

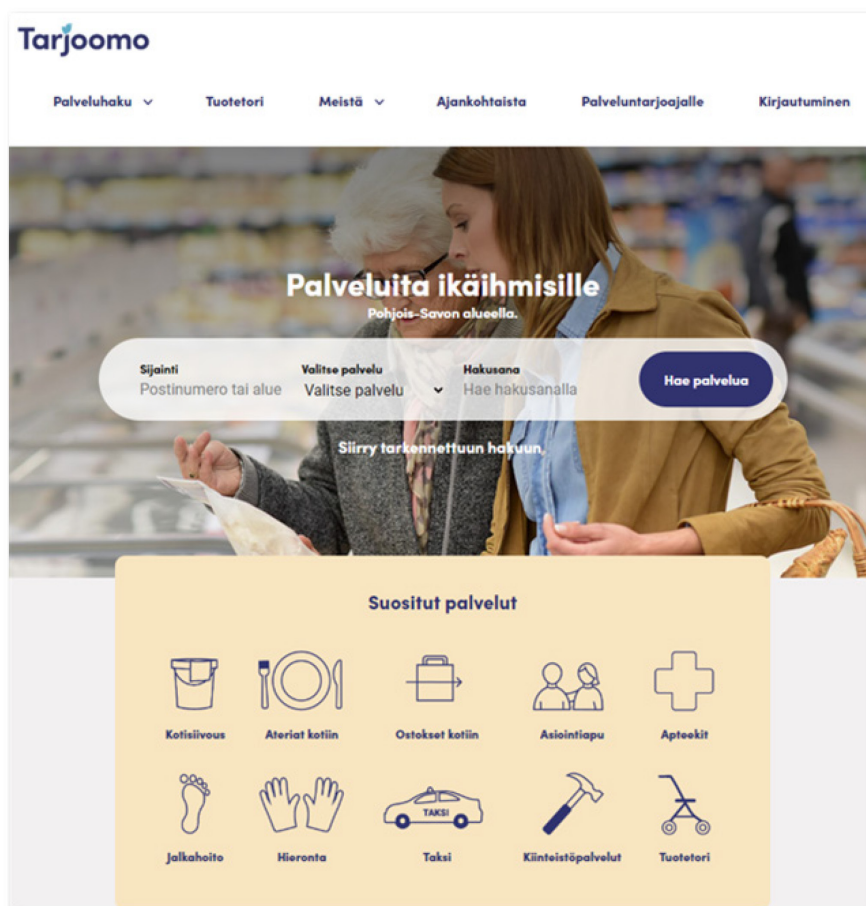
Best Practice Examples of successful Social Enterprises

Tarjoomo osuuskunta (The Provider Cooperative)

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Social Mission/key social objectives

The purpose of Tarjoomo is to support the well-being of elderly people living at home.

Main Activity

■ Trading

Business Structure

■ Cooperative

Background

Tarjoomo cooperative was found as a consequence of an EU funded project, which examined solutions on mismatch of demand and supply of elderly services.

Year established: 2020

Numbers employed: 1 (and project part-timers)

Range of activities

- Maintaining and increasing network of local companies providing services for the elderly.
- Maintaining a web-based platform of the same companies.
- Producing and distributing a magazine.
- Organizing marketing events such as fair for seniors (Seniorimessut).
- Providing the "Senior Friendly Company" course and certification for completing the course.

Target groups/clients

Target groups are the elderly and their relatives, the companies that get marketing services and the healthcare providing region that ensures that people can stay at home as long as possible.

Business Model

The business model is based on a network and a platform. Thus, it has a low-cost structure but delivers an important service that no care service provider could provide alone. Also, many parties are interested in the services. The income comes from three sources – the wellbeing services county pays for the service that Tarjoomo provides, the elderly care service providers pay for the marketing, and additionally, some local cooperatives provide support for Tarjoomo's operations as part of their local social impact.

Lessons learnt/Tips for success

"We are connected to a very relevant business and megatrend of ageing population. Increasing number of elderly living at home connected with tightening healthcare budgets require innovative solutions. Thus, almost everyone finds us interesting, and we do not need to justify why we exist."

- The fact that the public sector is ordering the service provides legitimacy in the eyes of the companies in the network.
- It is critical that the business model works for all critical stakeholders. It is very difficult to know what works and what doesn't until the model is tried in practice. Therefore, it is important to co-develop the model with the stakeholders and try to ensure that they remain satisfied.

Funding



Income from Activities

Main challenges and obstacles in progressing/developing

- The enterprise competes with "the grapevine". It is sometimes a bit of a challenge to explain, why Tarjoomo is better because information spreads through word of mouth. This, of course, only applies to the local level but sometimes that's sufficient for the care service providers.
- Cooperative felt a bit heavy and bureaucratic organizational form at first.

What supports have been most useful to the development?

Regional projects have been used to develop found and develop the enterprise (e.g., the coding of the platform and the course on senior friendly company).