



PROJECT

# SONYA

## The role of SOcial ecoNomY in Addressing social exclusion, providing quality jobs and quality jobs and greater sustainability

*SONYA aims to enhance SEs' role in attracting and retaining elderly care workers, fostering social innovation in rural areas. Beyond tools and support services, it empowers SEs to build participatory networks and community initiatives, improving employment conditions and transferring social innovations.*



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9

PARTNERS

5

COUNTRIES

€3M

TOTAL BUDGET

4

YEARS



EN UN CLICK

**Coordinador**

Renees School of Business

**Sector**

Social Impact

**Programa**

HORIZON EUROPE

**Web**

sonyaproject.eu

**Fechas**

2024-2028

### 01 Challenge

The EU's ageing population is driving a rising demand for quality social elderly care, particularly in rural areas. However, Social Economy organizations (SEs) face legal and policy barriers that result in poor working conditions, gender inequality, and low innovation uptake. The dominant recipient model of care limits dignity and agency for both elders and caregivers, while rural isolation and a lack of support infrastructure further deepen the gap.

### 02 Solution

SONYA strengthens the role of SEs by fostering multi-actor networks and developing tools, training, and policy recommendations that empower SEs to deliver inclusive, community-based elderly care. Through living labs, targeted support and capacity building, SONYA enables SEs to adopt and scale innovative practices for quality jobs and better services in underserved rural regions.

### 03 Impacts

SONYA will improve working conditions and promote inclusive employment by supporting up to 60 SEs and engaging over 320,000 community members. It will enhance care quality, sustainability, and caregiver well-being while revitalizing rural areas. Its data-driven evaluation will guide legal and policy reforms across Europe and beyond, setting new standards for social elderly care.