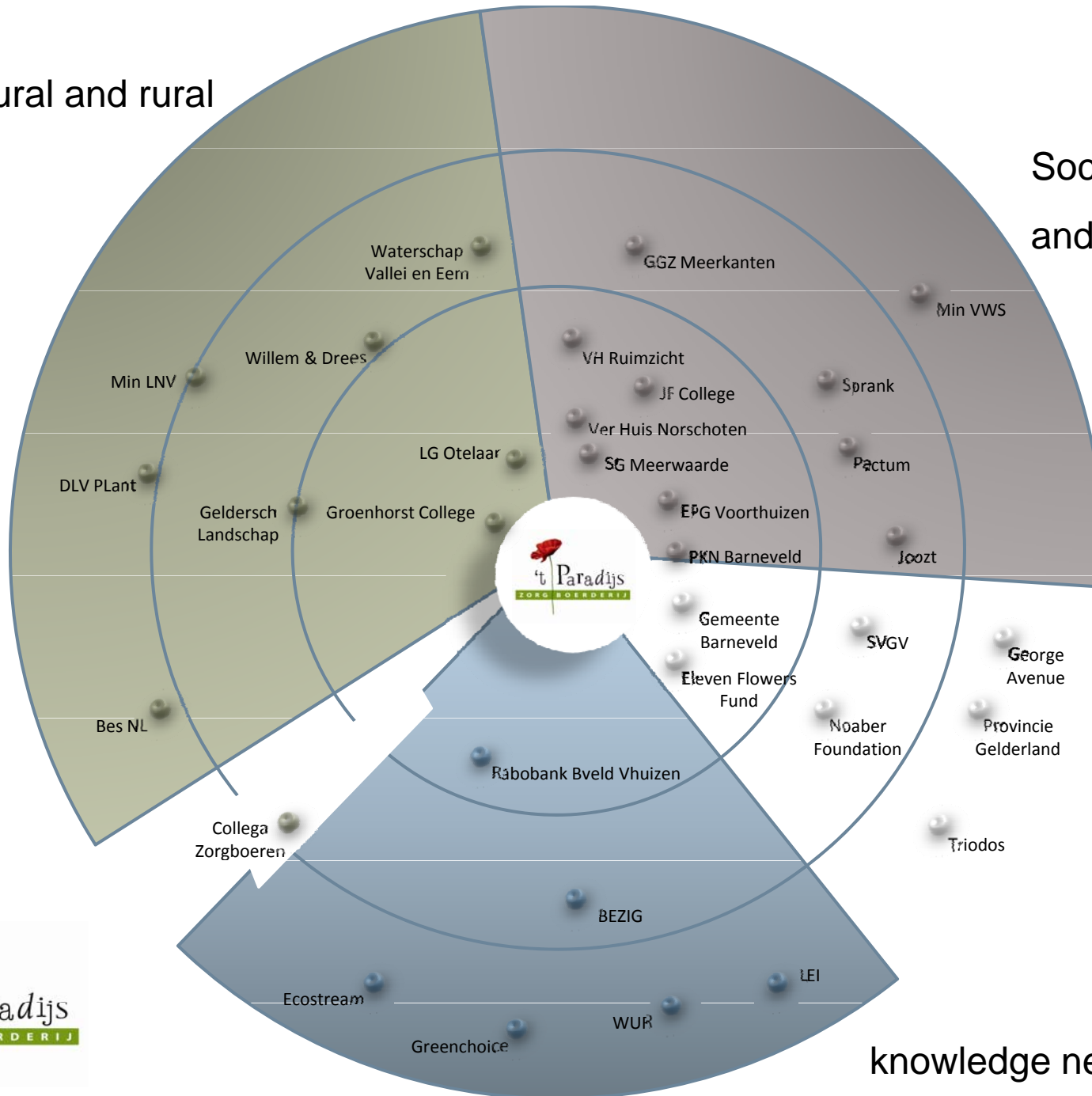


financial: sell of agricultural products

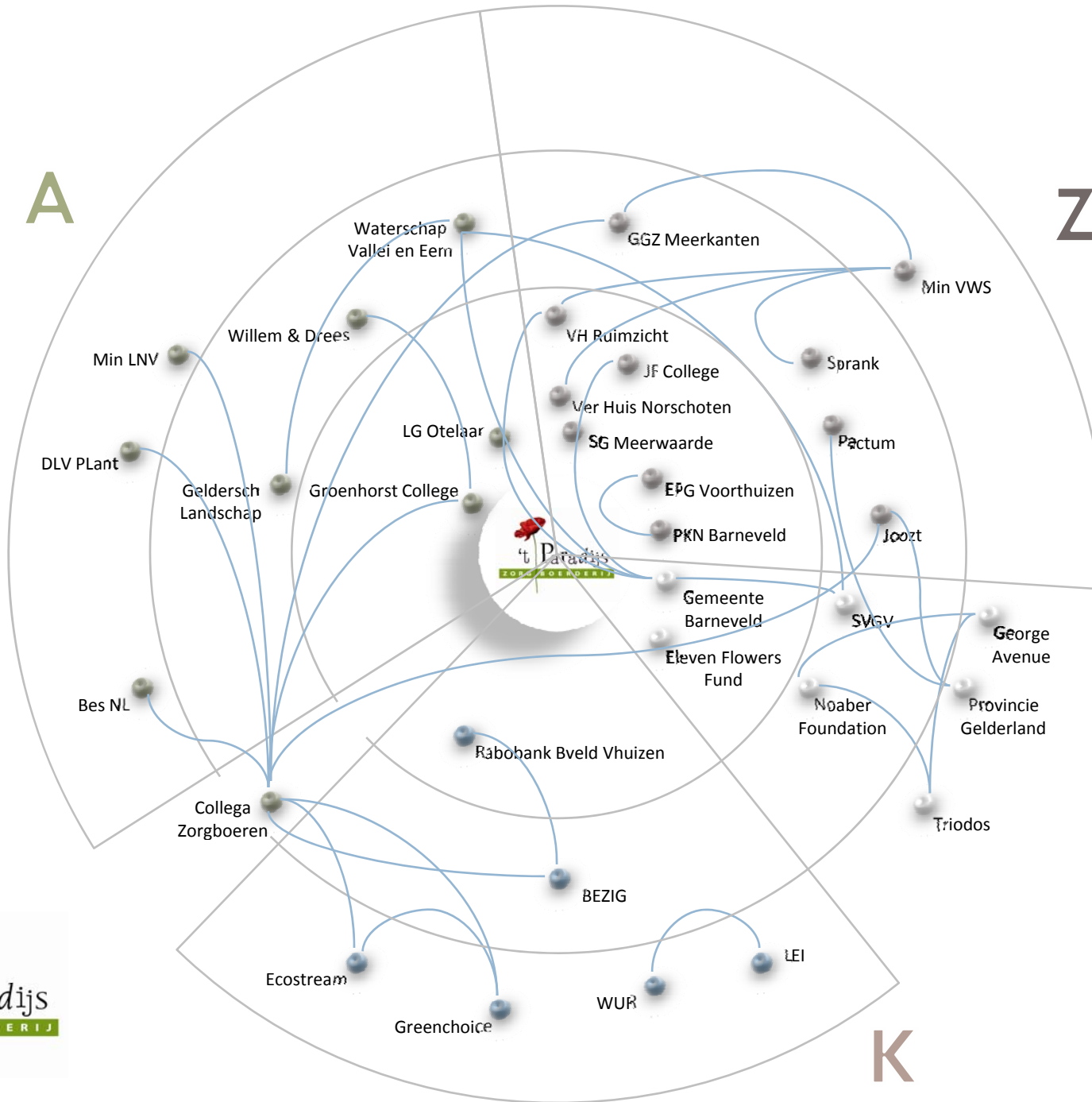
**Ecological: care for nature,
landscape, environment**

Agricultural and rural network

Social welfare and care network



knowledge network



A close-up photograph of a person's hands on a black steering wheel. The person has red nail polish and is wearing a silver metal link bracelet on their left wrist. The steering wheel has an 'AIR BAG' label. The background shows a car's interior and a blurred outdoor scene. The text 'Driving principles' is overlaid in a large, bold, white sans-serif font.

Driving principles

Social network from the connecting perspective of care for people and care for food and environment

The farm is becoming a place to be together, to celebrate, because people are looking for giving meaning to care for people, food, nature “blended value”

In the middle is the involvement, people feel connected with the social purposes and with passionate and inspirational entrepreneurship.

customers give value to products that are tasteful, fresh, traceable, and organic/ unsprayed

involvement of social investors

Combine, heart, head and hands in your vision and entrepreneurship

Look for visionary people, pioneers, sources of inspirations

Search involvement of social investors

Dream, think, act

- Focus on social benefit and entrepreneurship

Future picture:

Personal and small scale care for people with a care question on a family farm, integrated in a social community and producing in local and regional production circumstances and market relations.

As long as the seed of the corn is not dying.....

Luck or not luck – it depends on our selves, whether
crises can become chances

To new coasts.....every moment you choose your own
“me”, but do you choose “yourself”? Which talent is
really called “what I am”?