



Grant Agreement n°101121658

Deliverable 3.1

Report on survey on MBs knowledge of WISEs and the social purchasing policies



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I. Introduction

Buy WISEly project aims to enable work integration social enterprises (WISEs) and mainstream businesses (MBs) in involved countries to design, foster and implement transactional partnerships, including trade relationships. The consortium does this in service of a sustainable buy social business-to-business (B2B) market and to respond to several identified needs and address current shortages of the labour market by using a holistic approach.

The specific objectives are:

- To raise awareness on added values of “buy social” B2B markets as well as of WISEs towards MBs;
- To encourage the involvement of MBs to support up/re-skilling pathways of disadvantaged groups to facilitate their access into the ordinary labour market;
- To strengthen the operational and financial capacity of WISEs to cooperate with MBs, the so-called “trade readiness”;
- To develop transactional partnerships through concrete actions between WISEs and MBs.

The project foresees an increase of knowledge of 10 WISEs and 10 MBs about social buying in each participating country and an establishment of 10 partnerships between WISEs and MBs per country with an increase of 20% of B2B revenues and/or opportunities of WISEs. Through partnerships with MBs ready or willing to buy from WISEs, the project could therefore generate more opportunities for WISEs to enlarge their network with an intention to increase of between 5 to 10% of MBs’ expenditures on WISEs’ products. It is intended that, an adjustment of MBs purchasing policies of 50% can be reached, but, if such policies are not applied or not possible, an increase of social buying intention of 50% will be considered as an alternative result.



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- To achieve these objectives within the European project, Buy WISEly there was a need for insights in the knowledge on buying social and the current degree of local and regional B2B sales and the level of trade readiness of WISEs. A lack of research on collaborations between WISEs and MBs (share of resources, partnership organisation, generated value etc) prompted this study.

This report presents the results of a survey sent to both WISEs and MBs in Austria, Ireland, Italy and the Netherlands. It outlines the current knowledge of MBs (including their representation and networks) about buying social in general and from WISEs, their ongoing social purchasing policies and the percentage of B2B revenues of WISEs.

The insights of this report serve as a preliminary contextual assessment and is strategically as it will allow to measure the project impact later on. It provides valuable input for subsequent study visits and focus groups, as part of the three-phase work package on awareness and capacity building.

II. Methodology

Surveys were conducted among WISEs and MBs in each implementing countries in order to assess the current knowledge of MBs (including their representation and networks) about WISEs, their ongoing social purchasing policies and the percentage of B2B revenues of WISEs.

The joint partners have determined in consultation what the main indicators are, both for the level of cooperation and relationships, as well as for the project objectives. Based on the outcome, the researcher from one of the partner organisations (De Omslag) prepared a draft questionnaire and presented it to the project partners for evaluation. Feedback and additions



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were incorporated, and the final questionnaire was established. Subsequently, each partner translated the questionnaire so that it could be distributed and deployed in their own language.

The survey was drawn up based on joint practical knowledge. It consisted of multiple choice and open-ended questions. The questions were grouped in the following categories:

- knowledge & ambition
- deployment
- possible improvement actions and engagement.

The questionnaires had two versions, one focused on WISEs and one on MBs. They were distributed in each implementing countries. Only fully completed surveys were included. The intention was to conduct a survey among 20 companies (including 10 WISEs and 10 MBs) per country, for a total of 80 respondents. With these numbers the consortium expected to reach a representative sample.

The survey was open from September 21 to October 6, 2023. The format was electronic and in the language of each respective country. The survey was ultimately filled out by 97 companies (48 WISEs and 49 MBs).

For the analysis, each partner first interpreted the data collected in their country, translated the data from the relevant national language to English and added reflections and conclusion per category and on the results as a whole. From there an initial analysis was made by De Omslag, which was then presented and discussed with all country representatives together, to verify and reach a more in-depth analysis. The final report incorporates this feedback and input.

As for the methodology and usage of percentages, possible bias should be taken into account



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when interpreted. First of all, since it is not clear who filled out the surveys, but also because of the relatively small amount of collected data. It is also possible that those who already knew something about the subject were more likely than others to participate in the survey.

III. Results

The survey was ultimately filled out by 97 companies (48 WISEs and 49 MBs). The results per country can be found in the annexes. Here below the general results of the combined response from all partner countries are described. First the results for the survey among Mainstream Businesses and then for the WISEs

a. Mainstream Businesses

Knowledge and Ambition

More than half of the respondents (57%) are familiar with social purchasing. Social purchasing was defined as follows:

Social purchasing refers to buying from a social enterprise that provides jobs for people with a distance to the labour market (Work Integration Social Enterprise, WISE)

A large portion (43%) are not familiar with social purchasing at all. Additionally, the majority of the participating MBs do not have a policy on social purchasing (82%).

Implementation and Execution in Practice

Of the MBs, 42% indicated that they actually engage in social purchasing. This mainly applies to traditional products and services such as cleaning, catering, and small artisanal gifts.



Table 1: expenditure MBs buying social

| | |
|----------------------|------|
| 0%: | 37 % |
| less than 10%: | 53 % |
| between 10% and 25%: | 6 % |
| between 25% and 50%: | 4 % |
| between 50% and 75%: | 0 % |
| between 75% and 90%: | 0 % |
| more than 90%: | 0 % |

The majority (90%) of the MBs that completed the survey spend between 0 and 10% of their expenditure on products and services from WISEs. Less than half of them do have the ambition to increase their social purchasing, while 14% do not have this ambition and 37% are unsure.

Some MBs have other forms of cooperation with WISEs. For example, there are companies that offer internships or provide their own employees with the opportunity to volunteer at WISEs, as well as companies that offer mentoring to WISEs.

Actions for improvement

More than half of the MBs that participated in the survey identified actions such as knowledge exchange, good examples, and a website or showcase as the most important improvement



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actions. Additionally, 26% believed that partnering with a WISE could contribute to (increasing) social purchasing in their company. Furthermore, just over 20% of the surveyed companies indicated that work visits and events such as markets could also contribute to increasing knowledge and expertise in social purchasing.

b. Work Integration Social Enterprises

Knowledge and ambition

40% of the respondents have a marketing strategy to strengthen B2B sales. The WISEs that do not have a marketing strategy indicate that they do not have the time and resources for it, or (a small group) because they mainly focus on Business to Customer (B2C) or Business to Government (B2G) sales.

Implementation in practice

Of the WISEs that completed the survey, 87.5% actually sell products or services to MBs. It involves a wide range of products and services in multiple industries. From corporate gifts to call centre services, from cleaning and transportation to catering, from recycling to personnel secondment, and from accounting to IT services.

The revenue from selling products and services to MBs is distributed as follows among the 48 WISEs:

Table 2: revenue WISEs from MBs

| | |
|----------------------|---------|
| 0%: | 12,5 % |
| less than 10%: | 31,25 % |
| between 10% and 25%: | 12,5 % |



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| | |
|----------------------|---------|
| between 25% and 50%: | 25 % |
| between 50% and 75%: | 48,33 % |
| between 75% and 90%: | 2 % |
| more than 90%: | 8,33 % |

On the question whether the WISEs have a sustainable trade relationship with MBs, 75% responded positively. The business relationships of the WISEs are very diverse. It includes both SMEs (Small and Medium-sized Enterprises) as well as large companies.

Actions for improvement

WISEs indicate that a sustainable collaboration between WISEs and regular businesses is preferred when it comes to actions to strengthen buying social (60%). WISEs also believe that especially work visits by regular businesses to WISEs create great awareness, which could also increase social purchasing at WISEs (58% of respondents). WISEs emphasise that it should be a business work visit where the right companies are invited so that it can lead to a business deal. Providing more explanation about the benefits of a trade relationship with WISEs (e.g. social return and Corporate Sustainability Reporting Directive (CSRD) implementation) can also be of great value according to respondents.

Knowledge exchange and sharing of good examples are mentioned as improvement actions by 64% and 52% of the WISEs, respectively.

A buy social platform or showcase of products and services is mentioned as an option to strengthen social procurement by 44% of the WISEs. In the explanation, it is also pointed out that



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existing platforms should be improved, taking better account of the wishes and needs of regular businesses.

On the question *What could be improved about your current B2B marketing strategy?*, the most common answer was that they need more time, resources (budget), and knowledge. Sharing good examples, good visibility on business platforms, and hiring expertise were suggested as ideas.

The respondents all indicate that by allocating more time and resources, their marketing strategy will certainly be improved. 41% of the respondents are interested in professional development in the form of training on topics such as marketing strategy.

Respondents also mention that measuring impact, and particularly communicating the social impact made by the WISEs more effectively, is seen as a good improvement action. Another action mentioned is conducting a thorough market analysis, which would enable more targeted communication and customized propositions. Lastly, there are also ideas to collectively communicate the benefits of doing business with WISEs.

c. Differences between countries, MBs, and WISEs

From the responses of the participants, an image emerges that supports the intentions and commitment of the project. At the same time, the consortium is dealing with differences in context (countries) and in perspective (MBs and WISEs). MBs and WISEs sometimes give different answers on some points. A few differences are highlighted.

Although there is a difference on the topic of buying social, for example 90% of the MBs in the survey of Austria states that they are buying social, the difference in the expenditure total is not significant.



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In Austria the main focus for WISE's who have contracts with the public employment service is to guide unemployed people into the general labour market. Their relations therefore stem from supplying MBs with workforce. By doing so they get to know each other and from there start to identify business opportunities.

MBs in Austria don't have to meet a quota of hiring people with support needs, but what does encourage them are the present labour shortages. WISEs recent experience of engaging with MBs indicates they are more open minded to working with people who are (long-term) unemployed. Even more so if they are coached by the WISEs.

88% of the WISES who responded to the survey sell to mainstream enterprises. A diverse range of products and services is mentioned, for example facility services such as cleaning, catering (and related activities) and logistics/transport. But also, high-quality business services such as marketing and communication, IT and advice and support for financial-organisational issues, (tax) administration are also provided. In addition, there are also WISEs that supply craft products such as bread or promotional gifts.

Marketing

The outcome of the survey shows that the WISEs respondents employ a marketing strategy for the purpose of strengthening B2B with a different focus. Whether the strategy focuses on marketing the social impact or marketing the product or service depends on the customer that the WISE has in front of them and perhaps also on the trade culture in the country or region.

For example, WISEs in the Netherlands that have a strategy indicate that they primarily focus on 'selling' the social impact. In this way, some WISEs in the Netherlands showcase their social return value, targeting suppliers to governments (often municipalities), which have a social return



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obligation. These suppliers/companies can meet their obligation by purchasing from, or collaborating with, WISEs.

Other WISEs are already focusing on the new legislation Corporate Sustainability Reporting Directive (CSRD) although it's still very primary and not yet an obligation. The Corporate Sustainability Reporting directive entered into force the 5 January 2023. This new directive modernises and strengthens the rules concerning the social and environmental information that companies have to report. A broader set of large companies, as well as listed SMEs, will now be required to report on sustainability.

Government policies in each implementing country shape the trading climate. Irish MBs for instance operating in Britain opting for tenders must comply with mandatory community benefits requirements. MBs are searching for social enterprises in their supply chain, but lack knowledge on social buying/ stakeholder engagement. This and other European directives for procurement seem promising for the development of the social economy.

An example of an incentive for WISEs to focus strongly on a good marketing strategy is the legislation in Austria that obliges WISEs in receipt of subsidies from public authorities to generate at least one-third of their budget from B2B income.

Stimulating Cooperation

In the Netherlands, it is noticeable that WISEs often mention companies in the healthcare sector as their partners to cooperate with. These companies seem to be strategic collaboration partners for WISEs because they often share the same ambition (supporting the participation of vulnerable groups).



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In Austria, there is the possibility, through legislation, for employees with support needs from WISEs to be seconded to MBs and, if successful, to be employed by the MB, which stimulates collaboration.

Another example takes place in Ireland and the Netherlands, where MBs collaborate with WISEs to apply for and, if awarded, implementing a tender. The WISE usually takes care of the social impact component in this case.

In Italy on the other hand, like in Austria, WISEs receive funding through programs focused on creating pathways for the people who work in WISEs. Besides this the WISEs mostly derive revenue through B2G, B2B covers just a small part. Since WISEs operate mainly in the public market and MBs in the private, they have to deal with different 'languages' and legislation.

Improvement actions

MBs who participated in the survey identified improvement actions such as knowledge exchange, good examples, and a website or showcase as the most important improvement actions. WISEs also mention knowledge exchange and good examples, but they also believe that work visits from MBs to WISEs make a significant contribution to awareness and therefore collaboration. MBs are less enthusiastic about this in for example the Netherlands and Austria.



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IV. Conclusion Buy Wisely survey

From the analysis of the data of MBs, it is shown that more than half of the respondents know what social buying is, but most of them do not have an active social purchasing policy and relatively little knowledge about social procurement opportunities and how to take advantage of buying from WISEs.

On the other hand, most WISEs have no marketing strategy implemented for B2B and little knowledge and resources for it.

From the analysis of the almost 100 survey responses, one can state that there is a need for knowledge about the what and why of MBs collaborating with WISEs. Sharing knowledge about the benefits of a trade relationship with WISEs can be of great value:

A large number of the MBs are not familiar with social purchasing at all. So, there is still a considerable task to create more **awareness** about social buying from WISEs.

Also, the majority of the MB's that participated in the survey do not (yet) have a **policy** on social purchasing; there is little focus on buying with impact. Although it is not common for many small and medium-sized businesses to have a specific procurement policy, the respondents in the survey also did not refer to a possible informal policy in general. Traditionally, the focus is on profitability and not yet on sustainable circular and social goals.

Trade and purchasing are often based on **personal relationships**. Of the MBs, 42% indicated that they actually engage in social procurement. This mainly concerns **classical products** and services such as cleaning, catering, and small artisanal gifts. High-quality products and services such as IT or accounting were not mentioned, even though these products are also provided by WISEs. The social purchasing percentage shows that there is certainly **room to achieve the ambitions** and increase spending on social purchasing.



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If there is **little or no knowledge and stimulus** to engage in buying social from a WISE and MBs do not have any advantage through a preferential policy, WISEs do not have an advantage in promoting the social impact of their business. This also means that WISEs will have to focus on regular ways of promoting their products and services, in a situation where they face tough competition.

In some partnerships mentioned, social impact is actually the common starting point. For MBs to win a tender and also contribute to social objectives, and for WISEs to generate more revenue that allows them to contribute more to an inclusive labour market by investing in workplaces for employees with support needs.

It would be good to raise awareness on the potential opportunities of tendering, by jointly applying to calls. There may be a different rationale for the partnership for tendering. It may be that the MB needs to demonstrate their "social credentials" in order to win a contract and therefore having a WISE in their supply chain helps them score better in tender criteria. Alternatively, a WISE may be interested in tendering for a public contract but may not have the capacity, track record etc, so by partnering with an MB, they can benefit from external expertise and have a better chance to be awarded.

From the perspective of the WISEs, it is indicated that there are sustainable trade relationships with MBs. This can be inferred that, despite the relatively low income, sales to MBs largely result from long-term and strong trade relationships with MBs. The business relationships of the WISEs are very diverse, involving both SMEs and large companies.

WISEs focus primarily on increasing the labour participation of vulnerable groups and have often developed a specific approach to this end, enabling them to create both social and economic value.



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Long-term collaborations with mainstream companies, that have primarily an economic objective but aspire to a more inclusive workforce, can jointly realise greater social value than would be possible as individual organisations.

Actions for improvement

WISEs indicate that sustainable collaborations between WISEs and regular businesses are preferred to strengthen social buying. Work visits and knowledge exchange are mentioned as ways to increase awareness, although the nature of the visit (focused on the added value of WISEs) is considered important. A buy social platform and improvement of existing platforms are also mentioned. Improving the B2B marketing strategy requires more time, resources, and knowledge. Professional development, such as training on marketing strategy, is also considered interesting.

The WISEs are mostly small SMEs. They invest both in economic activity and supporting their employees. Therefore, they lack the extra time to dedicate to proper marketing.

An **effective marketing strategy** is crucial for strengthening B2B activities of WISEs. There is a need for assistance in guiding WISEs towards the right goals, reaching customers, building brand value, and remaining competitive in the business market. Additionally, a marketing strategy requires a thorough understanding of the target audience(s) within the B2B market. This understanding enables WISEs to tailor their messages, products, and services to be more relevant to potential customers. It helps businesses with their positioning, defining and communicating the unique value proposition and positioning of a company in the market. This can help the WISE stand out in a competitive B2B environment. A strong marketing strategy can also contribute to building brand value and brand awareness in the B2B market. This can create trust and credibility, which is essential in business relationships.



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Marketing is not only about acquiring customers, but also about **building sustainable relationships**. A marketing strategy helps in developing customer retention programs and improving customer relationships. A strategic marketing approach also includes market research and continuous monitoring of market trends. This helps companies quickly respond to changing market conditions.

Improving the e-commerce strategy and online approach of a company depends on the specific situation, objectives, and resources of that company. B2B e-commerce is of great importance for WISEs. This involves business transactions between companies, such as ordering products and services through online platforms.



V. Annexes

d. Results Survey WISEs per country

Austria - 18 Respondents

Do you and/or does your company have a (marketing) strategy to strengthen B2B trade relations?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 8 | 44,4 |
| No | 9 | 50 |
| I don't know | 1 | 5,6 |

Do you and/or does your company sell products/services to mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 18 | 100 |
| No | 0 | 0 |
| I don't know | 0 | 0 |



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Do you and/or does your company have sustainable business partnerships with mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 17 | 94,4 |
| No | 1 | 5,6 |
| I don't know | 0 | 0 |

What % of your yearly revenue (approximately) comes from selling to mainstream business?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 1 | 5,6 |
| less than 10%: | 6 | 33,3 |
| between 10% and 25%: | 4 | 22,2 |
| between 25% and 50%: | 6 | 33,3 |
| between 50% and 75%: | 1 | 5,6 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

What do you think could contribute to (increasing) social buying from your and other Work Integration Social Enterprises? (multiple answers possible)



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| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 16 | 88,9 |
| Good examples: | 13 | 72,2 |
| Visits to work integration social enterprises: | 14 | 77,8 |
| A website or showcase of social products and services: | 8 | 44,4 |
| An event or market for buying social: | 8 | 44,4 |
| Partnership with a mainstream business: | 12 | 66,7 |
| Other: | 2 | 11,1 |

Would you be interested in training or professional development on one of the topics you mentioned?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 9 | 50 |
| No | 3 | 16,7 |
| I don't know | 6 | 33,3 |

Would you be interested in a sustainable business partnership with a mainstream business to increase social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 16 | 88,9 |
| No | 0 | 0 |
| I don't know | 2 | 11,1 |



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Ireland - 3 Respondent

Do you and/or does your company have a (marketing) strategy to strengthen B2B trade relations?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 1 | 33,3 |
| No | 2 | 66,6 |
| I don't know | 0 | 0 |

Do you and/or does your company sell products/services to mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 2 | 66,6 |
| No | 1 | 33,3 |
| I don't know | 0 | 0 |

Do you and/or does your company have sustainable business partnerships with mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 2 | 66,6 |
| No | 1 | 33,3 |
| I don't know | 0 | 0 |



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What % of your yearly revenue (approximately) comes from selling to mainstream business?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 1 | 33,3 |
| less than 10%: | 1 | 33,3 |
| between 10% and 25%: | 1 | 33,3 |
| between 25% and 50%: | 0 | 0 |
| between 50% and 75%: | 0 | 0 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

What do you think could contribute to (increasing) social buying from your and other Work Integration Social Enterprises? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 3 | 100 |
| Good examples: | 2 | 66,6 |
| Visits to work integration social enterprises: | 2 | 66,6 |
| A website or showcase of social products and services: | 2 | 66,6 |
| An event or market for buying social: | 2 | 66,6 |
| Partnership with a mainstream business: | 3 | 100 |
| Other: | 0 | 0 |



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Would you be interested in training or professional development on one of the topics you mentioned?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 1 | 33,3 |
| No | 0 | 0 |
| I don't know | 2 | 66,6 |

Would you be interested in a sustainable business partnership with a mainstream business to increase social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 2 | 66,6 |
| No | 0 | 0 |
| I don't know | 1 | 33,3 |



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Italy - 13 Respondents

Do you and/or does your company have a (marketing) strategy to strengthen B2B trade relations?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 30,8 |
| No | 8 | 61,5 |
| I don't know | 1 | 7,7 |

Do you and/or does your company sell products/services to mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 9 | 69,2 |
| No | 4 | 30,8 |
| I don't know | 0 | 0 |

Do you and/or does your company have sustainable business partnerships with mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 46,2 |
| No | 6 | 46,2 |
| I don't know | 1 | 7,7 |



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What % of your yearly revenue (approximately) comes from selling to mainstream business?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 3 | 23,1 |
| less than 10%: | 6 | 46,2 |
| between 10% and 25%: | 0 | 0 |
| between 25% and 50%: | 2 | 15,4 |
| between 50% and 75%: | 2 | 15,4 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

What do you think could contribute to (increasing) social buying from your and other Work Integration Social Enterprises? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 9 | 69,2 |
| Good examples: | 6 | 46,2 |
| Visits to work integration social enterprises: | 3 | 23,1 |
| A website or showcase of social products and services: | 5 | 38,5 |
| An event or market for buying social: | 2 | 15,4 |
| Partnership with a mainstream business: | 5 | 38,1 |
| Other: | 1 | 7,7 |



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Would you be interested in training or professional development on one of the topics you mentioned?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 30,8 |
| No | 5 | 38,5 |
| I don't know | 4 | 30,8 |

Would you be interested in a sustainable business partnership with a mainstream business to increase social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 9 | 69,2 |
| No | 1 | 7,7 |
| I don't know | 3 | 23,1 |



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The Netherlands - 14 Respondents

Do you and/or does your company have a (marketing) strategy to strengthen B2B trade relations?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 7 | 50 |
| No | 6 | 42,9 |
| I don't know | 1 | 7,1 |

Do you and/or does your company sell products/services to mainstream enterprises?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 13 | 92,9 |
| No | 1 | 7,1 |
| I don't know | 0 | 0 |

Do you and/or does your company have sustainable business partnerships with mainstream enterprises?

| | Number | Percentage |
|-----|--------|------------|
| Yes | 11 | 78,6 |
| No | 2 | 14,3 |



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| | | |
|--------------|---|-----|
| I don't know | 1 | 7,1 |
|--------------|---|-----|

What % of your yearly revenue (approximately) comes from selling to mainstream business?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 1 | 7,1 |
| less than 10%: | 2 | 14,3 |
| between 10% and 25%: | 1 | 7,1 |
| between 25% and 50%: | 4 | 28,6 |
| between 50% and 75%: | 1 | 7,1 |
| between 75% and 90%: | 1 | 7,1 |
| more than 90%: | 4 | 28,6 |

What do you think could contribute to (increasing) social buying from your and other Work Integration Social Enterprises? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 3 | 21,4 |
| Good examples: | 4 | 28,4 |
| Visits to work integration social enterprises: | 9 | 64,3 |
| A website or showcase of social products and services: | 6 | 42,9 |
| An event or market for buying social: | 6 | 42,9 |



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| | | |
|---|---|------|
| Partnership with a mainstream business: | 9 | 64,3 |
| Other: | 0 | 0 |

Would you be interested in training or professional development on one of the topics you mentioned?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 42,9 |
| No | 3 | 21,4 |
| I don't know | 5 | 35,7 |

Would you be interested in a sustainable business partnership with a mainstream business to increase social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 14 | 100 |
| No | 0 | 0 |
| I don't know | 0 | 0 |



e. Results Survey MBs per country

Austria - 11 Respondents

Are you familiar with social buying?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 54,5 |
| No | 3 | 27,3 |
| I don't know | 2 | 18,2 |

Do you/does your company have a policy on social purchasing?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 2 | 18,2 |
| No | 7 | 63,6 |
| I don't know | 2 | 18,2 |

Do you / does your company buy socially responsible products or services?

| | Number | Percentage |
|-----|--------|------------|
| Yes | 8 | 72,7 |



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| | | |
|--------------|---|------|
| No | 3 | 27,3 |
| I don't know | 0 | 0 |

What % of your yearly expenditure do you spend (approximately) on social purchasing?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 3 | 27,3 |
| less than 10%: | 6 | 54,4 |
| between 10% and 25%: | 2 | 18,2 |
| between 25% and 50%: | 0 | 0 |
| between 50% and 75%: | 0 | 0 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

Do you/ does your company have any other collaboration with a social enterprise?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 3 | 27,3 |
| No | 7 | 63,6 |
| I don't know | 1 | 9,1 |



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Would you/your company like to buy more social?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 54,5 |
| No | 3 | 27,3 |
| I don't know | 2 | 18,2 |

What do you think could contribute to (increasing) social purchasing in your company? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 9 | 81,8 |
| Good examples: | 5 | 45,5 |
| Visits to work integration social enterprises: | 1 | 9,1 |
| A website or showcase of social products and services: | 4 | 36,4 |
| An event or market for buying social: | 2 | 18,2 |
| Partnership with a mainstream business: | 5 | 45,5 |
| Other: | 1 | 9,1 |



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Would you be interested in a sustainable business partnership with a social enterprise to increase your social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 5 | 45,5 |
| No | 3 | 27,3 |
| I don't know | 3 | 27,3 |

Ireland - 11 Respondents

Are you familiar with social buying?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 54,5 |
| No | 5 | 45,5 |
| I don't know | 0 | 0 |

Do you/does your company have a policy on social purchasing?

| | Number | Percentage |
|-----|--------|------------|
| Yes | 2 | 18,2 |
| No | 9 | 81,8 |



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| | | |
|--------------|---|---|
| I don't know | 0 | 0 |
|--------------|---|---|

Do you / does your company buy socially responsible products or services?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 36,4 |
| No | 4 | 36,4 |
| I don't know | 3 | 27,3 |

What % of your yearly expenditure do you spend (approximately) on social purchasing?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 3 | 27,3 |
| less than 10%: | 7 | 63,6 |
| between 10% and 25%: | 0 | 0 |
| between 25% and 50%: | 1 | 9,1 |
| between 50% and 75%: | 0 | 0 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |



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Do you/ does your company have any other collaboration with a social enterprise?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 3 | 27,3 |
| No | 8 | 72,7 |
| I don't know | 0 | 0 |

Would you/your company like to buy more social?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 10 | 90,9 |
| No | 0 | 0 |
| I don't know | 1 | 9,1 |

What do you think could contribute to (increasing) social purchasing in your company? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 7 | 63,6 |
| Good examples: | 7 | 63,6 |
| Visits to work integration social enterprises: | 3 | 27,3 |



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| | | |
|--|----|------|
| A website or showcase of social products and services: | 10 | 90,1 |
| An event or market for buying social: | 3 | 27,3 |
| Partnership with a mainstream business: | 1 | 9,1 |
| Other: | 1 | 9,1 |

Would you be interested in a sustainable business partnership with a social enterprise to increase your social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 36,4 |
| No | 1 | 9,1 |
| I don't know | 6 | 54,5 |

Italy - 11 Respondents

Are you familiar with social buying?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 54,5 |
| No | 5 | 45,5 |
| I don't know | 0 | 0 |



Do you/does your company have a policy on social purchasing?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 36,4 |
| No | 6 | 54,5 |
| I don't know | 1 | 9,1 |

Do you / does your company buy socially responsible products or services?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 5 | 45,5 |
| No | 4 | 36,4 |
| I don't know | 2 | 18,2 |

What % of your yearly expenditure do you spend (approximately) on social purchasing?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 4 | 36,4 |
| less than 10%: | 6 | 54,5 |
| between 10% and 25%: | 1 | 9,1 |
| between 25% and 50%: | 0 | 0 |
| between 50% and 75%: | 0 | 0 |



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| | | |
|----------------------|---|---|
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

Do you/ does your company have any other collaboration with a social enterprise?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 36,4 |
| No | 3 | 27,3 |
| I don't know | 4 | 36,4 |

Would you/your company like to buy more social?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 2 | 18,2 |
| No | 1 | 9,1 |
| I don't know | 8 | 72,7 |



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What do you think could contribute to (increasing) social purchasing in your company? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 4 | 36,6 |
| Good examples: | 4 | 36,6 |
| Visits to work integration social enterprises: | 4 | 36,6 |
| A website or showcase of social products and services: | 2 | 18,2 |
| An event or market for buying social: | 2 | 18,2 |
| Partnership with a mainstream business: | 3 | 27,3 |
| Other: | 2 | 18,2 |

Would you be interested in a sustainable business partnership with a social enterprise to increase your social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 36,4 |
| No | 1 | 9,1 |
| I don't know | 6 | 54,5 |



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The Netherlands - 16 Respondents

Are you familiar with social buying?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 10 | 62,5 |
| No | 6 | 37,5 |
| I don't know | 0 | 0 |

Do you/does your company have a policy on social purchasing?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 1 | 6,3 |
| No | 14 | 87,5 |
| I don't know | 1 | 6,3 |

Do you / does your company buy socially responsible products or services?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 4 | 25 |
| No | 11 | 68,8 |
| I don't know | 1 | 6,3 |



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What % of your yearly expenditure do you spend (approximately) on social purchasing?

| | Number | Percentage |
|----------------------|--------|------------|
| 0%: | 8 | 50 |
| less than 10%: | 7 | 43,8 |
| between 10% and 25%: | 0 | 0 |
| between 25% and 50%: | 1 | 6,3 |
| between 50% and 75%: | 0 | 0 |
| between 75% and 90%: | 0 | 0 |
| more than 90%: | 0 | 0 |

Do you/ does your company have any other collaboration with a social enterprise?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 3 | 18,8 |
| No | 13 | 81,3 |
| I don't know | 0 | 0 |



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Would you/your company like to buy more social?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 6 | 37,5 |
| No | 3 | 18,8 |
| I don't know | 7 | 43,8 |

What do you think could contribute to (increasing) social purchasing in your company? (multiple answers possible)

| | Number | Percentage |
|--|--------|------------|
| Knowledge exchange: | 4 | 25 |
| Good examples: | 8 | 50 |
| Visits to work integration social enterprises: | 2 | 12,5 |
| A website or showcase of social products and services: | 5 | 31,3 |
| An event or market for buying social: | 4 | 25 |
| Partnership with a mainstream business: | 4 | 25 |
| Other: | 2 | 12,5 |



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Would you be interested in a sustainable business partnership with a social enterprise to increase your social impact?

| | Number | Percentage |
|--------------|--------|------------|
| Yes | 8 | 50 |
| No | 3 | 18,8 |
| I don't know | 5 | 31,3 |