

## Community-led enterprises: CASE STUDY



### Company Info:

#### BETILICIOUS

Website: [Gesund Naschen |](#)

[Online-Shop, Rezepte,](#)

[Workshops](#)



### Community-led Innovation

Is the Case Study considered an “innovative model”??

It moves beyond traditional snack retailing by creating a holistic lifestyle ecosystem



## BACKGROUND

Betilicious was founded in 2021 as a one-person enterprise by Bettina Gangelberger in Graz, Styria, Austria

The company produces healthy, vegan and sugar free snacks and sweets, while building a community network around health and food. The company has two employees for production as well as social media marketing.

Areas of Activity: Local Business, healthy nutrition as well as community building.



## CORE BUSINESS: (Sustainable Development Goal APPLIED???)

Mission: Creating healthy, regional and vegan food options , while creating community-based networks and knowledge development. The company itself is not advertising the Application of the SDGs, but one could loosely link the mission to SDG 3 (Health) and SDG 12 ( Sustainable Consumption )



## KEY SUCCESS FACTORS

Key contributions of the case study:

Education on a female-owned, local Social Business, that values fostering a community and building a sustainable network more than expanding internationally.

### Key factors:

Using Social Media as a concrete tool for building a network and fostering connections with clients, partners and the public, really enhances the idea of community-led ( or based). As well as using “self-branding” as the base for community building