

# Impact of Social Green Enterprise Spijkerkwartier Arnhem

The Blue Community Economy is a citizens' movement that combines the passions and talents of neighbourhood citizens and values of the neighbourhood to develop a pleasant living environment, climate proof neighbourhood and vibrant neighbourhood economy. Keywords are local, inclusive, social enterprises, circular and community. One of the initiatives of the movement is the green social community enterprise. This social enterprise will take care of all the green in the neighbourhood. Its aim is to create a safer, more attractive, more connected neighbourhood by taking care of the green space by local citizens. It will be a social enterprise that generates jobs and learning trajectories for local citizens. Different types of stakeholders show enthusiasm and are participating in the initiative like the municipality, TEAM 3.0 (coaching), green enterprises, local schools etc. The initiative is supported by the municipality with an innovation budget. The involved citizens have great confidence in the initiative and its approach. They want to strengthen the initiative by monitoring the added value of the approach. They are interested to monitor the social, ecological and economic impacts. This will help them in their discussions with the municipality and with companies involved in green maintenance. In the autumn of 2017 the collaboration of the green social community enterprise with different types of stakeholders will start. In a living lab setting they hope to develop a process of joint co-creation and learning.

Questions are:

- How can we measure the impact of the social enterprise economically, socially and ecologically
- Is a simple tool available? What are good indicators, can the impact be monitored at individual and neighbourhood level?
- Can we learn from other initiatives where impact is monitored economically, socially and ecologically?

Do you think this topic might be interesting for you? Don't hesitate to contact Jan Hassink, projectleader Science Shop WUR, Plant Sciences Group: [jan.hassink@wur.nl](mailto:jan.hassink@wur.nl), +31 317 480 576