

Case 1: UtilDeco



Who?

The case illustrates Util Deco, a work integration social enterprise established in 2008 by a social services providing foundation, "Alaturi de Voi". It organised some professional therapy workshops proving that a person with disabilities can be a successful employee if offered a proper package of assistance at the workplace.

What?

The Util Deco mission is to integrate socially, people from groups at risk. One of the first groups addressed were people with disabilities who started by making hand products. UD had over 1500 unique products, taking any request, from painting to manufacturing of carnival costumes. Recently UD has organised its activity: production, services and distribution.

Why?

UD means economic activity reinvested in social programmes. Its goals are:

- To create and maintain workplaces for people with disabilities
- To create handmade unique products in the fields of Arts and crafts
- To offer services in the field of book-binding, printing, personalization, archiving and event organising

How?

The most important added value is their offer of high quality certified products. They obtained ISO certification and CE mark for the production equipment. UD

built a deposit for archiving which fully complies with the European standards. Practically UD offers certified quality in all of its fields of production and services.

Where?

The UD was first set up in Iasi but soon decided to replicate the model in Targu Mures and Constanta, and production and services facilities in rural neighbouring area for the socio-professional integration of its clients.

Conclusion

UD has a positive impact on the people with disabilities contributing to the local economy and to the reintegration of people with disabilities who acquired the needed abilities and training to find a workplace on the free market or become a social entrepreneur. It also changed the community mind set switching the perception as far as a person with disabilities is: from an unproductive person to an individual able to produce added value.

Web Links:

<http://www.utildeco.ro>

<http://www.alaturidevoi.ro>

<https://shop.utildeco.ro/>

Tweeter

Util Deco

@utildeco

Supporting Videos:

Util Deco inside the business

<https://www.utildeco.ro/povestim/>

