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What is the BuyWISEly project?

Buy WISEly project aims to empower **Work Integration Social Enterprises (WISEs)** and **Mainstream Businesses (MBs)** to establish sustainable partnerships. Operating in **Austria, Belgium, Ireland, Italy, and the Netherlands**, the project fosters **local, regional, and national alliances**, promoting social business transactions and fostering collaboration for mutual benefit.



Why BuyWISEly?



Today, businesses have the duty of **making a difference** in terms of human rights, sustainability, and social impact.

The "Buy WISEly" project tackles today's challenges by creating sustainable markets. It aims at **boosting relationships** and **providing opportunities** for disadvantaged workers.

Aligned with the **European Commission's Social Economy Action Plan**, the project emphasizes the **crucial role of WISEs** in **promoting collaborative growth** for a business landscape that's **socially and environmentally responsible**.



Project objectives

- ➔ Raise awareness on the added values of "buy social" B2B market and WISEs towards mainstream businesses
- ➔ Strengthen the operational and financial capacity of WISEs for effective cooperation with mainstream businesses
- ➔ Encourage mainstream businesses to support up/re-skilling pathways
- ➔ Develop transactional partnerships between WISEs and mainstream businesses through concrete actions

The partners



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