

## Case 3: MamaPan



### Who?

**MamaPan** is a bakery where bread is prepared following all traditional rules: no additives, no preservatives and no industrial yeast. This social enterprise, a beneficiary of European funding, was mainly set up with a view to helping single mothers. With details on that, here is the manager of this small business Irina Sorescu: "The project was initiated in November 2014, when we got the EU money, and the idea occurred within the Partnership for Equality Foundation, the foundation that set up the MamaPan bakery, which is a social enterprise, more precisely an association for women in vulnerable groups.

### What?

MamaPan's aim has been:

- to sort out social inequalities in order to integrate the underprivileged into the labour market, thus giving them access to better jobs
- to support young women and young single mothers.
- to train and prepare young women at risk for life and for the labour market in order to have a stable job

### Why?

Single mothers were faced with the biggest risks. For several categories of employers, they are not desirable employees, for reasons pertaining to their family responsibilities and the fact they cannot be made redundant any time.

### How?

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In its early stages, this project was financed through European funds. And since their ideas are worth looking at, the Representation of the European Commission in Bucharest has this year dedicated the 'Yes, we care' campaign to social enterprises. As part of this campaign, running for three years now, in 2017 ambassadors of EU member states have paid visits to such EU-financed social projects. Monica Loloiu is a member of the Representation of the European Commission in Bucharest. She will now be speaking about why such a theme has been chosen for the 'Yes, we care' campaign. "Romania is no longer lagging behind. The fact that there is a Law on Social Economy, is an important step forward. People who are in the know are also aware they can change things through such projects"

### Where?

Although the bakery products market is big, especially in Bucharest, and competition tough, the MamaPan social enterprise stood the test of time.

### Conclusion

Clients were drawn into it not only by the artisan bread, but also by the idea of helping the six single mothers working in the bakery. So the business has survived with flying colors..

### Web Links:

<http://www.mamapan.ro/>

### Supporting Photos:

